FACTORS INFLUENCING INTENTION TO PURCHASE HALAL COSMETIC PRODUCTS AMONG MUSLIM CONSUMER IN MALAYSIA

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by

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LIST OF TABLES

LIST OF FIGURES

LIST OF ABBREVIATIONS

ASEAN   : The Association of Southeast Asian Nations

BRT   : Behavioural reasoning theory

CGMP   : The Current Good Manufacturing Practices

HACCP   : Hazard Analysis Critical Control Point

HIMP   : The Health Insurance Matching Program

JAKIM   : Department of Islamic Development Malaysia

MAIN   : The Islamic Religious Council

MS   : Malaysian Standard

NPCB   : The National Pharmaceutical Control Bureau

RM   : Ringgit Malaysia

SPM   : Sijil Pelajaran Malaysia

SPSS   : Statistic Package for Social Science

STPM   : Sijil Tinggi Persekolahan Malaysia

TPB   : Theory of planned behaviour

TRA   : The theory of reasoned action

USD   : United States Dollar

ABSTRACT

This study intends to examine the factors influencing intention to purchase halal cosmetics products among Muslim Consumers in Malaysia. The independent variables of this study consists of Muslim consumers' awareness, knowledge, attitude, religiosity concern and financial capability, whereas the dependent variable in this study is the intention to purchase Halal cosmetic products. A quantitative research method and a questionnaire were used as the research instrument to collect data. This study employed a convenience sampling method, and 384 respondents were evaluated in this study. Structured questionnaire was used and the data was collected using Google Forms. The data collected is analyzed using Statistical Packages for Social Science Version 26 (SPSS Version 26) software based on descriptive statistics, reliability analysis, and Pearson correlation analysis. As for the result, all of the independent variables (Muslim consumer awareness, knowledge, attitude, religiosity concern and financial stability) studied in this research have a significant positive relationship with the dependent variable namely intention to purchase halal cosmetic products. In these situations, it is advised that marketers link their products to Islamic beliefs and criteria, such as a certified halal logo and ingredients, in order to foster a positive attitude among Muslim consumers. The main limitation is related to the selection of respondents, that is only Muslim respondents can answer the google form. This is because, the respondents are made up of different people, different ages and different opinions. In order for future data collection to accurately represent actual consumption patterns, it is advised that data be gathered from all states in Malaysia using a random sampling method.

Keywords: Awareness, knowledge, attitude, religiosity concern, financial stability, Halal cosmetics products

ABSTRAK

Kajian ini bertujuan untuk mengkaji faktor-faktor yang mempengaruhi niat untuk membeli produk kosmetik halal dalam kalangan Pengguna Islam di Malaysia. Pembolehubah tidak bersandar kajian ini terdiri daripada kesedaran, pengetahuan, sikap, keprihatinan agama dan kemampuan kewangan pengguna Muslim, manakala pembolehubah bersandar dalam kajian ini ialah niat untuk membeli produk kosmetik Halal. Kaedah kajian kuantitatif dan soal selidik digunakan sebagai instrumen kajian untuk mengumpul data. Kajian ini menggunakan kaedah persampelan kemudahan, dan 384 responden telah dinilai dalam kajian ini. Soal selidik berstruktur telah digunakan dan data dikumpul menggunakan Borang Google. Data yang dikumpul dianalisis menggunakan perisian Statistical Packages for Social Science Version 26 (SPSS Version 26) berdasarkan statistik deskriptif, analisis kebolehpercayaan, dan analisis korelasi Pearson. Hasilnya, kesemua pembolehubah tidak bersandar (kesedaran pengguna Islam, pengetahuan, sikap, kebimbangan agama dan kestabilan kewangan) yang dikaji dalam penyelidikan ini mempunyai hubungan positif yang signifikan dengan pembolehubah bersandar iaitu niat untuk membeli produk kosmetik halal. Dalam situasi ini, adalah dinasihatkan agar pemasar mengaitkan produk mereka dengan akidah dan kriteria Islam, seperti logo halal yang diperakui dan ramuannya, untuk memupuk sikap positif di kalangan pengguna Islam. Batasan utama adalah berkaitan pemilihan responden iaitu hanya responden Muslim sahaja yang boleh menjawab google form. Ini kerana, responden terdiri daripada orang yang berbeza, umur yang berbeza dan pendapat yang berbeza. Bagi pengumpulan data masa hadapan untuk mewakili corak penggunaan sebenar dengan tepat, adalah dinasihatkan supaya data dikumpulkan dari semua negeri di Malaysia menggunakan kaedah persampelan rawak.

Kata kunci: Kesedaran, pengetahuan, sikap, keprihatinan agama, kestabilan kewangan, produk kosmetik halal.

TABLE OF CONTENT

CHAPTER 1: INTRODUCTION

1.1 BACKGROUND OF STUDY

Nowadays, the halal cosmetics industry is gaining the attention of the world as Muslims are more comfortable with taking halal products as part of their life (Saqib Ali et al., 2016: 40-51). According to the Trade Description (Certification and Marketing of Halal) Order 2011, the Department of Islamic Development Malaysia (JAKIM) and the Islamic Religious Council (MAIN) in their respective states are appointed as credible authorities. In accordance with the trade descriptions (definition of halal) order 2011, these authorities must play a key role in recognising that any food, goods, or services associated with food or goods are halal. It is seen as incorrect if there are unrecognized parties that are private halal certificate producers who issue halal certificates and logos to any company. This follows the ban on using unrecognized halal logos.

The recent halal segment in the market is not only focused on the food industry but also includes the halal cosmetics industry. However, cosmetics in Malaysia demonstrate that the overall amount produced by the local sector is still low, and imported goods continue to be in great demand (Azmi Hassali et al., 2015) especially from those in middle and high income (Cosmetic and Toiletries Market Overview, 2012). Malaysians are predicted to spend RM7.9 billion on cosmetics and beauty items in 2023, up from an anticipated RM6.4 billion in 2018 (GlobalData, 2019). This indicates an increasing trend in beauty products demand from year to year. Besides that, research into the buying habits of Malaysians who use halal cosmetics has received scant attention.

Halal is a notion that encompasses a wide variety of spiritual and physical qualities, both in the product produced and the operator of the product, in addition to the basic requirements of Islam, namely purity (Arif and Sidek, 2015). As a country with a wide variety of cultures and

1

religions, halal and haram issues are important to Malaysians of all faiths and backgrounds. This is because shoppers are becoming more and more familiar with the term "halal and toyyiban," which refers to the fact that the halal idea encompasses more than simply the ingredients themselves. According to Faisal (2020) in CosmeticsDesign-Asia (Amanda,2020), toyyiban means having the right intentions. For instance, cosmetics manufacturers are required to create products that are safe and function as intended on the product label. Therefore, the consumption of halal cosmetic products can ensure the safety of consumer without causing harm to the body while safeguarding the welfare of Muslims and non -Muslims as a whole.

Besides that, halal cosmetic products have also been construed as protecting consumers from using products that are prohibited by Shariah and are alleged to use only premium and high-quality ingredients at affordable prices. Shariah-compliant cosmetics should be able to meet severe procedural requirements in Malaysia. Pre -request to obtain the Malaysian Halal Logo with Malaysian Standard (MS) number, must first comply with the National Pharmaceutical Control Bureau (NPCB) Guidelines for the Control of Cosmetic Products in Malaysia and the Guidelines on Good Cosmetic Manufacturing Practices (Hashim, & Mat Hashim, 2013). Cosmetics suppliers must undergo strict inspections and audits with the JAKIM before Halal Certification is awarded. This is because the Malaysian halal certificate issued by JAKIM is a halal logo that is highly trusted internationally.

Therefore, ensured that its halal laws, rules, and standards are in line with the opinions of famous Islamic scholars and are based on the principles and concepts of halal found in the Quran and Sunnah. "Something that is halal is approved by the Qur'an and Sunnah", while something that is haram is forbidden (Syukri, and Mustafar, 2016). In Islamic law, there is a grey area between what is explicitly declared to be permissible, or halal, and what is explicitly forbidden, or haram. This area is known as syubhah (Nurain, 2021). Aside from food, the halal

concept extends to other areas, such as healthcare, beauty, drugs, and services. Accordingly, the primary goal of this investigation is to investigate the factors that influence Muslim consumer of halal cosmetic goods in Malaysia.

1.2 PROBLEM STATEMENT

The number of Muslims in the globe has been growing over time, impacting awareness among the younger generation that there are two reasons for this new trend. One of these is the shift in Islamic consumers' behaviour (Ahmad, Ab Rahman et al. 2015). Besides, because they were born into Muslim families, they have already been brought up with the knowledge that it is forbidden for Muslims to use or consume illegal substances such as alcohol, pig meat, and other such things. Because of this, it has become normal for them to always make sure that the products used, including cosmetics, comply with the halal religious law.

The growing demand for halal food has resulted in the proliferation of halal restaurants across the globe. Similarly, Halal cosmetics are just as vital as halal food, so they are next in the pipeline of Halal business. Statistics demonstrate, however, that cosmetics with little confidence about the halal logo on their products continue to dominate the market. The majority of Muslims have undoubtedly contributed to an increase in the value of international brands over indigenous businesses (Mohd Hashim and Musa, 2014). This is because Muslims, particularly women, are largely unaware of the significance of halal cosmetics. As a result, there is a greater demand for cosmetic brands produced in other countries. This may be noticed by looking at the statistics of the outcomes of the 10 brands that have the most market share across the globe.
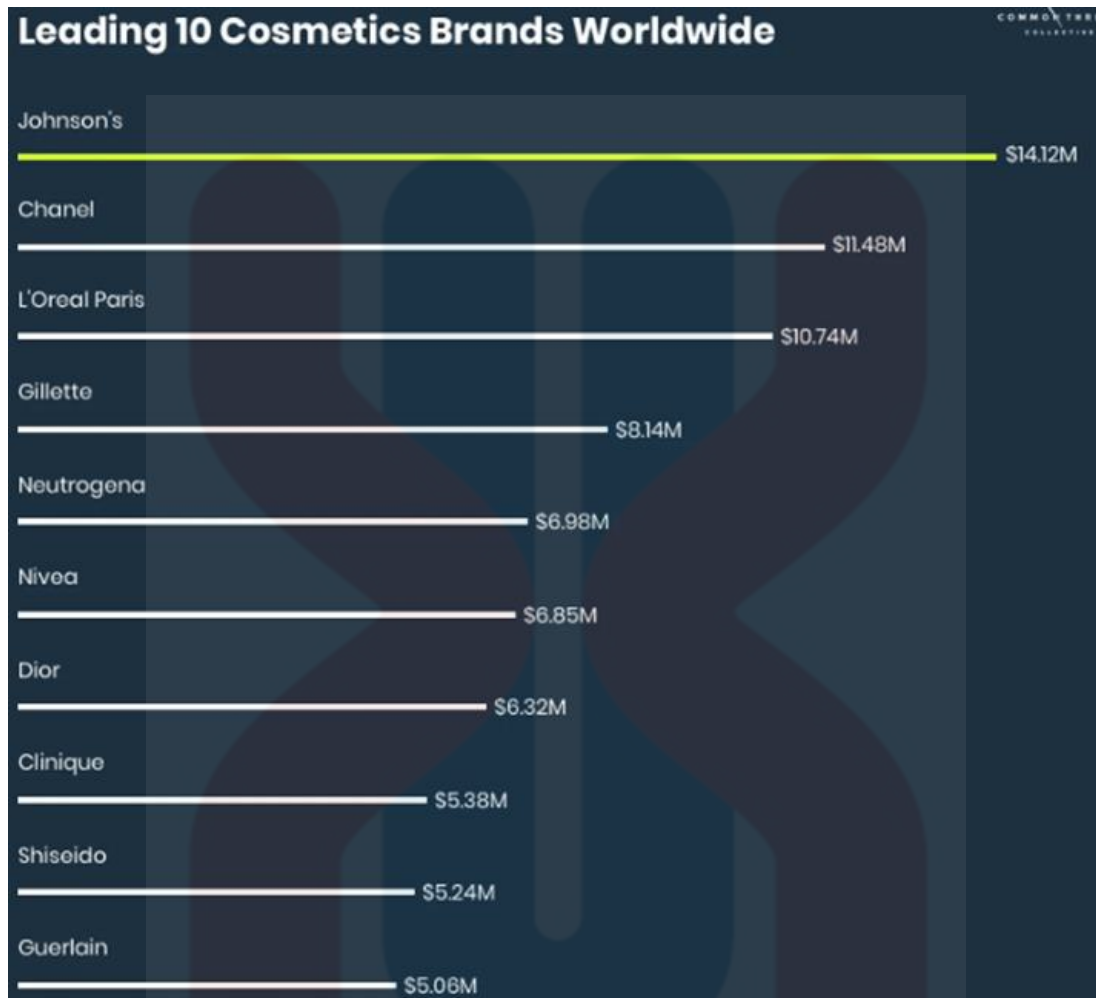
Figure 1.2: Statistics of leading top ten cosmetics brands worldwide.

About 10% to 20% of the local cosmetics market, according to the CommonThread statistics website. The current value of the market is $800 million, and it is growing at a rate of 24% annually (Halal Industry Development Corporation, 2014). In 2013, Malaysian halal cosmetic items were exported to the US, Middle East, China, ASEAN, and Europe. According to Consumer Analyst A GlobalData, as customers become more image-conscious and choose cosmetics and toiletry items, rising population and employment levels are fueling the industry's expansion in Malaysia. Furthermore, consumers are given the ability to select their preferred range of cosmetic sets through the acquisition of the appropriate knowledge, skills, and

attitudes that are necessary to protect them from purchasing counterfeit cosmetic items through the practise of halal cosmetic literacy (Ambo et al. 2020).

However, there is a dearth of literature on factors influencing which, according to Musa (2014), Halal cosmetics are gaining popularity around the world as Muslim consumers become more aware of the importance of eating Halal in all aspects of their lives. However, a focus group study of 20 young adult urban Muslim women in Klang Valley on Halal cosmetics awareness indicated that awareness is still low (Azreen Jihan and Rosidah, 2014). In addition, according to Ahmad et al. (2015) found similar results when it came to Halal cosmetics, the majority of Malaysian Muslim consumers are unaware of Halal branding when shopping for cosmetics.

1.3 RESEARCH QUESTION

This research will try to find the answer to the following questions:

1.3.1 Q1: Is there any relationship between awareness and intention to purchase of halal cosmetic product among Muslim consumer in Malaysia?

1.3.2 Q2: Is there any relationship between knowledge and intention to purchase of halal cosmetic product among Muslim consumer in Malaysia?

1.3.3 Q3: Is there any relationship between attitude and intention to purchase of halal cosmetic product among Muslim consumer in Malaysia?

1.3.4 Q4: Is there any relationship between religiosity and intention to purchase of halal cosmetic product among Muslim consumer in Malaysia?

1.3.5 Q5: Is there any relationship between the financial capability and intention to purchase of halal cosmetic product among Muslim consumer in Malaysia?

1.4 RESEARCH OBJECTIVES

The purposes of this study are:

1.4.1 To examine the relationship between awareness and intention to purchase halal cosmetic product among Muslim consumer in Malaysia.

1.4.2 To examine the relationship between knowledge and intention to purchase halal cosmetic products among Muslim consumer in Malaysia.

1.4.3 To examine the relationship between attitude and intention to purchase halal cosmetic products among Muslim consumer in Malaysia.

1.4.4 To examine the relationship between religiosity concern and intention to purchase halal cosmetic products among Muslim consumer in Malaysia.

1.4.5 To examine the relationship between financial capability and intention to purchase halal cosmetic products among Muslim consumer in Malaysia.

1.5 SCOPE OF THE STUDY

The scope of the study is the factors influencing intention to purchase halal cosmetics products among Muslim Consumers in Malaysia. Malaysia imports a variety of cosmetic items from a variety of manufacturers across the world, the majority of which are made by non-Muslim companies. The survey was limited to Muslim Malaysian customers who have been using and are aware about cosmetics items, as well as having the financial means to acquire them. The goal of this research is to focus on Muslim consumers' awareness, knowledge, attitude, religiosity concern and financial capability towards intention to purchase halal cosmetics products.

1.6 SIGNIFICANCE OF THE STUDY

Halal cosmetics are increasingly in demand among consumers. But there are also some Muslim consumers who feel confused because they think there may be cosmetic products that contain questionable ingredients (Khattak, 2009). In addition to this, consumer awareness of the significance of halal cosmetics remains low. In order to analyse the characteristics that influence Muslim consumers of halal cosmetic products in Malaysia, namely awareness, knowledge, attitude, religiosity concern, and financial capabilities, it is essential that this study be undertaken.

In addition, Malaysia's seriousness in ensuring every inch of consumer needs, especially Muslim consumers in the use of halal cosmetics can be seen clearly. JAKIM has been responsible for monitoring and issuing halal certification for manufacturers of individual care products and cosmetics through Halal Standards. This standard stipulates those cosmetic products produced must be harmless, safe, and have no side effects to consumers. Therefore, this study does not only give a clearer picture to Muslim consumers, but also assist future researchers in conducting additional study that may be utilised as a reference source for producing higher-quality research.

