INVESTIGATING THE FACTORS AFFECTING PURCHASE INTENTION OF MUSLIM WOMEN TOWARDS HALAL COSMETICS

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Abstract
The objective of this study is to examine the relationship between brand awareness, attitude, subjective norms, perceived behavioural control and purchase intention towards halal cosmetics among Muslim women in Indonesia. The questionnaires were distributed to 304 Muslim women at Medan, Banda Aceh, and DKI Jakarta within end of January until early February 2019. To investigate the relationships between factors; the structural equation modelling (SEM-PLS) version 2.0 was used to analysed the data. The finding of this study has found that two components of TPB (attitude, perceived behavioural control) and brand awareness are positively related with purchase intention towards halal cosmetics, while subjective norm is found to be insignificant. The result shows that positive attitude is the most important factor to increase consumer purchase intention toward halal cosmetics. The result of this study provides information to cosmetics' firm that Muslim women with high brand awareness, attitude and perceived behavioral control will have high purchase intention toward halal cosmetic products. The findings of this study contribute valuable information to scholars, policy makers and firms in order to understand Muslim customers in Indonesia.

Research paper

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Introduction

In Indonesia, 87 per cent of the population is Muslim. Indonesia is the country with the largest number of Muslims in the world. It makes Indonesia a large potential market for consumables such as Halal foods and Halal cosmetic products (Briliana & Mursito, 2017). Recently, the market of Halal cosmetics has been gradually increasing, after the Halal food industry (Ali et al., 2016). Based on the Holy Quran (2:168), consuming halal products is an obligation for Muslims. In Islamic principles, Muslims must consume halal, and are forbidden to consume haram and doubtful things (Al-Qaradawi, 2007). Therefore, Muslim consumers are concerned with products that they choose, they prefer a Halal-labeled product rather than a product with the label of International Organization for Standardization certification (ISO). A halal logo or halal certificate is to provide confidence toward Muslim consumers in their buying decision process (Briliana & Mursito, 2017). However, there are still many things need to be done to understand Muslim consumers' wants and needs that are related to halal and Shariah guidelines even though cosmetics are only for external uses (Nor et al., 2015). Past research has expressed that 20 per cent and a greater number of Muslim shoppers are worried about Halal issues in beauty care products they use (Ansari & Mohammed, 2015).

The definition of cosmetic and personal care products is defined as "any product or process intended to be placed in contact with various external parts of the human body (epidermis, hair system, nails, lips and external genital organs) or with the oral cavity to clean, perfume, change their ap-

pearance and/or correct body odors and/or protect them or keep them in good condition" (DSM, 2008). Cosmetics and personal care sector are the fastest growing market. The Halal cosmetic products include as lipsticks, foundations, lip balms, and personal care products like skin care, including rejuvenating creams, moisturizers, and lotions. Generally, Halal in the cosmetic industry means the product does not have contents of porcine by-products and derivatives and alcohol (Hashim & Hashim, 2013). An essential segment of Halal product consumption is brand awareness about cosmetics and personal care products.

Cosmetics and personal care products existed a long time ago. Many people use this for daily life, it raises the consumption every year (Hashim & Hashim, 2013). The use of these products is for personal cleanliness, increasing attractiveness, protect hair and skin from ultraviolet light and pollution and reducing the time for the aging process (Mitsui, 1996). The technology advance leads the cosmetic industry to directly seek for innovative products that are available, cheap and safe to use (Hashim & Hashim, 2013). In this paper, the concern is to discuss the intention of Muslim women to purchase Halal cosmetic products available in the market.

In Indonesia, most Muslim women are seeking halal label product because besides complying to the commandment of consuming Halal products, it is also a sign of products that are safe to consume. In Indonesia for example, the first cosmetic brand that has a halal certificate is Wardah Beauty Cosmetics, in 1995. Certification Majelis Ulama Indonesia (MUI) is the authority that approves the halal certification of products. The halal In-

dustry in Indonesia now focuses on the cosmetics industry. According to data from MUI, in 2016 there were 48 companies with a total of 5,254 halal cosmetics products, and in 2017 there were 64 companies with a total of 3,219 products. Until March 2018, there were 41 companies with a total of 2,115 Halal-certified products. Previously, halal cosmetics products were a niche area until the Paragon Technology and Innovation PT become the main player in this halal cosmetics industry, with the company launching Wardah brand in cosmetics and personal care. The Paragon Technology and Innovation PT maximized their popularity of halal beauty products in 2015, with the value share gaining 2% in 2015 (Euromonitor, 2016).

