



## RELATIONSHIP BETWEEN ADVERTISEMENT AND PURCHASE INTENTION ON HALAL COSMETIC PRODUCTS IN MALAYSIA

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### Abstract

**Purpose of the Study:** The aim of this paper is to examine the relation between Muslim women customer offense caused due to Islamic advertising of halal cosmetic products in Malaysia.

**Methodology:** The violation of Islamic ethics on the advertisement of halal cosmetic products and purchase intention 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. The current study confirms that irrespective of their religion, women find those advertisements offensive that do not abide by Islamic ethics, which are universal in nature. Based on the correlation results, this study reveals that violation of Islamic advertising ethics (honesty, racism, sexism, intention, and language) has a correlation with purchase intention. A multiple regression analysis was highlighted and it was found that racism, sexism, intention, and language have negative and significant influence on purchase intention. Only one variable did not have a significant influence on purchase intention of halal cosmetic products in Malaysia.

**Results:** Sexism plays the most critical role in influencing consumers' intention that makes them avoid buying halal cosmetic products. Furthermore, customer offense created due to violation of ethics has a negative impact on the purchase intention of halal cosmetic products. If advertisers want to attract customers in Malaysia and retain them, then they must avoid creating customer offense by following Islamic advertising ethics.

**Implications:** This study will be beneficial to marketers, advertisers, and companies in developing their advertising and marketing strategies for halal cosmetic products. In addition, this study has implemented the study of Islamic advertising ethic violations and purchase intentions of halal cosmetic products.

**Keywords:** *Customer Offense, Purchase Intention, Islamic Advertising, Halal Cosmetic Products*

### INTRODUCTION

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

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 does not violate the aspects assumed as proper. This no longer relates to the manner in which the advertisement is created, but to the product in the advertisement ([Shafiq et al., 2017](#)).

[Islam and Alam \(2013\)](#) found that there are some aspects in conventional advertisements, such as cheating, deception, and sin in business, which should not exist in Islamic advertisements. Some advertisers use women in advertisements that are no longer associated with the endorser for promotion. Some respondents implied that most corporations believed in the concept to use sexism for selling their products ([Andersson & Schytt, 2017](#)). Some promotional campaigns focus on the beautification of the female bodily features of the model, which is prohibited by Islam. Some advertisers make false promises to appeal to the customers. Some advertisements are made in halal ways on the basis of Islamic norms ([Shafiq et al., 2017](#)). Islamic norms mean the method of maintaining aspects within the Muslim limitations.

When advertising the scenario is filled with high unethical practices, many researchers and scholars thought about how advertising could be done. According to [Shafiq et al. \(2017\)](#), many advertisements are not appropriate for Islamic advertisements, how they treat woman as an object, how they dress, how they talk, for the most part they are not based on Islamic ethics. There are five components in Islamic advertisement ethics, namely, honesty, racism, sexism, willingness, and language ([Ghani and Ahmad, 2015](#)).

[Ghani and Ahmad \(2015\)](#) explained about the negative perceptions due to the offensive advertisements. It can decrease the purchase intention. They compare two companies that advertises the same product. Customers will avoid, leave, and even boycott the company which does offensive advertisements. As the first conclusion of the issues, halal logo is not available in some of the cosmetic packaging, and companies use Islamic advertising strategies as a way to inform and reassure their target customers about halalness. Secondly, most of the advertisements are not suitable with halal cosmetic advertisements because halal cosmetics must be advertised in the Islamic way. Based on the previous research and the issues mentioned in the early part of the study, it is important for halal cosmetic companies in Malaysia to consider about Islamic ethics and halal is very important to study because Islam is the major religion in Malaysia. Therefore, this study attempts to investigate the influence of Islamic advertising ethic violation (honesty, racism, sexism, intention and language) on the purchase intention of halal cosmetic products in Malaysia.

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 that is defined as halal and haram in Islam can refer to Quran, hadith, ijma, and qiyas.

Halal is not only about the food, but it includes all aspects of life. Halal originates from the Arabic phrase, specifically halla, yahillu, hillan, wahalalan, which means that is allowed or permissible by using the Shariah law. Since Malaysia has a big Muslim population as a majority, there are many researchers who studied halal in Malaysia and the phenomenon of halal will become something that should regard 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 on the basis of the Islamic Shariah law.