1.7 DEFINITION OF TERMS

1.7.1 Halal Cosmetic Products

Ingredients produced from pigs, carrion, blood, human body parts, predatory animals, reptiles, or insects are prohibited in halal cosmetics. Products derived from halal animals must be slaughtered in line with Islamic law (Sugibayashi, 2017). The purity and cleanliness of halal cosmetics must be preserved at every stage of their production and distribution. There's a spotlight on cleanliness. Similar to other quality assurance strategies (such as CGMP and

HACCP), the objective of halal certification is to ensure that products are safe for consumption by Muslims (Hashim & Mat Hashim, 2013). Therefore, the halal logo on cosmetics should be seen as a guarantee of sterility, safety, purity, and high quality among Muslims (Sugibayashi et al., 2019). All cosmetics manufacturers in Malaysia require halal certification from the Department of Islamic Development (JAKIM) before they may legally produce halal cosmetics (Mustafar, Ismail, Othman, & Abdullah, 2018).

1.7.2 Awareness on Halal Cosmetic Products

Halal awareness is the act of being concerned about something permissible in Islam (Nor Kamal & Mohammed, 2016). According to Shaari & Mohd Arifin, (2009), halal refers to a product say that "halal" refers to a product that Muslims are allowed to use and that is also okay with Shariah Law. Consumers' plans to buy are greatly affected by how much they know about halal (Nor Kamal & Mohammed, 2016). According to Yunus, Rashid, Ariffin, and Rashid (2014), say that it is important for all Muslims to understand and learn about the signs of halal and non-halal foods so that they can tell the difference.

1.7.3 Knowledge on Halal Cosmetic Products

Knowledge can be thought of as awareness, consciousness, or familiarity gained through experience or learning. It can also be thought of as facts, feelings, or experiences that a person or group of people knows. In this case, "knowledge" means the skills and abilities a person or group of people has as a result of their theoretical or practical knowledge of a subject (Radzi, Zahari, Muhammad, Aziz, & Ahmad, 2011). Demand for Halal cosmetics is also going up because more people are learning about and aware of Halal. Halal information is the most important part of how Muslim customers understand and think about Halal products that aren't food, and it's also a big factor (Shafii & Shahwan, 2015).

1.7.4 Attitude on Halal Cosmetic Products

The word "attitude" comes from the Latinaptus language, which means "conformity" or "match". According to Peter & Olson, (2000), defines attitude as a person's full examination of an idea. In general, the definition of attitude is that it is characterised as a person's evaluation. Consumer attitudes reveal what they enjoy and don't like. Consumer confidence can be used to describe how people feel about a product's many features and benefits. Consumer attitudes are always oriented against the notion, i.e. items and actions. Consumers might have negative feelings about a variety of physical and social items, such as products, brands, models, and saleswomen, as well as other components of the marketing plan, such as a discount (Qoniatin, 2018).

1.7.5 Religiosity Concern on Halal Cosmetic Products

Religiosity refers to how dedicated a person is to his or her faith, as evidenced by his or her attitude and behaviour (Ramly, Chai, & Lung, 2008). Both Muslim and non-Muslim consumers choose what they buy based on their religious beliefs. This helps them make good decisions in their lives (Salman & Siddiqui, 2011). On line with this, the role of religion in consumer behaviour cannot be underestimated (Sun, Goh, Fam, & Xue, 2012). Religion is important to Muslim buyers because it aids in their ability to distinguish between what is allowed and what is not. An individual's level of commitment to their own faith has a significant impact on every step of the decision-making process, from product selection to purchase and consumption. Prior study has shown that customers' product choices are influenced by their religious devotion, with people who are deeply committed to their religious principles and ideals being hesitant to buy things that are thought to be prohibited for them.

Besides, less religiously dedicated persons, on the other hand, are more likely to disregard their religious ideals and be drawn to the consumption of prohibited goods. Religion

has a big effect on a person's whole decision-making process, including how they live, what they eat, who they hang out with, and what they do with their lives. In the past, research was conducted to determine the impact of religion on Muslim consumers' propensity to purchase cosmetics. Based on the results of these studies, it was shown that religiosity plays a big part in how Muslim customers decide what to buy (Haque, Anwar, Tarofder, Ahmad, & Sharif, 2018)

1.7.6 Financial Capability on Halal Cosmetic Products

According to Hajipour, Gharache, Hamidizadeh, and Mohammadian (2015) found that halal cosmetics selection and purchase are linked to a person's financial situation. If a person is classified as a member of a vulnerable group at risk of financial hardship, then purchasing cosmetics in excess of one's needs is deemed a waste (Sapir & Shaffee). Someone who spends a lot of money on cosmetics but does not have access to information on halal cosmetics is at danger of buying fake cosmetics that harm her health and appearance (Teng & Jamaliah, 2013).

1.8 ORGANIZATIONAL OF THE PROPOSAL

The first chapter provides a general review of Halal cosmetic products in Malaysia and factors influencing intention to purchase Halal cosmetic products among Muslim consumers. It includes the problem statement, research aims, research question, the scope of study, the significance of the study and definitions terms are presented. Furthermore, chapter 2 discusses the literature review of the study. In addition, the technique of data collecting, the creation of a research instrument, a questionnaire, and data analysis of the factors influencing Muslim purchasers of Halal cosmetics in Malaysia are also covered in detail in chapter 3.

.

2.1 INTRODUCTION

This study summarizes and synthesizes the arguments and ideas of existing knowledge in factors influencing Muslim consumers of halal cosmetic products in Malaysia. The underpinning theories are discussed first in this chapter. The second part discusses the current literature on the topic. Specifically, it consists of independent variables namely awareness, knowledge, attitude, religiosity, and financial capability, as well as dependent variables which is the intention to purchase Halal cosmetic products in Malaysia. In the third section, the hypothesis is stated, and a conceptual framework for this investigation is then adopted.

2.2 UNDERPINNING THEORY

The theory of reasoned action (TRA), theory of planned behaviour (TPB), and behavioural reasoning theory are all used in this study (BRT). The important theories used in this research will be discussed in relation to the following assertion.

2.2.1 Theory of Reasoned Action (TRA)

Fishbein and Ajzen (1975) established the TRA as a persuasive model in the field of social psychology, and it is now widely used to describe human behaviour. It is used to anticipate how individuals will behave based on their prior beliefs and behaviour intentions. A person's decision to engage in a particular behaviour is influenced by the anticipated outcome of that activity. The purpose is predicted by two factors: the first, individual attitudes toward behaviour, and the second, subjective norms, which are the opinions of people in a social environment (Fishbein & Ajzen, 1975). Figure 2.2.1 shown the relationship between the two.

Attitudes toward behaviour reflect individual assessments or general feelings toward targeted behaviour. It indicates a negative or positive relationship with an individual's

assessment of performing the behaviour. Beliefs about a person's behaviour and the consequences of that behaviour lead to attitudes toward behaviour. This theory can hypothesize that the intention to perform a behaviour will be greater when there is a positive evaluation of the behaviour performed (Ajzen, 1991). Thus, TRA is widely used to describe individual behaviour and clearly this theory states that individual behaviour is influenced by subjective attitudes and norms.
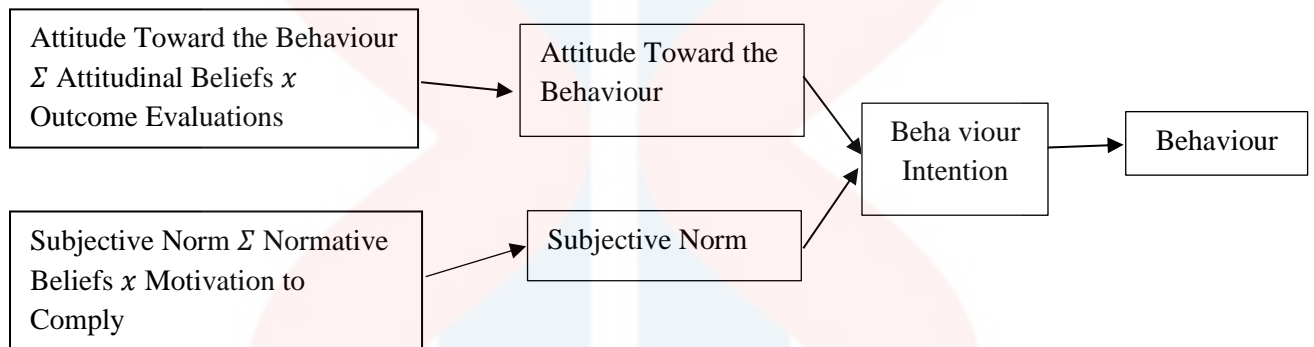
Figure 2.2.1: Theory of Reasoned Action (TRA)

2.2.2 Theory of Planned Behaviour (TPB)

In 1980, the Theory of Reasoned Action (TRA), later known as the Theory of Planned Behaviour (TPB), was created to predict people's intentions to engage in particular behaviours at particular locations and times. This theory which was also embraced by Ajzen in (1985) and has been used to precisely predict and explain a variety of health-related behaviours and intentions. The attitude-intention-behavior (TPB) model makes the assumption that a person's behaviour is influenced by the control and intention of their perceived behaviour. Intentions are influenced by attitudes, arbitrary standards, and perceived behavioural restraints.

Next, in a study conducted by (Saqib, 2017) showed how three antecedents in TPB can influence behaviour directly and indirectly by using various methods to influence behavioural intention as shown in Figure 2.2.2. Intention and behaviour are affected by compliance to perceived behavioural control. TPB was also developed from TRA, a theory that Martin

11

Fishbein and Ajzen initially put forth in 1980. This is because TPB covers will behaviour that cannot be explained by the TRA. Thus, TPB can explain the relationship between behavioural intention and actual behaviour more clearly
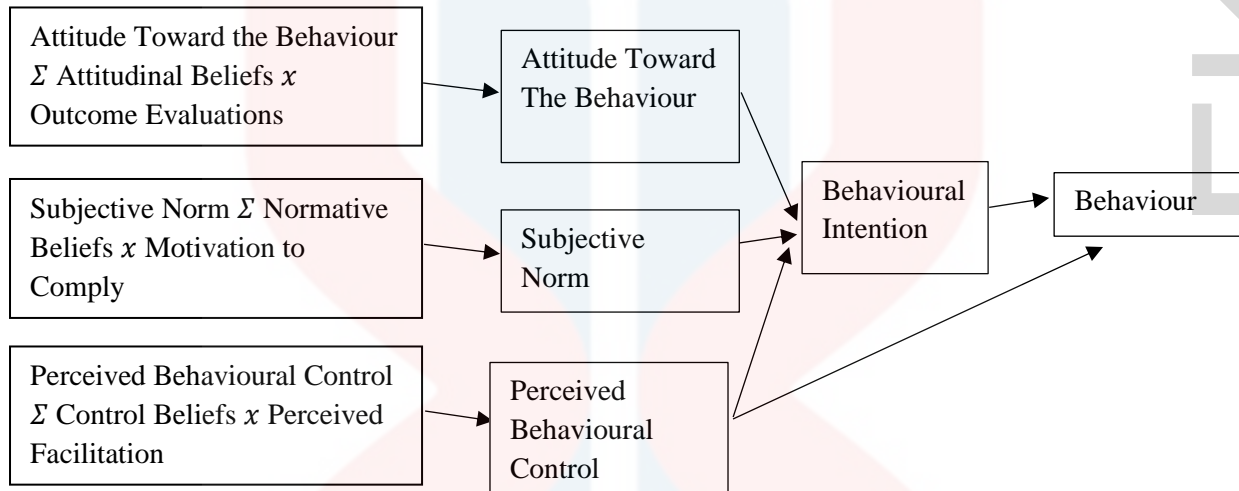
Figure 2.2.2: Theory of Planned Behaviour (TPB)

2.2.3 Behavioural Reasoning Theory (BRT)

Many theorists in decision-making and the social sciences have made understanding the underlying causes of behaviour their primary research objective. So far, the behavioural intention model has relied on Fishbein and Ajzen (1975) and theory of planned behaviour to explain the factors that influence people's actions of Ajzen (1991). BRT is an emerging theory of consumer behaviour that provides an overview of different aspects of behaviour regarding consumer intentions (Sahu et al., 2020). BRT suggests a connection between causes, values, attitudes, and intentions to use a particular innovation (Westaby, 2005). Interestingly, TRA and TPB have been regarded as useful ideas in the behavioural sciences and have gotten positive support in the decision-making and social sciences.

A graphical representation of the BRT is provided in Figure 2.2.3. In contrast to TRA and TPB, BRT provides a holistic picture of an individual's behavioural intentions by the integration and linkage of context-specific variables with values, global reasons, and intentions.

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┌──────────┐    ┌──────────┐    ┌──────────────┐    ┌──────────┐    ┌──────────┐
│ Beliefs  │    │ Reasons  │    │Global Motives│    │Intentions│    │Behaviour │
│ and      │ ⇨  │ for      │ ⇨  │  Attitude    │ ⇨  │          │ ⇨  │          │
│ values   │    │behaviour │    │Subjective Norm│   │          │    │          │
│          │    │or against│    │Perceived     │    │          │    │          │
│          │    │behaviour │    │Control       │    │          │    │          │
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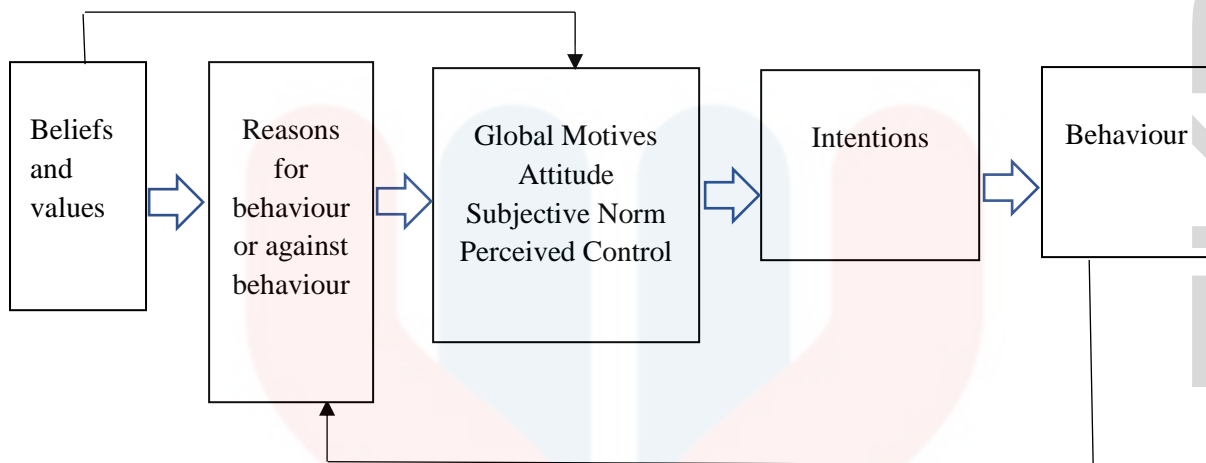
Figure 2.2.3: Behaviour Reasoning Theory (BRT)

2.3 FACTORS INFLUENCING INTENTION TO PURCHASE HALAL COSMETIC PRODUCTS AMONG MUSLIM CONSUMERS IN MALAYSIA

This research looks at how Muslim customers' awareness, knowledge, attitude, religious concern, and financial capability towards intention to purchase halal cosmetics products.

2.3.1 Awareness on halal cosmetic products

The need of having a high degree of Halal cosmetic awareness is crucial, to avoid Muslim consumers from purchasing and using shariah non-compliant cosmetics. College students, who are the most regular cosmetics users, understand the need of Halal cosmetic awareness (Teng & Jamaliah, 2013). This group of people is categorised under Generation Z (Gen-Zers) that refers to persons who were born between 1997 and 2010. In Malaysia, the Gen-Z cohort as a whole appreciates more arts, literature, music, and fashion than Generations X and Y (Mothersbaugh, Hawkins, Kleiser, Mothersbaugh, & Watson, 2020). Because of their interest in arts, literature, music, and fashion, as well as the application of make-up, the cosmetic industry in Malaysia is expected to generate RM 42.41 billion (USD 10.5 billion) in halal cosmetics in the next five years (HIMP, 2020). In contrast, (Ali, Salman, Yaacob, & Parveen,

2019) investigated halal cosmetics awareness and found a mix-match between low awareness and high cosmetic consumption.

They hypothesised that halal cosmetic availability, variety of halal cosmetic goods, and raw materials and ingredients were more important than JAKIM's halal certification. Halal cosmetics are gaining popularity around the world as Muslim consumers become more aware of the importance of eating Halal in all aspects of their lives (Haque et al., 2018). However, a focus group study of 20 young adult urban Muslim women in Klang Valley on Halal cosmetics awareness indicated that awareness is still low (Shafii & Shahwan, 2015). In a study on Halal cosmetics products in Malaysia, Teng and Jamaliah (2013) found that 89 percent of customers are completely aware of Halal cosmetics, whereas 11 percent have never heard of Halal cosmetics. Musa (2014) showed a relatively low degree of awareness about Halal cosmetics among Malaysians. Ahmad, Abd Rahman, and Ab Rahman (2015) found similar results when it came to Halal cosmetics: the majority of Malaysian Muslim consumers are unaware of Halal branding when shopping for cosmetics.

