Determinant Factors of Consumer Purchase Intention Towards Halal Cosmetic Product Consumption

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Abstract
Halal cosmetics products are considered innovative and revolutionary due to their high-quality specifications that adhere to halal compliance and strict scientific guidelines. However, halal cosmetic brands face challenges due to market positioning and product imitation. The term "halal cosmetics" is gaining popularity worldwide, appealing to women and men of all races and ages. Consumers are concerned about their cosmetic products' price, quality, and ingredients. This study aims to determine consumer purchase intention and preferences regarding Halal cosmetics product consumption. The study focuses on five key attitude indicators: subjective norm, perceived behavioural control, religiosity, and brand image, which are the independent variables. These independent variables were tested by descriptive analysis, Pearson correlation analysis, and multiple regression analysis. Cronbach's Alpha was used to test the reliability of the data. Four hundred respondents from the different group segments who live in Kuala Lumpur and Selangor were selected randomly to respond to the survey. The study uses the quantitative method to achieve the research objective. The findings show that the dominant indicators for analyzing consumer purchase intention towards halal cosmetic products consumption are attitude and subjective norm, followed by perceived behavioural control, religiosity and brand image. The result shows a positive relationship between indicators of consumer purchase intention and halal cosmetics product consumption. The findings of this study will help future researchers or other

organizations explore the evolving trends of consumer preferences in the halal cosmetics industry and enhance marketing competitiveness.

Keywords: Attitude, Subjective Norm, Perceived Behavioural Control, Religiosity, Brand Image.

Introduction

Despite many other commercial products in Malaysia, halal cosmetic products are acquiring traction among business actors and consumers. The increased education and awareness regarding halal products are dramatically reshaping the demand and supply of the local cosmetics market. "Halalness" has become a common term for cosmetic products and ingredients. Cosmetics have become a vital necessity for individuals with a metrosexual personality, women, and a minority of men as well. According to Yeo et al. (2016), the trend of Halal cosmetics is becoming pickier, with a rise in demand for professional value-added commodities like Halal, botanical-based, or ecologically friendly things. Malaysia is currently one of the world's leading producers of halal cosmetics. Several popular local companies' products, such as SimplySiti, Nurrasysa, Pretty Suci, Duck Cosmetics, and Aina Beauty, have developed and are experiencing fantastic success (Naseri et al., 2020). This study focuses on the relationship between the level of consumer purchase intention and halal cosmetic product consumption among consumers residing in Kuala Lumpur and Selangor. The extent customers are ready and inclined to buy products or services within a designated timeframe is known as purchase intention (Irfany et al., 2023). Purchase intention involves analyzing and predicting how consumers engage with particular brands and their readiness to purchase. A study firm found that cosmetics are no longer just for women, as 95% of millennials (born between 1980 and 1996) said they like using them. It is estimated that nearly as many millennial males as women are interested in cosmetics and personal care products (Khan et al., 2021).

Disagreement remains regarding the definitions of the terms and the relationship between the level of consumer purchase intention and halal cosmetic product consumption. Problems that can occur between the level of consumer purchase intention and halal cosmetic product consumption place consumers, especially Muslims, in a state of worry and lack of confidence in the halal status of products in the market (Muhammad et al., 2020). The availability of environmentally friendly halal-certified cosmetic products remains limited and challenging to locate (Irfany et al., 2023). Lack of understanding means reading the label to determine that some substances are difficult to detect because of the unidentified present in the cosmetic product before use (Pinatel, 2023). Consumers remain at risk due to the unchecked proliferation of counterfeit items, particularly kilo-weight cosmetics, which pose severe health threats (Tdr, 2022). Prohibited substances such as hydroquinone, mercury, and tretinoin are prevalent in these illicit products, further endangering the well-being of consumers. The primary challenge arising from limited awareness about obtaining Halal cosmetics is the need for more presence of such products in the market. Many Muslim women now carefully inspect cosmetic ingredient labels before making a purchase, prioritizing ingredient analysis over seeking halal certification. In cases where alternative options are unavailable, they are willing to buy products even if they lack halal certification (Haidi et al., 2022). Most consumers in Malaysia continue to use conventional cosmetics, the majority of which are not halal-certified. The growing purchasing interest in beauty items and

shifts in consumer tastes encouraged researchers to examine cosmetics in many markets, such as studies on Korean cosmetic products and an interest in buying halal cosmetics

