

Predicting Halal Cosmetics Purchase Intention Among Consumers In Johor Darul
Takzim

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DEDICATION

This thesis is dedicated to my great parents,

Tuan Haji Abd Aziz Ibrahim and Puan Hajah Siti Rohani Abdullah

*To my wonderful and incredible husband Mazlan Sa'adun, thank you for always stood
by me with love and confidence*

My lovely son Muhammad Iman Harith bin Mazlan, Ummi love you so much

My siblings especially to Alang and Achik -Thank you for being there.

My sweet friends ...

Associate Professor Dr. Eta Wahab - my amazing and awesome main supervisor.

Finally, we made it



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ABSTRACT

Although there is a vast and growing number of literature reviews towards the consumer purchase intention, most of these empirical studies were focused more on the conventional purposes rather than purchase intentions for halal cosmetic products. Thus, the objectives of this research are: (1) to identify the influence of attitude, subjective norm, perceived behavioural control, knowledge, safety, and purity towards the intention to purchase halal cosmetic product among consumers, (2) to examine the moderating role of education level between the selected variables (attitude, subjective norm, and perceived behavioural control) and the intention to purchase halal cosmetic product among consumers, and (3) to propose a framework for halal cosmetic products. In this quantitative research study, a structured questionnaire using a 5-point Likert Scale was used as an instrument for the data collection. A total of 400 questionnaires were distributed to consumers in Johor with a response rate of 99.5%. The data was analysed using Partial Least Squares Model Analysis (PLS-SEM). The findings indicated that attitude, subjective norm, perceived behavioural control, knowledge, and purity were found to be positively associated with, and being an influential predictor of purchase intention of halal cosmetic products. Education level was found to be a significant moderator of association between attitude and purchase intention of halal cosmetic products. This study also provides further insights of potential marketing strategies by halal cosmetic product manufacturers, as well as the prospective halal cosmetic industry in Malaysia as a whole.

ABSTRAK

Walaupun terdapat banyak kajian telah dilakukan terhadap niat pembelian pengguna, kebanyakan kajian empirikal ini lebih tertumpu kepada tujuan konvensional berbanding dengan niat untuk membeli produk kosmetik halal. Oleh itu, objektif kajian ini adalah; (1) untuk mengenal pasti sama ada sikap, norma subjektif, kawalan tingkah laku yang dianggap, pengetahuan, keselamatan dan kesucian mempengaruhi niat untuk membeli produk kosmetik halal di kalangan pengguna, (2) untuk mengkaji peranan tahap pendidikan sebagai pengantara antara pemboleh ubah terpilih (sikap, norma subjektif dan kawalan tingkah laku yang dianggap) dan niat untuk membeli produk kosmetik halal di kalangan pengguna dan (3) untuk mencadangkan kerangka untuk produk kosmetik halal. Dalam kajian penyelidikan kuantitatif ini, soal selidik dengan menggunakan skala likert 5-point digunakan sebagai instrument pengumpulan data. Sebanyak 400 borang soal-selidik diedarkan kepada pengguna di Johor dengan kadar maklumbalas sebanyak 99.5%. Data dianalisis dijalankan dengan menggunakan kaedah PLS-SEM (*Partial Least Square – Structural Equation Modelling*). Dapatan kajian menunjukkan bahawa sikap, norma subjektif, kawalan tingkah laku yang dianggap, pengetahuan dan kesucian didapati berkaitan secara positif dan menjadi prediktor utama terhadap niat pembelian produk kosmetik halal. Tahap pendidikan didapati bertindak sebagai pengantara yang signifikan antara sikap dan niat pembelian barang kosmetik halal. Dapatan kajian ini dapat memberi gambaran terhadap potensi pasaran produk halal kosmetik dalam kalangan pengilang dan juga prospek industri kosmetik halal di Malaysia secara keseluruhan.