2.3.2 Knowledge on halal cosmetic products

According to Nur and SAPIR (2021), it was discovered that 57 percent of Malaysian college students seek opportunities to obtain cosmetic expertise by experimenting with different cosmetics at a young age. This behaviour implies that Gen-Zers learn outside of traditional schools (Mothersbaugh et al., 2020). A boost in Halal awareness and knowledge also contributes to the increase in demand for Halal cosmetics. Musa (2014) asserts that when individuals become more religious, they acquire more knowledge and information about Halal, leading to a rise in demand for Halal cosmetics. Before purchasing cosmetics, the focus group examined the label to learn about the ingredients, according to the same study. The selected 50 respondents in Klang Valley and Kuala Lumpur had a mean score of 1.28 when it came to

comprehending Halal (Anir, Nizam, & Masliyana, 2008). According to a second poll done in the Klang Valley, the majority of 113 consumers have an adequate understanding of the Halal concept (Rahim & Shahwan, 2013). In Pulau Pinang, 18.9% of respondents profess to having a thorough understanding of the Halal and Haram ideas in Islam (Dahalan, 2008). According to Abd Aziz and Wahab (2013), one of the most important aspects in determining whether or not to purchase Halal cosmetics is knowledge.

2.3.3 Attitude on halal cosmetic products

According to Ramzan and Jay. P et al. (2019), "a person's favourable or unfavourable appraisals of behaviour," according to one definition, is the essence of attitude. The role of the attitude mediator is the thing that encourages a person to have the intention to purchase halal cosmetics. For reasons being, Ramzan and Jay. P et al. (2019), because Muslims make up the majority of Malaysia's population, the country's consumers almost never buy or use anything that do not comply with Islamic dietary guidelines known as halal. Furthermore, according to Mohd and Musa et al. (2014), this necessitates not only the wearing of halal garments but also the applying of halal ingredients to various regions of the body, particularly through cosmetic products. In contrast, the consumer's attitude on the things they buy is the single most important element that determines their purchase behaviour (Singhal & Malik, 2018).

Based on the article by Ramzan and Jay. P. (2019), the theory of research attitude (TRA) method has seen widespread application in recent years for the purpose of determining consumers' intentions to buy a variety of items, including those that are halal products and ecologically friendly. In contrast, Mohd and Musa, (2014) stated that over time, the issue of halal components used in the manufacturing of cosmetic products has frequently presented major challenges to the industry. This is due to the fact that a consumer's attitude toward a brand has a significant effect on his or her purchase behaviour (Handriana, Yulianti,

15

Kurniawati, Arina, Aisyah, Ayu Aryani, and Wandira, 2020). Besides, when purchasing cosmetics, most consumers do not search for the halal emblem and certification on the product. This is because they frequently connect halal with solely internal consumption (Azmawani, Ebrahim and Suhaimi et al. 2015).

2.3.4 Religiosity Concern on halal cosmetic products

According to Ramzan and Jay. P, (2019), religion plays a significant part in the cultural aspect of influencing conduct by playing a vital function. This is the case due to the fact that religion has a significant bearing on both behaviour and the factors that influence people' and society's intentions about the purchase of halal products at all levels. For reasons being, Ramzan and Jay. P (2019), consumer comprehension of the use of halal cosmetic brands is critical to assisting producers in properly making and selling their products. This is due to the fact that the topic of halal in the cosmetics business is still a worry that needs to be investigated further.

According to a Halal Industry Development Corporation (2018) report,the global halal economy, which includes both food and non-food companies, is anticipated to be worth $6.4 trillion by 2019. In contrast, the indicator measuring the extent to which individuals believe they must firmly refrain from using non-halal cosmetics in accordance with Islamic religious beliefs obtained the maximum attainable score of 90.2%. This score represents the religious concern (Hasibuan et al., 2019). Based on the article from Okoe et al. (2016), this exposure raised customer interest in these kinds of products, causing global marketers to concentrate their efforts on understanding the intricacies of consumer behaviour in emerging economies. According to the information presented in the article, Muslim women of the millennial generation who have profound religious beliefs are more aware of the importance of using halal cosmetics (Singhal & Malik, 2018).

16

2.3.5 Financial Capability on halal cosmetic products

According to Ambo and Md. Sapir (2020), to create a more sustainable economy in the future, halal cosmetics literacy should be combined with financial literacy. Furthermore, Muslim consumers, much like non-Muslim consumers, place a high priority on leading a lifestyle that is both healthy and of high quality. As a result, Muslim consumers prefer halal products that are guaranteed to be Shariah compatible. According to Qaisar Ali et al. (2019), the market price of halal cosmetic items has a negative influence on customers because the cost of spending on halal assurances, such as processing methods and chemicals used, should be controlled and managed by JAKIM Malaysia. Furthermore, the new technologies being deployed are costly and could have a big impact on customer decisions.

In the behaviour reasoning theory (BRT), Beliefs and values are related to an individual's perception that a given behaviour will result in an effect or consequence. Individuals who regard outcomes as favourable and significant are more likely to engage in the specific behaviour. According to the Ali, Johari, and Alias, (2014) out of the total amount of halal items exported from Malaysia in 2015, the value of RM1.7 billion was generated from the sale of halal cosmetics.

As a result, beliefs and values are more general, representing multiple mental processes. Reasons, on the other hand, are especially focused on explanations people employ to justify their behaviour. Besides, the demand for halal cosmetics is particularly concerning because consumers come from a wide range of income levels, if the current trend persists, the significance of halal cosmetics will be overlooked. Price is another factor that has a significant impact on whether or not consumers are interested in making a purchase, which in turn influences how often products are used (Gunawan Wibowo, 2021).

17

2.4 HYPOTHESIS STATEMENT

Several testable statements of hypotheses can be drawn by the research, such as:

2.4.1   H1: There is a significant relationship between awareness and intention to purchase Halal cosmetic products among Muslims consumer in Malaysia.

2.4.2   H2: There is a significant relationship between knowledge and intention to purchase Halal cosmetic products among Muslims consumer in Malaysia.

2.4.3   H3: There is a significant relationship between attitude and intention to purchase Halal cosmetic products among Muslims consumer in Malaysia.

2.4.4   H4: There is a significant relationship between religiosity and intention to purchase Halal cosmetic products among Muslims consumer in Malaysia.

2.4.5   H5: There is a significant relationship between financial capability and intention to purchase Halal cosmetic products among Muslims consumer in Malaysia.

2.5 CONCEPTUAL FRAMEWORK
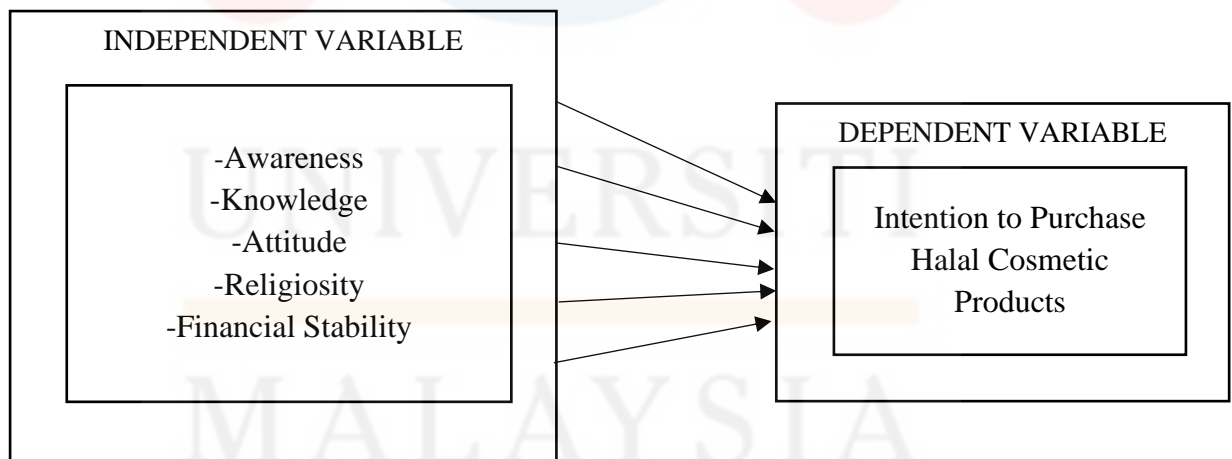
Figure 2.5: Conceptual Framework between Independent Variables (IVs) and Dependent Variable (DV).

2.6 CONCLUSION

This chapter examines the ongoing research endeavours of prior scholars. This chapter has also aided in a better comprehension of halal cosmetics. It also has a brief explanation of the underlying concepts, including TRA, TPB, and BRT. On the basis of a literature review, the proposed conceptual framework is developed. The emphasis of the study is the relationship between all independent variables and the dependent variable. Using theories and a literature review, hypotheses were formulated.

CHAPTER 3: RESEARCH METHODS

3.1 INTRODUCTION

This chapter goes into detail about the research methods that were used for this analysis as well as the steps that were taken. In this chapter, we talk about the research design, demographics, sample size, sampling method, research instruments, measurement scales, a pilot test, and an analysis of the results.

3.2 RESEARCH DESIGN

The framework for the techniques and strategies a researcher will employ is called a research design. Where researchers may concentrate on research methodologies for the particular topic and set up their studies for success in accordance with the design. The method used to gather and examine the study's numerical data is known as quantitative research. It can be used to find averages, draw conclusions, investigate correlations, and extrapolate findings to a broader population. There are several commonly used approaches to conduct quantitative research and this research uses a descriptive research approach. Research that aims to describe and interpret the present state of people, places, things, or events is called descriptive (Mertler, 2014). Rather of attempting to manipulate the people, conditions, or events under study, descriptive research merely observes them in their natural state.

The quantitative method is being used in this study to determine factors influencing intention to purchase halal cosmetic products among Muslim consumers in Malaysia. We use Online Google Forms to create and disseminate this survey to the targeted audience. In addition to helping researchers learn about the relationship between independent and dependent variables, the data gathered through this survey can also be used to predict future outcomes. The findings of this quantitative study are supported by hard data and a focus on convergent rather than divergent analysis. This is because the concepts under scrutiny in this investigation

are grounded in the veracity of research questions rather than in the impromptu presentation of ideas. In the appendix of this questionnaire, you will find a demographic profile and factors influencing the intention to purchase halal cosmetic products among Muslim consumers in Malaysia.

3.3 DATA COLLECTION METHODS

This study examines how researchers employ a framework of approaches and procedures to handle diverse research difficulties in a logical and reasonable manner by combining various research components (Sharon, 2018). Research design is divided into two groups consist of qualitative research and quantitative research in this study, quantitative research was used to quantify the issue by producing numerical data that could be converted into practical statistics (Pritha, 2020). In addition, it is more objective which is quantitative research is used to explore and comprehend the correlations between independent variables (Muslim consumer awareness, knowledge, attitude, religiosity concern and financial stability and dependent variables (Intention to purchase Halal cosmetic products in Malaysia).

In this research, data from primary and secondary are collect. Besides that, the primary data is collected through data collection of information especially for research from authentic sources such as Muslim users, while for secondary data were collected from websites, trade publications, government publications (Alison, 2016). Through which academics have already acquired, research can be completed swiftly and easily. This is how the primary and secondary data for this study have been gathered.

The used of a questionnaire is the primary method of data gathering from respondents in this study. When users click on a link to an Online Google Form, they must immediately complete the questionnaire. They must answer all of the questions offered to them. Respondents would be instructed about the study's purpose and assured that their responses

would be kept confidential to reduce response bias and sampling error. Following that, we have used the Statistic Package for Social Science (SPSS) technique to analyse the hypothesis and acquire the original data directly from the respondents.

3.4 POPULATION

A population can be thought of as a group of individual sets in which problems arise. This population is also a group that has been studied by previous researchers. Researchers who want to investigate references from a variety of situations, people or items make up a population. Muslim consumers in Malaysia, have been selected as a specific location for this research. According to estimates from surveys of Malaysia's Muslim community, the country's total Muslim population is around 26 million strong. This figure, denoted by the symbol "N," represents the total number of persons in the population (Syed Abdul, 2021). The number of Muslim respondents required is only 384 people. This population is narrowed to facilitate researchers to make a more detailed study of Muslim consumers who make purchases of cosmetic products in Malaysia.

3.5 SAMPLE SIZE

We calculated that 384 people would be a suitable sample size if we were sampling from a population of one million. To determine how many individuals to sample from a larger group, we consult the table developed by Krejcie and Morgan.

Table for Determining Sample Size of a Known Population									
N	S	N	S	N	S	N	S	N	S
10	10	100	80	280	162	800	260	2800	338
15	14	110	86	290	165	850	265	3000	341
20	19	120	92	300	169	900	269	3500	346
25	24	130	97	320	175	950	274	4000	351
30	28	140	103	340	181	1000	278	4500	354
35	32	150	108	360	186	1100	285	5000	357
40	36	160	113	380	191	1200	291	6000	361
45	40	170	118	400	196	1300	297	7000	364
50	44	180	123	420	201	1400	302	8000	367
55	48	190	127	440	205	1500	306	9000	368
60	52	200	132	460	210	1600	310	10000	370
65	56	210	136	480	214	1700	313	15000	375
70	59	220	140	500	217	1800	317	20000	377
75	63	230	144	550	226	1900	320	30000	379
80	66	240	148	600	234	2000	322	40000	380
85	70	250	152	650	242	2200	327	50000	381
90	73	260	155	700	248	2400	331	75000	382
95	76	270	159	750	254	2600	335	1000000	384

Note: N is Population Size; S is Sample Size   Source: Krejcie & Morgan, 1970

Table 3.5: Table to determine sample size of a known population.

3.6 SAMPLING TECHNIQUES

For this analytical study, the sampling method that would be used is a non-probability sampling method which is convenient sampling. Convenience sampling is a method to get answers from a group of respondents who have been targeted and easy to be part of the sample of a study. In this study, we would use this method to obtain a sample from a group of Muslim consumers in Malaysia. This has made it easier for us to present our questionnaires to them to respond. This method is very fast and economical because the researchers already know to whom they should give this questionnaire those referred to as the study sample.

This procedure is referred regarded as data collection because it might be easier to acquire information in this study. 384 sets of questionnaires will be given to Muslim consumers. As a result, anybody who has been chosen to participate in the survey must complete it without being pushed to do so. The questionnaire is distributed via the internet (via social media platforms such as WhatsApp) using Google forms to collect all of the required data in a precise, low-cost, and timely manner.

3.7 RESEARCH INSTRUMENT DEVELOPMENT

The researcher gathered the information used in this study through primary sources. Given the ordinal nature of the data, researchers also used Google forms to collect this information. Three unique parts, A, B, and C, are clearly delineated here. In Part A, we collect basic demographic information about the respondent; in Part B, we assess their level of knowledge and understanding as well as their religious and financial commitments and commitments. Section C, intention to purchase.0 is the final section. In addition, the scales in Parts B and C run from 1 (strongly disagree) to 5 (strongly agree).

3.8 MEASUREMENT OF THE VARIABLES

Typically, variables that are computed are measured on nominal, ordinal, interval, or ratio scales. In this investigation's questionnaires, researchers exclusively utilized nominal and interval scales. That is because, quantitative research should be accurate and dependable. Furthermore, the socio-demographics portion uses the nominal scale, while the other sections use the interval scale and require the respondent to choose a scale from 1 to 5 for each item. In order to calculate the respondent's final score, we use the interval scale. For this study, the researchers relied on a Likert Scale as their primary data collection tool. From least agreement (at a score of 1) to most agreement (at a score of 5): 1 (strongly disagree), 2 (disagree), 3 (neutral), 4 (agree) and 5 (strongly agree). Both the dependent and independent variable questionnaires are revised in light of the new information. Listed below is an example of the Likert scale and how it is used.

	Strongly Disagree	1	2	3	4	5	Strongly Agree

Section	Variables	No. of items	Scale	Sources of Scale
A	Demographics profile	6 Items	Nominal and Interval scales	Researcher
B	Awareness	5 Items	Likert Scale 1-5	(Norman & Wahid, 2017)
	Knowledge	5 Items		(Briliana & Mursito, 2017)
	Attitude	5 Items		
	Religiosity Concerns	5 Items		(Zailani & Zainuddin, 2016)
	Financial Capability	5 Items		(Sama & Trivedi, 2019)
C	Intention to purchases	5 Items	Likert Scale 1-5	(Dean et al. 2020)

Table 3.8: Measurement of the variables.

