

Halal Cosmetics Consumption Behaviour Among Malaysian Youths

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ABSTRACT

This study examines the purchases of skincare products among Malaysian Youths. Malaysian Youths were chosen because many previous studies do not focused on them. This study analyses the reasons why Malaysian Youths purchase skincare products and the specific products they purchase. The results illustrate that more than 87% of the respondents purchased skincare products to have healthy skin. In addition, 92% of the respondents purchased basic skincare products like cleanser. It was also found that 52% bought between 6-11 products. These findings may help those in the skincare industry develop future marketing strategies, such as offering products in frequently visited places like supermarkets.

Keywords: Halal cosmetics, Malaysian youths, Purchase skincare products