According to the survey from official website Global Business Guide Indonesia (2018), Wardah is recorded as the first halal cosmetic brand in 2015 that continues to increase and reached 16% to make it the second largest domestic cosmetic manufacturer after the competitor, Martha Tilaar. Martha Tilaar Group has also held a strong existence in halal cosmetics and skincare, and hair care products. Another brand that plays role in this industry is PT L'Oréal Indonesia. This company has a plant in Indonesia and now the products have around 145 halal-certified products. Another company that launched halal products is Colgate-Palmolive, with the launch of a halal toothpaste like miswak. In 2015, Unilever Indonesia also joined in this industry and launched halal shampoo named Sunsilk Clean and Fresh, which is targeted to Muslim women who wear hijab (Euromonitor, 2016).

Although the Halal cosmetics industry is rising in recent years in Indonesia, but there is a lack of brand awareness on halal brands among Mus-

lim consumers. The same is the case with the consumers in Pakistan, there seems to be a lack of brand awareness regarding the Halal status of personal care products or Halal cosmetics. Past studies done mostly on Halal that is dominant of either food or finance. There is also a lack of demand for halal-certified products from consumers (Ansari & Mohammed, 2015). Those that are conscious of halal products come from the middle class, and the number of women consumers in the age between 18–40 years old who are the potential consumer in the market is approximately ±35 million people in Indonesia and few of them are not aware of the existing products (Briliana & Mursito, 2017).

Past researchers, Aziz and Wahab (2013) used Theory of Planned Behaviour (TPB) in their study. The finding shows that purity, knowledge, attitude, subjective norm and perceived behavioural control has a positive and significant effect towards Halal cosmetics among university students in Malaysia. Another past study (Meng, 2014), using the TPB examined factors that affect purchase intention towards halal cosmetics among Malaysian consumers. Meng (2014) has found that attitude, subjective norms, and perceived behavioural control are the main predictors of consumer purchase intention. In another past study by Rahim et al. (2015), brand awareness and perception are the main factors that affects consumer purchase intention toward halal cosmetics.

Many studies on halal cosmetics have been done in other countries but limited in Indonesia. In similar study by Haro (2018) on purchase intention of Indonesian females toward halal cosmetics, the study has not extend-

ing the TPB model. The findings from previous studies was not conclusive. Thus, this study contributes to the existing literature by adding brand awareness as one of independent variable to the TPB model. This study is also important to be conducted in Indonesia because 87 per cent of the population is Muslim and the demanding for halal cosmetics has been gradually increasing (Ali et al., 2016).

This paper would contribute to a better understanding of TPB that can offer theoretical explanations about the main and interactive effects of consumer attitude, subjective norms and perceived behavioural control on consumer purchase intention toward halal cosmetics. This study also added brand awareness as an independent variable. For Indonesian citizens, they might notice about Halal cosmetics but might not fully aware about the existing brands that are available. It is important for Muslim women to be aware of cosmetics that they choose even though it is only for external uses. Non-halal cosmetics might affect the worship and prayers of Muslims (Hashim & Hashim, 2013).

To arrive at conclusive results, the survey method is used for purpose of data collection. The quantitative approach was employed as well. The primary data are gathered through a three-month survey accomplished in February 2019. Respondents consisted of 304 Muslim women in Indonesia.

To begin the discussion, this paper is structured as follows. Subsequent to this introduction, Section 2 continues with a review of related literature in streams of research on attitude, subjective norms, perceived behav-

ioral control and brand awareness that influence purchase intention of Muslim women toward halal cosmetics. Section 3 briefly explains the method and data used, while Section 4 explains the empirical results as well as discusses the relevant implications and marketing consequences. The final section concludes the study.

Literature Review

Theory of Planned Behaviour

According to Sutono (2015), Muslim consumers seek beauty products with a Halal requirement in the ingredients. They are becoming more conscious and concerned with harmful chemicals and non-Halal ingredients in cosmetics products. Past studies noted that consumers' priorities are products with Halal label and they are willing to pay higher (Hashim & Musa, 2013). Halal cosmetic is necessary to discuss for both companies and consumers' cosmetics needs, the current literature puts a spotlight on the Halal food industry, and just a couple of studies exist about Halal cosmetics industry. In a previous research, Aziz and Wahab (2013) found there is a relationship between TPB components, knowledge, purity and safety to intention. Purity is the main factor that influences the intention to purchase Halal cosmetic products.

