CUSTOMER INTENTION TO PURCHASE HALAL COSMETICS

IN MALAYSIA

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CUSTOMER INTENTION TO PURCHASE HALAL COSMETICS

IN MALAYSIA

By

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Master of Science (International Business)

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I dedicated this thesis to

My beloved parents who are always in my heart

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ABSTRACT

The main objective of this research is to examine the factors influencing customer intention to purchase halal cosmetics in Malaysia especially by University students. The research investigates on four factors that affect the intention to purchase halal cosmetics in Malaysia which are attitude, subjective norm, perceived behavioral control and brand awareness. Data were collected from 400 female students in Universiti Utara Malaysia. The internal consistency reliability test of Cronbach's Alpha indicated that all scale items were proven reliable. Correlation and Multiple Regression were used to examine the relationship between independent variables and dependent variable. The results showed that there are positive relationships between the four factors and intention to purchase halal cosmetics. The result also showed the attitude is the most important factor in affecting customer intention to purchase halal cosmetics in Malaysia.

Keywords: Consumer studies, intention to purchase, halal product, cosmetics, Malaysia

ABSTRAK

Objektif utama kajian ini adalah untuk menilai faktor-faktor yang mempengaruhi niat atau keinginan membeli produk kosmetik yang halal di kalangan pengguna khasnya dikalangan mahasiswi di universiti awam di Malaysia. Kajian ini mengkaji empat faktor yang mempengaruhi keinginan membeli produk kosmetik halal di Malaysia, iaitu sikap, norma subjektif, tanggapan kawalan kelakuan dan kesedaran jenama. Data untuk kajian ini diperoleh daripada 400 mahasiswi Universiti Utara Malaysia (UUM) kampus Sintok, Kedah, Malaysia. Ujian kebolehpercayaan Cronbach's Alpha membuktikan semua item skala yang digunakan dalam kajian ini mencapai tahap kebolehpercayaan yang munasabah. Hubungan pembolehubah bersandar, dan penbolehubah bebas diuji dengan menggunakan Ujian Korelasi dan Ujian Regresi Berganda. Hasil ujian menunjukkan wujudnya hubungan positif di antara empat faktor tersebut dan keinginan pengguna untuk membeli produk kosmetik halal. Dapatan kajian ini juga menunjukkan bahawa sikap merupakan pembolehubah yang paling penting dalam mempengaruhi sikap pengguna dalam membeli produk kosmetik halal di Malaysia.

Kata kunci: Kajian pengguna, niat membeli, produk halal, kosmetik, Malaysia

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TPB   Theory of Planned Behaviour

SN   Subjective Norm

PBC   Perceived Behavioural Control

BA   Band Awareness

CHAPTER 1

INTRODUCTION

1.1 Introduction

This chapter provides background information related to customer intentions to purchase halal cosmetic products in Malaysia, with the focus on attitude, subjective norm, perceived behavioral control and brand awareness. This chapter also includes the discussion on the statement of problems, scope of the study, research questions, research objectives, significant of the study, and limitation of the study.

1.2 Background of the Study

A study has conducted that the population of Muslim represents up to 23% of the world population. Meanwhile, the Islam has the lowest median age as half of Muslims are 23 years old or younger(Pew Research Centre, 2012). While, there is 1.705 % of corresponding rate for Muslim population with the population annual growth rate is around 1.194%. Thus, Muslim population will reach to 1,959,770,095 or 25.13 % of whole population by 2020, and 4,966,253,886 or 33.14% by 2075 (Kettani, 2010). In Malaysia, Muslim population was 16,581,000 or about 60.1% out of total population by 2009 (Pew Research Centre, 2009).

The stereotype of public towards halal products has limited merely on halal foods. Nevertheless, consumerism in Muslim society has increased to turn into a pervasive

trend in the globe. The development of Halal products in cosmetics industry has a great deal of value on global beauty market within Muslim consumer as well as drawing much attention by non-Muslim counterparts, as for the ingredients, the customers usually insisted that there are stringent inspection and standard control of Halal products as well as strictly specifications and sanitation procedures (Jim & Gillian, 2012).

"Halal" principally means all things or actions that are not prohibited under the Islamic or *Shariah* Laws, purposely to ensure for healthy, safety and benefit for all human beings regardless of age, faith or culture. For Halal cosmetics, it refers to that Halal ingredients and substances should be produced and used according to Shariah requirement, as well as storage, package and delivery must be following the standards (Hussin, Hashim, Yusof, & Alias, 2013).

For instance, Middle East with one fifth of total population of Muslim in the globe, the sales volume of cosmetics has reached USD 2.1 billion (Swidi et al., 2010). A research conducted by an Australian organization found that there is a market increase of 12% annually for Halal cosmetic products in the Middle East (New Directions Australia, 2011). Another survey carried out by KasehDia Consulting also found that in South-East Asian countries closely about 58% of Muslims are aware of and are willing to purchase only Halal cosmetic products if the products are available near to them. Nevertheless, more than half of them committed that is not easy to find the Halal cosmetics in local market.

There is a fact that the majority of Muslim population is young generation with knowledge thus, they embrace the Islamic life style and prefer to preserve Halal as part of their daily life. Analysts predicted that Halal cosmetic will be the next popular thing after Halal food and finance in Islam world (Layla Mandi, 2011). As of late, there is a growing number of Muslim people are aware of nature of beauty products that is in line with their religious and cultural requirements, at the same time, Non-Muslims in order to pursue the cosmetics with its wholesome, hygienic, contamination-free principles conception which has driven the market keep forward.

Halal cosmetic industry has become the fastest growing global business across the world since Halal conception has widely accepted by Muslim and Non-Muslim consumers. The estimation of current Halal cosmetic market size is ranging from US$ 5-14 billion sales per annum.

1.3 Problem Statement

Malaysia has a growing concern towards halal products country and has planned to be a halal hub for the region as it is expected the halal conception would be the new trend not only for the country's Muslim consumers but also for non-Muslim countries. As majority of Malaysian are Muslim, the government is very concerned on how to develop the economy of Malaysia to be based on Islamic guidance especially in terms of providing Halal products and services. Since the consumers of Halal products are on rise in the global world, so the discussions of current practice, production and consumption of Halal product including cosmetic products are getting very much attention from many groups of people. In Malaysia, JAKIM

(Jabatan Kemajuan Islam Malaysia), is in charge of issuing Halal product certification which is according to Malaysia standard MS2200:2008 (Husain, Ghani, Mohammad, Mehad, 2012). According to a research from the perspective of manufacturer, it found that the service quality of JAKIM is under the expectation of the customers (Golnaz, Mohamed, & Shamsudin, 2012).

Nowadays there are plenty of choices of Halal cosmetic with all kinds of brands either locally or internationally. With the storm of globalization as well as the changing life style, non-Muslim countries such as China occupied the trade of cosmetics and other Halal products, meanwhile, there are more than 100 agencies worldwide for issuing Halal certificates, and each agency has its own standards and specifications. However, it seems that Muslim consumers have turned to be the victims to greedy traders and manufacturers who use their own Halal or fake certification without doing proper process according to Islamic principles and of course it does not getting approval and recognition from the authorized institution. Hence, this research becomes timely in need to study and understand consumer perception especially those young consumers on halal cosmetic products and it is expected contributing to the existing literatures on this field which is believed still getting less attentions from many researchers especially in this country.

1.4 Scope of the Study

This research has been conducted at Universiti Utara Malaysia, Sintok campus. The justification on the selection of Universiti Utara Malaysia is due to its current situation whereby the university is getting influx of international students around

2,500 students out of total about 33,000 students come from more than 40 countries. Hence, the student population of the university is considered unique bring together different cultures and behaviour of product consumption and purchase. The participants of this research are limited only to female students in UUM which various level of studies: Doctoral, Masters and Bachelor students. The subject of study is also limited only to cosmetics products.

1.5 Research Questions

Based on the above problem statement, some research questions for this study are derived as follow:

1. Does attitude impact the intention of university students to purchase Halal cosmetics?

2. Does subjective norm impact the intention of university students to purchase Halal cosmetics?

3. Does perceived behavior control impact the intention of university students to purchase Halal cosmetics?

4. Does brand awareness impact the intention of university students to purchase Halal cosmetics?

5. To what extent does each factor (attitude, subjective norm, perceived behavior control, and brand awareness) impact the intention of University students to purchase Halal cosmetics?

1.6 Research Objectives

The objective of the study is to focus on the attitude, subjective norm, perceived behavior and brand awareness of University students towards intention to purchasing Halal cosmetic in Malaysia. Based on the five research questions above, the objectives of this study are concluded into two specific objectives as follows:

1. To understand whether attitude, subjective norm, perceived behavior control and brand awareness are good intention indicators to choose Halal cosmetic amongst university students in Malaysia.

2. To examine the extent to which each independent variable namely attitude, subjective norm, perceived behavior control and brand awareness influence customer intention to purchase halal cosmetic by university students in Malaysia.

1.7 Significance of the Study

This research explores the intention to purchase Halal cosmetic amongst university students in Malaysia. Since there is lack of studies in this field has been conducted, this study plays two significant roles. First, this study is expected to contribute to the body of knowledge and literatures in the field of business management especially in Islamic marketing and consumer behaviour in Malaysia. Second, this study's findings can serve as basis for decision making for government and practitioners especially manufacturers that concern with halal products.

1.8 Limitation of the Study

Since the research samplings are limited to the purchasing behavior of Halal cosmetic purchasing amongst the students in University Utara Malaysia using convenient sampling method, the study findings cannot be generalized for predicting halal cosmetic purchasers' behaviour in other locations in Malaysia. Even though, there are more than a dozen of universities in Malaysia considered as having international community, but the time and financial constraints have limited this study to be extended to other universities in the country. Last but not the least; the study contains limited number of measures in the model to be said as a comprehensive framework for intention to purchase.

1.9 Operational Definition

1.9.1 Halal

Halal in the Arabic word means something that is "permitted." However, in Islamic teachings, Halal is considered as something that is not prohibited under the Islamic Law. In general, Halal is commonly seen in terms of "Halal food" which means food that is permitted or actually not forbidden under Islamic guidelines as found in the Qur'an and Al-Hadiths. In fact, Halal is about everything in human life from how to go about slaughtering of animals to the use of cosmetic products. In this study, halal is measured based on customers' perception in general and the product certification.

1.9.2 Customer

A customer, or also known as a buyer, purchaser, or client or in many occasions also named as consumer is the recipient of a good, service, product, or idea, obtained from a seller, vendor, or supplier for a monetary or other valuable consideration. In this study, a customer is considered as someone who has experience in purchasing or has intention to purchase halal cosmetic products in Malaysia either for his/her own consumption or for a gift to other person.

1.10 Summary

Nowadays, the customers are more focus on the health of the products in their daily lives, and Halal products or Halal cosmetics are very important for customers and especially for Muslim customers. This study tries to explore the factor that will influence the customer intention in purchasing Halal cosmetic products. This study will contribute to the marketers and Muslim customers or Non-Muslim customers who are going to pursue the healthy lives. Under the theory of planned behaviour, this research will mainly focus on the attitude, subjective norm, perceived behavioural control and brand awareness which are used to measure the customer intention in purchasing Halal cosmetics. The target of the population of this research is mainly focus on the university students in Malaysia.

