

**CUSTOMER INTENTION TO PURCHASE HALAL COSMETICS  
IN MALAYSIA**

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**MASTER OF SCIENCE  
UNIVERSITI UTARA MALAYSIA  
2014**

**CUSTOMER INTENTION TO PURCHASE HALAL COSMETICS  
IN MALAYSIA**

**By**

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**A Research Paper Submitted to College of Law, Government, and International  
Studies, University Utara Malaysia in partial fulfilment of the requirements for  
the degree of  
Master of Science (International Business)**

**June 2014**

*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 khususnya 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 diperolehi 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 pembolehubah 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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## **LIST OF ABBREVIATIONS**

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

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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.**

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

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

<b>Intention to Purchase</b>		<b>Strongly disagree</b>	<b>Disagree</b>	<b>Neither agree or disagree</b>	<b>Agree</b>	<b>Strongly Agree</b>
<b>1</b>	I plan to choose Halal cosmetics in the forthcoming month.	1	2	3	4	5
<b>2</b>	I am likely to choose Halal cosmetics in future.	1	2	3	4	5
<b>3</b>	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 Approx. Chi-Square	5089.857
Sphericity 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<sup>a</sup>**

	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 Approx. Chi-Square	2863.173
Sphericity 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<sup>a</sup>

	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<sup>a</sup>

	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 Approx. Chi-Square	2525.842
Sphericity 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<sup>a</sup>

	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 Approx. Chi-Square	1035.325
Sphericity 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

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings		
	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<sup>a</sup>

	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	

**Ethnicity**

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

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.893 <sup>a</sup>	.797	.795	.46660

a. Predictors: (Constant), iv4, iv3, iv1, iv2

b. Dependent Variable: dv

**ANOVA<sup>b</sup>**

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

a. Predictors: (Constant), iv4, iv3, iv1, iv2

b. Dependent Variable: dv

**Coefficients<sup>a</sup>**

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<sup>a</sup>**

	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