

IS HALAL A PRIORITY IN PURCHASING COSMETICS IN MALAYSIA AMONG MUSLIM MALAYSIAN WOMEN?

KAMALJEET KAUR*¹,
SYUHAILY OSMAN²,
SUKJEET KAUR³,
JASPAL SINGH⁴

ABSTRACT

This study is to investigate if the Malaysian Muslim women considers halal as an important attribute during the purchase of cosmetics. A total of 265 valid questionnaires were used to run to collect data via self-administrative questionnaires. A mall-intercept technique was used to carry out the survey. The data collection were collected in the two largest shopping mall surrounding Putrajaya which are Alamanda shopping Centre and the IOI City Shopping Mall. Results showed that halal was not the ultimate priority during the purchase of cosmetics by Malaysian Muslim women. This finding post for future researchers to further understand why halal is not taken as an utmost priority. Qualitative study using focus group or interviews would be deemed an effective method to understand the purchasing behavior of Malaysian Muslim women.

Keywords: Halal, Cosmetics, Malaysian Muslim Women, Brand, Quality

1.0 INTRODUCTION

Women in Malaysia are regarded as the most significant indicator of social transformation and development in society. As their position increases in society, women's economic options and resources increase. This means that the women are able to directly drive the consumer spending engine in Malaysia.

The growing market size of Muslim populations internationally which in 2015, was estimated at 1.8 billion (PEW Research, 2017), is making up about 23% of the world population. Thus is expected to create opportunities for the halal cosmetics and personal care industry. The rising economic power of Muslim countries have also influenced higher spending on beauty and personal goods (Norafni et al., 2013). Malaysia a predominately a Muslim country with a population of more than 60% Muslims provides a huge lucrative market for the Halal cosmetics manufacturers in Malaysia and the mainstream cosmetic industry players.

The wave of globalization including widespread of technology, media and travels and social interaction of working women has made Malaysian women more updated in the fashion sense. A study by Roslani (2012) conducted in Malaysia revealed that, three-quarter of the respondents in the study admitted to indulge in shopping therapy and spend on average RM180 each month on shopping or 17% of their monthly income. Malaysian working women with stronger financial freedom and the desire to look good (Kamaljeet, Syuhaily and Maziha, 2014) has been a strong catalyze of the cosmetic and toiletries industry.

In the purchase of cosmetic products various attributes are taken into consideration. The quality of the cosmetic products, brand name, application, pricing, packaging and most importantly the Halal certification for Muslim women. The Islamic concept of al – Halal and al – Haram which explains that Islamic legislatives which governs the ever aspect of Muslim Ummah including speaking, dressing, self-caring, dietary and business activities (Muhammad, Irfan and Tooba, 2015).

Although the Halal cosmetics craze has been on the rise for the past few years, there are lack of literature in this field. Despite the potentials of this industry, consumers are not exposed sufficiently to halal brands, with relatively low level of responsiveness towards halal cosmetic products (Rajagopal et al., 2011). Halal issues within the sector remains minor concern among consumers as compared to food consumption. Hence, an understanding of how halal cosmetic brands is pertinent and should be explored further as this could facilitate marketers strategize the marketing of their products effectively.

Therefore, the objective of this study, is to analyze the decision making criteria of Muslim Malaysian women in the purchase of cosmetics. What are the important criteria's or attributes in the cosmetic products during the purchase. Is halal the certificate or label the paramount during the purchase of Malaysian Muslim women?

2.0 LITERATURE REVIEW

2.1 Cosmetic consumption in Malaysia

The recent economic slowdown in Malaysia has affected the spending patterns of Malaysians. In 2016, Malaysia recorded only a 4% GDP growth, which was comparatively lower to 2015. The rising cost of living, has a negatively affected the beauty and personal care purchases among Malaysians (Euronmonitor, 2016). Consumers are beginning to save on their purchases or switch to cheaper alternatives. Thus, a common strategy adopted by most of the manufacturers and retailers in the beauty and personal care is by giving price discounts and promotional activities to ensure greater sales volume.