Literature Review
Halal, an Arabic term that denotes permissibility following Islamic teachings, has evolved into a global cultural phenomenon. The push for formal certification and labelling has heightened within and beyond Muslim regions. The current state of the halal industry faces a crucial juncture, prompting debates on whether it is a niche marketing strategy or an avenue for establishing a new business paradigm (Wilson, 2014). Halal cosmetic products in Malaysia are experiencing significant popularity growth among industry participants and consumers despite the abundance of various commercial products in the current market (Zakaria et al., 2019). Global corporations, including Procter and Gamble, Unilever, L'Oreal, and Colgate-Palmolive, have exerted substantial influence over Malaysia's cosmetic and beauty product market, sustaining their dominance since 2016. As indicated by Kaur et al. (2018), there is an increasing desire for cosmetic and beauty items originating from the United States in Malaysia.

According to Ajzen, 2016, attitudes are shaped by concepts integrated into the attitude formation model. Various factors influence attitude development, including behavioral performance, personal beliefs, self-evaluation, and the inclination to purchase (Abd Rahman et al., 2015). The study conducted by Osman et al. (2022) aimed to investigate the connection between individuals' attitudes and their intentions to purchase halal cosmetics. Marketers need to consider how attitudes influence consumers' purchasing decisions. Positive attitudes toward specific products and services can significantly impact consumer purchases. A study by Kim and Chung (2011) found a significant correlation between attitudes and consuming organic personal care products, mainly purchase intentions. External factors, like subjective norms, heavily shape individual behavior by representing social pressures and expectations from one's group (Ajzen, 1991). Venkatesh and Davis (2009) state that individuals might conform to social expectations, even if they are not beneficial. In the realm of halal food products, a previous study by Haque et al. (2018) identified a noteworthy and meaningful connection between subjective norms and the inclination of Muslim consumers to buy halal food items. This cheerful and significant correlation underscores the predictive capacity of subjective norms in influencing the purchasing decisions of Muslim consumers, as emphasized by Kaur et al. (2014).

Perceived Behavioral Control (PBC) assesses individuals' belief in their capacity to regulate their behaviour (Haque et al., 2018). This is primarily because individuals think they can execute a specific behaviour more effectively when they possess certain facilitating factors for carrying out that behaviour. Khaulia (2021b) defines perceived behavior control as an individual's confidence in their ability to act, influenced by their situational and internal factors assessment. More excellent perceived capability correlates with stronger intentions to take action. A study by Bonne et al. (2007) examined the factors influencing the buying of halal meat among Muslim consumers. The findings indicate a strong connection between Muslim consumers' intention to purchase halal meat and their attitude, subjective norm, and perceived behavioral control. Religiosity refers to a person's dedication to their religion, which is evident in attitude and behaviour. This commitment is a foundation for consumption choices among Muslim and Non-Muslim consumers, guiding them towards informed

decisions (Haque et al., 2018). In the realm of consumer behaviour, the significance of religion cannot be underestimated (Sun et al., 2012). Particularly for Muslim consumers, religion plays a crucial role by aiding them in discerning between what is permissible and prohibited (Rehman & Shabbir, 2010). The decision-making process heavily depends on individuals' commitment to their respective religions, from product selection to purchase and consumption.