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LIST OF ABBREVIATIONS

CAGR	Compound Annual Growth Rate
DSM	Department of Standard Malaysia
GMO	Genetically Modified Organism
HCB	Halal Certification Body
HDC	Halal Development Corporation
HTMT	Heterotrait – Monotrait Ratio of Correlation
JAKIM	Jabatan Kemajuan Islam Malaysia
MATRADE	Malaysian External Trade Development Corporation
MIDA	Malaysia Industrial Development Authority
NPCB	National Pharmaceutical Control Bureau
TPB	Theory of Planned Behavior
TRA	Theory of Reasoned Action
PLS-SEM	Partial Least Squares Structural Equation Modelling
UAE	United Arab Emirates
USD	United States Dollar
WTO-BTB	World Trade Organization Technical Barriers to Trade



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CHAPTER 1

INTRODUCTION

1.1 Chapter Introduction

This chapter introduces an overview of the halal purchasing intention among consumers in relation to halal cosmetic products. It also discusses briefly on the research background, research problems, objectives of the study, scope of the study, significance of the study, definition of key terms, structure of the thesis, and the summary.

1.2 Research Background

The halal industry plays an important role in the world, particularly for the Muslim community. With a rising number of Muslims worldwide, halal has become a critical concern of the consumers. The demands for halal items, be them food or non-food, have been from day-by-day basis. According to PEW Research (2017), the increasing foreign market size of the Muslim community is estimated at 1.8 billion in 2015, which accounted for about 23 percent of the world's population.

Malaysia exported around RM1,815 million cosmetics and personal care, including essential oils, perfumery, toiletries and cleaning preparations (Malaysian Report on Halal Industry Growth, 2011). Muslims are projected to account for 27.5 percent of the global population in 2030, which has grown by over 37.5 percent from 2010, according to the Pew Research Centre, 2011. In this regard, by 2030, the Muslim population is estimated to be 22.8 million in Malaysia.

Rosita (2012) stated that Malaysia had made a strategic plan, since holistic approach to halal goods and services are needed as they would guarantee the economic growth of the country. In addition, Malaysia shows a progressive

development in the halal market in Malaysian halal sector investment. This is based on the Malaysian Industrial Development Authority (MIDA), which shows a cumulative expenditure of RM10.2 million from year 1996 to 2006 for the food and non-food industries. Furthermore, foreign investments have reached RM5.2 billion, while domestic investments have reached RM5 million.

Respectively, Malaysia is the world's first country to establish a halal ecosystem that caters both local and global halal industry. Furthermore, the guidelines are home-grown, adopting the Malaysian standard production process driven by the World Trade Organization Technical Barriers to Trade (WTO-BTB). In addition, the Ministry of Science, Technology, and Innovation has a guideline known as the Malaysian Standard MS 2424:2012 General Guideline on Halal Pharmaceuticals. The quality and general guidelines for the development and handling of halal pharmaceuticals are to be set.

Malaysia, which is located in the Asian Pacific region, has added potential benefits to the presence of major production and consumption sectors that have produced favourable operating environments, policies, and efficient institutional infrastructures to support the growth of the halal industry. Two bodies are responsible to monitor the halal industry in Malaysia: (1) the Halal Development Corporation (HDC), and (2) the Department of Islamic Development Malaysia – known as JAKIM.

The HDC was founded by the Malaysian government on 18th September 2006. The Halal Industry Development Corporation (HDC) is actively monitoring the halal industry in Malaysia, encouraging not only a safe lifestyle, but also through modest clothing and other activities. The Halal Industry Development Corporation (HDC) had announced that the worldwide human population stands at 1.8 billion, with an approximate global halal market of USD 2.3 trillion per year covering both food and non-food sectors. With the help of Halal Development Corporation (HDC), Malaysia has developed halal products and services to outspread this halal industry to a larger market worldwide, and has also started hosting World Halal Forum and World Halal Research events annually (Halal Industry Development Corporation, 2018a).

In order to be recognised as halal products, the Department of Islamic Development Malaysia (JAKIM) ensures that certified goods are required to be

legally exported or even sold on the market, especially to Muslims in Malaysia. Founded on 1st January 1997, JAKIM has been consistently responsible for issuing halal certificates for exports and imports of goods. Three types of Malaysian Halal Standards have been developed by this organisation, including the process analysis in planning, slaughtering, manufacturing, storage, disinfecting, as well as transport and management practises – expecting manufacturers to behave responsibly (Ministry Of Science, Technology and Innovation, 2008).