3.9 PROCEDURE FOR DATA ANALYSIS

IBM SPSS Statistic 23 is employed in this study as the primary data analysis tool for its ability to simultaneously fulfil both the data editing and coding needs inherent in the research. When doing research with questionnaires, the first step is to collect data from the intended respondents

3.9.1 Validity and Reliability Test

Reliability and validity used in research is to assess the quality of research where in reliability and validity shows the extent of the methods, techniques, and tests for measuring things (ICA Chiang, 2015). This suggests that the measurements for these results are considered reliable. Meanwhile, validity refers to how accurately the method of measuring what will be measured (Fiona Middleton, 2016). When research has a high degree of validity, it shows that research

25

produces results that correspond to the true nature, characteristics, and variations in the physical or social world.

Reliability and authenticity are very closely related to each other, but they are different things. Where trust is obtained when the measurement results are reliable without the need for authenticity. As for the validity results, when the measurement results are valid, they are usually also reliable. By evaluating the correlation between the results obtained from the administration of various scales, the degree of systematic variation in the scale was determined. Therefore, the scale gives consistent results, and the results are dependable if the correlation in the reliability analysis is high. Test-retest reliability, internal consistency reliability, split-half reliability, and inter-rater reliability are the four techniques. For this study's objectives, internal consistency reliability is used. The internal consistency measurement and Cronbach's alpha coefficient values are as follows:

Cronbach's alpha	Internal consistency
a≥0.9	Excellent
0.9>a≥0.8	Good
0.8>a≥0.7	Acceptable
0.7>a≥0.6	Questionable
0.6>a≥0.5	Poor
0.5>a	Unacceptable

Table 3.9: Cronbach's alpha Coefficient Value.

3.9.2 Descriptive Analysis

Descriptive analysis is a type of data analysis that helps explain, show, or summarise data points in a useful way so that patterns can emerge that meet all the needs of the data. In this

study, researchers must give more information about the people's gender, age, race, status, and opinions. The SPSS application was used to do this analysis.

3.9.3 Pearson Correlation Analysis

Since this study involves two ranked variables, Pearson correlation is used to figure out how strong and in which direction the relationship is by looking at the correlation coefficient. This Pearson correlation also shows that the two variables are linked in a straight line. Also, this study looks at awareness, knowledge, attitude, religiosity, and financial stability as independent factors. On the other hand, the intention to buy halal cosmetic products in Malaysia is the dependent variable. Correlation analysis is used to figure out how two different kinds of variables interact with each other.

3.10 CONCLUSION

The quantitative analytical strategy that would be applied in this study is described in this chapter. A data collecting technique for the questionnaire was explained in great depth using a distribution questionnaire to get information. The average data collection process for these investigations began with the researchers' points to get reliable and correct data. To gather data and prepare for data analysis, instruments such as questionnaires are employed, which is done with SPSS software to provide recognizable proof of the test.

CHAPTER 4: DATA ANALYSIS AND FINDINGS

4.1 INTRODUCTION

This chapter is mostly about what was found and how the information from the questionnaires was analysed. A statistical analysis of the data was done with the help of the Statistical Package for Social Science (SPSS) Version 26. This study uses descriptive analysis, which includes things like frequency analysis, the assessing normality test, and Pearson correlation.

4.2 PRELIMINARY ANALYSIS

In this chapter, the reports for this study's analysis of the data and testing of the hypotheses were given. The data from the survey were analysed using SPSS version 26 from the Statistical Package for the Social Sciences. Information was collected from 30 respondents to complete pilot study. The dependability test was then put to the test. The reliability of the query was evaluated by reliability analysis. Additionally, each researcher frequently does reliability testing as the first crucial step in data analysis.

The purpose of this reliability check is to evaluate the accuracy of the information gathered. To ensure that the survey data used for the analysis is reliable, a reliability study was also carried out. The SPSS program's Cronbach Alpha value was used to gauge the data.

Table 4.2: Reliability Test for Variables of Pilot Test

Dimensions	Number of Items	Cronbach's Alpha
Awareness	6	0.814
Knowledge	5	0.885
Attitude	5	0.890
Religiosity concern	5	0.857
Financial capability	5	0.863
Intention to purchase	5	0.848

Table 4.1 shows that the independent variable's Cronbach's Alpha coefficient for awareness, knowledge, attitude, religion concern, financial competence and intention to purchase is 0.814, 0.885, 0.890, 0.857, 0,863 and 0.848 respectively. Thus, the result of this reliability indicates that acceptable reliability level as well as very good reliability.

4.3 DESCRIPTIVE ANALYSIS FOR DEMOGRAPHIC

The total number of respondents who completed the questionnaire was 384. The demographic profile includes the respondents' gender, age, educational level, monthly income, and occupation before they replied to another section.

4.3.1 Gender

Table 4.31: Gender

Gender	Frequency	Percentage (%)
Male	119	31.0
Female	265	69.0
Total	384	100.0

Gender Jantina
384 jawapan

● Male / Lelaki
● Female / Perempuan

69%

31%
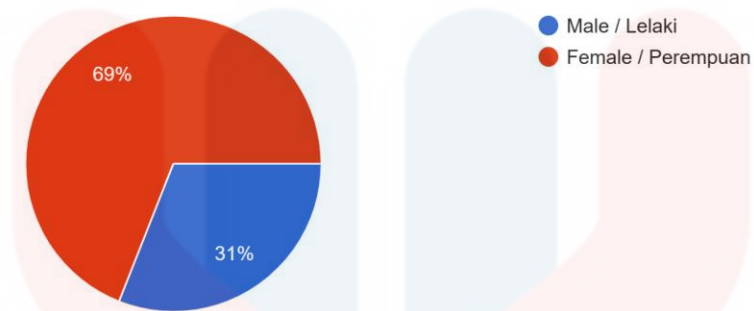
Figure 4.3.1: Gender

Table 4.2 and Figure 4.2 demonstrate that men make up 31% of the sample, while women make up 69%. We received 384 responses to our survey which is 119 men and 265 women filled out the form.

4.3.2 Age

Table 4.3.2: Age

Age	Frequency	Percentage (%)
20 years old and below	34	8.90
21 – 30 years old	234	60.90
31 – 40 years old	53	13.80
41 – 50 years old	38	9.90
51 years old and above	25	6.50
Total	**384**	**100.0**

Age Umur
384 jawapan

- 20 years old and below / 20 tahun dan kebawah
- 21 - 30 years old / 21 - 30 tahun
- 31 - 40 years old / 31 - 40 tahun
- 41 - 50 years old / 41- 50 tahun
- 51 years old and above / 51 tahun dan keatas
- 21 - 30 years old / 31 - 30 tahun
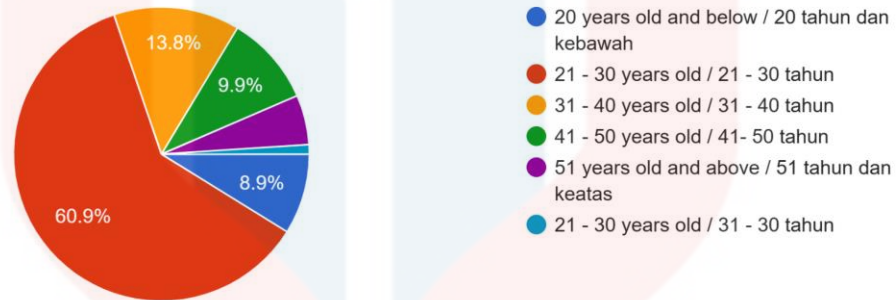
Figure 4.3.2: Age

As shown in Table 4.3, the number and percentage of responses are broken down by age group. Totalling 384 people, this represents a sizable sample. The findings show that 9.1% of the sample size (34 people) are 20 or younger.

Then followed the largest group of respondents by the age group of 21 - 30 years with 60.9% of 234 and 13.8% for 31 - 40 for a total of 53 people. Next, the 41-50 age group with 9.9% of 38 people and the last group of 51 years and above with a percentage of 6.5% of 25 people.

4.3.3 Educational Level

Table 4.3.3: Educational Level

Educational Level	Frequency	Percentage (%)
SPM	61	15.90
STPM	23	6.0
Diploma	68	17.70
Degree	206	53.60
Master	18	4.70
PhD	8	2.10
Total	**384**	**100.0**

31

Educational Level Tahap Pendidikan
384 jawapan

Legend:
- SPM / SPM
- STPM / STPM
- Diploma / Diploma
- Degree / Sarjana Muda
- Master / Sarjana
- PhD / PhD
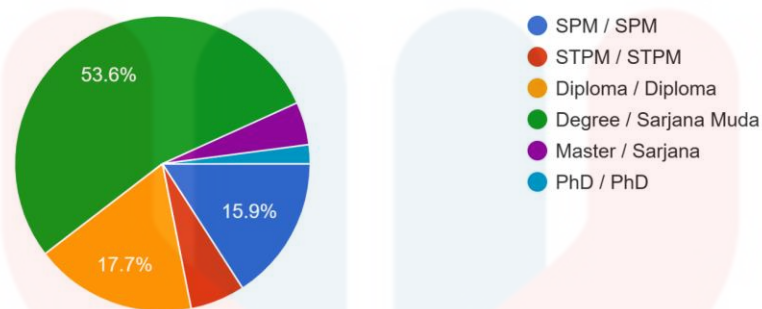
Figure 4.3.3: Educational Level

Based on the questionnaire shown in table 4.4 and Figure 4.4. Out of 384 respondents, 61 respondents, or 15.9% SPM education level, 23 respondents or 6% are in STPM education level, and 68 respondents or 17.7% are in diploma education level.

In addition, the most respondents 206 people or 53.6% have a degree education while 18 people or 4.7% have a master's education level. Finally, 8 respondents or 2.1% of the PhD education level.

4.3.4   Monthly Income

Table 4.3.4: Monthly Income

Monthly Income	Frequency	Percentage (%)
Less than RM 1000	213	55.50
RM 1000 – RM 3000	88	22.90
RM 3001 – RM 5000	53	13.80
More than RM 5000	30	7.80
Total	**384**	**100.0**

Monthly Income Pendapatan Bulanan
384 jawapan
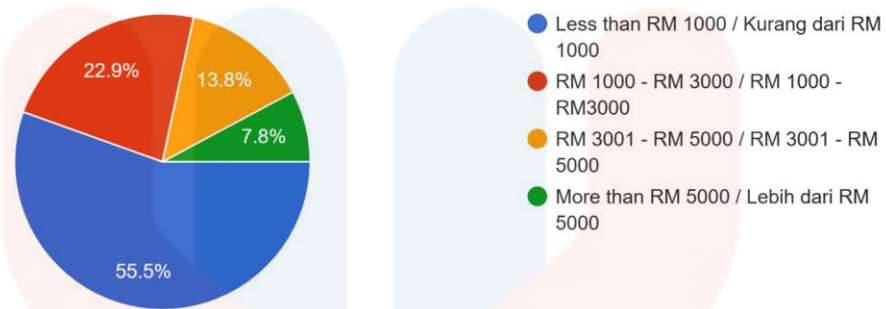
Figure 4.4: Monthly Income

Table 4.3.4 and Figure 4.3.4 reveal that a total of 384 people participated in the survey. About half (55.5%) of the 213 respondents have monthly incomes of less than RM 1,000, while nearly a quarter (22.9%) have monthly incomes of between RM 1,000 and RM 3,000. In addition, 30 respondents (7.8%) have a monthly income over RM 5,000, and 53 respondents (13.8%) have a monthly income of RM 3,001 to RM 5,000.

4.3.5   Occupation

Table 4.3.5: Occupation

Occupation	Frequency	Percentage (%)
Student	181	47.10
Employed	136	35.40
Employed Part Time	43	11.20
Unemployed	6	1.60
Retired	8	2.10
Self-Employed	10	2.60
Total	**384**	**100.0**

33

Occupation Pekerjaan
384 jawapan

- ● Student / Pelajar
- ● Employed / Bekerja
- ● Employed Part Time / Bekerja Sambilan
- ● Unemployed / Tidak Bekerja
- ● Retired / Bersara
- ● Self-Employed / Bekerja Sendiri
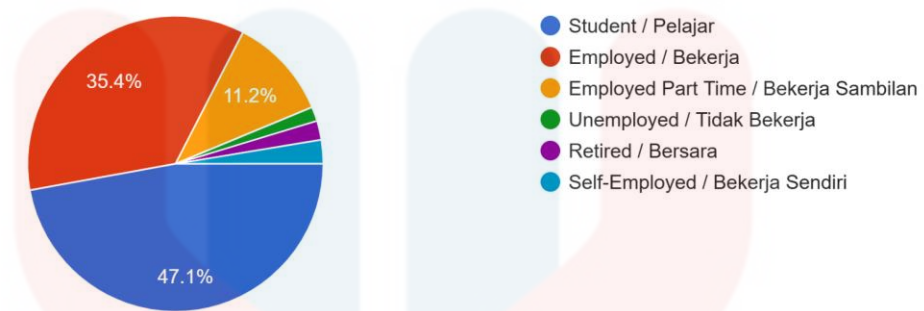
Figure 4.3.5: Occupation

Based on the questionnaire shown in table 4.3.5 and Figure 4.3.5 Out of 384 respondents, 181 respondents equal to 47.1% are students, 136 respondents equal to 35.4% are employed, and 43 respondents or 11.2% have part-time jobs. In addition, the number of respondents is small which is 6 people or 1.6% are not working while 8 people or 2.1% are retired. Finally, a total of 10 respondents or 2.6% are self-employed.

4.4 DESCRIPTIVE ANALYSIS FOR THE DEPENDENT VARIABLE AND INDEPENDENT VARIABLE

This explanation shows the central tendency of a single variable that researchers use to look at data. The objective is to predict the average value of the variable. Usually, the central tendency was found by adding up all the values and dividing by the number of values. Similar to this study, descriptive statistical analysis was used to figure out that variable's average value. 384 people have responded to this survey. The result showed the average value and standard deviation for each part of the question.

This study was made for a descriptive analysis so that the mean of each part of the independent and dependent variables could be found. The next table shows how to figure out the mean level.

Table 4.4: Level of Mean

Level	Mean
Strongly Agree	4.21 – 5.00
Agree	3.41 – 4.20
Neutral	2.61 – 3.40
Disagree	1.81 – 2.60
Strongly Disagree	1.00 – 1.80

Table 4.7 shows the five ranges of means and how much they agree with each other for each value range. From 1.00 to 1.80, there is the least amount of agreement to strongly disagree, while from 1.81 to 2.60, there is the most agreement to disagree. Between 2.61 and 3.40, the level of agreement is about the same. The range from 3.41 to 4.20 is to agree. While, for strongly agree range from 4.21 to 5.00.

4.4.1 Range of Mean for IV1: Awareness

Table 4.4.1: Descriptive Statistics for Awareness

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I have been looking for Halal certification information.	384	1	5	4.07	.941
I have heard about Halal cosmetics before.	384	2	5	4.30	.819
Before making a purchase, I will ensure that the product's ingredients is certified halal.	384	1	5	4.30	.816
I am aware of the manufacturer's misuse of the Halal logo or certificate.	384	1	5	4.37	.797
I can tell the difference between a real Halal logo and a fraudulent Halal logo.	384	1	5	4.01	1.027
I am aware that some Halal goods manufacturers are not Muslims.	384	2	5	4.34	.814
Valid N (listwise)	384				

The mean values for the independent variable, perceived awareness, are shown in Table 4.4.1 The item with the highest mean value of 4.37 is "I am aware of the manufacturer's misuse of the Halal logo or certificate". Following that is "I am aware that some Halal goods manufacturers are not Muslims," with a mean value of 4.34, and the mean that has an equation is "I have heard about Halal cosmetics before" and "Before making a purchase, I will ensure that the product's ingredients is certified Halal" which is the mean value of 4.30. Next, there are two lowest means, the first is 4.07 which is "I have been looking for Halal certification information", the second is 4.01 which is "I can tell the difference between a real Halal logo and a fraudulent Halal logo".

All of these issues' levels of agreement were reached. It demonstrates that the majority of respondents strongly believe that performance expectations are crucial on the topic of Factors influencing Muslim consumers' propensity to purchase Halal cosmetic products in Malaysia.

4.4.2 Range of Mean for IV2: Knowledge

Table 4.4.2: Descriptive Statistics for Knowledge

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I know that the ingredients of cosmetic products are in accordance with halal and haram laws.	384	1	5	4.09	.831
I have knowledge about Halal cosmetic products.	384	1	5	3.97	.905
I have knowledge about current issues related to the ingredients of halal cosmetic products.	384	2	5	3.91	.945
I am able to tell the difference between halal and haram cosmetic products.	384	1	5	3.93	.974
I can identify the premises' valid halal certificate.	384	2	5	4.16	.879
Valid N (listwise)	384				

The mean value of the knowledge variable is shown in Table 4.8. The item with the highest mean value of 4.4.2 is "I can identify the premises' valid Halal certificate". Following that is "I know that the ingredients of cosmetic products are in accordance with Halal and Haram laws" with a mean value of 4.09 and "I have knowledge about Halal cosmetic products" with a mean value of 3.97. Next, "I am able to tell the difference between Halal and Haram cosmetic products" has a mean value of 3.93. The statement with the lowest mean, 3.91, is "I have knowledge about current issues related to the ingredients of Halal cosmetic products." It shows that most people who answered the question strongly agree.