The Theory of Planned Behaviour was developed as an extension to the Theory of Reasoned Action. The difference between TRA and TPB is adding perceived behavioural control, to perform or not a behaviour (Ajzen, 1985). The TPB components characterize a person's behaviour of certain

performance and is dictated by his or her expectation to play out that performance. There are three components in the Theory of Planned Behaviour that explains further intention to behave, that is, attitude, subjective norm and perceived behaviour control. The TPB components is defined as an individual's behaviour that is shaped by the intention to perform the behaviour. In TPB, attitude towards the target behaviour, subjective norms about engaging in the behaviour and perceived behaviour control over engaging in the behaviour is a factor influencing intention and purchasing behaviour (Alam & Sayuti, 2011). Past researchers Ansari and Mohammed (2015), found that TPB as a mediator affects variables on how religiosity impacts intent to purchase. Other researchers found that there is a relationship between independent variables of TPB model, purity, safety and knowledge, and dependent variable purchase intention (Aziz & Wahab, 2013).

Purchase intention usually is related to the behaviour, perceptions, and attitudes of consumers. In this era, customers are shaped by many media and they tend to change the way of thinking with emotions, demands of needs (Amid Mirabi et al., 2015). Purchase intention reveals consumers' interest to purchase a specific brand (Gillani, 2012). According to previous study by Ansari and Mohammed (2015), religiosity is the main factor of purchase intention of Halal personal care products. Attitude and subjective norms were also found to be significant variables of purchase intention in relation with previous theories. According to Rahim et al. (2015), brand awareness and perception affects consumers purchase intention on Halal cosmetic.

Attitude

According to Ajzen (1991), attitude towards the behaviour refers to how a person has an evaluation of value of the behaviour; the more value of an attitude concerning behaviour, the more an individual's intention to perform a behaviour with that consideration (Radovic Markovic & Salamzadeh, 2012). According to Rahman et al. (2015), an attitude has a positive relationship with consumer's intentions towards Halal cosmetics and Halal foods. Also, another finding is a significant difference in consumer's attitudes towards Halal cosmetics and Halal food. In the future, the researchers should consider a broader country to get results.

According to Kaur et al. (2014), attitude is one of the factors for investigating working women's purchasing behaviour towards Halal cosmetic products. According to Ansari and Mohammed (2015), attitude is one of the valid factors, while perceived behavioural control does not significantly affect customers' purchase intention. Past researcher Meng (2014) also noted that attitude, subjective norm, perceived behavioural control and brand awareness are the main predictors of consumer purchase intention towards Halal cosmetics. Therefore, the hypothesis proposed is:

H1: There is a positive and significant relationship between attitude and purchase intention of Halal cosmetics

Subjective Norms

According to TPB in Lutz (1991), an individual who has a positive attitude towards halal cosmetic might not have an assurance to purchase Halal cosmetics. Since, the decision making will be affected by the subjective norms (social influence) which can be their closest companions, families or different relations (Lutz, 1991). Subjective norms are when people think to perform or not perform a behaviour based on social pressure (Ajzen, 1985). According to past researcher Omar et al. (2012), beliefs that underlie the subjective norm is known as normative beliefs. If the person that they believe is essential referents, they think that the behaviour should be performed. According to Mukhtar and Butt (2012), subjective norm interestingly is the most reliable predictors for choosing Halal products compared to other components in TPB. Therefore, the hypothesis proposed is:

H2: There is a positive and significant relationship between subjective norms and purchase intention of Halal cosmetics

Perceived Behavioural Control

According to Ajzen (1991), perceived behavioural control is an additional predictor of behaviour, which is defined as a person's perception of the ease or difficulty that comes by performing the behaviour. Ajzen, (1991) discussed that perceived behavioural control has a direct effect on predicting a behaviour. Perceived behavioural control influences both behavioural intention and behaviour (Ajzen, 1991). According to Meng (2014), the results

in her study showed that there are positive relationships between TPB components and brand awareness to purchase Halal cosmetics. Alam and Sayuti (2011) show that perceived behavioural control is the factor to purchase halal food. Another past researcher Omar et al. (2012), found that perceived behavioural control has a positive influence on the purchase intention towards halal products. Therefore, the hypothesis proposed is:

