

Awareness of Halal Cosmetics Products Among Students in Polytechnic of Sultan Haji Ahmad Shah

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Abstract

Nowadays, cosmetics products are an important element of our everyday lives. These products may include bath products, oral care product, skin care product, personal hygiene products, perfumes, deodorants and makeup. This paper highlighted on the awareness of halal cosmetics products among students in Polytechnic of Sultan Haji Ahmad Shah. The objectives of the study was to identify the level of knowledge of halal cosmetics products among female students, the level of usage of halal cosmetics products among female students and the intention to use halal cosmetics products among female students. Data were collected from 162 female respondents in Commerce Department for December 2017 Session using questionnaires. Results highlighted that the awareness of halal cosmetics product among the respondents was high. It is recommended to expand the study in a bigger scale.

Keyword: Awareness, Halal cosmetics, Level of knowledge

1.0 Introduction

Currently halal products are not only important for Muslims, but are also attracting non-Muslims due to cleanliness, purity and good quality products. Detection of non-halal ingredients in cosmetic products is quite difficult due to the high complexity of ingredient usage. Therefore, developing methods of analysis are important to ensure halal authenticity and integrity. Halal standards and halal certification is important as a benchmark for halal compliance. In past few years, the demand on halal cosmetic and personal care products is increasing tremendously. This has lead to the introduction of Halal cosmetics standard MS 2200: 2008 in June 2010 that meets the strict rules of Shariah law.

Halal is an Arabic word, which means permissible or lawful by Islamic Law (shariah). It refers to the whole system of principles and rules, according to which every Muslim is required to live by. Halal products are a basic need for all Muslims, including cosmetic and personal care

products. Halal cosmetic products should be looked at beyond the swine-free issue. Nowadays, cosmetics are an essential element of our everyday lives. These products may include bath products, oral care product, skin care product, personal hygiene products, perfumes, deodorants and makeup. Cosmetic products must comply with government safety regulations. By halal, it means the products are lawful or permissible to consume or use. To be halal, cosmetics products must not contain ingredients that are not permissible or questionable such as alcohol or toxic chemical, fats, placenta or gelatine from swine or animals that were not slaughtered according to the Islamic rules. This includes clarify the halalness ingredients and made by non-muslims manufacturer, to identify the awareness of knowledge, level of usage, intention of use halal cosmetics products. Furthermore, this study may help others for making better decision before consume cosmetic product.

Scope of the study focused on Diploma in Secretarial Science (DSK) female student in Commerce Department Polytechnic of Sultan Haji Ahmad Shah. The increasing number of Muslims around the world and the rise of awareness among their reason generations are the crucial reasons behind the new trend in the change of behaviour among Muslim consumers (W. C. Swidi, M. G. Hassan, A. A. Hosam, and A.W.M Kassim, 2010). Since Muslims are aware about the prohibition from using alcohol, pork and any other related items, this may lead to rapidly rising demand for halal cosmetics products. In Malaysia, cosmetics products market recorded sales of approximately RM3billion in 2003, with the growth rate of 13% annually (Opportunity Malaysia, 2005).The same source also claimed that there are over 60,000 types of cosmetics available in the local market. Some examples of cosmetics company in Malaysia are Avon, Cosway, Maybelline, Estee Lauder, Clinique, Body Shop and SimplySiti.

1.2 Problem Statement

Most of cosmetics products are made by non-Muslim manufacturers and came from non-Muslim country which can be disputed about the halalness of its ingredients and also many cosmetics contain alcohols as humectants that help deliver ingredients into skin, emollients or cleansing agents. Equally, some of the fatty acids and gelatine used in products such as moisturisers, shampoos, face masks and lipsticks are derived from pigs mentioned in the article of Assessing Knowledge and Religiosity on Consumer Behavior towards Halal Food and Cosmetic Products by Ahlam et. al (2015).

