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CUSTOMERS' AWARENESS TOWARDS INTENTION TO
PURCHASE HALAL COSMETIC PRODUCTS AMONG
UUM STUDENTS



MASTER OF SCIENCE (MANAGEMENT)
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CUSTOMERS' AWARENESS TOWARDS INTENTION TO PURCHASE HALAL
COSMETIC PRODUCTS AMONG UUM STUDENTS



Thesis Submitted to
School of Business Management, College of Business,
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In Partial Fulfillment of the Requirement for the Master of Science (Management)



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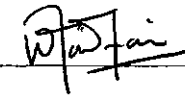
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ABSTRACT

The main objective of this study is to investigate the intention of customer in purchasing halal cosmetic products through the students of Universiti Utara Malaysia. This study attempts to determine that there are four factors which can influence the intention to purchase halal cosmetic products: attitudes, subjective norms, perceived behavioral control and brand awareness. Questionnaires have been distributed to collect feedback from the university students in this study while descriptive statistics and the Statistical Package for Social Sciences (SPSS) version 22 have been used to investigate the data collected. All items in this study have produced reliable results when tested for internal consistency reliability using the Cronbach's alpha test. Other than that, the Pearson's correlation analysis was used in this research to analyze the relationship between the independent and dependent variables. The results showed that there is a positive relationship between the four factors and the intention to purchase halal cosmetic products.

Keywords: Customer awareness, intention to purchase, halal product, cosmetics



ABSTRAK

Objektif utama kajian ini adalah untuk mengkaji niat pelanggan untuk membeli produk kosmetik halal melalui pelajar-pelajar Universiti Utara Malaysia. Kajian ini bertujuan untuk menentukan bahawa terdapat empat factor yang boleh mempengaruhi niat untuk membeli produk halal kosmetik: sikap, norma subjektif, kawalan tingkah laku dilihat dan kesedaran jenama. Soal selidik telah diedarkan untuk mengumpul maklum balas daripada pelajar universiti dalam kajian ini manakala statistik deskriptif dan Statistical Package For Social Science (SPSS) versi 22 telah digunakan untuk mengkaji data yang dikumpul. Semua item dalam kajian ini telah menghasilkan keputusan yang boleh dipercayai apabila diuji untuk kebolehpercayaan ketekalan dalaman menggunakan ujian alfa Cronbach. Selain daripada itu, analisis korelasi Pearson telah digunakan dalam kajian ini untuk menganalisis hubungan antara pembolehubah bebas dan bergantung. Oleh hal demikian, hasil kajian menunjukkan bahawa terdapat hubungan yang positif antara empat faktor dan niat untuk membeli produk kosmetik halal.

Kata kunci: Kesedaran pelanggan, niat untuk membeli, produk halal, kosmetik



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In the name of ALLAH, the Gracious and the Merciful

Alhamdulillah, I am grateful to Allah SWT, for all His bounties and blessings, so I am able to complete this thesis within the time period given. With the help and permission of Allah, I succeeded in finishing this dissertation.

Working for this Master's Degree is a journey towards accomplishing one of my lifetime objectives, which has been made possible by direct and indirect assistance from various parties. I want to give my deepest appreciation to all those involved helped me in completing this academic work. First of all, I would like to thank to my supervisor, Dr. Waida Irani Binti Mohd Fauzi and Professor Madya Dr. Sany Sanuri Bin Mohd Mokhtar which helped me a lots by giving a knowledge, ideas, opinions and guidance in this study. Without your knowledge, patience, and willingness to help, this research would have been impossible.

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LIST OF ABBREVIATIONS

TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
SN	Subjective Norm
PBC	Perceived Behavioral Control
BA	Band Awareness
IPHC	Intention to Purchase Halal Cosmetics
SPSS	Statistical Package for Social Science
UUM	Universiti Utara Malaysia



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CHAPTER 1

INTRODUCTION

1.0 Chapter Introduction

This chapter discusses the background study related to customers' awareness of towards intention to purchase halal cosmetic products in Malaysia, with a focus on attitude, subjective norms, perceived behavioral control and brand awareness. This chapter also includes the discussion on the problems of statement, scope of the study, research questions, research objectives, significant of the study, and definition of key terms.

1.1 Background of Study

According to Sadek, (2001), nowadays customers have become more aware of and sensitive to the needs of halal requirements. Muslim customers are searching for products definitely custom-made to meet the necessities of their religion and group. They have started curious and evading products that are not ensure halal and have the non-halal mark. On the other hand, Al-Harran and Low (2008) states that if customers cannot find the halal sign, they will read the ingredients, to ensure that the product is halal to consume. Halal can be associated with religious fervour, and the belief of a cleaner, healthier, and tastier living.

The halal trade in Malaysia is seen by the Halal Industry Development Corporation to encourage healthy life then its focus is not only food but as well as in the method for clothing and other life activities. However, to ensure that a product can be used by Muslims, or be classified as a halal product, halal manufacturers must abide by

some requirements which confine for the most part ingredients until the packaging of the products. The expanded number of Muslims around the world will influence producers to concentrate on the necessities of Muslims as they probably aware that if the Muslims continue to buy their products, their companies can generate more revenue from the cosmetics line.

In the present, it is the pattern in the worldwide business of cosmetics to provide Halal cosmetic products. Most of the consumers feel conscious of the materials that were used by the manufacturers to produce any particular cosmetic product. Due to the market's rapid growth, the cosmetic manufacturers are enthusiastic in trying to attempting the market and thus they turn out with a variety of products in order to pursue and fulfill customers at the same time.

Nowadays, Malaysia is responsible for developing standards for the halal business and making the conditions to make sure that the criteria meet international prescribed procedure while championing the halal economy. As indicated by Swidi, (2010) and Mahathir, (2010), the halal cosmetics and toiletries industry is one of the halal trades that can possibly drive the halal economy. The trade was estimate to rise as the following most essential part after halal food and Islamic funding (Mahathir, 2010). Halal cosmetics and toiletries in Malaysia has seen significantly growth in year 2008 (Swidi, 2010).

One of the imperative elements for this growing is the Malaysian women's emphasis on daily personal grooming, which was started as a trend by Malaysian women living in the major cities (Swidi, 2010). In addition, Muslim women value beauty just as

much as other women but at the same time, Muslim women need cosmetic products choices which have halal materials. The emerging trend of cosmetic products which follow the halal market may have potential for high growth rate (Temporal, 2011).

In the years to come, cosmetics will be the item that is not only for women but also for a small number of men who possess a metro sexual personality and it could be classified as a necessity nowadays. The two important factors behind the new trends which change the behavior of Muslim consumers are the increased number of Muslims around the world and raised of halal awareness among their new generation in the recent time (Swidi, Hassan, Hosam & Kassim, 2010).

Besides that, halal certification and logo has been used by manufacturers and marketers for its specific target in order to inform and encourage their consumers that their products are halal and Sharia-compliant. Normally, a Malaysian Muslim customer tends to trust and buy products with trustworthy halal accreditation issued by the Department of Islamic Development Malaysia (JAKIM), which is under the ability of the Prime Minister's Department. With halal accreditation, organizations can utilize the Halal logo on the packaging or show it on the organizations premises. Halal Development Corporation (HDC) is the organization in charge for making awareness among the group towards the interests in halal products.

The halal market is also implemented in both Muslim and non-Muslim countries (Ibrahim, 2010). Besides that, the high awareness and availability of halal products has provided an option to boost the global market (AlHarran & Low, 2008). About 60 percent of the Muslim populations in Malaysia have a similar preference with

other consumer segments that require product accordance with quality, health, and Shariah, which has increased from time to time (Mahathir, 2010).

This indicates that Malaysians today have gained more respect and attention than others, especially as a customer base which prefers clean and healthy products. Nowadays, this would include not only clothing but they also concern elements of the various parts of the halal body. Accordingly, aside from wearing the right clothes, jewelry that is used must also be lawful. According to Norudin (2005), the cosmetics are important to how most women feel on a day to day life. Cosmetics are normally used more frequently by women than men, as the customer target for cosmetics companies were among females (Kumar, 2004).

1.2 Problem Statement

Malaysia is a Muslim country and significant as a halal hub. Halal has become customer vital concern in Malaysia nowadays because of the Muslim population awareness about the halal products. Muslims are more aware of what they put on their face. Halal is not limited only for the food category but it also related to non-food category. This is one of the reasons why Muslim customers at this time are looking for Sharia-compliant cosmetic products.

The Chemical Engineering (May 2010) stated that, commonly personal care products and other cosmetic products that are made by non-Muslim companies and also coming from non-Muslim countries are doubted in regards to its halal quality. Many cosmetics contain alcohol as moisturizers which can help bring ingredients to the skin, emollients, or cleansing agents. Similarly, several of the fatty acids and gelatine

come from pig-based materials which were utilize as a part of a few products likes face mask, shampoos, moisturizers and furthermore lipsticks.

Other than that, cosmetics and pharmaceutical sectors are subject to greater analysis by scholars of Islam for the suspicion that the enzymes which are being used among the international brands were extracted from pork or alcohol, to be used as an additive; so from this Muslim customers will have a negative perspective toward these brands (Mukhtar & Butt, 2012). The ingredients in cosmetics and personal care products are the most important factor for Muslim customers which they need to care about. This is the reason why the Muslim need for halal cosmetic products among customers is rising, it is recommended for companies that produce cosmetic products to discover the intentions and the requirements of Muslim customers in the preparation of halal cosmetic products.

Kamaruzaman (2009) states that, another review led by KasehDia Consulting found that even though the level of awareness about halal cosmetics is still low, customers are willing to purchase halal products if they are accessible. The review likewise found that 57.6 per cent and 37.7 per cent of Muslims in developing markets for example Indonesia and Singapore are prepared to purchase halal cosmetic products if the products are made accessible in the market. According to Swidi et al., (2010), it additionally found that the high level of education, high job positions and high income jobs among another era of Muslims likewise contributed to the demand for safety and high quality of halal cosmetic products. Awareness about the ingredients of cosmetic and personal care products is a vital issue for the Muslims, in light of the rising requirement for halal cosmetic products among customers.

Since the majority of Malaysia's population is Muslim, the government is very concerned on how to develop an economy of Malaysia based on Islamic guidelines especially in terms of the provision of halal products and services. Since the number of customers of the halal products is growing in the global market, discussion of current practices, production and consumption of halal products including cosmetic products get a lot of attention from many groups of people. In Malaysia, JAKIM is responsible for issuing halal products in accordance to Malaysian certification standard MS2200: 2008 (Husain, Ghani, Mohammad, Mehad, 2012). According to a research from the respective producers, it was found that the quality of JAKIM's service is below customers' expectations (Golnaz, Mohamed, & Shamsudin, 2012).

Besides that, the use of halal certification and logo by manufacturers and marketers is a means to notify and convince their target customers that their products are halal and Sharia-compliant. Generally speaking, Muslim customers in Malaysia search for trustworthy halal certification issued by the Department of Islamic Development Malaysia (JAKIM), which is under the authority of the Prime Minister's Department, on a product they intend to buy. This certification is given to companies using the halal logo to print on the packaging of their products or to display in their premises.

In order to utilize the halal concept in Muslim community, the halal logo has been used in Malaysia for all cosmetic products. Nowadays Muslim customers are faced with a wide range of products and services. In addition, usually each type of product may offer plenty of different cosmetic brands whether made locally or imported from abroad. A few cosmetic brands seem to gain advantage by naming their product with the word "Islam" throughout packaging and labelling of their creative work without getting permission from JAKIM (Shafie & Othman, 2006). According to Alam and

Sayuti (2011), this is also an indirect signal of their main goal which is to attract the Muslim customers to buy their product because of the halal status.

According to Kumar (2005), during ancient times, natural materials are the key ingredients in cosmetic products. Nevertheless, to produce cosmetic products from natural materials on a large scale requires a larger allocation. Beginning in the 19th century, the chemicals have been used to replace natural materials to increase production. After that, through the use of technology and innovation their production continued to grow during the 20th century. Since then, the number of chemical cosmetic products has increase over the time, which caused customers to consider issues relating to the awareness of these products.

Consistent with these issues, customers now have greater awareness to protect themselves from hazardous chemicals. They have become more concerned about the cosmetic formulations, and this has developed into an important criterion for customers in choosing a cosmetic product (Kumar, 2005).

According to Mansor, Ali and Yaacob (2010), some customers are aware of cosmetic products; therefore, they buy cosmetic products that are more reliable and secure. Besides that, the perception may cause some customers to choose the branded cosmetic products, rather than looking into materials that are part of the awareness issues. In addition, access to the product in certain places may change their attitude to buy good cosmetic products (Kordnaeij, Askaripoor & Bakhshizadeh, 2013). All of these factors contribute to the customer awareness towards intention to purchase halal cosmetic products. Therefore, there is vital need to understand the factors,

because they can be used as a reference for cosmetic manufacturers to produce cosmetic products that can meet customer demand.

In other words, the researchers decided to conduct a study on customers intention in purchasing halal cosmetic products, as people more often do what they intend to do. It is imperative to comprehend the components that influence customers purchase intention as it leads to the success of an organization, as concurred by Liaw (2008), for the purpose of customers purchases are increasing, they are likely to share their experiences with people close by, known as word-of-mouth, and will give others their suggestions and recommendations. According to Ismail and Fatt (2004), it will affect other users who have the potential to purchase the product, to be more particular, halal cosmetic products, which are gotten by Muslim customers in compliance with an arrangement of halal dietary laws, or solutions for the improvement of their welfare.

According by Espejel, Fandos and Flavian (2008), by understanding customers purchase intentions, manufacturers and marketers will be able to meet the real customer needs and wants that will lead to fulfilment among customer. It can be assumed that satisfied customers are likely to repeat their purchase. Hence, researchers will be able to see deeper into how some factors such as attitude, subjective norm, perceived behavioral control and brand awareness affect the purchase intentions of halal cosmetic products among customers.

The problem faced by customers in Malaysia is related with the situation above as they go through their daily shopping. Since we know the cosmetic industry has

plenty of cosmetic brands and each brand chooses to compete against each other to attract the attention of their target customers. Looking at the scenario and limitation of the research in the academic literature, this study allows researchers to investigate the influence of Theory of Planned Behavior on customer intention of purchasing halal products.

1.3 Scope of the Study

The respondent involved in the study has been briefed about the context and the scope of the study. The context or focus of the study is on intention to purchase halal cosmetic product among the students of Universiti Utara Malaysia. This study has been conducted alongside students in Universiti Utara Malaysia, Sintok Campus. Universiti Utara Malaysia is selected due to its current situation whereby the university is getting an influx of international students of around 2,223 students out of a total of about 26,204 students coming from more than 40 countries. Henceforth, the student population of the university is considered unique because it brings together the cultural differences and their different behaviors of product consumption and purchase.

