


BEHAVIOURAL INTENTION TO PURCHASE HALAL COSMETICS PRODUCTS IN MALAYSIA

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ARTICLE INFO	ABSTRACT
<p>Article history:</p> <p>Received 31 March 2023</p> <p>Accepted 26 June 2023</p> <p>Keywords:</p> <p>Halal Cosmetic; Behavioural Intention; Purchase Halal.</p> <div data-bbox="172 954 480 1200" style="text-align: center;">  </div>	<p>Purpose: The objective of this study was to identify the intention of Malaysia population to purchase halal cosmetics products in the market. There is little knowledge about what factors may affect personal care products the intention of Muslim customers to purchase these items</p> <p>Theoretical framework: Recent literature has reported consumers' opinions and intentions toward halal food goods are more favourable than their attitudes and intentions toward halal cosmetics.</p> <p>Design/methodology/approach: The convenience sampling method was used and a total of 521 participants was collected for this study. Participants consent was obtained electronically before they begin filling out questionnaires. Two sections were included which Part A : Socio demographic information; Part B : Halal Awareness , halal certification, exposure, product knowledge and health reason.</p> <p>Findings: This research concluded that exposure, halal certificates and product knowledge has given an impact on the awareness of population in Malaysia to buy halal cosmetic products. In other hand, the health reason found to be insignificantly influences awareness of halal cosmetic products among the population.</p> <p>Research, Practical & Social implications: We suggest a future research agenda and highlight the contributions of cosmetics products seller to be aware on the needs of halal certification for their products</p> <p>Originality/value: The results indicate that exposure, halal certificate and product knowledge are important variables that can increase awareness towards halal cosmetic. While the health reason is not an important predictor to the awareness towards halal cosmetic.</p>

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INTENÇÃO COMPORTAMENTAL DE COMPRAR PRODUTOS COSMÉTICOS HALAL NA MALÁSIA

RESUMO

Objetivo: O objetivo deste estudo foi identificar a intenção da população da Malásia de comprar produtos cosméticos halal no mercado. Há pouco conhecimento sobre quais fatores podem afetar a intenção dos clientes muçulmanos de comprar produtos de cuidados pessoais

Estrutura teórica: A literatura recente relata que as opiniões e intenções dos consumidores em relação a produtos alimentícios halal são mais favoráveis do que suas atitudes e intenções em relação a cosméticos halal.

Projeto/metodologia/abordagem: Foi usado o método de amostragem por conveniência e um total de 521 participantes foi coletado para este estudo. O consentimento dos participantes foi obtido eletronicamente antes de eles começarem a preencher os questionários. Duas seções foram incluídas: Parte A: Informações sociodemográficas; Parte B: Consciência Halal, certificação halal, exposição, conhecimento do produto e motivo de saúde.

Resultados: Essa pesquisa concluiu que a exposição, os certificados halal e o conhecimento do produto tiveram um impacto sobre a conscientização da população da Malásia para a compra de produtos cosméticos halal. Por outro lado, o motivo de saúde influenciou de forma insignificante a conscientização da população sobre os produtos cosméticos halal.

Implicações sociais, práticas e de pesquisa: Sugerimos uma agenda de pesquisa futura e destacamos as contribuições dos vendedores de produtos cosméticos para que estejam cientes das necessidades de certificação halal para seus produtos

Originalidade/valor: Os resultados indicam que a exposição, o certificado halal e o conhecimento do produto são variáveis importantes que podem aumentar a conscientização em relação aos cosméticos halal. Já o motivo de saúde não é um indicador importante para a conscientização em relação aos cosméticos halal.

Palavras-chave: Cosméticos Halal, Intenção Comportamental, Compra Halal.

