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Intention to Buy Halal Cosmetic Products by Young Adult Muslim

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Abstract

Research aims: This paper aims to determine and analyze the influence of personal attitudes, subjective norms, and perceptions of controlling behavior of young adult Muslims on purchase intention of halal cosmetic products and factors that have the most significant influence on purchase intention

Design/Methodology/Approach: The research approach is quantitative, the population in this study is an infinite number of Indonesian young adult Muslim women, using convenience and purposive sampling as a sampling technique with 120 respondents. Data collection technique using an online questionnaire via Google form

Research findings: This research found that subjective norms and perceived behavioral control influence purchase intention on halal cosmetic products among young adult Muslim women. This research also found that personal attitude did not influence the purchase intention of halal cosmetic products among young adult Muslim women.

Theoretical Contribution/Originality: This study explores awareness about halal cosmetic products in addition to contributing to the literature

Practitioners/Policy Implications: This research implies that cosmetic manufacturers need to apply a halal label to their cosmetics to enter the market of young adult Muslim women

Research Limitations/Implications: This study has several limitations, including the dissemination of online questionnaires has not been able to capture respondents optimally; and have not been able to do in-depth interviews to explore why the variable has an effect or not

Keywords: Halal Cosmetic; Personal Attitude; Norm Subjective; Perceived Behavior Control

Introduction

Research on halal certification is an interesting topic because researchers show that halal certification is a means of protecting consumers, particularly Muslims. However, there are still many misperceptions from both consumers and producers, brands that have Islamic nuances without being labeled halal, or low public awareness. Research in the food sector seems to be more easily accepted by consumers because it has a direct influence on the quality of the food they consume. It is in contrast to cosmetics and beauty care where the consequences are not immediately felt. So research about halal certification for cosmetics and beauty care

should also receive great attention. Nowadays, cosmetic products, including skin care, are becoming more popular. For example, the Indonesian cosmetic industry grows aggressively at an annual rate of 14% (Nurhayati-Wolff, 2023). Similar to Indonesia, Malaysia also experienced a sharp increase of 15% (Ahmad et al., 2015). Indonesia's market shows that cosmetics has a market size of 46.4 trillion rupiah, this figure is up from the previous year which reached 36 trillion rupiah (Global Business Guide Indonesia, 2018). This increase is due to the increasing demand for cosmetics compared to beauty care products (Kemenperin, 2018). Therefore, this halal label research examines how halal labels can influence cosmetic purchasing decisions. The number of Muslim consumer populations, which is approximately 20% of the world's population, drives changes in Muslim consumers to fulfill their needs, such as halal cosmetics (Swidi et al., 2010).

There have been many studies that have succeeded in explaining the phenomenon of halal certification in Indonesia. A study conducted by Septiani & Indraswari (2018) explained that consumer awareness of the ingredients in the cosmetic products they use is a determining factor in consumer purchasing decisions. Consumers look for products that comply with halal principles in Islam which encourage producers to respond to consumer demands. Previous research shows that halal labels can improve consumers' impressions of products (Septiani & Indraswari, 2018). This is supported by research results that Muslim women will more easily accept cosmetic products with the Halal label (Majid et al., 2015). Various cosmetic manufacturers are starting to realize the importance of halal labels on products (Mustafar et al., 2018). The various studies above show that the phenomenon of halal certification has become a world issue so governments with Muslim and non-majority populations have included it in their government policies (Karimah et al., 2020; Naznii, 2023). This has encouraged cosmetic manufacturers to follow the certification process so that their products can be declared halal.

Even though the halal phenomenon has become a global issue, consumers in Indonesia still have an inaccurate understanding of the importance of halal certification. They consider that halal certification is only important for food products because it relates to foods made from prohibited ingredients such as pork or alcohol. The difference in consumer perceptions of the concept of halal according to religious rules and how these issues related to purchases by consumers are important to research because the results of this research can be utilized by policymakers and stakeholders in terms of consumer protection.