For example, local retailers such Guardian, Watsons and a few of the personal label brands are offering bundle purchases and discounts to attract sales, in order to have the cash flow for business sustainability purpose according to industry reports (Euromonitor, 2016). Consumers who purchases more than two or three items in one purchases are given higher percentage of discounts. Foreign international brands like Procter and Gamble, Unilever, L'Oreal and Colgate-Palmolive continues to dominate the market share of beauty and personal care in Malaysia in the year 2016 (Euromonitor, 2016).

A report by the Department of Commerce, United States of America on the exports of cosmetics products to Asian countries shows a growing demand from Malaysia. Table 1 summarizes three years of U.S. exports to these markets, which have grown across the region by an average annual rate of 6% over the last five years, even during the global downturn of 2011-2012 (Trade Policy Information, 2016). Despite Malaysian government's effort in developing the halal industry including halal cosmetic industry for the past 30 years (Patton, 2009), the imports of cosmetic products in Malaysia is still growing steadily not only from the United States of America, but from Thailand, Indonesia, Singapore, Japan and Korea.

Table 1: Summary of United States of America exports to the Asia Countries (USD)

| Countries | 2013 | 2014 | 2015 | 5 Year CAGR | 3 Year Growth |
|-------------|----------------|-----------------|-----------------|-------------|---------------|
| Hong Kong | \$528,831,000 | \$521,959,000 | \$516,669,000 | NA | -2% |
| Japan | \$568,489,269 | \$519,891,675 | \$491,176,604 | -1% | -14% |
| South Korea | \$424,921,167 | \$489,771,533 | \$487,148,249 | 4% | 15% |
| China | \$324,183,216 | \$336,578,269 | \$392,606,007 | 15% | 21% |
| Singapore | \$313,969,980 | \$324,815,120 | \$340,553,935 | 6% | 8% |
| Thailand | \$75,207,022 | \$86,657,330 | \$80,417,978 | 2% | 7% |
| Malaysia | \$63,298,633 | \$71,122,679 | \$78,917,998 | 9% | 25% |
| Philippines | \$52,876,097 | \$60,813,319 | \$56,935,354 | 8% | 8% |
| Vietnam | \$40,108,841 | \$52,840,162 | \$53,481,224 | 11% | 33% |
| India | \$49,084,035 | \$55,636,277 | \$53,771,347 | 0% | 10% |
| Australia | \$19,414,099 | \$29,362,407 | \$31,398,239 | 9% | 62% |
| Total | \$2,051,018,94 | \$2,157,192,939 | \$2,197,349,243 | 6% | 7% |

Source: Trade Policy Information System (TPIS) 2016

These multinational players managed to gain strong sales share in Malaysia due to a strong brand reputation established both internationally and locally. Beauty and personal care in Malaysia is anticipated to record relatively slow growth over the forecast period of 2016 and 2017 (Euromonitor, 2016). The external economic environment in Malaysia is expected to regain momentum at a relatively slow pace due to the further rising costs of living as a result of the further removal of subsidies from the government. Malaysian consumers are likely to continue to spend cautiously, and are therefore predicted to purchase mostly during the sales period or look for cheaper alternatives such as refill packs.

The trend of imports of cosmetics from Table 1, does not reflect the consumption or a correlation of the halal cosmetics trends in Malaysia. Although literature shows the consumption of halal cosmetics is increasing the momentum in terms of demand but the import of cosmetics from the United States is also on the increase. Therefore, the study would like to identify attributes of cosmetics which is important during a purchase of cosmetics.

2.2 Halal cosmetics

Malaysia is a platform for a huge lucrative market for the Halal cosmetics manufacturers and the mainstream cosmetic industry players. The faith-based new wave is reflected in the recent change in the global scenario. Muslims consumers which consist of nearly 23% of the world population is starting to push the mainstream cosmetic industry to in complying their Shariah-compliant products (Swidi, 2010). Thus increasing the number of Halal cosmetics manufacturers producing a wide array of Halal cosmetics, which meets the demand of fast growing number of Muslim population globally.