H3: There is a positive and significant relationship between subjective norms and purchase intention of Halal cosmetics

Brand Awareness

Brand awareness is where consumers recognise a particular brand (Yadin, 2002). In Sharifi (2014), classification on brand awareness is when consumers remember a brand for example; brand acknowledgment is when buyers have earlier reasoning with the brand; brand review is when shoppers review marks that suit their needs; at the top of the brain is when buyers just recall one item; predominant is when customers remember just a single brand for one item. In this study, brand awareness is an extended variable that will be tested. Brand awareness is defined as how consumers remember the brand with a product. Brand awareness is necessary for the communication process to arise like example mind awareness (Sasmita & Suki, 2015). Nowadays cosmetics and personal care are on high demand, due to increasing awareness among Muslim consumers to consume only Halal products as a part of their life (Jihah & Musa, 2014).

According to past researcher in different areas, Sasmita and Suki (2015), the findings are that brand awareness primarily affects brand equity, meaning that young customers decide to buy a product based on their awareness of the product or brand knowledge. These consumers get information and are aware of a product or brand from the social media platform. They clearly know a product or brand and compare how it looks and the characteristics from social media. According to the survey by Kaseh Dia Consultation in the past study by Rahim et al. (2015), there is a lack of awareness in Halal cosmetics. According to past researcher Sharifi (2014), brand awareness is used as a mediator in order to make a purchase intention. The findings of this study show the impact of affection on future purchase intention is strong. Furthermore, brand awareness positively influenced cognition, affection, and conation directly, and future purchase intentions indirectly.

According to the previous study by Rahim et al. (2015), brand awareness and perception are the factors that affect the consumers on Halal cosmetics in Malaysia. Another past study by Meng (2014) found that the TPB and brand awareness are the main predictors on consumer purchase intention. Therefore, the hypothesis proposed is:

H4: There is a positive and significant relationship between brand awareness and purchase intention of Halal cosmetics.

Methodology

Measurement Instrument

In this study, non-probability sampling was used. A non-probability design involves the element in a population that is selected randomly, thus, in this study the sample subject is randomly selected (Sekaran, 2009). Furthermore, convenience sampling was taking place in which data is collected from respondents of the population who are conveniently available to provide it (Sekaran, 2009). The population of this study is Muslim women consumers. Data was collected by using personally administered questionnaires. A self-administered survey questionnaire was distributed to a total of 304 respondents at Banda Aceh, DKI Jakarta, and Medan. These three cities are the most populated Muslim cities in Indonesia (Kemenag.go.id, 2013). There are 4,413,244 Muslims in Banda Aceh (98.19%). Banda Aceh was the first large province with a majority Muslim. Banda Aceh is known as Serambi Mecca that means the city resembling Mecca (Kompasiana, 2017) where the majority is Muslim and have implemented Islamic regulations in their daily life. DKI Jakarta with 8,200,796 (85.36%) Muslims, and Medan is the capital city of Sumatera Utara, with 8,579,830 (66.09%) Muslims. The data collection procedure was conducted at Muslim universities, mosques, and shopping places in Medan, Banda Aceh and DKI Jakarta was distributed face to face, put and pick up the questionnaire with time range 10-15 minutes per group of people. The respondents are Muslim women including students and lecturers. Respondents for this study were qualified

according to screening criteria, that is, they are Muslim women and lived in either one of the cities in the list.

The questionnaire items were adapted and adopted from past studies. This study assessed questions of attitude "I like to choose Halal cosmetic products", Purchase Intention "I am willing to pay more for cosmetic products with an authentic Halal logo" by adapting questionnaire (Lada et al., 2009; Rahman et al., 2015) and this study assessed questions Subjective Norm "People who are important to me think that I should buy Halal cosmetics", Perceived Behavioural Control "I am capable of buying Halal cosmetics", and Brand Awareness "I usually choose Halal cosmetics with the brand I know" by adapting the questionnaire from Meng (2014). The language of the questionnaire was English and translated to Indonesian language by a professional translator; Indonesian is an official language and used as the communication in all facets in daily life (Cohn & Ravindranath, 2014).

