

Does Consumer Attitudes And Perceived Behavioral Control Impact the Purchase Intention of Halal Cosmetic Products?

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Abstract

Halal cosmetics industry is a fast growing sectors which reflects the recent rise of the Muslim population globally. The demand for halal cosmetic is projected to increase along with a considerable growth in socioeconomic status. Therefore, the purpose of this study is to explore the extent at which female students in one public university in Selangor has been impacted by attitude and perceived behavioral control on their purchase intention of halal cosmetic products. Survey methods and the purposive sampling were used to collect from 119 respondents. The result revealed that attitude has a high impact on female students in forming their purchase intention for halal cosmetic products. Meanwhile perceived behavioral control shows the lowest impact on respondents. The result of this study assists marketing expert and cosmetic manufacturers to design the best marketing initiatives to understand the cues that give impact on consumer purchase intention.

Keywords: Purchase intention, halal cosmetic, shariah compliance, attitudes.

1. Introduction

Over the years, the Halal cosmetic industry has increased and is one of the relatively high growth and development potential industries. The fast growth in demand for Halal cosmetic products has fueled not only local competition but also international market which has encouraged the industry to become more competitive and creative (Ayisy, 2018). Statistics by Ministry of International Trade and Industry, (2017) have shown that Muslims' cosmetic expenditure is projected to grow from \$61 billion in 2017 to \$90 billion by 2023 and Malaysia's cosmetics industries continue to hold 60% of worldwide market share. Companies have begun to invest in producing Halal cosmetic to take the opportunity of this growing market and align their mission and vision with the rising consumer preferences for halal cosmetic products. In addition to this, it seems crucial for companies to understand the intention to purchase halal cosmetic in order to sustain in the market.

Halal cosmetics are varying from typical or conventional cosmetics and only classified as halal since they are required to undergo stringent scientific study. The ingredients comply Shariah standards with no residues of porcine and derivatives, alcohol and any other forbidden materials used in the preparation of cosmetics to produce a product which is safe, pure and uses

the best natural ingredients. Due to these reasons, halal cosmetics industry has been perceived as an innovative and revolution in the cosmetic industry that offer high quality products which follow the Halal compliance process.

Recently, awareness of halal cosmetics is on the rise which has led more consumers especially Muslim consumers to realize the importance of buying and consuming halal cosmetic products (Annabi & Ibadanpo-Obe, 2017; Mohezar et al., 2016; & Saqib et al., 2016). Young customers who are now more educated and independent, they are anticipated to be more attracted to cosmetic and often used cosmetics to bring out their confident and image that they want to portray. Cosmetics become a symbol of their beauty. Young consumers uses cosmetic products not only to improve their looks but also to create an impression of confident and trust. However, due to the religion obligation, they must make their selection of products carefully since they must verify that the products used are halal.

Thus, it raises questions about how attitude and perceived behavioral control influence the purchase intention of halal cosmetic products especially among female student. A specific study on cosmetic products between young female is thus essential. This study aims to (1) describe demographic profile associated with the purchase intention of Halal cosmetic among female student in one public university in Selangor and (2) to examine the extent at which attitudes, and perceived behavioral control affect female students' purchase intention on Halal cosmetic products. Results of this study contributes further insight on cosmetics, particularly in the halal cosmetics literature.

2. Literature Review

2.1 Consumer Attitudes and Purchase intention of Halal cosmetic products.

Azjen (1991), defined attitude as an overall assessment of a particular conduct by a person. It reflects the inner sense and the favourable or unfavourable evaluation that comes from a person's behavior. Due to the significant relationship between attitude and individual future behavior, attitudes have been utilized regularly in several fields of study to predict the behavior of consumers. In the context of halal cosmetics, there were few studies found that purchase intention were influenced by consumers' attitude (Khalid, Wel & Mokhtaruddin, 2021; Briliana & Mursito, 2017; Briliana & Noviana, 2016). Meanwhile, numerous studies from various field also have shown a favourable attitude towards intention to purchase halal products (Zaremohzzabieh .et.al 2021; Pradeep, Amshala & Kadali, 2021; Pratiwi, 2018). The attitude has been proved consistently affected intention with regards to the purchase of products.