Halal cosmetics has become an important thing and it came along with the halal awareness on Muslim customers. According to [Bodiat \(2017\)](#), for conservative Muslims, they will not buy any product like any other people. They will see the details to ensure that the product is halal, because of their awareness and knowledge about halal in daily life.

Clusters	Potential Value for the Halal Market (USD) (Based on 5% of Global Halal Trade)
Cosmetic / Personal Care	177 Billion
Agriculture	41.5 Billion
Pharmaceutical	30.3 Billion
Islamic Finance	25.0 Billion
Logistic	0.17 Billion
Travel Industry	0.13 Billion
<b>Total Value for Halal New Growth Clusters</b>	<b>274.1 Billion</b>

Figure 1. Potential Growth Sector

Based on the picture above, it showed that the cosmetic and personal care is the most potential value for the halal market, which is next to the agriculture sector, followed by pharmaceutical and Islamic finance and logistics. JAKIM (Jabatan kemajuan Islam Malaysia) is the department for Islamic development in Malaysia, which has seen an increasing trend for both Malaysian and foreign cosmetic brands applying the certificate of halal. Before registering for the halal logo on JAKIM, Malaysian companies should get approval from The National Pharmaceutical Control Bureau (NPCB), Datuk. Dr. Sirajuddin Suhaimie, the director of Halal Hub division of Jakim (Malaysian Islamic development department) mentioned that customers have to ensure that the halal logo of local products is genuine with Malaysia standard (MS) number and the 10-digit document reference number. For international cosmetic products, customers should look for the international halal logo in the packaging before they buy and the logo itself should be recognized by JAKIM ([Low, 2017](#)).

Customers avoid buying cosmetic products with harmful ingredients. Especially Muslim customers, cosmetics that followed sharia rules on their production will be more interested for them ([Premium Beauty News, 2017](#)). Japanese companies were interested in the halal market because of the summer Olympics to be held in Tokyo, 2020

([Ananthalakshmi, 2017](#)). Japanese companies began to look at the halal products, such as food and cosmetic items, because many Muslims visit Japan.

Japan has expanded their business around the world with their advance information technology and will focus on the halal industry on Muslim countries, especially Malaysia. Yoshimi Gunji, the top of SMBC's Malaysia operations instructed Reuters in an interview that Japanese companies who produce food, cosmetics, logistics, transportation, and storage are eager to tap the Malaysian marketplace in a drive to attract Muslim customers globally. As a matter of fact, the competition will get fiercer between local companies and Japanese companies. In order to be able to compete, Japanese companies will require the certificate of halal.

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, events, or just about anything in the environment ([Al-Nasser et al., 2014](#)).

In Islam, Muslims have the code of life for all activities, even for advertisements and marketing activities. Advertising can be defined as any paid form of non-personal entertainment and promotion of some idea, promotion of goods or services by a famous or familiar sponsor using mass media and its aim to influence or persuade an audience ([Islam and Alam, 2013](#)). In order to make an effective advertisement, the company is expected to send the message to customers about their real wants and needs. The message can cause either a positive or a negative impact on the customers' attitude about the products. As a producer of Halal cosmetic companies, they want to attract potential customers through advertisements through effective and appropriate ways.

Previous research has been done about Islamic advertising ethics and it was found that marketers need to understand seriously about their target market. Advertisers should avoid factors that offend customers, especially when it promotes cultural sensitivity, religion, or any other element of culture ([Waller & Fam, 2000](#)). Several harms to the products and brands can be caused by offensive advertisement itself. Therefore, this research attempts to study the ethics violation on Islamic advertising towards the intention to purchase halal cosmetic products in Malaysia.

The aim of this study is to obtain the relationship between the advertisement and the purchase intention on halal cosmetic products in Malaysia.

## LITERATURE REVIEW

### Purchase Intention

There are three types of buying behaviors, namely, attempt to buy, repeated buy, and long-term commitment to buy ([Schiffman & Kanuk, 2004](#)). The choice making goes through three stages, namely, the input stage, the process stage, and the output stage. According to Assael ([Putra, Ratnasari and Prasetyo, 2017](#)), the method begins from the development of requirements for an item or brand (need enthusiasm), buyer information processing and evaluating the buy raises the expectations or aims to purchase.