Recognizing these prospects, the Malaysian government has identified halal as a strategic theme for the Malaysian economy, and boosting the industry in various aspects. Nearly a quarter of the world's population are Muslims and the global halal business, estimated by a Malaysian research company is to be worth USD 635 a year, and has expanded from Islamic countries to Western nations with fast growing Muslim populations, according to the Halal Media Journal (26th September 2010). Interestingly the beauty and cosmetics industry is expected to increase globally by 8.5 % by 2014, according to recent report from Euro Monitor International, representing one of the few markets that continue to grow despite of the global crisis.

Malaysian made Halal cosmetics have been available for about 30 years, but only witnessed a marginal growth in recent years to reach 10-20% of the total market. Few Malaysian made Halal cosmetics brands are available in the Malaysian market, such as Unza's Safi which was introduced in 1985 and Zaitun group which was the pioneer manufacturer and market leader of Halal Cosmetics and captures a huge market share (Patton, D., 2009). The Malaysian halal cosmetics sector is estimated to be 3 billion ringgit (\$726 million) out of the country's overall cosmetics market of \$1.72 billion in 2015 (Cochrane, 2017).

The growth is very much attributed by the spurring growth of the private label brands of halal cosmetics, which is easily available due to the easily available of original equipment manufacturer (OEM) at very competitive prices. The OEM industry offers the halal certification process and assist the private label manufacturers to register the halal certification on their labels.

The growing demand for halal cosmetics has led local firms such as Wipro Unza (Malaysia) Sdn Bhd., Southern Lion Sdn. Bhd., and SimplySiti Sdn. Bhd. to get halal certification. A report in the Salaamgateway the largest website directory for halal products, multinationals companies such as Johnson & Johnson Sdn. Bhd. and Colgate-Palmolive's toothpaste and mouthwash brands have followed suit, and Japan's Shiseido Company has certified 28 halal products under its Za brand. South Korea's Talent Cosmetic Co. became the first Korean company to be halal-certified in Malaysia: 147 out of its 550 cosmetic products are now halal (Cochrane, 2017).

Manufacturers in the beauty and cosmetics industry are eager to produce halal cosmetics and toiletries in the race to grab a piece of this lucrative market. However despite the global rush to manufacture more halal compliance cosmetic products and getting it halal certified, this advent is nothing new as far as the Malaysian market is concerned. Halal cosmetics have been available in Malaysia for about 30 years but it is only now seeing strong growth particularly in recent years contributing to approximately 10 to 20 percent of the total local cosmetics market (The *Halal Journal*, 2016).

Lutfie et al. (2015) posit Indonesian Muslim women are very concern on the Halal certification of the product in the decision making process but product quality remains an important criteria. Similarly, a research by Muhammad et al. (2015) on purchase intention towards halal cosmetics and personal care products in Pakistan showed that halal logo, religious beliefs and halal certifications significantly influences the halal purchase intention.

This study would like to seek if halal is an important attribute in the purchase of cosmetics in the context of Malaysian Muslim women.

2.3 Cosmetics attributes

In Malaysia, the cosmetic must specify the compositions of the product's ingredients. This guideline is prepared by the Cosmetic Technical Working Group (CTWG), comprising of the National Pharmaceutical Control Bureau (NPCB) and representatives from the cosmetic industry in Malaysia. The Guidelines for Control of Cosmetic Products in Malaysia is prepared in accordance to the ASEAN Cosmetic Directive (National Pharmaceutical Regulatory Agency, 2016)

There has been limited comprehensive study to specially identify the image dimensions of cosmetic product attributes. Table 2 summarizes recent studies which have studied the attributes sought by consumers in their purchase of cosmetics in recent years. Hence based on literature, the following attributes to is selected for the purpose of the study:

