

POLITEKNIK MELAKA

REPORT

AURA MIST

SYAIRA ATIQA BINTI BAHARIM

11DPI22F2008

NUR IZZAH ALIA BINTI ISMAIL

11DPI22F2015

SITI NUR ZAHIDAH BINTI MOHD FADZIL

11DPI22F2017

COMMERCE DEPARTMENT

SESSION 2 2024/2025


CONFIRMATION OF THE PROJECT

Checked by: HAMIDAH BINTI ABD LATIF

Supervisor's name: HAMIDAH BINTI ABD LATIF

Date:


Made and in truth that is recognized by:

Identification card no: 

Name: IZZAH ALIA BINTI ISMAIL

Registration number: 11DPI22F2015


Date: 17 / 4 / 2025

Identification card no: 

Name: SYAIRA ATIQA BINTI BAHARIM

Registration number: 11DPI22F2008

Date: 17 / 4 / 2025

Identification card no: 

Name: SITI NUR ZAHIDAH BT MOHD FADZIL

Registration number: 11DPI22F2017

Date: 17 / 4 / 2025

ACKNOWLEDGEMENT

Praise be to Allah and thanks to Him, the Lord of the universe, for giving us the intelligence and strength to complete this project. From His blessings, we managed to finish this innovation. Without His will, we wouldn't have been able to make it. For His blessings and will too, we were grateful to have been able to finish our innovation. Working on this hair mist was definitely a challenging journey for us during the last semester of Diploma in International Business students.

The final outcomes of this innovation required a lot of patience and hard work. Without enough guidance and some burning of the midnight candle, we wouldn't have been able to make it to the end of this innovation project. This project couldn't have been completed without the help of our supervisor, Puan Hamidah Binti Abdul Latif. A big amount of thanks and gratitude were owed to her for her patience and guidance in helping and improving this innovation. Without her help, we would not have been able to improve our innovation to the better version of how it was.

We also owed a deep gratitude to Puan Nur Ain Natasha Binti Abdul Malik from Tasha Hair Salon Muslimah Enterprise for giving us a wealth of information regarding our Auramist. Therefore, we thanked the whole staff and students of Politeknik Melaka, and also the forwarding company, for their willingness to spend time filling in our questionnaires.

EXECUTIVE SUMMARY / ABSTRACT

This project focused on the development of Aura Mist, an organic hair mist that was specifically designed for Muslim women who wore the hijab, addressing common issues such as unpleasant scalp odors caused by heat and perspiration. Conducted under the Commerce Department of Politeknik Melaka, the study utilized the Theory of Planned Behavior (TPB) to explore consumer behavior, incorporating factors such as attitudes, social norms, perceived behavioral control, and environmental consciousness. A SWOT analysis of the partnering salon, Tasha Muslimah Haircut Salon, highlighted key market opportunities and challenges. The hair mist was formulated using natural ingredients including aloe vera, rosemary, chamomile, and lavender, offering a safer alternative to chemical-based products. Product development followed a structured methodology—from market research and ingredient selection to packaging and expert feedback. Primary data collection through customer surveys supported the product's potential for satisfaction and sustainability. Overall, Aura Mist offered a natural, user-friendly solution that aligned with the growing demand for eco-conscious beauty products and enhanced service quality in Muslimah-friendly salons.

TABLE OF CONTENT

CONFIRMATION OF THE PROJECT	2
ACKNOWLEDGEMENT	3
EXECUTIVE SUMMARY / ABSTRACT	4
TABLE OF CONTENT	5
CHAPTER 1	6
1.0 INTRODUCTION	6
1.2 BUSINESS PROJECT OBJECTIVES.....	8
1.3 BUSINESS PROJECT JUSTIFICATION	8
1.4 SCOPE OF BUSINESS PROJECT	9
CHAPTER 2	10
2.0 SWOT ANALYSIS.....	10
CHAPTER 3	11
3.0 METHODOLOGY.....	11
3.1 PRODUCT DEVELOPMENT	11
3.2 EXPERT FEEDBACK.....	16
3.3 DATA ANALYSIS METHOD	19
CHAPTER 4	24
4.1 CONCLUSION.....	24
4.2 RECOMMENDATION.....	25
INDUSTRY DOCUMENT	31

CHAPTER 1

1.0 INTRODUCTION

As consumers became increasingly conscious of the environmental and health impacts of personal care products, there was a growing interest in organic and sustainable alternatives, including organic hair mist. These products, formulated without harmful chemicals and using natural, eco-friendly ingredients, appealed to consumers seeking both personal well-being and environmental responsibility. Understanding what drove consumers to purchase such products was vital for businesses aiming to meet the rising demand for green cosmetics.

The Theory of Planned Behavior (TPB), introduced by Ajzen (1991), had been widely used to predict and understand consumer behavior in the context of green product consumption. According to TPB, an individual's behavioral intention was influenced by three key factors: attitude toward the behavior, subjective norms, and perceived behavioral control. Studies showed that a positive attitude toward environmentally friendly products significantly enhanced consumers' intentions to purchase them (Shimul et al., 2021). Additionally, social influences, such as peer pressure or societal expectations, also affected decision-making; consumers were more likely to buy green products if they perceived that others approved of such choices (Meliniasari & Mas'od, 2023).