1.4 Research Question

There are some questions that the researchers attempted to address in the course of this study. The questions are:

1. Does attitude influence the intention of university students to purchase halal cosmetic products?
2. Does subjective norm influence the intention of university students to purchase halal cosmetic products?
3. Does perceived behavioral control influence the intention of university students to purchase halal cosmetic products?
4. Does brand awareness influence the intention of university students to purchase halal cosmetic products?
5. To what extent does each factor (attitude, subjective norm, perceived behavioral control and brand awareness) influence the intention of university students to purchase halal cosmetic products?

1.5 Research Objective

The objective of this study is generally to understand attitude, subjective norm, perceived behavioral control and brand awareness of University students in their intention toward buying halal cosmetic products.

In conducting this study, there are some objectives that the researchers hope to achieve. Specifically, the present study aims to:

1. To determine the relationship between attitude and intention to purchase halal cosmetic products amongst university students.
2. To determine the relationship between subjective norm and intention to purchase halal cosmetic products amongst university students.
3. To determine the relationship between perceived behavioral control and intention to purchase halal cosmetic products amongst university students.
4. To determine the relationship between brand awareness control and intention to purchase halal cosmetic products amongst university students.
5. To examine the extent to which each independent variable such as attitude, subjective norm, perceived behavioral control and brand awareness influence customers' intention to purchase halal cosmetic products through observing university students.

1.6 Significance of Study

From this study, an efficient research will give good and precise results at the end of the study. Therefore, the findings from this study are expected to provide information to academics, university, students and also to manufacturers and marketers. Theoretically, the importance of this study is that it can provide contribution towards customers and how customers have to be alert about halal cosmetic products in their daily lives.

According to Alam and Sayuti (2011), there are restricted amount of studies on halal cosmetic products particularly for those that focus on the halal purchase intention. Even the issue of halal has studied before yet just a few have applied theory of planned behavior (TPB) to explain customers' intention to purchase halal cosmetic products. Based on the literature review, it was found that normally there are only three requirements of halal cosmetic products among customers in Malaysia.

1.7 Definition of Key Terms

The definitions of key terms that will be used in this study are as follows:

1.7.1 Halal

Halal simply means permitted or lawful. The inverse of halal is haram. Halal and haram are general terms that apply to all parts of life. It mentions to things or actions allowed by Sharia law without punishment forced on the performer. The terms halal and haram are usually used to define something that a Muslim is allowed to involve in for instance what they allowed to eat, drink and use in their daily life. (Malaysia Halal Foods).

1.7.2 Theory of Planned Behavior (TPB)

Theory of Planned Behavior (TPB) is a theory that explains a person's behavior and intention with three variables which are attitude, subjective norm and perceived behavioral control (Ajzen, 1991).

1.7.3 Attitude

An attitude can be defined as an enduring organization of motivation, emotion, perception, and cognition with respect to some aspects of the individual (Krech & Crutchfield, 1948).

1.7.4 Subjective Norms

Ajzen, (1991) subjective norm can be defined to the person's perception of the social pressure for or against performing the behavior in question. Subjective norm is a function from the normative beliefs, which seems to reflect an individual's perception that most people who are important to him think that he should or should not perform the behavior.

1.7.5 Perceived Behavioral Control

Ajzen (1991) has described perceived behavioral control is 'the extent to which a person feels able to engage in the behavior'. According to Cheng (2007) and Kang et al. (2006), perceived behavioral control can be defined as the degree of control that a person perceives performing the behavior.

1.7.6 Brand Awareness

Brand awareness is the probability that customers are already familiar about the availability of and access to products and services offered by a company (Gustafson & Chabot, 2007).

1.7.7 Intention to Purchase

Intention can be defined as a person's motivation to perform the behavior (Samin, Goodarz, Muhammad, Firoozen, Mahsam & Sanza, 2012). Firstly, intention can be considered as a motivating factor that influences behavior, it indicates how hard people are willing to try and attempt to perform the behavior (Ajzen, 1991). He also added that people will be more likely to perform the behavior if they have a strong intention to engage in the behavior (Ajzen, 1991).

1.8 Organization of Remaining Chapter

This dissertation has 5 chapters. Chapter 1 provides the brief description of the focus of this study. It includes background of the study, problem statement, research question, research objectives, significance of the study and definitions of key terms. Chapter 2 provides an extensive literature review on customers' satisfaction. It reviews literature, theories and comparison related to the topic of this project. Chapter 3 describes the methodology in the dissertation. It includes research approaches, research design, research model, instrument, data analysis technique, sampling and population. Chapter 4 presents an analysis and interpretation of the result of the study. This chapter discusses the survey's responses based on the interpretation of the statistical findings. Finally, Chapter 5 is about the conclusion

made after analyzing the determinant factors and also will describe the finding, limitation, managerial implication, future research and the conclusion. Figure 1.1 below gives a diagrammatic view organization of the study.

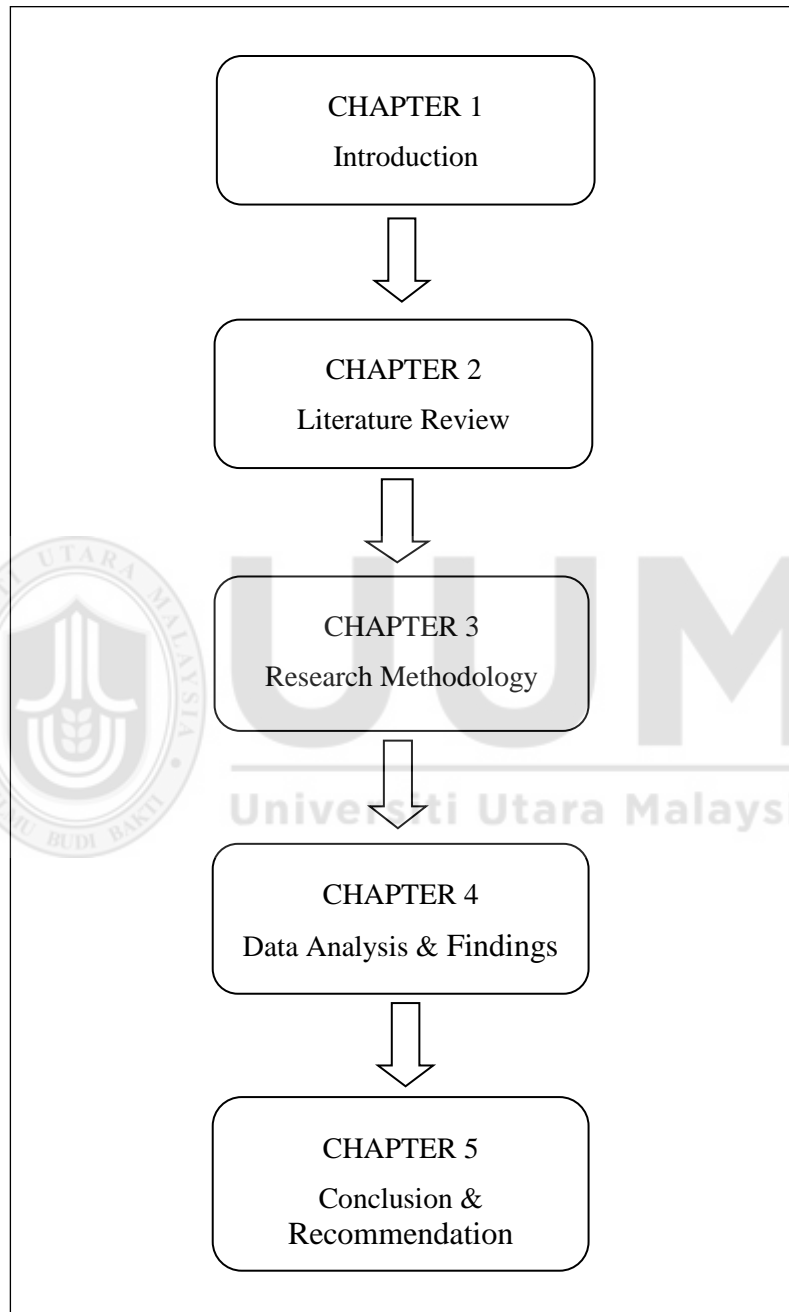


Figure 1.1
Organization of the study

CHAPTER 2

LITERATURE REVIEW

2.0 Chapter Introduction

The background of this research has been discussed in the previous study and this chapter also discusses the underpinning theory employed in the current study. This study also reviews the extant literature regarding the influence of attitude, subjective norms, perceived behavioral control and brand awareness towards intention to purchase Halal cosmetic product. The Halal phenomenon around the globe which led to the Halal consciousness amongst Muslims and Non-Muslim customers in Malaysia will be explored in this chapter. Other than that, the Theory of Planned Behavior which includes four factors, which are attitude, subjective norms, perceived behavioral control as well as brand awareness also will be discussed in this chapter. Finally, the theoretical framework and discussion of the hypotheses development derived from theoretical framework will be included in this chapter's outline.

2.1 Halal Phenomenon

The official and main religion in Malaysia is Islam. In many aspects of life the term Halal and Haram were applied by the Muslim people. Other than that, the term is also used in reference to meat products, food-based materials and pharmaceuticals. But nowadays there are also some products which do not specify whether the ingredients are Halal or not and this could confuse consumers.

For Muslims, Halal is an essential part of their life. Although Halal is not a new concept and has been around since Prophet Muhammad's time, the understanding of

Halal has been veiled by ignorance for many centuries. This changed in the early 21st century when Malaysians created a paradigm shift and took the world by surprise by developing this new market. Halal refers to what is legitimate and allowed in Islam and is always used in reference to food when it is slaughtered and prepared in a way that adheres to the Quran. Nowadays, smaller companies are starting to identify their products with Islamic law since they know the importance of Halal in the make-up and cosmetic industries. This means that new make-up products are produced without any pork-based ingredients which were once used in products like lipsticks.

As we know, Islam promotes good deeds and permissible things (Halal), and warns against committing sins and impermissible things (Haram). To make sure that the entire products Muslims buy are produced to be Sharia-compliant, Muslims need to consider their own responsibility before purchasing products.

2.1.1 Definition of Halal

Halal refers to something that "allowed" or "permissible" in Arabic. In life, Halal is not limited for the category of food which Muslims are permitted to take, only (Halal Journal, 2008), it also encompasses everything that is permitted under Islam's Sharia Law (Kamali, 2003) such as food products, meat products, cosmetics, personal care products, foodstuffs, beverages and materials that can affect food. The term Halal and Haram were used specifically to describe each of these. Based on the estimate, the Halal standards are adhered by 70 percent of Muslims around the world. (Minkus-McKenna, 2007).

Although Islamic scholars have different opinions about the production process, citing the change of state, or *istihala*, because the argument is central to the use of acceptable gelatine and cosmetics; the decision is, however, clear about the use of pig placenta in a wide range of cosmetics including wrinkle creams and a face masks. Due to the biological similarity to human placenta and healing properties on the skin, the pig placenta is considered a staple in cosmetic industries, not least because it is also cheap and easy obtainable. The Malaysian government has introduced several measures to support the ban on pig placenta as a cosmetic ingredient, together with Malaysia's role as a center for Halal Hub, and as the leading Sharia-compliant country.

According to Soraya (2010), when it comes to cosmetics and personal care products, they reflect in our minds as products which can help us to improve our appearance. Women will look for cosmetic products such as lipsticks, eye shadows and mascara; and shampoo, soap and deodorants will also be sought if they are looking for personal care products.

In recent years, the demand for cosmetics and personal care products innovation has increased due to the rising awareness among customers. According to Soraya (2010), customers must be well-informed about value-added specialty products such as Halal products, botanical-based products or products that are environmentally friendly. Now, Halal has turned into a common intention among users. The Halal requirement is not only focused on business but also on animal welfare, social justice and environmental sustainability. The Halal concept is not limited to controlling the method of animal slaughter for Muslims but also includes making products and services with high quality that meet the growing awareness needs of Muslim and

non-Muslims customers in a demanding market. Malaysia is a country made up of diverse ethnicities, and is multi-cultural and multi-lingual (Golnaz, Zainal abidin, Mad Nasir, & Eddie Chiew, 2010). Therefore, it is possible for Halal cosmetic products to be accepted by users in Malaysia.

2.1.2 The Halal Logo and Certification

In business, Halal certification and logo are used by manufacturers and marketers as a means to tell and convince their target consumers that their products are Halal and Sharia-compliant. Normally, Muslim consumers in Malaysia tend to trust and buy products with trustworthy Halal accreditation issued by the Department of Islamic Development of Malaysia (JAKIM), which is under the authority of the Prime Minister's Department. With Halal accreditation, organizations can utilize the logo on their packaging or show it on their premises. Halal Development Corporation (HDC) is the organization in charge for making awareness among the community towards Halal interest and its importance to them.

Nowadays, Muslim customers have become more well-informed of their religion. For that reason, it is unavoidable that customers will become more specific on the nature of the products and services they consume or use daily. Additionally, the level of customers' awareness has increased and more sophisticated technology in issues related to nutrition and health, information labelling and belief in the right to be sufficiently informed, is available. The Halal logo was introduced by the Department of Islamic Development of Malaysia (JAKIM) to increase Muslims' awareness about choosing products or services that comply with the guidelines and principles of Islam (Mian & Riaz, 2010).

Besides that, according to Ariff (2009), to get products that meet the standards of Islam, manufacturers need to demonstrate to their consumers that their product has the Halal logo so this can provide space for manufacturers to expand their target market. This will definitely generate advantages to certain manufacturers compared to their competitors who do not have the Halal certificate. The Halal term is better known among Muslims and non-Muslims as Halal products that can be eaten without any distrust. For the service sector such as banking and insurance products, terms that are more suitable for Islam will be Halal-compliant or compliant with Sharia.



Figure 2.1 Halal logo of Malaysia

Source: *Jabatan Agama Islam Malaysia (JAKIM)*

2.1.3 Compliance to Halal Cosmetic Products Requirements

Halal cosmetic products could also become important for economic growth. Unfortunately, there is some Muslim and non-Muslim entrepreneurs who do not want to accept this fact. In fact, it is not easy to attract non-Muslim groups to use the Halal products, while the Muslims might not necessarily buy the products in quantities large enough to make up for the loss of non-Muslim customers. Nevertheless, this is the challenge faced by the producers of Halal products to convince these groups to use cosmetics based on the concept of Halalan Toyyiban which also contains herbal extracts and natural plants as well and is safe to use in our daily lives.