2.2 Perceived behavioural control and Purchase intention of Halal cosmetic products.

Perceived behavioral control (PBC) represents the perceived degree of ease of performance in the behavior and difficulties, reflecting previous and future experiences and barriers (Azjen, 1991). This can involve time, money, skills, and confidence to impact the ability to engage in a specific behavior (Chen and Tung, 2014). Prior studies confirm that perceived behavioral control had the largest effect on the consumer's purchase intention (Wei et.al, 2021; Prawiti, 2018). In addition, study done by Briliana & Mursito, (2017) on halal cosmetics also reveals that perceived behavioural control has a major impact on young female purchase intention in Jakarta. Therefore,

the female students' perceived behavioral control over their behaviour to purchase halal cosmetics is consistent with the current studies.

3. Research Methodology

A quantitative method was used to achieve research objectives for this study. Data for this study was obtained using an online survey where female students from one public university in Selangor aged 19-22 years were the target of the study. A sample size of 200 was selected and the purposive sampling was performed to obtain the data. A total of 119 usable questionnaires were analyzed. This research focused on female students because this group are particular and concern with their image and appearance. Next, statements and scale used in the survey were based on the prior literature and were modified to match the study setting. Measurement items for attitude for instance were adopted from Ngah, et,al (2020). All statements in the survey were assessed on a 5-point Likert scale (1= Strongly disagree, 5= Strongly Agree). Finally, descriptive has been used to analyze the data in conjunction with the objectives of the study which describe the halal cosmetic purchase intention among female students.

4. Data Analysis

The demographic profile is based on the sample of 119 respondents. As revealed in Table 1, 95 % of respondents were full time students and 82.4% were hold undergraduate degree, 8.4% master's degree and only 1.7% Doctoral degree in this university. 113 respondents were single and remaining 6 respondents were married. Lastly, majority of the students have less than RM2000 per month because they do not have fixed income and only received allowance at the beginning of semester to support their studies.

Table 1: Demographic profile of respondents

Demographic Variables		Frequency	(%)
Highest Education Level	Undergraduate	98	82.4
	Master's degree	10	8.4
	Doctoral Degree	2	1.7
	Other	9	7.6
Student Mode	Full time student	113	95
	Part time student	6	5
Marital Status	Single	113	95
	Married	6	5
Income	< RM2000	113	95
	RM 2001-RM4000	3	2.5
	RM 4001-RM6000	1	0.8
	>RM6000	2	1.7

Table 2 shows the use of halal cosmetic products among young female consumers. The findings show that, majority of respondents currently used (92.4%) and aware about halal cosmetic products (95.8%). In addition, finding somehow reveals that the respondents have appropriate knowledge about halal cosmetic products (82.4%). It perhaps due to the educational background of these respondents that leads to the awareness and consumption of halal cosmetic products.

Table 2: Usage, awareness, and knowledge of Halal cosmetic products.

	Frequencies	Percentage (%)
I currently using halal cosmetic products	110	92.4%
I aware about halal cosmetic products	114	95.8%
I have appropriate knowledge about halal cosmetic products	98	82.4%

Table 3 below summarize the mean score on the attitudes and perceived behavioral controls that impacting purchase intention of Halal cosmetics product. From this table, it can be found that female students have been influenced by attitude in their intention to purchase halal cosmetics products. The highest mean score was attitude with 4.39. 47.9 % female students at this public university strongly agree that, buying halal cosmetic products is a good idea and 57 of them mentioned it is a wise idea to and thus influenced them to purchase it. Hence, the impact of attitude on female student's purchase intention was perceived as significant.