CHAPTER 2

LITERATURE REVIEW

2.1 Introduction

The previous chapter has discussed the background of this research, and this chapter discusses the underpinning theory employed in the current study. It also reviews the extant literature regarding the influence of attitude, subjective norm, perceived behavioral control, and brand awareness on intention to purchase. This chapter starts from the Halal phenomenon around the globe which leading to the Halal conscious amongst Muslims and Non-Muslim customers in Malaysia. Furthermore, it followed by a discussion about the theory of planned behaviors which includes four factors, namely, attitude, perceived behavior control, subjective norm, as well as brand awareness. Finally, this chapter outlines the theoretical framework and discusses the hypotheses development derived from theoretical framework.

2.2 Halal Phenomenon

Halal is not only a religion issue anymore, but it has become a global phenomenon. Halal represents a symbol for healthy, good quality and new life style. Halal markets are considered to be changeable and unpredictable for the complexity amongst Muslim and Non-Muslim world as they encompass a wide range of industries with religious, political, and financial dimension. Besides, Halal highlights the benefits of Islam to all mankind and thus is basically regarded as an Islamic phenomenon. It is a

trend that Muslim becomes more knowledgeable of their religion as they pay more attention to the types of products and services which they consume and use in their daily lives.

2.2.1 Definition of Halal

Halal originates from an Arabic phrase that means allowed or permitted by Islamic Law. In Arabic language, it refers to anything which is permissible by Islam, while in English, it always means the product that is permissible depends on Islamic law (Kamali, 2003). The antonym of Halal is haram. The rules of Halal and haram terms have strictly controlled by Holy Quran and the Glorious Shari'ah, which including food products, cosmetics, personal care products and beverage products. The principle is originates from the following tradition of the Prophet, peace be upon him:

عن أبي عبد الله النعمان بن بشير رضي الله عنهما قال : سمعت رسول الله صلى الله عليه وسلم يقول : (إن الحلال بيّن والحرام بيّن ، وبينهما أمور مشتبهات لا يعلمهن كثير من الناس ، فمن اتقى الشبهات فقد أستبرأ لدينه وعرضه ، ومن وقع في الشبهات فقد وقع في الحرام ، كالراعي يرعى حول الحمى يوشك أن يرتع فيه ، ألا وأن لكل ملك حمى ، ألا وإن حمى الله محارمه ، إلا وإن في الجسد مضغة إذا صلحت صلح الجسد كله ، وإذا فسدت فسد الجسد كله ، ألا وهي القلب) رواه البخاري ومسلم

"That which is lawful is clear and that which is unlawful is clear, and between the two of them are doubtful matters about which many people do not know. Thus he who avoids doubtful matters clears himself in regard to his religion and his honour, but he who falls into doubtful matters [eventually] falls into that which is unlawful, like the shepherd who pastures around a sanctuary, all but grazing therein. Truly every king has a sanctuary, and truly Allaah's sanctuary is His prohibitions. Truly in the body there is a morsel of flesh, which, if it be whole, all the body is whole, and which, if it is diseased, all of [the body] is diseased. Truly, it is the heart. [Narated by al-Bukhaari and Muslim.]".

The prophet has highlighted that it is important to pay much attention to the matter which concerns Halal and haram, it is necessary to avoid any products or materials which is prohibited by Islam and distinguish the products which belongs to Halal or non Halal.

2.2.2 Halal Certification

The Halal certificate and logo are not only to make sure the Muslims consume and use is based on Islamic law but also encourage the manufacturer producing products which according to the Halal standards (Ariff, 2009).

Islamic organization has authority to issue the document that is Halal certificate which confirms that the Halal products are meeting the requirements of Islamic law. This doesn't only mean the products or by-products are free from pork and alcohol, but containing prohibited ingredients of animal origin, and the products has been prepared and manufactured by safety equipment (Mian, 2010).

Figure 2.1 Halal logo of Malaysia
Source*: Jabatan Agama Islam Malaysia (JAKIM)*

There are two types of Halal certificates, the first one is a site registration certificate, which signifies that a plant, production facility, food establishment, slaughterhouse, abattoir or any establishment handling food has been inspected and approved to produce or serve Halal food. The second type is for a specific product or a specific quantity. The certificate signifies the listed product or products meet the Halal guidelines formulated by the certifying organization.

The first step for Halal certification is to find an organization which meets all the needs of the market. A great deal of countries, such as, Singapore, Malaysia, Thailand, Pakistan, have their own government-approved agency for issuing the certificate. If targeting one country as a goal for exporting products, then the certificate should be approved, recognized, and acceptable by that country. Otherwise, the products will not be accepted by that country (Ariff, 2009). Besides, the duration of Halal certificate is valid. It usually depends on the types of products and the expiration date (Riaz, 2012).

2.3 Purchase Intention

An individual would like to purchase a certain product or a certain brand products that he or she has selected after the carefully evaluation, it is defined as individual's purchase intention. The purchase intention can be measured by several variables, such as, considering the brand or products for purchasing and expecting to purchase in the near future (Laroche & Zhou, 1996; Laroche & Sadokierski, 1994; MacKenzie & Belch, 1986).

Assess all the brands which are available in the market are regarded as the requirements of doing purchase intention for a certain brand (Teng, Laroche & Huihuang, 2007). Many authors believed that customer's preferences toward a particular brand have great influence on the product purchase intention (Brown &Stayman, 1992; Homer, 1990; MacKenzie, 1986). It is also believed that brand attitude has a positive relationship with the intention to purchase. It is also found that a consumer's intention is settled by attitude toward the same and other brands which are present in his consideration set (Laroche & Sadokierski, 1994; Laroche & Zhou, 1996).

2.4 Attitude

Doob (1993) defined attitude as a learned implicit anticipatory response, to be more specific, he insisted that attitude as an unobservable response to an object that occurs prior to, or in the absence of, any overt response. According to Ajzen and Fishbein (1980) attitude of behavior is 'determined by a person's evaluation of those outcomes as favorable and unfavorable'. Ajzen (1985) argues that individuals are preferred to carry on a certain behavior if he or she has been holding the positive attitude towards the behavior which he or she is holding. An attitude can defines people, objects, event, activities, ideas, or just anything in your environment with a positive or negative evaluation (Zimbardo et al., 1999). Eagly and Chaiken (1993) defined an attitude as "a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor."

2.5 Subjective Norm

Subjective norm is the second aspects of the theory of planned behavior which came up with by Ajzen in 1991 and it was originally putted forward by Ajzen and Fishbein in 1980 based on the theory of reasoned action.

Subjective norm is a social pressure which is felt by the individual when they decided to conduct the certain behavior or action, that is, when predicting the others behavior, those salient individual or groups will influence the decision of certain behavior, and whether their influence will be much effect the decision which made by the individuals. As such, the subjective norm is a combination of normative belief and motivation to comply. For instance, if the customer insisted the people who can be trusted, and saying Halal cosmetic is good, then the customer will have more intention to buy it. Therefore, it explained that the customer's intention will be influenced by significant people, and their own certain behavior will be informed.

2.6 Perceived Behavior Control

Perceived behavior control is the last predictor in the theory of planned behavior. It reflects the past experience and degree of control of individual over the performing behavior. That means when the individual is in charge of more resources and opportunities, then the prevention will be much decreased, and more powerful over the perceived behaviour.

For instance, if the customers were given more time, energy, opportunities, skills or money, then their perception of control are high and the behavioural intention will be increased as well. Therefore, if the customer were provided more resources, that is

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received more control over the Halal cosmetic, then they have higher intention to buy Halal products.

Perceived behaviour is 'the extent to which a person feels able to engage in the behaviour' (Ajzen, 1991). There are two types of influence, (1) the degree of control over the behaviour by individual, (2) the extent of confidence of perform or not perform the behaviour.

2.7 Brand Awareness

A brand could be a name, term, sign, symbol, or design, or a combination of those items which is intended to distinguish the goods or services of one seller from amongst a group of sellers and to differentiate them from those of the competitors (Tuominen, 1999).

Brand awareness is the brand recognition by potential customer, which is usually related to a particular product. It is regarded as the main target or functional strategy for issuing the new product, at the same time, brand awareness as the primary goal of advertising for a new product introduction (Business Dictionary. n. d).One of the fundamental aspects of brand equity is brand awareness, usually a customer makes the decision of buying something, the brand awareness will playing a vital role or as the premise of customer's consideration.

Brand awareness is about the association between the potential customers and the product which is interested by the customers. It is the recall and recognition of the company or the product by the customer. On one hand, brand recall stands for how a

customer remembers a certain brand that is relevant to him. On the other hand, the brand recognition is consumer potential to recollect the past knowledge of the brand when the brand logo was shown. In order to develop the brand, the brand awareness plays an important role to compete in such a severe business environment.

2.8 Theory of Planned Behaviour

The theory of planned behaviour was developed by Icek Ajzen in 1988. It is an extension theory extracted from the grounded theory of reasoned action putted forward by Ajzen and Fishbein in 1975. Ajzen explored that the human behavior, to some extent, is not fully controlled. He also argued that other facets such as perceived behaviour control may influence the human behavior and then established a new theory model; that is theory of planned behaviour (Ajzen, 1991).

There are three conceptually independent determinants of behavioural intention in Theory of Planned Behaviour (TPB), which are attitude, subjective norm, and perceived behaviour control (Ajzen, 1985, 1991). Attitude is a psychological tendency which is explained by estimating a certain entity with some extent of favor or disfavor (Eagly & Chaiken, 1995). Subjective norm is to estimate the individual's particular behaviour that can be influenced by the social pressures or not. Perceived behaviour control is illustrated as the perception of the degree to which the behaviour is regarded to be controllable.

Attitude

Subjective
Norm

Behavioral
Intention

Actual
Usage

Perceived
Behavioral
Control
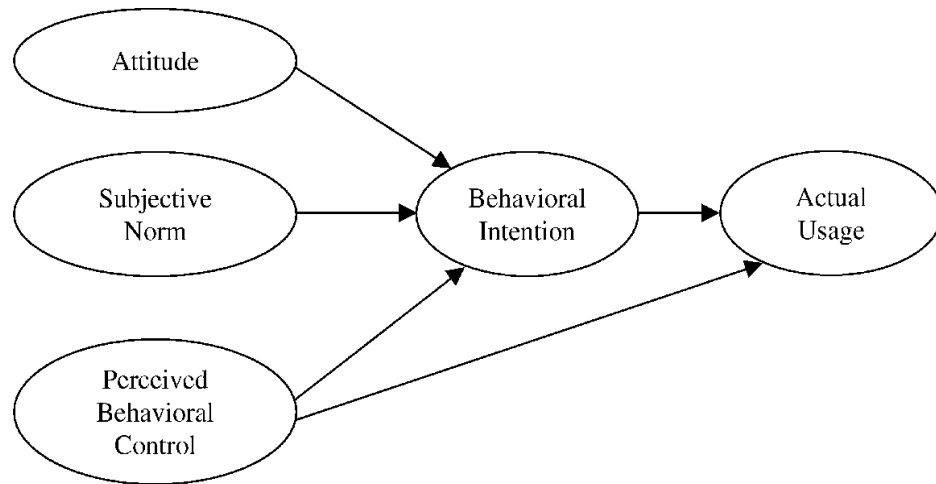
Figure 2.2 Theory of Planned Behaviour
Source*: Adapted from Ajzen (1991)*

2.9 Factors Influencing Intention to Purchase

2.9.1 Attitude and Intention to Purchase

Attitude is an assessment of a certain behavior. It is expressed by the extent of agree or disagree by individuals (Ajzen, 1991). Attitude mostly comes from the belief of the particular entity of individual, and evaluating the importance of outcome caused by the certain behavior (Ajzen & Fishbein, 1975). Frequently, the more believe or favorable towards an objective, there will be a higher intention or positive behavior to purchase the product, otherwise, there will be a less intention to perform with a negative behavior (Ajzen & Fishbein, 1975).