Table 2: Summary of recent studies on cosmetic attributes

| Attributes | Literature |
|---|-----------------------------------|
| Packaging | Ahaiwe & Ndubuisi (2015) |
| Peer influence | Ansari & Mohammed (2015) |
| Halal | Muhamad, Irfan & Tooba (2015) |
| Halal and product quality | Lutfie, Erdita, Osa & Dini (2015) |
| Celebrity endorsement | Munasinghe & Weerasiri (2016) |
| Brand loyalty, brand name, product quality, price, feature design, store environment, promotion and service quality | Alhedhaif et al. (2016) |
| Celebrity endorsement, product packaging, brand image, price fairness, and perceived quality | Chin and Siti (2017) |

For the purpose of this study, the attributes which are selected for the attributes of cosmetics are namely packaging, peer influence, celebrity endorsement, brand, product quality, price, feature design (application), halal certification (logo) and promotion. The store environment and service quality is omitted from the study, as there are many consumers are purchasing their cosmetic products via online using the electronic commerce platform.

3.0 RESEARCH METHODOLOGY

In this study, primary data was collected through self-administrative questionnaire. The research tool used is Likert Scale and the statistical tool used is frequency and descriptive analysis using IBM SPSS software version 21. A mall-intercept technique was used to carry out the survey. The data collection were collected in the two largest shopping mall surrounding Putrajaya which are Alamanda shopping Centre and the IOI City Shopping Mall. Reason being is that the highest number of Muslim women in Malaysia are working with the government related agencies (Gracia et al., 2015) which is located in Putrajaya, the administrative capital of Malaysia. Two screening questions were asked to the respondents that were selected via purposive sampling procedure; 1) Are you a Muslim women. 2) Have you ever purchased cosmetics?

A total of 300 questionnaires were distributed but only 265 questionnaires were valid for further analysis. The 35 invalid questionnaires were considered unusable because they were incomplete. The research instrument, was based on previous literature

on the important attributes consumers seek in the purchase of cosmetics in Malaysia (as shown in Table 2). The respondents were asked to select the top three most important attribute when purchasing cosmetics.

4.0 DATA ANALYSIS AND DISCUSSION

The details of the respondents are presented in Table 3. The study indicated that the highest number of the respondents were in the lesser than 25 years age group (41.5%), and respondents in between the age of 25 years and above but below 30 and 30 and above both consist 29.1% and 29.4% respectively.

Table 3: Respondents' Demographic Profile

| Variable | Frequency (N=265) | Percentage (%) |
|---------------------------|-------------------|----------------|
| Race | | |
| Malay | 265 | 100% |
| Age | | |
| Less than 25 years | 110 | 41.5 |
| 25 – 30 years | 77 | 29.1 |
| Above 31 years | 78 | 29.4 |
| Marital Status | | |
| Single | 145 | 54.7 |
| Married with children | 108 | 40.8 |
| Married without children | 11 | 4.2 |
| Divorced | 1 | 0.4 |
| Level of Education | | |
| SPM or less | 42 | 15.8 |
| STPM | 21 | 7.9 |
| Certificate/Diploma | 67 | 25.3 |
| Degree | 108 | 40.8 |
| Postgraduate | 27 | 10.2 |
| Monthly Income | | |
| Below RM1,000 | 61 | 23.0 |
| RM1,000 – RM2,999 | 119 | 44.9 |
| RM3,000 –RM4,999 | 55 | 20.8 |
| RM5,000 – RM6,999 | 14 | 5.3 |
| RM7,000 – RM9,999 | 14 | 5.3 |
| RM10,000 above | 2 | 0.8 |

From the total respondents of Muslim women, 54.7 % were single and 40.8% were married with children and 4.2% were married without children. With respect to the level of education, 40.8% of the respondents were degree holders, followed by diploma holders (25.3%), SPM or lesser (15.8%) and the rest were postgraduate and STPM holders. According to the level of income, the respondents with income ranging from RM1,000 - RM2,999 comprised the largest group (44.9%), followed by those with monthly income within the range of RM3,000 - RM4,999 (20.8 %) and those with income below RM1,000 accounted for 23%.

