



**Consumer Purchase Intention Towards Halal Cosmetics Among
Muslim Women**

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ABSTRACT

The Muslim population is increasing globally and with its awareness of consuming Halal Products, more people tend to consume Halal Product. Halal now extends to many areas such as Halal cosmetics instead of focusing only on foods and beverages. In Malaysia, the demand for Halal Cosmetics is increasing rapidly due to the high quality and Shariah-compliance of the products. As a Muslim country, Malaysia is known as a pioneer in creating standards as rules and guidelines for Halal Cosmetics and Personal Care through Malaysia Department of Islamic Development (JAKIM).

The main objective of this research is to examine the factors influencing customer intention to purchase halal cosmetics among Muslim women. The research investigates on four factors that affect the intention to purchase halal cosmetics which are Religiosity, Halal Knowledge, Subjective Norms and Relative Advantages. For this research, the target population would be among Muslim women in Kuching Sarawak aged 18 and above because Muslim women at this aged are frequent buyers of cosmetic products. A self-administered questionnaire distributed 150 respondents in Kuching, Sarawak. Therefore, this study is to offers the Malaysian Halal Cosmetic industry a better understanding of the consumer behavior towards Halal Cosmetics especially among Muslim women.

CHAPTER 1

INTRODUCTION

1.0 INTRODUCTION

In this Millennium era, the desire to retain youthful appearance is on the rise where consumers are seeking ways to improve, maintain and enhance their appearance and image. Cosmetic products are considered as an important element in lives of the consumers. It has become more essential not only for women but also for men. The cosmetic industry has been growing and expanding all over the world that includes both developed and developing countries. The Asian Market of cosmetics are one of the rapid growing markets and that includes 5 countries such as Indonesia, Thailand, Philippines, Vietnam and also Malaysia (Yano Research Institute, 2014) . According to Euromonitor's report (2008), the value market of Asia Pacific has risen to more than US\$70 billion which is the second highest after the Western European Market.

However, there is the latest trend in the global cosmetic industry which is the consummation of Halal Products. What motivates Muslim women to consume Halal cosmetics? Many Muslim women think that it is because they perceived both adherence to Islamic laws and pursuit of beauty as the main goals (Lim, 2016). There has been much attention focusing on the potential of the growing Halal Industry. The issue of *Halal* in Malaysia is not something new, in fact, plenty of foreign manufacturers are searching for opportunities to venture into manufacturing Halal Cosmetic products in Malaysia and to obtain the halal certification here. It is because the increase of awareness among the Muslim consumers about the ingredients and processing of cosmetic products. Manufacturers aiming the Islamic Market