Purchase intention is defined as the consumers' intention to purchase a brand or take action that relates to the purchase and it is measured by the level of consumers intentions to purchase ([Assael, 2004](#)). Some factors that create consumers' purchase intention ([Kotler, 2005](#)) are:

- a) The attitude of others and to what extent of other people's attitudes reduces a person's preferred alternative will depend 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 the others want.
- b) Unanticipated situation factors will be able to change the establishment of consumers in making purchases. It depends on the consumer's own thoughts, whether s/he is 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 towards buy, a particular and positive impact of the brand may well be made within the thoughts and minds of individuals or customers through selecting 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 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. This attracts the interest of public in a manner calculated to promote or oppose directly or indirectly a product, service, person, corporation, or line of conduct.

[Kaur and Hundal \(2017\)](#) said that advertisement is a promotional tool used by marketers to positively attract consumers' attitude. The advertiser tries to influence the perceptions of consumers by using different techniques which includes the various traits. These traits influence the perceptions and the behavior of 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 Hindu. Even amongst Muslims, the perception may vary, depending on their faith and sect ([Srivastava, 2010](#)). [Parameshwaran and Srivastava \(Srivasta, 2010\)](#) explained that Muslim behavior may differ from the Shia or Sunni faiths.

[Moriarty et al. \(2015\)](#) explained how four functions gave 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 make the product more valuable, useful or appealing to a consumer. The third is cultivating customer relationship, which provides a great challenge for marketers and agencies because there is a perception that marketers must interact with customers. The last is building brands, which use theme advertising, to create a special meaning for a product and makes it distinctive in the marketplace. It also explained how advertisements work through its impact on perceptions, persuasion, cognitive, affect or emotion, association, and action. [Brierley \(2005\)](#) explained that the terms and conditions of the market are set by costs, nature of competition, product category, regulation, 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 includes advertising, personal selling, public relation, gifts, exhibition, conference, and sales promotion.

## Role of Advertisement

Based on [Moriarty et al. \(2015\)](#), the advertisement must create consumers' interest and persuade them to change their attitude and sometimes encourage them to switch brands. Advertisement has a role in some aspects, which are:

- a) The marketing role related to advertisement based on how they use marketing mix (product, price, place, and promotion) on advertisement process.
- b) The communication role does more than transmit market information to connect buyers and sellers.
- c) The economic role is the process of making awareness on customer how they choose benefit rather than price.
- d) The socio-cultural role help buyers to make decision after they can compare the product or service based on function and it changes their perceptions about the products and services.

Considering the influence of advertisements, [Kaur and Hundal \(2017\)](#) stated that from the past few years there is a considerable increase in the importance of advertisement among the consumers. Supporting the statement, [Unsal and Yüksel \(Kaur & Hundal, 2017\)](#) said that consumers prefer advertised products more as compared to non-advertised products. [Kotwal et al. \(Kaur & Hundal, 2017\)](#) declared that the respondents of his study preferred to purchase the branded products, which were advertised more on television. According to [Shimp \(Kaur & Hundal, 2017\)](#), the advertisement creates a positive attitude in the mind of consumers towards the advertisement. Some authors believe that when consumers are exposed to an advertisement, their emotional feelings towards the product affect their attitude towards the advertisement.

## 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. \(2003\)](#) said that advertisements can create an appeal that can result in advertised products being 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 focuses on how the response is raised by the advertisement and how it relates to attitude toward advertisement, attitude toward brands, and intention to purchase. [Belch and Belch \(2007\)](#) explained the outcome from customers in an alternative evaluation step that they may develop the intention to purchase a certain brand. Purchase intention is the consideration that appears after motivation to purchase with some characteristics. Marketers should spread brand awareness among customers to enable them to recognize the brand. It can influence the purchase decision or process to purchase a brand through packaging, displays, and any promotional tools.

### Theoretical Framework

Islam teaches to communicate politely, gently, and directly. Reliable with the nature of advertising in Islamic way, through which promotions are made ought to be coherent with the Islamic standards and ought to not abuse any individual. Consequently, the way in which Islamic promotion is executed develops from the same Islamic logic, nature, and characteristics ([Shafiq et al., 2017](#)). The Islamic guideline should be applied in advertisements based on the Muslim principles in their daily life.

