

Intention to Purchase Halal Cosmetic Products in an Islamic Pakistani Culture

Zahid Hussain

Department of Business Administration, Shaheed Benazir Bhutto University, Pakistan
zahidhussain9341@gmail.com

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Abstract

The purpose of this study is to determine the impact of Muslim customers' purchases of halal cosmetic products in Pakistan. Multiple linear regressions were used in this study. The data was collected from 223 Muslims who were all over the age of 18. Product quality, religious belief, halal awareness, personal societal perception, and halal certification were five of the six hypotheses tested. Results were found to have a significant impact on customer intentions to buy halal cosmetic products in Pakistan. According to the findings, customers' intentions to purchase halal cosmetics are influenced by brand perception. According to the findings of this study, halal certification is the most important factor influencing customer intentions to buy halal cosmetics.

Keywords: Halal Products; Halal Certification; Purchase Intention

INTRODUCTION

"Halal" refers to what Muslims consider to be permissible or acceptable, whereas "haram" refers to what Muslims consider to be prohibited (Eliasi et al., 2008). Between halal and haram, Islamic food products can be divided into nine categories. It is critical for Muslim customers to understand the product categories that they buy and use (Arifin et al., 2009). The concept of halal has become widely accepted and practiced in Pakistani society, particularly among Muslims. Halal, according to sharia, refers to anything that is good and clean and is eaten or consumed by humans. Cosmetics are not legal because they use substances that are prohibited by Islam in the manufacturing process (Ahmed et al., 2017).

Due to the increased demand for personal grooming and trending beauty products that adhere to religious loyalties, the concept of halal in Pak Halal cosmetics has seen significant adoption among Muslim consumers. Fragrances, personal care

products for personal hygiene, colored cosmetics such as lipsticks and lip balms, and skin care products such as rejuvenating creams, moisturizers, and lotions are all part of the product line.

Due to an increase in demand for halal cosmetic products globally, particularly in Muslim-dominated regions such as Malaysia, Pakistan, Turkey, Indonesia, and others, the halal cosmetics market has expanded its product base to prominently enter the cosmetics market by 2021.

The rising awareness of Muslims around the world has had a significant impact on the cosmetics industry. Statista (2013) estimates that Muslims spend around 46 billion dollars on cosmetics globally. By 2018, that figure had risen to 64 billion dollars, accounting for 8% of global cosmetics spending. This ratio increased to 73 billion in 2019, marking up over 8.2% of global expenditure, and is expected to reach 95 billion by 2024 (Statista., 2019). A significant portion of this will go to the halal segment.

For this reason, it is necessary to investigate the factors that influence consumers' willingness to purchase halal products. Previous research has not yet yielded a complete list of variables that influence the intention to purchase halal products. In this study, brand perception, product quality, religious belief, halal awareness, personal societal perception, and halal certification variables are all predicted to influence a consumer's intention to purchase halal products.

LITERATURE REVIEW

The Influence of Brand Perception on Halal Cosmetic Purchase Intention

A brand is formed by the consumers' perceptions and experiences, a wise and conscious shopper will only purchase brands that he is familiar with and find appealing. According to McDonald et al, (2010), Even if consumers want to buy a specific product, brand recognition will still be the most important and influential factor in making a purchase decision,

When a customer decides to buy a product, the brand will add value to the product in the customer's mind and create a positive image of the product in comparison to competing brands. It allows customers to choose which product they want to buy and how much they want to pay for it. If a product has a good brand, it will develop a positive and long-term relationship with customers, increasing loyalty and resulting in future purchases (Tariq et al., 2013). Consumers interpret brand perception as a product that is well-known, has a reliable brand, and is of high quality. As a result, the following hypothesis is proposed:

H1: Brand perception influences halal cosmetic purchase intention

The Influence of Product Quality on Halal Cosmetic Purchase Intention

When it comes to determining purchase intent, product quality is a key factor. It is a continuous improvement process in which continuous changes improve product performance and, as a result, customer satisfaction (Tariq et al., 2013). A study by Rao et al., (2011) showed that product quality is defined as the ability to comprehend and measure the needs of customers. Purchase attention is the changes made to a product by the customer after it has been used. According to Tsiotsou et al. (2008), higher quality products result in higher purchase intentions for lower quality products. According to Newberry et al. (2013), product quality is interpreted as a superior product when compared to similar products offered by competitors.

