



INFLUENCE OF ISLAMIC ADVERTISING: ETHIC VIOLATION ON CUSTOMER PURCHASE INTENTION OF HALAL COSMETIC PRODUCTS IN MALAYSIA

Salwani Arbak¹, Rabiul Islam², Harun Al Rasyid³

School of International Studies, University Utara Malaysia, Sintok, Kedah, Malaysia.

¹salwani@uum.edu.my, ²rabiul@uum.edu.my, ³mri7983@gmail.com

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Abstract

Purpose of the study: This paper examines the relation between Muslim women customer offense due to Islamic advertising ethics violation and purchase intention of halal cosmetic products in Malaysia.

Methodology: The relation between Muslim women customer offense due to Islamic advertising ethics violation of halal cosmetic products and purchase intention in Malaysia was examined through a survey that included 110 Muslim women respondents in Malaysia, who used cosmetics. The items used for the operationalization of variables were based on the advertising ethics provided by Quran and Sunnah. Based on the correlation results, this study reveals that Islamic advertising ethic violation (honesty, racism, sexism, intention, and language) has correlation with purchase intention. A multiple regression analysis highlighted that racism, sexism, intention, and language have negative and significant influence on purchase intention.

Results: Only one variable was found that was not a significant influence on the purchase intention of halal cosmetic products in Malaysia. Sexism plays the most critical role in influencing consumers' intention that makes them avoid buying halal cosmetic products. Furthermore, customer offense is created due to the violation of ethics and has a negative impact on purchase intention of halal cosmetic products.

Implications: The current study confirms that irrespective of their religion as Muslims, women's perspective find those advertisements offensive and unethical. The ethics provided by Islam are universal in nature.

Keywords: *Customer Offense, Ethic Violation, Purchase Intention, Islamic Advertising*

INTRODUCTION

Islamic advertisement is how the companies use Islamic principles in the advertisement activities or campaign ([Islam and Alam, 2013](#)). The purposes to use the Islamic element in the advertisement are to educate the customer, change their perception of the product, and spread awareness to use halal cosmetic. Some companies do not provide the halal logo and halal certification on their cosmetic packages ([Shafiq et al., 2017](#)). Some companies try to advertise their products on the basis of Islamic principles to send a message to the customer that the product is halal to use.

The advertisement is one of the competitive tools within the halal industry. Islamic advertising and marketing should be made identical. It is emphatic, takes care of the purchaser, and no longer violates what they assume as proper. This no longer relates the simplest to the manner wherein the advertisement is created; however the matter additionally the product of the advertisement ([Shafiq et al., 2017](#)). Satisfaction can be defined as an experience of fulfillment of an expected outcome. Satisfaction or dissatisfaction with a program or facilities is influenced by prior expectations regarding the level of quality ([Islam et al., 2014](#)). Customers' attitude is referred to as a positive or negative evaluation of people, activities, ideas, objects, event, or just about anything in the environment ([Al-Nasser et al., 2014](#)).

Islam has a set of rules that are defined as lawful and prohibited behaviors or it called as halal and haram ([Naseri & Tamam, 2012](#)). There are two basic sources and two additional sources in Islamic law. The basic sources are Quran and hadith and two additional sources are ijma and qiyas. Something defined as halal and haram in Islam can refer to Quran, hadith, ijma, and qiyas. Halal is not only about the food that comes first in people's mind, but halal include all aspects of life. Halal originates from the Arabic phrase specifically halla, yahillu, hillan, wahalalan which means that allowed or permissible by using the Shariah law. Malaysia has a majority of Muslim population and hence, there are many researchers who studied halal in Malaysia and the phenomenon of halal became something that should be regarded by marketing. In general understanding, Halal products should not be contaminated with animals that are prohibited by Islamic rules, such as dog and pork, or any contamination with alcohol. For food itself, those livestock which are allowed in Islamic rules should be slaughtered based on the Islamic Shariah law.

It is true that the rule of halal is appointed for Muslims, but it also impacts non-Muslims as well when they do business with Muslims. Islam has an important rule to control all aspects in human life for Muslims and the rule refers to Syariah (code of human life and law for every aspect). It is very important and seriously considers the origin of foods to be handled on the basis of the Islamic law (Sabaar & Ibrahim, 2014). If the halalism of the product is doubted, then the consumer will avoid buying the product. At the end, they will prefer to choose a product which they can ensure to be halal.

