Understanding of Halal Cosmetics Products: TPB Model

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Abstract

The purpose of this paper is to propose a new conceptual framework for halal cosmetics products. This paper identifies the antecedent factors that influence the intention to purchase halal cosmetics products among consumers. Knowledge, purity and safety have also been found to influence the customers to buy halal cosmetics products. The findings indicate that there is a relationship between independent variables (attitude, subjective norm, perceived behavioral control, knowledge, purity and safety) and dependent variable i.e, intention. Purity has been identified as the main factor that influences the intention to purchase halal cosmetics products.

Keywords: Halal, Cosmetic Products, TPB Model, Consumer Behavior.

Paper type: Research paper

1. Introduction

According to Malaysiahalalfoods.com, halal can be defined as permissible or lawful. In the Holy Quran, God commands Muslims and all of mankind to eat of the halal things. Halal industry has become one of the new growth sectors in Malaysia's manufacturing sector and it is the fastest growing global business across the world. One of the most important concepts in Islam is the concept of halal. With an increasing number of the Muslim population worldwide, halal has become the vital concern among consumers.

Halal Industry Development Corporation (HDC) stated that human population worldwide stands at 1.8 billion with the global halal market estimated US $ 2.3 trillion a year including both food and non-food sectors. According to DEW Research Centre, Muslims are expected to represent 27.5% of the global population in 2030 which increase over 37.5% from 2010. In Malaysia, Muslim population is projected to be 22.8 million in 2030.

The halal industry in Malaysia which observed by the Halal Industry Development Corporation promotes healthy lifestyle not only in ways of eating but also in clothing and other life activities. In fact, to ensure that the product can be used by Muslim, or categorized it with Halal’s product, manufacturer must followed several requirements that restricted mostly from the ingredient until the packaging of the products. As the number of Muslim around the world increases, most of manufacturers turn to focus on this kind of group as they know this group will perfectly, in return, generate their company’s income especially the cosmetics line.

Malaysia has a vision to position itself as halal hub in the region to promote, distribute, and produce Halal products and services to serve Muslims all over the world, the Malaysian government has been tirelessly exerting many efforts to achieve this goal. In order to be recognized as the halal products, the goods need to be certified by Islamic Development Department Malaysia (JAKIM) so that it will be legal to be exported or even sold in the market especially to Muslim in Malaysia. The potential growth for halal cosmetics and personal care products is fuelled by the growing demand for safe, natural products that fit consumers’ religious and cultural beliefs (Halal Journal, 2005). Therefore, we should have known that the halal product did influence the lifestyle and simultaneously contribute to the growth of economy in one particular country especially Malaysia.

Nowadays, it is the trend in the global industry of cosmetics upon the existence of Halal cosmetics products. Most of the user, felt conscious on the ingredients used in the making of one particular cosmetic product. As the market tend to growth rapidly, those cosmetics manufactures eager to dominate the market and came out with variety of product in order to pursue and satisfy customer simultaneously.
2. Problem Statement

Kamaruzaman (2009) has pointed out in his paper title “Halal cosmetics: Between real concerns and plain ignorance”, the level of awareness among consumers about the importance of halal cosmetics is very much promising. Kamaruzaman (2009) stated in his paper there are recent survey conducted by KasehDia Consulting found out that although the level of awareness about halal cosmetics are still low, consumer is ready to purchase if the product is available. This study also found that 57.6% and 37.7% of Muslim in emerging markets like Indonesia and Singapore are willing to purchase halal cosmetic product if they are available in the market.

It is also noticed that the high level of education, high job positions and high paid jobs among new Muslim generation also contribute to the demand of safety and high quality of halal cosmetic product. (Swidi A. et al, 2010). The awareness about the ingredients of the cosmetics and personal care products is the important factor for Muslims Thus, because of the growing and needs for halal cosmetics products among consumer, it is suggest to explore their intention and awareness in availability of halal cosmetics products.

The main objective of this paper is to propose a new conceptual framework for halal cosmetic products. The second objective is to identify the antecedent factors that influence the intention to purchase halal cosmetic product among Muslim consumers. From this study, it is expected to be useful for future development in halal cosmetics industry and it is capable for the manufacturers to monitor all the halal products. In addition, it is suggested that in a short time all the process must be headed by Muslim scientists with chemical background from Islamic institutions.

