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RESEARCH ARTICLE

The Linked Of Attitude, Subjective Norms, Trust, Knowledge And Intention To Use Halal Cosmetic Products Among Students: A Case Of Public University In Malaysia

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ABSTRACT

Background: Malaysia has taken serious approach towards developing Halal products since 2009 and Halal cosmetic products will be next thing in the Halal industry that needs to be taken seriously. The Islamic Development Department (JAKIM) had controlled the Halal certifications and it must comply with the Malaysia standard MS 2200; 2008. This certification must be made known to the customers and users. This study aims to examine the relationship between attitudes, subjective norms, trust, knowledge and desire or intention of the user in using Halal cosmetic products. The respondents of this study were 327 students in public university that being selected randomly. The data were analysed using Descriptive Analysis, Pearson Correlation Analysis and Multiple Regression Analysis by *SPSS Version 20*. The results showed that all variables can affect the desire or intention to use Halal products among consumers significantly. Even so, between five independent variables, the attitude has the highest regression. The study also show a positive relationship between the variables, which means increasing attitude will lead to an increase in desire or intention users and vice versa. For example, if the user has a positive attitude towards the desire to use Halal products, consequently the desire in order to use Halal cosmetic will be increased.

Key words: Halal product, Intention to use, Subjective norms, Trust, University

INTRODUCTION

Now days, in our progressive world, Muslims faced a challenge to determine whether their consumables are religiously accepted or Halal. They are faced with a broad selection of products and services. There are many choices of brands and each brand is competing against each other for shelf space in order to get the attention of their target consumers [2,18]. Given the speed of trade globalization, the advancement in science and

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technology, the continuous change in products' formulation and the on-going initiatives to simplify manufacturing processes [29,30], it is essential that the Halal concept be fully understood, especially by the marketers of consumer goods, be it for food or for non-food product categories. This is important because as the consumers become more religious or Halal conscious, they will be looking for products that not only satisfy their needs but also give them "peace of mind" [1,9,21].

Furthermore, even though the majority of population in Malaysia is Muslim [23,24,36], the Halal issues actually is not new and they all facing problem related to the concept of Halal since the concept is not only focusing to the food products but more than that including cosmetic products. There is a growing concern among consumers' towards the importance of Halal labelled cosmetic products, the implementation of Halal logo and marketing strategies are still not widely utilized in the Malaysian cosmetic industry. There are still incidences about utilization of fake Halal logo which will decrease consumers' confidence towards the Halal products. Therefore, more effort should be carried out to spread the Halal concept to Malaysian industries in general.

Halal is defined as "an Arabic word meaning lawful or permitted". Halal is a universal term that applies to all facets, meat products, makeup, personal care products, food ingredients, and food contact material (JAKIM, 1975). Attitude is expressed by "the degree to which a person has a favourable or unfavourable evaluation or appraisal of the behaviour in question" [3]. According to Ajzen and Fishbein [5], Theory of Reasoned Action suggests that a person's behavioural intention depends on the person's attitude about the behaviour and subjective norms.

Morgan and Hunt (1994) have pointed out that trust means someone regards his/her transactional partners as reliable and honest and has confidence in them. As cited in George, (2004), according to McKnight, Cummings and Chervany (1998) provided that there are so many different definitions on trust, the most straightforward definition is "that one believes in, and is willing to depend on, another party". In term of trust in using Halal cosmetic products, this study is trying to find whether the consumers have some believes Halal cosmetic which they are willingly to use this products.

As cited in BusinessDictionary.com, in general, knowledge was defined as the sum of what is known and resides in the intelligence and the competence of people. In recent years, knowledge has come to be recognized as a factor of production in its own right, and distinct from labour. Hence, knowledge in this study refers to Muslim consumers' knowledge towards Halal label products.

Subjective norm seem to reflect an individual's perception that most people who are important to him think he should or should not perform the behaviour. According to Ajzen (1987), subjective norms refer to the person's perception of the social pressure for or against performing the behaviour in question.