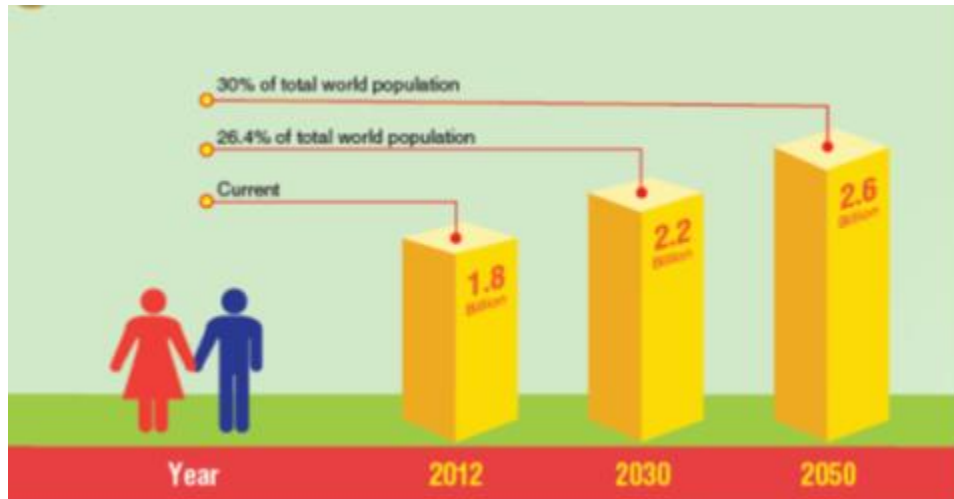


Figure 1. The world Muslim population

Source: Worldometers (www.Worldometers.info)

The figure explains that the population of Muslims around the world will increase until 2050. The forecasting started with 1.8 billion people in 2012 of the total Muslim population around the world. It will increase to 2.2 billion in 2030 and the total number of Muslim population would be 26.4 percentage of the total global population. In 2050, the total Muslim population will continue to increase by 2.6 billion or 30 percent of the total world population. As mentioned before, the concept of Halal is not only focused on foods, but may also include all consumable products, such as toiletries, pharmaceuticals, and cosmetics, which follow the rule of halal. Moreover, even services such as financing, investments, and businesses, have to follow the rule of halal.

LITERATURE REVIEW

Purchase Intention

There are three types of buying behaviours, namely, attempt to buy, repeating of buying, and long-term commitment to buy (Schiffman & Kanuk, 2004). The choice making process goes through three stages: input, process the input, and the output stage. The method according to Assael (Putra, Ratnasari & Prasetyo, 2017), begins from the development of the requirements for an item or brand (need enthusiasm), buyer information processing, and evaluating the buy raises expectation or aim to purchase. Purchase intention is defined as the consumers intend to purchase a brand or take action that relate to purchase and is measured by the level of consumers' intention to purchase (Assael, 2004). Some of the factors that create purchase intention toward consumer (Kotler, 2005) are:

- The attitude of others to the extent of other people's attitudes reduces a person's preferred alternative, which depends on two things: the intensity of the negative attitude of others towards the alternatives that consumer likes and the consumer's motivation to obey what others want.
- Unanticipated situation factors will be able to change the establishment of consumers in making purchases. It depends on the consumers' thoughts, whether they are confident in deciding to purchase an item or not.

Communication value is considered a fundamental stimulus for recognizing and evaluating buying intention, to raise inclination toward buy, a particular and positive impact of the brand may well be made within the thoughts and minds of individuals or customers through the selection of suitable marketing techniques by making maintainable communication with customers (Kosarizadeh & Hamdi, 2015).

Advertisement

According to [Moriarty et al. \(2015\)](#), the meaning of advertising or marketing is any material which is posted or broadcast utilizing any medium or any undertaking which is undertaken by, or on behalf of an advertiser or marketer, and over which the advertiser or marketer has a realistic degree of control, and that attracts the interest of the public in a manner calculated to promote or oppose directly or not directly a product, service, person, corporation or line of conduct.

[Kaur and Hundal \(2017\)](#) said, the advertisement is a promotional tool used by the marketers to attract the consumer's attitude positively. The advertiser tries to influence the perception of consumers by using different techniques which includes the various traits. These traits influence the perception and the behavior of the consumers by showing a good picture of the products being advertised. The appeals used in the advertisement affect the attitude of consumers and the rational appeals were more influencing as compared to the emotional appeals. A Muslim may have a different perception compared with a Christian or a Hindu. Even amongst Muslims, the perception may vary, depending on their faith and sect ([Srivastava, 2010](#)). Parameshwaran and Srivastava ([Srivastava, 2010](#)) explained that Muslim behavior may differ from the Shia or Sunni faiths.