3. Literature Review

Halal

The arabic word “halal” means lawful. In the Quran, Allah commands Muslim and all of mankind to eat halal things. The demand for products certified “halal”, prepared according to strict Muslim laws, goes beyond food and is extending into cosmetics. In Malaysia, Islam is the official and largest religion in Malaysia. The terms halal and haraam are applied to many facets of life and one of the most common uses of these terms is in reference to meat products, food contact materials, and pharmaceuticals. In Islam there are many things that are clearly halal or haraam. There are also items which are not as clear, and for which further information is needed. Items that are not clear are called mashbooh, which means "questionable." 'Halal' means permissible. 'Haraam' means forbidden.

Halal Cosmetics

Cosmetic can be defined as articles intended to be applied to the human body for cleansing, beautifying or altering the appearance without affecting the body. According to Patton (2009), the demand for halal cosmetic product is on the rise, driven not only for Muslim consumers but also their getting interest in high quality product, halal and safe products. In this study, there are some questions to be applicable by using TPB model in halal cosmetics products.

Theory of Reasoned Action

Theory of Reasoned Action derived from the social psychology setting, the theory of reasoned action (TRA) was proposed by Ajzen and Fishbein (1975 & 1980). A person’s intention was determine by two basic determinants, one personal in nature and the other reflecting social influence (Lada et al, 2009). Fishbein and Ajzen, (1975) stated that behavioral intention measures a person's relative strength of intention to perform a behavior. Attitude consists of beliefs about the consequences of performing the behavior multiplied by his or her evaluation of these. Subjective norm is seen as a combination of perceived expectations from relevant individuals or groups along with intentions to comply with these expectations.

Fishbein and Ajzan, (1975) stated that the person's perception that most people who are important to him or her think he should or should not perform the behavior in question. Lada et al (2009) stated that TRA is a valid model that can be used to predict intention to choose halal product. Their research title “Predicting Intention to Choose Halal Products Using Theory of Reasoned Action” has shown that attitude and subjective norm are good predictors of intention.

Theory of Planned Behavior

Theory of planned behaviour (Ajzen, 1991) was developed as an extension to Fishbein and Ajzen's (1980) Theory of Reasoned Action. The TPB model explains an individual’s performance of certain
behave is determined by his or her intent to perform that behavior. There are three components in Theory of Planned Behaviour that explain further intention to behave and thus behaviour itself, i.e. attitude, subjective norm and perceived behaviour control.

**Attitude** is expressed by "the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question" (Ajzen, 1991). Miller (2005) stated that the sum of beliefs about a particular behavior weighted by evaluations of these beliefs. Alam and Sayuti (2011) stated that attitude has a significant and positive effect on halal food purchasing intention. Their finding found out that attitude is an important factor in influencing purchasing of halal food product because high positive attitudes appeared to have greater intentions to intent to purchase halal food products.

**Subjective norm** refers to the person's perception of the social pressure for or against performing the behavior in question. Subjective norm looks at the influence of people in one's social environment on his behavioral intentions; the beliefs of people, weighted by the importance one attributes to each of their opinions, will influence one's behavioral intention. (Miller, 2005). According to Azmi et al. (2010), Muslim consumer may be motivated to choose Halal cosmetic products because cosmetic products are Halal in Shaariah. Their finding has pointed out that subjective norm has to be recognized as the significant indicators of Muslim customers to choose halal cosmetic products.

**Perceived behavioral** refers to the degree of control that an individual perceives over performing the behavior (Chen, 2007; Kang et al., 2006). The present study uses the Theory of Planned Behavior has seen widely applied in food-related studies. Miller (2005) defines perceived behavior control as a function of both attitudes toward a behavior and subjective norms toward that behavior, which has been found to predict actual behavior. Perceived behavioral control reflects beliefs regarding the access to resources and opportunities needed to perform a behavior. Khairi M.O et al (2012) in their study indicated that perceived behavioral control was found positively related to the intention to choose halal products.