H2: Product quality influences halal cosmetic purchase intention

The Influence of Personal Societal Perceptions on Halal Cosmetic Product Purchase Intention

The main focus of a person's behavioral control is their personal and societal perceptions (Awan et al., 2014). Furthermore, a person's control over his behavior is limited by his personal and societal perception (Karijin et al., 2007). According to Kardes, Croneley et al., 2010), even if the customer does not make a purchase, they will almost certainly be exposed to marketing information in the form of advertisements, product information on packages, opinions from friends or family members, and brand symbols on almost everything. All consumer activities, including the purchase, use, and disposal of goods or services, are associated with the consumers' emotional, mental, and behavioral responses that precede, determine, or follow these activities. The study is very complicated because different consumers may have different reactions to the same product. As a result, it's possible to hypothesize that:

H3: Personal societal perception influences halal cosmetic product purchase intention

The Impact of Religious Beliefs on Halal Product Purchase Intentions

Recent studies have highlighted that religion has been identified as one of the most important and major determinants of consumer behavior. In fact, religion has an impact on people's consumption habits due to their lifestyles and various religious backgrounds, which either encourage or discourage people from engaging in certain behaviors (Afendi et al., 2014). As a result, religion is a universal cultural aspect that has a significant impact on attitudes, values, and behavior. According to Aiedah et al. (2015), religion was found to have a significant impact on Muslim consumers' intention to consume halal cosmetic products. Their findings showed that religion is the most important factor. According to the author, halal consumption is a religious obligation in Islam, and that moderates or people with a high level of

religiosity consume more halal cosmetics in their daily lives. Consumers' actions and behavior in purchasing halal products are strongly influenced by their religious beliefs (Weaver et al., 2000).

H4: Religious beliefs influence halal product purchase intentions

The Influence of Halal Awareness on Halal Cosmetic Product Purchase Intentions

Halal awareness is the act of being concerned about something that is permissible in Islam (Noor Kamal & Mohammed, 2016). The term "halal" is used in Islam to describe something that is permissible or acceptable to Muslims under Sharia Law (Shaari et al., 2016). Halal awareness contributes significantly to the consumer's purchase intention (Kamal et al., 2016). Consumer awareness of halal issues has a significant impact on purchase intent (Kamal et al., 2016). When testing a product, Muslims should know how to distinguish between halal and non-halal ingredients (Yunus et al., 2014). People nowadays are more concerned and cautious when making purchases as consumers (Ramadania et al., 2018). Consumers pay interest when they buy a product, but the most important aspect before they buy it is that they know what they're buying.

The term "awareness" refers to a person's perception and cognitive response to a situation or event (Machali et al., 2015). Awareness encompasses not only comprehension but also the ability to be aware, feel, and perceive (Ramadania et al., 2018). People are becoming increasingly concerned about their products. It could be anything from hygienic to halal, content, and so on. Furthermore, people's perceptions of products have a significant impact on halal and green products. These two factors can raise product awareness, resulting in the effects of purchase intention. A consumer's purchase intention can be influenced by halal awareness. The research of halal awareness is supported by Aziz et al., (2013), who found that halal awareness has a positive relationship with purchase intention. Furthermore, halal awareness influences consumer behavior when it comes to purchasing halal products (Zakaria et al., 2016). Reports in research also accepted that Halal awareness has also been shown to have a positive impact on purchase intent. Al-hajla (2017) shows that there is a significant positive relationship between consumer knowledge and purchase intention, as when consumers learn about halal products, they are more likely to buy them. Muslims who have a high level of intrinsic awareness will take the time to better understand the concept of halal (Hasibuan, Nasution & Anggraini., 2017).

H5: Halal awareness influences halal cosmetic product purchase intention

The Influence of Halal Certification on Halal Cosmetic Products Purchase Intention

Halal certification and logos on products are used by producers and marketers to inform and persuade their customers that the products they sell are halal and

comply with Islamic law (Shafie et al., 2006). The halal logo is crucial in enticing Muslim customers to purchase Halal products. In most cases, the halal logo suffices to demonstrate that consumer products meet Islamic standards. However, there have been instances where prohibited elements have been used in the products of certain manufacturers (Omar KM et al., 2012). Customers may be more likely to purchase Halal certified products if they see the Halal logo. Muslim consumers are increasingly demanding halal product certification, so producers must provide certified halal products. Halal certificates on halal products are an important factor in product purchasing decisions (Awan et al., 2014).