[Moriarty et al. \(2015\)](#) explained how four functions give direction to advertising. The first is facilitating exchange, which refers to a transaction of value between buyers and sellers to the satisfaction of both. The second is adding value, which means a marketing or advertising effort that makes the product more valuable, useful or appealing to a consumer. The third is cultivating customer relationship, which provides a great challenge to marketers and agencies because they are perceived to interact with customers. The last is building brands, it uses theme advertising to create a special meaning for a product that makes it distinctive in the marketplace. It also explains that how advertisement work, its impact on perception, persuasion, cognitive, affect or emotion, association and action. [Brierley \(2005\)](#) explained the terms and conditions of the market are set by costs, nature of competition, product category, regulations, time, and space. The firm tries to make elements of the marketing mix work together to support the brand which is the price of the brand, product that includes service, packaging, brand-name, and design, place or distribution channel and promotion that include advertising, personal selling, public relation, gifts, exhibition, conference, and sales promotion.

Relationship Between Advertisement and Purchase Intention

[Schiffman and Kanuk \(2009\)](#) discovered that customers' decision to buy a product or purchasing intention depended largely on the product's value and recommendations that other consumers have shared, for example on advertising. According to [Moriarty et al. \(2015\)](#) through advertising, people can have pleasant or unpleasant opinions about the product being advertised. In addition, [Wells et al. \(2003\)](#) also said that advertisements can create appeal that can make the advertised product to be attractive to consumers.

According to [Belch and Belch \(2012\)](#), they identified the relationship between specific variables that can control such as information factor of the message and the response as the outcome which is purchase intention, attention and comprehension. The cognitive approach focus on how the response raised by the advertisement and how it relate to attitude toward advertisement, attitude toward brands and intention to purchase. [Belch and Belch \(2007\)](#) explained the outcome from customer in alternative evaluation step, they may develop the intention to purchase a certain brand. Purchase intention is the consideration that appears after motivation to purchase with some characteristics. The marketers should create awareness of customer toward the brand that can make them to recognize the brand. It can influence the purchase decision or process to purchase a brand through packaging, displays and any promotional tools.

Islamic Advertising Ethic Violation

There are principles in religiosity that have influence on attitude and behavior of customer and it becomes something that should consider by marketer when they want to create promotions or advertising campaign. Muslims and Christians have a negative impact when they see an ethical, but religion-based object in promotional images and consider it offensive. It also found that Muslims are more sensitive when compared with Christians. Islamic ethics in advertisement are actually based on universal ethics. The Muslim and non-Muslim will see the violation in advertisement as a negative thing that can give bad impact on the purchase intention of the customer (Gani & Ahmad, 2015).

Relationship between Honesty and Purchase Intention

Rice and Al-Mousavi ([Nasari and Tamam, 2012](#)) explained the relationship between fundamental values in Islam with the advertising and marketing implications. They said that some of these values which Muslims need to follow are truth, honesty, politeness, social and collective duties, and responsibilities. Muslims have to stay away from falsehood and

deception in all places in common and in exchange and economic dealing with others as mentioned by [Shafiq et al. \(2017\)](#), the advertiser should not tell lies and need to keep away from exaggeration. Moreover, the product that has being marketed will not be unique from the real or need to any function or situation to hide due to the fact of concern of loss ([Shafiq et al., 2017](#)). It means that in the advertisement, what they advertise about the product should be the same as the real condition of the product.

The advertisements must solely depict pictures that are section of Islamic norms and the standard culture that will not contradict with the Islamic norms ([Ghani & Ahmad, 2015](#)). Islam does not allow any such action in which customer get a false impression about the product. From the Islamic perspective, if a seller feels answerable to God, the seller will be honest in marketing activities. Furthermore, it will provide only true information about quality, contents, etc. If the companies do not abide by Islamic advertising ethics such as honesty, they will create offensive advertisements that will negatively impact the purchase intention ([Ghani and Ahmad, 2015](#)). Thus, dishonesty of advertising makes customers lose trust and consider it offensive. The impact of losing customers' trust will decrease the purchase intention. Based on this contention, the following hypothesis is proposed:

Relationship between Racism and Purchase Intention

Advertisement should not discriminate any race. Similarly, there have to be any insulting statements demeaning any particular race, shade or gender ([Shafiq et al., 2017](#)). Customer will get offended when the advertisement mentions or shows something that are discriminating any race or group, as [Shafiq et al. \(2017\)](#) mentioned, "advertising in Islamic way is useful in advertising good values and spreading consciousness amongst humans for the betterment of their lives". Customers are offended due to violation of Islamic advertising ethics ([Ghani & Ahmad, 2015](#)). One of the violations of Islamic ethics is racism and the feedback of such a violation in advertisement will decrease the purchase intention. Thus, any racism or discriminating any race or group in advertising will give a bad impact on purchase intention. Based on the above, the following hypothesis is postulated:

Relationship between Sexism and Purchase Intention

Sexism is a topic that could implicate ethical problems ([Andersson & Schytt, 2017](#)). The characters used in the advertisement should not give any function that decrease the human dignity in any sense, and displaying nudity is also included something that decrease human dignity through disgracing someone ([Shafiq et al., 2017](#)). The respondents get impacted of the advertisements at first sight can be summarized as "offensive towards women", or "sexist", that female were used to "sell" the product with their sexuality and bodies ([Andersson & Schytt, 2017](#)). Sexism means gender exploitation in advertising by using men and women as objects or in a demeaning position. Islam prohibited sexism in commercials strictly ([Ghani & Ahmad, 2015](#)). The customer attitudes are usually negative on a company that have sexist advertising ([Andersson & Schytt, 2017](#)). The company should not use a woman in advertising as a tool or an object. Advertisement that exploit woman will show the nudity, sexuality, woman violation and many other exploitation activities of woman. [Shafiq et al. \(2017\)](#) explained that the woman should not be used in every advertisement but if there are women in the advertisement, they should be covered. Sexism is the factor that can caused customer offense and it has been proven that sexism influences purchase intention negatively ([Ghani and Ahmad, 2015](#)). With that, the next hypothesis is constructed:

Relationship between Intention and Purchase Intention

Intention in Islamic advertising ethic is the willing of the advertiser ([Ghani and Ahmad, 2015](#)). Islam considers intention as the fundamental of any activity. Prophet Muhammad P.B.U.H said "deeds (their correctness and rewards) depend upon intentions, and every person gets but what he has intended". Customers are aware that advertiser's intention only considered about their personal profit, however they additionally gives significance to the customers benefit and make the customer's response is non-offensive ([Shafiq et al., 2017](#)). Whereas, customers get offended when they understand that the advertiser only worried about his personal achieve and did not considered on the customer's loss or gain ([Ghani & Ahmad, 2015](#)). The advertisement must have benefit for both of the customers or the audiences and the benefit for the company. Advertiser will break the willingness of the customer to pay if the advertising does not concern about the customer and only concern about their profit, it means intention of Islamic advertising ethic violation will influences purchase intention negatively as [Ghani and Ahmad \(2015\)](#) found it has negative relationship. Therefore, the subsequent hypothesis is proposed

Relationship between Language and Purchase Intention

Language additionally will pay a fundamental function in developing purchaser offense. If suitable language is not used in an advertisement or something that they feel strange or awkward to hear, customers will get offended ([Shafiq et al., 2017](#)). On the other hand, customers are thrilled if the suitable language is used in an advertisement. Since it is for the public, the advertisement has to use appropriate language. According to [Ghani and Ahmad \(2015\)](#), the commercial advertising with Islamic perspective is the advertising that will not talk rudely, slander, and stated bad things about others. [Ghani and Amad \(2015\)](#) who studied about Islamic advertising ethic violation found out that language influences negatively on purchase intention. This indicates that advertising with language as an ethical violation will make the customer avoid to purchase.

Theoretical Framework

Islam teaches us to have good in communication in the way of politeness, gentle and direct. Reliable with the nature of advertising in Islamic way, the way in which promotions are made ought to be coherent with the Islamic standards and ought to not abuse any. Consequently, the way in which Islamic promoting is executed develops from the same Islamic logic, nature, and characteristics ([Shafiq et al., 2017](#)). This Islamic guideline should be applied in advertisement based on Muslim principle in their daily life.

Based on the explanation of Islamic advertising ethic violation, it will see how the relationship or Islamic advertising ethic violation influence or impact on purchase intention as the picture below:

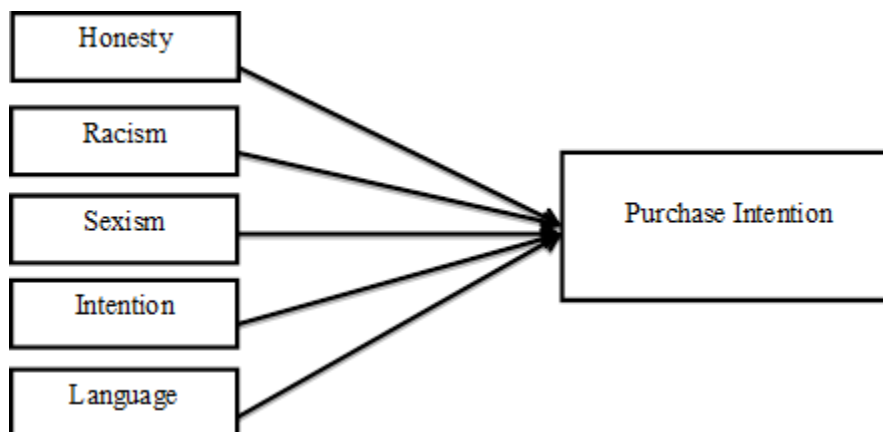


Figure 2. Theoretical Framework of Purchase Intention

Research Hypothesis

H1: There is a negative and significant relationship between honesty of Islamic advertising ethic violation on purchase intention of Muslim customers in Malaysia.

H2: There is a negative and significant relationship between racism of Islamic advertising ethic violation on purchase intention of Muslim customers in Malaysia.

H3: There is a negative and significant relationship between sexism of Islamic advertising ethic violation on purchase intention of Muslim customers in Malaysia.

H4: There is a negative and significant relationship between intentions of Islamic advertising ethic violation on purchase intention of Muslim customers in Malaysia.

H5: There is a negative and significant relationship between languages of Islamic advertising ethic violation on purchase intention of Muslim customers in Malaysia.

METHODOLOGY

Research Design

According to [Zikmund, Babin, Carr, and Griffin \(2010\)](#), a research design is a master plan that specifies the methods and procedures for collecting and analyzing the needed information. The objectives of the research were determined during the early stages of the study to ensure that the information collected is relevant and appropriate to solve the problem.

The type of this research is descriptive and causative descriptive research using quantitative. The descriptive approach of studies refers back to the kind of studies that aimed at acquiring data on the modern state of a situation ([Rahi, 2017](#)). The quantitative approach provides objectively for testing hypotheses and using statistical criteria in the measurement.

Moreover, the strength of the quantitative approach results in a more structured data collection technique. It makes the results of this approach will be relatively objective.

According to [Umar \(2011\)](#), causative research aims to analyze the relationship between one variable with other variables or how a variable affects other variables. This research explains and describes the causal relationship of the independent variable which is the influence of intention, honesty, racism, and language of Islamic advertising ethics violation to a dependent variable which is purchase intention in Malaysia.

Population

According to [Sekaran and Bougie \(2016\)](#), the population is defined as a region of certain characteristics and has equal opportunity to be selected as a sample member. Population in this study is Muslim women in Malaysia. The population is also makeup users and they have been used makeup for some particular event or in their daily life.

This study has selected Muslim woman customers who live in Malaysia as the population of the study. Based on the [Department of Statistics Malaysia \(2016\)](#), the estimated population of Malaysian women in 2016 is 15.3 million people. Besides that, the total population of Malaysian is 31.7 million people in 2016. Islam, Hindu, Buddha, and some other religions exist in Malaysia. The percentage of Muslim is 61.3 percent as the official religion in Malaysia. Since this study has a large population, the sample for this study has been chosen. Methodology in choosing sample and sample size will be discussed on the next part.

Sample Size

A sample is a subset group from entire population ([Zikmund et al., 2010](#)). Sample size can be taken from 30 to 500. Based on the argument, the researcher takes 110 as the sample. There are many techniques for the researcher to take a sample of the population. This study employs non-probability convenience sampling.

Convenience sampling is a technique of sampling that defines a process of data collection from a population that is close at hand and easily accessible to the researcher ([Rahi, 2017](#)). By using convenience sampling, the questionnaires are distributed by the researcher to anyone who possible to participate in the survey. The subjects are selected just because they are easiest to recruit for the study and the researcher did not consider selecting subjects that are representative of the entire population.

Research Instruments

The instrument of research is described as a tool utilized for collecting data or the method for collecting the required data from respondents. Research instrument is developed with different types of data collection methods that can be utilized by a researcher to survey and get data from respondents.

Survey method is utilized in this study for data collection. A brief explanation of the survey is given at the start of the first page of the survey. The survey comprises of two sections. The first section asks for the information about demographics of the respondents. The second section asks the opinion of the respondents about Islamic advertising ethics violation of halal cosmetic product and their intention to purchase the halal cosmetic product in the advertisement.

