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## MUSLIM YOUNG CONSUMER INTENTION TO PURCHASE HALAL COSMETIC AND PERSONAL CARE PRODUCTS

**Zulaiha Ahmad<sup>1\*</sup>, Farah Lina Azizan<sup>2</sup>, Shamshul Anaz Kassim<sup>3</sup>, Ima Ilyani Dato' Hj. Ibrahim<sup>4</sup>, Muhammad Amirul Afiq Zailani<sup>5</sup>**

*1,2,3,4,5 Faculty of Business and Management, Universiti Teknologi MARA(UiTM), Perlis Branch, Arau Campus, Perlis, MALAYSIA*

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Corresponding Author:  
zulaiha895@uitm.edu.my

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### ABSTRACT

The trend in choosing Halal cosmetics and personal care products is still very low among Muslim society, especially among the younger generations. Most of them purchase particularly more on Halal food products rather than Halal cosmetic and personal care products. Young Muslim population is still not aware of "Halal" concept when purchasing and use cosmetic and personal care products. Therefore, this paper aims to provide improved understanding of the influential factors towards the intention to purchase Halal cosmetic and personal care products among the younger generation. Data were collected from 303 young Muslim consumers in northern state, Malaysia. They were selected using stratified random sampling. A set of self-administered questionnaires with five interval Likert scales was used. The study employed a quantitative research method to examine all hypothesis. A multiple regression analysis was used to examine Halal certificate, product characteristics, social influence and attitude which are the determinant factors of intention to purchase Halal cosmetic and personal care products. The findings showed that only Halal certificate, products characteristics and attitude have significantly influenced the intention to use Halal cosmetic and personal care products. Meanwhile, social influence does not significantly influence intention to purchase the products. This study contributes to Halal cosmetic studies by illustrating how the young generation choose and use Halal cosmetic and personal care products.

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## **1. Introduction**

Cosmetic and personal care products can be classified as a necessity for women and men. Realizing the way of life should be in accordance with Sharia and there is a need to seek spiritual benefits from the products they consume, thus, reflects on the demands of Halal cosmetic and personal care brands (Sukardani et al. 2018). Halal is profoundly mentioned in the Quran as permitted, allowed, lawful or legal. The Halal concept is not applied only to food but also diversified to other products and services such as cosmetic and personal care, tourism, advertising, clothes, the banking, and finance industry and many more. Halal food products are garnering more attention from the previous scholar. To date, it has been found that there is a limited number of studies focused on this product (Ansari & Mohamad, 2015; Ahmad et al. 2015).

Halal cosmetic have become a global need (Aisyah, 2017). The demand for Halal cosmetic and personal care products in the global market has escalated and dramatically sparked due to four main factors; the growth of the Muslim population (Swidi et al. 2010), new norm of Halal market (Zakaria et al. 2019), Halal lifestyle (Sukardani et al. 2018) and increased of level of education and awareness towards Halal product (Swidi et al. 2010). Based on the recent report by Dinar Standard (2020) titled *State of the Global Islamic Economy Report: Thriving in Uncertainty 2020/21*, globally, Muslims expenditure on cosmetics have become greater by 3.4% to \$66 billion from 2018 to 2019. Due to Covid 19 pandemic, Muslim consumers spending was expected to drop to 2.5% reaching \$64 billion and later would grow reaching \$76 billion by 2024. Although the market for Halal cosmetic and personal care products is large, most of the productions are dominated by non-Muslim countries. International companies such as Procter and Gamble, Unilever, Colgate-Palmolive, and L'Oréal are reported to concur the market share since 2016 until the current year (Zakaria et al. 2019). He also further claimed that there is still a limited number of local industry players involve aggressively in producing Halal cosmetic and personal care product. Thus, it will lead to argument pertaining on Halal issues since the buying pattern among Muslims where majority of population consumer skewed towards Halal products for both food and non-food products. The root of Halal cosmetic and personal care products industry in Malaysia has been introduced for the past 30 years with the brand of Unza Safi and Zaitun (Kaur et al. 2018). The phenomenon of Halal norm and lifestyle of Muslim society in this country has led to opportunity of local industry players such as Wipro Unza (Malaysia) Sdn Bhd, SimplySiti Sdn Bhd and Southern Lion Sdn Bhd which are rigorously producing and ascertaining their products in the local Halal market by acquiring Halal certificate from JAKIM (Zakaria et al. 2019).