Chen (2008), in her research titled "An integrated research framework to understand consumer attitudes and purchase intentions toward genetically modified foods" has found that the use of the construct "attitude toward GM foods" as a bridge to connect the Attitude Model and the Behavioral Intention Model so as to establish an

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integrated research framework and to shed light on how consumers form their attitudes and make purchase intentions toward GM foods.

The marketers should try to transfer the new emerging technology to the customers, and then the customer will have a positive attitude towards GM foods which will also encouraging the purchase intention. In this case, building a theoretical framework to understand the customer intention and purchase intention. Wen (2013) conducted a research on the theoretical purchase intention of travel products, and found that consumer trust, consumers' attitude perception and consumer satisfaction have a significant and positive relationship with the customers' online purchase attention.

2.9.2 Subjective Norm and Intention to Purchase

Recently, a few academic scholars have contended that subjective norm influences the buying intentions. They provide an example of personal computer provider who should be aware of mass customization in order to be applicable to market. Tang, Luo and Xiao (2011) in their research titled "antecedents of intention to purchase mass customized products" found that self-confidence and subjective norm have significant impact on the behavioral intention.

With the globalization and internalization of economy, as an urgent issue, the banks in Taiwan meet stress in terms of service quality and administrative efficiency to predict the customers' intention of usign Internet banking. Shih and Fang (2004) provided empirical evidence that individual's belief, embracing attitude, subjective norm and perceived behavior control statistically influence the customer intention to

choose Internet banking in Taiwan. Their research method was based on data collected from approximately 425 respondents, and structural equation modeling was used to analyze the responses.

2.9.3 Perceived Behavior Control and Intention to Purchase

The last determinant of behaviour intention is perceived behavioural control. In 1991, Ajzen refers to perceived behavioural control as "the perceived ease or difficulty of performing the behaviour". Moreover, he assumed perceived behavioural control to "reflect past experience as well as anticipated impediments and consequences". According to TPB, it is the perception of behavioural control, as opposed to the degree of actual behavioural control that directly impacts both intentions to perform a behavior and the actual performance of that behaviour (Ajzen, 1991).

In order to identify factors which effecting the intention to use internet stocking trading among investors in Malaysia, in 2007, Gopi and Ramayah in their research have found the attitude, subjective norm and perceived behavioural control have a direct positive relationship towards behavioural intention to use internet stock trading. The questionnaire as a quantitative research was used in this research, and the data collected from investors who are conscious about the internet stocking trading in Malaysia. Out of 300 questionnaires distributed among respondents, 144 were used for analysis purposes (Gopi & Ramayah, 2007).

In addition, a recent study provided evidence that there is a significant and positive relationship between perceived behavioural control and Halal food purchasing

(Ambali & Bakar, 2014). Their research was based on the theory of planned behaviour as a framework. The aim of the research was to examine the Halal food purchasing behaviour in Malaysia, and the data were collected by self-administered questionnaire. The findings of the research suggest the establishment of Malaysia as a Halal centre that lead the concern of needs of business and government policy support.

2.9.4 Brand Awareness and Intention to Purchase

A research titled "The influence of core-brand attitude and consumer perception on purchase intention towards extended products" has conducted by Wu and Lo (2009) who explore the relevant factors which affecting the consumers intention towards the extended products of personal computers. "Core-brand attitude" and "consumer perception fit" are considered as important factors which may affect consumer purchase intention. The findings show a high purchase intention towards extended products and the brand awareness are significantly and positively related to the core-brand image which in turn has significant impact on the purchase intention towards extended products, Microsoft PC. The research findings are used as a guideline for marketers implementing the brand extension strategies.

Customers are more likely to buy branded products because they insist higher quality compared with non-branded products. This is supported by the findings of an empirical study that demonstrate the brand involvement and attitude towards private-label brands have a significant relationship with the intention to buy manufacturer brands (Walsh, Shiu, Hassan 2012).

2.10 Theoretical Framework

The theoretical framework is the fundamental guideline for the entire research work. The theoretical framework is outlined in Figure 2.3. The dependent variable is the intention to purchase Halal cosmetics of university students in Malaysia. Besides, there are four independent variables reflected in the outlined theoretical framework; attitude, subjective norm, perceived behaviour control and brand awareness. This study attempts to examine the relationship between those independent variables and dependent variable mentioned earlier. In general, in addition to having descriptive statistic to profile the data and correlation matrices to check for the magnitude of the correlation between tested variables, OLS regression is conducted to meet the objective of this study.
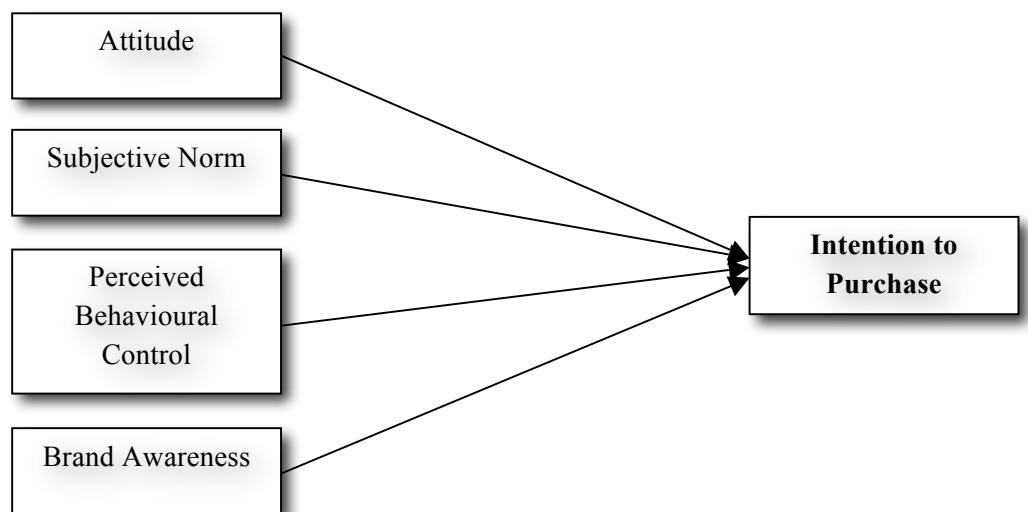
Figure 2.3 Conceptual Framework of the Study

2.11 Hypotheses

Based on the problem statement and the literature review, the followings hypotheses are derived for this research in order to answer the research questions:

H1: There is a significant relationship between attitude and intention to purchase Halal cosmetics.

H2: There is a significant relationship between subjective norm and intention to purchase Halal cosmetics.

H3: There is a significant relationship between perceived behavioral control and intention to purchase Halal cosmetics.

H4: There is a significant relationship between brand awareness and intention to purchase Halal cosmetics.

2.12   Summary

This chapter has explained the conceptual part of the study. It comprises two parts. The initial part of this chapter has conceptually presented Hala definition from Islamic perspective. It has also highlighted the importance and presented the definitions of independent and dependent variables used in the current study. Further, the first part has reviewed literature concerning factors that may significantly influence intention to purchase Halal cosmetics. The second part of this chapter has provided the theoretical framework and stated the hypotheses developed of this study. Four direct hypotheses derived from the theoretical framework are stated in the chapter. The next chapter explains the research methodology used in the current study. It also covers a discussion on sample selection, data collection, as well as the measurement of the variables used in the current study.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 Introduction

In this chapter, the methodology in conducting this research is discussed. Totally there are five parts mentioned elaborately of this chapter, that is, research design, population samples, instrumentation, data collection procedure and technique of data analysis. For each sector, more details are presented as follows.

3.2 Research Design

Research design is a way to test the hypothesis which used as a tool to analyze the relationship between variables. The quantitative method was used in this study. It specifically described the population and phenomenon of the respondents in characteristics. It is a way to identify the trend in a situation, and not the simple linkage between the different elements. By using this descriptive method, it generates the hypothesis used in the future studies, and provides a vivid picture for the connection between the variables.

3.2.1 Type of Study

Descriptive survey was conducted in this research. This research focuses on the customer intention to purchase Halal cosmetics in Malaysia. The study investigates whether attitude influence the intention to purchase Halal cosmetic in Malaysia, followed by perceived behavior control, subjective norm, and brand awareness. This study examines these questions by using a questionnaire survey.

Several aspects can be explicated here towards the reason of usage of self-administered questionnaire. Firstly, the data of the respondents could be got easily and efficiently and inexpensively because of a large number of participants could be reached through a short time. Secondly, the data could be analyzed and summarized through the authorized statistical software. It increases the reliability of the data, and reaches the goal of the thesis easier. The study was carried out amongst the female students in University Utara Malaysia at Kedah state.

3.2.2 Unit of Analysis

Individual female student is the unit of the study, who study in University Utara Malaysia. They required answering the questionnaire towards five parts which are attitude, perceived behavioral control, subjective norm, brand awareness and intention to purchase Halal cosmetics.

3.3 Population and Samples

According to Sekaran (2010), population is the entire group of people, events or things that the researcher desired to investigate. The research focuses on the customer intention to purchase Halal cosmetics in University Utara Malaysia.

The population of this research is the female students of University Utara Malaysia. Respondents were selected by using Convenience Sampling Method. It was chosen because according to Greener (2008), convenience sampling method is normally used for short term projects where there is insufficient times to construct a probability sample. Therefore, where this is used, the results cannot be generalised to the population, so it is an extremely attractive option to most researchers. For the purpose of the study, the sample population was based on the total number of female students in Universiti Utara Malaysia. According to Krejcie & Morgan's (1970) sample size table, the total number of female student in University Utara Malaysia is around 20000. Therefore, the sample of this research is 356, so the researcher should get around 400 of samples in order to get the more accurate data and decrease the error in the research.

3.4 Instrumentation

3.4.1 Questionnaire design

The questionnaire is divided into three sections, which are Part 1 about the personal information of the respondents. Part 2 is about the level of intention to purchase Halal cosmetics among students in the University, and part 3, in addition, is about the university students' purchase intention towards Halal cosmetics. There are 10

questions of part 1 consisted of demographic information which are age, education level, religion, citizenship, etc. Respondents were required to choose their answers in the spaces. The second part contained 32 questions which consist of the level of intention to choose Halal cosmetics. It was divided into four dimensions as attitude, subjective norm, perceived behavioral control and brand awareness. The respondents were required Likert-Scale which rates from 1(for strongly disagree) to 5 (for strongly agree). In part 3, the questionnaire is about the customer intention to purchase Halal cosmetics amongst University students in Malaysia, there are three questions in this section.