Therefore, this study was to identify the awareness of halal cosmetics products among DSK female students in Commerce Department, the level of knowledge of Halal Cosmetics products among DSK female students in Commerce Department, the level of usage of halal cosmetics products among DSK female students in Commerce Department and the intention to use halal cosmetics products among DSK female students in Commerce Department. The reason of choosing DSK students because during semester 2 they pursue DPK2023 Personality Development Course. The attractiveness of this course was they learned about make ups and the way to develop their personality. Furthermore, the students experienced in using cosmetic products to develop their personality as well. This is the main reason of the study to identify the awareness of halal cosmetic products among DSK female students in Commerce Department in Polytechnic of Sultan of Haji Ahmad Shah.

Several limitations of the study were as follow:

- a) The study was limited to Commerce Department female student, therefore findings of this study do not represent the female students in other departments in Polytechnic of Sultan Haji Ahmad Shah.
- b) The duration of the study was conducted between December 2017 until March 2018. Therefore, the findings of this study do not reflect the time period before and after the study.

2.0 Literature Review

The persistence of this study is to identify the awareness of halal cosmetic products especially in making decision to consume cosmetic product. The aim of this study is to reveal the ways and means to improve or enhance the benefits of halal cosmetics. It can be shown how halal cosmetics can affect consumers to buy and choose halal cosmetics in the market. Halal awareness: Halal awareness can be described as a level of attentiveness or realization among Muslim consumer towards producing what is permitted for Muslims to consume and use (Ambali & Bakar, 2012).

Halal cosmetics awareness: Halal cosmetics are almost a new word and most of cosmetics consumers and manufacturers have little knowledge about it. There are different factors that can affect the consumer awareness about these products, for example the availability of Halal cosmetics is a factor for the ones who are willing to purchase Halal cosmetics and personal care if and when these products are available in market (Kamaruzaman 2008).

2.1 Halal Cosmetics Products

Cosmetic can be defined as articles intended to be applied to the human body for cleansing, beautifying or altering the appearance without affecting the body. According to Teng (2013), the student's year of study and study in religious school is a strong indicator of consumer's usage and intention to use halal cosmetics and personal care products.

Halal cosmetics: Halal cosmetics are body and skin care products which are known to be free from the materials that are forbidden by the Islamic society. Halal cosmetics are based on the concepts of Halal and non-Halal, Najis and Mutanajis, safety and quality. Halal cosmetics is considered as an innovation to the cosmetic industry as it introduces new external and internal operations that will serve the growing customer needs (Kumar K, 2016).

2.2 Level of usage of halal cosmetic products

It is necessary for the cosmetics industry to know about the consumer concerns, awareness, intentions, usage of the halal cosmetics and personal care products. It will help them to generate the more earnings. The race and background of the consumers are very much influence and it made the customers more cognizant and responsive about the halal products and ingredients. The external variables (socio-demographic) like consumer year of study and religious school have the very strong relationship with the consumer usage, and intention towards halal product (Teng ,2013).

2.3 Intention to use halal cosmetic products

Hunter (2012) claimed that the halal awareness of Muslim community about halal cosmetics is still low and Muslim consumers are increasing

in affluence and starting to demand halal cosmetic according to their religious rules, he mentioned that about 20% of Muslim consumers do not care about halal logo when they want to purchase a cosmetic product. In other hand, a study in Malaysia about consumers' awareness usage and intention to use halal cosmetic and personal care products specified that there were significant differences between respondents' race and awareness towards these products and strong relationship with year of study and study in religious school about their intention to use these products (Teng & Wan 2013). Interestingly, subjective norm appears to be the strongest of all the predictors for choosing *Halal* products (Mokhtar, 2012).

2.4 Malaysian Cosmetics Industry

The cosmetics industry in Malaysia has contributed billion of Ringgit Malaysia in annual sales and growing rapidly at 15% annually due to great demand for premium products (Matrade, 2012). Malaysia people annually spend an estimated amount of US \$500 million on cosmetics and their spending on these products grew at the rate of more than 40% during the last few years due to the increased number of women who have entered the labor force and the increase of urbanization. In addition the increase in consumers' satisfaction affect sales of the product, which leads to the estimated worth of Malaysia's cosmetics and toiletries industries is approximately RM3.6 billion with a health projected annual growth of 13% (Matrade, 2012). This is an upward trend from previous years, and reflects an increasing trend among Malaysian consumers to purchase beauty products. Cosmetic products in Malaysia comprise both local and foreign brands.