As an effort to boost the Halal cosmetic industry, both Muslim and non-Muslim customers need to change their attitude and mindset toward their Halal cosmetic products. Committed manufacturers, marketers and customers should be increased in order to steer customers into choosing more Halal cosmetic products. (SIRIM News, July-August 2004) stated that, JAKIM should also play a role in providing accurate information to customers on any relevant business information on the Halal products because this kind of information is important and has the power of influence over the people who are reluctant to make major changes in the acceptance of Halal cosmetic products.

As indicated by the news, for Halal cosmetic products, hygiene and health is very closely related to the safety of cosmetic products. This is an important prerequisite of being Halal where certification requirements include personal hygiene, clothing, equipment and working environment. It is difficult to change the perception of an individual from using any brand of cosmetics or personal care products, especially

popular brands such as Amway, Avon, L'Oreal, Secret Garden, Nutrimetics, Olay and other.

In addition to the products and brands accessible in grocery stores, Malaysian customers are also offered a range of alternatives, such as direct sale from brand companies of their cosmetic and personal care products. In addition, the news also confirmed that the influx of international brands into the country is said to be the result of the widespread use of the Internet and e-commerce by customers in Malaysia (SIRIM News, July-August 2004). In Malaysia, the situation faced by customers in shopping for cosmetic products which is their daily routine has been described in this scenario above. Everyone knows how to simply make their own decision in choosing a brand that fits them.

2.2 Halal Cosmetic Products

Cosmetics can be defined as goods that are used on the human body for cleansing, beautifying or altering the appearance without affecting the body. According to Patton (2009), the demand for Halal cosmetics is growing, customers are encouraged to purchase Halal cosmetics not only for the Islamic requirement but also for the importance of getting high quality, Halal and safe products. By using the TPB model on the purchase of Halal cosmetic products, there are some questions that can be adopted in this study.

2.3 Theory of Planned Behavior

The Theory of Planned Behavior (Ajzen, 1991) was developed as an extension to Fishbein's and Ajzen's (1980&1975) Theory of Action. The Theory of Planned Behavior model explains that the behavior of a particular individual's performance is determined by his intention to perform such behavior. There are three components in the Theory of Planned Behavior that explains the intention to act with one's own behavior, attitudes, subjective norms and perceived behavioral control.

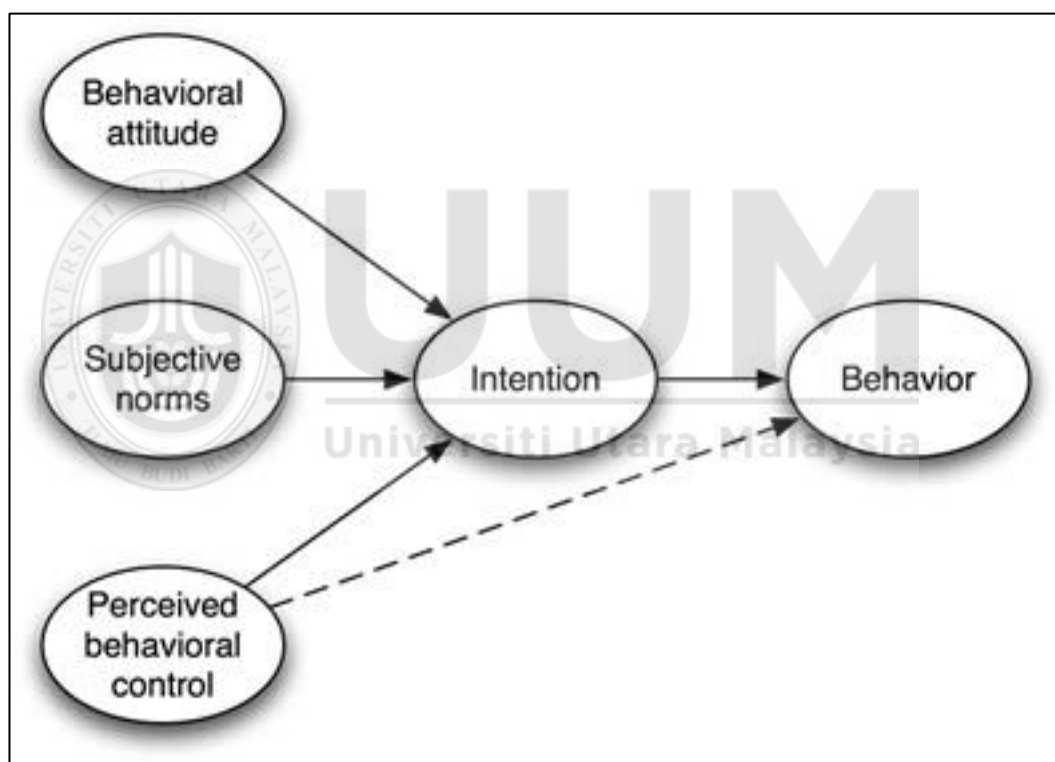


Figure 2.2: Theory of Planned Behavior
Source: Adapted from Ajzen (1991)

According to Theory of Planned Behavior, the model predicts behavior under an individual's control, not behavior due to circumstances beyond control. The three roles of the theory including attitude towards the behavior where it can refer to a person who has favorable or unfavorable attitude towards the intention to purchase

Halal cosmetic products. A subjective norm is the second term which refers to the perceived social pressure to perform or not to perform a good intention towards purchasing Halal cosmetic products. The last term is perceived behavioral control which refers to the perceived ease or difficulty of intention to purchase Halal cosmetic products.

2.4 Intention to Purchase

According to Ajzen and Fishbein (1975), intention is defined as a person's location on a subjective probability dimension involving a relation between himself and some action. Besides that (Armitage & Corner, 2011) stated that, intention is recognized as the motivation for an individual to engage in a certain behavior. Other than that, as indicated by the TPB model, the intermediate determinant of a behavior is the individual's intention to perform or not perform that particular behavior. Behavioral intention is defined as the individual's subjective probability that he or she will engage in that behavior (Ajzen & Fishbein, 1975).

According to Engel et al. (1995), purchase intention can be divided into three parts which are unplanned buying, partially planned buying and fully planned buying. Unplanned buying means that customers make all the decisions to buy a product category and a brand in a store. It can be regarded as an impulse buying behavior. Second is partially planned buying, it means that customers only decide what to buy only when they are in the shop. Lastly is fully planned buying means that customers decide on a high quality product and brand to buy before entering the shop. The purchase intention will be influenced by individual attitudes and unpredictable situations (Kotler, 2003).

Furthermore according to Dodds et al., (1991), for instance, when the cost is higher than the expected value, the situation for individual attitudes including personal preferences to other brands and compliance to other expectations and unpredictable situations can make consumers change their purchase intention. According to Fishbein and Ajzen, (1975), customers purchase intention is considered as a subjective preference towards a product and can be an important element in predicting customer behavior.

There are a few studies that describe the relationship of purchase intention which highlight the consistency between purchase intentions toward Halal cosmetic products (Mukhtar & Butt, 2012; Seyed Danesh et al, 2010; Hanzee & Ramezani, 2011). These studies have found that there is a positive intention towards purchasing Halal products.

Mukhtar and Butt (2012) stated that, religious piety plays an important role in order to get the intention to choose Halal products as a predictive factor. The study was conducted in Pakistan with the aim to investigate on customers' purchase intention towards Halal products. The study found that religion played an important role in the effort to encourage customers to purchase Halal products.

According to Seyed Danesh et al. (2010), this study investigated the intention to purchase Halal products and services. The study found that Muslim customers and non-Muslim customers all over Kuala Lumpur had the intention to purchase Halal products. Therefore, Muslims and non-Muslim customers prefer to purchase Halal products at different price ranges. This study obtained a positive relationship of Muslims and non-Muslims regarding the intention to purchase of Halal products.

Halal products all over the world market were investigated by Hanzee and Ramezani (2011). The study found that there is high demand for Halal products among customers in the global market, which shows that there is a positive response regarding the customers' intention towards Halal products.

Furthermore, individual purchase intention can be defined as an individual's desire to buy a particular product or a particular brand of product that he or she had selected after careful evaluation. It also can be measured by several variables, such as the brand or product he and she wants to purchase and those he or she expects to buy in the near future (Laroche & Zhou, 1996; Laroche & Sadokierski, 1994; MacKenzie & Burp, 1986).

In terms of brand, several authors believe that customers' preference towards certain brands has a high influence on the purchase intention of Halal products (Brown & Stayman 1992; Homer, 1990; MacKenzie, 1986). However, it is also believed that brand choice has a positive attitude on the intention of purchase. It likewise found that customers' intention is decided by his or her attitude towards a familiar brand and other brands which are contained in his consideration set (Laroche & Sadokierski, 1994; Laroche & Zhou, 1996).

2.5 Attitude

Theory of Planned Behavior can be described as the intention of the individual governed by three determining factors, first is personal factors or the nature of the person, the second is the social influence of the action of others and third is perceived behavioral control that can be controlled by trust. Positive or negative

behavior will be influenced by personal factors such as what a customer intends to perform. In addition, the personal factors are also called attitudes toward certain products which will lead to different customer behavior.

Ajzen (2005) stated that positive and negative beliefs are stimulators for a behavior. An attitude toward behavior refers to an individual's attitude towards behaving in a certain manner. According to Ajzen and Fishbein (1980), the attitude towards any concept is purely a general feeling of favorability or unfavorability towards the concept. A person will hold a good attitude towards performing the behavior when he or she believes that performing a given behavior will lead to positive results. Blackwell et al., (2006) supported that attitude is the evaluation of certain behavior towards an object, such purchasing as a product.

According to Alam and Sayuti (2011), the attitude has a great impact and positive effect towards intention to purchase Halal food products. Their findings found that attitude is an important factor in influencing purchase of Halal food products because positive attitudes appear to generate more commitment to the intention to purchase Halal food products.

Furthermore, attitude also can be expressed by "the extent to which a person has a valuation of good or bad about a behavior in question" (Ajzen, 1991). Eagly and Chaiken (1993) argues that the psychological attitude tendencies shown in the evaluation of certain entities are proven with little support or with injustice. The attitude of the individual on whether they would change their intention or not is very subjective. For instance, as a Muslim, he or she should use products based on Halal

raw materials. Nevertheless, some of them never do care much about Halal materials, as long as the product is safe and good for beauty and appearance, they will use it.

Even though there are a few contrasts regarding of attitude, but based on the above mentioned opinions, it can be concluded that the attitude is the situation where people move to act or perform social activities with certain feelings in response to the object or the situation of surrounding environmental conditions. Besides, it likewise gives a preparation to react to positive or negative nature of the object or situation.

Therefore, it is important for manufacturers or parties involved in the issue of Halal or Haram, to play their part to convince the customers to change the perception and their desire to use any product that delivers on the concept of Halal because such an effort can attract non-Muslim customers to buy and use the products. Not just because the Halal status, but also for the clean and safe-to-use materials which were extracted from the resources of Mother Nature to make the products.

2.6 Subjective Norm

The second aspect in Theory of Planned Behavior is a subjective norm which is controlled by normative beliefs. Subjective norms reflect the social influence, which are a person's perception of social pressure from society and those people around him or her to perform or not perform the behavior. From the perspective of customer behavior, it appears that people can be influenced by their reference group in selecting a product. A highly popular product can garner social influence be it either

positive or negative. Osterhus (1997) supports that behavior tends to remain consistent in social groups.

The important determinant of individual behavior can be influenced by others Bearden et al. (1989). As an example, if a customer believes that other people think that Halal products are important in their daily life, they will be more tending to have the intention to purchase these products. For that reason, this shows that the influence of subjective norms will influence the intention of a certain behavior. The definition of TPB were supported by Teo and Lee (2010), which is to determine the subjective norm as "a person's perception of whether people think it is important to individual behavior that they need to perform".

As indicated by TPB, individuals who have a positive attitude towards Halal cosmetics is unlikely to have a guarantee to buy cosmetics that are Halal (Lutz, 1991) because, decision making will be influenced by the subjective norms of social influence who can be their friends, family or other individuals they are close to (Lutz, 1991). As a result, the individual cannot create a positive attitude towards Halal cosmetics market that fits the compatibility between the attitudes of his or her expectations and social influence where they can generate the intention to purchase Halal cosmetics (Lutz, 1991).

Besides that, the interpersonal influence will be supported between personal characteristics and environmental factors in a two way interaction. Social influence and physical structures in the environment will change and develop trust, human expectations, and cognitive competencies. Therefore, the social environment can strongly influence attitudes toward buying or using the products. The social

environment includes family, friends, and colleagues. This was supported by Cheah and Phau (2005), the interpersonal process and relationships between professionals and opinion leaders have a positive effect towards the attitudes in the purchase decision.

A subjective norm also refers to the perception that the social pressure is for or against implementing appropriate behavior. Subjective norms can also influence people in a social environment on their behavior intention, such as the belief in people, weighted by the importance of one of the characteristics of each of their opinions, and would affect a person's behavioral intentions (Miller, 2005). According to Azmi et al. (2010), customers may be tempted to choose Halal products as Halal cosmetic products are Sharia-compliant. Their results have shown that subjective norms should be recognized as an indicator for Muslim customers to choose Halal cosmetic products.

The positive decision on subjective norms has been shown in the previous research as factors that can encourage the intention to purchase. The studies by Taylor and Todd (1995); Ramayah et al. (2003); Baker et al. (2007) has shown a significant relationship between subjective norms and intention to purchase. In addition, the study that was conducted by the Alam and Sayuti (2011), who studied the intention to purchase food, have shown a positive relationship between subjective norms and intention to purchase.

2.7 Perceived Behavioral Control

The last indicator in the Theory of Planned Behavior is a perceived behavioral control which is controlled by belief. Perceived behavioural control is an added factor in the Theory of Planned Behavior, apart from the attitude and subjective norms in the Theory of Reasoned Action. Perceived behavioral control is a perception of the performance of a certain behavior in the individual's control. Individuals who believe they have no chance to do a certain behavior or not have the resources required are not likely to form strong behavioral intentions despite the fact that their attitude and subjective norms are good. According to Madden, Ellen, and Ajzen(1992), perceived behavior control also can be influenced through behavior, and independent of their actions through intention. Thus, the control behavior can be said to affect the behavior and intentions. A person's behavior is influenced by the belief that they have the ability to execute the behavior. Thus, controlled belief also can help or hinder individuals in the performance of a behavior, which then can be used to measure the perceived behavioral control.