However, the problem related to the label halal is the low level of consumer awareness of cosmetics & personal care products that are halal (Kamaruzaman, 2008). This issue is worsened by consumers' perceptions about the number of Islamic names on any products. Those names can make consumers confused about whether the ingredients of the products are Halal or not. Unfortunately, one important factor that determines of halal or not is the ingredients in cosmetics and personal care products (Aziz et al., 2013). Another problem is the unwillingness of consumer to update their knowledge about Halal (Azmi et al., 2018).

In Indonesia, halal certification for products is issued by the Indonesian Ulama Council for the Study of Food, Drugs, and Cosmetics. The halal certificate states the halalness of a product by Islamic provisions which include materials, processes, storage, packaging, and circulation. Halal products related to consumption products can be interpreted as not containing alcohol, toxic chemicals, lard or gelatin, and animals whose slaughter is not by Islamic religious provisions.

Halal certification arrangements are quite complex and can make differences in consumer perceptions according to their respective characteristics.

More research based on established theoretical frameworks is needed to explain purchase behavior in halal cosmetics products. Looking at the Theory of Planned Behavior (TPB) from Ajzen (1991) this research paper is designed to explain the purchase intention of halal cosmetics by the young adult Muslim segment in Indonesia. Specifically, this paper attempts to test the influence of personal attitudes, subjective norms, and perceptions of behavior control of working adults on the purchase intention of halal cosmetic products. This paper's results are expected to provide a theoretical contribution to how the TPB model explains purchasing behavior for halal cosmetic products in Indonesia. Furthermore, this research is also expected to contribute to the implementation of product marketing programs that require a halal certificate, especially in forming consumer attitudes and using subjective norm information in designing product strategies and marketing communications.

Literature Review and Hypotheses Development

Purchase Intention

Consumer purchasing decisions are influenced by two factors that can hasten customers' decision to purchase an item or service. First, consumers' internal factor include of cultural, personality, psychological, and social aspects. The second part, the consumer's external factors, consists of marketer stimuli executed in its marketing plan via marketing mix components (Kotler, 2000). Purchase decisions can be seen from an intention or actual behavior perspective. In this study, use intention perspective is used in observing purchase decisions. From this lens, purchase intention is defined as consumers' perceived likelihood of purchasing or acquiring a product (Souiden et al., 2018) or the chance of a buyer buying the product (Alam & Sayuti, 2011). Purchase intention is also viewed as consumers' purchase probability (Schiffman & Kanuk, 2000). Furthermore, purchasing intention is described as a consumer's desire to behave in a specific way to own, spend, and use products or services (Mowen & Minor, 2002). In this study, transactional, preferential, and exploratory intention were employed to measure purchase intent adopted from the study by Ling et al. (2010) and Vien et al. (2017).

Personal Attitude

The degree to which a person has pleasant or unpleasant feelings about executing a specific behavior is referred to as attitude. Certain outcomes, performance behavior, and personal talents determine an attitude, and personality can impact it (Tuhin et al., 2022). Attitudes have a clear role in making decisions to accept certain behaviors. Attitude is the main construct in this study where to determine its effect on consumer intention to consume, it is necessary to have the intention to repeat purchases and consumption in the future (Hashim & Musa, 2013). Attitudes reflect the personal beliefs that a person may have towards a particular behavior or action. (Al-Jubari, 2019) Attitude is one of the factors that play a major role in predicting consumer intentions to pay for halal cosmetic products (Chong et al., 2022).

H₁: There is an influence of personal attitude on purchase intention.