The researcher use Likert-Scale questions in Part 2 and Part 3 to measure all the variables which are independent variables and dependent variables, the independent variables include the attitude, perceived behavioral control, subjective norm, and brand awareness, and dependent variable is intention to purchase. The scale consists of 5 Likert-type items with scale points varying from "strongly disagree" to "strongly agree". The design of the Likert scale is to examine how strong the variables related to each other.

The unit of the analysis in this research is mainly focus on the university students in Kedah. The questions were asked to answer whether attitude, subjective norm, perceived behavioral control and brand awareness are the key factors in purchasing Halal cosmetic amongst Malaysia customers. The questionnaire as a research method was used in this study. This method of data collection is in order to get the information from the respondents directly when comparing with interviews or observations. All instruments of this study are shown in Table 3.1.

Table 3.1

Instruments of Attitude, Subjective Norm and Brand Awareness

Dependent Variables/ Independent Variables	Conceptual Definition	Items
Attitude	Actions or views based on the opinion things	I intend to buy Halal cosmetics in the near future. Choosing Halal cosmetics is a wise idea. I like to choose Halal cosmetics. I look forward to buy Halal cosmetics. Buying Halal cosmetic is a good idea. Buying Halal cosmetic is an idea I like. Buying Halal cosmetic would be pleasant I will continue buying Halal cosmetics. Buying Halal cosmetic will be beneficial for me. I feel safety when I purchase Halal cosmetics.
Subjective Norm	Social influence that affect a person about to perform the same behavior or not	People who are important to me think that I should buy Halal cosmetics. People whose opinions I value will encourage me to buy Halal cosmetics. People who are important to me will support me to buy Halal cosmetics. People who influence in my behavior think that I should buy Halal cosmetics. Most people who are important to me choose the Halal cosmetics. My friends would think that I should choose Halal cosmetics.
Perceived Behavioral Control	An individual response to obstacles while performing a behavior internal or external	I am capable of buying Halal cosmetics. Buying Halal cosmetics is entirely within my control. I have the resources to buy Halal cosmetics. I have the knowledge to buy Halal cosmetics. I have the ability to buy Halal cosmetics.

Table 3.1

Dependent Variables/ Independent Variables	Conceptual Definition	Operational Definition
Brand Awareness	A brand is recognized by potential customers	I usually choose Halal cosmetics with the brand I know. Brands make it easier to choose the Halal cosmetic products. Brands influence my choice of purchase Halal cosmetics. I prefer buying well-known brands of Halal cosmetics. I can think of more international Halal cosmetic brands than local ones. I can remember a number of different Halal cosmetic brands when purchasing. I am likely to buy the Halal cosmetic with brand that I remember best. I usually choose well-advertised Halal cosmetic with brands. I take note of brands of Halal cosmetic coming into the market. I usually buy the best-selling brands of Halal cosmetics.
Intention	Intent or purpose of an action	I plan to choose Halal cosmetics in the forthcoming month. I am likely to choose Halal cosmetics in future. I am willing to choose Halal cosmetics.

3.5 Data Collection Procedure

Data collection started from 20 March until 15 April 2014. The primary data were collected by using the survey questionnaires which were distributed directly by the researcher to the respondents who are the female students of University Utara Malaysia. Using the convenient sampling method, the researcher approached respondents at the Sultanah Bahiyah Library. A totally 400 sets of questionnaires were distributed to the respondents and every respondent was given 15-45 minutes to accomplish the questionnaire, and the researcher will collect it back. Each respondent was briefed by the researcher on the objective of the study before filling up the forms.

3.6 Pilot Study

Selecting scales for conducting the research, one of the reasons is to check the reliability and due to the variation of the samples. It is vital and necessary to check the reliability of the scale with particular sample.

Cronbach's alpha coefficient was used as an indicator of internal consistency. According to DeVellis (2003), to be ideal, the Crobach's alpha coefficient should be above 0.7. The Cronbach's alpha values with reliability less than 0.6 which identified as poor, and between 0.8 to 0.9 are regarded as good, 0.9 is considered as excellent.

Table 3.2
Pilot-Test Analysis Results

Variables	Cronbach's Alpha
Attitude	0.981
Subjective Norm	0.952
Perceived Behavioral Control	0.781
Brand Awareness	0.900
Intention to Purchase	0.854

3.7 Techniques for Data Analysis

The hypotheses of this research are regarded as the basic objectives, which based on the conceptual frame work of this study, and quantitative research methodology has been adopted. The statistical software version 19 was used to confirm the relevant issues are examined in a comprehensive manner, it can be fast and accurately to process the data for the discussion of the result.

Both simple and advanced statistical tools and methods are used for appropriately analyzing the relationship among and between variables in this model. Therefore, statistical techniques are used in accordance to research assumptions which has been widely accepted. Several statistical techniques can be conducted to get the accurate conclusion about customer intention to purchase Halal cosmetics in Malaysia. For this study, descriptive statistics and inferential statistics are used for analyzed the data.

3.7.1 Factor Analysis

From Pallant (2011), the factor analysis can be defined as a "data reduction". It is a technique that takes a great deal of variables and search for the way that data could be "decreased" or summarized by the usage of a small set of factors or components. It is by looking for "clumps" or groups among the inter correlations of a set of variables.

There are two main approaches of factors analysis which are exploratory and confirmatory. Exploratory factor analysis is to collect information about the interrelationships among a set of variables which used in the early stage of the research, while confirmatory factor analysis is a more complicated set of techniques used to check the specific hypotheses or theories about the structure underlying a set of variables in the research later on.

3.7.2 Reliability Test

Reliability is to tap the stability and consistency in assessing the goodness of a measure, and Cronbach's alpha coefficient is the most commonly used indicator of internal consistency, generally, the Cronbach's alpha coefficient of a scale should be above 0.60（Sekaran, 2003, then it will be regarded as meaningful. To be more specific, the closer the Cronbach's alpha is to 1, the higher the internal consistency reliability.

3.7.3 Descriptive Analysis

There are several functions for descriptive analysis. Firstly, it is used to describe the characteristics of the sample; secondly, descriptive analysis can check the variables for any violation of the assumptions underlying the statistical techniques that uses to address the research questions; thirdly, it is a way to address specific research questions (Pallant, 2011).

3.7.4 Correlation Analysis

Correlation analysis has been conducted in this study which is a way to determine whether the independent variables have a strong relationship with dependent variable, and Pearson's correlation is a method which is used to examining the relationship between interval and ratio variables. The characteristics of this method is that the coefficient should be between 0 and 1, if the result is 0, it means there is no relationship between two variables, while if it is 1, it suggests that there is a strong relationships between two variables. The coefficient more closer to 1, the stronger relationship will have, in contrast, coefficient more closer to 0, the less relationship will have.

3.7.5 Multiple Regression Analysis

Multiple regression analysis can be defined as a group of techniques for exploring the relationship between a number of independent variables and one continuous dependent variable (Pallant, 2011). It can be used to address a variety of research questions, and showing how well the variables can predict a particular outcome.

3.8 Summary

This chapter is explain the methodology which is used to examine the factors that influence the customer intention to purchase halal cosmetics products, especially the explanation in independent variables and dependent variable has provided. Population and sampling methods are shown, besides, quantitative method is used.

CHAPTER 4

RESULTS AND DATA ANALYSIS

4.1 Introduction

This chapter mainly focuses on the result of the research which includes the demographic profile of the respondents, descriptive analysis, reliability analysis, factor analysis, correlation analysis and multiple regression analysis. The output of analyzing is to answer the research questions which have been mentioned in chapter 2.

4.2 Response Rate

For this research, totally 400 questionnaires were distributed in University Utara Malaysia, and 365 questionnaires were received, thus, the response rate for this research is 91%. Sekaran & Bougie (2010) mentioned that it is acceptable if the response rate is 30%. The response rate is showed in Table 4.1.

Table 4.1
Response Data and Rate

Details	Students
Number of questionnaires distributed	400
Number of questionnaire received	365
Complete questionnaires	360
Incomplete questionnaires	5
Response rate	91%
Usable response rate	90%

4.3 Respondents' demographics

This part is to show the demographic data of the respondents for this research which includes the age, education, religion, citizenship, ethnicity, marital status, family income, type of residential household and scholarship. This study mainly focuses on the female students in University Utara Malaysia, and mostly the respondents are undergraduates with 76.9% of age between 20-25 year-old. Muslims takes the greatest number with 65.3% which followed by Buddhists with 29.1% within the respondents, at the same time, 295 respondents are from Malaysia which is 81.9%. Among the 360 respondents, there are 324 students are single which is 90% and 10% for married respondents. For the family income per month, the largest number is between RM1000 to RM3999, 42.8% respondents are from urban areas. Basically, only 25% which is 90 respondents are under scholarship (please refer to Table 4.2 for demographic details).

4.4 Factor Analysis

All items of independent variables and dependent variable in this research were tested by factor analysis. Factor analysis determines the construct adequacy of a measuring device of data collected from 360 respondents.

The validity of constructing was tested in this research by factor analysis. There are ten items for the first independent variable, seven items for second independent variable, five items for the third independent variable, then ten items for the last independent variable. There are three items which mentioned in dependent variable for factor testing. The Principle Component Analysis (PCA) has an Eigenvalue of greater than 1 which is considered significant, besides, Bartlett's test of sphericity

should be significant as well. The Kaiser-Mayer-Olkin (KMO) will be considered as

significant if it is more than 0.5.

Table 4.2
Demographic Data of the Students (N=360)

Demographic Data	Frequency	Percentage
Age		
Under 20 years	23	6.4
20-25years	277	76.9
26-30years	31	8.6
31-40years	24	6.7
41-50years	5	1.4
Education		
Undergraduate	280	77.8
Master's degree	41	11.4
Doctoral degree	36	10.0
Others	3	0.8
Religion		
Islam	235	65.3
Buddhism	79	21.9
Hinduism	13	3.6
Christianity	19	5.3
Others	14	3.9
Citizenship		
Malaysian	295	81.9
Non-malaysian	64	17.8
Ethinicity		
Malay	201	55.8
Chinese	97	26.9
Indian	15	4.2
Others	47	13.1
Marital status		
Single	324	90.0
Married	36	10.0
Family income per month		
<RM1000	109	30.3
RM1000-3999	181	50.3
RM4000-5999	38	10.6
RM6000-10000	25	6.9
aboveRM10000	7	1.9

Table 4.2

Demographic Data of the Students (N=360)   *(Continued)*

Demographic Data	Frequency	Percentage
Type of residential household		
Urban	154	42.8
Semi Urban	130	36.1
Rural	76	21.1
Scholarship		
Yes	90	25.0
No	270	75.0

4.4.1 Factor Analysis for Independent Variables

For this research, there are four independent variables were tested by factor analysis.