4.4.3 Range of Mean for IV3: Attitude

Table 4.4.3: Descriptive Statistics for Attitude

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I am sure that halal cosmetic products are important for Muslims.	384	1	5	4.47	.736
I always look for Halal labels before buying cosmetic products.	384	2	5	4.34	.791
I like to choose Halal cosmetic products.	384	2	5	4.39	.781
Using Halal cosmetic products is my own choice.	384	2	5	4.45	.770
I am willing to pay a higher price for Halal cosmetic products.	384	1	5	4.16	.916
Valid N (listwise)	384				

Table 4.9 shows the mean value for the dependent variable, attitude. The highest mean value is 4.4.3 for the item "I am sure that Halal cosmetic products are important for Muslims." Next is "Using Halal cosmetic products is my own choice" with a mean value of 4.45, followed by "I like to choose Halal cosmetic products" with a mean value of 4.39. The mean value is 4.34 for the statement "I always look for Halal labels before buying cosmetic products". The lowest mean value is 4.16 for the statement "I am willing to pay a higher price for Halal cosmetic products.

4.4.4 Range of Mean for IV4: Religiosity concern

Table 4.4.4: Descriptive Statistics for Religiosity Concern

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
I will buy cosmetic products that are ablution-friendly	384	2	5	4.45	.767
I am more likely to choose cosmetic products made by Muslims.	384	2	5	4.40	.747
I am so concerned about sin and reward	384	1	5	4.60	.701
I am guided by Islamic law in all matters of life	384	2	5	4.60	.700
I avoid shubhah-containing cosmetic product ingredients.	384	2	5	4.57	.723
Valid N (listwise)	384				

Table 4.4.4 shows the mean value for the dependent variable, religiosity concern. The item with the highest mean value is "I am so concerned about sin and reward" and "I am guided by Islamic law in all matters of life" which is 4.60. The next mean value is 4.57 for the item "I avoid shubhah-containing cosmetic product ingredients" followed by a mean value of 4.45 for the item "I will buy cosmetic products that are ablution-friendly". Furthermore, the next lowest mean is "I am more likely to choose cosmetic products made by Muslims" with a mean value of 4.40. This shows that all respondents strongly agree for the religiosity concern variable**.**

4.4.5 Range of Mean for IV5: Financial capability

Table 4.4.5: Descriptive Statistics for Financial Capability

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Halal cosmetics are cheaper compared to conventional cosmetics.	384	1	5	3.93	.991
I do not bother about the price while purchasing Halal cosmetics.	384	1	5	4.08	.930
I would be willing to pay higher price for Halal certified cosmetic brands over others.	384	1	5	4.08	.929
I intend to continue purchasing Halal certified cosmetic brands.	384	2	5	4.33	.800
I will set aside money to purchase cosmetic products.	384	2	5	4.20	.894
Valid N (listwise)	384				

The mean value of the financial capability variable is shown in Table 4.4.5. The item with the highest mean value of 4.33 is "I intend to continue purchasing Halal certified cosmetic brands". Following that is "I will set aside money to purchase cosmetic products," with a mean value of 4.20, and the mean that has similarities is "I do not bother about the price while purchasing Halal cosmetics" and "I would be willing to pay higher price for Halal certified cosmetic brands over others" which is a mean value of 4.08. Next, there is the lowest mean, first which is 3.93 which is "Halal cosmetics are cheaper compared to conventional cosmetics".

On this matter, there is total accord. It shows that most respondents think performance expectations are important when it comes to the factors that influence Muslim customers' willingness to buy Halal cosmetics in Malaysia.

4.4.6 Range of Mean for DV: Intention to purchase of Halal cosmetic products

Table 4.4.6: Descriptive Statistics for Intention to purchase of Halal cosmetic products

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Prefer the brand over the others.	384	1	5	3.94	1.013
Intend to share information and recommend halal cosmetic products to others.	384	2	5	4.37	.757
Intend to continue using the halal cosmetic products.	384	2	5	4.44	.766
I like Halal cosmetic products.	384	2	5	4.51	.758
Halal cosmetic products provide benefits to many users	384	2	5	4.53	.740
Valid N (listwise)	384				

Table 4.4.6 shows the mean value for the dependent variable, intention to buy Halal cosmetic products. The item with the highest mean value is "Halal cosmetic products provide benefits to many users" which is worth 4.53 and "I like Halal cosmetic products" which is worth 4.51. The next mean value is 4.44 for the item "Intend to continue using the Halal cosmetic products" followed by a mean value of 4.37 for the item "Intend to share information and recommend Halal cosmetic products to others". Furthermore, the lowest mean is "Prefer the brand over the others" with a mean value of 3.94. This shows that all respondents strongly agree with the intention to purchase of Halal cosmetic products variable.

41

4.5 RELIABILITY ANALYSIS

Table 4:5 Table of rules of thumb about Cronbach-alpha coefficient size

Alpha Coefficient Range	Strength of Association
< 0.6	Poor
0.6 to < 0.7	Moderate
0.7 to < 0.8	Good
0.8 to < 0.9	Very Good
>= 0.9	Excellent

Source: Joseph F. Hair, Arthor H. Money et al. 2007.

The majority of researchers will utilise Cronbach's alpha as their method of choice for measuring reliability in previous research. An examination of reliability is carried out with the purpose of evaluating the data that the researcher has incorporated into the area of investigation. Using this method, the researcher will have an easier time locating the relevant data for the query in published by sources Joseph F. Ttable 4.5 displays the reliability achieved by using the value of the Cronbach Alpha statistic to determine the degree to which the variables are connected with one another.

Table 4.5: Validity and Reliability Test

Dimensions	Number of Items	Cronbach's Alpha
Awareness	6	0.929
Knowledge	5	0.940
Attitude	5	0.940
Religiosity concern	5	0.944
Financial capability	5	0.930
Intention to purchase	5	0.912

Analysis of the disseminated questionnaire yielded reliability results, which are summarised in Table 4.5. This study's demonstrated excellent Cronbach's alpha (0.912) for the dependent variable, Muslim respondents' reported intention to purchase Halal cosmetic, suggests that this variable accurately measures this construct.

Cronbach's alpha values for the other independent variables are as follows: awareness = 0.929, knowledge = 0.940, attitude = 0.940 (5 items), religiosity concern= 0.944 (5 items), and financial capability = 0.930 (5 items). In addition, the value of the dependent variable, which is intention to purchase, is 0.912. The outcomes for both the independent and dependent variables are optimal.

4.6 NORMALITY TEST ANALYSIS

This analysis is carried out to determine whether or not the entire data set acquired from the respondents is "well-modeled," that is, distributed according to a normal distribution or not.

Table 4.16 Test of Normality

	Kolmogorov-Smirnov[a]			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Awareness	.204	384	.000	.867	384	.000
Knowledge	.204	384	.000	.880	384	.000
Attitude	.224	384	.000	.819	384	.000
Religiosity Concern	.258	384	.000	.735	384	.000
Financial Capability	.218	384	.000	.857	384	.000
Intention to purchase of halal cosmetic products	.187	384	.000	.833	384	.000

a. Lilliefors Significance Correction

The above table displays the results of two well-known normality tests, the Kolmogorov-Smirnov Test and the Shapiro-Wilk Test. The Kolmogorov-Smirnov test is used for sample sizes more than 50, whereas the Shapiro-Wilk test is better appropriate for smaller sample sizes (<50 samples). If ($p>0.05$) is deemed a normal result by the Kolmogorov-Smirnov test and the Shapiro-Wilk test, whereas ($p<0.05$) is considered an abnormal result. The Kolmogorov-Smirnov test, which is a test for all independent variables and dependent variables, should have a p value of ($p=0.000$) for significant values. While all significant values for the Shapiro-Wilk test are (p-0.000), which is less than 0.05, all independent variables (awareness, knowledge, attitudes, religious concerns, and financial capability) and dependent variables (intention to purchase of halal cosmetic products) are not normal for correlation analysis in both research studies. Therefore, to determine the relationship between the two variables in this study, Pearson Correlation Coefficient should be implemented.

Normal Q-Q Plot of Mean_B

44

Normal Q-Q Plot of Mean_D

Normal Q-Q Plot of Mean_C

Normal Q-Q Plot of Mean_E

Normal Q-Q Plot of Mean_F

Normal Q-Q Plot of Mean_G
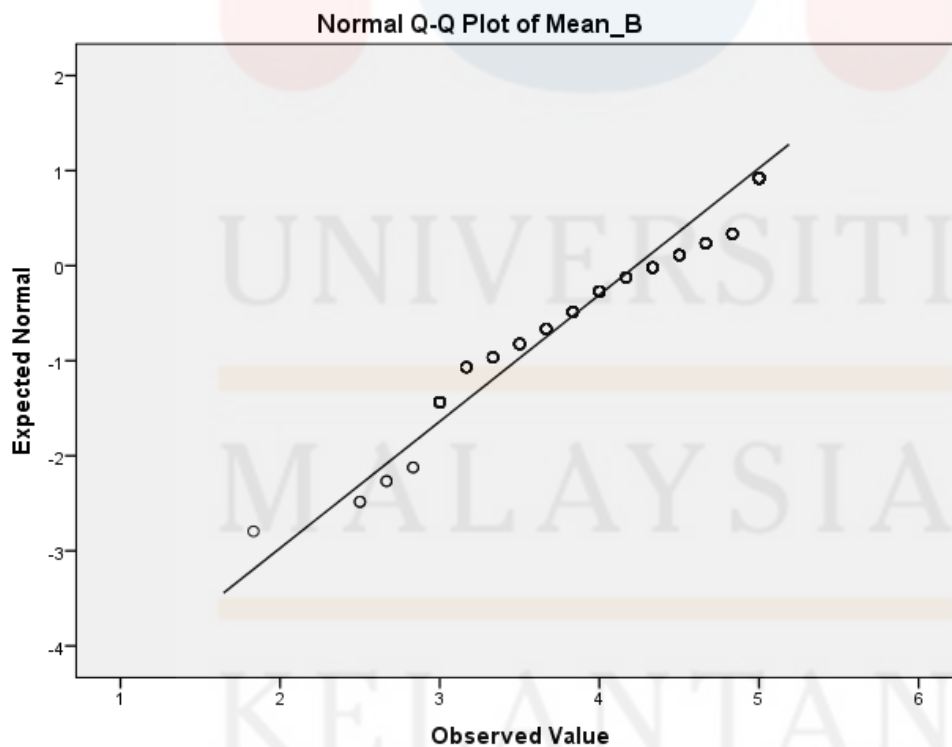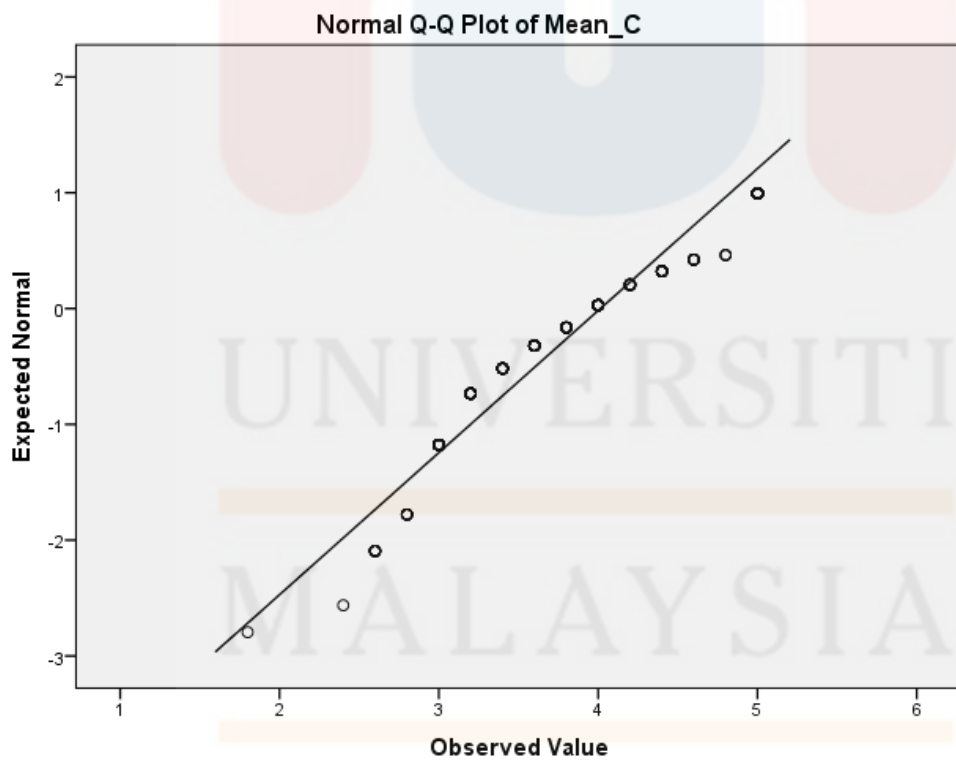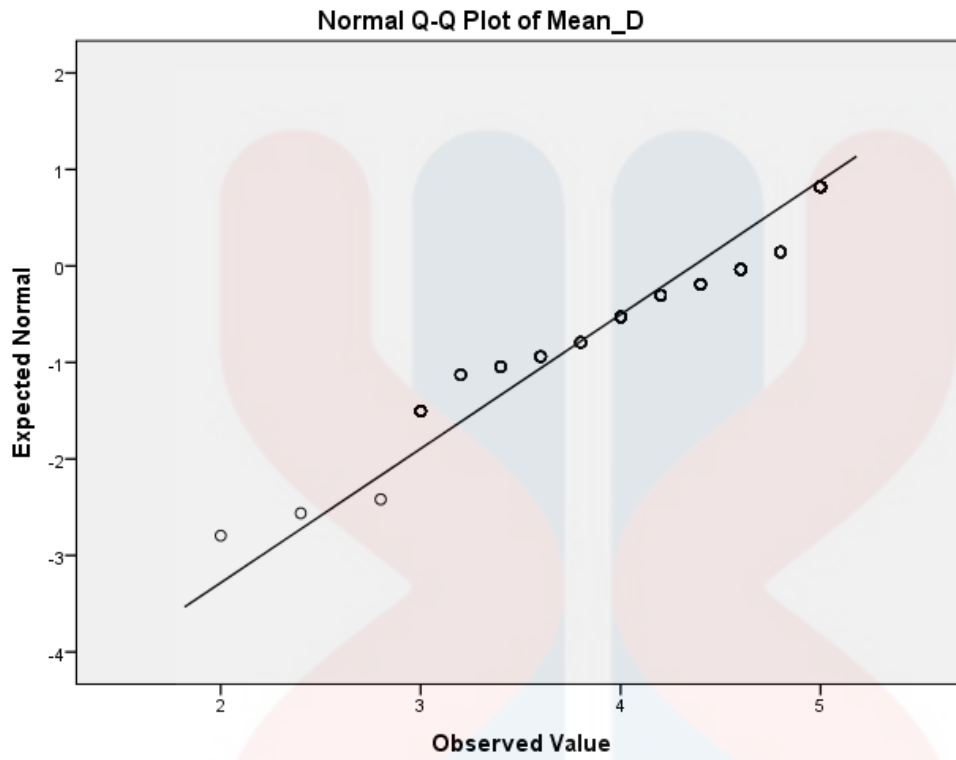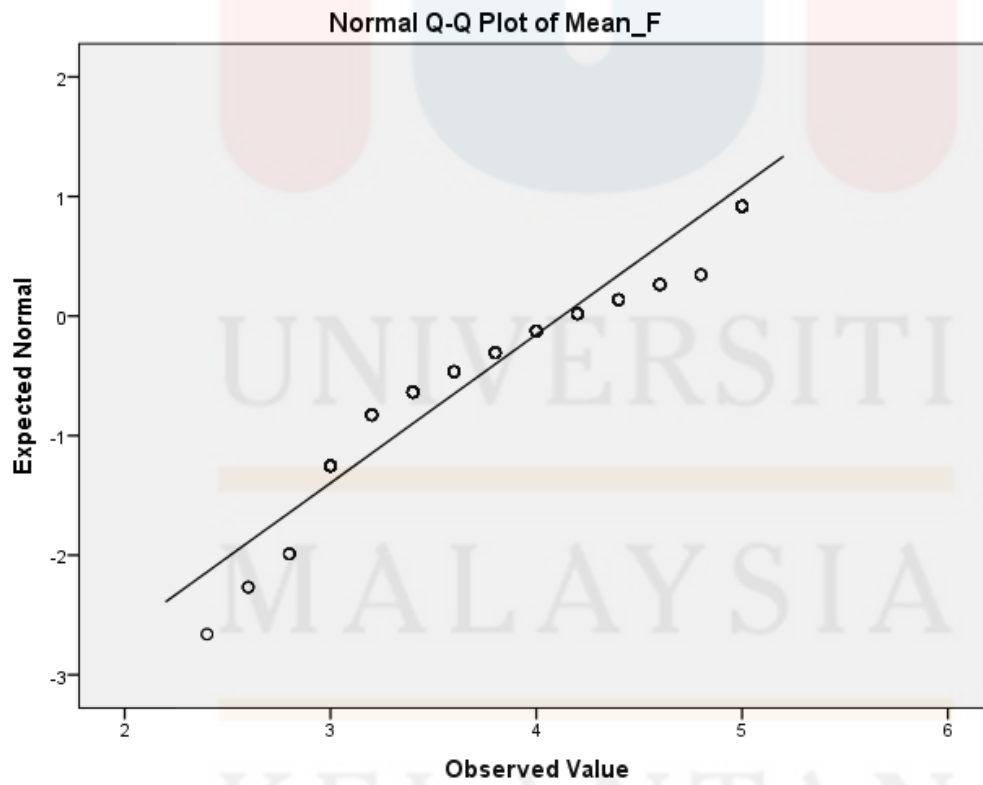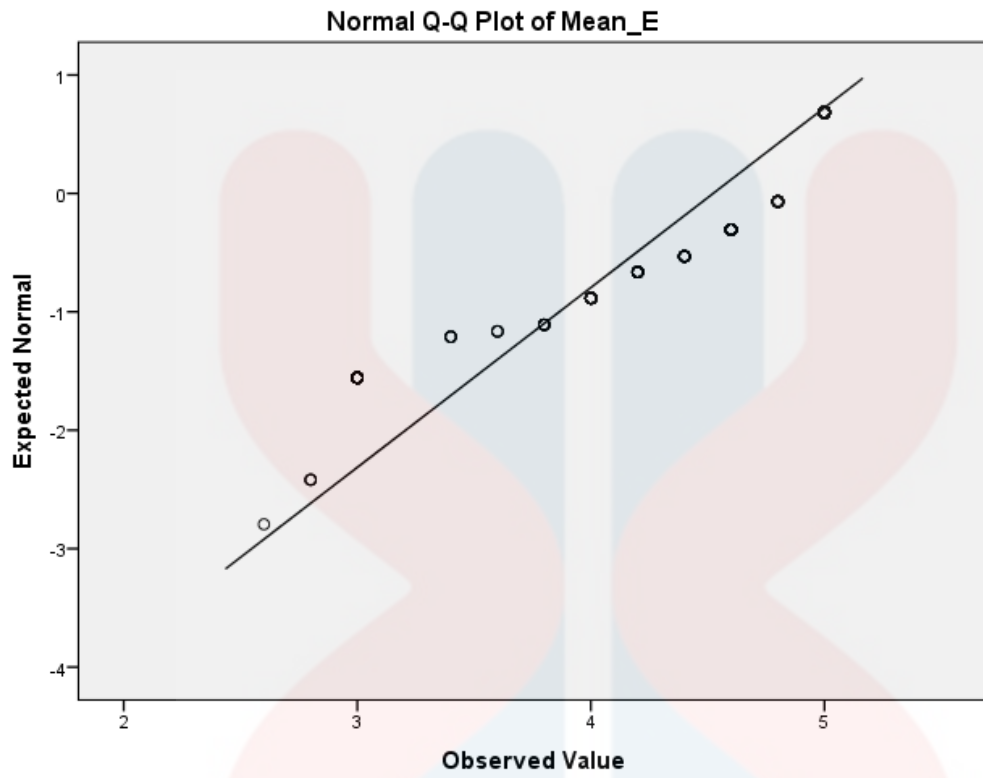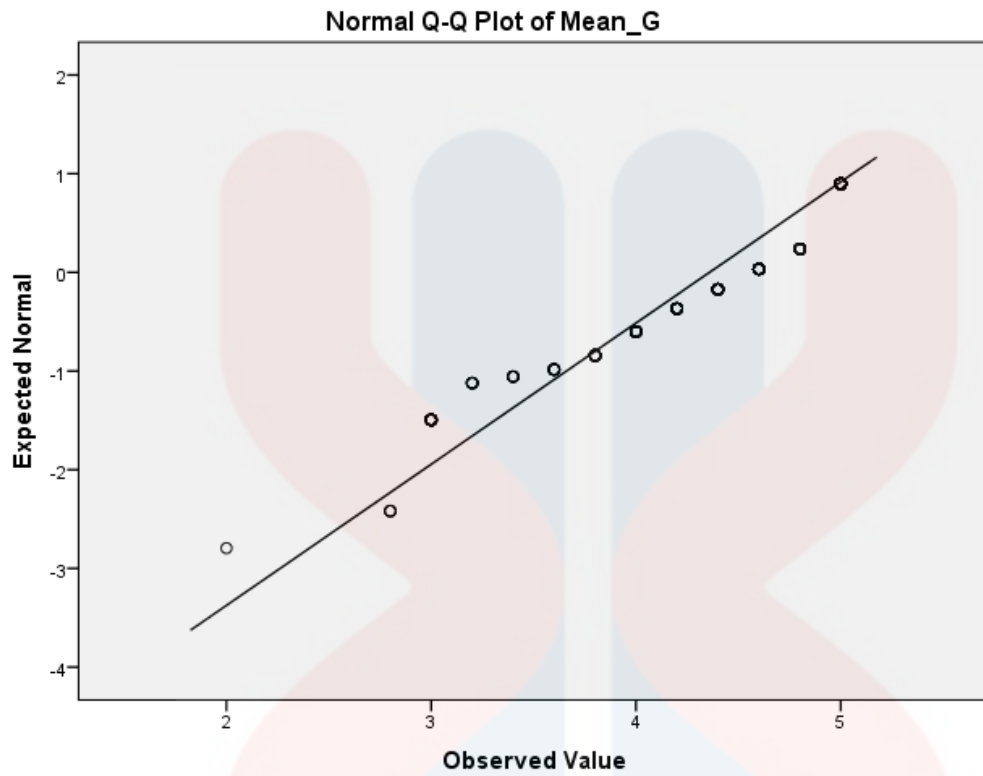
4.7 PEARSON'S CORRELATION COEFFICIENT