Maintaining a positive brand image is vital for consumer loyalty. This involves associating favourable characteristics with the brand and its products, fostering trust and a positive attitude (Ngah et al., 2022). The importance of brand image extends to individual products as it distinguishes them from others in the market (Ngah et al., 2021). In the context of Muslim university students, a favourable brand perception in cosmetics is established through product effectiveness, suitability, and congruence with personal preferences, skin characteristics, and sensitivities. The brand image consistently predicts consumer actions, impacting the inclination to purchase halal items, participate in halal banking, display allegiance to a particular brand, and opt for halal cosmetics choices (Handriana et al., 2020).

Theory of Planned Behaviour
The Theory of Planned Behaviour (TPB) posits that individuals' intentions shape their attitudes, beliefs, and behaviours. However, when explaining Halal's product intentions, TPB faces exceptions. In Muslim consumers' inclination to buy halal cosmetics, their attitudes, perceived social pressure and accessibility beliefs play crucial roles (Ajzen, 1991). An extended TPB was employed by Ngah et al. (2022) to explore factors influencing Muslim consumers' repurchase intentions for non-halal-certified cosmetics—the impact of attitude towards halal cosmetic product consumption. Attitudes significantly influence individual behaviour, particularly when purchasing environmentally friendly organic cosmetics. A study by Awan (2015) highlights that consumer attitudes are shaped by knowledge and trust acquired during information gathering, impacting consumer goals and behaviour. Sudarsono and Nugrohowati (2020) underscore the crucial role of consumer attitude in determining the intention to purchase a product or service. Therefore, the hypothesis posits that attitudes strongly predict the intention to buy such products.

Subjective norms involve the opinions of influential individuals regarding a specific behaviour and the extent to which the consumer is inclined to align with these opinions. In the context of this study, subjective norms pertain to family members or significant individuals who hold importance in consumers' choices of using halal cosmetics. As many consumers continue to shop with friends and family, the researcher aims to investigate how these influential individuals can impact the consumer's decision to purchase halal cosmetics (Ngah et al., 2021).

The Impact of Perceived Behavioural Control Towards Halal Cosmetic Product Consumption
Perceived Behavioral Control (PBC) involves individuals' evaluations of how easy or challenging it is to engage in a specific behavior. In the current study context, it refers to students' assessments of their capability to regulate their actions when acquiring halal cosmetics (Ngah et al., 2021). As Haque et al. (2018) exemplified, earlier investigations indicate a favorable connection between PBC and the intention to purchase halal products. Consequently, this constitutes the third hypothesis of the research. Religion is crucial in

influencing individuals' choices regarding products and food consumption. Religion stands out among the significant factors shaping people's lives and beliefs. In the realm of consumption theory, it is posited that religious beliefs guide one's attitudes and emotions when evaluating various products, including food, cosmetics, pharmaceuticals, and financial services (Sudarsono and Nugrohowati et al., 2020). Brand image encompasses the perception of a brand, encompassing its name, signs, symbols, and designs that distinguish its goods from competitors (Ngah et al., 2021). This distinction is crucial as it sets specific products apart from others. The impact of a product's brand image on consumer purchasing behavior is contingent upon consumer awareness of its market presence. A study by Sanny et al. (2020) established a positive correlation between brand image and the purchase of cosmetic products.
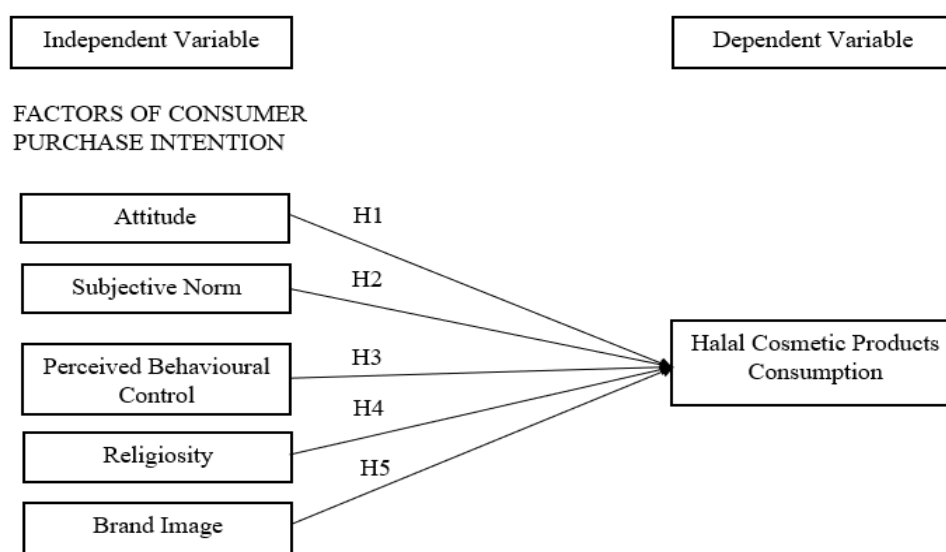
A Proposed Conceptual Model/Framework