INTENCIÓN DE COMPRA DE PRODUCTOS COSMÉTICOS HALAL EN MALASIA

RESUMEN

Objetivo: El objetivo de este estudio era identificar la intención de la población malasia de comprar productos cosméticos halal en el mercado. Existen pocos conocimientos sobre los factores que pueden afectar a la intención de compra de productos de cuidado personal por parte de los clientes musulmanes.

Marco teórico: La bibliografía reciente señala que las opiniones e intenciones de los consumidores hacia los productos alimentarios halal son más favorables que sus actitudes e intenciones hacia los cosméticos halal.

Diseño/metodología/enfoque: Se utilizó el método de muestreo por conveniencia y se reunió a un total de 521 participantes para este estudio. Se obtuvo el consentimiento de los participantes por vía electrónica antes de que empezaran a rellenar los cuestionarios. Se incluyeron dos secciones: Parte A: Información sociodemográfica; Parte B: Conciencia halal, certificación halal, exposición, conocimiento del producto y motivo de salud.

Resultados: Esta investigación concluyó que la exposición, los certificados halal y el conocimiento del producto influían en la concienciación de la población malaya para adquirir productos cosméticos halal. Por otro lado, el motivo de salud influyó de forma insignificante en la concienciación de la población para adquirir productos cosméticos halal.

Repercusiones sociales, prácticas y de investigación: Sugerimos una futura agenda de investigación y destacamos la contribución de los vendedores de productos cosméticos para que sean conscientes de los requisitos de certificación halal de sus productos.

Originalidad/valor: Los resultados indican que la exposición, la certificación halal y el conocimiento del producto son variables importantes que pueden aumentar la sensibilización hacia los cosméticos halal. En cambio, la razón sanitaria no es un indicador importante de la sensibilización hacia los cosméticos halal.

Palabras clave: Cosméticos Halal, Intención de Comportamiento, Compra Halal.

INTRODUCTION

Cosmetics and personal care items are goods that are used to clean, beautify, and enhance the appearance of the human body and changing one's look (USA Food, Drug and Cosmetic Act, 2012). These include skin care creams, bath products, lotions, powders, perfumes, facial cosmetics, and deodorants, to name a few. On a daily basis, the average person is said to use up to 25 personal care products (Phuah and Wan Jusoh, 2013). Despite the high demand for cosmetics and personal care goods, the sector is highly competitive and fast-paced, necessitating frequent new improvements

International marketers have become increasingly interested in Muslim markets in recent years, covering a wide range of product categories (Nor Rahimy Khalid et al. 2021). Muslims have developed as a single market, rather than a collection of disparate nations, in terms of size and potential. The global Muslim market accounts for roughly 23% of the overall global population. In the next 20 years, it is expected to increase to around 35%. At this rate, there will be 2.2 billion Muslims in 2030, accounting for 26.4 percent of the estimated global population of 8.3 billion (Temporal, 2011). Thus, Muslims are, and will form, a large segment of the total global consumers.

According to Mukhlis, 2009 Muslims are becoming more prominent at a time when many markets are nearing saturation an increasing consumer base that has resulted in some of the fastest growing consumer categories in the country the entire world. The halal notion is growing much more complex in the Middle East and several Asian nations, including Malaysia, Turkey, and Indonesia, as a monument to consumer thought progression. Halal awareness among Muslim customers has grown from a focus on meatbased items just ten years ago to a broad spectrum of products now.

In response to Muslim consumers' need for Shariah conformity, multinational corporations are obtaining halal certifications for their brands (AVON and Colgate Palmolive), as well as changing their goods (e.g. Revlon ColorSilk Hair colours). Pharmaceutical and personal care items containing prohibited ingredients, such as hog fat, are being actively sought out by countries such as Malaysia and Indonesia. However, there is no equivalent mechanism for detecting or preventing illegal activity chemicals, or a platform for actively educating consumers. As a result, there is a scarcity of consumer knowledge in Pakistan has resulted in a dearth of demand for Shariah-compliant products items for personal care Furthermore, due to an apparent lack of halal understanding. There is little to no knowledge about what factors may effect personal care products the intention of Muslim customers to purchase these items (Mukhtar and Butt, 2012).