Subjective Norm

The perception of social pressure or expectations that a person has from others to engage or not engage in certain behaviors can be referred to as subjective norms (Kim & James, 2016). Subjective norms can be determined by accessible normative beliefs that take into account the expectations of others as an important factor in purchase intention (Ajzen, 1991). Subjective norms are an individual's perceptions of how persons in his or her close circle affect others, such as friends, relatives, and colleagues (Al-Jubari, 2019) and can be explained through the attitudes, beliefs and perceptions of the people around the individual (Zanabazar & Jigjiddorj, 2021). Social pressure is an influencing factor in shaping a person's behavioral intention to buy halal products (Nawawi et al., 2018). Subjective norms play a vital role in Malaysia, as family members, friends, and colleagues serve as a powerful point of reference for individuals when making decisions (Afendi et al., 2014). Different customers hold different views regarding halal items, and subjective norms play a significant influence in carrying out one's intentions.

H₂: There is an influence of Subjective norms on purchase intention.

Perceived Behavioral Control

Perceived behavioral control can be explained by the extent to which the individual feels able to engage in the behavior (Ajzen, 2015). This factor according to (Alam & Sayuti, 2011) has two aspects, namely how much control the individual has over the conduct and how confident they are in their ability to perform or not perform the action. Furthermore, the individual's perceptions about the scenario or other factors in carrying out the conduct can influence it. The greater the consumer's sense of control and confidence in purchasing halal products, the more likely they are to do so. Perceived behavioral control reflects how much people believe they have control over the behaviors they engage in.

H₃: There is an influence of perceived behavior control on purchase intention.

Research Methods

This study used an online survey method to conduct this study. The type of data is primarily from questionnaire responses. The data collection method employs a questionnaire delivered online via Google Forms and then shared via WhatsApp, Twitter, and Instagram.

This study applied a judgemental sampling technique according to certain criteria to select the sample from customers. The Likert scale is used as the measurement scale for questionnaire items. The research instruments that will be utilized are then tested for validity and reliability. The acquired data is then evaluated using path analysis. The questionnaire items used to measure each variable are shown in Table 1.

Table 1 Measurement Items

Variable	Items
Subjective Norm	Most of the people closest to me agree that I buy halal-certified cosmetics
	My family and closest friends like me to buy halal-certified cosmetic products
	Most of the people closest to me buy halal-certified cosmetics
	I am motivated by those closest to me to use halal-certified cosmetic products
Perceived Behaviour Control	I am confident that I can differentiate between halal-certified cosmetic products and those that are not halal certified.
	I believe that halal-certified cosmetic products are more affordable for me
	I know information about the halal logo from MUI
	I'm sure halal-certified cosmetic products are easy to obtain
Personal Attitude	I like to use cosmetic products labeled halal
	I feel that using halal-certified cosmetic products is more comfortable
	I feel that using halal-certified cosmetic products is safer
	I feel that using halal-certified cosmetic products is healthier
Purchase Intention	Overall, I feel that using halal-certified cosmetic products is more profitable
	I intend to buy halal-certified cosmetics when I need cosmetics
	I prefer halal-certified cosmetic products over products which does not have a halal certificate
	Halal-certified cosmetics are my first choice when buying cosmetics
	I will continue to buy halal-certified cosmetic products in the future

Because the number of consumers of cosmetics labeled halal is **infinite**, this study selected respondents using 3 criteria. (1) domiciled in Surabaya, (2) aged between 17-30 years, (3) experienced in using cosmetics labeled halal based on screening questions. Data collection was carried out through a paper-based survey of **200 respondents** over a 2-month research period. After screening the completed questionnaires, a final **sample of 120** was obtained.

Results and Discussion

Characteristics of Respondents

The age range of respondents is dominated by 17-25 years, as many as 65.8% with employment status, as many as 61.7% non-permanent jobs and the remaining 38.3% are permanent jobs. The average expenditure of respondents to buy cosmetics is less than Rp. 500.000,-/month with the most purchased types of products being skin care products (skincare) as much as 65.8% and the remaining 34.2% are beauty products (cosmetics). Respondents mostly use domestic products (local) as much as 88.3% and the remaining 11.7% are foreign products with offline purchasing methods as much as 59.2% and online 40.8%. Duration of using cosmetic products 39.2% between 1-3 years, 32.5% less than 1 year, and the remaining 28.3% more than 3 years. The brand most used by respondents was the Wardah brand, which was 33.3%, followed by the Emina, Make Over and MS Glow brands with the same amount, which was 9.2% and the rest were other cosmetic products as in the table above.