Questionnaire Design

One of the important parts of this study is a questionnaire. In the process of creating a questionnaire, the goals of the study should be made clear. The questionnaire in this study is adapted from source by Gani and Ahmad (2015). This questionnaire has two items. The first item is about the violation of Islamic advertising ethics and is divided into five categories, namely, honesty, racism, sexism, intention, and language. The second item is about purchase intention on halal cosmetic products. The considerations for adopting these questionnaires are clear, precise, and immediate. It is because the questionnaire must be made agreeable to the respondents so that different understanding can be avoided.

Table 1: Original Items of Each Variable

Variable	Original Items
Honesty	False testimonial is used in an ad. There is a difference between actual product and product shown in the advertisement. Ad shows exaggerated version of the product. Ad is made with complete honesty and does not have any untrue content. An advertisement honestly shows the qualities as well as faults of the product.
Racism	Ad makes fun of any religious or ethnic group.

Variable	Original Items
Sexism	An ad degrades any religious or ethnic group.
	An ad makes fun of your religious or ethnic group.
	An ad degrades your religious or ethnic group
	An ad makes fun of anyone's weaknesses
	Ad is free of racism.
Intention	An ad exploits men or women by using them as a means of attraction
	Men or women are used as an object in an ad
	Ad does not show men or women in a demeaning situation.
Language	You know that while making an ad advertiser thinks about his own benefit only
	You know that advertiser does not care about your benefit
	Advertiser intent is to pressurize you to buy the product
	Advertisers intention while making and ad is your benefit
	Ad does not pressurize you to spend more than you can afford.
Purchase Intention	Indecent language is used in ad
	Rude language is used in an ad
	Abusive language is used in an ad
	Ad uses decent and polite language.
	If a new product is introduced with advertisements that I find offensive, I might still buy the product if it offers me benefits that I find attractive
	If the product or service that I use adopts an advertisement campaign that I find offensive, I will discontinue using it
	Even though I may see an advertisement that is offensive for one product, I would continue to purchase other products that I have been using from the same company
When two companies offer the same products with similar benefits, I will not buy from the one using an advertisement that I find offensive.	

However, not many adaptations are created on the items of honesty, racism, sexism, intention, language, and purchase intention to suit the setting of the study. The adaptations made on the items are as in the table.

Data Collection Method

Primary data is the data obtained directly without an intermediary from the source of the research object. Primary data is obtained from the first source of either individuals or individuals such as the results of interviews or the results of filling out questionnaires that can be done by researchers (Umar, 2011). For example data can be obtained by conducting questions and answers for women Muslim buyers about Islamic advertising ethics violation in the purchase intention of halal cosmetics in Malaysia.

The technique of collecting data:

a. Interview

There are many ways to do an interview and ask people through interview which are direct personal interview, through phone or many other ways. The researcher does an interview with people who are Muslim women in Malaysia. It was hard for a face-to-face interview for some of the respondents in some areas of Malaysia and the interview was conducted through phone call, e-mail or chatting in social media.

b. Questionnaire

Questionnaires are distributed in Malaysia randomly in some province. For the questionnaires which are distributed directly and electronically, a short introduction of the researcher and the purpose of the survey are given to respondents. After that, the respondents fill in the questionnaire. For the online questionnaires, the respondents are asked to click the given link which will direct them to the survey page if they are willing to participate in the survey. A short introduction about the survey is given at the top of the survey. Next, respondents were asked to answer all questions and a short notice will appear on the screen to give confirmation to the respondents that their responses have been accepted by the system, when they have submitted the survey. The responses by the respondents are then screened to remove the response from non-Malaysian respondents.

RESULTS AND DISCUSSION

Reliability Test

A pilot study was conducted utilizing the items created before the real survey was conducted. This is important to ensure the validity of all items in the questionnaire and consistent to be utilized as data collection instruments. Twenty-six questionnaires were pre-tested. Based on the feedback, all respondents did not have problems and have the capability to understand the questionnaire. The reliability of the instruments was also measured by using Internal Consistency Method. Based on the result, according to [Sekaran and Bougie \(2016\)](#), reliability test is a test to disclose how much the instrument is able to measure concept. A questionnaire is identified as reliable when the questionnaire is able to measure the study concept. A questionnaire is a research instrument comprising of a series of inquiries that prompt the purpose of gathering information from respondents. Likewise, selecting a reliable assessment instrument guarantees that researchers' information is representative of the variable chosen for the study.