Malaysian Muslim consumers are more concerned about Halal food compared to Halal cosmetic and personal care products (Abd Rahman et al., 2015). Research revealed that young adult Muslim women in Malaysia have not given priority (Che Mohd Hashim & Musa, 2014) and even the awareness of Halal cosmetics is still low among them (Che Mohd Hashim & Musa, 2014; Kamaruzaman, 2008). Surprisingly, Idris, Sabri and Fauzi (2021) claimed the same issue as they discovered that even though Muslim women are aware of the availability of Halal cosmetic products, non-Halal cosmetics from established international brand in the market are still preferred by them (Ngah et al. 2022). Given the growing above issue, therefore, it is crucial to analyse the determinants of purchasing behaviour among Muslim youth towards Halal cosmetic and personal care products. Personal attitude, social influence, Halal certificate and product characteristics are among the several factors that are most likely to predict the consumers' intention to purchase Halal cosmetic and personal care products among Muslim young consumers.

## **2. Literature Review**

This section provides a discussion on studies related to the topic. It will begin with a discussion on Halal purchase intention towards cosmetic and personal care product, Halal certificate, product characteristic, social influence, and personal attitude.

### **2.1 Halal cosmetic and personal care products purchase intention.**

According to Shuriye (2015), cosmetic can be defined as the preparation applied to any parts of the human with the purpose to enhance the beautification and intensify it. However, Association of Southeast Asian Nations (ASEAN) (2008) defined cosmetic as "any substance or preparation intended to be placed in contact with the external parts of the human body or with the teeth and the mucous membranes of the oral cavity with a view exclusively for cleaning it, perfuming it, changing the appearance, and/or correcting body odours and/or protecting or keeping towards a good condition". Cosmetics can be divided into several categories such as skincare, body and oral care cosmetics, makeup, hair care and fragrance (Ali et al. 2016).

The main driver for huge demand in Halal cosmetics and personal care products stem from the demographic of young, religious conscious and professional Muslim population. Currently, Halal branding cosmetic and personal care products not only use by Muslim consumer, the growth in demand is also spilling over to non-Muslim consumer (Ya et al., 2017). Septiarini et al. (2022) discovered product safety, comfort and cleanliness of product ingredients attract them in buying cosmetic products. Studies have indicated that there are several factors influencing intention to purchase Halal cosmetic and personal care products. Previous scholars reported that attitude was the highest factors followed by subjective norms, trust, and knowledge (Romle et al., 2016). However, a study by Haque et al. (2018) found that subjective norm had insignificant relationship with the intention to purchase Halal cosmetic products, while attitude, perceived control and religiosity revealed contrast findings. By applying Planned Behaviour Theory and Diffusion of Innovation Theory, Nawaz et al. (2021) reported that behavioural control, products characteristics, and consumer innovativeness are among the factors affecting the consumers' purchase intention towards the products. Furthermore, scholar highlighted that customer would emphasize on product characteristics in purchasing and consuming Halal cosmetic products such as brand, price, quality, ingredients and Halal label (Husin et al. 2012; Abdul Rani & Krishnan, 2018).

### **2.2 Halal certificate**

Halal certificate is a trust mark and a name that gives another measurement to firms to deliver, market and offer their products or services (Ab Talib et al. 2016). For cosmetic and personal care product to be certified as Halal products, the products should follow Malaysian Standard MS 2200:2008 requirements. This standard highlight that all products must not have human parts or ingredients derived from there, free from alcohol, no contamination from *najs* during processing, preparation and storage, no genetic modified organism (GMO) and the products are safe to be consumed. Sofiana et al. (2021) discovered that the implementation of halal certification in Malaysia is more organized and systematic than by Indonesia.

Detecting the Halal and non-Halal ingredient from the Halal certificate is vital to each Muslim consumer because it helps them verify whether the cosmetic and personal care products are permissible (Hashim & Mat Hashim, 2013). Zakaria et al. (2019) argued that by referring to the Halal

certificate, Muslim consumers feel confident that cosmetic and personal care products are using Halal ingredients, pure and hygienically manufactured.