To have a better understanding of halal cosmetics, one must first consider the semantics of the word halal. In Arabic, the word halal means "authorised" or "permissible". The intention of Muslim customers to purchase these items (Ali, Salman, Yaacob, & Parveen, 2019). Pork and alcohol must not be used in the halal production procedure (Alzeer, Rieder & Hadeed, 2017). Cosmetics are defined by the United States Food, Drug, and Cosmetic Act of 2012 as items applied to the physical human body for the purpose of rejuvenating, beautifying, improving attractiveness, and changing one's appearance. Cosmetics include skin care, bath and body products, hair care, and deodorants (Mohezar et. al, 2016)

JAKIM has been designated by the government as the task force in charge of ensuring that the Malaysian Standard MS 2200:2008 and the Halal Certification Procedure are in place before halal certification can be granted to cosmetic suppliers (Mustafar et. al, 2018). In contrast, studies on halal cosmetics awareness found a mix-match between low awareness and high cosmetic consumption. They hypothesised that the availability of halal cosmetics, the diversity of halal cosmetic items, and the quality of raw materials and ingredients were more important than JAKIM's halal accreditation (Mustafar et. al, 2018)

Although the Malaysian government has made significant progress in terms of halal legislation, the oft-repeated problem remains that halal recognition by JAKIM has yet to provide assurance to Muslim customers, who are the primary users of cosmetics in Malaysia a (Phuah and Wan Jusoh, 2013). A review of publications published since the turn of the year revealed that Muslims in Malaysia consider JAKIM's halal recognition as not fully following Islam, while Israeli cosmetics remain on the market, ignoring Israel's abuse of Palestinian Muslims. Even though Atomy Malaysia, a Korea-based beauty and fashion company, is described as actively supporting Christian missionary programmes, halal recognition is awarded to the company earlier in 2020.

Despite the fact that Halal cosmetics have a large market share, there is a paucity of Halal cosmetics and personal care products. As a result, Muslim consumers are forced to use non-Halal cosmetics made by non-Muslim companies (Abd Rahman, Asrarhaghighi, & Ab Rahman, 2015). Islamic marketing, according to Mukhtar & Butt (2012), as the majority of people use cosmetics and personal care items, academics are keen to learn more about them. Muslims are forced to consume non-Halal products made by well-known companies brands from all over the world Pork, porcine DNA, and proteins are found in the majority of these goods oils, fats, lards, gelatine, and other ingredients that can make a product non-Halal (Source: BEDB, 2018).

to be consumed; substances that are haram should be avoided or for which it is impossible to determine whether the product is legal for Muslim eating.

Although there is no substantial association between knowledge and attitude, there is a large positive relationship between religiosity and attitude. Between knowledge and attitude, there is a negative correlation. However, there is a positive association between religiosity and attitude, as well as a positive relationship between attitude and intention. Consumers' opinions and intentions toward halal food goods are more favourable than their attitudes and intentions toward halal cosmetics (Azmawani et al 2015).

In research investigations, there is a negative association between all characteristics of religion and teenage attitudes about fashion. The intellectual and consequential components have the strongest significant negative link with Muslim youth's attitudes toward fashion (Farrag & Hassan, 2015), although religiosity and attitude have a substantial positive relationship. One of the most important aspects to consider while promoting their cosmetic products is religion (Azmawani et al 2015).

Therefore, the aim of this study is to identify the intention of Malaysia population to purchase halal cosmetics products in the market.

MATERIAL AND METHODOLOGY

The sampling method for this study was convenience sample method, which is a non-random sampling approach. The convenience sampling method involves finding individuals who are easily accessible and close to the researcher. Because acquaintances who match the inclusion criteria are the most conveniently accessible participants, the questionnaires, was gathered into a single Google Form page, and delivered to them. The form was shared electronically on social media platforms including WhatsApp, Instagram, and Twitter.