In addition, there are three additional variables that be tested for this study. As cited in merriam-webster.com, in general, **knowledge** was defined as the fact or condition of knowing something with familiarity gained through experience or association. 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 and packaging cosmetic products.

According to Shaari and Ariffin (2010) stated that consumer would not be reluctant to purchase halal product with a knowledge. They will know which product are not halal and will ignore the other halal product with foreign halal logo. Their finding of their research titled "Dimension of halal purchase intention: A preliminary study" has pointed out that knowledge as key ingredient to influence halal products purchase intention. Their argument on the finding are that when the consumers have knowledge on what is allowed or permissible on certain halal logo originated from other country, that would help in influencing their judgment towards purchasing halal products.

According to Cheng (2008), branding of halal products offers a big opportunity for the Westerners to consume halal products, as halal taps into concerns about purity, health and wellness which are universal. The concept of **purity** can be important attribute in promoting halal products to the consumer and it reflects the true image of Islam and complies with the Syariah Law. It is important to understand the dimension of purity by knowing the right place for product distribution, process and purity of product. (Shaari & Ariffin, 2010)

There must be sincerity in fulfilling consumers’ needs and ensuring consumer safety, as well as having a sense of brotherhood in dealing with business partners and consumers. Kim and Chung (2011), suggests that retailers develop effective marketing strategies emphasizing ecological beauty or product **safety** to satisfy the values of potential consumers.

### 4.Methodology

The researcher has used a questionnaire to gather data for this study. The questionnaire was divided into two sections accordingly. Section A of the questionnaire was on the background of the respondent. Section B was on the variables researched. Six independent variables were used. A Likert 6 point scale (6- Strongly Agree, 5- Agree, 4 – Quite Agree, 3 – Quite Disagree, 2- Disagree and 1- Strongly Disagree) was used to gather the data. 100 respondents were chosen to complete the questionnaire. They are BBA (Hons) Marketing students from UiTM Johor. The data from these
questionnaires were then analysed using SPSS 21.0. The reliability of the instrument is determined using Cronbach Alpha. In addition, factor analysis (rotated component matrix), regression analysis and correlation analysis were used to help in analyzing the data.

5. Findings

The total number of respondents is 100. From the analysis frequency, it is found that 44% of them are male while the remaining 56% is a female. Most of 26% of the respondents which is students come from semester 6 and above followed by semester 5 with percentage of 24%, semester 4 with percentage of 15%, semester 3 with percentage of 14%, semester 2 with percentage of 12% while the remaining of 9% is on semester 1.

Table 1: Descriptive Statistics on Understanding Halal Cosmetics Products.

<table>
<thead>
<tr>
<th>Descriptive Statistics</th>
<th>N</th>
<th>Mean</th>
<th>Std. Deviation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Safety</td>
<td>548</td>
<td>5.67</td>
<td>0.4812</td>
</tr>
<tr>
<td>Subjective Norm</td>
<td>560</td>
<td>5.03</td>
<td>0.26893</td>
</tr>
<tr>
<td>Attitude</td>
<td>549</td>
<td>5.09</td>
<td>0.62017</td>
</tr>
<tr>
<td>Purity</td>
<td>549</td>
<td>5.56</td>
<td>0.42806</td>
</tr>
<tr>
<td>Perceived Behavioural</td>
<td>549</td>
<td>5.50</td>
<td>0.37484</td>
</tr>
<tr>
<td>Knowledge</td>
<td>553</td>
<td>5.19</td>
<td>0.31116</td>
</tr>
<tr>
<td>Intention</td>
<td>560</td>
<td>5.50</td>
<td>0.55873</td>
</tr>
</tbody>
</table>

Respondents were asked to indicate their perceptions and agreement towards the statement in the questionnaires by using the six point Likert Scale answers. The scale were ranged between 1= strongly disagree to 6= strongly agree. Based on table 1, the mean for intention to purchase halal cosmetic product was 5.26 (SD= 0.358), subjective norm was 5.03 (SD= 0.268), attitude was 5.09 (SD= 0.629), purity was 5.56 (SD = 0.428), perceive behavioural was 5.53 (SD= 0.374), knowledge was 5.19 (SD= 0.31816), and intention was 5.26 (SD= 0.358). The scale used in this measurement was 1= strongly disagree and 6= strongly agree.