Previous research conducted in Muslim markets has found similarities in reporting Halal certificate as a predictor of intention to purchase and consume Halal cosmetic and personal care products (Shafie & Othman, 2006; Baig & Baig, 2014; Majid et al. 2015). According to Salehudin and Luthfi (2010), Muslim consumer in Indonesia will cancel their purchase if there is no Halal certificate on that product. Interestingly, a study by Hunter (2012) is not aligned with the previous scholars. The study reported that Halal awareness of the Muslim community towards Halal cosmetics is still low and most of them do not refer to the Halal certificate. Based on the above discussion, the following hypothesis is proposed:

H1: Halal certificate has a significant positive relationship with intention to purchase Halal cosmetic and personal care product.

### 2.3 Product characteristic

Qualitative research conducted in France has discovered that price, packaging, brand image and the arrangement of the products at a physical store are determinants of the intention to purchase Halal cosmetic and personal care products (Benyahia, 2018). Furthermore, similar findings by Abdul Rani and Krisnan (2018) also revealed that most Malay university students preferred to purchase Halal skincare products, search for affordable prices, quality products and look at the brands safety. Husin et al. (2012) in the research conducted among 200 Malaysian Muslim consumers figured out that product factors namely brand, price, quality, ingredient, and labelling are the potential determinants of intention to purchase Halal cosmetics and personal care products. The results revealed that customers will prioritize the 'halalness' over brand, are willing to pay a higher price for the Halal product and if they hesitate with the Halal status of the ingredients of the product, the decision and intention to purchase the product will be affected.

Che Mohd Hashim and Musa (2014) stated that the content or ingredient used in producing Halal cosmetic and personal care products are also the most important factor to convince Muslim consumers to use cosmetic products. All ingredients in Halal products must be checked and conformed to Halal requirements. This is to ensure that the products clean, safe to be used, beneficial, in good quality and all aspects of the production is following the Shariah (Islamic law) law. Krishnan et al. (2017) pointed out the trends of Muslim consumers in the new era who prefer to use cosmetic and personal care products containing natural ingredients is due to the ability in offering more beneficial effects compared to chemical-based ingredients. Based on the above discussion, the following hypothesis is proposed:

H2: Product characteristic has a significant positive relationship with the intention to purchase Halal cosmetic and personal care products.

### 2.4 Social influence

Social influence can be the main factor for individuals in choosing Halal products (Majid et al. 2015). Family members, friends, colleagues, teachers, and communities are examples of people that can influence a person's behaviour towards Halal cosmetic and personal care products (Suki & Abang Salleh, 2016). Besides that, consumers also put in trust in the information received from authorities and religious leaders (Ahmad et al. 2015). The person is more likely to purchase Halal products if the purchasing process is seen as compatible with the social behaviour based on what others think about it (Alam & Sayuti, 2011). A total of 300 respondents among

public and private sector employees and postgraduate students in Karachi and Islamabad found that attitude and social influence are the same predictors of intention to purchase Halal cosmetic and personal care products. The result is also aligned with the study conducted by Aisyah (2017) among female consumers in Indonesia. However, studies by Haque et al. (2018) and Kamarudin et al. (2020) which were conducted in Malaysia revealed contradicting results which showed that social influence does not influence consumers' intention to purchase Halal cosmetic and personal care products. Based on the above discussion, the following hypothesis is proposed:

H3: Social influence has a significant positive relationship with intention to purchase Halal cosmetic and personal care products.

## 2.5 Personal attitude

Ajzen (1991) refer attitude as the degree of an individual's positive or negative feeling towards the object or the intention to perform certain behaviour. Abd Rahman et al. (2015) claimed that the attitude toward purchasing Halal cosmetics is still lower than purchasing Halal foods. Despite the emergence of Halal cosmetic and personal care products, the trend of use international non-halal certified cosmetic brand is still extremely popular among Muslim consumer (Nghah et al., 2021). Consumers who are easily accepting new experiences will face a difficult situation towards changing their attitude on a daily routine from using non-halal Halal cosmetic and personal care products (Mohezar et al. 2016). Young consumer feels adored with the perceived quality they received after having an experience using non-halal certified cosmetic and they are willing to pay more (Swidi et al., 2010) despite lack of compliance with the halal requirement (Sugibayashi et al., 2019).