The increasing demand for healthy, natural products that suit the religious and cultural values of consumers is driving the potential growth of halal cosmetic and personal care products (Halal Journal, 2008). The Malaysian halal standard is also being introduced by the Department of Islamic Development Malaysia (JAKIM) as one of the organisations that are responsible for guaranteeing all halal goods. Furthermore, Euromonitor International (2012) stated the range of personal care and beauty product lines in Malaysia, where most of the customers had provided a positive outlook towards this halal industry. More significantly, every year, the personal care and cosmetic industry in the halal product market is growing.

In another perspective, there is an emerging trend about the presence of halal cosmetic products in the global cosmetic industry. Most consumers are aware of the ingredients used in the manufacturing of cosmetic products. If the market expands rapidly, cosmetic producers are ready to dominate the market and come up with a range of products to both seek and attract consumers. Not only the manufacturers are targeting Malaysia as one of the fastest economic growth, it also involves 65 percent of Muslim supporters, or about 19 million Muslims.

In the definition of halal cosmetic, all facets of the management system are addressed. Other than only concentrating on the manufacturing aspect, the procurement of halal ingredients and all components must be accounted for (Mir *et. al*, 2010). The product must adhere to the halal standards and procedures of Malaysia. These drugs must also be fully conforming with Islamic standards in terms of formulation and consistency, and in compliance with the specifications of the National Pharmaceutical Control Bureau, Ministry of Health of Malaysia. Halalan-toyyiban cosmetic products are considered as clean, pure, nutritious, hygienic, and stable.

Montgomery (2009) stated that good quality planning, quality assurance, quality control, as well as enhancement are required to ensure the effectiveness of the development of halal cosmetic in the management, design, and construction of quality administration. The majority of Muslim customers and halal cosmetic manufacturing organisations expect their suppliers to be accredited under halal certification.

Kamaruzaman (2009) revealed that in spite of several concerns, Muslim consumers are satisfied with Muslim cosmetic products without a doubt. In Malaysia, many people are obsessed with Western cosmetic product ads, particularly women. This is focused on the rise of global mass consumerism in communication and outstanding marketing to stimulate women's enthusiasm, particularly among women aged 16, who are easily influenced by good advertising looks and their inclination towards being a model.

In addition, Dr Mah Hussain-Gambles, founder, and formulator of the UK-based halal cosmetic brand Saaf Pure Skincare, reported that Europe is the world's largest producer of cosmetic products and has significantly increased the product's market share to 55% of the global market. This is due to the stringent regulations designating all ingredients on the label for manufacturers. The Scientific Research and Development shows that it will be easier for the industry to find 'friendlier' alternatives for product innovation and penetration into new markets around the globe (Kamaruzaman, 2009).

Thus, with the growing demand on the halal market, the halal industry offers companies a promising opportunity to increase their profits, and capture the market. A 2011 Investor Guide source from Tanjung Manis stated that the consumption of halal products has increased from year to year, accumulating to up to 250 million tonnes in 2010. This means, it is predicted that the consumption of halal products will increase even higher in the upcoming years.

In conclusion, the increasing number of Muslim customers in all market segments of the world has shown that the halal market segment is expanding, and it can create opportunities to increase profits by concentrating on the development of halal goods that also include cosmetics.

1.3 Research Problem

Some Muslims in Malaysia assume that classified halal things must be something that is permissible in Islam. One of the easiest ways to decide whether the product is halal or not is to decide about it through JAKIM. JAKIM is the only authorized body that can supply halal product certificates. There are concerns about halal products, including cosmetics, considering the rising demands for halal cosmetics among Muslim and non-Muslim citizens.

Based on the 15 Key Economic Growth Activities (KEGA) that was announced by previous Prime Minister of Malaysia in 2019, halal issue was also identified as one of the keys under KEGA. It shows that the halal issue is considered as one of the important issues that requires attention. In another perspective, the Malaysian cabinet has recognized the halal master plan to resolve the issue of halal growth by May 2008, such as certification, credibility, implementation, obligations, and timeframes. The Master Plan therefore envisages three roll-out phases from 2008 to 2020, as shown in Figure 1.1 below.