Validity and Reliability Test

This paper conducted a validity test using the item-total correlation method for 120 respondents resulting in an r-test value greater than 0.30 for all statement items. Therefore, it could be argued that the statements employed in this paper instrument are valid and can be employed to measure the influence of Personal Attitude, Subjective Norm, and Perceived Behavioral Control on the intention to buy halal cosmetics.

Table 2 Reliability Test

Variable	Cronbach Alpha	Cut-off value	Description
Personal Attitude (X1)	0.878	0.6	Reliable
Subjective Norm (X2)	0.699	0.6	Reliable
Perceived Behavioral Control (X3)	0.887	0.6	Reliable
Purchase Intention (Y)	0.821	0.6	Reliable

In the reliability test results above, the r-test results for the Personal Attitude variable are $0.878 > 0.60$, the Subjective Norm variable is $0.699 > 0.60$, the Perceived Behavioral Control variable is $0.887 > 0.60$, and the variable intention to buy halal cosmetics is $0.821 > 0.60$, so it can be concluded that the statement used in the research instrument is reliable and can be used as a measuring tool.

Goodness-of-Fit Test

In testing the personal attitude, perceived behavioral control, and also subjective norm variables on consumer purchase intention of halal cosmetic products, the values of R (correlation) and R² (coefficient of determination) are as follows:

Table 3 Correlation Value and Coefficient of Determination of Respondents

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.734	0.539	0.527	4.870

Table 3 shows that the Adjusted R Square value is 0.527 or equal to 52.7%. That is the variables Attitude (X1), Subjective Norm (X2), and Perceived Behavioral Control (X3) affect the Purchase Intention variable by 52.7%. While the rest, which is 47.3%, is influenced by other variables besides those studied in this study. These results also state that personal attitude, perceived behavioral control, and subjective norm variables have a considerable influence on the Purchase Intention of halal cosmetic products

Hypothesis Testing

Table 4 Results of Hypothesis Test

Hypothesis	Variable	Estimate	S.E.	C.R.	P
H1 (Not Accepted)	Personal Attitude → Purchase Intention	0.090	0.080	1.127	0.260
H2 (Accepted)	Subjective Norm → Purchase Intention	0.180	0.062	2.906	0.004
H3 (Accepted)	Perceived Behavioral Control → Purchase Intention	0.272	0.064	4.226	0.000

According to Table 4, it is recognized that hypothesis 1 shows the relationship between personal attitude and purchase intention with the C.R. value of $1.127 < 2.00$ with the probability value of $0.260 (p \geq 0.05)$, consequently, hypothesis 1 is rejected and cannot be accepted. The findings of the hypothesis 2 test show different results, as the relationship between subjective norm to purchase intention has a C.R. value of 2.906 with a probability value of 0.004 , or smaller than 0.05 , thus hypothesis 2 can be accepted.

Similar findings are obtained in hypothesis 3. The relationship between perceived behavioral control and purchase intention indicates the C.R. value of $4.226 > 2.00$ and probability value of $0,000$ which means that it is smaller than $0.001 (p \leq 0.05)$. Therefore, it can be concluded that hypothesis 3 can be accepted.