Aside from that, voluntary response sampling was used in this study. For this sort of sampling, people volunteered to fill out a questionnaire that would be set out in the open. The questionnaire was provided to volunteers who are adults over the age of 18 in this case.

This study was conducted throughout Malaysia, with the study instrument being provided electronically. A total of 521 participants was collected for this study. Participants' consent was obtained electronically before they begin filling out the questionnaire. On the first page of the questionnaire, the study objectives, procedures, and volunteer participation was described. The questionnaire was anonymous, ensuring that the participants' privacy is protected.

This cross-sectional, questionnaire-based study was undertaken results on Malaysian adults throughout the Malaysia. Two sections included are Part A: Socio-demographic information; Part B: Halal awareness, halal certification, exposure, product knowledge and health reason. After that, the questionnaire was standardised for use in the research.

Structural equation modelling with Smart PLS was employed to test the hypotheses of the study. The smart PLS software is well suited to the predictive nature of the study.

RESULTS AND DISCUSSION

Respondent's Characteristics

Table 1 show the demographic table, most of the respondents are female (78.9), aged from 15 to 25 years (49.5%), Malays (60.5%) , most of them from Selangor (33.1%) and with an education level of Bachelor or Degree (36.9%)

Table 1 showed the demographic characteristic

Respondent's Demographic	Frequency (N)	Percentage (%)	
GENDER	Female	411	78.9
	Male	110	21.1
AGE	15 - 25 years	258	49.5
	26 - 35 years	124	23.8
	36 - 50 years	107	20.5
	> 51 years	32	6.1
RACE	Malays	315	60.5
	Chinese	38	7.3
	Indians	96	18.4
	Others	72	13.8
STATE	Perlis	9	2.8
	Kedah	12	3.7
	Penang	12	3.7
	Perak	13	4
	Selangor	107	33.1
	Negeri Sembilan	26	8
	Melaka	16	5
	Johor	30	9.3
	Pahang	15	4.6
	Terengganu	17	5.3
	Kelantan	9	2.8
	Sabah	14	4.3
	Sarawak	5	1.5
	Wilayah Persekutuan	38	11.8
LEVEL OF EDUCATION	PMR	13	2.5
	SPM	65	12.5
	Diploma	161	30.9
	Bachelor's Degree	192	36.9
	Master's	66	12.7
	PhD	24	4.6

Source: Authors own data

Measurement Model

Following guidelines related to structural equation modelling analysis, the study used a two-step approach to test the measurement model and the structural model. The measurement model tested items to ensure that when used for a specific variable, they truly measured that variable and it differed from others. Consequently, two types of validities needed to be achieved. These were the convergent validity and the discriminant validity.

Instrument Validity and Reliability Analysis

Table 2 shows the convergent validity measured based on the outer loading value and the Average Variance Extracted (AVE) value. First, the correlations between items and constructs have outer values greater than a value of 0.70 (Hair et. al. 2017), confirming that the items meet the convergent validity criteria. Next, the AVE value for each construct is greater than 0.5, ranging from 0.536 to 0.679 (Hair et. al. 2017), meaning that the study constructs meet the level of convergent standards set.

Table 2 showed the convergent and AVE validity test

Constructs/Variables	Outer Loading	AVE	Composite Liability
Awareness			
A1	0.783		
A2	0.700		
A3	0.789		
A4	0.794	0.591	0.896
A5	0.798		
A6	0.764		
Exposure			
E1	0.784		
E2	0.808		
E3	0.764		
E4	0.716	0.575	0.890
E5	0.732		
E6	0.742		
Halal Certificate			
HC1	0.752		
HC2	0.806		
HC3	0.839		
HC4	0.791	0.581	0.892
HC5	0.700		
HC6	0.700		
Health Reason			
HR1	0.863		
HR2	0.858		
HR3	0.839		
HR4	0.827	0.697	0.932
HR5	0.785		
HR6	0.835		