4.4.1.1 Factor Analysis for Attitude

Ten items for attitude were tested by Principle Component Analysis with Varimax Rotation. The results show that there is one component had Eigenvalue greater than one (Eigenvalue=8.420) with the data variance 84.199%. For this factor, the KMO value is 0.967 with a significant Barlett's test of sphericity (Sig=.000), which is considered as proper for the research. The results of attitude factor analysis are shown in Table 4.3 which presents all factored analysis values for attitude.

Table 4.3
Results of Factor Analysis for Attitude

	Component Matrix[a]
	Component 1
I intend to buy Halal cosmetics in the near future	.890
Choosing Halal cosmetics is a wise idea	.868
I like to choose Halal cosmetics	.936
I look forward to buy Halal cosmetics	.930
Buying Halal cosmetic is a good idea	.906
Buying Halal cosmetics is an idea I like	.945
Buying Halal cosmetics would be pleasant	.906
I will continue buying Halal cosmetics	.946
Buying Halal cosmetics will be beneficial for me	.922
I feel safety when i purchase Halal cosmetics.	.926

Extraction Method: Principle Component Analysis.
Kaiser-Mayer-Olkin (KMO)=0.982, Percentage of Variance Explained=84.199%.
Bartlett's Test of Approx. Chi-Square=5089.857. df=45 Sig=.000

4.4.1.2 Factor Analysis for Subjective Norm

Seven items for subjective norm were tested by Principle Component Analysis with Varimax Rotation and the result showing that there is one component had Eigenvalue greater than one (Eigenvalue=5.735) with the data variance 81.926%. For this factor, the KMO value is 0.920 with a significant Barlett's test of sphericity (Sig=.000), which is considered as proper for the research. The results of subjective norm factor analysis are shown in Table 4.4 which presents all factored analysis values.

Table 4.4

Results of Factor Analysis for Subjective norm

	Component
	1
People who are important to me think that I should buy Halal cosmetics.	.890
People who influence in my behavior think that I should buy Halal cosmetics.	.914
People whose opinions I value will encourage me to buy Halal cosmetics.	.904
People who are important to me will support me to buy Halal cosmetics.	.915
People who influence in my behavior think that I should buy Halal cosmetics.	.921
Most people who are important to me choose the Halal cosmetics.	.895
My friends would think that I should choose Halal cosmetics.	.897

Extraction Method: Principle Component Analysis.
Kaiser-Meyer-Olkin (KMO)=0.920, Percentage of Variance Explained=81.926%.
Bartlett's Test of Approx. Chi-Squanre=2863.173. df=21 Sig=.000

4.4.1.3 Factor Analysis for Perceived Behavioural Control

Five items for perceived behavioural control were tested by Principle Component Analysis with Varimax Rotation and the result showing that there is one component had Eigenvalue greater than one (Eigenvalue=3.169) with the data variance 63.382%. For this factor, the KMO value is 0.814 with a significant Barlett's Test of Sphericity (Sig=.000), which is considered as proper for the research. The results of perceived behavioural control factor analysis are shown in Table 4.5 which presents all factored analysis values.

Table 4.5
Results of Factor Analysis for Perceived behavioral Control

Component Matrix[a]

	Component
	1
I am capable of buying Halal cosmetics	.873
Buying Halal cosmetics is entirely within my control	.875
I have the resources to buy Halal cosmetics	.434
I have the knowledge to buy Halal cosmetics	.848
I have the ability to buy Halal cosmetics	.857

Extraction Method: Principle Component Analysis.
Kaiser-Meyer-Olkin (KMO)=0.814, Percentage of Variance Explained=63.382%.
Bartlett's Test of Approx. Chi-Squanre=901.485. df=10 Sig=.000

4.4.1.4 Factor Analysis for Brand Awareness

Ten items for brand awareness were tested by Principle Component Analysis with Varimax Rotation and the result showing that there is one component had Eigenvalue greater than one (Eigenvalue=6.273) with the data variance 62.732%. For this factor, the KMO value is 0.937 with a significant Barlett's Test of Sphericity (Sig=.000), which is considered as proper for the research. The results of brand awareness factor analysis are shown in Table 4.6 which presents all factored analysis values.

Table 4.6
Results of Factor Analysis for Brand Awareness

Component Matrix[a]

	Component 1
I usually choose Halal cosmetics with the brand I know	.845
Brands make it easier to choose the Halal cosmetic products	.836
Brands influence my choice of purchase Halal cosmetics	.803
I prefer buying well-known brands of Halal cosmetics	.788
I can think of more international Halal cosmetic brands than local ones	.502
I can remember a number of different Halal cosmetic brands when purchasing	.725
I am likely to buy the Halal cosmetic with brand that I remember best	.848
I usually choose well-advertised Halal cosmetic with brands	.849
I take note of brands of Halal cosmetic coming into the market	.833
I usually buy the best-selling brands of Halal cosmetics	.825

Extraction Method: Principle Component Analysis.
Kaiser-Meyer-Olkin (KMO)=0.937, Percentage of Variance Explained=62.732%.
Bartlett's Test of Approx. Chi-Squanre=2525.842. df=45 Sig=.000

4.4.2 Factor Analysis for Dependent Variable

Three items for intention to purchase Halal cosmetics were tested by Principle Component Analysis with Varimax Rotation and the result showing that there is one component had Eigenvalue greater than one (Eigenvalue=2.662) with the data variance 88.75%. For this factor, the KMO value is 0.713 with a significant Barlett's Test of Sphericity (Sig=.000), which is considered as proper for the research. The results of intention to purchase factor analysis are shown in Table 4.7 which presents all factored analysis values.

Table 4.7
Results of Factor Analysis for Intention to Purchase

Component Matrix[a]

	Component
	1
I plan to choose Halal cosmetics in the forthcoming month.	.910
I am likely to choose Halal cosmetics in future.	.969
I am willing to choose Halal cosmetics.	.946

Extraction Method: Principle Component Analysis.
Kaiser-Meyer-Olkin (KMO)=0.713, Percentage of Variance Explained=88.75%.
Bartlett's Test of Approx. Chi-Square=1035.325. df=3 Sig=.000

4.5 Reliability Analysis

The reliability test is to measure the consistency and stability of all items and overall construct. Sekaran & Bougie (2010) noted that the Cronbach's alpha is to check to what extent the items correlated to another. The Cronbach's alpha values are presented in the table 4.8.

The Cronbach's alpha values presents that all variables are between 0.731 to 0.979, to be more specific that the highest independent variable is attitude which is 0.979, and followed by subjective norm with 0.963 and the lowest one is perceived behavioral control which is 0.731, and the Cronbach's alpha of brand awareness is 0.905. The dependent variable is intention to purchase with the Cronbach's alpha 0.935.

Table 4.8
The Cronbach'sAlpha Values

Dimension	No. of Items	Crobach's alpha
Attitude	10	.979
Subjective Norm	7	.963
Perceived Behavioral Control	5	.731
Band Awareness	10	.905
Intention to Purchase	3	.935

4.6 Descriptive Statistics

The frequency and distribution of all variables are described by descriptive statistics which used to describe the intention to purchase hahal cosmetics from attitude, subjective norm, perceived behavioral control and brand awareness. In addition, the Descriptive statistics were used to check the errors and missing data.

4.6.1 Descriptive Statistics of Attitude

In this part, the number, minimum, maximum, mean, standard deviation, and variance are presented by descriptive statistics. A five-point Likert scale was used to tap all the measurements which start from one (Strongly disagree) to five (Strongly agree). In this below table 4.9, the results show that the mean values are range from 4.02 to 4.14.

Table 4.9

Descriptive Statistics of Attitude (N=360)

	Minimum	Maximum	M	SD.	Variance
I intend to buy Halal cosmetics in the near future	1	5	4.03	1.086	1.180
Choosing Halal cosmetics is a wise idea	1	5	4.08	1.061	1.125
I like to choose Halal cosmetics	1	5	4.09	1.112	1.237
I look forward to buy Halal cosmetics	1	5	4.09	1.067	1.139
Buying Halal cosmetic is a good idea	1	5	4.14	1.035	1.071
Buying Halal cosmetics is a idea i like	1	5	4.05	1.093	1.195
Buying Halal cosmetics would be pleasant	1	5	4.08	1.055	1.113
Iwill continue buying Halal cosmetics	1	5	4.02	1.161	1.348
Buying Halal cosmetics will be beneficial for me	1	5	4.05	1.126	1.268
I feel safety when i purchase Halal cosmetics.	1	5	4.12	1.133	1.284

4.6.2 Descriptive Statistics of Subjective Norm

In this part, the number, minimum, maximum, mean, standard deviation, and variance are presented by descriptive statistics. A five-point Likert scale was used to tap all the measurements which start from one (Strongly disagree) to five (Strongly agree). In this below table 4.10, the results show that the mean values are range from 3.72 to 3.89.

Table 4.10

Descriptive Statistics of Subjective Norm (N=360)

	Minimum	Maximum	M	SD.	Variance
People who are important to me think that I should buy Halal cosmetics	1	5	3.74	1.180	1.391
People who influence in my behavior think that I should buy Halal cosmetics	1	5	3.73	1.131	1.279
People whose opinions I value will encourage me to buy Halal cosmetics	1	5	3.86	1.109	1.231
People who are important to me will support me to buy Halal cosmetics	1	5	3.89	1.125	1.266
People who influence in my behavior think that I should buy Halal cosmetics	1	5	3.79	1.109	1.229
Most people who are important to me choose the Halal cosmetics	1	5	3.72	1.161	1.349
My friends would think that I should choose Halal cosmetics	1	5	3.81	1.166	1.360

4.6.3 Descriptive Statistics of Perceived Behavioral Control

In this part, the number, minimum, maximum, mean, standard deviation, and variance are presented by descriptive statistics. A five-point Likert scale was used to tap all the measurements which start from one (Strongly disagree) to five (Strongly agree). In this below table 4.11, the results show that the mean values are range from 3.62 to 3.99.

Table 4.11

Descriptive Statistics of Perceived Behavioral Control

	Minimum	Maximum	M	SD.	Variance
Code number given to each respondent	1	360	180.50	104.067	10830.000
I am capable of buying Halal cosmetics	1	5	3.99	.899	.808
Buying Halal cosmetics is entirely within my control	1	5	3.95	.924	.853
I have the resources to buy Halal cosmetics	1	42	3.85	2.259	5.103
I have the knowledge to buy Halal cosmetics	1	5	3.62	1.138	1.295
I have the ability to buy Halal cosmetics	1	5	3.93	.975	.951

4.6.4 Descriptive Statistics of Brand Awareness

In this part, the number, minimum, maximum, mean, standard deviation, and variance are presented by descriptive statistics. A five-point Likert scale was used to tap all the measurements which start from one (Strongly disagree) to five (Strongly agree). In this below table 4.12, the results show that the mean values are range from 3.32 to 3.99.