Generally the brands 115 in Malaysia can be categorized into several groups. Some production of cosmetics is from local brands that are owned and manufactured by local companies; there are also some local brands owned by local companies but manufactured abroad; a few other brands are foreign brands owned by international companies but the products are manufactured locally and finally there are foreign brands which are owned by international companies and manufactured abroad. With plenty of brand choices, it has led to the total value of Malaysian local brands reaching US\$7 billion in the year 2010, with 15 to 20 percent in annual growth (Amalia, Giovanni, & Kankamon, 2011). At the same time, import of cosmetic brands from overseas to the local market is also increasing, as these companies are seeking a good market opportunity, and this trend is expected to continue into the future. This relatively high market value is due to people now placing greater emphasis on beauty and personal appearance (Market-research, 2013). It is undeniable that beauty products and women are inseparable. Indeed the sales of beauty products are increasing in Malaysia. However, with the majority concerned about various issues regarding cosmetics and their impact on users, consumers are careful when making their choices, especially new users. With many new brands of cosmetics in the market competing for attention from consumers' eyes and minds, consumers are even more concerned with their choices.

2.5 Consumer Awareness

Awareness began to increase when the female student know that the baby's placenta is used in the manufacture of cosmetics like lipstick and face cream. Thus, government had considered halal cosmetics as products certified halal by the Islamic Religious Department in Malaysia

such as Jakim with absolutely no use of making illegal cosmetics products containing such as animal fat, gelatin or chemicals, as well as a halal certification from the authorities in this country. The difficulties for consumer to ensure lawful status for cosmetic products imported because it does not have halal certification, is one of the issues that make this halal cosmetic products are expected to be well received among the Muslim besides of attracting consumers of cosmetic products among non-Muslim (New Straits Times Press, 2010). That can be, increasing awareness to DSK female students on their religious obligations are creating greater demand for halal cosmetic products.

The overall results of Ezanee et. al (2016) have shown that the majority of respondents have a positive relationship between awareness, knowledge and economy towards the intention and behaviour of producing halal products.

2.6 Halal

Halal: The term “halal” as it applies to cosmetics, simply means products that have been manufactured, produced and composed of ingredients permissible under Islamic Sharia law. Other ingredients are deemed “haram” meaning their consumption is forbidden (Annamarie, 2017).

The Arabic word “halal” means lawful. In the Quran, Allah commands Muslim and all of mankind to eat halal things. The demand for products certified “halal”, prepared according to strict Muslim laws, goes beyond food and is extending into cosmetic. In Malaysia, Islam is the official and largest religion in Malaysia. The terms halal and haram are applied to many facets of life and one of the most common uses of this terms is in reference to meat products, food contact materials, and pharmaceuticals. In Islam there are many things that are clearly halal or haram. There are also items which are not as clear, and for which further information are needed. Items that are not clear are called *mashbooh*, which means “questionable.” ‘Halal’ means permissible. ‘Haram’ means forbidden.

2.7 Importance of Halal Logo

In a country with a majority of Muslims and there are also other religions like Malaysia, the use of halal certificates is very important, current Islamic consumers are faced with various types of products in the market. The halal status is dubious so producers and sellers need to ensure that products sold have halal certificates issued by JAKIM.

2.8 Exposure to the Halal Logo

In this modern age people are exposed to various types of products in the market. However, the diversity of products offered in this way often confuses people about the logo’s status product. According to Anderson, Fornell and Rust (1997), the consumer only relies on the seller or based on self-observation until it trusts the information received. It is important to provide user guidance and give exposure so that users can buy the right Halal product.