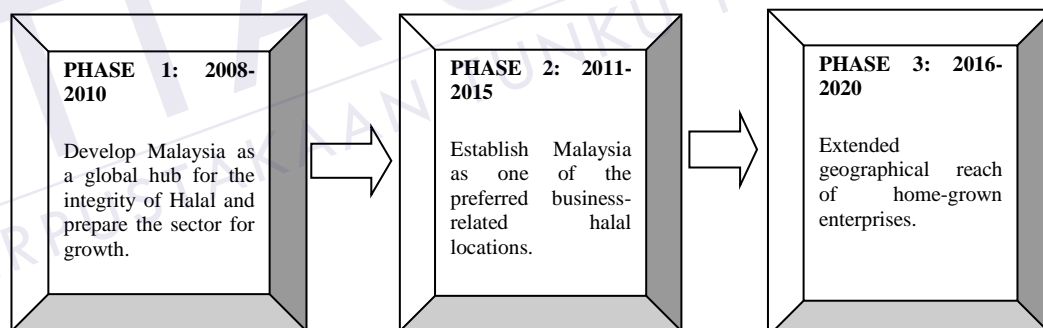


Figure 1. 1:Phase of Halal master Plan for Malaysia (Saifol, 2011)

Thus, it is proven that there is a need for them to consume products that are focused on Islamic requirements as the increasing amount of knowledge among the Muslim community, which eventually increases the demand for halal products among the Muslim population worldwide (Abdul Manaf et. al, 2013).

Furthermore, as reported by The Star Online on 13th October 2017, there were abundance of evidence indicating that cosmetic products have extensively used halal certification. In year 2000 to 2009, halal cosmetics manufactured in Malaysia were in

the spotlight, where the media claimed that several conditions of the non-halal cosmetic products that were manufactured by the halal cosmetic companies were not guaranteed as halal, and were sold with halal certificate to the customers. Consequently, it is not advisable for customers to depend solely on halal certification alone. It is because the aspect of certification is not sufficient to consider that the product is halal, unless the standard which is “halal”, can ensure that the product is of good halal quality to satisfy the user.

The strong GDP growth of 5 percent, according to the recent Euromonitor Malaysia survey, showed that consumers were more confident in buying various beauty and personal care items such as colour cosmetics and skincare products. In line with the L'Oréal 2018 Annual Report, the growth of the worldwide cosmetic has increased over ten years with the number of skincare contribute to 30% market by product category (Appendix D). While, Hunter (2012) reported that per capita consumption rate for halal cosmetic products among Islamic countries specifically in Malaysia contributed 20-30% which is considered moderate as Malaysia has 60.4% Muslim population. Thus, it indicated that the awareness of halal cosmetics by the Muslim community is still realistic due to the rise in wealth and the demand for halal cosmetics according to their religious laws. Sunaryo and Sudiro (2018) indicated that awareness and purchase decision do exist in decision making purchase. As halal was found to be the key important factor, it is important to study the factors that influence their purchase intention for halal cosmetic products.

The substantial growth in the beauty and health industry is attributed to many factors such as the emergence of the latest trends in fashion and beauty. Therefore, to keep up with the latest trends and fashion, customers are able to spend their money on beauty products. This development is also attributed to the Malaysian workforce's optimistic evolution. Besides, the rising use of cosmetic products in Malaysia has also been affected by the exposure to foreign fashion styles and beauty trends. Furthermore, we can see that most of the people follow the healthy and clean lifestyle in purchasing, so the fact that halal being those permissible in Islamic law is now grown. As stated in the problem identification, there is a need to conduct a study to discover whether attitude, subjective norm or purity can influence the purchase of halal cosmetic products or not. Therefore, there is a need to provide the solution to find the factors that influence the consumers in purchasing the cosmetic products, as

this will reflect the prosperity and sustainability of Malaysia in achieving vision 2030.

Besides, awareness of the components of cosmetics and personal care products is an important factor for Muslims. Accordingly, an empirical study of their functions, and an understanding of the availability of halal cosmetic products on the basis of their knowledge on product and level of education indicates a growing market need for halal cosmetic products. Considering the increasing demand for halal cosmetics among Muslim and non-Muslim people, there are concerns about halal products, including cosmetics.