Product Knowledge			
PK1	0.700		
PK2	0.779		
PK3	0.700		
PK4	0.755		
PK5	0.761		
PK6	0.781	0.536	0.912
PK7	0.727		
PK8	0.700		
PK9	0.719		

Source: Authors own data

Monotrait. Ratio of Correlations (HTMT). The HTMT value for each construct is between 0.664 and 0.985 more than 0.85 (Hair et. al. 2017), and the confidence interval value in parentheses for each construct is greater than the value of 1 (Hair et. al. 2017), which means that some of the construct of this study does not achieved a discriminant validity set.

Table 3 Results of Discriminant validity test and HTMT confidence interval

Constructs/Variables	Exposure	Halal Certificate	Health Reason	Product knowledge
Awareness	0.733 (0.679;0.782)	0.985 (0.960;1.009)	0.874 (0.835;0.912)	0.909 (0.835;0.912)
Halal Certificate	0.685 (0.627;0.734)			
Health Reason	0.664 (0.615;0.727)	0.937 (0.908;0.960)		0.919 (0.892;0.939)
Product Knowledge	0.774 (0.724;0.734)	0.905 (0.874;0.931)		

Source: Authors own data

Constructs Analysis

Table 4 shows the mean values and results of each construct's variance inflation factor (VIF) test. The mean values for each study construct range from 3.29 to 3.80. Furthermore, the correlation between the independent variable (Halal Certificate, Health Reason, Exposure and Product Knowledge) with the dependent variable (awareness) has a variance inflation factor value of less than 5.0 (Hair et al. 2017), confirming that all the variables of this study are independent of serious collinearity problems.

Table 4 showed basic statistical results and analysis of variance inflation factors

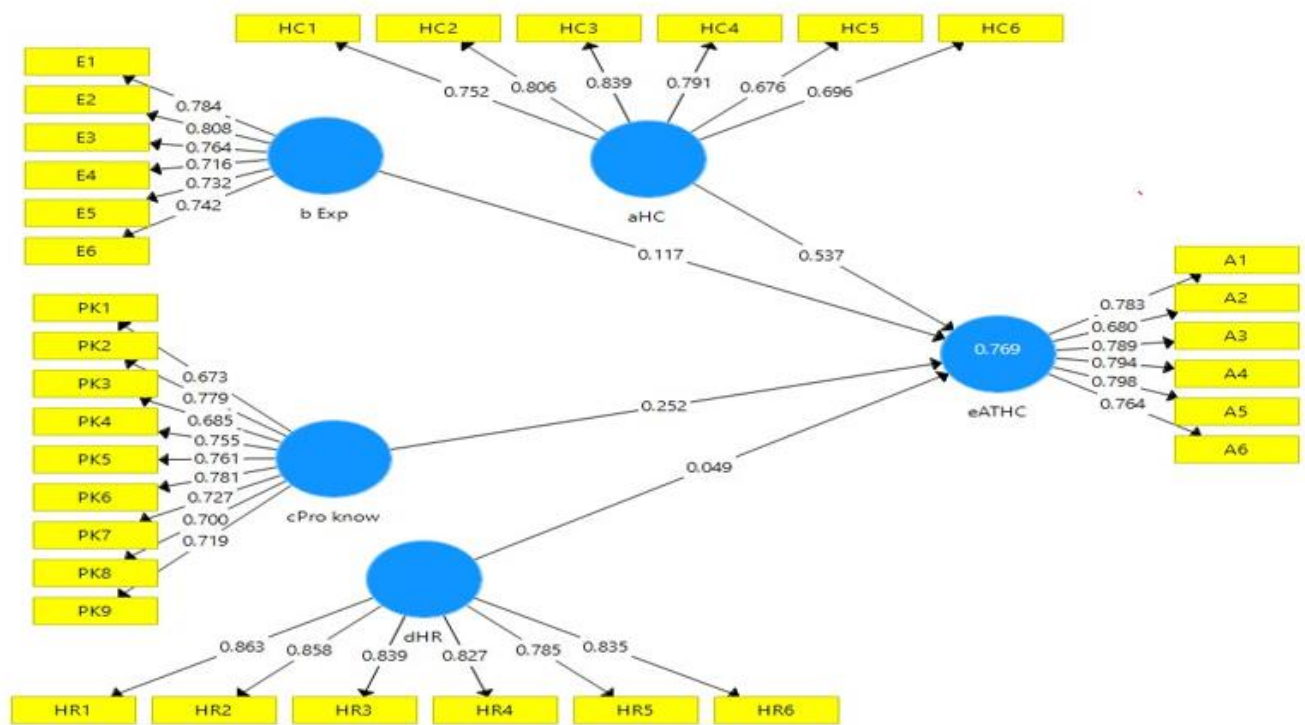
Constructs/Variables	MEAN	STD. DEVIATION	VIF
Awareness	3.71	0.877	
Exposure	3.29	0.864	3.750
Halal Certificate	3.80	0.886	1.854
Health Reason	3.75	0.982	4.462
Product Knowledge	3.54	0.86	4.438