Table 4.17 Rules of Thumb about Correlation Coefficient

Correlation Coefficient Range (r)	The Strength of the Relationship
0.90 to 1.00 / -0.90 to -1.00	Very high positive / negative correlation
0.70 to 0.90 / -0.70 to -0.90	High positive / negative correlation
0.50 to 0.70 / -0.50 to -0.70	Moderate positive / negative correlation
0.30 to 0.50 / -0.30 to -0.50	Low positive / negative correlation
0.00 to 0.30 / -0.00 to -0.30	Little if any correlation

Source: Hinkle DE, Wiersma W, Jurs SG (2003)

The correlation between the independent variables (awareness, knowledge, attitudes, religious concerns, and financial stability) and the dependent variables was analysed using Pearson Correlation Analysis (intention to purchase of halal cosmetic products). According to Gilchris and Samuels (2015), Pearson Correlation Coefficient is a statistical metric that measures the existence (given by a p-value) and strength (given by the coefficient r between -1 and +1) of a linear relationship between independent variables and dependent variables. The meaning "0" means the two different variables have a zero relationship. This analysis also is used to identify if the hypothesis can be accepted or rejected.

4.7.1 The relationship between independent variable and dependent variable

Table 4.7.1: Pearson Correlation Analysis between Independent and Dependent Variable

Correlation		Awareness	Knowledge	Attitude	Religiosity	Financial Capability	Intention to purchase of halal cosmetic products
Awareness	Pearson Correlation	1	.820**	.862**	.757**	.816**	.843**
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000
	N	384	384	384	384	384	384
Knowledge	Pearson Correlation	.820**	1	.740**	.634**	.798**	.757**
	Sig. (2-tailed)	.000		.000	.000	.000	.000
	N	384	384	384	384	384	384
Attitude	Pearson Correlation	.862**	.740**	1	.848**	.827**	.880**
	Sig. (2-tailed)	.000	.000		.000	.000	.000
	N	384	384	384	384	384	384
Religiosity	Pearson Correlation	.757**	.634**	.848**	1	.699**	.846**
	Sig. (2-tailed)	.000	.000	.000		.000	.000
	N	384	384	384	384	384	384
Financial Capability	Pearson Correlation	.816**	.798**	.827**	.699**	1	.829**
	Sig. (2-tailed)	.000	.000	.000	.000		.000
	N	384	384	384	384	384	384
Halal Cosmetic Product	Pearson Correlation	.843**	.757**	.880**	.846**	.829**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	
	N	384	384	384	384	384	384
**. Correlation is significant at the 0.01 level (2-tailed)							

A full breakdown of Pearson's findings may be seen in Table 4.7.1. In this study, we examine the relationships between awareness, knowledge, attitude, religion, and economic competence as independent variables and the dependent variables of interest as measured by correlation (intention to purchase of halal cosmetic products).

4.7.2 The relationship between awareness and intention to purchase of halal cosmetic products among Muslim consumers in Malaysia.

H1: There is a significant relationship between awareness and intention to purchase Halal cosmetic products among Muslims consumers in Malaysia.

Table 4.7.2: Correlation between awareness and intention to purchase Halal cosmetic products among Muslims consumers in Malaysia.

Correlations		Halal Cosmetics Product	Awareness
Halal Cosmetics Product	Pearson Correlation	1	.843**
	Sig. (2-tailed)		.000
	N	384	384
Awareness	Pearson Correlation	.843**	1
	Sig. (2-tailed)	.000	
	N	384	384
** Correlation is significant at the 0.01 level (2-tailed).			

The table above shows the relationship between awareness and intention to purchase of halal cosmetic products among Muslim consumers in Malaysia. The value of the correlation coefficient is (r=0.843) indicating that there is a high positive relationship between both of them. Based on the result of the significant value P<0.01; this shows that there is a relationship between awareness and intention to purchase of halal cosmetic products among Muslim consumers in Malaysia. Meanwhile, the significant level of both variables is .000 and it shows that both variables are highly significant. Therefore, the hypothesis H1 is accepted.

50

4.7.3 The relationship between knowledge and intention to purchase of halal cosmetic products among Muslim consumers in Malaysia.

H2: There is a significant relationship between knowledge and intention to purchase Halal cosmetic products among Muslims consumers in Malaysia.

Table 4.7.3: Correlation between knowledge and intention to purchase Halal cosmetic products among Muslims consumers in Malaysia.

Correlations		Halal Cosmetics Product	Knowledge
Halal Cosmetics Product	Pearson Correlation	1	.757**
	Sig. (2-tailed)		.000
	N	384	384
Knowledge	Pearson Correlation	.757**	1
	Sig. (2-tailed)	.000	
	N	384	384
** Correlation is significant at the 0.01 level (2-tailed).			

The table above shows the relationship between knowledge and intention to purchase of halal cosmetic products among Muslim consumers in Malaysia. The significant positive value of the correlation coefficient (r=0.757) indicates a strong connection between the two variables. Based on the result of the significant value $P<0.01$; this shows that there is a relationship between knowledge and intention to purchase of halal cosmetic products among Muslim consumers in Malaysia. As this is occurring, we can see that both variables are extremely significant at the.000 level. Hence, the hypothesis H2 is accepted.

4.7.4 The relationship between attitude and intention to purchase of halal cosmetic products among Muslim consumers in Malaysia.

H3: There is a significant relationship between attitude and intention to purchase Halal cosmetic products among Muslims consumers in Malaysia.

Table 4.7.4: Correlation between attitude and intention to purchase Halal cosmetic products among Muslims consumers in Malaysia.

Correlations		Halal Cosmetics Product	Attitude
Halal Cosmetics Product	Pearson Correlation	1	.880**
	Sig. (2-tailed)		.000
	N	384	384
Attitude	Pearson Correlation	.880**	1
	Sig. (2-tailed)	.000	
	N	384	384
** Correlation is significant at the 0.01 level (2-tailed).			

The above data present shows the relationship between attitude and intention to purchase of halal cosmetic products among Muslim consumers in Malaysia. The value of the correlation coefficient is (r=0.880) indicating that there is a high positive relationship between both of them. Based on the result of the significant value P<0.01; this shows that there is a relationship between attitude and intention to purchase of halal cosmetic products among Muslim consumers in Malaysia. As this is occurring, we can see that both variables are extremely significant at the.000 level. Therefore, the hypothesis H3 is accepted.

4.7.5 The relationship between religiosity concern and intention to purchase of halal cosmetic products among Muslim consumers in Malaysia.

H4: There is a significant relationship between religiosity concern and intention to purchase Halal cosmetic products among Muslims consumers in Malaysia.

Table 4.7.5: Correlation between religiosity concern and intention to purchase Halal cosmetic products among Muslims consumers in Malaysia.

Correlations		Halal Cosmetics Product	Religiosity Concern
Halal Cosmetics Product	Pearson Correlation	1	.846**
	Sig. (2-tailed)		.000
	N	384	384
Religiosity Concern	Pearson Correlation	.846**	1
	Sig. (2-tailed)	.000	
	N	384	384
** Correlation is significant at the 0.01 level (2-tailed).			

The table above shows the relationship between religiosity concern and intention to purchase of halal cosmetic products among Muslim consumers in Malaysia. The value of the correlation coefficient is (r=0.846) indicating that there is a high positive relationship between both of them. Based on the result of the significant value P<0.01; this shows that there is a relationship between religiosity concern and intention to purchase of halal cosmetic products among Muslim consumers in Malaysia. As this is occurring, we can see that both variables are high significant at the.000 level. Therefore, the hypothesis H4 is accepted.

4.7.6 The relationship between financial capability and intention to purchase of halal cosmetic products among Muslim consumers in Malaysia.

H4: There is a significant relationship between financial capability and intention to purchase Halal cosmetic products among Muslims consumers in Malaysia.

Table 4.7.6: Correlation between financial capability and intention to purchase Halal cosmetic products among Muslims consumers in Malaysia.

Correlations		Halal Cosmetics Product	Financial Capability
Halal Cosmetics Product	Pearson Correlation	1	.829**
	Sig. (2-tailed)		.000
	N	384	384
Financial Capability	Pearson Correlation	.829**	1
	Sig. (2-tailed)	.000	
	N	384	384
** Correlation is significant at the 0.01 level (2-tailed).			

The table above shows the relationship between financial capability and intention to purchase of halal cosmetic products among Muslim consumers in Malaysia. The value of the correlation coefficient is (r=0.829) indicating that there is a high positive relationship between both of them. Based on the result of the significant value P<0.01; this shows that there is a relationship between financial capability and intention to purchase of halal cosmetic products among Muslim consumers in Malaysia. As this is occurring, we can see that both variables are high significant at the .000 level. Therefore, the hypothesis H5 is accepted.

4.8 CONCLUSION

All tests in this study were conducted using SPSS software to acquire the data analysis results. The study of the obtained data yields a comprehensive account of the data analysis as a result of several statistical tests. The researchers used descriptive analysis to look at the demographics of the respondents. The Pearson Correlation and the test for normality were also used by the researchers to analyse the relationship between the independent variable and dependent variable. The following chapter will contain the study's discussion and conclusion.

CHAPTER 5: DISCUSSION AND CONCLUSION

5.1 INTRODUCTION

In this section, the author summarises the study's major findings, implications, limitations, and recommendations for future investigation. Major findings would be used to explain the summary of findings presented in Chapter 4 of this research. The investigator elaborated on the study's motivation, research topic, and the presence or absence of the realised independent variable. The researchers will talk about the problems they ran into as they did the investigation. In this chapter, the group of researchers will also suggest where the field could go from here.

5.2 KEY FINDINGS

The purpose of this research is to examine the relationship between independent variable (IV) and dependent variable (DV), which are factors influencing intention to purchase halal cosmetics products among Muslim Consumers in Malaysia. We use three empirical estimates in data analysis to analyse the data. First, Reliability Analysis. Second, Descriptive Analysis. Third, Pearson Correlation Analysis. A comprehensive survey of questionnaires was conducted online and disseminated to Muslim respondents in Malaysia. A sample of 384 respondents was employed in the quantitative technique used to analyse the primary data. Cronbach's Alpha must be used to assess the test's dependability. Acceptable values for Cronbach's Alpha range from 0.7 to 0.95. In general, a score of greater than 0.7 is often acceptable. Some authors, however, advocate for higher values of 0.90 to 0.95. Therefore, this study has thus demonstrated the value of Cronbach's Alpha for the independent variables, awareness, knowledge, attitude, religiosity concern, and financial capability, which are respectively 0.929, 0940, 0.940, 0.944, and 0.930 and prove that all the questions distributed are interconnected.

5.3 DISCUSSION

This study aims to comprehend the fundamental framework of factors influencing intention to purchase Halal cosmetics products among Muslim consumers in Malaysia. All of the variables utilised in this study are essential for comprehending Muslim consumers' intentions to purchase halal cosmetics.

5.3.1 Awareness

H1: There is a significant relationship between awareness and intention to purchase Halal cosmetic products among Muslims consumers in Malaysia.