Figure 1. The Proposed Conceptual Model/Framework
Figure 1 explains the relationship between a factor of consumer purchase intention and halal cosmetic product consumption. The elements of consumer purchase intention include attitude, subjective norm, perceived behavioral control, religiosity, and brand image. This conceptual framework is a reference in determining which factors influence consumer purchase intention towards halal cosmetic product consumption.

Research Methodology
This research examined the relationship between consumer purchase intention and halal cosmetic product consumption. This study used quantitative descriptive analysis. The population in this study are consumers who are residents of Kuala Lumpur and Selangor. Respondents were chosen through the random sampling technique. Therefore, in recent years, all consumers have considered the study population for purchase intention and halal cosmetic product consumption. The surveys were conducted via an online platform using Google Forms. The participants filled out 400 returning questionnaires. It evaluates consumer purchase intent for halal cosmetics by examining five crucial dimensions: attitude, subjective norm, perceived behavioral control, religiosity, and brand image.

Unit of Analysis

Most of the consumers in the sample are based in Kuala Lumpur or Selangor. The questionnaire is divided into three sections that ask about respondents' demographic information, level of consumer purchase intention, and intention of consuming halal cosmetic products to evaluate customers' intentions while purchasing halal cosmetics.

Sampling Technique

The sampling techniques are broadly categorized into non-probability and probability sampling. This study adopts explicitly a probability sampling method, where each unit in the population is assigned a quantifiable probability of selection. Utilising simple random sampling within a stratified approach, this method ensures statistically representative demographic information, facilitating broader result generalization. The study focuses on Kuala Lumpur and Selangor customers, employing a "random quota sampling" strategy to enhance population inclusivity.

Research Instrument

Google Forms will be used as a research instrument to collect data and become the platform of choice for data retrieval. Data is taken from consumers residing in Kuala Lumpur and Selangor. In a study in social and education, the Likert scale consists of several suggestions (items) provided for the actual or hypothetical event being researched. Participants are asked to rate their agreement with the provided statement (items) on a metric scale, from strongly disagree to agree (Joshi & Pal, 2015).

Data Analysis

This research assessed the relationship between independent and dependent variables using SPSS as the analytical tool. The data analysis used the Statistical Package for the Social Sciences (SPSS) software. Zikmund et al. (2010) state that the process involves recognizing a consistent pattern and summarizing relevant information after conducting a study. The data analysis technique includes reliability tests, descriptive analysis, correlation analyses, and regression analysis.

Reliability Test

The stability of the measuring device is assessed through reliability evaluation to ensure its dependability and stability throughout subsequent measurements. Reliability is a measure of how trustworthy a measuring device is. The instrument is dependable if the exact symptoms are measured twice with the same instrument and the results are broadly similar. (Erlinawati & Muslimah, 2021).