H6: Halal certification influences halal cosmetic product purchase intention

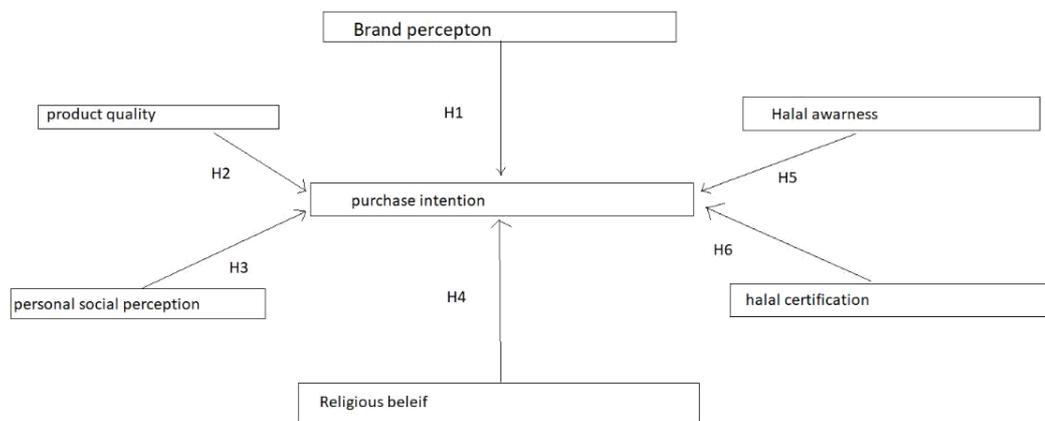


Figure 1. Model of Analysis

Source: Author, 2022

RESEARCH METHOD

This study takes a quantitative approach, relying on surveys to collect data. In this study, there were 211 participants, all of whom were Muslims and at least 18 years old. The sample was chosen using a technique known as purposive sampling. Multiple linear regression, as well as validity and reliability, were used in this study's data analysis. There are six independent variables in this study: brand perception, product quality, personal societal perception, religious belief, halal awareness, and halal certification; and one dependent variable: the intention to purchase halal products. Table 1 shows the indicators for these variables.

Table 1. Research Indicators

Variables	Indicators	Sources
Purchase Intention	a. In the coming month, I intend to purchase Halal products	Lada et al., (2012)
	b. In the future, I'm more likely to choose Halal products	
	c. I will choose Halal products	Alam et al., (2011)
	d. I would make a special effort to buy Halal Products	
	e. I will suggest my friends to purchase Halal Products	Aziz et al., (2014)
Brand perception	a. The Halal brand is well-known among the general public.	Aziz et al., (2013)
	b. The Halal brand is a reliable source of food.	
	c. Providing advantages in purchasing products that aren't available from competitors	
Product quality	a. A halal product is one that is of high quality.	Jones (2000)
	b. Halal products that have good quality.	
	c. Halal products that have an attractive appearance.	
Personal societal perception	a. Consumers' social pressure to buy halal products	Awan et al., (2014)
	b. Halal products are easy to find the market.	
	c. Make an effort to obtain halal products.	
	d. Buying halal products has a positive public perception.	
	e. The belief that halal products lead to good attitude	
	f. Halal products are preferred because they are socially acceptable.	

Religious Beliefs	<ul style="list-style-type: none"> a. Halal products are preferred by consumers due to their religious b. Choose halal products because they are healthier products c. Buy halal products based on religious advice. d. Avoid purchasing products that are considered market. 	Awan et al.,(2012)
Halal Awareness are purchasing is halal.	<ul style="list-style-type: none"> a. It is the responsibility of the consumer to ensure that the product they b. Consumers must make certain that the products they purchase are made of halal materials. c. The customer must ensure that he or she has sufficient knowledge of the product before making a purchase decision. 	Awan et al., (2014)
Halal Certification customers that a product is halal.	<ul style="list-style-type: none"> a. Manufacturers' use of halal certification and logos can persuade customers that a product is halal. b. Halal-certified products are in high demand among consumers. c. Halal certification can help improve a product's marketability. d. When compared to non-halal products, the halal logo has more appeal. e. Consumers are aware that some products are marked with halal logos that are not authentic. 	Awan et al., (2014)

Source: Author, 2022

Male respondents accounted for 132 (383%) of the total, while female respondents accounted for 61.7 percent. The validity test revealed a correlation value of > 0.5 between each item score on each variable, and the reliability test revealed a cronbach alpha value of > 0.6 for each variable, indicating that the validity and reliability of this study are fulfilled.

Table 2 shows the results of testing the six hypotheses in this study. Table 2 shows that five hypotheses, including H2, H3, H4, H5, and H6, are supported. The significance of 0.05 and the value of $t > 1.96$ indicate this. Meanwhile, because H1 has a t value of 0.314 and a significance of 0.754, it is not supported. According to Table 2, the halal awareness variable has the highest standardized beta value of 0.582 when compared to the other independent variables, implying that the halal awareness variable has a dominant influence on consumers' intention to buy halal products.

