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A study on consumer purchase intention towards halal cosmetics and personal care products in selangor, malaysia
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Abstract

This study aims to find the correlation between Halal awareness, Halal logo factor, and Religiosity towards consumer purchase intention in Selangor, Malaysia. This study involved 318 public who live in Selangor. A set of questionnaires that consisted of Section A (Demographic Data) and Section B (Consumer awareness, Halal logo factor, religiosity, and consumer purchase intention) was adopted and adapted from previous study. A 5-point Likert scale (1=strongly disagree, 2=disagree, 3=uncertain, 4=agree, 5=strongly agree) was used to determine the respondents' level of agreement by calculating the mean rating scores. The data were analysed using Descriptive Analysis, Pearson Correlation Analysis, Independent t-test, and ANOVA by SPSS Version 23. The results showed that the difference in age, ethnicity and occupational status produced significant difference towards consumer purchase intention ($p < 0.001$). The outcome also revealed that the level of consumer awareness towards halal cosmetics and personal care products is medium. Another significant finding in this study was consumer awareness, religiosity, and halal logo factor positively related to consumer's intention to buy halal cosmetics and personal care products with $R = 0.362$, $R = 0.580$, and $R = 0.817$ respectively. © 2020, Advanced Scientific Research. All rights reserved.

Author Keywords

Consumer Purchase Intention; Halal Cosmetics; Personal Care

Index Keywords

cosmetic; adult, Article, awareness, consumer, Consumer Purchase Intention Score, female, human, Likert scale, Malaysia, male, normal human, personal care product, pilot study, product parameters, purchasing, questionnaire, religion, scoring system

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