Source: Authors own data

Hypothesis Testing H1, H2, H3 and H4

The estimates of path coefficients for the research hypotheses testing in the PLS structural model are evaluated based on standard beta (β) values, t (t) statistics, or p values (Hair et al. 2017). The values displayed the important contribution of weighting indicators for the predictor variable. Table 5 displays the testing results of the direct impact model. First, the inclusion of exposure to the analysis contributes 0.40 percent R^2 to awareness towards halal cosmetic. Second, the inclusion of halal certificate into the analysis contributes 0.72 percent R^2 to awareness towards halal cosmetic. Third, the halal reason in the analysis contributes as much as 0.61 percent R^2 to awareness towards halal cosmetic. Fourth, the product knowledge in the analysis contributes as much as 0.64 percent R^2 to awareness towards halal cosmetic. The above results show that the value of R^2 is more significant than 0.26. This means that exposure, halal certificate, halal reason and product knowledge significantly impact the disruption work on awareness towards halal cosmetic. Next, the results of the hypotheses testing yield four important findings. First, exposure has a significant relationship with awareness towards halal cosmetic ($\beta = 0.117$; $t = 3.867$). Therefore, H1 is supported. Second, halal certificate has a significant relationship with awareness towards halal cosmetic ($\beta = 0.537$; $t = 10.92$). Therefore, H2 is supported. Third, halal reason does not have a significant relationship with awareness towards halal cosmetic ($\beta = 0.049$; $t = 0.907$). Therefore, H3 is not supported. Fourth, product knowledge has a significant relationship with awareness towards halal cosmetic ($\beta = 0.252$; $t = 0.644$). Therefore, H4 is supported. Overall, these results confirm that exposure, halal certificate and product knowledge are important variables that can increase awareness towards halal cosmetic. While the halal reason is not an important predictor to the awareness towards halal cosmetic.

Figure PLS Algorithm



Source: Prepared by Nor'Ain Abdullah (2022)

Table 5 showed the Hypothesis testing

Relationship	Beta (β) Value	T Value	R ²	Result
H1: Exp -> ATHC	0.117	3.867	0.402	Supported
H2: HC -> ATHC	0.537	10.920	0.722	Supported
H3: HR -> ATHC	0.049	0.907	0.607	Not Supported
H4: Pro know -> ATHC	0.252	5.500	0.644	Supported