Table 2: Reliability test

Variable	No of items	Cronbach's α
Honesty	5	0.780
Racism	6	0.827
Sexism	3	0.881
Intention	5	0.863
Language	4	0.824
Purchase intention	4	0.792

All objects of Islamic advertising ethics violation and purchase intention are reliable to be used in this study. Reliability is the degree to know that there is no random error and consequently gives constant results ([Khalid et al., 2012](#)). According to Nunnally ([Khalid et al., 2012](#)), the score of Cronbach's alpha is regarded as an appropriate reliability coefficient, if the score is 0.7 and above. The result of the reliability test is depicted in Table 2.

Respondents' Profile

A descriptive analysis used to be performed on the demographic variable. Based on the analysis, this study consisted of 100% of female respondents. All 110 respondents were Malaysian and none of them were foreigners. Most of the respondents were aged between 21 and 25 years old (36.3%) and the others were between 26 and 30 years old (23.6%), 30 to 35 years old (12.7%), 36 to 40 years old (10%), 41 to 45 years old (8.1%), 15 to 20 years old (6.4%), 46 to 50 years old (1.8%) and few respondents were above 50 years old (0.9%). Most of the respondents were graduates (56.4%), followed by respondents who had master education (30%), matriculation (8.2%) and intermediates (5.4%).

The state of residence in Malaysia for most of respondents was Terengganu (15.4%) and few respondents were from Sarawak (0.9%). Regarding the income, most of the respondents (36.4%) had an income less than RM 2,000 and few respondents had an income between RM 8,000 and RM 9,999 (3.6%). All respondents' demographic profiles in this study are tabulated in Table 3.

Table 3: Respondents' Demographic Profiles (Put all tables in center)

Demographic Variable		Frequency	Percentages (%)
Gender	Female	110	100%
	Male	0	0%
Nationality	Malaysian	110	100%
	Foreigner	0	0.0 %
Age	15 – 20 years old	7	6.4 %
	21 – 25 years old	40	36.3 %
	26 – 30 years old	26	23.6%
	30 – 35 years old	14	12.7 %
	36 – 40 years old	11	10 %
	41 – 45 years old	9	8.1 %
	46 – 50 years old	2	1.8 %
	Above 50 years old	1	0.9 %
Occupation	Student	33	30.0 %
	Worker	62	56.4 %
	Unemployed	9	5.4 %
	Others	6	8.2 %
State of Residence	Johor	6	5.4 %

Demographic Variable	Frequency	Percentages (%)		
	Kedah	15	13.6 %	
	Kelantan	10	9 %	
	Melaka	5	4.5 %	
	Negeri Sembilan	4	3.6 %	
	Pahang	4	3.6 %	
	Perak	3	2.7 %	
	Perlis	7	6.3 %	
	Pulau Pinang	5	4.5 %	
	Sabah	2	1.8 %	
	Sarawak	1	0.9 %	
	Selangor	11	10 %	
	Terengganu	17	15.4 %	
	W.P. Kuala Lumpur	13	11.8 %	
	W.P. Labuan	2	1.8 %	
	W.P. Putra Jaya	5	4.5 %	
	Monthly Income	Less than RM 2,000	40	36.4 %
		RM 2,000 – RM 3,999	36	32.7 %
		RM 4,000 – RM 5,999	17	15.4 %
		RM 6,000 – RM 7,999	13	11.8 %
RM 8,000 – RM 9,999		4	%	

Descriptive Statistics of Purchase Intention of Halal Cosmetic Model

The purchase intention of halal cosmetic model concerned five factors in Islamic advertising ethic violation which included honesty, racism, sexism, intention, and language.

Summary of Descriptive Statistics of the Variables

Table 4 provides the summary statistics for the variables used in this study. The means of the variables in the study are 2.05 (purchase intention), 3.96 (honesty), 3.89 (racism), 3.87 (sexism), 3.92 (intention), and 3.89 (language).

Table 4: Summary of Descriptive Statistics of the Variables (From Tables 1, 2, and 3)

Variables N=110	Mean (M)	Standard Deviation (SD)
Purchase Intention	2.05	0.39
Honesty	3.96	0.53
Racism	3.89	0.51
Sexism	3.87	0.63
Intention	3.92	0.51
Language	3.89	0.59

Reliability of Data

All the data collected were then run through the reliability test to ensure all measurements are free of random error and produce a consistent result. The result of the reliability test was assessed using Cronbach's alpha indicator. The test has confirmed that all the instruments employed are stable and consistent as all the values exceeded 0.7. Cronbach's alpha obtained are 0.810 (honesty), 0.794 (racism), 0.813 (sexism), 0.802 (intention), 0.808 (language), and 0.715 (purchase intention). The result of the reliability test is as tabulated in Table 5.