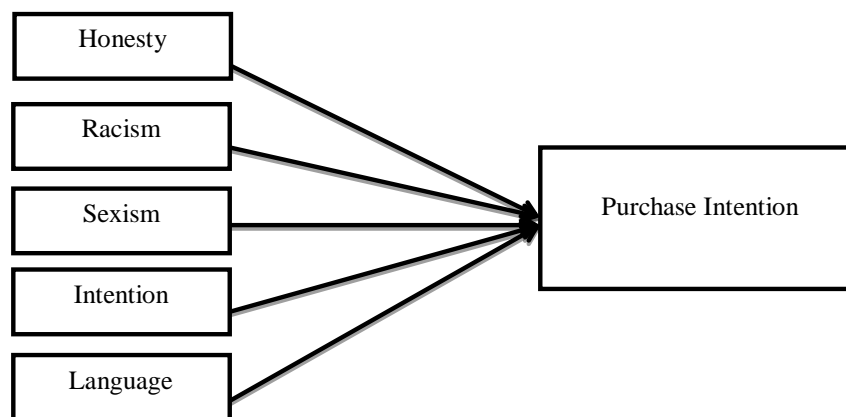


Figure 2. Theoretical Framework of Purchase Intention

### Relationship between Honesty and Purchase Intention

Rice and Al-Mousavi ([Naseri & Tamam, 2012](#)) explained the relationship between fundamental values in Islam with the advertising and marketing implications. They said that some of the values that 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. \(2017\)](#), advertisers should not tell lies and must keep away from exaggeration. Moreover, the marketed products will not be unique or need to hide any function due to the concern of loss ([Shafiq et al., 2017](#)). It means that 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 sections 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 customers get a false impression about the products. From the Islamic perspective, if a seller feels answerable to God, then the seller will be honest in marketing activities. Furthermore, it provides 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 & Ahmad, 2015](#)). Thus, dishonest advertising compel customers to lose their trust as an offensive in advertising. The impact of losing customers' trust will decrease the purchase intention. The following hypothesis is proposed on the basis of this contention.

### Relationship between Racism and Purchase Intention

Advertisements should not discriminate any race. Similarly, there must not be any insulting statements that demean any particular race, shade, or gender ([Shafiq et al., 2017](#)). Customers get offended when advertisements mention or show something discriminating against any race or group. [Shafiq et al. \(2017\)](#) mention, "advertising in Islamic way is useful in advertising good values and spreading consciousness amongst humans for the betterment of their lives". Customers' offense is created due to the violation of Islamic advertising ethics ([Ghani & Ahmad, 2015](#)), one of the Islamic ethics violations is racism and the feedback of the Islamic ethics violation in advertisement decreases the intention to make any



purchase. Hence, racism or discrimination of any race or group in advertising will have a negative impact on purchase intention. The following hypothesis is postulated on the basis of the above-mentioned aspects.

### **Relationship between Sexism and Purchase Intention**

Sexism is a topic that could implicate ethical problems (Andersson & Schytt, 2017). The characters used in advertisement should not give any representation that decreases human dignity in any sense, and displaying nudity is something that decreases human dignity and causes disgrace (Shafiq et al., 2017). The respondents get an impact of advertisements at the first sight and can be summarized as sexist or offensive for women if the sexuality and bodies of female models are used to sell the product (Andersson & Schytt, 2017). Sexism means exploitation of men and women (the gender) in advertising by using them as objects in a demeaning position. Islam strictly prohibits sexism in commercials (Ghani & Ahmad, 2015). The customer attitudes are usually negative on a company that have sexist advertising (Andersson & Schytt, 2017). The company should not use women as a tool or as an object in advertising. Advertisements with nudity, sexuality, violation of women's rights, and other such activities exploit women. Shafiq et al. (2017) explained that women should not be used in every advertisement, and that they should be covered if they have to be in the advertisement. Sexism is the factor that can cause customer offense and it has been proven that sexism influences purchase intention negatively (Ghani & Ahmad, 2015). Subsequently, the next hypothesis is constructed.

### **Relationship between Intention and purchase Intention**

Intention in Islamic advertising ethic is the willing of the advertiser (Ghani & 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 the advertisers' intentions center around their personal profits; however, they additionally gives significance to customers' benefits and make customers' response non-offensive (Shafiq et al., 2017). Whereas, customers get offended when they understand that advertisers are only worried about their profits and were not concerned about customers' loss or gain (Ghani & Ahmad, 2015). The advertisement must be beneficial for both customers or audiences and companies. Advertisers break the willingness of customers 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 influence purchase intention negatively.

