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Perception of Counterfeit Cosmetics among Muslim Consumers in Putrajaya
(2023) *Malaysian Journal of Consumer and Family Economics*, 30, pp. 48-71.

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Abstract

This research aims to study the perception of counterfeit cosmetics among Muslim consumers in Putrajaya. This study aims to identify whether demographic backgrounds, especially age, gender, and income level, show a significant difference in the perception of counterfeit cosmetic products among Muslim consumers in Putrajaya. In addition, this study also identifies whether religiosity and brand consciousness show a significant difference in the perception of counterfeit cosmetic products among Muslim consumers in Putrajaya. Two hundred seventy-seven questionnaires were collected from Muslim consumers living in Putrajaya using the convenience sampling method, which was then analyzed using SPSS software. The study's findings showed that age, level of income, and brand consciousness have a significant relationship with the perception of Muslim consumers in Putrajaya towards counterfeit cosmetics. Meanwhile, the findings also showed that there is no statistical difference between gender and religiosity towards the perception of Muslim consumers on counterfeit cosmetics in Putrajaya. This study contributes to expanding future works of literature of research in the Halal cosmetics area and provides insight to the authorities on the perception of Muslim consumers towards counterfeit cosmetic products, which in turn, helps the authorities further strengthen the administration of the halal cosmetic industry. © 2018 Malaysian Consumer and Family.

Author Keywords

brand consciousness; counterfeit cosmetics; halal; perception; religiosity

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Publisher: Malaysian Consumer and Family Economics Association

ISSN: 15112802

Language of Original Document: English

Abbreviated Source Title: Malays. J. Consum. Fam. Econ.

2-s2.0-85163692510

Document Type: Article

Publication Stage: Final

Source: Scopus

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