Perceived behavioral control refers to the level of belief that the individual assumes is needed to perform the behavior (Chen, 2007). Miller (2005) defines the notion of perceived behavioral control as a function of both attitudes toward behavior and subjective norms of behavior, which have been found to predict actual behavior. Perceived behavioral control reflects belief in accessing resources and opportunities necessary to carry out behavior. According to Khairi et al. (2012), their study shows that its impression of perceived behavioral control is bring into being a positive with the intention to choose the Halal products.

A few reviews have exposed that individuals, who have a positive attitude towards a certain behavior will not focus on the behavior because they find it difficult to perform (Chen, 2007). The relationship between consumer attitudes and intentions are not consistent because the intention to purchase Halal cosmetics can be affected by certain factors. It is expected that the positive relationship between attitudes and intentions is moderated by the level of perceived behavioral control. Positive attitude toward buying Halal cosmetic products may not always lead to the intention to buy the product.

In addition, the study that was conducted by the Alam and Sayuti (2011), which examines the intention to purchase food, has shown a positive relationship between perceived behavioral control and intention to purchase. Thus, it can indicate that an intention to purchase Halal cosmetic products is likely when a person has perceived behavior control towards themselves.

2.8 Brand Awareness

Another addition of independent variables in this study is brand awareness. According to Tuominen (1999), a brand can be a name, term, sign, image, trademark, color or design, or a combination of all the items intended to distinguish the goods or services from one seller to another seller and to differentiate them from those of their competitors.

Brand awareness is one of the fundamental aspects through brand equity. Usually when customers decide to buy something, brand awareness will play an important role or as consideration in the customers' premises. Lately customers have started to choose good quality brands due to a rise in their consciousness. Therefore an

entrepreneur, in order to compete with others must realize the love for the brand in the minds of customers. According to Macdonald and Sharp (2000), brand awareness is another factor that still affects the purchasing decision of customers even though they are already familiar and ready to buy a product. The first brand that clicks in the customer minds is a product which has higher brand awareness and it will always happen every time a customer is willing to buy goods or services.

The possible advantage of brand awareness is that customers are already familiar about the availability of and access to the products and services provided by the company. If the products and services of the organization have a good reputation in the market and well-received by customers, it means that the organization has a successful brand awareness to attract their customers (Gustafson & Chabot, 2007). While buying a product or service, brand awareness also plays an important role and might have control over the customers a risk assessment and level of assurance regarding the decision to buy because of the brand awareness and uniqueness. For example, when customers have the intention to purchase Halal cosmetic products they will make sure the brand that they choose is a familiar one because if they choose another product which isn't from the brand, sometimes the product will give negative effects for those who have a sensitive or allergic skin.

Furthermore, brand awareness is about the association between potential customers and the products the customers are interested in. It is the recalling and company recognition of a product that interests the customers. In addition, brand recalling is defined on how the customer intends to remember a certain brand that is associated with a product. Brand recognition, on the other hand, can be defined when customers have potential knowledge to remember the history of the brand when the brand logo

or packaging was shown. In order to develop a brand, brand awareness plays an important role for competing in a competitive business environment.

2.9 Factors Influencing Intention to Purchase and Development of Research

Hypothesis

This study tends to investigate the customers awareness towards intention to purchase halal cosmetic products. Thus, below discusses on the influence of independent variables towards dependent variable.

2.9.1 Attitude and Intention to Purchase

Halal cosmetic products purchase intention is preceded by the process before the actual purchase. It reflects the intention of future behavior. Attitude is argued to have a direct relationship with behavioral intentions. Attitude is conducting assessment involving the behavior of certain attitude towards objects, such as buying Halal cosmetic products (Blackwell et al., 2006). There are some studies that show the effects of attitude for an individual towards purchase intention. As an example, Alam and Sayuti (2011) found that there is significant and positive relationship between attitude and intention to purchase Halal products. Chen (2007) research in organic food stated that the variables such as attitudes, subjective norms, perceived behavioral control, and perceived difficulty were influenced by customer attitudes and purchase intention in Taiwan. On the other hand, to influence customers' intention to purchase Halal cosmetic products the important element is known as attitude because if the customers have positive attitudes they will be more likely to have more intentions to purchase Halal cosmetic products. These findings reinforce

(Ajzen, 1988), on the fact that he had declared that the important element in predicting and explaining behavior of humans in purchase intention is attitude.

The definition of Theory of Planned Behavior were supported by Alam and Sayuti (2011), it shows that a positive attitude towards a product influenced the intention to purchase. The results showed that it is the factors contributing to the positive attitude which helps the customers in their intention to purchase Halal products. Master of Business Administration students also found that there is a positive relationship between attitude and intention to use a mobile personal computer, as shown by Ramayah and Suki (2006).

Nevertheless, Page and Luding (2003) found that a positive attitude does not affect behavioral intentions. They found that it does not have a positive impact on the attitude towards the marketing that the media used. As an example, customers' intention to purchase a bank's services through direct marketing in the future is not strong. Based on these statements, the following hypothesis is developed:

H1: There is a significant relationship between attitude and intention to purchase Halal cosmetic products

2.9.2 Subjective Norms and Intention to Purchase

To carry out the intention to purchase, attitude and subjective norms play an important role where they can influence customers which have different beliefs toward Halal cosmetic products (Lada et al. 2009). The perceived social pressures can be influenced by subjective norms to attract the customers to make the decision to purchase Halal cosmetic products (Syed Shah Alam & Nazura Mohamed Sayuti, 2011). As we know the impact of attitude on Halal cosmetics have found that attitudes, social norms, and perceived behavioral control are important for the intention to purchase of Halal cosmetic products. Evidence suggests that there is a casual relationship between subjective norms and intentions (Chang, 1998).

According to Lada et al. (2009), one of the most important elements to affect the intention is the subjective norms. In their result, a subjective norm has been demonstrated to be the most significant guide of the decision to have the intention to buy Halal cosmetic products. In Malaysia, subjective norms do play an important part in which family members, friends and colleagues are strong individual points of reference.

Several studies have shown the effect of subjective norms towards intention to purchase. According to Mukhtar and Butt (2011) in their study titled "The Role of Religion in Intention to Purchase Halal Product" it was shown that there was a major influence of the subjective norms towards the intention to purchase. The results also showed that subjective norms and attitude are important factors for Pakistani Muslims for their intention to purchase Halal products when making a selection. In another similar study by Lada et al. (2009); Mukhtar and Butt (2012), but using a

different method called TRA, it showed that attitude and subjective norms have a significant influence on the intention to select Halal products among consumers.

There are several studies which show that the intention of social psychology behavior was influenced by subjective norms (Buttle & Bok, 1996). Besides that, Liou and Contento (2001) believe that the motivation and expectations from family and friends are key in putting social pressure on the person to perform or not perform a specific behavior. Leo and Lee (2010) agree with the definition of TPB because they believe that the subjective norms are one's perception of whether people care about others who think the behavior should be performed or not. Based on this statement, the following hypothesis is developed:

H2: There is a significant relationship between subjective norms and intention to purchase Halal cosmetic products

2.9.3 Perceived Behavior Control and Intention to Purchase

According to Chen (2007); Kang et al. (2006), perceived behavioral control can be defined as the level of control that individuals assume before performing a behavior. Ajzen (1991) stated that the control of the behavior is the extent to which a person tends to feel able to engage in the behavior. Hence, Kim and Chung (2011) stated it is assumed that the behavioral intention to purchase a particular product is more likely when consumers believe they have more control when purchasing these products.

According to Ajzen (1991), it has been shown that perceived behavioral control is determined by the individual's belief regarding the authority of the two situational and internal factors mentioned to facilitate the performance of the behavior. Nevertheless, Alam and Sayuti (2011) in their study found that perceived behavioral control is a not serious indication of behavior towards the intention to purchase Halal food products in Malaysia. On the other hand, the findings of Kim and Chung (2011), found that the perceived behavioral control is still a significant predictor which influences the intention to purchase.

However, the study also confirmed that the perceived behavioral control as having a positive relationship with intention to purchase which means that the diverse customers behaviors are affected by different levels of control which is not unusual. In addition, this can mean that the more people feel in control about purchasing Halal cosmetic products, the more likely they will do so. In this research, perceived behavioral control is the ability to purchase Halal products. Based on this statement, the following hypothesis is developed:

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

2.9.4 Brand Awareness and Intention to Purchase

Customers purchase intention is dependent on the specific brands which has become part of the customers' brand awareness. It is easier to develop an intention to purchase such products or services in the future. Customers purchase intention

consists of problem recognition, information search, evaluation of alternatives, making a purchase, post purchase behavior (Engel, 1995).

Besides that, when customers tend to buy products that is common and famous the most important factor in purchase intention is brand awareness (Keller, 1993; Macdonald & Sharp, 2000). According to the Percy and Rossiter, (1992), making purchasing decisions based on brand awareness is one of the factors that can help people to recognize the brands of each type of product category. A customer selection reflects his or her support for a brand which was known previously by him or her through brand awareness (Hoyer & Brown, 1990), when customers want to buy a product, certain brands will come up in their minds, so from this situation, brand awareness plays a serious role in influencing customers purchase intention. To get the more customers, firstly the product must have a high level of brand awareness because then it can get a higher market share and superior exposure (Dodds, 1991; Grewal, 1998).

The research conducted by Wu and Lo (2009), titled "The Influence of core-brand attitude and customer perception on purchase intention towards extended products" was made to explore the factors that affect the customer intention related to the extended personal computer products. "Core-brand attitude" and "customers perception fit" is considered to be the important factors that may affect customers purchase intention. The results showed that a high purchase intention towards extended products and brand awareness were influenced significantly and positively in relation to the core brand awareness which in turn has significant impact on purchase intention towards extended products such as Microsoft PC software. The

research results were used as guidelines for marketers to implement brand extension strategies.

According to Walsh, Shiu and Hassan (2012), customers are more likely to buy branded products because they want a higher quality product compared with non-branded products. These findings were supported by the empirical studies that show the brand's involvement and attitude toward the brand's private label have a significant relationship with the intention to purchase based on the brand's manufacturer. Based on this statement, the following hypothesis is developed:

H4: There is a significant relationship between brand awareness and intention to purchase Halal cosmetic products

2.10 Theoretical Framework

To support a theory in any research work, the theoretical framework is one of the most important factors that were used in this structure. The research will explain about the theory of why it is needed in this study. It helps the reader to make sense of the question that the research is founded on, because the most important parts of a research are put in a theoretical framework. Besides that, theoretical framework is a conceptual model of the relationship among the several factors that have been recognized as important to the problem and how one theorizes or makes logical sense out of the relationship in this study. The theoretical framework serves to show how the variables relate each other.

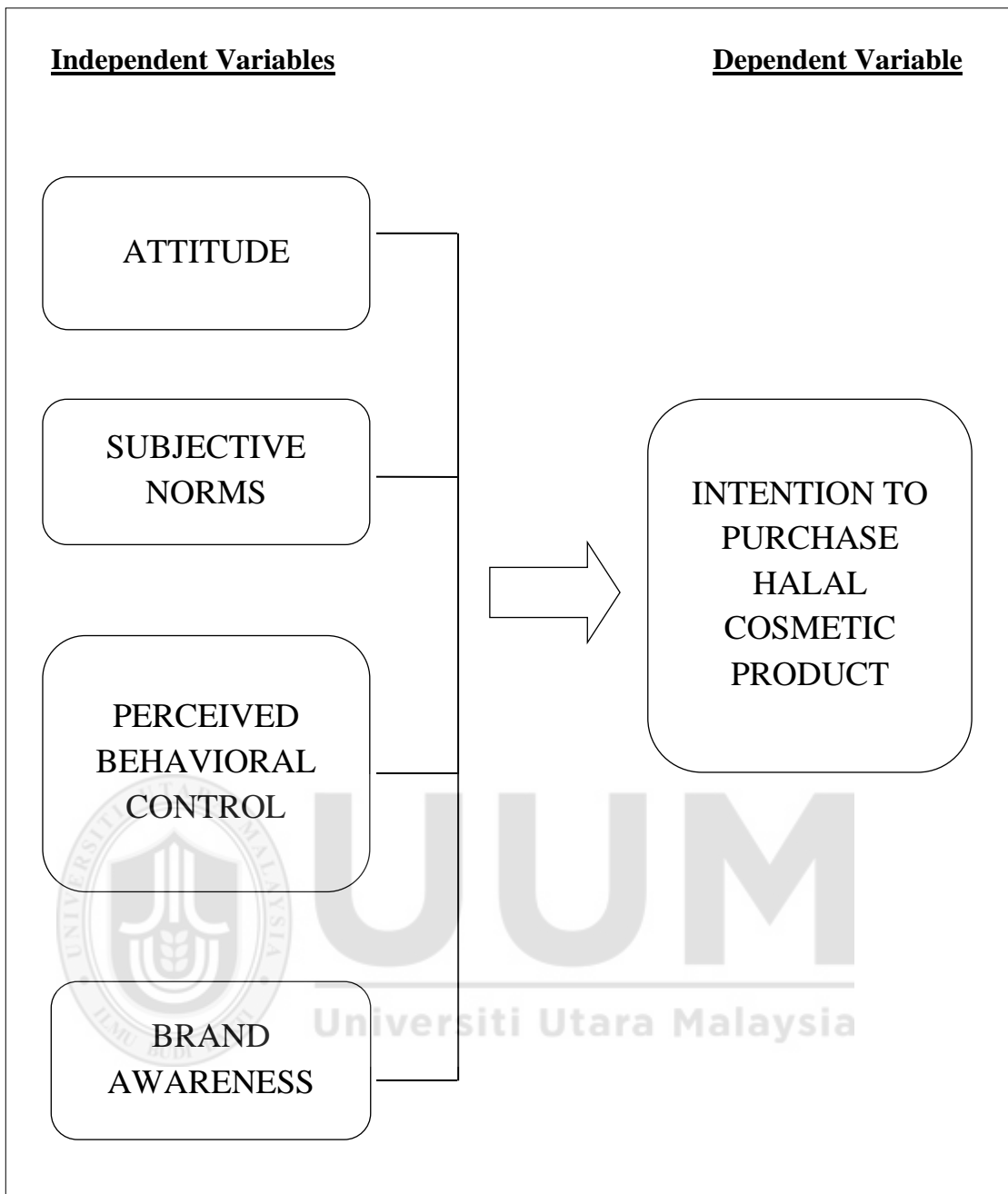


Figure 2.3
Theoretical Framework of the Research

2.11 Chapter Summary

The conceptual part of the study will be explained in this chapter. The dependent variables has been discussed in this chapter which is intention to purchase and independent variables which are attitude, subjective norms, perceived behavioral control and brand awareness. The Theory of Planned Behavior also was discussed in this study as is not focused on the variables side only. In this chapter the statement of hypotheses also has been discussed while in the next chapter the evaluation of the hypotheses result will be discussed. Besides that, the next chapter also explains the research methodology used in the current study. The study will cover a discussion on sample selection, data collection, as well as the measurement of the variables used in the current study.