2.9 Halal Certification

The certification body that is in charge of granting halal certification is JAKIM (Malaysian Department of Islamic Development). For the cosmetics and personal care products to require halal certification, the product must comply with the Malaysian standard MS 2200:2008

requirements. According to this standard cosmetics products must be safe and has no chemical side effects to the users. In another way to explain, halal cosmetics products must not have any human parts or ingredients that contain any animal forbidden to Muslims or are not slaughtered according to shariah law, no contamination from 'najis' during the process and manufacturing and safe for usage (MOSTI, 2008). It also means that the products have certain qualities that have met the requirements of consumers in terms of its usage and efficacy.

2.10 Level of Knowledge of Halal Cosmetic

Knowledge was defined as the fact or condition of knowing something with familiarity gained through experience or association. In recent years, knowledge has come to be recognized as a factor of production in its own right and distinct from labour. Hence, knowledge in this study refers to female students' knowledge towards halal label and packaging cosmetic products.

According to Shaari and Ariffin (2010) stated that consumer would not be reluctant to purchase halal product with a knowledge. They will know which product are not halal and will ignore the other halal product with foreign halal logo. Their findings of their research titled "Dimension of halal purchase intention: A preliminary study" has pointed out that knowledge as key ingredient to influence halal products purchase intention. Their arguments on the finding are that when the consumers have knowledge on what is allowed or permissible on certain halal logo originated from other country that would help in influencing their judgement towards purchasing halal products.

2.11 Knowledge of Consumer Awareness

The increase in demand for cosmetic products is also driven by knowledge and information on cosmetic products. Knowledge of halal products is the highest factor affecting consumer awareness of halal products stated by Noraini (2013). According to Azreen Jihan & Rosidah (2014), users who's religious backbone are strong, they get the information and more knowledge about halal products. The same study also found that groups among respondents first read the ingredients list on packaging before buying cosmetic products. Kim (2011) stated that environmental consciousness and appearance consciousness positively influence attitude toward buying organic personal care products.

3.0 Methodology

The design of the study was a quantitative study and focusing on the descriptive study. In this study, survey questionnaires method was used for data collection process. This study was carried out within a period of 5 months. This research survey method was selected because all information or data obtained during data collection were very accurate compared to other technique or methods available. The survey questionnaire was used as the main medium in obtaining the information to complete the study.

The survey questionnaires has been adapted and adopted from on-line "A Study Conducted by Faculty & Management Students" by H.K. Institute of Management Studies & Research, Mumbai in India (2010) and also it

was also adapted and adopted from the article of “Customer Intention to Purchase Halal Cosmetics in Malaysia” by Xiang Meng (2014). The title of this original journal has been changed to awareness of halal cosmetics product among female students in Commerce Department to suit the research objectives. The questionnaires were distributed by hand to each respondent and must return the questionnaires completely within ten minutes.

The questionnaires were divided into three parts. Part I related to the demographic information of the respondents included course, age and religion. Part II contain three sections which was section A about level of knowledge, section B referred to the level of usage and section C was th intention to use. Finally Part III related to the awareness of Halal cosmetics products. Some modifications had been made to the original version of the instrument in order to suit the study objectives. The technique used for measuring the data was four-point Likert Scale (Zainuddin, 2012). The measurement was ranging from “strongly disagree” to “strongly agree” (Table 1). The result of Cronbach’s Alpha value for pilot study to 20 respondents showed that all the questionnaires had high reliability (Table 2). The interpretation was that all the instruments in the questionnaires were reliable. According to Best and Khan (1998), the questionnaires should be tested for its reliability in order to ensure the questionnaires is reliable or valid. Cronbach’s Alpha value of 0.7 and above is considered to be reliable (Nunnaly, 1978). While, Uma Sekaran (2003) suggested that alpha value of 0.5 would be deemed the lower value of acceptability. The pilot study was conducted prior to the actual study. Statistical Package Science Social Software (SPSS) was used to interpret the data collected from the respondent.

3.1 Sampling Technique

Total population of the study consist of DSK program female students in Commerce Department which was 287 female students (Table 3). The sample size showed 162 respondents according to Krejcie & Morgan (1970) (Table 4). Random sampling technique was used due to the known population.