Ajzen and Fishbein (1975), define intention as a person's location on a subjective probability dimension involving a relation between himself and some action. Whereas, Armitage and Conner (1999) stated that intention is recognize as the motivation for individual's to engage in certain behaviour. An individual's intention is reflecting based on one personal in nature and the other reflecting social influence. This factor is based on Theory Reasoned Action that explained some kinds of human behaviour that affect their daily life. Based on the definition by Ajzen and Fishbein also by Armitage and Corner, this study is trying to find the consumer's motivation in using Halal cosmetic products which is the probability of the action in themselves are very subjective probability.

Today, halal is no longer just a religion issue, it is a global phenomenon. Halal symbol has become a symbol for good quality and wholesomeness. Halal market is diverse and complex and it covers Muslim and non-Muslims world by its 'farm to fork' nature. It encompasses a wide range of industry sub-sectors with elements of religious, political and financial dimension in it. And because halal is essentially an Islamic phenomenon, it highlight the benefits of Islam to all mankind. It is inevitable that Muslim become more particular on the type of products and services that they consumer and use as they have become more knowledgeable of their religion [26].

Research Objectives:

The specific aims of this study are as follows:

1. To investigate the relationship between attitude and intention to use Halal cosmetic products.
2. To examine the relationship between subjective norms and the intention to use Halal cosmetic products.
3. To determine the relationship between trust and intention to use Halal cosmetic products.
4. To study the relationship between knowledge and intention to use Halal cosmetic products.
5. To rank the most dominant factors (attitude, subjective norms, trust and knowledge) in intention to use Halal cosmetic products.

Justification Of The Study:

This study tries to relate on how the attitude, subjective norms, trust and knowledge among students in the public university of their intention to use Halal cosmetics products. The findings of this study provide valuable insight to the producers that can make their products to achieve the quality that demand by the consumers. This study can be as useful information to the producers in producing Halal products that meet the requirement that set by the government. So that, the consumer will be more satisfied and confidence to choose or use the products that have been produce. These studies will likely adding consumers knowledge in making a wiser decision. After completing the study, it is hopes to gives better perception and more confidence and thus the respondents will be aware the Halal logo. Other that, this study also gave theoretical contribution in aspect of the consumer behaviour towards their intentions in using Halal cosmetic products.

Methodology:

This research is designed to study the relationship between attitudes, subjective norms, trust, knowledge and intention of the user in using Halal cosmetic products among students in public university. The data were collected using self-administered questionnaire adapted from Haslizatuliza (2011). A 5- point multi item Likert scale format was employed, ranging from 1 (Strongly disagree), 2 (Disagree), 3 (Neutral), 4 (Agree) and 5 (Strongly agree). A total 350 questionnaires were distributed to the students in public university by using random sampling. Subsequently, 327 replies were obtained. The Statistical Package for Social Sciences (SPSS) version 20 for Windows was used to generate descriptive statistics, correlation analysis and multiple regressions.

Findings And Discussion:

Table 1 shows the demographic profile of the respondents. From total of 327 respondents, 228.7% are male while 71.3% are female. The majority of the respondents are at age of 20 until 30 years that reported by 55.0%, aged 31 until 40 is 28.1% while aged 41 until 50 is 15.9%. The minority age is above 51 year that represent for 0.9% from the overall respondents. The Malay respondents are the majority reported by 92.4%, Chinese is 4.6%, Indian 2.1% and others is 0.9%. Most of the respondents are Malaysian that is 71.6% while non-Malaysian is 28.4%. The respondents mostly are single, 62.7%, married are 35.2% while only 2.1% from the respondents were divorce. Most of the respondents are degree holder reported by 62.7%, Master is 30.0% and PhD by 8.0%.