CHAPTER 3

RESEACRH METHODOLOGY

3.0 Chapter Introduction

The research methodology of the study will be the focus of this chapter. To find out the customers intention to purchase Halal cosmetic products, this study used the questionnaire survey approach to getting the data. The methodology of data collection will be explained in these chapters, which are made of research approach, research design, instrumentation, variables and measurements, data collection technique and data analysis techniques. To collect the data from respondents regarding the customers intention to purchase Halal cosmetic products the questionnaires have been distributed to all University students.

3.1 Research Approach

The theory of existing customer behavior has been followed by this research, so from this theory the researcher has decided to use the deductive approach rather than the inductive approach because it is more suitable for this study. It is because this study is mainly used to affect a theoretical framework rather than practical data (Saunders, 2009).

3.2 Research Design

The descriptive research type has been applied in this research method by using quantitative survey method. The relationship between dependent variables and independent variables is one of the important factors to be discovered in this study.

According to the Sekaran (2000), to investigate the statistical relationship between the intentions to purchase Halal cosmetic products with a few independent variables such as attitude, subjective norms, perceived behavioral control and brand awareness, the correlation study should be attempted. The questionnaire is adapted from several studies. The most important factor is to make sure all variables were not manipulated or controlled in this field of study. The research sample, unit of analysis, and population and samples were discussed after this.

3.2.1 Research Sample and Unit of Analysis

In this study the target population consists of university students in Universiti Utara Malaysia. They were required to answer the questionnaire in five parts which are attitude, subjective norms, perceived behavioral control, brand awareness and intention to purchase Halal cosmetic products. According to the Sekaran (2000), this study was chosen by the individual to make the unit of analysis successful.

3.2.2 Population and Samples

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 cosmetic products in Universiti Utara Malaysia.

The population in this research targets all students of Universiti Utara Malaysia. In this study, for sampling design the researcher has chosen the non-probability convenience sampling (Sekaran, 2000). This was because to get some basic information fast and proficiently, the convenience sampling method is, for the most part, frequently used during the examining stage of a research project and it could be

the most excellent technique in this study. For the purpose of the study, the sample population was based on the total number of all students in Universiti Utara Malaysia. The total number of all students in Universiti Utara Malaysia is around 26,204. Therefore, the sample of this research is 379, so from this number the researcher should get around 400 of samples in order to get more accurate data and decrease the error in the research and the sample size table (Krejcie & Morgan, 1970). To present this project, the undergraduate and postgraduate students have been selected for the instrument as the target population for this study.

3.3 Instrumentation

In this study, the main instrument that the researcher used is an online survey questionnaire because it's easy for primary data collection and easy in answering the research question and objective towards intention to purchase Halal cosmetic products. This questionnaire uses English language for the respondents. The questionnaires are carefully selected from previous literary works which are related to customer intention to purchase Halal cosmetic products. Besides that, some parts of the questionnaire are adapted to suit the context of this survey so as to meet the requirements and objective of the research. The survey design, questionnaire format and outline are created using Google Docs. Furthermore, the survey can be taken online where the survey link is generated by Google Docs and participants would just need to click the link which will automatically lead them to the survey.

3.3.1 Design Questionnaire

The questionnaire has been designed to include three parts. The background of the respondents is the first part of the questionnaire. The variable-related information is the second part of the questionnaire containing questions about customers' awareness towards intention to purchase Halal cosmetic products. All factors which influence customers' awareness towards intention to purchase Halal cosmetic products such as attitude, subjective norms, perceived behavioral control and brand awareness are included. The third part is about the customer intention to purchase Halal cosmetic products amongst Universiti Utara Malaysia students.

3.4 Variables and Measurements

The measurement for intention to purchase Halal cosmetic products will be explained in this section. All instruments were obtained from previous literature. In this study, the questionnaire containing 37 close-ended questions was distributed. The questionnaires have been divided into three sections which are section A, section B and section C. Most of the questions are close ended questions.

Section A represents background of the respondent information while section B represents variable-related information which measured intention to purchase Halal cosmetic products which consist of 4 variables and lastly section C represents a dependent variable which is intention to purchase. The full design of this questionnaire contained of thirty seven (37) closed ended questions, the questions about the background information of the respondents were also included in the questionnaire. Thirty one (31) of the questions contained of a selection of responses of Strongly Disagree to Strongly Agree, on a 5-point linear scale. To answer these

questions with all of the variables is the most important factor in determining the intention to purchase Halal cosmetic products. All variables are adapted from previous studies as shown in Table 3.1.

Table 3.1
Source of Instrument

Variables	Type of scale and its construction	Question	Adapted from
Attitude	5-point Likert scale anchored by (1)Strongly disagree (5) Strongly agree	1) I intend to buy Halal cosmetics in the near future. 2) Choosing Halal cosmetics is a wise idea. 3) I like to choose Halal cosmetics. 4) I look forward to buy Halal cosmetics. 5) Buying Halal cosmetic is a good idea. 6) Buying Halal cosmetic would be pleasant. 7) I will continue buying Halal cosmetics. 8) Buying Halal cosmetic will be beneficial for me. 9) I feel safety when I purchase Halal cosmetics	Lada S. et al(2009), Teo T. and Lee C. B. (2010), Tarkiainen A. and Sundquist S. (2005), George J. F. (2004)
Subjective Norm	5-point Likert scale anchored by (1)Strongly disagree (5) Strongly agree	1) People who are important to me think that I should buy Halal cosmetics. 2) People whose opinions I value will encourage me to buy Halal cosmetics. 3) People who are important to me will support me to buy Halal cosmetics. 4) People who influence in my behavior think that I should buy Halal cosmetics. 5) Most people who are important to me choose the Halal cosmetics.	Teo T. and Lee C. B. (2010), Tarkiainen A. and Sundquist S. (2005), George J. F. (2004), Lada S. <i>et al</i> (2009)

Variables	Type of scale and its construction	Question	Adapted from
Perceived Behavioral Control	5-point Likert scale anchored by (1) Strongly disagree (5) Strongly agree	<p>1) I am capable of buying Halal cosmetics.</p> <p>2) Buying Halal cosmetics is entirely within my control.</p> <p>3) I have the resources to buy Halal cosmetics.</p> <p>4) I have the knowledge to buy Halal cosmetics.</p>	George J. F. (2004)
Brand Awareness	5-point Likert scale anchored by (1) Strongly disagree (5) Strongly agree	<p>1) I usually choose Halal cosmetics with the brand I know.</p> <p>2) Brands make it easier to choose the Halal cosmetic products.</p> <p>3) Brands influence my choice of purchase Halal cosmetics.</p> <p>4) I prefer buying well-known brands of Halal cosmetics.</p> <p>5) I can think of more international Halal cosmetic brands than local ones.</p> <p>6) I can remember a number of different Halal cosmetic brands when purchasing.</p> <p>7) I am likely to buy the Halal cosmetic with brand that I remember best.</p> <p>8) I usually choose well-advertised Halal cosmetic with brands.</p> <p>9) I take note of brands of Halal cosmetic coming into the market.</p> <p>10) I usually buy the best-selling brands of Halal cosmetics.</p>	(Macdonald and Sharp, 2000) (Gustafson & Chabot, 2007)
Intention to Purchase	5-point Likert scale anchored by (1) Strongly disagree (5) Strongly agree	<p>1) I plan to choose Halal cosmetics in the forthcoming month.</p> <p>2) I am likely to choose Halal cosmetics in future.</p> <p>3) I am willing to choose Halal cosmetics.</p>	Tarkiainen and Sundquist (2005), Shaari and Ariffin (2010)

3.5 Data Collection Technique

In this research, to gather the data, a major instrument which has been used by the researcher is a questionnaire since it is easy to score and use and it can also be online survey.

In this study the researcher used individual evaluation to collect data. The initial goal is to obtain four hundred respondents to participate in this study, it is because to get the real sample size which is three hundred seventy nine respondents and also to decrease the error in this study. When the questionnaire was distributed to the respondents at Universiti Utara Malaysia, two students have been appointed to assist in data collection. The researcher asked them to assist her for this project. The selected students who were appointed to deliver the instrument were informed in the proper way about the questionnaire before they distributed the questionnaire to ensure the validity and reliability of the responses. The data has been collected from among four hundred students at university level serving as respondents.

3.6 Data Analysis Technique

Statistical Package for the Social Science (SPSS) version 22 was used by the researcher to analyze the data collected in this study. To process the data that has been collected, difference statistical techniques with different purposes were used: these included descriptive statistics, reliability analysis, correlation analysis and also multiple regression analysis.

3.6.1 Frequencies Analysis

The background of the respondents including variables such as gender, age, race, marital status and level of education have been analyzed using descriptive statistics such as frequencies and percentages. In the instruments all items in section B and section C were measured based on a 5-point linear scale.

3.6.2 Reliability Analysis

In accordance to Sekaran (2000), to know the stability or consistency of the items the reliability test has been conducted in this research. The reliability coefficient is known as Cronbach alpha. According to Sweet and Grace Martin, (2008), typically alpha score ranges from 0 to 1, with higher number representative meaning higher reliability. To determine the reliability of the instruments the Cronbach alpha has been tested in this research. The alpha value of more than 0.7 is an acceptance level which indicates the high reliability. Then, the reliability test is conducted on each construct individually.

3.6.3 Pearson's Correlation Analysis

To examine whether all factors of independent variables and dependent variables were independent or inter-correlated, a Pearson correlation coefficient is conducted to measure the strength of the relationship (Sweet & Grace Martin, 2008). The characteristic of this method is that the coefficient should be between 0 and 1 but if the result is 0, that's means there is no relationship between two variables, while if the result is 1 its means there is a strong relationship between two variables. If the

coefficient is closer to 0, that's means there is weaker relationship but if the coefficient is closer to 1, that's means there is a stronger relationship.

3.6.4 Multiple Regression Analysis

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

3.7 Applied Method

In summary, the table below shows the student's methodology in this study.

Table 3.2
Research Methodology in this study

Type of design	Type of used
Research Methodology	Student in the study
Research Approach	Deductive & Quantitative
Research Design	Descriptive
Data Sources	Primary Data
Research Strategy	Survey
Data Collection Method	Online Questionnaire
Sampling	Convenience sampling

Type of design	Type of used
Data Analysis Method	<ul style="list-style-type: none"> • Frequencies Analysis • Reliability Analysis • Pearson's Correlation Analysis • Multiple Regression Analysis

3.8 Summary

The details of the questionnaire have been provided in this chapter. The details discussed are the instruments of the questionnaire, the design of the questionnaire and the questionnaire's purpose. Furthermore, the aims and objectives of the research and literature reviewed have been aligned with questions which have been provided in the questionnaire. The sample of this study is made up of students from Universiti Utara Malaysia chosen by the researcher and the researcher used individual assessment to analyze the unit of analysis in this study. The researcher chose two assistants to distribute the questionnaires to respondents of university level education. In this chapter all variables and measurements for this study were discussed.

Finally, to analyze the data collected, the researcher used SPSS software in this study. Then, descriptive statistics, reliability analysis and Pearson's Correlation Analysis were undertaken.

CHAPTER 4

DATA ANALYSIS AND FINDINGS

4.0 Chapter Introduction

This chapter discusses the outcome that has been generated from the study. Data was analyzed using several methods which include the demographic profile of the respondents, descriptive analysis, reliability analysis, correlation analysis and also multiple regression analysis. The purpose of the analysis output is to answer the research objectives which have been mentioned in chapter 1. The collected data are processed by using the software SPSS version 22 and represented in the tables.

4.1 Descriptive Analysis of the Respondents Demographic

This part shows the demographic data of the respondents for this research which includes the gender, respondents' level of education, marital status, age, citizenship and race. This study is focused on all students in Universiti Utara Malaysia, Sintok.

4.1.1 Gender of Respondents

Table 4.1 below shows the gender of respondents. Overall, most of the respondents are 22.4% (85 respondents) male while 77.6% (294 respondents) are female.

Table 4.1
Gender of Respondents

Gender	Frequency	Percentage
Male	85	22.4
Female	294	77.6
Total	379	100.0

4.1.2 Respondents of Level Education

Table 4.2 shows respondents' of level of education. It shows that 40.1% (152 respondents) are Bachelor's Degree holders. On the other hand, most of the respondents 43.5% (165 respondents) are Master's Degree holders while 14.5% (55 respondents) are Doctoral Degree holders. Another 1.8% (7 respondents) is other qualifications.

Table 4.2
Respondents of Level Education

Level of Education	Frequency	Percentage
Undergraduate	152	40.1
Master's Degree	165	43.5
Doctoral Degree	55	14.5
Other	7	1.8
Total	379	100.0

4.1.3 Marital Status

Table 4.3 shows respondents' marital status. It shows that the higher percentages of the respondents 72.0% (273 respondents) are single. In the other hand, 25.9% of the respondents (98 respondents) are married while 2.1% (8 respondents) are others.

Table 4.3
Marital Status

Marital Status	Frequency	Percentage
Single	273	72.0
Married	98	25.9
Others	8	2.1
Total	379	100.0

4.1.4 Age of Respondents

Table 4.4 shows age of respondents. The table shows that 3.7% (14 respondents) are from the age under 20 years old. In other hand, most of the respondents 41.4% (157 respondents) are from the age of 21 - 25 years old while 32.5% (123 respondents) are from the age of 26 - 30 years old. Other than that, 11.1% (42 respondents) are from the age of 31 - 35 years old while 8.2% (31 respondents) are from the age of 36 - 40 years old. The least amount of respondents are from the age of 41 and above 3.2% (12 respondents).

Table 4.4
Age of Respondents

Age of Respondent	Frequency	Percentage
Under 20 years	14	3.7
21 - 25 years	157	41.4
26 - 30 years	123	32.5
31 - 35 years	42	11.1
36 - 40 years	31	8.2
41 and above	12	3.2
Total	379	100.0

4.1.5 Respondents of Citizenship (Country of Origin)

Table 4.5 below shows the respondents' citizenship. Overall, most of the respondents are Malaysian 84.2% (319 respondents) while 15.8% (60 respondents) are Non-Malaysian.