Descriptive Analysis

Descriptive analysis is a form of data examination that aids in precisely portraying, presenting, or summarizing data points, enabling the identification of patterns that fulfil the data's comprehensive needs (Rawat, 2021). Quantitative descriptive analysis can characterize the world or a phenomenon by identifying trends in data that address the who, what, where, when, and to what extent it is concerned. The goal of descriptive analysis is to make the data more understandable.

Correlation Analysis

According to Senthilnathan's (2019) perspective, linear correlation analysis serves as a method to depict the proximity between two associated variables. The primary objective of conducting correlation analysis remains consistent across various studies, broadly to investigate the associative connection between independent and dependent variables. Additionally, correlation analysis is instrumental in assessing the extent of the relationship between the two variables under examination. The correlation coefficient, denoted as R, assumes values within the range of -1 to +1, signifying $-1 \leq R \leq +1$.

Test of Multicollinearity

The strength of interrelation between independent variables in a model was indicated by multicollinearity in regression analysis. The individual parameter estimates became challenging to interpret if multicollinearity needed to be lowered since the independent variables should be independent. A study mentioned by Saunders et al. (2019) suggests that a strong indication of high collinearity exists when employing a shallow tolerance value (0.10 or lower) or observing a significant Variance Inflation Factor (VIF) value (10 or higher). Conversely, if the VIF is below ten and the tolerance exceeds 0.10, the model lacks multicollinearity concerns.

Regression Analysis

Regression analysis, a widely used statistical technique, involves constructing a model using data involving two or more variables. Linear regression, a subset relying on linear correlation, presupposes that alterations in one variable coincide with proportional adjustments in another (Bazdaric, 2021).

Results and Discussions

Reliability Test

Table 4.1

Reliability Statistic

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
0.933	0.940	30

Consumers who are residents of Kuala Lumpur and Selangor were given the questionnaire. Four hundred people answered the survey. Reliability testing using Cronbach's Alpha is used to assess the survey data. Based on Cronbach's Alpha Rule of Thumb, alpha 0.8 to 0.9 means the consistency is good and has a very high relationship. Table 4.1 shows that the Cronbach Alpha score is 0.933, more significant than 0.7. This result indicates that the variables are thought to be excellent and reliable.

Descriptive Analysis

Table 4.2

Descriptive Analysis

Variables	Mean	Std. Variation	Level
Attitude (A)	4.0880	0.62098	High
Subjective Norm (SN)	3.2005	0.87247	Average
Perceived Behavioral Control (PCB)	3.9740	0.66636	High
Religiosity (R)	4.3750	0.66247	High
Brand Image (BI)	4.3015	0.75606	High
Halal Cosmetic Product Consumption (HC)	3.9955	0.59394	High

Mean value (Low = 1.00 – 2.33; Moderate = 2.34 – 3.67; High 3.68 – 5.00)

According to Table 4.4, six variables have a high range mean value of more than 3.68 mentioned by (Farahana & Norhasniah, 2018) which is attitude has a mean value of 4.0880, perceived behavioral control with a mean point value of 3.9740; religiosity has a mean value of 4.3750, brand image has a mean value of 4.3015 and halal cosmetic product consumption has the highest point, namely 3.9955. The top 3 highest variables are religiosity, brand image, and last one is attitude. In comparison, the top 3 lowest variables mean following subjective norms, perceived behavioral control, and halal cosmetic product consumption.

Correlation Analysis

The relationship between the factor of consumer purchase intention and halal cosmetics product consumption was tested using the Pearson correlation approach. The results of the Pearson Correlation test are shown in the table below.