Table 2: Pearson’s Correlation Coefficients on Understanding Halal Cosmetics Product.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Intention</th>
<th>Safety</th>
<th>Subjective Norm</th>
<th>Attitude</th>
<th>Purity</th>
<th>Perceived Behavioural</th>
<th>Knowledge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intention</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Safety</td>
<td>.685**</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Subjective Norm</td>
<td>.207</td>
<td>.227*</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Attitude</td>
<td>.555**</td>
<td>.566</td>
<td>.912</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purity</td>
<td>.512**</td>
<td>.454</td>
<td>.205</td>
<td>.205</td>
<td>1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perceived Behavioural</td>
<td>.783**</td>
<td>.244</td>
<td>.249</td>
<td>.902</td>
<td>.147</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>Knowledge</td>
<td>.654**</td>
<td>.238</td>
<td>.658**</td>
<td>.256</td>
<td>.299</td>
<td>.297</td>
<td>1</td>
</tr>
</tbody>
</table>

Pearson’s Correlation Coefficients were run to examine the associations between independent and dependent variables. Table 2 shows the relationship between the independent variables (subjective norm, knowledge, purity, safety, attitude and perceived behaviour) and the dependent variable i.e, intention to purchase halal cosmetic product. Based on the results, all the independent variables have significant relationships with the dependent variables. Correlations between the variables ranges from $r=0.512$ to $r=0.743$ ($p<.01$).

Table 3: Regression analysis on Understanding Halal Cosmetics Product.

<table>
<thead>
<tr>
<th>Variables</th>
<th>Standardized β</th>
</tr>
</thead>
<tbody>
<tr>
<td>Constant</td>
<td>.318**</td>
</tr>
<tr>
<td>Subjective Norm</td>
<td>.786**</td>
</tr>
<tr>
<td>Knowledge</td>
<td>.521**</td>
</tr>
<tr>
<td>Purity</td>
<td>.654**</td>
</tr>
<tr>
<td>Safety</td>
<td>.423**</td>
</tr>
<tr>
<td>Attitude</td>
<td>.567**</td>
</tr>
<tr>
<td>Perceived Behaviour</td>
<td>.580.02**</td>
</tr>
<tr>
<td>F-Value</td>
<td>.525</td>
</tr>
<tr>
<td>R</td>
<td>.525</td>
</tr>
<tr>
<td>Coefficient of Determination (R²)</td>
<td>.586</td>
</tr>
<tr>
<td>Adjusted R²</td>
<td>.554</td>
</tr>
</tbody>
</table>

Regression analysis is used to analyze one or more independent variables that affect a metric of dependent variables. In this research, regression analysis was used to analyze the subjective norm, knowledge, purity, safety, attitude and perceive behavioral towards the intention to purchase halal cosmetic product.

From table 3, there have a significant and positive relationship between the independent variables and the dependent variable. The F value is the
statistic which tests the overall significance of the regression model. \( R^2 \) are known as coefficient of determination, represents the extent of changes in the dependent variables that can be explained by the independent variable. It determines how well all the regression line fits the data. Its number ranging from 0 to 1 (1 > \( R^2 > 0 \)) and it represents the proportion of the total variation in the dependent variables that is explained by the regression equation.

The model summary table shows that R, regression of six independent variables which are subjective norm, knowledge, purity, safety, attitude and perceived behavioral factors is equal to 0.925. After intercorrelation R square (\( R^2 \)) generated is 0.856. This means, around 85.6% of two independent variables be explained by the dependent variable.

**6. Conclusion**

This paper is aim to propose an integrated framework to understand the intention to purchase halal cosmetic products among consumers. Building the TPB with an additional variable, this study proposed that there is a significant relationship between independent variables (attitude, subjective norm, perceived behavioral control, knowledge, purity and safety) and dependent variable i.e, intention. It is found that purity was identifying as the main factor that influence the intention to purchase halal cosmetics products. Finally, it is hope that Muslim countries are lead to be a global Halal-hub like Malaysia, so that halal cosmetics will be more increase to emerge the world especially in Muslim country.

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