The first three form of attitudes that influence female student's purchase intention are: (1) buying Halal cosmetic products is a good idea ($\mu=4.39$, $SD=0.641$) followed by (2) choosing halal cosmetic products is wise idea ($\mu=4.35$, $SD=0.632$) and buying halal cosmetic products is an idea I like ($\mu=4.34$, $SD=0.628$). Meanwhile, the lowest three are: (1) I take not of brands of halal cosmetic products into market ($\mu=3.90$, $SD=0.867$), (2) I can think of more international halal cosmetic products brand than local ones and ($\mu=3.69$, $SD=0.954$) and (3) I can remember a number of different halal cosmetic products brands when purchasing ($\mu=3.61$, $SD=1.027$)

Table 3: The Factors influencing Female Students' Purchase Intention of Halal Cosmetic Products.

Purchase Intention	Mean (μ)	Standard Deviation (SD)
<u>Attitude</u>		
I intend to buy Halal cosmetics products in the near future	4.28	0.65
Choosing Halal cosmetics product is a wise idea	4.35	0.632
I like to choose Halal cosmetics product	4.27	0.697
I look forward to buy Halal cosmetics product.	4.31	0.673
Buying Halal cosmetic product is a good idea.	4.39	0.641
Buying Halal cosmetic is an idea I like	4.34	0.628
Buying Halal cosmetic product would be pleasant.	4.33	0.665
I will continue buying Halal cosmetics product	4.30	0.671
Buying Halal cosmetic product will be beneficial for me	4.33	0.678
<u>Perceived Behavioral Control</u>		
I usually choose Halal cosmetic products with the brand I know	4.12	0.804
Brands make it easier to choose the Halal cosmetic products	4.12	0.835
Brands influence my choice of purchasing Halal cosmetic products	4.15	0.766
I prefer buying well-known brands of Halal cosmetic products	4.22	0.727
I can think of more international Halal cosmetic products brands than local ones	3.69	0.954
I can remember a few different Halal cosmetic brands when purchasing	3.61	1.027

5. Discussion

This study attempted to analyze the impact of attitude and perceived behavioral control that influence female students from one public university in Selangor on the purchase intentions of halal cosmetic products. The results above demonstrate that attitude has a greatest impact on the purchase intention of halal cosmetic products among female students. This study found that female students perceived “buying halal cosmetic products is a good idea” and significantly influence their purchase intention. This result is supported by the study done by Khalid, Wel & Mokhtaruddin, (2021) which reveals that consumers attitudes have a significant impact on the purchase intention of halal cosmetics.

Moreover, findings revealed that female students perceived that choosing halal cosmetic products is a wise idea which thus leads them to form the purchase intention. Thirdly, as stated in the study when the female students like an idea of buying halal cosmetic products, it will affect their purchase intention and thus indicating that female students can develop their purchase intention by just having a favorable agreement on idea about the halal cosmetic products.

Then, the lowest rank assessed by female students are least then associated with perceived behavioral control. The students answered they unable to remember several different halal cosmetic brands when purchase the cosmetic products. It gives a signal to the cosmetic industry to plan and strategize the best marketing initiative to position their brands in the market. The best marketing strategies need to be developed and implemented to make their brands more appealing among other contending brands.

6. Conclusion

In summary, attitude has the greatest impact on the female students purchase intention. Female students from this university currently consumed, aware and have appropriate knowledge about halal cosmetic products. Moreover, in practice, this study suggests marketers to consider consumer attitudes as one of the significant cues to form intention to purchase and focus on developing a positive perception on consumer mind about their halal cosmetic products. Positive perception will leads to a positive attitude and thus give impact on young consumers purchase intention.

This study further suggests on additional future research direction. Firstly, since the study was conducted only in one public university in Selangor, future research is suggested to use broader sample frames and analyze variances such as age, gender, socioeconomic and other related factors. Moreover, it is also interesting to conduct cross-cultural context since cultural variations across nations might potentially influence the purchase intention of halal cosmetic products.

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