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A STUDY ON AWARENESS AND INTENTION TO PURCHASE HALAL COSMETICS PRODUCTS AMONG MALAYSIANS

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Abstract:

The term halal cosmetics are getting popular around the world not only to women but also to man regardless of race. In buying cosmetics, consumers are not only concerned about the price and quality, but also on ingredients used in their cosmetics products. In view of that, this study aims to examine the factors that affect the purchase intention of Malaysian consumers in the context of halal cosmetics products. The questionnaires were distributed to 300 Muslim and non-Muslim consumers in Klang Valley using a convenience sampling technique. A Pearson correlation test was carried, and the results showed a significant relationship between consumers' awareness and intention to purchase halal cosmetics. Furthermore, the ANOVA-test showed that there is a significant difference among race and intention to purchase halal cosmetics. This study will provide the cosmetics industry with a greater knowledge of the consumer's behaviour towards halal cosmetics. Thus, this will share knowledge to these industries to produce halal cosmetics products which meet the consumers' expectation. Furthermore, this study will strategies their marketing activities which can increase their profit and contribute to corporate social responsibility.

Keywords:

Awareness, Intention, Halal Cosmetic Products

Introduction

Muslim market identified as fourth billion market segment (Alserhan&Alserhan, 2012), Muslim consumer's population comprises around 1.5-1.8 billion compared to other races. High demand for halal food and other halal products is recognise not only in Islamic country

but also non-Muslim countries where Muslim community becoming more noticeable (Koenig,2008). The term halal cosmetics are getting popular around the world not only to women but also to man. Halal, which is an Arabic term, refers to products including cosmetics that are lawful or permissible to consume. Halal products is linked with the concepts of cleanliness, purity and kindness (Ya, et al, 2017). Furthermore, non-muslim, known to consume halal products for health reasons ((Haque, Sarwar, Yasmin, & Kumar, 2015). According to Ali et al., (2016), non-Muslim consumers does not have religious obligations, but on the other hand, non-muslim value halal products due to its organic nature and health benefits which are a purely mindful to individual decision. Halal cosmetics consist of body and skin care products which are also known to be free from the materials that are forbidden by the Islamic society. In addition, halal cosmetics were developed based on the concepts of Halal, safety and quality.

In Malaysia, the beauty industry has seen explosive growth, especially among the young consumers. The current market trend for cosmetics among Malaysia consumers showed strong demand as that they believe that there is a need to enhance their appearances (Swidi, Cheng, Hassan, Al-Hosam, , Kassim, & Wahid, 2010). The Ministry of International Trade and Industry (MITI) reported that, cosmetics and personal care products are emerging at the fastest growing trend among consumer segment in Malaysia. Thus, this had given the manufacturers of halal cosmetic products an opportunity to engage upon continuous research and development in order to develop new products. Therefore, halal cosmetic is regarded as an innovation to the cosmetic industry as it presents new external and internal operations that will fulfils the growing customer needs.

The increasing demand and preference towards consumption of halal beauty products is also considered to be a major driver for the global halal cosmetics market. In general, the perception of halal cosmetics is highly attached to Islamic principles, however, people should see the quality that halal products offer and should not limit to only to the Muslim women. Nevertheless, due to increasing consumer awareness and a willingness to pay for quality products, the scenario is varying, thus transforming the cosmetics and personal care industry into a more potential booming segment for the region. Consumers are now validating the contents of the cosmetics that are most used by them for animal-based ingredients which are not only harmful to health but also prohibited by other religions .Mounting awareness among consumers on their religious commitments has created greater demand for Halal products among people, especially in the Asia Pacific region (Mustafa, Ismail, Othman & Abdullah, 2018). As such, this study concentrates specifically on halal cosmetics and skin care products by examining the relationship between consumers' race and awareness towards intention to purchase halal cosmetics.

Problem Statement

Halal Cosmetics is an emerging industry in Malaysia; however, it is still in its beginnings stage (Gumbri and Noor, 2016). MITI, reported that Malaysia has been generating approximately RM1.7 billion revenue in year 2015 from halal cosmetics. According to Ray (2017), the cosmetics industry itself is expected to grow at an annual rate of 13.67% from the period spanning 2014-2019, while the halal cosmetics industry is expected to grow at higher rate of 15.2% from the period spanning 2015-2022. Although in recent years, Halal cosmetics industry is on the growing trend, there is still an absence of brand awareness on halal brands among Muslim consumers(Ariffin, Azra, Wahid and Nee(2019). Past studies conducted on Halal is predominantly on either food or finance. The demand for halal certified products among consumers is also lacking (Ansari and Mohammed, 2015). It is crucial for Muslim

women to be aware of cosmetics they consume even it is only meant for external usage. Non-halal cosmetics might distress the worship and prayers of Muslims (Hashim and Hashim, 2013). Furthermore, Hence, the demand for halal cosmetics is continuously growing, especially among young Muslim women, as they want to expand their awareness of fashion and makeup while remaining loyal to Islamic values.

Research framework

Figure 1 shows the conceptual framework developed to determine the influence of race and awareness towards purchase intention of halal cosmetics.