4.0 Data Analysis

Average age of the respondents was range between 21 until 23 years old (27.8%) and the largest number of respondents was between 18 until 20 years old (72.2%). 27.2 % were from semester 2 and 14.2 % were from third semester. The highest number of respondent came from Semester four which was 32.1 %. The rest were from semester five consist of 26.5% (Table 5).

From the religion background, the result indicated that 90.1% of Muslim respondent, 6.2% of Hindu respondent, Buddhism respondent only 2% and Christianity respondent were 4%. It indicated that the majority of the respondents are Muslims repondents which is 90.1% while the minority of the respondents was Buddhism 2% (Table 6).

According to Zainuddin (2012), if the result of mean value more than 3.20, the category level is high. On the other hand, if the mean value is between 1.00 until 2.39, the level is low (Table 7). The result of level of

knowledge in awareness of halal cosmetic products 3.42 meaning that the level is high because the mean value was more than 3.40 (Table 8).

The level of usage in awareness of halal cosmetic products was also high based on the result 3.40 (Table 9). The total mean 3.43 showed that the level of Awareness of Halal cosmetic products among the respondents were high. It was proven that more students be aware on halal cosmetics products (Table 10). From Table 11, it was indicated the high level of awareness of halal cosmetic products among the respondents which was 3.43.

5.0 Discussion and Conclusion

As a conclusion, most of the DSK female students in Commerce Department had high level of knowledge of halal cosmetic products. They understand the term of Halal is lawful so that they will check whether the cosmetic products Halal or not and have the resource to buy Halal cosmetic products. Respondents also had the knowledge to buy Halal cosmetic products. The result also consistently with the study by Shaari and Ariffin (2010) stated that consumer would not be reluctant to purchase halal product with a knowledge. They will know which product are not halal and will ignore the other halal product with foreign halal logo. Their findings had pointed out that knowledge as key ingredient to influence halal products purchase intention.

Secondly, the objective of the study was to identify the level of usage of halal cosmetic products among DSK female students in Commerce Department. The result indicated that most of the female DSK students in Commerce Department fall under the category of having 92 respondents level of usage of halal cosmetic products that use halal cosmetic products and 8 respondents were not use halal cosmetic products because they think halal cosmetic products is more expensive than normal cosmetic products. This result was also consistent with the study by Teng (2013). His study found that 431 respondents were using halal cosmetic and personal care products. Moreover, 108 respondents were not using halal cosmetics and personal care products. Mostly, the respondent looked forward to use halal cosmetic products because they feel safety when using halal cosmetics products. Hence, using halal cosmetic products will be beneficial and pleasant.

Although there is a growing concern among DSK female student towards the importance of halal cosmetic products, the implementation of halal product and marketing strategies are still not widely utilized in the Malaysia cosmetic industry. There are still incidences about usage of fake halal cosmetic products which will decrease student confidence towards the halal cosmetic products. Therefore, more effort should be carried out to disseminate the halal cosmetic products to Malaysia industries in general. Cosmetic producers or marketers need to understand the student behaviour. Future study is needed to examine non-muslim, student awareness, understanding and intention to use halal cosmetic products and also willing to pay for halal cosmetic products. Thus, marketers or manufacturers should consider getting the halal certification for their products since halal certification is now considered to be one of the branding strategies for those who can see the opportunities.

Those Muslims who have a thorough basic knowledge about Islam is familiar with the term halal. Thus, this study indicates that it creates halal awareness and they will pursue for products that not only satisfy their needs and preferences, but also giving them peace while consuming the products. The manufacturers, producers and marketers should not only think on how to increase the return, but also they should understand the importance and basic things about halal to encourage them to produce innovative products that are truly halal. Hence, this study will be able to guide the industries to operate marketing strategies and automatically create a competitive advantage in the market place.