Result

According to a previous study by Briliana and Mursito (2017), people who are conscious of halal products come from middle class, and the number of women consumers in the age between 18-40 years old who are the potential consumer in the market. Table 1 explains the characteristics of the example. From the respondents' characteristics, this study found (100%) Muslim women, the dominant characteristic of age (39.1%) were 26–32 years old, distributed in DKI Jakarta (36.8%), Medan (34.2%), Banda Aceh

(28.9%), graduates of bachelor's degree (62.8%), and earned monthly incomes of Rp. 3.500.000–Rp. 7.000.000 (RM1000–RM 2000) (48.4%).

Table 1. Respondent Profile

Characteristics	Categories	Frequency	%
Religion	Muslim	304	100.0
	Non-Muslim	0	0
Age	18-25 years old	107	35.2
	26-32 years old	119	39.1
	33-40 years old	78	25.6
City	DKI Jakarta	112	36.8
	Medan	104	34.2
	Banda Aceh	88	28.9
Education	Diploma or Lower	41	13.5
	Degree	191	62.8
	Master	70	23.0
	Ph.D	2	0.7
Income (Monthly)	Below Rp. 3.500.000 (< RM1000)	108	35.8
	Rp. 3.500.000-Rp. 7.000.000 (RM 1000-RM 2000)	147	48.7
	Rp. 7.000.000 – Rp. 10.000.000 (RM 2000-RM 3000)	34	11.3
	Above Rp. 10.000.000 (> RM3000)	13	4.3

Note: $n = 304$

Convergent Validity

Table 2 describes the results of the measurement model. The item reliability, construct reliability (CR) and average variance extracted (AVE), support the convergent validity of the confirmatory factor analysis (CFA) results (Hair et al., 2017). Table 2 shows the AVE ranging from 0.533 to

0.716, which was greater than 0.50, justifying the use of the construct (Hair et al., 2017).

Table 2. PLS results of convergent validity measures

Model Construct	Measurement Item	Loading	AVE	CR
Attitude (A)	A1: I like to choose Halal cosmetic products	0.829	0.716	0.926
	A2: I always look for the Halal label when I buy cosmetic products	0.822		
	A3: Halal cosmetic products are important	0.868		
	A4: Using Halal cosmetic products is my own choice	0.872		
	A5: Choosing halal cosmetics is a good idea	0.839		
Subjective Norm (SN)	SN1: People who are important to me think that I should buy Halal cosmetics	0.783	0.672	0.911
	SN2: People who influence my behaviour think that I should buy Halal cosmetics	0.816		
	SN3: People whose opinions I value will encourage me to buy Halal Cosmetics	0.858		
	SN4: Most people who are important to me choose the Halal cosmetics	0.824		
	SN5: My siblings would think that I should choose Halal cosmetics	0.816		
Perceived Behavioural Control (PBC)	PBC1: I am capable of buying Halal cosmetics	0.719 0.835	0.654	0.904
	PBC2: Buying Halal cosmetics is entirely within my control	0.842 0.768		
	PBC3: I have resources to buy Halal cosmetics	0.869		
	PBC4: I have the knowledge to buy Halal cosmetics			
	PBC5: I have the ability to buy Halal cosmetics			
Brand Awareness (BA)	BA1: I usually choose Halal cosmetics with the brand I know	0.7650.760	0.570	0.869
	BA2: Brands make it easier to choose the Halal cosmetics products	0.811 0.716		
	BA3: I prefer buying well-known	0.720		

Model Construct	Measurement Item	Loading	AVE	CR
	brands of Halal cosmetics			
	BA4: I usually buy the best-selling			
	brands of Halal cosmetics			
	BA5: I usually choose well-advertised			
	brands of Halal cosmetics			
Purchase Intention (PI)	PI1: I am willing to pay more for cosmetic products	0.684	0.673	0.911
	with an authentic Halal logo	0.810		
	PI2: I plan to choose halal cosmetics in			
	the forthcoming month	0.878		
	PI3: I am likely to choose halal cosmetics in future	0.855		
	PI4: I will choose halal cosmetics	0.861		
	PI5: I intend to purchase Halal cosmetic products in the future			

HTMT above 0.85 suggests a lack of discriminant and a confidence interval containing the value 1 indicates a lack of discriminant validity (Kline, 2011). The results described in Table 3 show that each of the constructs is less than 0.85 by the indicators. Hence, the overall measurement model of this study demonstrates adequate discriminant validity.