Ahmad et al. (2015) stated that people's exposure to Halal purchase decisions is more enjoyable by searching all information through media related to Halal cosmetic and personal care products. Furthermore, experienced consumers of Halal products will influence others by sharing their knowledge on social media such as Facebook, Twitter, and Instagram. A consumer who lacks knowledge pertaining to the benefits of Halal cosmetic and personal care products are more willing to invest time, money and take risks to try different products (Mohezar et al. 2016). In a study conducted among Malaysian Muslim women, Che Mohd Hashim and Musa (2014) indicated that the respondents are satisfied with Halal products and feel at ease when consuming them. Similarly, research findings conducted by Osman et al. (2022) among Malaysian adult's customers revealed that attitude as the strongest predictor in purchasing Halal cosmetic products followed by Halal awareness and Halal knowledge. From the above discussion, those individuals which have a positive attitude toward Halal cosmetic and personal care products might create a positive intention to purchase and consume the product.

Based on the above discussion, the following hypothesis is proposed:

H4: Personal attitude has a significant positive relationship with the intention to purchase Halal cosmetic and personal care products.

## 3. Methodology

This is a cross-sectional study conducted among the Higher Learning Institution (HLI) students from Semester 1 until Semester 6 from various fields comprising Plantation and Agrotechnology, Sports Sciences and Recreation, Business and Management, Applied Science, Computer and Mathematical Sciences, and lastly Architecture, Planning and Surveying. One of the universities in the northern part of Malaysia is chosen to represent the HLI. The population for

this study was 2766 students. To determine the minimum sample size, the “rule of thumb” suggested by Krejcie and Morgan (1970) was used and the actual sample size of 350 was considered sufficient. All variables were measured at the individual level whereas each Muslim student has been targeted to answer all the questionnaires. The study employed stratified random sampling where the process determining the sample size has been divided according to the faculty and the selected different programmed offered.

A survey method has been employed and primary data have been collected from the respondents through the distribution of a hard copy of self-administered questionnaires. The questionnaires comprised seven items examining respondents' intention to purchase Halal cosmetic and personal care products developed by Erdem et al. (2014) with Cronbach's Alpha value of 0.892, and the example item is “I can pay more for products with halal certificate than for products without halal certificate”. Halal certificate was measured with five items developed by Erdem et al. (2014). The Cronbach's alpha value for this variable was 0.890. The example item is “When buying product halal certificate is more important for me rather than brand”. Whereas the scales constructed by Mohezar et al. (2016) which consisted of seven items was used to measure product characteristics and four items used to measure social influence. The Cronbach's alpha coefficient for these two variables; product characteristics and social influence were 0.861 and 0.868 respectively. The example item for product characteristic is “Halal cosmetics/personal care are pure and clean”, whereas the example item for social influence is “Most people around me use halal cosmetics/personal care products”. Personal attitude consists of five items were adapted from Lada et al. (2009) with Cronbach's Alpha value of 0.843, and the example item is “Among peers, I am usually the first to try new cosmetics/personal care products”. All scales were measured with a 5-point Likert-type scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree). Each respondent completed answering the questionnaire in 15 minutes. The data collection lasted for three (3) weeks to receive useable of 303 questionnaires out of 350 questionnaires for data analysis. The respondents were 91 students from Computer and Mathematical Science, 65 students from Applied Science, 54 students from Business Management Studies, 44 students form Architecture, planning and Surveying, 27 students from Sports Science and Recreation and 22 students from Plantation and Agrotechnology.

#### **4. Results**

The 303 respondents comprised of 75.2% females, while 24.8% were males. There was majority of 33.3% from final semester' (final year) students and 30% of the respondents were from the Faculty of Computer and Mathematical Sciences. Among all categories of products, most of them prefer skincare 61.1% when purchasing cosmetic and personal care products.