In this study, the hypothesis also has there is a positive and significant relationship between awareness and intention to purchase Halal cosmetic products among Muslims consumers in Malaysia. From the result of correlation value for awareness and intention to purchase Halal cosmetic products among Muslims consumers is 0.929 at the value of P-value which is less than 0.01. Based on the correlation coefficient data, it can be said that both variables are very important and influence the intention to purchase Halal cosmetic products among Muslims consumers in Malaysia. Therefore, the result indicates the hypothesis (H1) is accepted.

Based on research question 1, the study can conclude that there is a positive and significant relationship between awareness and intention to purchase Halal cosmetic products among Muslims consumers in Malaysia. This was supported by Bahman and colleges (2015), as they mentioned that there are various elements that can influence customers' awareness of these items, such as the availability of Halal cosmetics for those who want to buy Halal cosmetics and when these products are offered on the market.

5.3.2 Knowledge

H2: There is a significant relationship between knowledge and intention to purchase Halal cosmetic products among Muslims consumers in Malaysia.

In this study, the hypothesis also has there is a positive and significant relationship between knowledge and intention to purchase Halal cosmetic products among Muslims consumers in Malaysia. From the result of correlation value for knowledge and intention to purchase Halal cosmetic products among Muslims consumers is 0.940 at the value of P-value which is less than 0.01. Given the strong positive association between the two variables and influence the intention to purchase Halal cosmetic products among Muslims consumers in Malaysia. Therefore, the result indicates the hypothesis (H2) is accepted.

Based on research question 2, the study can conclude that there is a positive and significant relationship between knowledge and intention to purchase Halal cosmetic products among Muslims consumers in Malaysia. According to Shafii and Shahwan (2015), stated that Halal information is the most influential aspect in Muslim customers' knowledge of and satisfaction with non-food Halal products as well as a significant factor. There is a distinction between Halal certification for items and Halal certification for premises, as indicated by Norazah et al. (2018), who state that they are able to make this distinction when searching for Halal cosmetics.

5.3.3 Attitude

H3: There is a significant relationship between attitude and intention to purchase Halal cosmetic products among Muslims consumers in Malaysia.

According to the research, the attitude has an excellent relationship with the intention to purchase Halal cosmetic products among Muslims consumers in Malaysia. The value of this correlation coefficient is 0.940, as calculated using the table of correlation coefficients in

chapter 4. As both variables have a significance level of 0.000, this means that they are both very significant. As a result, the attitude has a high influence on the intention to purchase Halal cosmetic products among Muslims consumers in Malaysia. Therefore, the result indicates the hypothesis (H3) is accepted.

This study's findings for Research Question 3 indicate a favourable and statistically significant relationship between attitude and intention to purchase Halal cosmetic products among Muslims consumers in Malaysia. Furthermore, according to the findings, there is a positive connection between consumers' attitudes about halal cosmetics and customers' intents to choose halal cosmetics products among Malaysian consumers. This finding is supported by the fact that there is a correlation between the two. (Abd Rahman, Asrarhaghighi, & Ab Rahman, 2015). In addition, according to Norazah et al. (2018), report that Muslim women also feel strongly that the choice to use Halal cosmetic products is an important personal one

5.3.4 Religiosity concern

H4: There is a significant relationship between religiosity concern and intention to purchase Halal cosmetic products among Muslims consumers in Malaysia.

Based on the results of the research question in Chapter 4, we can understand that religiosity concern has an excellent relationship with intention to purchase Halal cosmetic products among Muslims consumers in Malaysia. According to the findings, the correlation value between Muslim consumers' religious convictions and their plans to buy Halal cosmetics is 0.944. As both variables have a significance level of 0.000, this means that they are both very significant. As a result, the religiosity concern has a high influence on the intention to purchase Halal cosmetic products among Muslims consumers in Malaysia. The outcome supports the acceptance of the fourth hypothesis (H4).

In this research question 4, the study concludes that there is a positive and significant relationship between religiosity concern and intention to purchase Halal cosmetic products among Muslims consumers in Malaysia. In addition, Norazah et al. (2018) reported engaging in various forms of religious practise on a regular basis, such as going to the mosque to hear sermons, reading religious texts, and tuning in to religious shows on television. After being exposed to religiously charged material, consumers are more likely to be interested in acquiring cosmetics that have a trustworthy Halal brand and certification.

5.3.5 Financial capability

H5: There is a significant relationship between financial capability and intention to purchase Halal cosmetic products among Muslims consumers in Malaysia.

In this study, the hypothesis also has there is a positive and significant relationship between financial capability and intention to purchase Halal cosmetic products among Muslims consumers in Malaysia. From the result of correlation value for financial capability and intention to purchase Halal cosmetic products among Muslims consumers is 0.930 at the value of P-value which is less than 0.01. Besides, from the correlation coefficient data, it can be concluded that both variables are highly significant and influence the intention to purchase Halal cosmetic products among Muslims consumers in Malaysia. Therefore, the result indicates the hypothesis (H5) is accepted.

In this research question 5, the study concludes that there is a positive and significant relationship between financial capability and intention to purchase Halal cosmetic products among Muslims consumers in Malaysia. According to Nur & SAPIR, (2021), individuals should be equipped with the necessary knowledge to enable them to acquire cosmetics at an affordable price without sacrificing the premium quality of their ingredients and with the assurance that they are halal.

5.4 IMPLICATIONS OF THE STUDY

This research could benefit researchers in the future to study what factors influence the intention to buy halal cosmetic products among Muslim Consumers in Malaysia. This study can also help researchers to measure the level of intention to purchase halal cosmetic products among Muslim Consumers in Malaysia. The results of this research will be relevant in the future. Therefore, in order to appeal to Muslim consumers, marketers should develop their cosmetic items by improving the perception of their brand as a whole. In these situations, it is advised that marketers link their products to Islamic beliefs and criteria, such as a certified halal logo and ingredients, in order to foster a positive attitude among Muslim consumers.

Overall, the study advises all cosmetic businesses to include detailed information on the safety of their substances on their packaging. Additionally, cosmetic companies would have a competitive advantage if they could secure the halal label and ensure complete ingredient disclosure in order to draw in Muslim customers. As a result, the business will be able to convince Muslims to purchase pure, risk-free, and harmless ingredient-free halal cosmetics products.

5.5 LIMITATION OF THE STUDY

This study has its own limitations that challenge the researcher to complete the study. Although there are important contributions in this study, some major limitations of this study should be noted. The main limitation is related to the selection of respondents, that is, only Muslim respondents can be respondents. From that, the respondents are made up of different people, different ages and different opinions. Their opinions are very important because each one has a different background and level of education.

In addition, the second obvious limitation is that the researcher repeatedly distributed the questionnaires over social media, including WhatsApp, Telegram, and other platforms, in order to get the required number of responders. Additionally, some respondents have declined to participate in this circumstance, leading researchers to send out surveys to respondents one by one via WhatsApp. Due to the difficulties in collecting data from the respondents as a result of their attitude, this has indirectly caused some challenges for the researcher to finish this study as quickly as possible within the allotted time.

The last limitation when this study is focused on one mass media, the study is only limited to finding more respondents compared to other mediums. If the respondents do not fill out the questionnaire and examine the questionnaire in the mass media application, the researcher still needs to make an effort to ensure that the number of respondents who answer the questionnaire is sufficient as stated in chapter 3. It is difficult in the mass media medium to collect additional data from the respondents as well as lack of knowledge and understanding about halal cosmetic products. Therefore, researchers need to consider more ways to help respondents comprehend the questionnaire's set of questions

5.6 RECOMMENDATION/ SUGGESTION FOR FUTURE RESEARCH

There are some recommendations that can be made regarding the intention to purchase halal cosmetic products among Muslim consumers in Malaysia and the independent variables involved in the factors of influence. These suggestions can be found in the following sentence. To begin, there is the strengthening of the Islamic faith in and of itself. To ensure that the religious convictions held by every Muslim consumer in Malaysia remain strong, it is necessary for each side to play their assigned role. In addition, the Department of Islamic Development of Malaysia (JAKIM) is responsible for putting into action the Sharia monitoring that is obligatory for Muslims. For instance, the Department of Islamic Religion needs to do its part to ensure that religious beliefs are always strong. This can be done by enacting new laws to ensure that every Muslim is aware of what halal ingredients are and by educating Muslim consumers in Malaysia about the significance of the halal logo appearing on every product.

In addition to this, they need to be concerned with the religious education of Muslims in Malaysia in order to guarantee that Muslims are aware of everything that is necessary and in compliance with the Sharia law. For instance, analysing and enhancing the process of teaching Islam to children at a young age, beginning with kindergarten and elementary school would fall under this category.

In addition, the quality of the recommendation should be improved for Muslims living in Malaysia who are frequently exposed to cosmetics in their daily life. This is due to the fact that the dissemination of knowledge regarding halal cosmetic products would pique the curiosity of customers, prompting them to give preference to cosmetics that contain components that are in accordance with Shariah and bear the Halal mark on the packaging. In addition, influential people like artists, ministers, and even parents themselves are capable of doing this to their offspring. Next, increase the amount of advertising that is relevant to Halal

cosmetic products everywhere so that people are reminded of their responsibilities and benefits more frequently.

Based on these findings, the first item of guidance is to continue collecting data from respondents using quantitative methods. Without a doubt, this is the most efficient method for collecting trustworthy data for this investigation. Because the objective of this study is to investigate the factors influencing intention to purchase halal cosmetic products among Muslim consumers in Malaysia a quantitative methodology is applicable. The results would be more credible and pertinent. Because convenience sampling was employed to acquire the data, the results might not accurately represent the factors influencing intention to purchase halal cosmetic products among muslim consumers in Malaysia. In order for future data collection to accurately represent actual consumption patterns, it is advised that data be gathered from all states in Malaysia using a random sampling method.

Additionally, instead of having respondents complete an online standard questionnaire, employ an interview method or design some open-ended questions. Using the interview method, researchers can acquire a high response rate, clarify any confusion, and swiftly pursue any incomplete responses. This method can eliminate misconceptions and enhance academic performance. According to the findings, there are still additional variables that can affect a consumer's decision to purchase halal cosmetics. Hopefully, future research will identify these additional variables. The next study should examine the development of the phenomena that occurs in the halal cosmetics sector.

5.7 OVERALL CONCLUSION OF THE STUDY

At the end of this chapter, the researcher explains the research goals for the research problem. This report looks into the relationship between variables like awareness, knowledge, attitude, religiosity concern, financial ability, and the intention to buy Halal cosmetic products in Malaysia. A research framework has been made based on the literature that has been read. Researchers also want to know how each independent variable and the dependent variable are related to each other.

There were 384 people who filled out an online survey for this study. Also, used Statistical Package for Social Sciences (SPSS) to collect and analyse data, focusing on descriptive statistics, reliability analysis, and correlation analysis. Because of reliability checks, all of the variables are higher than 0.7. So, the results shown in this report can be trusted and are accepted.

So, we can say that there is a strong link between awareness, knowledge, attitude, religious concern, ability to pay, and the intention to buy Halal cosmetic products. As a result, it is hoped that all of the information in this study will help related parties make money and get benefits, which will raise the level of customer knowledge about what is in Halal cosmetic products and how they can be used in everyday life and religion.

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(Affairs, Ministry of Economi, 2020)

DRAFT QUESTIONNAIRE

PART A: SOCIO-DEMOGRAPHIC

Profile of Respondent	Items	Tick
Gender	Male	
	Female	
Age	20 years old and below	
	21 – 30 years old	
	31 – 40 years old	
	41 – 50 years old	
	51 years old	
Educational Level	SPM	
	STPM	
	Diploma	
	Degree	
	Master	
	PhD	
Monthly Income	Less than RM 1000	
	RM 1000 – RM 3000	
	RM3001 – RM 5000	
	More than RM 5000	
Occupation	Student	
	Employed	
	Employed Part Time	
	Unemployed	
	Retired	

PART B AND C: INDEPENDENT VARIABLES AND DEPENDENT VARIABLES

Variable	Items	Scale				
		1	2	3	4	5
Awareness	I have been looking for Halal certification information.					
	I have heard about Halal cosmetics before.					
	Before making a purchase, I will ensure that the product's ingredients is certified halal.					
	I am aware of the manufacturer's misuse of the Halal logo or certificate.					
	I can tell the difference between a real Halal logo and a fraudulent Halal logo.					
	I am aware that some Halal goods manufacturers are not Muslims.					
Knowledge	I know that the ingredients of cosmetic products are in accordance with halal and haram laws.					
	I have knowledge about Halal cosmetic products.					
	I have knowledge about current issues related to the ingredients of halal cosmetic products.					
	I am able to tell the difference between halal and haram cosmetic products.					
	I can identify the premises' valid halal certificate.					
Attitude	I am sure that halal cosmetic products are important for Muslims.					
	I always look for Halal labels before buying cosmetic products.					
	I like to choose Halal cosmetic products.					
	Using Halal cosmetic products is my own choice.					
	I am willing to pay a higher price for Halal cosmetic products.					

Religiosity Concern	I will buy cosmetic products that are ablution-friendly					
	I am more likely to choose cosmetic products made by Muslims.					
	I am so concerned about sin and reward					
	I am guided by Islamic law in all matters of life					
	I avoid shubhah-containing cosmetic product ingredients.					
Financial Capability	Halal cosmetics are cheaper compared to conventional cosmetics.					
	I do not bother about the price while purchasing Halal cosmetics.					
	I would be willing to pay higher price for Halal certified cosmetic brands over others.					
	I intend to continue purchasing Halal certified cosmetic brands.					
	I will set aside money to purchase cosmetic products.					
Intention to Purchase Halal Cosmetic Products	Prefer the brand over the others.					
	Intend to share information and recommend halal cosmetic products to others.					
	Intend to continue using the halal cosmetic products.					
	I like Halal cosmetic products.					
	Halal cosmetic products provide benefits to many users					

74

GANTT CHART

GANTT CHART OF RESEARCH ACTIVITIES ON PROPOSAL FOR YEAR 2022 AND YEAR 2023

RESEARCH ACTIVITIES / MONTH	MARCH				APRIL				MAY				JUNE			
	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4
Briefing on PPTA I and PPTA II				▓												
Discussion on the title					▓											
CHAPTER 1: INTRODUCTION					▓											
Discussion about the problem statements, research question and research objectives (draft of PPTA 1)						▓										
Starting up with chapter 1							▓									
Submission of chapter 1									▓							
CHAPTER 2: LITERATURE RIVIEW									▓							
Review in literature of the research studies based on independent variables and dependent variables										▓						
Starting up with chapter 2										▓						
Submission chapter 2												▓				
CHAPTER 3: RESEARCH METHODOLOGY												▓				
Discussion on questionnaire												▓				
Discussion on the methods used in research												▓				
Starting up with chapter 3													▓			
Submission of chapter 3 and questionnaire														▓		
Submission first draft of PPTA 1															▓	
Submission second draft of PPTA 1																▓
PRESENTATION FOR FINAL YEAR PROJECT 1																▓
FINAL SUBMISSION OF PPTA 1																▓

GANTT CHART OF RESEARCH ACTIVITIES ON PROPOSAL FOR YEAR 2022 AND YEAR 2023

RESEARCH ACTIVITIES / MONTH	OCTOBER				NOVEMBER				DECEMBER				JANUARY			
	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4
CHAPTER 4: DATA ANALYSIS AND FINDINGS				▨												
Discussion about the problem statement, research question and research objectives (draft of PPTA 2)				▨												
Statistical analysis							▨									
CHAPTER 5:								▨								
Discussion of findings								▨								
Recommendation for future research									▨							
Submission of chapter 5												▨				
Submission of first draft of PPTA II													▨			
Submission of second draft of PPTA 1I														▨		
Submission of first draft E-Poster, Research Paper															▨	
FINAL SUBMISSION OF PPTA 1I																▨
PRESENTATION FOR FINAL YEAR PROJECT 2																▨

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PRIMARY SOURCES

1	discol.umk.edu.my Internet Source	7%
2	Submitted to Universiti Putra Malaysia Student Paper	3%
3	etd.uum.edu.my Internet Source	2%
4	umkeprints.umk.edu.my Internet Source	2%
5	Submitted to Asia Pacific University College of Technology and Innovation (UCTI) Student Paper	1%
6	Submitted to UNITAR International University Student Paper	1%
7	www.researchgate.net Internet Source	1%
8	Submitted to Universiti Teknologi MARA Student Paper	1%
9	Submitted to Universiti Malaysia Perlis Student Paper	1%

ASSESSMENT FORM FOR RESEARCH PROJECT I

Student's Name: <u>Siti Nur Hajar Binti Che Yunus</u> **Matric No. <u>A19A0872</u>**

Student's Name: <u>Siti Sarah Binti Zamre</u> **Matric No. <u>A19A0889</u>**

Student's Name: <u>Siti Syazana Binti Shahsaharuddin</u> **Matric No. <u>A19A0891</u>**