Table 3. PLS results of discriminant validity measures

Heterotrait-Monotrait Ratio (HTMT)

	A	BA	PBC	PI	R	SN
A						
BA	0.422					
PBC	0.536	0.428				
PI	0.751	0.548	0.612			
SN	0.554	0.311	0.361	0.530	0.470	

Structural model

By considering the measurement model, the psychometric appraisal was identified; a structural model was developed dependent on the after-effects of the measurement model. The predictive exactness of the model was assessed as far as the segment of the clarified change. Other than evaluating the size of R^2, predictive importance is an extra model that fit appraisal (Stone, 1974; Geisser, 1975). This procedure shows the model sufficiency to anticipate the indicators of each latent construct. Q^2 was processed to view at the predictive relevance using a blindfolding procedure in the PLS. Q^2 value of greater than zero infers that the model has predictive relevance. A model is deemed to display predictive relevance which was achieved in this study where Q^2 was 0.367. Overall the model displayed a satisfactory fit and high predictive relevance.

In this section, this study implied the path analysis to determine each proposed hypothesis in the research model that was investigated. From the results shown in table 4, the R-square value of 0.584 indicates that the model can explain 58.4% of the variance in purchase intention towards halal cosmetics.

Table 4. Coefficient of correlation

	R square	R square adjusted
Purchase Intention	0.597	0.584

Hypothesis Analysis

Using a bootstrapping technique, path loadings and t-statistics for hypothesised relationships were calculated. The PLS analysis results are shown in Table 4. Hypotheses will be accepted if the t-value is above 1.96 and when t-value is less than 1.96, a hypothesis will be rejected, for significance level = 5% and for significance level = 1%. Hypotheses with a t-value above 2.326 will be accepted, and when its t-value is less than 2.326 a hypothesis will be rejected (Hair et al., 2017).

Table 5. PLS results of path coefficients and hypothesis testing

Hypothesis Main Model	Path	Coefficient	SE	t-value	p-value	Decision
H1	A -> PI	0.359	0.053	6.747	0.000	Supported
H2	SN -> PI	0.081	0.055	1.474	0.070	Not Supported
H3	PBC -> PI	0.190	0.057	3.325	0.000	Supported
H4	BA -> PI	0.163	0.046	3.549	0.000	Supported

Note: Significance at $*p < 0.05$, $**p < 0.01$ (one-tailed)

In Table 5, effects of the TPB model such as attitude, perceived behaviour, subjective norms and extended factors such as brand awareness on purchase intention towards Halal cosmetics are shown. The findings in this study found that attitudes, perceived behaviour control and brand awareness have directly influenced purchase intention, it shows that hypothesis 1 (ß = 0.359; t-value 6.747; p < 0.01), hypothesis 3 (ß = 0.190; t-value 3.325; p < 0.01) and hypothesis 4 (ß = 0.163; t-value 3.549; p < 0.01) are supported.

Hence, the findings show that attitudes, perceived behaviour control and brand awareness are positively related to purchase intention towards halal cosmetics. with beta-values 0.316, 0.626 and 0.135 respectively where it should be p<0.01. Meanwhile, the relationship between subjective norms and purchase intention is insignificant, thus, hypothesis 2 was not supported (ß = 0.081; t-value 1.474; p > 0.01). The finding reveals that subjective norms have no effect on purchase intention of Muslim women toward halal cosmetics in Indonesia.

Discussion

The purpose of this study is to examine the relationship between attitude, subjective norms, perceived behavioural control, brand awareness and purchase intention toward halal cosmetics. The finding of this study reveals that three out of four hypotheses are supported (H1, H3, H4). It shows that attitude, perceived behavioural control and brand awareness have a significant and positive relationship with consumer purchase intention of towards halal cosmetics. Meanwhile, the relationship between subjective norms and purchase intention is found to be insignificant. Therefore, hypothesis 2 is not supported. The finding illustrated that subjective norms did not influence purchase intention of Muslim women toward halal cosmetics. This finding is in line with previous study, which found that subjective norms do not affect consumer purchase intention toward halal products (Ariffin et al., 2019).