Table 4.5
Respondents of Citizenship

Citizenship	Frequency	Percentage
(Country of Origin)		
Malaysian	319	84.2
Non-Malaysian	60	15.8
Total	379	100.0

4.1.6 Race of Respondents

Table 4.6 shows the race of respondents. The table shows that the higher percentage of the respondents which is 78.1% (296 respondents) is Malay. On the other hand, 6.3% of the respondents (24 respondents) are Chinese while 2.1% (8 respondents) are Indian. Another 13.5% (51 respondents) are others. The reason why researcher choose others race like Chinese, Indian and Others it is because as a Muslim customers to consume halal cosmetic products is one of their priority and responsibilities but for other race they also can consume halal cosmetic products in terms of cleaner and healthier products.

Table 4.6
Race of Respondents

Level of Education	Frequency	Percentage
Malay	296	78.1
Chinese	24	6.3
Indian	8	2.1
Others	51	13.5
Total	379	100.0

4.2 Reliability Analysis

According to Sekaran and Bougie (2010), the Cronbach's alpha is used to check to what extent the items correlate to one another. The reliability test is to measure the consistency and stability of all items and overall construct. The Cronbach's alpha values are presented in Table 4.7.

The Cronbach's alpha values presents that all variables are between 0.899 to 0.956, to be more detailed, this means that the highest independent variable is attitude which is 0.956, and followed by subjective norms with 0.941 and the lowest one is perceived behavioral control which is 0.899, and the Cronbach's alpha of brand awareness is 0.924. The dependent variable is intention to purchase with the Cronbach's alpha 0.909.

Table 4.7
The Cronbach's Alpha Values

Variable	Number of Item	Cronbach's Alpha
Dependent Variable		
Intention to Purchase	3	0.909
Independent Variable		
Attitude	9	0.956
Subjective Norms	5	0.941
Perceived BehavioralControl	4	0.899
Brand Awareness	10	0.924

4.3 Pearson's Correlation Analysis

To conduct this research, the Pearson's Correlation Analysis was used to measure the strength of relationship between variables. There are two techniques to test the relationship between the variables. The initial step is to use Pearson's Correlation Analysis to examine the correlation between the four independent variables and the dependent variable. The second step is to utilize Multiple Regression to test the four hypotheses. This test can reflect the relationship between the independent variables

and the dependent variable to understand whether they have a significant relationship or not.

Based the Table 4.8, the correlation of all variables can be seen effectively which serves to answer whether there is a relationship between attitude, subjective norms, perceived behavioral control, brand awareness and intention to purchase Halal cosmetics, and the outcome shows that there is a significant relationship within all variables. The bivariate analysis was used to demonstrate the relationship inside the variables by correlation.

In Table 4.8, the results show that attitude significantly correlated to subjective norms, perceived behavioral control, brand awareness and intention to purchase to Halal cosmetic products. The subjective norms variable has a significant relationship with attitude, perceived behavioral control, brand awareness and intention to purchase Halal cosmetic products. The perceived behavioral control variable has a significant relationship with attitude, subjective norms, brand awareness and intention to purchase Halal cosmetic products. The brand awareness variable has a significant relationship with attitude, subjective norms, perceived behavioral control and intention to purchase Halal cosmetic products. And the dependent variable, intention to purchase Halal cosmetic products has a significant relationship with all independent variables which are attitude, subjective norms, perceived behavioral control and brand awareness.

Table 4.8
Pearson's Correlation Coefficient between IV and DV

	Attitude	SN	PBC	BA	IPHC
Attitude	1				
SN	.709**	1			
PBC	.571**	.653**	1		
BA	.593**	.674**	.698**	1	
IPHC	.699**	.657**	.619**	.675**	1

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

Table 4.9 shows the Pearson's Correlation scale which describes the strength of the relationship between the dependent variable and the independent variables. We will also discuss a hypothesis that has been tested to see whether a significant relationship exists or not between two variables.

Table 4.9
Pearson's Correlation Scale

Pearson Correlation	Relationship Strength
Between ± 0.91 to ± 1.00	Very Strong
Between ± 0.71 to ± 0.90	Strong
Between ± 0.41 to ± 0.70	Moderate
Between ± 0.21 to ± 0.40	Weak
Between ± 0.01 to ± 0.20	Very Weak

Source: Hair *et al.*, (2010)

4.3.1 Hypotheses Testing

Based on the data collection method, hypothesis is a statement that the researcher sets out whether to accept or reject. Below are the hypotheses which were used in the analysis. The researcher used correlation analysis method to test the all hypotheses. The researcher chooses Pearson's Correlation method to be used since it is suitable because there are two variables in an interval scale. The results are shown in Table 4.10 to Table 4.13.

Hypotheses One

Among four hypotheses were developed before in chapter 2, the first hypothesis is intended to see the relationship between attitude and intention to purchase Halal cosmetic products. Below is the hypothesis statement:

H1: There is a significant relationship between attitude and intention to purchase Halal cosmetic products

Table 4.10 shows the result of Pearson Correlation test that has been conducted between the variables attitude and intention to purchase. The result shows the relationship between the variables of attitude and intention to purchase Halal cosmetic products are significant at the alpha level of 0.01. The value is significant at ($p=0.000$), so it is smaller than the alpha value ($0.000 < 0.01$). In addition, the strength of the relationship revealed by the Pearson's Correlation is moderate ($r=0.699$). Therefore, *H1* is accepted.

Table 4.10
Correlation between attitude and intention to purchase

Intention to Purchase		
Attitude	Pearson Correlation	0.699 (**)
	Sig. (2-tailed)	0.000
	N	379

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

Hypotheses Two

The second hypothesis is intended to evaluate the relationship between subjective norms and intention to purchase Halal cosmetic products. The second hypothesis is stated as below:

H2: There is a significant relationship between subjective norms and intention to purchase Halal cosmetic products

Table 4.11 shown the result of Pearson Correlation test that has been conducted between the variables subjective norms and intention to purchase. The result shows that the relationship between the variables of subjective norms and intention to purchase Halal cosmetic products are significant at the alpha level of 0.01. The value is significant at ($p=0.000$), so it is smaller than the alpha value ($0.000 < 0.01$). Besides, the strength of the relationship shown by the Pearson's Correlation is moderate ($r=0.657$). Therefore, *H2* is accepted.

Table 4.11
Correlation between subjective norm and intention to purchase

Intention to Purchase		
Subjective Norm	Pearson Correlation	0.657 (**)
	Sig. (2-tailed)	0.000
	N	379

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

Hypotheses Three

The third hypothesis in this study is made to assess the relationship between perceived behavioral control and intention to purchase Halal cosmetic products. Below is the hypothesis statement as developed in chapter 2.

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

Table 4.12 shows the result of Pearson Correlation test that has been conducted between the variables perceived behavioral control and intention to purchase. The result shows the relationship between the variables of perceived behavioral control and intention to purchase Halal cosmetic products are significant at the alpha level of 0.01. The value is significant at ($p=0.000$), so it is smaller than the alpha value ($0.000 < 0.01$). Besides, the strength of the relationship showed by the Pearson's Correlation is moderate ($r=0.619$). Therefore, *H3* is accepted.

Table 4.12
Correlation between perceived behavioral control and intention to purchase

Intention to Purchase		
Perceived Behavioral Control	Pearson Correlation	0.619 (**)
	Sig. (2-tailed)	0.000
	N	379

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

Hypotheses Four

Hypothesis four intends to study the relationship brand awareness and intention to purchase Halal cosmetic products. Below is the stated hypothesis:

H4: There is a significant relationship between brand awareness and intention to purchase Halal cosmetic products

Table 4.13 shows the result of Pearson Correlation test that has been conducted between the variables brand awareness and intention to purchase. The result shows the relationship between the variables of brand awareness and intention to purchase Halal cosmetic products are significant at the alpha level of 0.01. The value is significant at ($p=0.000$), so it is smaller than the alpha value ($0.000 < 0.01$). Besides, the strength of the relationship shown by the Pearson's Correlation is moderate ($r=0.675$). Therefore, *H4* is accepted.

Table 4.13
Correlation between brand awareness and intention to purchase

Intention to Purchase		
Brand Awareness	Pearson Correlation	0.675 (**)
	Sig. (2-tailed)	0.000
	N	379

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

Based on the results of testing the hypothesis, the researcher can conclude here that the attitudes, subjective norms and perceived behavioral control have a significant positive correlation with the intention to purchase cosmetic products among customers.



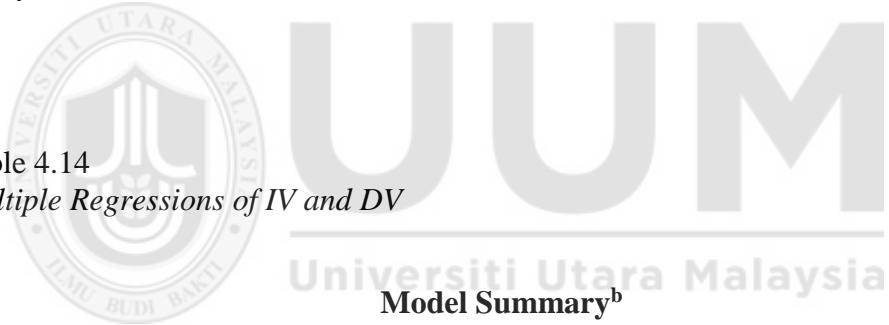
4.4 Multiple Regression Analysis

According to Sekaran and Bougie (2010), Multiple Regression analysis is used to manage the relationship between the attitude, subjective norms, perceived behavioral control, brand awareness and intention to purchase Halal cosmetic products. By using Multiple Regression, the researcher can test the analytical power of independent variables towards the dependent variable. This is in contrast to correlation analysis, because in correlation analysis it only shows the relationship between two variables, as well as the overall strength of relationship.

4.4.1 Regression Analysis on Coefficient of Determination (R²)

In Table 4.14 shows the result of Multiple Regression Analysis. It shows that (R), correlation of four independent variables and dependent variable namely attitude, subjective norm, perceived behavior control and brand awareness with dependent variable, intention to purchase is equal to 0.781. To see the how strong the four independent variables are affecting the dependent variable, we will see the (R²). The coefficient determination (R²) is 0.610 which means there are 61.0% of the total variations in intention to purchase Halal cosmetic products which can be explained by the relationship between independent variables and dependent variable. Other than that, the remaining 39 per cent cannot be explained by the Multiple Regression Analysis.

Table 4.14
Multiple Regressions of IV and DV



Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	F	Sig
1	.781 ^a	.610	.605	.44800	146.027	.000 ^b

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

b. Dependent Variable: dv

4.4.2 Regression Analysis of Coefficient

The results in Table 4.15 show that the attitude had a significant correlation with the intention to purchase Halal cosmetic products (Beta=.373, $t=7.900$, $p<.05$). Hence, the first hypothesis was supported by attitude, because attitude has a significant relationship influence on the intention to purchase Halal cosmetic products.

The second independent variable is subjective norms (Beta=.114, $t=2.154$, $p<0.05$), it was significantly related to intention to purchase Halal cosmetic products that proved hypothesis two: there is a significant relationship influence between subjective norms and intention to purchase Halal cosmetic products.

The third independent variable is perceived behavioral control (Beta=.133, $t=2.754$, $p<0.05$), it was significantly related to intention to purchase Halal cosmetic products that proved the hypothesis three: there is a significant relationship influence between perceived behavioral control and intention to purchase Halal cosmetic products.

The last independent variable is brand awareness (Beta=.284, $t=5.696$, $p<0.05$) which has a significant correlation with intention to purchase Halal cosmetic products and it proved the validity of hypothesis four that brand awareness has a significant relationship influence towards intention to purchase Halal cosmetics.

Table 4.15
Multiple Regression Analysis between IV and DV

Coefficients a

Dependent Variables: Intention to Purchase
Halal Cosmetic Products

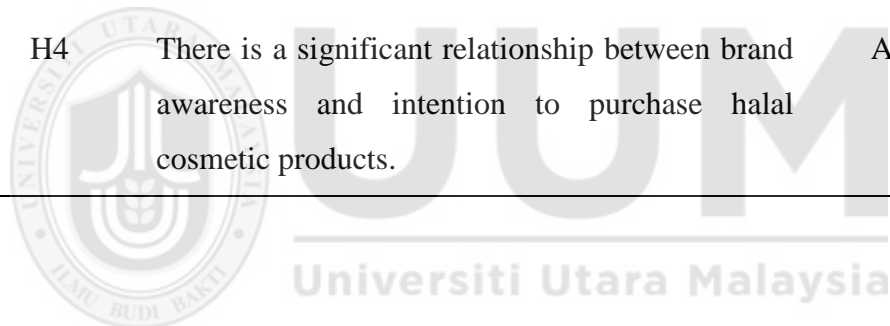
	Beta	t	Sig
Attitude	.373	7.900	.000
Subjective Norms	.114	2.154	.032
Perceived Behavioral Control	.133	2.754	.006
Brand Awareness	.284	5.696	.000

4.5 Summary of Hypothesis Testing

The four hypotheses have been tested by using a sample of 379 respondents. The data was obtained from students of Universiti Utara Malaysia. The main objective was to examine the strength of purchase intention of Halal cosmetic products predictors which are attitude, subjective norms, perceived behavioral control and brand awareness. The result from hypothesis testing was conducted through the Pearson Correlation Analysis and also Multiple Regression. The Table 4.16 below shows a summary of hypothesis results whether they are accepted or rejected.

Table 4.16
Summary result of hypothesis testing

Hypothesis	Outcomes
H1 There is a significant relationship between attitude and intention to purchase halal cosmetic products.	Accepted
H2 There is a significant relationship between subjective norms and intention to purchase halal cosmetic products.	Accepted
H3 There is a significant relationship between perceived behavioral control and intention to purchase halal cosmetic products.	Accepted
H4 There is a significant relationship between brand awareness and intention to purchase halal cosmetic products.	Accepted



4.6 Summary

The results of this research have been explained in this chapter. To check the frequency of all variables in this research, the researcher used descriptive analysis. At last, to test the independent variables' influence on dependent variable the Pearson Correlation test and Multiple Regression were conducted in this research, to be more particular, it is to examine the influence among attitude, subjective norms, perceived behavioral control, brand awareness on the intention to purchase Halal cosmetic products, and the final results are that all of the hypothesis are accepted. It can be summarized that this study has achieved the objectives as set out in chapter 1.