Table 5: Results of Reliability Test

Variable	No of items	Cronbach's α
Honesty	5	0.810
Racism	6	0.794
Sexism	3	0.813
Intention	4	0.802
Language	4	0.808
Purchase intention	4	0.715

Multiple Regression Analysis

Five independent variables, namely, honesty, racism, sexism, intention, and language, were regressed against the dependent variable of purchase intention. Collinearity diagnostics were also examined to ensure that there is no existence of multi-collinearity among the variables.

Referring to Table 6 below, the value of R Square is 0.752. This value indicates that 75.2% of the variance in purchase intention of halal cosmetic is determined by the independent variables. Another 24.8% variance of purchase intention of halal cosmetic may be determined by other variables, which are not included in the study.

Based on the collinearity statistics result in Table 7, the tolerance value range between 0.335 and 0.700 and the range for variance inflation factor (VIF) is between 1.429 and 2.967. The range of tolerance value is greater than 0.1 and the range for VIF is less than 10 which indicates that there is no existence of multi-collinearity among the variables.

The contribution of the independent variables used in this study in explaining purchase intention of halal cosmetic products can be identified by examining the value of Standard Coefficient Beta (β). From Table 8, the strongest variable that plays a role in explaining purchase intention of halal cosmetic is sexism ($\beta = -0.388$) followed by the language ($\beta = -0.280$), racism ($\beta = -0.167$), and intention ($\beta = -0.153$).

It also can be observed that one of the independent variables, honesty ($\beta = -0.028$, $p > 0.05$), was not a significant predictor of purchase intention. Conversely, the rest of the independent variables, racism ($\beta = -0.167$, $p < 0.05$), sexism ($\beta = -0.388$, $p < 0.05$), intention ($\beta = -0.153$, $p < 0.05$), and language ($\beta = -0.280$, $p < 0.05$) displayed to be significant predictors of purchase intention.

Table 6: Model Summary of Multiple Regression Analysis

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.867 ^a	.752	.740	.636

a. Predictors: (Constant), language, honesty, racism, intention, sexism

Table 7: Coefficients of Multiple Regression Analysis

Coefficients ^a						
Model	Standardized Coefficients			Collinearity Statistics		
	Beta	T	Sig.	Tolerance	VIF	
1	(Constant)	26.351	.000			
	Honesty	-.028	-.4770	.635	.700	1.429
	Racism	-.167	-2.202	.030	.417	2.397
	Sexism	-.388	-4.959	.000	.389	2.570
	Intention	-.153	-2.014	.047	.415	2.409
	Language	-.280	-3.327	.001	.337	2.967

a. Dependent Variable: p.intention

Table 8: Summary of Hypothesis Testing

Hypotheses	Result
H1: There is a negative and significant relationship between honesty of Islamic advertising ethic violation on purchase intention of Muslim customers in Malaysia.	Rejected
H2: There is a negative and significant relationship between racism of Islamic advertising ethic violation on purchase intention of Muslim customers in Malaysia.	Accepted
H3: There is a negative and significant relationship between sexism of Islamic advertising ethic violation on purchase intention of Muslim customers in Malaysia.	Accepted
H4: There is a negative and significant relationship between intentions of Islamic advertising ethic violation on purchase intention of Muslim customers in Malaysia.	Accepted
H5: There is a negative and significant relationship between languages of Islamic advertising ethic violation on purchase intention of Muslim customers in Malaysia.	Accepted

Based on the multiple regression analyses previously described, four hypotheses predicted in this study are supported and the first hypotheses is rejected. The summary of hypothesis testing is as tabulated in the Table 8.

CONCLUSION

In summary, this study was conducted with the encouragement to examine the reasons why Muslim woman consumers in Malaysia are offended by advertising and avoid buying the cosmetic products with Islamic ethics violation in their advertising campaign. Five research questions and five research objectives were laid out. Five hypotheses were predicted and it was found that those hypotheses have a correlation with the purchase intention of halal cosmetic products in Malaysia.

Four Islamic advertising ethic violation factors (racism, sexism, intention, and language) were statistically significant in influencing intention to purchase halal cosmetic products in Malaysia. One factor of Islamic advertising ethic violation did not have any significant impact on purchase intention of halal cosmetic products in Malaysia.

Among the four independent variables, the strongest factor that influenced the intention to purchase halal cosmetic products in Malaysia was sexism in Islamic advertising. This study will be beneficial to the marketers, advertisers, and halal cosmetic companies in developing their advertising and marketing strategies for their halal cosmetic products. In addition, this study has contributed to the study of Islamic advertising ethic violation and purchase intention of halal cosmetic products.

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