### **Relationship between Language and Purchase Intention**

Language plays a fundamental function in developing purchaser offense. Customers get offended if suitable language is not used in an advertisement or if they feel something strange or awkward to hear (Shafiq et al., 2017). On the other hand, customers are thrilled if a 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), commercial advertising with an Islamic perspective will not talk rudely, slander, and state bad things about others. Ghani and Ahmad (2015) found out that language negatively influences purchase intention. This indicates that advertising with language as an ethical violation will cause customers to avoid purchase.

### **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.

Based on the explanation of Islamic advertising ethic violation, it will see how the relationship or Islamic advertising ethic violation influences or impacts purchase intention.

## 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 required information. The objectives of the research were determined during the early stages of the study to ensure that the collected information is relevant and appropriate to solve the problem.

This type of research is descriptive and causative and uses quantitative methods. The descriptive approach of studies refers back to the kind of studies that acquired 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 technique of data collection. It makes the results of this approach to be relatively objective.

According to [Umar \(2011\)](#), causative research aims to analyze the relationship between one variable and 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 in violation of a dependent variable, which is purchase intention in Malaysia. The dependent variable is purchase intention and the independent variables are honesty, racism, sexism, intent, and language.

### Sample Size

A sample is a subset group from the entire population ([Zikmund et al., 2010](#)). Sample size can be taken from 30 to 500 (Roscoe, 1975). 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 in the participants of the survey. The subjects are selected because they are the easiest to recruit for the study and the researcher did not select subjects that represented the entire population.

Non-probability judgment sampling technique is also applied. Judgment sampling is a technique of sampling where the researcher selects a group of people who know about the problem ([Rahi, 2017](#)). This is to ensure only those who know about Islamic principle and the Malaysian woman who have heard of cosmetic advertising, and use make-up are selected for this study,. The researcher wanted to know the perceptions of Malaysian make-up users and women who visit a malls and work as customer service executives in offices. Random sampling has been used for this study.

### 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 for the opinion of respondents about the violation of Islamic ethics on the advertising of halal cosmetic products and their intention to purchase such products.

### Questionnaire Design

Questionnaire is one of the important aspects of this study. The goals of the study should be made clear in the process of creating a questionnaire. The questionnaire of this study is adapted from the study of Gani and Ahmad (2015) and has two items. The first item is about Islamic advertising ethics violation and divided into five categories, which are honesty, racism, sexism, intention, and language. The second item is about purchase intention of halal cosmetic products. The consideration for adopting these questionnaires was that the questionnaire must be clear, precise, and immediate, because all respondents must understand in the same way and not differently.

### 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 the results of interviews or questionnaires conducted by researcher

(Umar, 2011). For example, data can be obtained by asking questions to Malaysian Muslim women buyers about the effects of violation of Islamic ethics of advertising halal cosmetic products on the purchase intention.

**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. 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.
Sexism	An ad exploits men or women busing 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.
Intention	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.
Language	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.
Purchase Intention	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.

The technique of collecting data:

a. Interview

There are many ways to conduct an interview, such as direct personal interview through telephone or other ways. The researcher interviewed Muslim women in Malaysia. Some of the respondents were interviewed through phone calls, e-mails, or social media chats, as it was not possible to conduct face-to-face interviews in some areas of Malaysia.

b. Questionnaire

Questionnaires were randomly distributed in Malaysia in some provinces. A short introduction of the researcher and the purpose of the survey was given to respondents, in cases where the questionnaires were distributed directly and electronically. For the online questionnaires, the willing respondents were asked to click on the given link which directed them to the survey page. A short introduction was given at the top of the survey. The respondents were then asked to answer all questions after which a confirmatory notice stating that their responses were accepted appeared on the screen. The responses were then screened to remove responses from non-Malaysian respondents.

## RESULTS AND DISCUSSION

### Correlation Analysis

A Pearson correlation analysis was conducted on all six variables of this study. All correlation analyses were found to be statistically significant ( $p < 0.05$ ).



**Relationship between honesty of Islamic advertising and purchase intention of halal cosmetic**

Table 2 shows the findings of correlation analysis between honesty and purchase intention of halal cosmetic. The result shows that honesty ( $r=-0.463$ ) appears to have a significant negative relationship with purchase intention.