*Table 1  
Reliability Coefficients and Mean Value Each Variables*

<b>Construct</b>	<b>No of items</b>	<b>Cronbach alpha</b>	<b>Mean</b>
Halal certificate	5	0.889	4.26
Product characteristic	7	0.824	4.34
Social influence	4	0.801	3.88
Personal attitude	4	0.795	3.78
Intention to purchase	4	0.632	4.38



The reliability of the questionnaire ranges from 0.60-0.90 which indicates that the items are appropriate to be used (Nunnally, 1978). The mean value for all dimensions shows that most respondents agree with the statements offered in the questionnaire. Table 1 depicts the alpha value and mean for each section.

Table 2  
Correlation Analysis

Variables	Halal Certificate	Product Characteristic	Social Influence	Attitude	Intention to Purchase
Halal certificate	1.000				
Product characteristic	0.646**	1.000			
Social influence	0.472**	0.493**	1.000		
Personal attitude	0.326**	0.405**	0.585**	1.000	
Intention to purchase	0.575**	0.567**	0.397**	0.359**	1.000

\*p<.05 \*\*p<.01

To achieve the objectives of this study, the data were analysed using Pearson Moment correlations. The results show that there is a positive significant relationship between each variable with the intention to purchase Halal cosmetic and personal care products. However, the strength of the relationship is deferred. There is a strong relationship between Halal certificate (r=0.575) and intention to purchase, and product characteristics (r=0.567). Meanwhile, for the relationship between social influence and intention to purchase and attitude towards intention to purchase, both results show a moderate relationship. All variables are also found to be significantly correlated with each other. The information is summarized in Table 2.

Table 3  
Multiple Regression Result

Variables	B	t	Sig.
Halal certificate	0.338	5.649	0.000
Product characteristic	0.288	4.696	0.000
Social influence	0.027	0.456	0.649
Personal attitude	0.116	2.093	0.037

R Square	0.411
Adjusted R Square	0.403
F Value	51.969

Dependent Variable: Intention to purchase

Multiple regression was conducted to predict the power of the factors that affect intention to purchase Halal cosmetic and personal care products. Durbin Watson of 1.63 indicates that there is no multicollinearity among the variables. The results show the adjusted  $r^2$  is 0.411, with a different weighted of the standardized coefficient. Among all, only three hypotheses are significant which are Halal certificate, product characteristic and attitude with the standardized coefficient of 0.338, 0.288 and 0.116 respectively. Hence, Halal certificate contributes 34%, product characteristic contributes 29% while attitude contributes 12% in explaining intention to purchase Halal cosmetic and personal care products. Table 3 shows the regression result.

## **5. Discussion**

In summary, the result revealed that Halal certificate, product characteristic and personal attitude influence Muslim consumers intention to purchase the Halal cosmetic and personal care products. This is because in Malaysia, there are some issues related to the sensitivity of Muslim consumers toward Halal cosmetics and personal care products. For Muslim in Malaysia, Halal is an absolute key concept before they decide to make a purchase. A survey by Shafie and Othman (2006) identifies the factor that influences consumers' choice of products is the "halal logo" that plays a role in the consumers' buying decisions. This finding is consistent with Baig and Baig (2014), where Halal logo on cosmetic products is the most influential factor towards the intention of Pakistani consumers.

Recently, Muslims are becoming more concern over the existence of the non-halal ingredients and chemical in the cosmetic and personal care products. This result is consistent with Khraim (2011) that stated if the ingredients, texture, and performance of the products meet with the consumers' desire, Muslim consumers may repeat the purchase. In addition, research by Che Mohd Hashim and Musa (2014), found that the main factor in using the Halal cosmetic products is either the ingredient or the content of the cosmetic products. Besides, Mohezar et al. (2016) found that there is a positive relationship between products' characteristics and Halal cosmetics adoption.

This finding also was supported by previous research made by Che Mohd Hashim and Musa (2014) about Malaysian Muslim woman attitudes towards Halal cosmetics products. This study shows that Malaysian Muslim women are satisfied with the Halal cosmetics product and feel at ease when using the Halal products. Consumers will view Halal cosmetics and personal care products as a positive way of living when they are comfortable with use them. Research conducted among government servant in Selangor, Malaysia also revealed that attitude as a strongest predictor that influence the awareness in using Halal cosmetic and personal care products (Rahim, Shafii & Shahwan, 2014; Osman et al. 2022).