Table 4.12

Descriptive Statistics of Brand Awareness

	Minimum	Maximum	M	SD.	Variance
I usually choose Halal cosmetics with the brand I know	1	5	3.87	1.117	1.248
Brands make it easier to choose the Halal cosmetic products	1	5	3.98	.993	.986
Brands influence my choice of purchase Halal cosmetics	1	5	3.90	1.072	1.149
I prefer buying well-known brands of Halal cosmetics	1	5	3.99	1.021	1.042
I can think of more international Halal cosmetic brands than local ones	1	5	3.36	1.083	1.174
I can remember a number of different Halal cosmetic brands when purchasing	1	5	3.32	1.042	1.086
I am likely to buy the Halal cosmetic with brand that I remember best	1	5	3.83	1.050	1.103
I usually choose well-advertised Halal cosmetic with brands	1	5	3.79	1.033	1.068
I take note of brands of Halal cosmetic coming into the market	1	5	3.58	1.124	1.264
I usually buy the best-selling brands of Halal cosmetics	1	5	3.69	1.095	1.200

4.6.5 Descriptive Statistics of Intention to Purchase Halal Cosmetics

In this part, the number, minimum, maximum, mean, standard deviation, and variance are presented by descriptive statistics. A five-point Likert scale was used to tap all the measurements which start from one (Strongly disagree) to five (Strongly agree). In this below table 4.13, the results show that the mean values are range from 3.79 to 4.17.

Table 4.13
Descriptive Statistics of Intention to Purchase Halal Cosmetics (N=360)

	Minimum	Maximum	Mean	SD.	Variance
I plan to choose Halal cosmetics in the forthcoming month.	1	5	3.79	1.157	1.339
I am likely to choose Halal cosmetics in future.	1	5	4.09	1.082	1.171
I am willing to choose Halal cosmetics.	1	5	4.17	1.045	1.092

4.7 The Impact between Independent variables and Dependent Variable

There are five research questions have been discussed in chapter 1 which is to answer whether there are relationship between attitude and intention to purchase Halal cosmetics, subjective norm and intention to purchase Halal cosmetics, perceived behavioral control and intention to purchase Halal cosmetics, brand awareness and intention to purchase Halal cosmetics, and to what extent, within attitude, subjective norm, perceived behavioral control and brand awareness, which one has a strongest relationship with the intention to purchase Halal cosmetics.

The Pearson Correlation was conducted to measure the strength of relationship within variables. There are two procedures to test the relationship between the variables. The first step is to use Pearson Correlation for investigate the correlation between four independent variables and dependent variable. The second step is to use Multiple Regression to test the four hypotheses.

4.7.1 Bivariate Analysis

The bivariate analysis is to show the relationship within the variables by correlation. From the Table 4.14, the correlation of all variables can be seen easily which is to answer whether there is a relationship between attitude, subjective norm, perceived behavioral control, brand awareness and intention to purchase Halal cosmetics, and the result shows that there is a significant relationship within all variables.

In Table 4.14, the results show that attitude significantly correlated to subjective norm, perceived behavioral control, brand awareness and intention to purchase to Halal cosmetics, the subjective norm is a significant relationship with attitude, perceived behavioral control, brand awareness and intention to purchase Halal cosmetics, perceived behavioral control has a significant relationship with attitude, subjective norm, brand awareness and intention to purchase Halal cosmetics, brand awareness has a significant relationship with attitude, subjective norm, perceived behavioral control and intention to purchase Halal cosmetics, and the dependent variable, intention to purchase Halal cosmetics has a significant relationship with all independent variables which are attitude, subjective norm, perceived behavioral control and brand awareness.

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Table 4.14
Pearson Correlation Coefficient between IV and DV

	Attitude	SN	PBC	BA	IPHC
Attitude	1				
SN	.854**	1			
PBC	.675**	.630**	1		
BA	.703**	.757**	.583**	1	
IPHC	.876**	.821**	.654**	.712**	1

Correlation is significant at the level 0.01 (2-tailed)

4.8 Multiple Regression Analysis

Multiple Regression analysis was used to examine the relationship between the attitude, subjective norm, perceived behavioral control, brand awareness and intention to purchase Halal cosmetics. In correlation analysis, it only shows the relationship between two variables, as well as the overall strength of relationship. To using Multiple Regression is to test the predictive power of independent variables towards dependent variable.

Multiple regression was used for testing the hypotheses. Totally there are four hypotheses mentioned in chapter 2. The first one is there is a significant impact between attitude and intention to purchase Halal cosmetics, and the result shows that attitude has a strongly impact towards intention to purchase Halal cosmetics.

In Table 4.15 shows a correlation coefficient(R) of .893 between independent variables and dependent variable. The coefficient determination ($R^{2)}$ is .797 which means there are 79.7% of the total variation in intention to purchase Halal cosmetics can be explained by the relationship between independent variables and dependent variable.

Table 4.15
Multiple Regression of Independent Variables and Dependent Variable

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.893^a	.797	.795	.46660

a. Predictors: (Constant), iv1, iv2, iv3, iv4,
b. Dependent Variable: dv

Multiple regression analysis was used to testing the significant between independent variables and dependent variable, that is, whether attitude, subjective norm, perceived behavioral control, brand awareness are significant in predicting the intention to purchase Halal cosmetics.

The results in Table 4.16 shows that the attitude had a significant correlation with the intention to purchase Halal cosmetics (Beta=.602, t=11.94, p<.01). Thus, the first hypothesis that attitude has a positive impact on the intention to purchase Halal cosmetics was supported.

The second independent variable, subjective norm (Beta=.188, t=3.703,p<.01) was significantly related to intention to purchase Halal cosmetics that proved hypothesis two, there is a positive impact between subjective norm and intention to purchase Halal cosmetics.

The third independent variable, perceived behavioral control (Beta=.079, t=2.164, p<.01) was significantly related to intention to purchase Halal cosmetics, and the hypothesis three, there is a positive impact between perceived behavioral control and intention to purchase Halal cosmetics.

The last independent variable, brand awareness (Beta=.079, t=2.164, p<.01) which has a significantly correlation with intention to purchase Halal cosmetics and it proved that the hypothesis four that brand awareness has a positive impact towards intention to purchase Halal cosmetics.

Table 4.16
Multiple Regression Analysis between IV and DV
Coefficients^a

	Dependent Variables: Intention to Purchase Halal Cosmetics		
	Beta	t	Sig
Attitude	.586	11.944	.000
Subjective norm	.188	3.703	.000
Perceived Behavioral Control	.072	2.164	.031
Brand Awareness	.116	3.078	.002
R^2	.797		
F	348.909		

4.9 Summary

This chapter presents the findings of this research. Factor analysis was conducted to test the consistency and goodness of all variables. Descriptive analysis was used to check the frequency of all variables. Finally, the correlation and multiple regression were carried out in order to test the independent variables impact on dependent variable, to be more specific, it is to check the impact between attitude, subjective norm, perceived behavioral control, brand awareness with intention to purchase Halal cosmetics, and the conclusion is that all the hypotheses are fulfilled.

CHAPTER 5

CONCLUSION

5.1 Introduction

This chapter is focusing on the discussion of result which presented in pervious chapter. The discussions are providing a reasonable support for the conceptual framework that there is a relationship between independent variables and dependent variable, to be more specific, there is a significant relationship between attitude, subjective norm, perceived behavioral control and brand awareness with intention to purchase Halal cosmetics in Malaysia. This chapter is going to discuss the implication, limitation of study as well as the recommendation for the future study.

5.2 Overview of the Study

This study examines the impact of attitude, subjective norm, perceived behavioral control and brand awareness on intention to purchase Halal cosmetics. The study is to exploring the research questions as follows: 1) Does attitude impact on the intention of university students to purchase Halal cosmetics? 2) Does subjective norm impact on the intention of university students to purchase Halal cosmetics? 3) Does perceived behavior control impact on the intention of university students to purchase Halal cosmetics? 4) Does brand awareness impact on the intention of university students to purchase Halal cosmetics? 5) To what extent does each factor

(attitude, subjective norm, perceived behavior control, and brand awareness) impact the intention of University students to purchase Halal cosmetics?

At the same time, these questions were presented as the hypotheses of this study. The primary data was collected due to the objectives of the study which consists of 280 undergraduates, 41 master students, 36 doctoral degree students and 3 diploma students. The response rate of the study was 91%. The questionnaire consisted by four independent variables and one dependent variable: attitude, subjective norm, perceived behavioral control, brand awareness and intention to purchase Halal cosmetics.

5.3 Discussion

The results of data analysis of previous chapter have been discussed and in this part, the research questions will be answered.

5.3.1 Attitude towards Intention to Purchase Halal Cosmetics

Attitude can be regarded as a kind of perception towards a certain thing or people, the customer attitude is important to ensure the good perception towards Halal cosmetics. From marketer point of view, if the customer holds a positive attitude towards the certain product, it will influence the customer changing their perception into behavior; finally do the action of purchasing. The findings show that there is a significant relationship between attitude and intention to purchase Halal cosmetics.

5.3.2 *Subjective Norm towards Intention to Purchase Halal Cosmetics*

Subjective norm is the perceived social pressure to engage or not to engage in a behavior, it determined by the total set of accessible normative beliefs concerning the expectations of important referents. Customer intention to some extent is influenced by the people who are the customer think is very important, thus, the customer behaviors will be differentiated by the people nearby.

From the result of this research, there is a positive relationship existed with the significant value of .000 between subjective norm and intention to purchase Halal cosmetics. The finding can be concluded that subjective norm plays a vital role in determining the customer intention towards purchasing Halal cosmetics. It more confirmed that customer use to influence by others opinion.

5.3.3 *Perceived Behavioral Control towards Intention to Purchase Halal Cosmetics*

Perceived behavior control refers to people's perception of their ability to perform a given behavior, it is assumed that perceived behavioral control is determined by a total set of accessible control beliefs, and it could be an important way to predict the customers behaviors. The results reveal that there is a positive relationship between perceived behavioral control and intention to purchase Halal cosmetics.

5.3.4 *Brand Awareness towards Intention to Purchase Halal Cosmetics*

According to Wu (2007), brand awareness has a significant influence on core-brand image, thus influenced core-brand attitude and having impacts on consumer purchase intention towards extended products. In this research, it showed that there is a

positive correlation between brand awareness and intention to purchase with a significant value of .000. Thus, the brand awareness was significantly influenced the intention to purchase halal cosmetics. It also indicated that if the customer gets more awareness of Halal cosmetics, then the more intention will buy Halal cosmetics.

5.4 Implication

This study has generated a number of implications that will be interested to policy-maker, educators, consumers, marketers. Several implications will be discussed below.

Firstly, policy-maker, as the drive of the country or the whole society, it plays a very important role in pushing the development of economy. In this research, Malaysia is creating to be the centre of Halal products, and for the government, it should issue more policy to ensure the market with enough standards and rules as well as encourage the development of new approaches that may better understand and respond to social, cultural, economic and other differences that unfold in a multi-cultural society like Malaysia. At the same time, JAKIM, Department of Islamic Development Malaysia, have to legislate and amend Islamic law for standardization of Halal products, in particular, Halal cosmetics. Besides, to monitor and streamlines the market is becomes another vital duty for JAKIM.

Secondly, the marketer could do listen to the consumers who widely encouraged to use Halal cosmetics and to better understand what the consumer needs and wants, the marketer have to build a good relationship with consumers which will better guide the marketer, then the marketer could choose and decide the important issues which

regarding to the goals, targets and strategies of marketing management and promotion activities, whether the decision and choosing are accurate or not, the premise is to get the scientific procedure for better understanding the consumers, and it will influence the success of marketing activities.

