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



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



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Thesis Submitted to
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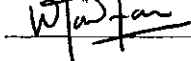
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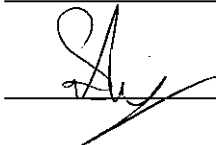
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ABSTRACT

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

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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

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Appendix A: Questionnaires

UUM
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.

Atikah Binti Zainal Ariffin
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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

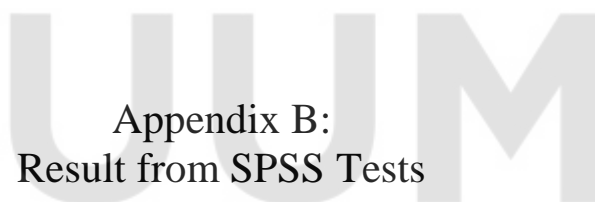
Please indicate your level of intention to purchase halal cosmetics

	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.



UUM
Universiti Utara Malaysia



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	1	.709**	.571**	.593**	.699**
	Correlation					
	Sig. (2-tailed)		.000	.000	.000	.000
	N	379	379	379	379	379
SUBJECTIVE_NORM	Pearson	.709**	1	.653**	.674**	.657**
	Correlation					
	Sig. (2-tailed)	.000		.000	.000	.000
	N	379	379	379	379	379
PERCEIVED_BEHAVIORIAL_CONTROL	Pearson	.571**	.653**	1	.698**	.619**
	Correlation					
	Sig. (2-tailed)	.000	.000		.000	.000
	N	379	379	379	379	379
BRAND_AWARENESS	Pearson	.593**	.674**	.698**	1	.675**
	Correlation					
	Sig. (2-tailed)	.000	.000	.000		.000
	N	379	379	379	379	379
INTENTION_TO_PURCHASE	Pearson	.699**	.657**	.619**	.675**	1
	Correlation					
	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