The respondents were asked how much they spend on a monthly basis in the purchase of cosmetics. Table 4 shows that 41.5% of the respondents RM110 and above on cosmetic products monthly. Followed by 35.8% spending below RM100 monthly. Only 1.2% of the respondents answered of spending RM401 and above. This finding concurs to finding by Roslani (2012) whereby women in Malaysia spend an average of RM180 per month in the consumption of cosmetic products.

Table 4: Average spent of purchasing of cosmetic products monthly

| Variable | Frequency (N=265) | Percentage (%) |
|---------------|-------------------|----------------|
| Amount | | |
| Below RM100 | 95 | 35.8 |
| RM101- RM200 | 110 | 41.5 |
| RM201 – RM300 | 36 | 13.6 |
| RM301 – RM400 | 21 | 7.9 |
| RM401 above | 3 | 1.2 |

Respondents were asked to rank the top three most important attribute during the purchase of cosmetics. Table 5, explains that the most important factor chose during the purchase of was the pricing which is 24.74%. This research findings is similar to the report by Euromonitor (2016) that Malaysian cosmetic users are becoming more price sensitive during the slow economic downturn. Malaysian consumers in general are price sensitive nation and this one of the few factors marketing strategist have to be aware about.

Table 5: Important Attributes during Purchase of Cosmetic Products

| Attributes | Percentage (%) |
|-----------------------|----------------|
| Application | 2.04 |
| Brand | 17.04 |
| Celebrity endorsement | 3.04 |
| Halal | 15.36 |
| Packaging | 2.06 |
| Peer influence | 8.04 |
| Price | 24.74 |
| Product quality | 21.64 |
| Promotion | 6.04 |
| Total | 100 |

The second most important is quality (21.64%), third is brand name (17.04%), and followed by Halal certification (15.36%) and peer influence (8.04%). Malaysian consumers are price sensitive but at the same time seeks for quality products.

Previous research has also noted that quality of the product which is the content or the ingredient of the cosmetic factor is an important influence in purchasing cosmetics (Jihan, Hisham & Musa, 2014). In the same study, the finding showed that halal awareness towards cosmetic is low as “Halal” is not an utmost priority. This also concurs with the study by KasihDia Consulting, which found that the level of awareness of halal cosmetics among the Muslims is still low (Kamaruzaman, 2008). Not all Muslims look for the halal certifications when they purchase products and according to Hunter (2012), majority of consumers will buy products without the halal certifications when there are no alternatives.

Previous literature has been consistent in the relationship of purchase decision and branding. In the context of purchasing behavior of cosmetics, branding is a very important variable. The brand awareness, brand loyalty and brand visibility are some factors which are proven to be important in the purchase of cosmetics (Priyaga & Khrishnaveni, 2015; Alhedhaif et al., 2016; Yee & Mansori, 2016).

In this study, the consumers’ adoption of halal cosmetics is also shaped by social pressure and the opinion of their reference group such as family and friends. Perceived opinion or belief from the closer and important people to the respondents may help them build confidence and gain knowledge on the halal cosmetics attributes. This is not surprising since Malaysia is a Muslim countries, with large local Muslim populations, in which halal products are consumed and more accepted by the societies.

Our findings support this assertion and suggest that the need to improve social standing will drive the young Muslim consumers toward being constantly aware about halal cosmetics products. Ability to convey and reflect a good self-image to others in the social context is particularly important for this generation (Jackson et al. 2011) which is very relevant in the context of countries like Malaysia. Other attributes such as application, celebrity endorsement and packaging and promotion are important but priority to the Malaysian Muslim women during the purchase of cosmetics.