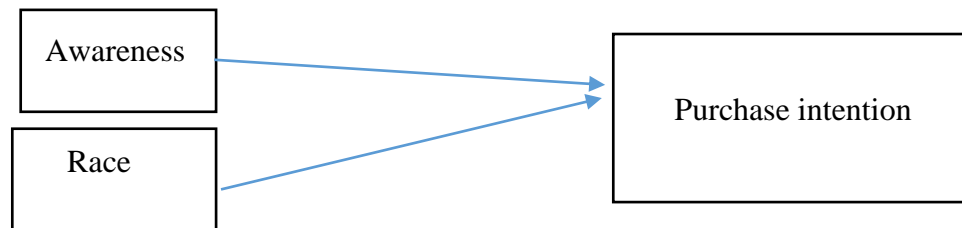


Figure 1: Conceptual Framework

Research Hypotheses

H1: There is a significant relationship between level of awareness and purchase intention towards halal cosmetics

H2: There is a significance relationship between race and purchase intention towards halal cosmetics (Race influences the purchase intention of halal cosmetics)

Literature Review

This study used The Theory of Planned Behaviour as the guiding principle in the proposed theoretical model in understanding the roles of races and awareness in determining the purchase intention of halal cosmetic among Muslim and non-Muslim consumers.

Purchase Intention

Younus, Rasheed and Zia (2015) in their study mentioned that the intention to purchase is referred as the options for the consumer on deciding whether they should purchase a product or service. They also stated that a person's purchase intention might be affected after he or she purchase a product and then make an after-purchase's evaluation. On the other hand, the company sales are depending very much on the consumer's purchase intention (Haro, 2016). There are a lot of factors considered to affect the purchase intention of consumers when choosing which product to purchase especially when facing a number of choices in the market (Keller, 2001; Younus et al.2015). Hence, it is important to have a clear understanding on the knowledge of consumer's purchase intention.

Moreover, purchase intention is also better known for its alternative of purchase behaviour (Kim and Pysarchik, 2000; Haque, Anwar, Yasmin, Sarwar, Ibrahim and Momen, 2015). In addition, decision to purchase any products or services considered to be a complex task and difficult to understand by consumer (Mirabi, Akbariyeh and Tahmasebifard, 2015) as the purchase intention of consumers closely related to the consumer's purchase behaviour, perceptions and attitudes.

As for today, the market has grown to be very competitive due to many alternative products that been offered in market to draw attention from the consumers. Hence, it is important to realise what the consumers' expected criteria when purchasing the products or services.

However, the consumers' purchase intention might take a different turn quickly, so the research of consumer's purchase intention is constantly needed in order to know more about the consumers. There are some researcher's thinks that there is a relationship between purchase intention and the consumer's demographic information which is gender, age, and education level (Daneshvary&Schower, 2000; Rezvani, Dehkordi, Rahman, Fouladivanda, Habibi and Egtebasi,2012).

Ghadikolaei (2016) mentioned that Halal sign have a positive influence on consumer's behaviour towards purchase intention among the Muslim and non-Muslim. The researcher continued by stressing on Halal sign as a most important factors influencing on consumers Halal purchase intention.

Halal Awareness

Halal awareness known as the action of concern about something that is allowed in Islam (Kamal and Mohammed, 2016). According to Shaari and Arifin (2010), cited by Kamal et al. (2016), halal defined as permitted or allowed to Muslims; which also means that a product is acceptable under Shariah Law. Halal awareness contributes greatly to the consumers' purchase intention (Kamal et al., 2016). Yunus, Rashid, Ariffin and Rashid (2014) stated that it is crucial to every Muslims toknow and learn on the aspects of indication towards identifying between halal and non-halal. Thus, the research shows that Halal awareness have positive significant relationship (Yunus et al., 2014). In this study, awareness is used to identify consumer's knowledge on halal cosmetics and personal care products in Malaysia.

Moreover, researches quoted that Halal awareness is positively related to purchase intention. (Aziz, Chok, 2013). In addition, according to Zakaria, Majid, Ahmad and Zakaria, (2016), Halal awareness contributed positively and significantly in consumer's purchase behaviour once the purchased product or services proved as halal. According to researcher, Nurhasanah and Hariyani (2017), there is a positive and significant relationship found between Halal awareness and purchase intention in their research. Study were also conducted to investigate the relationship between the awareness of halal and purchase intention among non-Muslim (Lee, 2016). The result shows that non-Muslim gain interest in the purchase of halal products once they know the benefits of using the halal products (Lee, 2016). Therefore, the hypothesis strongly supported the statement that Halal awareness has positive effect on purchase intention. Furthermore, it is also proven by studies that there is significant positive relationship towards purchase intention as when consumers recognise and acquire more knowledge about the characteristics of the halal products, which later will result to a higher purchase of a products by consumer (Al-hajla, 2017). Hasibuan, Nasution and Anggraini (2017), indicated that Muslims with fundamental awareness on halal purchase, will spend time to understand the Halal concept better.