**Table 2:** Correlation analysis between honesty and purchase intention of halal cosmetic

Correlations		Honesty	Purchase Intention
Honesty	Pearson Correlation	1	-.463**
	Sig. (2-tailed)		.000
	N	110	110
p.intention	Pearson Correlation	-.463**	1
	Sig. (2-tailed)	.000	
	N	110	110

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Relationship between Racism of Islamic Advertising and Purchase Intention of Halal Cosmetic**

Table 3 displays the result of correlation analysis between racism and purchase intention of halal cosmetic. The result shows that racism ( $r=-0.705$ ) significantly has a negative relationship with purchase intention. The result suggests that the customer tend not to buy halal cosmetic products from advertisement with many content of racism.

**Table 3:** Correlation Analysis between racism and purchase intention of halal cosmetic

Correlations		p.intention	Racism
Racism	Pearson Correlation	1	-.705**
	Sig. (2-tailed)		.000
	N	110	110
Purchase intention	Pearson Correlation	-.705**	1
	Sig. (2-tailed)	.000	
	N	110	110

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Relationship between Sexism of Islamic Advertising and purchase Intention of Halal Cosmetic**

The findings from the correlation analysis between sexism and purchase intention of halal cosmetic reveal that sexism ( $r=-0.786$ ) has a significant negative relationship with purchase intention of halal cosmetic. This indicates that sexism in advertising will cause the customer to avoid buying halal cosmetic products. The results of the analysis are depicted in Table 4.

**Table 4:** Correlation analysis between sexism and purchase intention of halal cosmetic

Correlations		Sexism	p.intention
Sexism	Pearson Correlation	1	-.786**
	Sig. (2-tailed)		.000
	N	110	110
p.intention	Pearson Correlation	-.786**	1
	Sig. (2-tailed)	.000	
	N	110	110

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Relationship Between Intention of Islamic Advertising And Purchase Intention Of Halal Cosmetic**

**Table 5:** Correlation Analysis Between intention and purchase intention

Correlations		Intention	p.intention
Intention	Pearson Correlation	1	-.676**
	Sig. (2-tailed)		.000
	N	110	110
p.intention	Pearson Correlation	-.676**	1
	Sig. (2-tailed)	.000	
	N	110	110

Correlations	
**. Correlation is significant at the 0.01 level (2-tailed).	

The results generated from the correlation analysis between intention and purchase intention of halal cosmetic reveals that intention ( $r = -0.676$ ), as predicted, has a significant but negative relationship with purchase intention of halal cosmetic. This denotes that if advertisements are with less sexism, then the willingness of customers to buy halal cosmetic products increases. The results of the analysis are depicted in Table 5.

### Relationship between Language of Islamic Advertising and Purchase Intention of Halal Cosmetic

Table 6 displays the result of correlation analysis between language of Islamic advertising ethnic violation and Purchase Intention of halal cosmetic product ( $r = -0.754$ ).

**Table 6:** Correlation Analysis Between language and purchase intention

Correlations			
		Language	p.intention
Language	Pearson Correlation	1	-.754**
	Sig. (2-tailed)		.000
	N	110	110
p.intention	Pearson Correlation	-.754**	1
	Sig. (2-tailed)	.000	
	N	110	110
**. Correlation is significant at the 0.01 level (2-tailed).			

### Multiple Regression Analysis

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

Referring to Table 7 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 the Table 8, the tolerance value range between 0.335 to 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 ( $\beta$ ). From Table 9, 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 independent variables, honesty ( $\beta = -0.028$ ,  $p > 0.05$ ), are not significant predictors 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 7:** Model Summary of Multiple Regression Analysis

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

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

**Table 8:** Coefficients of Multiple Regression Analysis

Coefficients <sup>a</sup>						
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 9:** 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 tabulated in Table 9.

## CONCLUSION

In summary, this study was conducted to examine the reasons why Muslim women consumers in Malaysia are offended by advertising and avoid buying cosmetic products that are advertised by violating the Islamic ethics. Five research questions and five research objectives are laid out. Five hypotheses were predicted and it was found that those hypotheses had 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 the intention to purchase halal cosmetic products in Malaysia. One factor of Islamic advertising ethic violation did not have a significant impact on the 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 marketers, advertisers, and manufacturers of halal cosmetic products in developing the advertising and marketing strategies. In addition, this study has contributed to the study of violation of Islamic ethics on advertising and purchase intention of halal cosmetic products.

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