5.0 CONCLUSION

The finding of this study clearly shows that “Halal” is not an utmost priority during the purchase of cosmetics among Malaysian Muslim women. Factors such as price, quality and brand still dominates the mind of consumers during the purchase of cosmetics. This empirical study sheds light to the level halal awareness towards cosmetics is low as “Halal” is not a priority. Whereas, a study by Aziz and Wahab (2014) showed that the quality of the Halal cosmetics is an important criteria in the decision to purchase the product. This mix results calls for greater need to study in this area. Although the growth of the halal cosmetics worldwide is exponential, but the actual halal cosmetics attributes that supports the growth has to be further studied.

Future study should probe more on understanding why halal is not a priority in purchasing cosmetics among Malaysian Muslim women. A qualitative approach using focus group might be suitable to get in-depth reasoning. Similar studies should be expanded to other neighboring Islamic countries such as Indonesia, Brunei or even Pakistan to understand the behavior of Muslim women consumers in those countries.

However, Malaysian made Halal cosmetic manufacturers should incorporate the factors of pricing, quality and branding to capture the Malaysian Muslim women. The Government of Malaysia direction is to be hub of Halal products globally. Therefore, understanding the segment of Malaysian Muslim women is critical before being able to understand Muslim women from other countries.

Reference

- Ahaiwe, E. O. & Ndubuisi, U. (2015). The effect of packaging characteristics on brand preference for cosmetics products in Abia State, Nigeria. *British Journal of Marketing Studies*. Vol.3, No.8, pp.79-90.
- Alhedhaif, S. (2016). Brand Loyalty and Factors Affecting Cosmetics Buying Behavior of Saudi Female Consumers. *Journal of Business Studies Quarterly*. Volume 7, Number 3 ISSN7(3).
- Ansari, N. U., & Mohammed, H. (2015). Factors affecting the intent to purchase halal personal care products: empirical evidence from Pakistan. *International Journal of Islamic Marketing and Branding*. Vol. 1, No. 2, 199–213.
- Aziz NA, Majdina H, Hassan Y, Zulkifly HH, Wahab MSA, Aziz MSA, et al. Assessment of the halal status of respiratory pharmaceutical products in a hospital. *Procedia Soc Behav Sci*. 2014;121:158–65.
- Chin, T.K., & Siti. H.M.H. (2017). Factors Influencing Consumers' Purchase Intention of Cosmetic Products in Malaysia. *International Journal of Business and Innovation*. Vol (3), Issue (1). 1-15.
- Cochrane, P. (2017). Malaysia Halal cosmetics: Looking good at home and stepping out a broad. Available at: www.salaamgateway.com (accessed 4 August 2017)
- Euromonitor International (2016). Beauty Personal Care in Malaysia Market Report 2016. Available at: <http://www.euromonitor.com/beauty-and-personal-care>. Accessed on 5th August 2017.
- Garcia, M., & Martin-onraët, V. (2015). Women's Workforce Participation in Indonesia and Malaysia. Available at <https://elliott.gwu.edu/sites/elliott.gwu.edu/files/Nathan%20Associates%2C%20Inc..pdf> (accessed 4 August 2017)
- Hema, P. & BBakkappa (2012). The influence of culture on cosmetics consumer behaviour, *Journal of Business and Management*. Vol. 3, Iss:4, pp. 41-47
- Holy Quran Translator. Available at <http://www.quranexplorer.com/quran/>. Accessed at 20th August 2017.
- Hunter, M. (2012). The emerging Halal cosmetic and personal care market. *Personal Care*, 37-41.
- Jackson, L. A., Zhao, Y., Witt, E. A., Fitzgerald, H. E., von Eye, A., & Harold, R. (2010). Self-concept, self-esteem, gender, race, and information technology use. *CyberPsychology & Behavior*, 12(4), 437e440.