Perceived behavioral control, or the degree to which individuals felt capable of performing the behavior, also played a crucial role in green purchasing decisions. When consumers believed they had easy access to organic products and sufficient knowledge to evaluate them, their intention to purchase increased (Ngo-Thi-Ngoc et al., 2024). Moreover, external factors such as environmental consciousness and perceived product quality were identified as important additions to the TPB framework, especially in green cosmetics research (Echchad & Ghaith, 2022). In particular, perceived quality enhanced trust in organic products, while environmental concern strengthened the attitude-behavior link (Bevan-Dye & Synodinos, 2025).

Applying the TPB framework to organic hair mist offered valuable insight into the motivations and barriers that shaped consumer intentions. By understanding these psychological drivers, marketers and policymakers were better able to design campaigns and

products that resonated with environmentally conscious consumers, thus promoting sustainable consumption behavior.

1.1 PROBLEM STATEMENT

The Tasha Muslimah Haircut Salon was established in 2017. The salon had a Muslim-themed concept and was located at Tasha Muslimah Haircut Saloon, 2020 Lorong Cikgu Rahman, Taman Pertam Jaya, 75050 Melaka. It offered services such as keratin rebonding, haircuts, and hair washing.

The fragrances in hair sprays had the potential to cause skin irritation. Sensitive individuals might have experienced dandruff, redness, or itching due to synthetic fragrances. Additionally, alcohol, which was a component in some fragrance compounds, could cause hair to become dry and damaged.

Allergies to fragrances could also trigger negative reactions in sensitive individuals, as noted by Olsson Scandinavia. Therefore, it was important to consider safer and more suitable alternatives for all users. Some hair sprays contained alcohol, which stripped hair of its natural moisture and caused dryness and brittleness. If used excessively, these sprays could lead to split ends and breakage.

Hair sprays were commonly used to add fragrance and freshness to hair. However, some of them contained ingredients that could cause the hair to become dry and damaged, especially when they were high in alcohol or other drying agents. These ingredients stripped the hair of its natural oils, making it brittle, frizzy, and dull when used regularly over time.

Based on the problem statement above, the study focused on the need to develop a hair mist made from organic ingredients. The addition of an organic hair mist to the salon's services could help improve customer satisfaction. A hair mist made from organic materials would allow Tasha Muslimah Haircut Salon to confidently apply it to customers without hesitation or concern about harmful side effects.

1.2 BUSINESS PROJECT OBJECTIVES

- To produce organic hair mist product
- To identify customer satisfaction of Tasha Muslimah Haircut Saloon services that add hair mist in their service

1.3 BUSINESS PROJECT JUSTIFICATION

The Theory of Planned Behavior (TPB) serves as a robust framework for understanding consumer intentions to purchase organic hair mist. According to TPB, intention is influenced by three primary factors: attitude toward the behavior, subjective norms, and perceived behavioral control according to (Ajzen, 1991).

Consumers' positive attitudes toward organic personal care products, such as hair mist, are often shaped by values related to health, safety, environmental concerns, and hedonic enjoyment. A study by Ghazali et al. (2017) found that these values significantly influence Malaysian consumers' intentions to repurchase organic personal care products. This suggests that when consumers perceive organic hair mist as beneficial for their health and the environment, they are more likely to develop favorable attitudes toward its purchase.

The influence of important referent groups, such as family and friends, plays a crucial role in shaping purchase intentions. Zollo et al. (2021) demonstrated that social reassurance significantly impacts consumers' intentions to buy organic personal care products. This indicates that when individuals perceive that their close social circle approves of using organic hair mist, they are more inclined to intend to purchase it.

This factor refers to consumers' perceptions of their ability to perform the behavior, which includes considerations of convenience and quality. Zollo et al. (2021) also highlighted that convenience and quality perceptions significantly influence the intention to purchase organic personal care products. Therefore, if consumers believe that organic hair mist is easily accessible and of high quality, their perceived control over purchasing it increases, thereby enhancing their purchase intentions.

Furthermore, integrating additional constructs into the TPB framework can enhance its explanatory power. For instance, Photcharoen et al. (2020) incorporated health concerns and health knowledge into the TPB model and found that these factors positively affect purchase intentions for organic products. This suggests that consumers who are knowledgeable about the health benefits of organic hair mist and are concerned about health issues are more likely to intend to purchase such products.

In summary, applying the TPB framework to organic hair mist indicates that fostering positive attitudes through highlighting health and environmental benefits, leveraging social influences, ensuring product accessibility and quality, and enhancing consumer health knowledge can effectively increase purchase intentions.

In conclusion, with the result of Aura Mist products that only use natural ingredients can meet customer satisfaction.

1.4 SCOPE OF BUSINESS PROJECT

Aura Mist was created for Tasha Salon. This hair mist was specifically developed for Tasha Muslimah Haircut Salon. It was a liquid made with natural ingredients and scents derived from those natural elements. Since the hair mist did not contain any artificial fragrance, it was ideal for individuals with sensitive hair and scalps. It was easy to use and considered safer. The hair mist was packaged in a medium-sized, compact container and contained a lightweight liquid.

With this product, the team aimed to raise the standard of care at Tasha Hair Salon. They were confident that the product they developed could meet the needs of Tasha Hair Salon's customers and assist Muslim women who experienced issues with hair odor.