Table 4.3

Pearson Correlation

Correlations						
		Attitude	Subjective Norm	Perceived Behavioral Control	Religiosity	Brand Image
Halal Cosmetics Product Consumption	Pearson Correlation	0.801**	0.535**	0.577**	0.595**	0.385**
	Sig. (2-tailed)	<0.001	<0.001	<0.001	<0.001	<0.001
	N	400	400	400	400	400
Correlations						

		Attitude	Subjective Norm	Perceived Behavioral Control	Religiosity	Brand Image
Halal Cosmetics Product Consumption	Pearson Correlation	0.801**	0.535**	0.577**	0.595**	0.385**
	Sig. (2-tailed)	<0.001	<0.001	<0.001	<0.001	<0.001
	N	400	400	400	400	400

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

This study uses correlation analysis to answer RQ2, the dominant factors influencing consumer purchase intention towards halal cosmetic product consumption. According to the findings, every variable -- attitude, subjective norm, perceived behavioral control, religiosity, and brand image has a positive value at $p < 0.01$. Table 4.3 shows that the attitude toward halal cosmetics product consumption has a strong positive relationship, while subjective norm, perceived behavioral control, and religiosity have a moderate positive relationship. In contrast, brand image has a weaker influence on halal cosmetic product consumption but is still positively related. The value < 0.001 is stated due to the 400 respondents, and most of the respondents agreed with these factors. A result less than 0.001 indicates substantial statistical significance, providing ample evidence to support the truth of the alternative hypothesis (Zach, 2022).

Multiple Regression Analysis
Table 4.4
Multiple Regression Analysis

Model	P-value	Tolerance	VIF	Significant
	Sig. Value			
(Constant)	<0.001	<0.001	<0.001	Significant
Attitude	<0.001	0.429	2.329	Significant
Subjective Norm	<0.001	0.725	1.379	Significant
Perceived Behavioral Control	<0.001	0.430	2.328	Significant
Religiosity	0.040	0.342	2.927	Significant
Brand Image	0.002	0.522	1.914	Significant
R²	0.685			

Sig. value (Significant = less than 0.05; Not significant = more than 0.05)

In Table 4.4, we proceeded with multiple regression as all Variance Inflation Factor (VIF) values are below ten, and the Tolerance value exceeds 0.10, indicating the absence of multicollinearity issues. In this analysis, a variable is considered to have a direct and explanatory relationship with the dependent variable if its significance value is less than 0.05.

Conversely, a non-significant value (greater than 0.05) leads to rejecting the hypothesis. The variables found to be significant in influencing halal cosmetics product consumption include attitude, subjective norm, perceived behavioral control, religiosity, and brand image, as evidenced by substantial levels below 0.05 (specifically, < 0.001, 0.040, and 0.002).

Furthermore, attitude, subjective norm, and perceived behavioral control exhibit highly significant values (< 0.001), while religiosity shows a significance level of 0.040, and brand image has a significance level of 0.002. This implies that hypotheses 1 (H1), hypotheses 2 (H2), hypotheses 3 (H3), hypotheses 4 (H4), and hypotheses 5 (H5) are statistically significant. The results of the multiple regression analysis support the conclusion that hypotheses 1 through 5 are valid.

Discussion
Objective 1: Discussion on the level of consumer purchase intention toward halal cosmetic product
The research objective is to describe consumer inclination to purchase halal cosmetic products. The comprehensive findings indicate that respondents are strongly inclined to purchase such products, as reflected by a notably high mean overall score of 4.7869. The heightened purchase intention is evident in respondents' willingness to consider halal cosmetic products essential daily. This outcome aligns with a study conducted by (Delaila et al., 202), supporting the notion that consumer attitudes play a significant role in shaping the purchase intentions of halal cosmetics. According to Nurcahyono Nurcahyono and Asma' Hanifah., (2023), individuals with a firm grasp of Islamic principles and a commitment to religious practices are inclined to choose halal cosmetics as it aligns with their obedience to religious directives and constitutes a part of their religious observance. The results of this study are consistent with earlier investigations conducted by Kurniawan (2022) and Pramulia et al. (2022), illustrating that an exclusive and inventive brand image can draw in consumers.