Based on this discussion, it shows that consumer purchase intention can basically change their behaviour. Some consumer purchases the product because of the marketing strategy provided by the company, while another consumer purchases it because they feel that the product is secure for them. So, in this context, safety, cleanliness, and purity are the factors considered under the halal definition. It is because some Muslims believe that graded halal items must be something that is acceptable in Islam. This is an important factor that will influence them to purchase halal cosmetic products. It also to find out whether the perceived behavioural control and safety can influence the purchase of halal cosmetic products or not?

Furthermore, it is also noted that among the new Muslim generation, high levels of education, high work positions, and high paying employments also lead to the demand for protection and high quality halal cosmetic products (Swidi *et. al*, 2010). For Muslims, the knowledge of the components of cosmetic and personal care products is an essential consideration. In this context, a further research needs to be done to investigate whether knowledge can influence the purchasing of halal cosmetic products.

A literature review shows that past studies have approached the topic of halal cosmetics from several perspectives. From their point of view, every researcher has given the influencing factors and a study of halal cosmetic. The majority of the past studies focused on a review of Halal cosmetics in Malaysia (e.g. Haque, A. et al, 2018; Azreen Jihan and Musa, 2014; Kamaruzaman, 2009; Mahathir, 2010). Rezvani et al. (2012) also did a study on a purchase intention that investigates the effects of country image, product knowledge and patriotism.

Most researchers studied on young adult students and university students. Some of the studies carried out by the researchers come from Abdul Rahman, Rezai, Mohamed, Shamsudin, and Sharifuddin, (2013), Azmi, Muslim, and Zaidi, (2010) Khairi, Nik Kamariah, Gaboul Ahmed Imhemed, and Fatihya Mahdi Ahamed Ali, (2012), Lada, Harvey Tanakinjal, and Amin, (2009) and Syed and Naura, (2011). They used the Theory of Planned Behaviour that consists of attitude, subjective norm, and perceived behavioural control as the research framework. Based on the previous literature that relates to the Theory of Planned Behaviour on halal studies, it shows that studies on halal cosmetics are scarce. Most of the studies were only focused on halal food industry.

Although studies on halal products had been conducted in different perspectives, the investigation on the education level as a moderator between attitude, subjective norm, perceived behavioural control, and intention seems limited for Halal cosmetic products based on past literatures. Based on this indication, it shows a gap where the majority of them are not focused on education level as the moderating factor. Thus, education level was added as a moderating factor for this research. A past research reviewed that education level was also identified as an important factor influencing consumer attitudes towards buying food (Asiah Omar et. al, (2016). It is important to investigate whether the education level can influence the purchase of Halal cosmetic products because some studies in different perspectives specified that consumers with higher education were found to be more interested in purchasing organic food than those with less education (e.g. Magnusson et. al., 2001; Zepeda and Li, 2007; Dettmann and Dimitri, 2007)

Based on the above discussion, there is an urgency for the researchers to study on the purchasing of halal cosmetic products among consumers. Therefore, the main objective of this paper is to identify the factors that influence the intention to purchase halal cosmetic products among consumers and to propose a framework for halal cosmetic products. Based on this indication, this study presents the Theory of Planned Behaviour (attitude, subjective norm, and perceived behavioural control) as the underpinning theory with the help of extended variables namely purity, safety, knowledge, and level of education, and it is discussed further in the next chapter. The TPB was chosen for this study because it is the most influential model used to investigate purchase intention. The extended variables were included for this

framework as additional variables because they were collectively agreed by the respondents based on the pilot study.

This research is expected to be useful for the future growth of the halal cosmetic industry, where it can help manufacturers build a good marketing strategy and recognize a good segmentation that contributes to customer behaviour towards halal cosmetic products. In addition, this study can track all halal products on the part of producers. Furthermore, it is proposed that Muslim scientists with chemical backgrounds from Islamic institutions to take charge of all processes within a limited period of time.

1.4 Research Questions

This study attempts to answer the following research questions based on the given research objectives:

1. RQ1: Do attitude, subjective norm, perceived behavioural control, knowledge, safety, and purity influence the intention to purchase halal cosmetic products among consumers?
2. RQ2: Does the education level moderate the selected variables (attitude, subjective norm, and perceived behavioural control) and the intention to purchase halal cosmetic products among consumers?
3. RQ3: What is the proposed framework for halal cosmetic products?