Table 2. Results of Hypothesis Testing

Relationship	Un- standardized	Standardized Beta	t value	Sig.	Conclusion
Between					
Brand perception	0.024	0.011	0.214	0.754	Not accepted
Purchase intention					
Product quality	0.237	0.078	2.071	0.040*	Accepted
Purchase intention					
Personal societal	0.156	0.153	3.632	0.000*	Accepted
Perception					
Purchase intention					
Religious belief	0.213	0.152	3.445	0.001*	Accepted
Purchase intention					
Halal awareness	0.612	0.543	12.211	0.000*	Accepted
Purchase intention					
Halal certification	0.176	0.120	3.031	0.002*	Accepted
Purchase intention					

. *Sig. with $\alpha = 5\%$

Source: Author, 2022

RESULTS AND DISCUSSION

The first hypothesis test revealed that brand perception has no bearing on purchase intent. The findings of this study contradict those of Attaman and Ulengin (2003) and Aziz and Chok (2013), who found that brand perception influences the intention to buy halal products. Although brand perception can theoretically describe customer expectations for products promised by producers, the findings of this study show otherwise. This indicates that a consumer's intention to purchase halal products is not based on their perception of the brand, as brand perception are not directly related to halal product purchase intentions. They understand that

consuming halal products is a must for a Muslim. They are under no obligation to consider the brand of the product they will purchase.

The second hypothesis, that product quality affects the desire to purchase halal products, is accepted. The findings of this study corroborate those of Aziz and Chok (2013) and Mutmainah (2013) (2018). When it comes to purchasing halal products, consumers consider product quality and appearance. According to the sales concept, quality products are those that have good performance and are innovative, and can influence consumers' purchasing decisions (Kotler & Keller, 2016). Consumers consider product quality when deciding whether or not to purchase halal products.

The third hypothesis was found to be supported by the data processing results, implying that personal societal perception influenced purchase intention. This study's findings are in line with those of Vermeir et al., (2007), Lada et al., (2009), Awan et al., (2014), Ansari and Mohammed (2015), and Elseidi (2018), who found that personal societal perception is a predictor of purchase intention. Attitude factors, subjective norms, and perceived behavioral control are all part of personal societal perception. Attitude factors, subjective norms, and perceived behavioral control are all part of personal societal perception. The positive attitude of the majority of the population is Muslim, and the existence of subjective norms, as well as control of this behavior, can be a factor for individuals to do or not do certain things, particularly behavior in consuming halal products, because consumers can assess existing social pressures in him to do or not do a certain behavior, because subjective norms allow consumers to assess existing social pressures in him to do or not do a certain behavior. It can be concluded that when people consume halal products, they have a positive impact on the environment (community).

The fourth hypothesis, that religious beliefs influence consumers' willingness to purchase halal products, is supported. Weaver and Eagle (2002), Mukhtar and Butt (2012), Awan et al. (2014), Ansari and Mohammed (2015), Syukur and Nimsai (2018), and Mutmainah (2018) all found similar results (2018). Religion has the power to set behavioral standards, which can influence consumers' willingness to purchase halal products. Because most Muslims consume halal products based on the Qur'an and Hadith, religious beliefs have an impact on consumers' purchase intentions for halal products. The *makruh* (doubt) of consuming a product is avoided by the majority of Muslim consumers.

Consumer purchase intentions for halal products are influenced by halal awareness, according to data analysis. As a result, the fifth hypothesis has been accepted. The findings of this study are consistent with those of Ansari and Mohammed (2015), Syukur and Nimsai (2018), and Mutmainah (2018). Muslims' understanding of the importance of consuming products is the foundation for their purchasing decisions. In this study, the halal awareness variable has a strong

influence on consumer intentions to buy halal products. Muslims have been taught to use halal products since they were children, and this awareness of the need to consume halal products has become ingrained in their minds.

The study's sixth hypothesis is supported, implying that consumers' perceptions of halal certification influence their willingness to buy halal products. The findings of this study agree with those of Awan et al., (2014) and Mutmainah (2018). Who found that halal certification has an impact on purchase intent. Because halal certification is used as a guarantee for Muslim communities in meeting their consumption needs, it is a deciding factor for Muslims to consume halal products. This indicates that a product's halal certification is required for Muslim customers.

CONCLUSION

The product quality, personal societal perception religious belief, halal awareness, and halal certification all influence consumer intent to purchase halal products. This indicates that both internal and external factors influence the desire to purchase halal products. Internal factors within a Muslim, as well as external factors from the product provider and external factors from the surrounding community, influence a Muslim's decision to buy halal products. As a result, businesspeople that provide products in the form of goods and services should pay attention to and continue to improve the quality of their products, aiming for halal certification, because public awareness of halal products is high. Producers of halal products should always follow the Quran and hadith guidelines in the manufacturing process, especially if they are targeting Muslim-majority areas. Further research is expected to look into the effects of consumer purchasing intentions on halal products. It is also suggested that more research be done on millennial respondents, given the large number of Muslims in this generation who are likely to become a target market for halal products.

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