Race (No Write Up on Race)

Past study has applied the theory of planned behaviour to explain the intention of Muslim and non-Muslim consumers intention to purchase Halal cosmetic products. Endah et al., (2017) highlighted that Muslim and non- Muslim consumers' attitudes towards Halal labelled cosmetics consumption will effect their spending amount on Halal labelled cosmetic products. Social mixing with Muslims either at workplace or society can be indicated as a solid motivation and subjective norms to be aware of Halal labelled cosmetic product and increase their intention to purchase or spending on Halal labelled cosmetics products. Halal labelled cosmetics products increase non-Muslim consumers' confidence and convenient to purchase Halal labelled cosmetic products in Malaysia (Ghadikolaei (2016).

Methodology

Participant and Procedures

A quantitative method was applied via distribution of self-administration questionnaires through 300 Muslim and non-Muslim consumers in Klang valley, Malaysia via a random sampling method, of which 261 were usable questionnaire. The sample size is considered acceptable according to Hair et.al, (2010). Hair et.al, highlighted that sample size that is greater than 100 is more accurate. Data collection were conducted in December 2018 over a period of 3 weeks and amounted to a valid response rate of 87%

The research instrument for Halal awareness scale was adopted from Yunus, Rashid, Ariffin & Rashid, (2013); Aziz & Chok, (2012) whilst, instrument of purchase intention scale was adopted from Meng (2014). The questionnaire was designed in two section. Section A concerns the respondents 'background in which details about gender, religious faction, age, marital status and monthly income. Section A consists of 25 questions measuring consumers awareness level.

The statistical analysis used for the purpose of this study is descriptive analysis, correlation and analysis of variance. The data was analysed using the Statistical Package of the Social Science (SPSS) version 25.0. Inferential analysis techniques (correlation analysis, and ANOVA) were tested to understand the purchase intention of halal cosmetics.

Data Analysis and Findings

Table 1.1 Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.785 ^a	.616	.614	2.59119
a. Predictors: (Constant), sumHA				

Source: Developed for the research

As shown in Table 1.1, the correlation coefficient (R=0.785) indicates that there is a positive relationship between the independent and the dependent variable. The coefficient of determinant (R square = 0.616) of determination shows that 61% of the intention to purchase is affected by the Halal awareness on the cosmetic products.

Table 1.2 ANOVA

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	2786.762	1	2786.762	415.052	.000 ^b
	Residual	1738.992	259	6.714		
	Total	4525.755	260			
a. Dependent Variable: sumPI						
b. Predictors: (Constant), sumHA						

Source: Developed for the research

According to table 1.2, the F value is 415.052 and the p-value is 0.000 and it is less than alpha 0.05. This indicates that the F-value is significant. This explains that the overall model fits to explain the dependent variable which is purchase intention.

Table 1.3 Pearson Correlations

Correlations		sumHA	sumPI
sumHA	Pearson Correlation	1	.785**
	Sig. (2-tailed)		.000
	N	261	261
sumPI	Pearson Correlation	.785**	1
	Sig. (2-tailed)	.000	
	N	261	261

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

Source: Developed for the research

Table: 1.4: ANOVA

ANOVA					
sumPI					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	1439.954	3	479.985	39.975	.000
Within Groups	3085.801	257	12.007		
Total	4525.755	260			

Source: Developed for the research

According to table 1.4, the F value is 39.975 and the p-value is 0.000. Based on the rules of significance, if p-value is lesser than 0.05, it means that there is a significant difference between race and purchase intention.

Hypothesis	Results
H1: There is a significant relationship between level of awareness and purchase intention towards halal cosmetics	Supported
H2: There is a significance differences between race and purchase intention towards halal cosmetics Race significantly influence the purchase intention of halal cosmetics	Supported

Discussion and Conclusion

The objective of this study is to justify if awareness and races influences consumers purchase intention towards halal cosmetics. The independent variables that are tested in this study are awareness and race against the dependent variable which is the purchase intention. It is

concluded from the analysis that, the awareness level highly influences the purchase intention.), In other words, the findings of this study suggest that halal cosmetic awareness has an effect on explaining the intention to purchase halal cosmetics. This is said so because consumers with high awareness about halal seemed to have greater intention towards purchasing halal products. This is supported by Zakaria, Majid, Ahmad and Zakaria, (2016) study, which suggest that Halal awareness contributed positively and significantly in consumer's purchase behaviour once the purchased product or services proved as halal. This is because, halal cosmetics are qualified for halal certification which in turn creates awareness and improves the reputation of the brand coupled with intensive halal promotional campaign. All these efforts have attributed towards purchasing halal cosmetics among the users.

Likewise, in support of the second hypothesis, the study suggests that there is influence of the element race on purchase intention, the findings suggest that respondents from different ethnic background (Malay, Chinese and Indian) have high intention to purchase halal cosmetics. The findings were found to be significant and was in agreement that there is an increasing number of consumers of Muslims as well as the non-Muslims whom are concern about the high quality and safety of the products that being used. This is mainly because the halal cosmetics goods are not tested on animals and are produced using natural ingredients which does not cause any damages to the hair and skin, thus could also appeal not only for Muslims, but also non-Muslim consumers as well.

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