Student's Name: <u>Sitti Sofia Binti Ben</u> **Matric No. <u>A19A0895</u>**

Name of Supervisor: <u>Encik Mohd Rushdan Yasoa'</u> **Name of Programme: <u>SAB</u>**

Research Topic: <u>Factors influencing intention to purchase halal cosmetics products among Muslims consumers in Malaysia</u>

ASSESSMENT RUBRICS FOR RESEARCH PROJECT I: EFFORT (Weight 10%)

NO.	CRITERIA	PERFORMANCE LEVELS				Weight	TOTAL
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	Determination (CLO1; C1, A3: CS/CT/TS)	Is not determined and does not put in any effort in completing the research report in group	Is determined but puts in little effort in completing the research report in group	Is determined and puts in reasonable effort in completing the research report in group	Is very determined and puts in maximum effort in completing the research report in group	____ x 0.5 (Max: 2)	
2.	Commitment (CLO1; C1, A3: CS/CT/TS)	Is not committed and does not aim to complete on time and/ or according to the requirements	Is committed but makes little effort to complete according to the requirements	Is committed and makes reasonable effort in fulfilling some of the requirements	Is very committed and makes very good effort in fulfilling all the requirements, without fail.	____ x 0.5 (Max: 2)	
3.	Frequency in meeting supervisor (CLO1; C1, A3: CS/CT/TS)	Has not met the supervisor at all	Has met the supervisor but less than five times	Has met the supervisor for at least five times	Has met the supervisor for more than five times	____ x 0.5 (Max: 2)	
4.	Take corrective measures according to supervisor's advice (CLO1; C1, A3: CS/CT/TS)	Has not taken any corrective action according to supervisor's advice	Has taken some corrective actions but not according to supervisor's advice, or with many mistakes	Has taken some corrective actions and most are according to supervisor's advice, with some mistakes	Has taken corrective actions all according to supervisor's advice with few mistakes	____ x 0.5 (Max: 2)	
5.	Initiative (CLO1; C1, A3: CS/CT/TS)	Does not make any initiative to work in group	Makes the initiative to work in group but requires consistent monitoring	Makes the initiative to work in group with minimal monitoring required	Makes very good initiative to work in group with very little monitoring required	____ x 0.5 (Max: 2)	

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Student's Name: <u>Siti Syazana Binti Shahsaharuddin</u> **Matric No. <u>A19A0891</u>**

Student's Name: <u>Sitti Sofia Binti Ben</u> **Matric No. <u>A19A0895</u>**

Research Topic: <u>Factors influencing intention to purchase halal cosmetics products among Muslims consumers in Malaysia.</u>

ASSESSMENT RUBRICS FOR RESEARCH PROJECT I: PEER EVALUATION (Weight 10%)

NO.	CRITERIA	PERFORMANCE LEVELS				Weight	TOTAL
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	Helping (CLO1; C1, A3: CS/CT/TS)	The teammate never offered assistance to other teammates.	The teammate sometimes offered assistance to others.	The teammate offered assistance to each other most of the time.	The teammate always offered assistance to other members.	____ x 0.5 (Max: 2)	
2.	Listening (CLO1; C1, A3: CS/CT/TS)	The teammate never worked from others' ideas.	The teammate sometimes worked from others' ideas.	The teammate worked from others' ideas most of the time.	The teammate always worked from others' ideas	____ x 0.5 (Max: 2)	
3.	Participating (CLO1; C1, A3: CS/CT/TS)	The teammate never contributed to the project.	The teammate sometimes contributed to the project.	The teammate contributed to the project most of the time.	The teammate always contributed to the project.	____ x 0.5 (Max: 2)	
4.	Questioning (CLO1; C1, A3: CS/CT/TS)	The teammate never interacted, discussed, or posed questions to other team members.	The teammate sometimes interacted, discussed, and posed questions to other team members.	The teammate interacted, discussed, or posed questions to other team members most of the time.	The teammate always interacted, discussed, or posed questions to other team members	____ x 0.5 (Max: 2)	
5.	Sharing (CLO1; C1, A3: CS/CT/TS)	The teammate never offered ideas or reported his/her findings to others.	The teammate sometimes offered ideas and reported his/her findings to others.	The teammate sometimes offered ideas and reported his/her findings to others.	The teammate always offered ideas and reported his/her findings to others.	____ x 0.5 (Max: 2)	

Research Topic: <u>Factors influencing intention to purchase halal cosmetics products among Muslims consumers in Malaysia</u>

ASSESSMENT RUBRICS FOR RESEARCH PROJECT I: PRESENTATION (Weight 20%)

NO.	CRITERIA	PERFORMANCE LEVEL				Weight	TOTAL
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	Teamwork (CLO2; A3/TS)	Is not committed to work in a group	Is committed but make little effort to complete the research report in group	Is committed and make reasonable effort in completing the research report	Is very committed and make very good effort in completing the research report	____ x 1 (Max: 4)	
2.	Clear delivery of ideas (CLO2; A3/CS)	Able to deliver ideas and require further improvement	Able to deliver ideas fairly clearly and require minor improvements	Able to deliver ideas clearly	Able to deliver ideas with great clarity	____ x 1 (Max: 4)	
3.	Effective and articulate delivery of ideas (CLO2; A3/CS)	Able to deliver ideas with limited effect and require further improvement	Able to deliver ideas fairly effectively and require minor improvements	Able to deliver ideas effectively and articulately	Ability to deliver ideas with great effect and articulate	____ x 1 (Max: 4)	
4.	Appropriate use of visual aid (CLO2; A3/CS)	Uses visual aids very poorly and the use interferes with the presentation	Uses visual aids but not very effective in aiding the presentation. The usage distorts the presentation at times	Uses visual aids effectively. The usage of technology flows with the presentation	Uses visual aids very effectively. The usage enhances the quality of presentation	____ x 1 (Max: 4)	
5.	Confidence and Ability to Answer Questions (CLO2; A3/CT)	Exhibits a very low level of confidence and appears visibly 'shaky'. Finds it difficult to answer questions.	Exhibits low level of confidence at times. Does not appear to be confident in answering questions	Exhibits a high level confidence. Does a good job in answering questions.	Exhibits a very high level of confidence. Is perfectly at ease while answering questions.	____ x 1 (Max: 4)	
	TOTAL						/20

Research Topic: <u>Factors influencing intention to purchase halal cosmetics products among Muslims consumers in Malaysia</u>

ASSESSMENT RUBRICS FOR RESEARCH PROJECT I: RESEARCH REPORT (Weight 60%)

NO.	CRITERIA		PERFORMANCE LEVEL				Weight	TOTAL
			POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	Introduction (CLO1; C1, A3)		Background of study, Problem Statement, Research Objective and Research Question is lack of clarity and focus	Background of study, Problem Statement, Research Objective and Research Question is written but with inconsistent focus.	Clearly written of Background of study, Problem Statement, Research Objective and Research Question with good facts.	Very clear of Background of study, Problem Statement, Research Objective and Research Question with very good facts.	____ x 2.5 (Max: 10)	
			Background of study, Problem Statement, Research Objective and Research Question is written unsystematic and unscientific. Scientific refers to researchable topic	Background of study, Problem Statement, Research Objective and Research Question is written less systematic and less scientific. Scientific refers to researchable topic	Background of study, Problem Statement, Research Objective and Research Question is written systematic and scientific. Scientific refers to researchable topic	Background of study, Problem Statement, Research Objective and Research Question is written very systematic and scientific. Scientific refers to researchable topic	____ x 1.25 (Max: 5)	
2.	Overall Proposal Format (CLO2; C2, A3)	Submit according to the deadline and adhere to the required format	The research proposal is not produced according to the specified time and/ or according to the format.	The research proposal is produced according to the specified time but fails to adhere to the format.	The research proposal is produced on time, adheres to the format but with few weaknesses.	The research proposal is produced on time, adheres to the format without any weaknesses.	____ x 0.25 (Max: 1)	
		Writing style (clarity, expression of ideas and coherence)	The proposal is poorly written and difficult to read. Many points are not explained well. Flow of ideas is incoherent.	The proposal is adequately written; Some points lack clarity. Flow of ideas is less coherent.	The proposal is well written and easy to read; Majority of the points are well explained and flow of ideas is coherent.	The proposal is written in an excellent manner and easy to read. All of the points made are crystal clear with coherent argument.	____ x 0.25 (Max: 1)	
		Technicality (Grammar, theory, logic and reasoning)	The report is grammatically, theoretically, technically and logically incorrect.	There are many errors in the report, grammatically, theoretically, technically and logically.	The report is grammatically, theoretically, technically and logically correct in most of the chapters with few weaknesses.	The report is grammatically, theoretically, technically, and logically perfect in all chapters without any weaknesses.	____ x 0.25 (Max: 1)	

	Overall Proposal Format (CLO2; C2, A3)	Reference list (APA Format)	No or incomplete reference list	Incomplete reference list and/ or is not according to the format	Complete reference list with few mistakes in format adherence	Complete reference list according to format	____ x 0.25 (Max: 1)	
		Format organizing (cover page, spacing, alignment, format structure, etc.)	Writing is disorganized and underdeveloped with no transitions or closure.	Writing is confused and loosely organized. Transitions are weak and closure is ineffective.	Uses correct writing format. Incorporates a coherent closure.	Writing includes a strong, beginning, middle, and end with clear transitions and a focused closure.	____ x 0.25 (Max: 1)	
3.	Literature review (CLO2; C2, A3)		• Does a poor job in summarizing the relevant literature review	• Weak in summarizing the literature review	• Critically analyzes but does not summarize effectively	• Critically analyzes and summarizes effectively	____ x 1 (Max: 4)	
			• Does not provide adequate reference of literature review	• Provide some reference of literature review	• Provide adequate reference of literature review	• Provide strong reference of literature review	____ x 1 (Max: 4)	
			• Weak research framework	• Adequate research framework	• Feasible research framework	• Sound research framework	____ x 0.75 (Max: 3)	
			• Framework is not link with the literature and the research issues	• Framework has a weak link with the literature and the research issues but some major weaknesses exist	• Framework has a good link with the literature and the research issues but some minor weaknesses exist	• Framework has a strong link with the literature and the research issues	____ x 1 (Max: 4)	
4.	Research method (CLO3; C3, P3, A3)		• Research methodology is designed poorly	• Research methodology is adequately designed	• Research methodology is good and can address most of the research issues	• The methodology is sound and can address all of the research issues	____ x 1.75 (Max: 7)	
			• Unable to clearly identify the type of research (Quantitative/ Qualitative)	• Able to identify the type of research (Quantitative/ Qualitative)	• Clearly identify the type of research (Quantitative/ Qualitative)	• Clearly identify the type of research with good support (Quantitative/ Qualitative)	____ x 1.5 (Max: 6)	
			• There is no data collection method specified	• Data collection method used are not appropriate	• Data collection method used are appropriate with some explanations	• Data collection method used are appropriate with good explanations	____ x 1.5 (Max: 6)	

82

		• Wrong interpretation of Research Tools and Analysis	• Lack interpretation of Research Tools and Analysis	• Good interpretation of Research Tools and Analysis	• Very good and clear interpretation of Research Tools and Analysis	____ x 1.5 (Max: 6)	
TOTAL							**/60**

TOTAL MARKING SCHEME

Assessment	Marks Given By Supervisor	Marks Given By Examiner	Total
(A) Effort (10%)			
(B) Oral Presentation (20%)			/ 2 =
(C) Research Report (60%)			/ 2 =
(D) Peer Evaluation (10%) i)			i)
ii)			ii)
iii)			iii)
iv)			iv)
Grand Total			i)
Grand Total			ii)
Grand Total			iii)
Grand Total			iv)

Name of Supervisor/ Examiner: _____Signature: _____Date: _____

83

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Student's Name: <u>Sitti Sofia Binti Ben</u>   **Matric No. <u>A19A0895</u>**

Name of Supervisor: <u>Encik Mohd Rushdan Yasoa'</u>   **Name of Programme: <u>SAB</u>**

Research Topic: <u>Factors influencing intention to purchase halal cosmetics products among Muslims consumers in Malaysia</u>

NO.	CRITERIA	PERFORMANCE LEVEL				WEIGHT	TOTAL
		POOR (1 MARK)	FAIR (2 MARKS)	GOOD (3 MARKS)	EXCELLENT (4 MARKS)		
1.	**Content (10 MARKS)** (Research objective and Research Methodology in accordance to comprehensive literature review) Content of report is systematic and scientific (Systematic includes Background of study, Problem Statement, Research Objective, Research Question) (Scientific refers to researchable topic)	Poorly clarified and not focused on Research objective and Research Methodology in accordance to comprehensive literature review.	Fairly defined and fairly focused on Research objective and Research Methodology in accordance to comprehensive literature review.	Good and clear of Research objective and Research Methodology in accordance to comprehensive literature review with good facts.	Strong and very clear of Research objective and Research Methodology in accordance to comprehensive literature review with very good facts.	____ x 1.25 (Max: 5)	
		Content of report is written unsystematic that not include Background of study, Problem Statement, Research Objective, Research Question	Content of report is written less systematic with include fairly Background of study, Problem Statement, Research Objective,	Content of report is written systematic with include good Background of study, Problem Statement, Research	Content of report is written very systematic with excellent Background of study, Problem Statement, Research Objective,		

			and unscientific with unsearchable topic.	Research Question and less scientific with fairly researchable topic.	Objective, Research Question and scientific with good researchable topic.	Research Question and scientific with very good researchable topic.	____ x 1.25 (Max: 5)
2.	**Overall report format** **(5 MARKS)**	*Submit according to acquired format*	The report is not produced according to the specified time and/ or according to the format	The report is produced according to the specified time but fails to adhere to the format.	The report is produced on time, adheres to the format but with few weaknesses.	The report is produced on time, adheres to the format without any weaknesses.	____ x 0.25 (Max: 1)
		Writing styles (clarity, expression of ideas and coherence)	The report is poorly written and difficult to read. Many points are not explained well. Flow of ideas is incoherent.	The report is adequately written; Some points lack clarity. Flow of ideas is less coherent.	The report is well written and easy to read; Majority of the points is well explained, and flow of ideas is coherent.	The report is written in an excellent manner and easy to read. All of the points made are crystal clear with coherent argument.	____ x 0.25 (Max: 1)
		Technicality (Grammar, theory, logic and reasoning)	The report is grammatically, theoretically, technically and logically incorrect.	There are many errors in the report, grammatically, theoretically, technically and logically.	The report is grammatically, theoretically, technically and logically correct in most of the chapters with few weaknesses.	The report is grammatically, theoretically, technically, and logically perfect in all chapters without any weaknesses.	____ x 0.25 (Max: 1)

85

No.	Criteria		Poor	Fair	Good	Excellent	Score
		Reference list *(APA Format)*	No or incomplete reference list.	Incomplete reference list and/ or is not according to the format.	Complete reference list with few mistakes in format adherence.	Complete reference list according to format.	____ x 0.25 (Max: 1)
		Format organizing *(cover page, spacing, alignment, format structure, etc.)*	Writing is disorganized and underdeveloped with no transitions or closure.	Writing is confused and loosely organized. Transitions are weak and closure is ineffective.	Uses correct writing format. Incorporates a coherent closure.	Writing include a strong beginning, middle, and end with clear transitions and a focused closure.	____ x 0.25 (Max: 1)
3.	**Research Findings and Discussion** **(20 MARKS)**		Data is not adequate and irrelevant.	Data is fairly adequate and irrelevant.	Data is adequate and relevant.	Data is adequate and very relevant.	____ x 1 (Max: 4)
			Measurement is wrong and irrelevant	Measurement is suitable and relevant but need major adjustment.	Measurement is suitable and relevant but need minor adjustment.	Measurement is excellent and very relevant.	____ x 1 (Max: 4)
			Data analysis is inaccurate	Data analysis is fairly done but needs major modification.	Data analysis is satisfactory but needs minor modification.	Data analysis is correct and accurate.	____ x 1 (Max: 4)

86

		Data analysis is not supported with relevant output/figures/tables and etc.	Data analysis is fairly supported with relevant output/figures/tables and etc.	Data analysis is adequately supported with relevant output/figures/table and etc.	Data analysis is strongly supported with relevant output/figures/table and etc.	____ x 1 (Max: 4)
		Interpretation on analyzed data is wrong.	Interpretation on analyzed data is weak.	Interpretation on analyzed data is satisfactory.	Interpretation on analyzed data is excellent	____ x 1 (Max: 4)
4.	**Conclusion and Recommendations** **(15 MARKS)**	Implication of study is not stated.	Implication of study is weak.	Implication of study is good.	Implication of study is excellent	____ x 1.25 (Max: 5)
		Conclusion is not stated	Conclusion is weakly explained.	Conclusion is satisfactorily explained.	Conclusion is well explained.	____ x 1.25 (Max:5)
		Recommendation is not adequate and irrelevant.	Recommendation is fairly adequate and irrelevant.	Recommendation is adequate and relevant.	Recommendation is adequate and very relevant.	____ x 1.25 (Max:5)
					TOTAL (50 MARKS)	