

Muslim Youth in Malaysia's Attitude Towards the Use of Halal Cosmetic Products: An Empirical Study

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ABSTRACT

The primary objective of this study is to examine the attitudes of Malaysian Muslim youth on the use of halal cosmetic products. For data collection, a survey method using a questionnaire technique was employed, with 377 randomly distributed respondents from Malaysian higher education institutions. Statistical Packages for Social Science (SPSS) version 23.0 software was used to analyse the collected data. The 'Mann-Whitney Test' and the 'Kruskal-Wallis Test' are used in this study's analysis to test the research hypothesis. Findings suggest that youth aged 31 and above have a positive attitude about the usage of halal cosmetic goods, which distinguishes them from other age groups. Findings also suggest that people aged 20 and under have the lowest opinion on the use of halal cosmetics. While the difference in educational flow has an impact on the youth's attitudes on the use of halal cosmetics. It can be demonstrated that the level of significance in the test results is $p = 0.001$. Finally, marital status has a major impact on the youth's willingness to use halal cosmetic goods. Married youngsters scored 264.00 greater than single responses. The outcomes of this study are expected to bring understanding to the consumer community, particularly the youth group, regarding their stance in the selection and use of halal cosmetic items.

Keywords: Attitude, Halal cosmetics, Muslim youth