1.5 Research Objectives

The main objective of this study is to examine the factors that affect the consumers' intention to buy halal cosmetic products. The aims of this analysis are precisely stated as follows:

1. RO1: To identify the influence of attitude, subjective norm, perceived behavioural control, knowledge, safety, and purity towards the intention to purchase halal cosmetic products among consumers.

2. RO2: To examine the moderating role of education level between selected variables (attitude, subjective norm, and perceived behavioural control) and the intention to purchase halal cosmetic products among consumers.
3. RO3: To propose a framework for halal cosmetic products.

1.6 Scope Of The Study

The main objective of this study is to examine the relationship between the selected behavioural factors and the purchasing intention of halal cosmetic products among consumers in Johor Darul Takzim based on 10 districts. Most of the past research on halal studies had been conducted in Klang Valley and Selangor and less in the southern region. There are several behavioural variables, therefore this research focuses only on the theory of planned behaviour supported with additional variables. For the creation of a new conceptual paradigm for halal cosmetic products, new additional factors namely knowledge, purity, subjective norm, and level of education as the moderating variables were used.

As all halal products can be tracked by producers, this study also provides recommendations for future research in which the results would also be useful for the future growth of the halal cosmetic industry. Prior research work is required to collect the information for the study to complete the report. However, since the halal industry is a large sector that includes food, cosmetic, tourism and others, the focus of this study is the halal cosmetic industry alone.

1.7 Significance Of The Study

1.7.1 Theoretical Contribution

This study contributes to consumer behaviour and halal literature from the theoretical point of view by providing empirical contribution to validate the theory as well as to support the relationships between attitude, perceived behavioural control, subjective norm, knowledge, purity, safety, and the intentional background of halal cosmetic products in Malaysia purchased by consumers. This research also relates to the current actions of consumers.

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LIST OF PUBLICATIONS

The following papers have been published (or submitted for publication) as a direct result of the research discussed in this thesis:

Conferences:

- 1) 'Halal Cosmetics Product: Identifying a New Dimension for TPB Model', *3rd International Accounting and Business Conference 2013*, Persada Johor, 23 & 24 April 2013.
- 2) 'Understanding of Halal Cosmetics Products: TPB Model', *1st FPTP Postgraduate Seminar at FTPT*, UTHM Johor, 23 December 2013.
- 3) 'Understanding The Intention to Purchase Halal Cosmetic Products Among Consumers', *3rd International Seminar on Entrepreneurship and Business (ISEB2014)*, Hotel Perdana, Kota Bahru, Kelantan Darul Naim, 14 December 2014.
- 4) 'Exploring the Purchase Intention towards Halal Cosmetic Products Among Consumers in Malaysia', *IM Halal Conference 2015, Organized by World Halal Conference*, KLCC Kuala Lumpur, 1-2 April 2015.
- 5) 'A Review on the Emergence and Growth of Halal Studies', *4th International Accounting & Business Conference 2015, Hotel The Everly Putrajaya* 17-18 August 2015, *Procedia Economics and Finance* 31, 325-332, 2015.
- 6) 'Intention to Purchase Halal Cosmetic Products Using Partial Least Squares', *The 5th International Accounting and Business Conference (IABC 2017), ILD Negeri Sembilan, Malaysia*, 24 -25 October 2017, *International Journal of Engineering & Technology*, 7, (3.35) (2018)
- 7) 'The Impact of Attitude, Subjective Norm and Safety on Consumers' Purchase Intention in Johor, Malaysia', *International Conference on Recent Trends in Science, Technology, Management and Social Development, Bali, Indonesia*, 4-5 August 2018.
- 8) 'The Effect of TRA Model on Consumers' Purchase Intention: A Partial Least Squares Approach', *International Conference Technology Management*

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Posters:

- 1) 'HCP Model', *Research Invention, Innovation & Design 2013, International Exhibition Innovative at UiTM Melaka*, 16 & 17 December 2013. This project won **Gold Medal**
- 2) 'The Impact of Attitude, Subjective Norm and Safety on Consumers' Purchase Intention in Johor, Malaysia', *International Conference in Islamic Invention and Innovation*, 30 August 2018, Hotel Bayview Melaka. This project won **Silver Medal**



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