CHAPTER 5

CONCLUSION

5.0 Chapter Introduction

The result which was presented in the previous chapter will be discussed and summarized in the findings of this chapter. The discussions provide a reasonable support for the conceptual framework that there is a relationship between the independent variables and dependent variable, to be more particular, the objective of this study is to understand relationship between attitude, subjective norms, perceived behavioral control and brand awareness; and the intention to purchase Halal cosmetic products in Malaysia. This chapter will also discuss the implication, limitation of study as well as the recommendation for the future review research.

5.1 Summarize of the Findings

The objective of this study is to understand the relationship of attitude, subjective norms, perceived behavioral control and brand awareness with intention to purchase Halal cosmetic products. The respondents are students from Universiti Utara Malaysia.

In the meantime, these objectives were also presented as the hypotheses of this research study. The questions are composed of four independent variables and a dependent variable which are attitude, subjective norms, perceived behavioral control, brand awareness and intention to purchase Halal cosmetic products. Based on the questionnaire that has been distributed to respondents, the result was

obtained from primary data was gathered. Respondents of the study comprised of 165 master students, 152 undergraduate students, 55 doctoral degree students and 7 others.

Based on the correlations result (refer Table 4.10) that has been discussed in the previous chapter, among the four variables which are stated as factors which can influenced intention to purchase Halal cosmetic products, attitude is correlated at ($r=0.699$). In terms of attitude, it will refer to the attitude that will encourage intention to purchase Halal cosmetic products. According to Lada et al. (2010), this finding was supported because they found that attitude is a good predictor of intention to purchase among customers.

The second variables (refer Table 4.13) which can influence intention to purchase Halal cosmetic products is brand awareness, which correlation coefficient is ($r=0.675$) which is considered very well. It is because brand awareness plays an important role to attract customers to purchase Halal cosmetic products. Nowadays, it is important for Muslims to know about all the processes, ingredients, safety standards and certification of a product that they use for their daily lives. This is to ensure that between Halal and non-Halal products and ingredients, there must be some standards and methods that are provided by JAKIM to separate them. According to Keller, (1993) and Macdonald & Sharp, (2000), this finding was supported because they found that brand awareness is a good predictor of intention to purchase Halal cosmetic products among customers.

Thus, the next variable (refer Table 4.11) that can influence intention to purchase Halal cosmetic products is subjective norms scored at ($r=0.657$). Subjective norm reflects one's perceived social pressure to perform a certain behavior. If social expectations are that people should perform the behavior in question, then the individual will feel more likely to do so. According to Alam and Sayuti (2011), if the social expectation is that people do not need to do the behavior, then people will be less inclined to do so. In this case, if purchasing Halal cosmetic products are seen as a socially desirable behavior based on what other people who are important to the customers think about it, the individual is more likely to have the intention to purchase Halal cosmetic products. Consistent to the study of Alam and Sayuti (2011), Tarkiainen and Sundqvist (2005) and Lada et al. (2010), the study found that subjective norm is a significant predictor of intention to purchase.

The last variable (refer Table 4.12) that can influence intention to purchase Halal cosmetic products is perceived behavioral control. Based on the data that was analyzed under correlation analysis, perceived behavioral control is the final variable that can influence intention to purchase. This can be considered as a weak variable with ($r=0.619$) score. Perceived behavioral control seen in this matter may be referred to the level of control individuals perceive over performing the behavior (Chen, 2007; Kang et al., 2006). Most respondents believe that their behavior on the intention to purchase Halal products is much more likely when they perceive more control over the purchase of these products. This finding is in accordance with Kim and Chung's (2011) study stating that perceived behavioral control is positively related to purchase intention.

5.2 Discussion

The discussions of the previous chapter have led to the testing of all four hypotheses. The results revealed that all independent variables are significantly correlated with the intention to purchase Halal cosmetic products. However, a rational relationship should be explained more to an extent where it can give strong evidence and credibility to the study. In addition, the study will now be compared to previous studies to examine the similarities between them. All results for the Multiple Regression analysis can be referred in previous chapter.

5.2.1 Hypotheses One

Based on the objectives of the study, the purpose of the study was to investigate the relationship between attitudes and intention to purchase. The researcher has structured a hypothesis which predicts that attitude will have a significant influence on the intention to purchase Halal cosmetic products among consumers.

H1: There is a significant relationship between attitude and intention to purchase Halal cosmetic products

An attitude towards behavior refers to the degree that a person either has a positive or negative behavior, the importance of the customer attitude is to ensure the good perception towards Halal cosmetic products. From the marketer's perspective, a more positive attitude can affect the customers to change their perception and this will translate into behavior and finally they will complete a purchase. The stronger the attitude, the more likely a customer will consider the intention to perform the

behaviors which are in his or her consideration. Based on the result between the variables attitude and intention to purchase, the result revealed that there is an existence of significant value between these two variables. In addition, there is highest regression value between these two variables at ($\beta=0.373$). Regarding nine questions to measure attitude, it shows that there is a significant relationship between attitude and intention to purchase Halal cosmetic products. This shows that, the positive attitude is determined by the customer belief that Halal cosmetic products are good for healthy skin. This means that the more positive the attitude of customers towards Halal cosmetic products, the more likely they will have the intention to purchase.

The result is consistent with previous studies by Lada et al. (2009) to study the intention to purchase Halal products using the Theory of Reasoned Action (TRA). Furthermore, Tarkiainen and Sundqvist (2005) in their study of consumer attitudes and intentions of Finnish consumers in buying organic food found that the intention to buy organic products can be predicted by attitude. It is also supported by a study conducted by the Alam and Sayuti (2011), the study was about the purchase of food, and has shown a positive relationship between attitude and intention to purchase. Thus, we can conclude that attitudes have important positive significant influence on customer intention to purchase Halal cosmetic products.

5.2.2 Hypotheses Two

A further hypothesis has been constructed as to whether subjective norms will significantly influence the intention in to purchase Halal cosmetic products among customers.

H2: There is a significant relationship between subjective norms and intention to purchase Halal cosmetic products

Based on the research findings, this represented that there is a significant relationship between subjective norms and intention to purchase Halal cosmetic products. Sometime subjective norms act as a social pressure to engage or not to engage in a behavior, it is determined by the number of accessed set of normative beliefs about referring important expectations. The intention of customers, to some extent, is affected by people whose opinions the customer thinks is very important in purchasing a product, therefore, customers' behaviour will be shaped by the people close to him or her. Subjective norms also play an important role where family members, friends and colleagues are strong reference points (Lada et al., 2009). Based on the result between the variables subjective norms and intention to purchase, it is revealed that there is an existence of significant value between these two variables. In addition, there is a regression value between these two variables of (beta=0.114), and based on this study, it is the lowest ranked variable which affects the intention to purchase Halal cosmetic products among customers.

Based on the five questions to measure subjective norms, the result shown regarding a significant subjective norm towards Halal cosmetic products, customers feel the

social pressure to behave like others in choosing the Halal cosmetic products of their choice. In the other words, it is necessary for them to meet the expectations of their group of important references in order to hold a significant subjective norm towards purchasing Halal cosmetic products and it also confirms that customers are swayed by the opinions of others.

These results are consistent with previous studies by showing a significant relationship between subjective norms and intention (Taylor & Todd, 1995; Ramayah et al., 2003; Baker et al., 2007). This is also supported by a study conducted by the Alam and Sayuti (2011), which examines the intention to purchase food, it has showed a positive relationship between subjective norms and intention to purchase. Therefore, it can be said that subjective norms as a variable has important positive significant influence on customers intention to purchase Halal cosmetic products.

5.2.3 Hypotheses Three

The perceived behavioral control and intention to purchase Halal cosmetic products are also included in a hypothesis to examine the relationship between them and how strong are their influences. According to Ajzen, (1991), perceived behavioral control is defined as the perceived ease or difficulty of performing a behavior.

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

Based on the research findings, this means that there is a significant relationship between perceived behavioral control and intention to purchase Halal cosmetic products. Based on the result between the variables perceived behavioral control and intention to purchase, it is revealed that there is an existence of significant value between these two variables. In addition, there is a regression value between these two variables ($\beta=0.133$). Perceived behavioral control refers to people's perception of their ability to perform a certain behavior while assuming that behavior is determined by the control response of the total set of beliefs in exercising control, and it can be an important way to predict customer behavior. The results showed that there is a positive relationship between perceived behavioral control and intention to purchase Halal cosmetic products. Four questions were allotted to measure perceived behavioral control.

The results are consistent with Kim and Chung (2011) on acquiring a significant relationship between perceived behavioral control and intention to purchase Halal cosmetic products. This is also supported by a study conducted by the Alam and Sayuti (2011), which examines the intention to purchase food, which has shown a positive relationship between perceived behavioral control and intentions to purchase. Therefore, it can be said that perceived behavioral control have important positive significant influence on customer intention to purchase Halal cosmetic products.

5.2.4 Hypotheses Four

The final hypothesis that has been constructed is whether brand awareness will significantly influence the intention in to purchase Halal cosmetic products among customers.

H4: There is a significant relationship between brand awareness and intention to purchase Halal cosmetic products

In Malaysia, customers' awareness related to the Halal labelled products is increasing. It is necessary for the cosmetics industry to know about customer concerns, awareness, intention, and use of Halal cosmetics and personal care products. Race and background of the customers are highly influential and they make customers more aware and responsive to the halal products and materials that they use daily (Phuah Kit Teng, 2013). In addition, brand awareness has a great influence on the core brand image, thereby affecting the brand's core attitude and also has an impact on customer intention to purchase extended products (Wu, 2009). Based on the result between the variables brand awareness and intention to purchase, the result revealed that there is an existence of significant value between these two. In addition, there is a regression value between these two variables of ($\beta=0.284$), and based on this study, it was the second highest ranked variable which affects the intention to purchase Halal cosmetic products among customers. Therefore, the brand awareness significantly affects intention to purchase Halal cosmetics. It also shows that if customers become more aware about Halal cosmetic products, then their intention of buying Halal cosmetic products will be more likely. Ten questions were allotted to measure brand awareness.

The results are consistent with Keller, (1993) and Macdonald & Sharp, (2000), this finding was supported because they found that brand awareness is a good predictor of intention to purchase Halal cosmetic products among customers.

5.3 Implication

Since 2009 Malaysia has taken a serious approach towards the development of Halal products as the government realized Halal consideration is a new attraction for Muslim customers in the country. For the cosmetic companies which operate in a competitive market, achieving satisfaction for their customers is important if they want to survive in the market. Satisfied customers will repeat their purchases and they will become more loyal to the company. In order to produce this satisfaction, the company must know the elements that impact intention to purchase and to assess what their effects are. This study has generated some of the implications that would be interesting to policymakers, educators, customer satisfaction departments and marketers. Some implications are discussed below.

First, policy-makers, as drivers of the state or society, play a very important role in promoting economic development. In this study, Malaysia is creating a center of Halal Hub products, and the government must issue more policies to ensure the market meets the standards and regulations fairly and encourage the development of new approaches so that the market may better understand and respond to the social, cultural, economic and other differences which are present in a multiracial society like Malaysia. Simultaneously, JAKIM, the Islamic Development Department of Malaysia, should enact and amend legislations to keep the standards of Halal

products in check, especially the process of implementing Halal cosmetic products in order to increase the effectiveness and efficiency by reducing risk. In addition, to monitor and coordinate the market becomes another important task for the department.

Secondly, the growth of Islamic market has created opportunities in Islamic branding including Halal cosmetic products. Muslim customers are aware of the concept of Halal cosmetics and Halalan Toyyiban. The marketers should take advice from people who are widely encouraging Halal cosmetic use to better understand what is necessary for the needs and wants of the customers. Marketers need to build good relationships with people who will guide them to be better marketers, and they should choose and decide important issues such as goals, objectives and strategies of marketing management and promotional activities. Whether they are the right decisions and choices or otherwise, the premise is to get scientific procedures for a better understanding of customers and it will affect the success of marketing activities.

Lastly, in collecting the data, researchers found that non-Muslims usually has no understanding of Halal cosmetics, so marketers need to have good public relations to promote their Halal cosmetic products, and aim to make more and more people understand the advantages of Halal cosmetic products.

5.4 Limitations

There are several limitations in this study. Firstly, the respondent focus is only on the students in Universiti Utara Malaysia. This study cannot cover all people with different kinds of position all around Malaysia as a result of the time and finance limitations. Since the study was conducted at Universiti Utara Malaysia, the future study may be conducted to cover other students with different position or status, meanwhile it may extend to students in other universities. According to Lada et al. (2009), they suggested that this type of study should be conducted in the cities where the public's association with Halal cosmetic products are growing rapidly in Malaysia.

Secondly, due to the type of the research, which is quantitative research by questionnaire, the study will consume a longer time for collecting the data. Thus, an online survey by Google Docs was chosen as an approach to reach the targeted population rather than physical delivery. In addition, the researcher also has made rounds in the library and other university areas to meet students who are willing to take part in the questionnaire.

5.5 Recommendation for Future Research

In this research study, the researcher only used the student population at Universiti Utara Malaysia as respondents. So it does not reflect on the overall population in Northern Peninsular Malaysia as well as throughout the Kedah state. The researcher wishes that for other researchers in their future studies that they would be able to conduct a more thorough study of the Peninsula Malaysia which includes the states

of Perlis, Kedah and Penang. The decision is likely to be accepted as a better and more accurate reflection on the intention to purchase Halal cosmetic products. For an even better research, it is best if the researchers can conduct research in all of Malaysia covering 13 states and three Federal Territories. It will influence the importance of making the decision to use Halal cosmetic products for the entire population of Malaysia.

Secondly, the Planned Behavioural Theory was used mainly in this research to focus on testing customers' intention to purchase Halal cosmetic products in terms of attitude, subjective norms, perceived behavioral control and also brand awareness; but excluded other variables such as knowledge, trust, price, promotion, religious piety and others. Hence, if a future study would like to conduct a research on this subject, it may include those variables as well.

Finally, this study only focused on the intention of the customers to purchase Halal cosmetic products but behavior, thus, future studies can also include the customer behavior.

5.6 Conclusion

This research is an attempt to investigate the factors that may influence intention to purchase Halal cosmetic products. The paper is based on the data collected from Universiti Utara Malaysia students. The study examined the relationship between attitude, subjective norms, perceived behavioral control and brand awareness towards customers' intention to purchase Halal cosmetic products among Universiti Utara

Malaysia students. There are five questions to this research and it also has five objectives to be addressed in chapter 1. Then, in chapter 4, the objectives are achieved and the questions are answered. The results concluded that there is a relationship between independent variables, namely attitude, subjective norms, perceived behavioral control, brand awareness and the dependent variable, the intention to purchase Halal cosmetic products.