Table 1: Demographic Profile of the Respondents

Characteristic	Frequency	Percentage (%)
Gender		
Male	94	28.7
Female	233	71.3
Age (year)		
20 - 30	180	55.0
31 - 40	92	28.1
41 - 50	52	15.9
51 and above	3	0.9
Race		
Malay	302	92.4
Chinese	15	4.6
Indian	7	2.1
Others	3	0.9
Citizenship		
Malaysian	234	71.6
Non- Malaysian	93	28.4
Marital status		
Single	205	62.7
Married	115	35.2
Divorce	7	2.1
Level of Education		
Degree	203	62.1
Master	98	30.0
PhD	26	8.0

The result from the Pearson Correlation analysis through the hypothesis testing concluded that all four independent variables (attitude, subjective norms, trust and knowledge) indicate that there will be relationship between those variables with expectations.

Results from the regression analysis help us to see which among the four independent variables is the most important in explaining the variance in expectation. The results from the table shows that the Beta of attitude is 0.365 followed by subjective norm (0.211), trust (-0.034) and knowledge (0.348). Based on the result, attitude has the highest impact on intention to use Halal cosmetic products.

In addition, three variables which are attitude ($p=0.000$), subjective norm ($p=0.000$) and knowledge ($p=0.000$) are significant predictors of intention to use. On the other hand, the only variable (trust $p=0.492$) is not predictors of intention to use.

Table 2: Hypothesis Testing

Alternate Hypothesis	Correlation Coefficient	p-value	Result
HA 1: There is relationship between attitude and intention to use Halal cosmetic products.	0.820	0.000	Significant and supported
HA2: There is relationship between subjective norms and intention to use Halal cosmetic products.	0.825	0.000	Significant and supported
HA3: There is relationship between trust and intention to use Halal cosmetic products.	0.757	0.000	Significant and supported
HA4: There is relationship between knowledge and intention to use Halal cosmetic products.	0.817	0.000	Significant and supported

Correlation is significant at 0.01 confidence level

Table 3: Regression Analysis

Model	B	Std. Error	Beta	t	Significant
(Constant)	0.108	0.143		-0.752	0.453
ATTITUDE	0.354	0.061	0.365	5.777	0.000
SN	0.213	0.054	0.211	3.958	0.000
TRUST	0.034	0.050	-0.034	-0.688	0.492
KNOWLEDGE	0.404	0.507	0.348	7.078	0.000

a. Dependent Variable: Intention to Use

Conclusion And Recommendations For Further Research:

The result of the present study showed that all four dimensions which are attitude, subjective norm, trust and knowledge can be used to predict intention to use Halal cosmetic products among consumer. It also shows that three predictors that have been used in Theory of Planned Behaviour (TPB) model which are attitude and objective norm are the most important predictors of intention as supported by previous investigations [3,10,33]. It should be emphasized that attitude become the main factor to influence the intention to use Halal cosmetic products. This is because halal product is related to the religion; there is an issue of religiosity there where majority of the respondents are Malay and Muslim. Not to mention that even so other religion are not obligated to find Halal products, but still there are non-Muslims' consumer who prefer to have Halal products as it is reported that Halal products assured the quality of the food. Thus, marketers, retailers and manufacturers have to realize how essential for them to really understand Halal concept as whole.

This research provides valuable insight for Halal label product manufacturer and retailer in the Halal Industry by indicating attitude as the most important determinants of using intention among the four predictors. The findings of the study suggest that creating a positive attitude [4,8,15,25,29,32] toward using Halal products may be significant consideration for retailers to increase consumers' purchase intention for Halal products. These give retailers an insight to develop effective marketing strategies to satisfy that values of potential consumers.

Moreover, manufacturers and marketers should consider on using Halal certification and logo as a way to reassure their target consumers that their products are Halal. Generally, consumers will have positive attitude towards using the products when they see authentic Halal certification issued by Malaysia's Department of Islamic Department (JAKIM). This will helps in increasing or stimulating positive using intention among consumers [35].

Refining to our limitation before, instead of covering the cities in Malaysia, we should also consider a cross-countries study [19,34] involving the students from the public university in other countries [16,17]. The result that we get by performing on those countries will be more comparable and provide workable direction in Halal products in the said countries. Delener (1994) and Shamsudin, Rahman and Romle (2015). has also suggested that in the future research, we should include the role of religiosity in as a moderating factor since Halal products are related to religion.

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