The final objective was to identify the intention to use halal cosmetic products among DSK female students in Commerce Department. The result reflected that most of the DSK female students in Commerce Department resulted 0.352 in SD had the intention on halal cosmetic products. This result also consistently with the study by Shaari & Ariffin (2010). Their study found that the SD for intention to purchase halal cosmetic products was 0.358 and the subjective norm was 5.26 were intention to use halal cosmetic products. Nevertheless, most of the Muslims have probably raised the value of the foreign brands than local brands (Mokhtar et. al, 2012). The students also prefer buying well-known Halal cosmetic products and usually buy the best-selling Halal cosmetic products.

As a conclusion, the female students always aware about halal cosmetics products they are using and develop their personality as well. Further study is also recommended in the same area in a bigger scale such as other institutions.

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Appendix

Table 1 : Likert Scale (Zainuddin, 2012)

Scale	Number
Strongly disagree	1
Disagree	2
Agree	3
Strongly Agree	4

Table 2 : Cronbach's Alpha for Pilot Study

Variable	Factor	Item	Cronbach's Alpha
Independent	Knowledge	4	0.85
	Usage	6	0.94
	Intention	5	0.87
Dependent	Awareness	5	0.92
	Total	20	0.95

Table 3 : Population of DSK female student

Source Hal Ehwat Pelajar (HEP)

Semester	Population of DSK female students
2	86
3	27
4	112
5	62
Total	287

Table 4 : Determining Sample Size of A Known Population

<i>Table for Determining Sample Size of a Known Population</i>									
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 5: Age of Respondents

Age in the year	Distribution of respondent	
	Frequency	Percentages
18 – 20 years	117	72.2
21 – 23 years	45	27.8
Total	162	100

Table 6: Religion of the Respondents

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Islam	146	90.1	90.1	90.1
Buddhism	2	1.2	1.2	91.4
Hinduism	10	6.2	6.2	97.5

Christianity	4	2.5	2.5	100.0
Total	162	100.0	100.0	

Table 7: Mean according to Zainuddin (2012)

Category level	Mean
High	3.20 – 4.00
Medium	2.40 – 3.19
Low	1.00 – 2.39

Table 8 : Level of Knowledge in Awareness of Halal Cosmetic Products

Variable	Item	Mean	Std. deviation
Level of knowledge	I understand the term of Halal is lawful	3.46	.631
	I will check whether the cosmetic products Halal or not	3.44	.669
	I have the resource to buy Halal cosmetic products	3.35	.662
	I have the knowledge to buy Halal cosmetic products	3.44	.589
Total Mean		3.42	

Table 9: Level Of Usage In Awareness Of Halal Cosmetic Products

Variable	Item	Mean	Std. deviation
Level of usage	I look forward to use Halal cosmetic products	3.31	.643
	I like to choose Halal cosmetic products	3.45	.660
	I feel safety when I use Halal cosmetic products	3.44	.650
	Using Halal cosmetic products is a good idea	3.46	.632
	Using Halal cosmetic products will be beneficial for me	3.38	.651
	Using Halal cosmetic products would be pleasant	3.35	.646
Total Mean		3.40	

Table 10 : Intention To Use In Awareness Of Halal Cosmetic Products

Variable	Item	Mean	Std. deviation
Intention to use	I like to purchase Halal cosmetic products consider Halal	3.42	.597
	I like to purchase Halal cosmetic product to Muslim processor	3.33	.686
	I like to purchase Halal cosmetic products consider the quality	3.52	.602
	I prefer buying well-known brands of Halal cosmetic products	3.46	.631
	I prefer to buy the best price of Halal cosmetic products	3.45	.650
Total Mean		3.44	

Table 11 : Level Of Awareness Of Halal Cosmetic Products

Variable	Item	Mean	Std. deviation
Awareness of Halal cosmetic products	I will take note of Halal cosmetic products into the market	3.46	.632
	I will choose well-advertised Halal cosmetic products	3.40	.634
	I prefer buying well-known Halal cosmetic products	3.46	.622
	I usually buy the best-selling Halal cosmetic products	3.50	.689
	I can think of more international Halal cosmetic products than local ones	3.33	.686
Total Mean		3.43	