Source: Authors own data

The finding of this study proved that Halal certificate effect the awareness on Halal cosmetics consuming. The involvement of the Islamic Development Department of Malaysia (JAKIM) in confirming the halal status of Islamic food products and consumer goods in this country began in 1974 when the Research Center, Islamic Affairs Division, Prime Minister's Department issued a halal confirmation letter to products that met the requirements Sharia. There are several documents required for the Halal certification application and manufacturers must adhere to the requirements, such as restricted using of human derived, porcine derived and insect derived. However, the guideline provided is the general process in the production and manufacture of cosmetics but incomprehensive on sourcing of ingredients for the manufacture of Halal cosmetics. In the global production, the guidelines may vary depending on the country of production and the target market (Sugibayashi, Yusuf, Todo, Dahlizar, Sakdiset, Arce & See, 2019). A study by Mustafar, Ismail, Othman, and Abdullah (2018)

claimed that Malaysian cosmetics manufacturers do have high levels of halal cosmetics awareness.

Second, in the technological advancement era, the media social exposure able to get fully attention on the consumers. The approach is the most relevant ways to get consumers updated information and knowledge about the cosmetics product. In other way, the exposure will safeguard the consumers from buying any non-Halal and unsafe cosmetics product. However, Ambo and Md Sapir (2021) covered that Muslim male in Malaysia exposed to Halal information in formal academic ways tend to be more conscious of Halal cosmetic items. Thus, they are loyal to Halal brands including cosmetics product.

Third, product knowledge on the cosmetics product including all the ingredients of the production process. The consumers have to be understood and familiar with the terms using specifically on the production. The main sources of product knowledge include the consumer's experience of the product and the actual advertising shown to influence the consumer's purchase intention to select the product. Ramadania et al. (2018) found that knowledge on Halal and green foods, natural content and religiosity give impact to the consumers awareness of the products. However, the level of knowledge differs and information provider by the government agencies is still lacking.

For the last analysis, it was found that health reason insignificantly influences the awareness of Halal cosmetics. Health reason is in line with the food safety, represented by expiration date, safety assurance label, product content and product origin. It will encourage the consumers awareness in choosing the Halal products for their health. The more consumers believe that the Halal products are safe to consume, the more they convinced that the Halal product are healthy to used. This study proved that the consumers do not directly pay attention to health reason in determining cosmetics product. It is consistent with the study by Husain et al. (2016), was shown that health was not a factor affecting buying interest.

Recently, there are a lot of news reported on the unhealthy cosmetics product. 'More than 15,000 unregistered pharmaceutical products, unnotified cosmetic products and poisoncontaminated products seized' through 'Op Putra' in Kulim, Kedah. The unregistered products are widely sold online through e-commerce platforms. The Minister of Health, Khairy Jamaluddin and the Ministry of Health on March 9, 2022, issued a media release announcing that they had received 1,107 complaints about the sale of unregistered drugs 'online' while a total of 1,322 premises were raided in 2021 until January 2022. All seized drugs can have a harmful effect on consumers because there is no guarantee in terms of quality, safety and

effectiveness. It is advised that the public and consumers be more careful when buying any health and cosmetic products that are sold.

CONCLUSION

The Muslim consumer market is rapidly growing, driven by an increasing population that is more diverse ethnically, geographically, and economically than ever before. This shows the expanding and huge market to satisfy the demand for Muslim and Non Muslim consumers. As the halal food is widely accepted, the halal cosmetics also should be given a great attention.

From the analysis this research has concluded that exposure, halal certificates, and product knowledge has given an impact on the awareness of population in Malaysia to buy halal cosmetic products. In other hand, the health reason found to be insignificantly influences awareness of Halal cosmetics. The results provide strong evidence in the current study on consumer behavioural intention for Halal Cosmetics product, for which the current study has exploited the theoretical thoughts of the fundamental consumer's consumption as an instrument that may lead to actual behaviour. Future studies to highlight the attitude towards a particular behaviour creates a positive intention toward that behaviour and educated respondents should be focused to better understand consumer purchase intention.

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