During the section of collecting data, the researcher found that the Non-Muslim usually has no understanding of Halal cosmetics, so the marketer have to having a good public relation in promoting their Halal cosmetic products, and aim to make more people understand its advantages.

5.5 Limitations and Future Research Directions

This research has several limitations. Firstly, the respondents only focus on the female student in Universiti Utara Malaysia, and especially degree students. This study cannot cover all the female with different kinds of position all around Malaysia as a result of the time and finance limitation. Future study may conduct to covering other female with different position or status; meanwhile, it may extend in other different country or religion.

Secondly, due to the type of the research, quantitative research by questionnaire, it will consume longer time for collecting the data. In addition, the researcher has encountered that some female students answering the questionnaire without understanding and choosing the answer.

Thirdly, this research mainly focuses on The Planed Behavioural Theory to test the

customer's intention to purchase Halal cosmetics, which are attitude, subjective norm, perceived behavioural control, and brand awareness, and excluded other factors, such as, price, product, promotion and so forth. When the future study would like to conduct the Halal cosmetics, it may include those factors as well.

Finally, this research only focuses on the intention of customer to purchase Halal cosmetics but the behaviour, thus, the future study may conduct on the customer behaviour.

5.6 Conclusion

The study examines the relationship of attitude, subjective norm, perceived behavioural control, brand awareness on customer intention to purchase Halal cosmetics amongst Universiti Utara Malaysia. There are five questions for this research has been mentioned and also five objectives were addressed in chapter 1, and in chapter 4, the objectives are accomplished as well as the questions were answered. The results concluded that there are relationships between independent variables, which are attitude, subjective norm, perceived behavioralcontrol, brand awareness and dependent variable, intention to purchase Halal cosmetics.

It also showed that attitude has a highest prediction towards purchasing Halal cosmetics, it is due to the religion that around more than half of respondents are Malay Muslim and as a Muslim, to use Halal cosmetics is one of their obligation. The results are functional and useful for the academic research, local government and marketer to better understanding and improving the market.

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Part I - Demographic Information

Please tick (√) only one in the box where appropriate.

1. Age
- ☐ Under 20 years ☐ 20 - 25 years ☐ 26-30 years
- ☐ 31- 40 years ☐ 41 -50 years ☐ 51 and above

2. Education Enrolment
- ☐ Undergraduate ☐ Masters' Degree
- ☐ Doctoral Degree ☐ Other (Please specify) _____

3. Religion/ Beliefs
- ☐ Islam ☐ Buddhism ☐ Hinduism ☐ Christianity

- ☐ Others (Please specify) _____

4. Citizenship (Country of Origin)
- ☐ Malaysian ☐ Non-Malaysian (Please specify) _____

5. Ethnicity
- ☐ Malay ☐ Chinese ☐ Indian ☐ Others (Please specify) _____

6. Marital Status
- ☐ Single ☐ Married ☐ Divorced

7. Family Income (Monthly in Malaysian Ringgit, RM)
- ☐ < 1,000 ☐ 1,000-3,999 ☐ 4,000-5,999 ☐ 6,000-10,000
- ☐ Above 10,000

8. Type of Residential Household
- ☐ Urban ☐ Semi urban ☐ Rural

9. Is your study under scholarship?
- ☐ Yes ☐ No

10. If YES to question 9, do you receive any living allowance from scholarship?
- ☐ Yes ☐ No
- If yes, please specify monthly living allowance **RM_____**

Part II: Please circle the number in the box which is more appropriate to you based on the following criteria:
1= Strongly Disagree 2 = Disagree 3 = Neither Agree or Disagree 4 = Agree 5= Strongly Agree

A. Please indicate your level of influence relating to Attitude of customer intention to purchase Halal cosmetics.

	Attitude	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly Agree
1	I intend to buy Halal cosmetics in the near future	1	2	3	4	5
2	Choosing Halal cosmetics is a wise idea	1	2	3	4	5
3	I like to choose Halal cosmetics	1	2	3	4	5
4	I look forward to buy Halal cosmetics	1	2	3	4	5
5	Buying Halal cosmetic is a good idea	1	2	3	4	5
6	Buying Halal cosmetic is a idea I like	1	2	3	4	5
7	Buying Halal cosmetic would be pleasant	1	2	3	4	5
8	I will continue buying Halal cosmetics	1	2	3	4	5
9	Buying Halal cosmetic will be beneficial for me.	1	2	3	4	5
10	I feel safety when I purchase Halal cosmetics.					

B. Please indicate your level of influence relating to subjective norms in purchasing Halal cosmetics.

	Subjective Norm	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly Agree
1	People who are important to me think that I should buy Halal cosmetics	1	2	3	4	5
2	People who influence in my behavior think that I should buy Halal cosmetics	1	2	3	4	5
3	People whose opinions I value will encourage me to buy Halal cosmetics	1	2	3	4	5
4	People who are important to me will support me to buy Halal cosmetics	1	2	3	4	5
5	People who influence in my behavior think that I should buy Halal cosmetics	1	2	3	4	5
6	Most people who are important to me choose the Halal cosmetics	1	2	3	4	5
7	My friends would think that I should choose Halal cosmetics	1	2	3	4	5

C. Please indicate your level of influence relating to perceived behavioral control in buying Halal cosmetics.

	Perceived Behavioral Control	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly Agree
1	I am capable of buying Halal cosmetics	1	2	3	4	5
2	Buying Halal cosmetics is entirely within my control	1	2	3	4	5
3	I have the resources to buy Halal cosmetics	1	2	3	4	5
4	I have the knowledge to buy Halal cosmetics	1	2	3	4	5
5	I have the ability to buy Halal cosmetics	1	2	3	4	5

D. Please indicate your level of influence relating to brand awareness in buying Halal cosmetics.

	Brand Awareness	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly Agree
1	I usually choose Halal cosmetics with the brand I know	1	2	3	4	5
2	Brands make it easier to choose the Halal cosmetic products	1	2	3	4	5
3	Brands influence my choice of purchase Halal cosmetics	1	2	3	4	5
4	I prefer buying well-known brands of Halal cosmetics	1	2	3	4	5
5	I can think of more international Halal cosmetic brands than local ones	1	2	3	4	5
6	I can remember a number of different Halal cosmetic brands when purchasing	1	2	3	4	5
7	I am likely to buy the Halal cosmetic with brand that I remember best	1	2	3	4	5
8	I usually choose well-advertised Halal cosmetic with brands	1	2	3	4	5
9	I take note of brands of Halal cosmetic coming into the market	1	2	3	4	5
10	I usually buy the best-selling brands of Halal cosmetics	1	2	3	4	5

Part III: Please indicate your level of intention to purchase Halal cosmetic.

	Intention to Purchase	Strongly disagree	Disagree	Neither agree or disagree	Agree	Strongly Agree
1	I plan to choose Halal cosmetics in the forthcoming month.	1	2	3	4	5
2	I am likely to choose Halal cosmetics in future.	1	2	3	4	5
3	I am willing to choose Halal cosmetics.	1	2	3	4	5

Thank you very much for taking time to complete this questionnaire.

Appendix B: The Result of Factor Analysis

Factor Analysis for Attitude

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.967
Bartlett's Test of Sphericity	Approx. Chi-Square	5089.857
	Df	45
	Sig.	.000

Communalities

	Initial	Extraction
i intend to buy Halal cosmetics in the near future	1.000	.792
choosing Halal cosmetics is a wise idea	1.000	.753
i like to choose Halal cosmetics	1.000	.876
i look forward to buy Halal cosmetics	1.000	.864
buying Halal cosmetic is a good idea	1.000	.821
buying Halal cosmetics is an idea i like	1.000	.892
buying Halal cosmetics would be pleasant	1.000	.821
i will continue buying Halal cosmetics	1.000	.894
Buying Halal cosmetics will be beneficial for me	1.000	.851
i feel safety when i purchase Halal cosmetics.	1.000	.857

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
i intend to buy Halal cosmetics in the near future	.890
choosing Halal cosmetics is a wise idea	.868
i like to choose Halal cosmetics	.936
i look forward to buy Halal cosmetics	.930
buying Halal cosmetic is a good idea	.906
buying Halal cosmetics is a idea i like	.945
buying Halal cosmetics would be pleasant	.906
i will continue buying Halal cosmetics	.946
Buying Halal cosmetics will be beneficial for me	.922
i feel safety when i purchase Halal cosmetics.	.926

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

Factor Analysis for Subjective Norm

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.920
Bartlett's Test of Sphericity	Approx. Chi-Square	2863.173
	Df	21
	Sig.	.000

Communalities

	Initial	Extraction
People who are important to me think that I should buy Halal cosmetics	1.000	.793
People who influence in my behavior think that I should buy Halal cosmetics	1.000	.835
People whose opinions I value will encourage me to buy Halal cosmetics	1.000	.817
People who are important to me will support me to buy Halal cosmetics	1.000	.836
People who influence in my behavior think that I should buy Halal cosmetics	1.000	.848
Most people who are important to me choose the Halal cosmetics	1.000	.801
My friends would think that I should choose Halal cosmetics	1.000	.804

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.735	81.926	81.926	5.735	81.926	81.926
2	.362	5.172	87.099			
3	.237	3.384	90.482			
4	.226	3.225	93.708			
5	.184	2.626	96.334			
6	.156	2.231	98.565			
7	.100	1.435	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
People who are important to me think that I should buy Halal cosmetics	.890
People who influence in my behavior think that I should buy Halal cosmetics	.914
People whose opinions I value will encourage me to buy Halal cosmetics	.904
People who are important to me will support me to buy Halal cosmetics	.915
People who influence in my behavior think that I should buy Halal cosmetics	.921
Most people who are important to me choose the Halal cosmetics	.895
My friends would think that I should choose Halal cosmetics	.897

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Factor Analysis for Perceived Behavioural Control

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.814
Bartlett's Test of Sphericity	Approx. Chi-Square	901.485
	Df	10
	Sig.	.000

Communalities

	Initial	Extraction
I am capable of buying Halal cosmetics	1.000	.762
Buying Halal cosmetics is entirely within my control	1.000	.765
I have the resources to buy Halal cosmetics	1.000	.189
I have the knowledge to buy Halal cosmetics	1.000	.719
I have the ability to buy Halal cosmetics	1.000	.735

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	3.169	63.382	63.382	3.169	63.382	63.382
2	.873	17.469	80.851			
3	.442	8.840	89.691			
4	.293	5.856	95.547			
5	.223	4.453	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix[a]

	Component
	1
I am capable of buying Halal cosmetics	.873
Buying Halal cosmetics is entirely within my control	.875
I have the resources to buy Halal cosmetics	.434
I have the knowledge to buy Halal cosmetics	.848
I have the ability to buy Halal cosmetics	.857

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Factor Analysis for Brand Awareness

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.937
Bartlett's Test of Sphericity	Approx. Chi-Square	2525.842
	Df	45
	Sig.	.000

Communalities

	Initial	Extraction
I usually choose Halal cosmetics with the brand I know	1.000	.714
Brands make it easier to choose the Halal cosmetic products	1.000	.699
Brands influence my choice of purchase Halal cosmetics	1.000	.645
I prefer buying well-known brands of Halal cosmetics	1.000	.621
I can think of more international Halal cosmetic brands than local ones	1.000	.252
I can remember a number of different Halal cosmetic brands when purchasing	1.000	.526
I am likely to buy the Halal cosmetic with brand that I remember best	1.000	.719
I usually choose well-advertised Halal cosmetic with brands	1.000	.721
I take note of brands of Halal cosmetic coming into the market	1.000	.694
I usually buy the best-selling brands of Halal cosmetics	1.000	.681

Extraction Method: Principal Component Analysis.

Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.273	62.732	62.732	6.273	62.732	62.732
2	.839	8.387	71.119			
3	.722	7.221	78.340			
4	.470	4.700	83.040			
5	.390	3.899	86.939			
6	.320	3.201	90.140			
7	.272	2.722	92.862			
8	.259	2.591	95.453			
9	.240	2.396	97.849			
10	.215	2.151	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
I usually choose Halal cosmetics with the brand I know	.845
Brands make it easier to choose the Halal cosmetic products	.836
Brands influence my choice of purchase Halal cosmetics	.803
I prefer buying well-known brands of Halal cosmetics	.788
I can think of more international Halal cosmetic brands than local ones	.502
I can remember a number of different Halal cosmetic brands when purchasing	.725
I am likely to buy the Halal cosmetic with brand that I remember best	.848
I usually choose well-advertised Halal cosmetic with brands	.849
I take note of brands of Halal cosmetic coming into the market	.833
I usually buy the best-selling brands of Halal cosmetics	.825

Extraction Method: Principal Component Analysis.

a. 1 components extracted.

Factor Analysis for Intention to Purchase Halal Cosmetics

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.713
Bartlett's Test of Sphericity	Approx. Chi-Square	1035.325
	Df	3
	Sig.	.000

Communalities

	Initial	Extraction
I plan to choose Halal cosmetics in the forthcoming month.	1.000	.829
I am likely to choose Halal cosmetics in future.	1.000	.938
I am willing to choose Halal cosmetics.	1.000	.895

Extraction Method: Principal Component Analysis.

Total Variance Explained

	Initial Eigenvalues			Extraction Sums of Squared Loadings		
Component	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.662	88.750	88.750	2.662	88.750	88.750
2	.257	8.566	97.316			
3	.081	2.684	100.000			

Extraction Method: Principal Component Analysis.

Component Matrix^a

	Component
	1
I plan to choose Halal cosmetics in the forthcoming month.	.910
I am likely to choose Halal cosmetics in future.	.969
I am willing to choose Halal cosmetics.	.946

Extraction Method: Principal Component Analysis.
a. 1 components extracted.

Appendix C: The Result of Demographic Analysis

age of respondent

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	under 20 years	23	6.4	6.4	6.4
	20-25years	277	76.9	76.9	83.3
	26-30years	31	8.6	8.6	91.9
	31-40years	24	6.7	6.7	98.6
	41-50years	5	1.4	1.4	100.0
	Total	360	100.0	100.0	

education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	undergraduate	280	77.8	77.8	77.8
	master's degree	41	11.4	11.4	89.2
	doctoral degree	36	10.0	10.0	99.2
	others	3	.8	.8	100.0
	Total	360	100.0	100.0	

religion of respondents

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	muslim	235	65.3	65.3	65.3
	buddhist	79	21.9	21.9	87.2
	christian	13	3.6	3.6	90.8
	christian	19	5.3	5.3	96.1
	others	14	3.9	3.9	100.0
	Total	360	100.0	100.0	

citizenship

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malaysian	295	81.9	81.9	81.9
	Non-malaysian	64	17.8	17.8	99.7
	4	1	.3	.3	100.0
	Total	360	100.0	100.0	

Ethinicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Malay	201	55.8	55.8	55.8
	Chinese	97	26.9	26.9	82.8
	Indian	15	4.2	4.2	86.9
	Others	47	13.1	13.1	100.0
	Total	360	100.0	100.0	

Marital status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	single	324	90.0	90.0	90.0
	married	36	10.0	10.0	100.0
	Total	360	100.0	100.0	

Family income per month

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	<RM1000	109	30.3	30.3	30.3
	RM1000-3999	181	50.3	50.3	80.6
	RM4000-5999	38	10.6	10.6	91.1
	RM6000-10000	25	6.9	6.9	98.1
	aboveRM10000	7	1.9	1.9	100.0
	Total	360	100.0	100.0	

Type of residential household

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Urban	154	42.8	42.8	42.8
	Semi Urban	130	36.1	36.1	78.9
	Rural	76	21.1	21.1	100.0
	Total	360	100.0	100.0	

scholarship

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	1	.3	.3	.3
	yes	88	24.4	24.4	24.7
	no	268	74.4	74.4	99.2
	3	3	.8	.8	100.0
	Total	360	100.0	100.0	

Appendix D: The Result of Reliability Analysis

Attitude

Case Processing Summary

		N	%
Cases	Valid	360	100.0
	Excluded[a]	0	.0
	Total	360	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.979	.979	10

Subjective Norm

Case Processing Summary

		N	%
Cases	Valid	360	100.0
	Excluded[a]	0	.0
	Total	360	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.963	7

Perceived Behavioral Control

Case Processing Summary

		N	%
Cases	Valid	360	100.0
	Excluded[a]	0	.0
	Total	360	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.731	5

Brand Awareness

Case Processing Summary

		N	%
Cases	Valid	360	100.0
	Excluded[a]	0	.0
	Total	360	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.905	4

Intention to Purchase

Case Processing Summary

		N	%
Cases	Valid	360	100.0
	Excluded^a	0	.0
	Total	360	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.935	3

Appendix E: The Result of Descriptive Analysis

Descriptive Statistics

	N	Min.	Max.	Mean	Std. Deviation	Variance
i intend to buy Halal cosmetics in the near future	360	1	5	4.03	1.086	1.180
choosing Halal cosmetics is a wise idea	360	1	5	4.08	1.061	1.125
i like to choose Halal cosmetics	360	1	5	4.09	1.112	1.237
i look forward to buy Halal cosmetics	360	1	5	4.09	1.067	1.139
buying Halal cosmetic is a good idea	360	1	5	4.14	1.035	1.071
buying Halal cosmetics is a idea i like	360	1	5	4.05	1.093	1.195
buying Halal cosmetics would be pleasant	360	1	5	4.08	1.055	1.113
i will continue buying Halal cosmetics	360	1	5	4.02	1.161	1.348
Buying Halal cosmetics will be beneficial for me	360	1	5	4.05	1.126	1.268
i feel safety when i purchase Halal cosmetics.	360	1	5	4.12	1.133	1.284
Valid N (listwise)	360					

Descriptive Statistics

	N	Min.	Max.	Mean	Std. Deviation	Variance
People who are important to me think that I should buy Halal cosmetics	360	1	5	3.74	1.180	1.391
People who influence in my behavior think that I should buy Halal cosmetics	360	1	5	3.73	1.131	1.279
People whose opinions I value will encourage me to buy Halal cosmetics	360	1	5	3.86	1.109	1.231
People who are important to me will support me to buy Halal cosmetics	360	1	5	3.89	1.125	1.266
People who influence in my behavior think that I should buy Halal cosmetics	360	1	5	3.79	1.109	1.229
Most people who are important to me choose the Halal cosmetics	360	1	5	3.72	1.161	1.349
My friends would think that I should choose Halal cosmetics	360	1	5	3.81	1.166	1.360
Valid N (listwise)	360					

Descriptive Statistics

	N	Min.	Max.	Mean	Std. Deviation	Variance
code number given to each respondent	360	1	360	180.50	104.067	10830.000
I am capable of buying Halal cosmetics	360	1	5	3.99	.899	.808
Buying Halal cosmetics is entirely within my control	360	1	5	3.95	.924	.853
I have the resources to buy Halal cosmetics	360	1	42	3.85	2.259	5.103
I have the knowledge to buy Halal cosmetics	360	1	5	3.62	1.138	1.295
I have the ability to buy Halal cosmetics	360	1	5	3.93	.975	.951
Valid N (listwise)	360					

Descriptive Statistics

	N	Min	Max	Mean	Std. Deviation	Variance
I usually choose Halal cosmetics with the brand I know	360	1	5	3.87	1.117	1.248
Brands make it easier to choose the Halal cosmetic products	360	1	5	3.98	.993	.986
Brands influence my choice of purchase Halal cosmetics	360	1	5	3.90	1.072	1.149
I prefer buying well-known brands of Halal cosmetics	360	1	5	3.99	1.021	1.042
I can think of more international Halal cosmetic brands than local ones	360	1	5	3.36	1.083	1.174
I can remember a number of different Halal cosmetic brands when purchasing	360	1	5	3.32	1.042	1.086
I am likely to buy the Halal cosmetic with brand that I remember best	360	1	5	3.83	1.050	1.103
I usually choose well-advertised Halal cosmetic with brands	360	1	5	3.79	1.033	1.068
I take note of brands of Halal cosmetic coming into the market	360	1	5	3.58	1.124	1.264
I usually buy the best-selling brands of Halal cosmetics	360	1	5	3.69	1.095	1.200
Valid N (listwise)	360					

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation	Variance
I plan to choose Halal cosmetics in the forthcoming month.	360	1	5	3.79	1.157	1.339
I am likely to choose Halal cosmetics in future.	360	1	5	4.09	1.082	1.171
I am willing to choose Halal cosmetics.	360	1	5	4.17	1.045	1.092
Valid N (listwise)	360					

Appendix F: The Result of Correlation Analysis

Correlations

		iv1	iv2	iv3	iv4	dv
iv1	Pearson Correlation	1	.854**	.675**	.703**	.876**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	360	360	360	360	360
iv2	Pearson Correlation	.854**	1	.630**	.757**	.821**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	360	360	360	360	360
iv3	Pearson Correlation	.675**	.630**	1	.583**	.654**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	360	360	360	360	360
iv4	Pearson Correlation	.703**	.757**	.583**	1	.712**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	360	360	360	360	360
dv	Pearson Correlation	.876**	.821**	.654**	.712**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	360	360	360	360	360

**. Correlation is significant at the 0.01 level (2-tailed).

Appendix G: The Result of Multiple Regression Analysis

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.893[a]	.797	.795	.46660

a. Predictors: (Constant), iv4, iv3, iv1, iv2
b. Dependent Variable: dv

ANOVA[b]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	303.845	4	75.961	348.909	.000[a]
	Residual	77.288	355	.218		
	Total	381.133	359			

a. Predictors: (Constant), iv4, iv3, iv1, iv2
b. Dependent Variable: dv

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.011	.124		.090	.928
	iv1	.602	.050	.586	11.944	.000
	iv2	.188	.051	.188	3.703	.000
	iv3	.079	.037	.072	2.164	.031
	iv4	.143	.046	.116	3.078	.002

a. Dependent Variable: dv

Residuals Statistics[a]

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.2637	5.0700	4.0157	.91998	360
Residual	-1.52671	1.64384	.00000	.46399	360
Std. Predicted Value	-2.991	1.146	.000	1.000	360
Std. Residual	-3.272	3.523	.000	.994	360

a. Dependent Variable: dv