The Influence of Personal Attitude on Purchase Intention

The research results show that the Personal Attitude variable does not have a significant effect on the Purchase Intention variable for Halal Cosmetic Products. The results of this study do not support the research conducted by (Lee et al., 2017; Mukhtar & Butt, 2012; Tuhin et al., 2022) that a person's attitude will affect the purchase intention. An interesting finding in this study is that the attitude of respondents, who are mostly young people, does not affect purchasing halal cosmetics, they assume that many cosmetics are branded halal, but not all of them are officially certified by the halal guarantee agency (MUI). According to Budiman (2012), women's attitudes tend to be determined by the environment. Therefore, her involvement in buying halal cosmetics is more influenced by the environment because current social life forms a high emotional appeal. In addition, Cosmetic equipment materials such as brushes, puffs and imitation eyelashes often contain non-halal ingredients such as sea hair because they produce a smooth texture. This condition forces consumers to accept whatever condition the cosmetics are used in, whether halal or non-halal because the equipment used for application is not halal. Considering that cosmetic products in general have a high level of risk, consumers are more careful before choosing a product brand. The confidence that consumers have in a halal cosmetic product is only made aware of what they know so that when consumers get more information and are accompanied by strong evidence, they can change their beliefs, views, and even attitudes towards the product.

According to Simamora (2002), attitude is an assessment that the affective system could generate in the form of emotions, feelings, moods, and immediate and direct responses to certain stimulation. If consumers' emotions, feelings, and moods are favorable, they are more likely to purchase a product or service. This is like a cosmetic trend that develops in young people through online shopping offering cosmetic variances that can quickly beautify themselves so that they will play a role in changing consumer confidence in a halal cosmetic product.

The Influence of Subjective Norms on Purchase Intention

The research results show that the Subjective Norm has a significant influence on the Purchase Intention of Halal Cosmetic Products. This is in accordance with research conducted by (Arbak et al., 2019; Arifani & Haryanto, 2018; Memon et al., 2020; Tarkiainen & Sundqvist, 2005) which explains that friends or family are the closest people who are often asked for advice before making a purchase decision and can also motivate someone to intend to buy a product. This is

in accordance with the respondents in this study, most of whom are young people who are very familiar with social media to interact and exchange information about the development of new halal cosmetics. Therefore, it is very natural that they have good product knowledge of halal cosmetics both from within and outside the country. The most well-known halal cosmetic brands are the Wardah brand as much as 33% and the Emina brand as much as 11%, the rest are other brands. They choose halal cosmetics after receiving information and encouragement from their family and close friends who already have experience so marketer stimuli are not the dominant element. This is also due to the use of cosmetics having a great risk of a person's skin sensitivity.

The Influence of Perceived Behavioral Control on Purchase Intention

The results of the study show that the Perceived Behavioral Control variable has a significant influence on the Purchase Intention of Halal Cosmetic Products. This is in accordance with research conducted by (Ahmad et al., 2015; Awan et al., 2015; Kudeshia & Kumar, 2017; Mukhtar & Butt, 2012) who explained that the main basis for an individual to intend to buy halal cosmetics is based on a belief or belief in the value of the halal cosmetic product. The driving factor in building this belief can be obtained from observing the experiences of others who have used these cosmetics as well as marketing communication/promotional activities for Halal cosmetics which are currently circulating in the community, both from within the country and abroad. This can increase individual feelings to buy behavior. According to (Ajzen, 2006) individuals who see numerous supportive circumstances and few restricting variables to be able to accomplish an activity are more likely to regard themselves as easy to perform the behavior. On the other side, the fewer individuals believe that there are few supportive reasons and numerous inhibitory variables to doing a behavior, the more difficult the individual perceives themselves to be in performing the conduct.

Conclusion

From the results of data analysis, this study concluded that personal attitude, subjective norms, and perceived behavioral control simultaneously influenced the purchase intention. This study only approved two hypotheses which are subjective norm variable and perceived behavioral control partially have a significant influence on purchase intention of halal cosmetic products. Whereas personal attitude does not influence purchase intention partially.

From the results of this study, there are several limitations, including 1) dissemination of online questionnaires has not been able to capture respondents optimally; 2) have not been able to do in-depth interviews to explore why the variable has an effect or not.

Therefore, it is recommended for further researchers to develop: 1) research variable is not only based on TPB but the influence of the marketing mix is mainly promotion which strongly encourages consumers' purchase intentions; 2) analyzing the determinants of TPB through the role of the religiosity variable.

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