Results of Multiple Regression Analysis showed that, all four factors are the basic variables of the intention to purchase Halal cosmetic products which explained why there is only 61 per cent variation of them contributing to the dependent variable. So, the researcher believes that there are still other variables that can influence customer intention to purchase Halal cosmetic products since there is still the remaining of 39 per cent.

Based on the four variables, attitude is the strongest factor influencing the intention to purchase of Halal cosmetic products then followed by brand awareness, perceived behavioral control and finally subjective norms. It also shows that attitude has the highest forecast towards buying Halal cosmetic products, it is because about more than half of the respondents are Muslim Malays and as a Muslim, using Halal cosmetic products is one of their responsibilities. The results are functional and useful for academic research, local government and marketers to better understand and improve their marketing strategies in delivering their products to their customers and it also can reduce their risks and save time and resources.

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Appendix A:
Questionnaires

Universiti Utara Malaysia



CUSTOMERS' AWARENESS TOWARDS INTENTION TO PURCHASE HALAL
COSMETIC PRODUCTS AMONG UUM STUDENTS

Dear respondent,

I am a student of School of Business Management, UUM carrying out a research in partial fulfillment for the award of Master of Science Management on the topic "A Survey of Customers Intention to Purchase Halal Cosmetics Products among Student at Universiti Utara Malaysia".

It will be highly appreciated if you could spare a few minutes to fill this questionnaire. Please note that there are no right or wrong answers, only your personal opinions matter. All information and responses provided will be treated with utmost confidential and used strictly for academic research purpose.

Thank you for your kind response.

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PART A: RESPONDENT'S OF BACKGROUND

The following questions refer to the demographic profile of the respondents. Please provide the appropriate information by placing a (/) in the circle provided to represent your answer.

1. Gender of the Respondents

- Male Female

2. Respondent of Level Education

- Undergraduate Master's Degree Doctoral Degree
 Other

3. Marital Status

- Single Married Other

4. Age

- Under 20 years 21-25 years 26-30 years 31-35 years
 36-40 years 41 and above

5. Citizenship (Country of Origin)

- Malaysian Non-Malaysian

6. Race

- Malay Chinese Indian Others

PART B

This section represents on the factor that influence customers to purchase halal cosmetic products. Please circle your answer to indicate how far you strongly disagree or strongly agree with each statement by using the following scale.

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 in purchase halal cosmetics

	Attitude						
1	I intend to buy Halal cosmetics in the near future	1	2	3	4	5	6
2	Choosing Halal cosmetics is a wise idea	1	2	3	4	5	6
3	I like to choose Halal cosmetics	1	2	3	4	5	6
4	I look forward to buy Halal cosmetics	1	2	3	4	5	6
5	Buying Halal cosmetic is a good idea	1	2	3	4	5	6
6	Buying Halal cosmetic would be pleasant	1	2	3	4	5	6
7	I will continue buying Halal cosmetics	1	2	3	4	5	6
8	Buying Halal cosmetic will be beneficial for me.	1	2	3	4	5	6
9	I feel safety when I purchase Halal cosmetics.	1	2	3	4	5	6

B. Please indicate your level of influence relating to subjective norm in purchase halal cosmetics

	Subjective Norm						
1	People who are important to me think that I should buy Halal cosmetics	1	2	3	4	5	6
2	People who influence in my behavior think that I should buy Halal cosmetics	1	2	3	4	5	6
3	People whose opinions I value will encourage me to buy Halal cosmetics	1	2	3	4	5	6
4	People who are important to me will support me to buy Halal cosmetics	1	2	3	4	5	6
5	Most people who are important to me choose the Halal cosmetics	1	2	3	4	5	6

C. Please indicate your level of influence relating to perceived behavioral control in purchase halal cosmetics

Perceived Behavioral Control							
1	I am capable of buying Halal cosmetics	1	2	3	4	5	6
2	Buying Halal cosmetics is entirely within my Control	1	2	3	4	5	6
3	I have the resources to buy Halal cosmetics	1	2	3	4	5	6
4	I have the knowledge to buy Halal cosmetics	1	2	3	4	5	6

D. Please indicate your level of influence relating to brand awareness in purchase halal cosmetics

Brand Awareness							
1	I usually choose Halal cosmetics with the brand I Know	1	2	3	4	5	6
2	Brands make it easier to choose the Halal cosmetic products	1	2	3	4	5	6
3	Brands influence my choice of purchase Halal Cosmetics	1	2	3	4	5	6
4	I prefer buying well-known brands of Halal Cosmetics	1	2	3	4	5	6
5	I can think of more international Halal cosmetic brands than local ones	1	2	3	4	5	6
6	I can remember a few number of different Halal cosmetic brands when purchasing	1	2	3	4	5	6
7	I am likely to buy the Halal cosmetic with brand that I remember best	1	2	3	4	5	6
8	I usually choose well-advertised Halal cosmetic with brands	1	2	3	4	5	6
9	I take note of brands of Halal cosmetic coming into the market	1	2	3	4	5	6
10	I usually buy the best-selling brands of Halal Cosmetics	1	2	3	4	5	6

PART C

Please indicate your level of intention to purchase halal cosmetics

Intention to Purchase							
1	I plan to choose Halal cosmetics in the forthcoming month.	1	2	3	4	5	6
2	I am likely to choose Halal cosmetics in future.	1	2	3	4	5	6
3	I am willing to choose Halal cosmetics.	1	2	3	4	5	6

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





Appendix B:
Result from SPSS Tests

Universiti Utara Malaysia

Frequency Analysis

Statistics

		Gender	Respondent of Level Education	Marital Status	Age	Citizenship (Country of Origin)	Race
N	Valid	379	379	379	379	379	379
	Missing	1	1	1	1	1	1
Mean		1.78	1.78	1.30	2.88	1.16	1.51
Std. Deviation		.418	.757	.503	1.129	.366	1.050
Variance		.174	.574	.253	1.274	.134	1.102

Frequency Table

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALE	85	22.4	22.4	22.4
	FEMALE	294	77.4	77.6	100.0
	Total	379	99.7	100.0	
Missing	System	1	.3		
Total		380	100.0		

Respondent of Level Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	UNDERGRADUATE	152	40.0	40.1	40.1
	MASTER'S DEGREE	165	43.4	43.5	83.6
	DOCTORAL DEGREE	55	14.5	14.5	98.2
	OTHER	7	1.8	1.8	100.0
	Total	379	99.7	100.0	
Missing	System	1	.3		
Total		380	100.0		

Marital Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SINGLE	273	71.8	72.0	72.0
	MARRIED	98	25.8	25.9	97.9
	OTHERS	8	2.1	2.1	100.0
	Total	379	99.7	100.0	
Missing	System	1	.3		
Total		380	100.0		

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	UNDER 20 YEARS	14	3.7	3.7	3.7
	21-25 YEARS	157	41.3	41.4	45.1
	26-30 YEARS	123	32.4	32.5	77.6
	31-35 YEARS	42	11.1	11.1	88.7
	36-40 YEARS	31	8.2	8.2	96.8
	41 AND ABOVE	12	3.2	3.2	100.0
Total		379	99.7	100.0	
Missing	System	1	.3		
Total		380	100.0		

Citizenship (Country of Origin)

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALAYSIAN	319	83.9	84.2	84.2
	NON-MALAYSIAN	60	15.8	15.8	100.0
	Total	379	99.7	100.0	
Missing	System	1	.3		
Total		380	100.0		

Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	MALAY	296	77.9	78.1	78.1
	CHINESE	24	6.3	6.3	84.4
	INDIAN	8	2.1	2.1	86.5
	OTHERS	51	13.4	13.5	100.0
	Total	379	99.7	100.0	
Missing	System	1	.3		
Total		380	100.0		

Reliability Analysis

Attitude

Case Processing Summary

		N	%
Cases	Valid	378	99.5
	Excluded ^a	2	.5
	Total	380	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.956	9

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I intend to buy halal cosmetic in the near future	36.51	25.762	.732	.956
Choosing halal cosmetic is a wise idea	36.50	25.927	.662	.959
I like to choose halal cosmetic	36.43	24.850	.861	.949
I look forward to buy halal cosmetic	36.44	24.650	.860	.949
Buying halal cosmetic is a good idea	36.39	25.315	.858	.950
Buying halal cosmetic would be pleasant	36.45	24.869	.855	.949
I will continue buying halal cosmetic	36.45	24.604	.862	.949
Buying halal cosmetic will be beneficial for me	36.42	24.934	.859	.949
I feel safe when I purchase halal cosmetic	36.35	25.098	.858	.949

Subjective Norm

Case Processing Summary

		N	%
Cases	Valid	378	99.5
	Excluded ^a	2	.5
	Total	380	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.941	5

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
People who are important to me think that I should buy halal cosmetic	17.11	9.268	.874	.922
People who influence in my behavior think that I should buy halal cosmetic	17.13	9.205	.882	.920
People whose opinions I value will encourage me to buy halal cosmetic	17.09	9.803	.838	.928
People who are important to me will support me to buy halal cosmetic	16.98	10.103	.828	.931
Most people who are important to me choose the halal cosmetic	17.08	9.850	.791	.937

Perceived Behavioral Control

Case Processing Summary

		N	%
Cases	Valid	377	99.2
	Excluded ^a	3	.8
	Total	380	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.899	4

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I am capable of buying halal cosmetic	12.67	6.399	.747	.881
Buying halal cosmetic is entirely within my control	12.71	6.113	.750	.878
I have the resources to buy halal cosmetic	12.87	5.409	.823	.851
I have the knowledge to buy halal cosmetic	12.90	5.532	.791	.864

Brand Awareness

Case Processing Summary

		N	%
Cases	Valid	377	99.2
	Excluded ^a	3	.8
	Total	380	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.924	10

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item- Total Correlation	Cronbach's Alpha if Item Deleted
I usually choose halal cosmetic with the brand I know	37.85	38.224	.757	.914
Brands make it easier to choose the halal cosmetic products	37.81	40.182	.673	.919
Brands influence my choice of purchase halal cosmetic	37.77	39.980	.651	.919
I prefer buying well-known brands of halal cosmetic	37.81	39.297	.671	.918
I can think of more international halal cosmetic brands than local ones	38.31	37.353	.607	.924
I can remember a few number of different halal cosmetic brands when purchasing	38.22	37.660	.714	.916
I am likely to buy the halal cosmetic with brand that I remember best	37.94	37.215	.819	.910
I usually choose well- advertised halal cosmetic with brands	38.03	38.618	.732	.915
I take note of brands of halal cosmetic coming into the market	38.19	36.297	.776	.912
I usually buy the best-selling brands of halal cosmetic	38.12	36.754	.766	.913

Intention to Purchase

Case Processing Summary

		N	%
Cases	Valid	379	99.7
	Excluded ^a	1	.3
	Total	380	100.0

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

Reliability Statistics

Cronbach's Alpha	N of Items
.909	3

Item-Total Statistics

	Scale Mean if Item Deleted	Scale Variance if Item Deleted	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted
I plan to choose halal cosmetic in the forthcoming month	8.88	1.978	.776	.915
I am likely to choose halal cosmetic in future	8.73	2.118	.875	.822
I am willing to choose halal cosmetic	8.65	2.287	.818	.872

Pearson's Correlation Analysis

Correlations

		ATTITU DE	SUBJECTI VE_NORM	PERCEIV ED_BEHA VIORIAL_ CONTROL	BRAND_A WARENE SS	INTENTIO N_TO_PU RCHASE
ATTITUDE	Pearson Correlation	1	.709**	.571**	.593**	.699**
	Sig. (2-tailed)		.000	.000	.000	.000
	N	379	379	379	379	379
SUBJECTIVE_NOR M	Pearson Correlation	.709**	1	.653**	.674**	.657**
	Sig. (2-tailed)	.000		.000	.000	.000
	N	379	379	379	379	379
PERCEIVED_BEH AVIORIAL_CONTR OL	Pearson Correlation	.571**	.653**	1	.698**	.619**
	Sig. (2-tailed)	.000	.000		.000	.000
	N	379	379	379	379	379
BRAND_AWAREN ESS	Pearson Correlation	.593**	.674**	.698**	1	.675**
	Sig. (2-tailed)	.000	.000	.000		.000
	N	379	379	379	379	379
INTENTION_TO_P URCHASE	Pearson Correlation	.699**	.657**	.619**	.675**	1
	Sig. (2-tailed)	.000	.000	.000	.000	
	N	379	379	379	379	379

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

Regression Analysis

Variables Entered/Removed^a

Model	Variables Entered	Variables Removed	Method
1	BRAND_AWARENESS, ATTITUDE, PERCEIVED_BEHAVIORIAL_CONTROL, SUBJECTIVE_NORM ^b		Enter

a. Dependent Variable: INTENTION_TO_PURCHASE

b. All requested variables entered.

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.781 ^a	.610	.605	.44800	2.038

a. Predictors: (Constant), BRAND_AWARENESS, ATTITUDE, PERCEIVED_BEHAVIORIAL_CONTROL, SUBJECTIVE_NORM

b. Dependent Variable: INTENTION_TO_PURCHASE

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	117.233	4	29.308	146.027	.000 ^b
	Residual	75.063	374	.201		
	Total	192.296	378			

a. Dependent Variable: INTENTION_TO_PURCHASE

b. Predictors: (Constant), BRAND_AWARENESS, ATTITUDE, PERCEIVED_BEHAVIORIAL_CONTROL, SUBJECTIVE_NORM

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.229	.178		1.285	.200
	ATTITUDE	.425	.054	.373	7.900	.000
	SUBJECTIVE_NORM	.105	.049	.114	2.154	.032
	PERCEIVED_BEHAVIORAL_CONTROL	.120	.043	.133	2.754	.006
	BRAND_AWARENESS	.296	.052	.284	5.696	.000

a. Dependent Variable: INTENTION_TO_PURCHASE

Casewise Diagnostics^a

Case Number	Std. Residual	INTENTION_TO_PURCHASE	Predicted Value	Residual
116	-3.278	2.00	3.4684	-1.46840
224	-3.395	3.00	4.5210	-1.52098

a. Dependent Variable: INTENTION_TO_PURCHASE

Residuals Statistics^a

	Minimum	Maximum	Mean	Std. Deviation	N
Predicted Value	1.3801	4.9616	4.3764	.55690	379
Residual	-1.52098	1.19110	.00000	.44562	379
Std. Predicted Value	-5.380	1.051	.000	1.000	379
Std. Residual	-3.395	2.659	.000	.995	379

a. Dependent Variable: INTENTION_TO_PURCHASE