The finding of this study is in line with previous studies which stated that attitude towards halal is a significant predictor for Muslim's intention to purchase halal products (Lada et al., 2009; Meng, 2014). It is also in line with Teng and Wang (2015) study where attitudes serve as a key determinant of behaviour intentions. However, this finding is contradicted with Nejati et al. (2011) where attitude did not influence consumer purchase intention. It is possible to explain that the result of this study on attitude implies that Muslim women in Indonesia like to purchase halal cosmetics products. They will look for halal label when they purchase cosmetics products. It shows that purchasing halal cosmetics is important to them.

The significant and positive relationship between perceived behavioural control and purchase intention toward halal cosmetics is consistent with previous study (Kaur et al., 2014). It shows that perceived behavioural control would influence consumer purchase intention toward halal cosmetics. However, this result is inconsistent with Ansari and Mohammed (2015) and Haro (2018), which found perceived behavioral control did not influence consumer purchase intention toward halal cosmetics. It is possible to say that the finding of this study shows that Muslim women in Indonesia are capable to purchase halal cosmetics. They have ability, resources and knowledge to purchase halal cosmetics. It is entirely within their own control.

Meanwhile, in this study, the relationship between subjective norm and purchase intention toward halal cosmetics is insignificant, the result is inconsistent with previous research that showed subjective norms would in-

fluence consumer purchase intention (Haro, 2018; Kaur et al., 2014; Karijn et al., 2007). The researchers found that subjective norm is one of the significant predictors for predicting working women's purchasing behaviour of halal cosmetic products. It is possible to explain that among Muslim women in Indonesia, the Muslim society and siblings have not much influence on purchasing intention of any individual. Although, Indonesia is based on a collectivistic country system with a Muslim majority in the country, where people tend to share their experiences but still, they perceive themselves as independent when purchasing halal cosmetics (Karijn et al., 2007). Muslim women in Indonesia have an intention to purchase halal cosmetics products based on their own experience and perception about the product.

On the other hand, the relationship between brand awareness and purchase intention towards halal cosmetics is found to be positive and significant. It implies that brand awareness can influence consumer purchase intention. This finding is in line with previous study that showed brand awareness affects consumer purchase intention on halal cosmetics. (Kaur et al., 2014, Rahim et al., 2015, Meng, 2014). It is possible to explain that Muslim women in Indonesia would prefer buying well-known brands of halal cosmetics as well as well-advertised brands of halal cosmetics. Brand will make easier for them to choose and purchase halal cosmetics.

Implication of the study

This study provides several implications for the cosmetics industry and the body of literature. For practical contributions, this study will give information to the producers and manufacturers about the main factors (attitude, perceived behavioral control, brand awareness) which play the role behind consumer decision making in choosing halal cosmetics products. The increasing market of halal cosmetics should be taken seriously by firms in order to sustain the business in this industry. Therefore, cosmetics companies should take this opportunity to apply and to be certified with halal logo.

This study also contributes to the body of literature by adding brand awareness to TPB model. This study also applied TPB model to different research area such as to understand consumer purchase intention towards halal cosmetics. Many of past studies discussing on consumer purchase intention towards halal food or halal organic food, thus, this study contributes to the understanding of consumer purchase intention toward halal cosmetics.

Conclusion

The findings from this study suggest that attitude, perceived behavioral control and brand awareness are the main contributor for purchase intention of Muslim women toward halal cosmetics. In specific, attitude, perceived behavioural control and brand awareness have a significant positive impact on consumer purchase intention toward halal cosmetics. Whilst, subjective norms are found to be insignificant. The result also shows that posi-

tive attitude is the most important factor to increase consumer purchase intention toward Halal cosmetics. The result of this study provides information to cosmetics' firm that Muslim women with high brand awareness, attitude and perceived behavioral control will have high purchase intention toward halal cosmetic products. In addition, Muslim women with high level of religiosity, well-educated and coming from middle income group are willing to pay higher on halal cosmetics products. Halal cosmetics is important to Muslim women in Indonesia, they are willing to pay more for cosmetic products with an authentic halal logo.

The current study is not specifically designed to evaluate factors related to the moderator and mediator effect of predictor and consumer purchase intention toward halal cosmetics. It is suggested to future researcher to include moderating effects of confidence in halal logo and religiosity in the model, to see their influence on the relationships in current conceptual model.

Acknowledgement

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