However, social influence does not significantly contribute to the prediction of consumer decision in purchasing Halal cosmetic products. Similar result was revealed by the previous studies (Haque et al. 2018; Kamarudin et al. 2020, Nastiti, Fakhrurozi & Pratama, 2022). Young Muslim consumers pay less attention with the role play by the others such as family, friends, colleagues in choosing Halal products (Abdul Khalek, 2014). The dominant people or the closest social environmental factors such as family and friends do not have strong influence in making them purchasing Halal cosmetic and personal care products (Nastiti, Fakhrurozi & Pratama, 2022). The role of subjective norm was not explained clearly in performing the consumers' behaviour (Omar et al. 2012). Sapir and Ambo (2021) found that most of the Gen-Z Muslim consumers in Malaysian do not need personal marketing because they self-search and self-experiment to obtain all the Halal cosmetic information in the market. This new generation of consumer actively seek information and participate in beauty tutorial classes and visualize cosmetic items through online make up tutorial (Sapir & Ambo, 2021).

## **6. Conclusion**

Empirical evidence shows that preference of Halal certificate, product characteristics and personal attitude has positive significant relationship with the intention to purchase Halal cosmetic and personal care products. Surprisingly, social influence is insignificant with the halal purchase

intention of cosmetic and personal care products. This is because some social groups of Muslim youth may have some norms on halal intention and consumption.

In some instances, a product's halal certification, product characteristics, product components, societal influence, personal attitude, features, traits, and benefits may create market niches that are advantageous in terms of brand reputation, quality, and cost. Most importantly, consumers awareness of halal cosmetics and personal care products may decrease youth Muslim awareness and intention ambiguity towards Halal cosmetics and personal care product. Youth minds need to be closely connected by confidence level, attractive image, positive perception, and awareness, which in turn could minimize complexity, to ensure that the halal product is accepted. Employing Muslim celebrities to promote halal cosmetics may also help companies to target this market group because young Muslim customers are thought to be more conscious about their social standing.

There are several limitations on the current study. Our research was limited to the voices of younger Muslim students enrolled in institutions of higher education (HLI). A more diverse sample of people with a range of levels of education, age, and discretionary money would be a stronger predictor. Future researchers suggest including variables like price, location, religiosity, brand components, advertising, the marketing idea, and the halal supply chain, or conduct comparison studies in other Malaysian regions and Asian nations.

In a nutshell, in Malaysia, most of the consumers prefer to use Halal cosmetics and personal care products due to the beliefs in healthy, safety, hygiene and high quality of the products even though the price of Halal cosmetics and personal products are quite expensive. Marketers and manufacturers should take this opportunity to produce more Halal cosmetic and personal care products to attract their customers especially for SMEs in Malaysia as the percentage of Halal certified is still at a small percentage. Therefore, when it comes to halal cosmetics and personal care items, the Halal logo and certification have become more prominent and significant in both domestic and international market.

Future research should employ to conduct in-depth qualitative studies to understand better the factors influencing Muslim youth consumers' intention to purchase Halal cosmetic and personal care products by exploring their motivations, values, attitudes, and cultural influences that shape their buying decisions. In addition, the researcher also recommends a few other approaches to be undertaken by examining the long-term loyalty and repeat purchasing behaviour among Muslim youth consumers regarding Halal cosmetic and personal care products such factors that contribute to building brand loyalty, including customer satisfaction, product quality, and perceived value. Besides, this study also can provide valuable insights into the motivations and behaviours of Muslim youth consumers in relation to Halal cosmetic and personal care products, enabling manufacturers and marketers to better understand and cater to their needs. This study can be applied to encourage cosmetic and personal care product manufacturers to obtain halal certification from recognized halal certification bodies. This certification ensures that the products are produced, processed, and packaged according to halal standards. Governments and industry can provide support and incentives to companies pursuing halal certification. Furthermore, the company can promote educational campaigns and awareness programs targeted to Muslim youth to enhance their understanding of halal cosmetics and personal care products such as highlight the benefits of using halal products, including their adherence to Islamic principles, cruelty-free nature, and potential health benefits.

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