Objective 2: Discussion on the Dominant Factors Influencing Consumer Purchase Intention Towards Halal Cosmetic Product Consumption.
The second objective is for the researcher to see the most dominant factors in the respondents' intention to purchase halal cosmetics products towards Halal Cosmetic Product Consumption. The analysis shows that the most dominant factor in intention towards halal cosmetics product consumption is Attitude, which has a robust positive relationship that contributes to a correlation score of 0.801. This finding is also parallel with research done by Osman et al. (2022), which factor of attitude has positively influenced their propensity to purchase halal cosmetics. A previous study by Nurcahyono Nurcahyono & Asma Hanifah (2023) showed that an individual's attitude plays a crucial role in buying a product. Research conducted by Kotler et al. (2018) indicates that an individual's attitude plays a role in influencing their decision to purchase a product—consequently, individuals' attitudes about a product play a crucial role in shaping their purchasing decisions.

Objective 3: Discussion on the Factors that have a Relationship between the Level of Consumer Purchase Intention and Halal Cosmetic Product Consumption.
In achieving the third objective, the findings indicate a notable association between five factors and the extent of consumer inclination to purchase halal cosmetic products. The results demonstrate a meaningful positive correlation or influence among attitude, subjective norm, perceived behavioral control, religiosity, brand image, and the consumption of halal

cosmetic products. This discovery follows prior research undertaken by Alam and Sayuti (2011), Awan et al. (2015), and Amalia et al. (2020), all of which illustrated the positive effect of attitude on an individual's proclivity to buy halal products. The result aligns with investigations by Dewi & Sri Ardani (2016) and Suparno (2017), which affirmed that subjective norms positively and substantially impact purchase intention. This finding is substantiated by the studies conducted by Kadengkang and Linarti (2020) and Tantawi (2017), both of which established that perceived behavioral control has a positive and significant impact on purchase intention. This result is consistent with the study of Jusoh (2021), which posited a positive correlation between religiosity and the consumption of halal cosmetics. The current research revealed that consumers view halal cosmetics as a component integral to their religious practices. They draw an analogy between what they apply to their skin and the rules governing halal food consumption, influenced by their religious beliefs. The study suggests that religious convictions impact purchasing intentions, as consumers aim to maintain a good and clean appearance during Islamic rituals. Also, the study by (Wibowo and Audya el Juhara, 2021) revealed that the brand image positively and substantially impacted the intention to purchase.

Conclusion

This study has established a significant positive relationship between the level of consumer purchase intention and the consumption of halal cosmetic products among consumers residing in Kuala Lumpur and Selangor. The considerable findings highlight that factors such as attitude, subjective norm, perceived behavioral control, religiosity, and brand image significantly influence consumer purchase intentions toward halal cosmetic products. The attitude was a critical determinant, indicating that positive consumer attitudes towards halal cosmetics enhance their purchase intentions. The influence of subjective norms underscores the role of social pressure and expectations in shaping consumer behavior. Perceived behavioral control reflects the consumers' confidence in their ability to purchase halal cosmetics, while religiosity emphasizes the importance of religious beliefs in driving consumer choices. Finally, brand image plays a significant role, suggesting that a positive perception of the brand strengthens consumer purchase intentions.

Based on these findings, it is recommended that marketers and producers of halal cosmetic products focus on enhancing the factors identified in this study to boost consumer purchase intentions. Strategies should include educational campaigns to improve consumer attitudes, leveraging social influencers to create positive subjective norms, ensuring accessibility and convenience to enhance perceived behavioral control, aligning products with religious values to cater to highly religious consumers, and building a strong, positive brand image. Future researchers can build on this study by exploring additional variables influencing consumer purchase intentions and expanding the geographical scope to include a more diverse consumer base. This study serves as a valuable reference for understanding the factors driving consumer intentions towards halal cosmetic products and provides a foundation for further research in this area.

Acknowledgements

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