- Jackson, V., Stool, L., & Brantley, A. (2011). Mall attributes and shopping value: Differences by gender and generational cohort. *Journal of retailing and consumer services*, 18(1), 1-9.
- Jihan, A., Hashim, M., & Musa, R. (2014). Factors Influencing Attitude Towards Halal Cosmetic Among Young Adult Urban Muslim Women: A Focus Group Analysis. *Procedia - Social and Behavioral Sciences*, 130, 129–134. <https://doi.org/10.1016/j.sbspro.2014.04.016>
- Kamaljeet, Kaur, Osman, S., and Maziha, S. (2014). Predicting Working Women Purchasing Behaviour of Malaysian Halal Cosmetic Products by Using Theory of Planned Behaviour. *International Academic Research Journal of Business and Management*. Vol.5, No. 3 (1), 1-7.
- Kamaruzaman, K. A. 2008. Halal cosmetics: Between real concerns and plain ignorance [online] Available at: <http://halaljournal.com> [Accessed 27 November 2016].
- Lada, S., Tanakinjal, G.H. & Amin, H. (2009). Predicting intention to choose halal products using theory of reasoned action. *International Journal of Islamic and Middle Eastern Finance and Management*. 2(1), 66-76.
- Lutfie, H., Puspa, E.P.S., Sharif, O.O., Turipanam, D.A., (2015). Which is more important? Halal label or product quality. 3rd *International Seminar and Conference on Learning Organization*. ISCLC 2015.
- Muhammad, B.M., Irfan, S., & Tooba, A., (2015). Consumer purchase intention towards halal cosmetics and personal care products in Pakistan. *Global Journal of Research in Business & Management*. Vol.1, No.1, 45-53.
- Munasinghe, U., & Weerasiri, S. (2016). Empirical Study on the Impact of Celebrity Endorsement on Purchasing Decision in Cosmetics and Personal Care Products Industry. *University of Kelaniya Sri Lanka, Digital Repository*. Available at: <http://repository.kln.ac.lk/handle/123456789/15527> (accessed 4 August 2017).
- National Pharmaceutical Regulatory Agency (2016). Available at <http://www.npra.moh.gov.my/>. Accessed on 15th August 2017.
- Norafni, F., Zurina, S., Syahidawati, S. (2013). Awareness and Perception Of Muslim Consumers On Non-Food Halal Product. *Journal Of Social And Development Sciences*. 4 (10), 478-487.
- Patton, D. (2009). "Why halal label is critical for major exporters", *Business Daily*, available at : www.bdafrica.com/index.php?option=com_content&task=view&id=2210 (accessed 4 June 2017).
- Pew Research Center. (2017). Retrieved 3 March 2018, from <http://www.pewresearch.org/fact-tank/2015/04/23/why-muslims-are-the-worlds-fastestgrowing-religious-group/>
- Priyanga,P., & Krishnaveni, R. (2013). Perception of women consumer towards branded cosmetics in Nagapattinam District. *International Journal of Science and Research*. Vol (5), Iss (7), 652-654.
- Rajagopal,S. Ramanan,S., Visvanthan, R., and Satapathy, S. (2011). Halal certification: implication for marketers in in UAE. *Journal of Islamic Marketing*, 2(2), 138-153.
- Swidi, A., Wie, C., Mohammad, G.H., Asma, A.H., & Abdul, W.K. (2010). The Mainstream Cosmetics Industry In Malaysia And The Emergence, Growth And Prospects Of Halal Cosmetics. *The Third International Conference On International Studies (Icis 2010)*,. Sintok: Universiti Utara Malaysia.
- The Halal Journal (2016). Available at <http://www.halaljournal.com>. Accessed on 10th September 2016.
- Yee, C.Y., & Mansori, S. (2016). Factor that influences consumers' brand loyalty towards cosmetic products. *Journal of Marketing Management and Consumer Behaviour*. Vol (1),12-29.
- Yeo, B. L., Mohamed, R. H. N., & Muda, M. (2016). A Study of Malaysian Customers Purchase Motivation of Halal Cosmetics Retail Products: Examining Theory of Consumption Value and Customer Satisfaction. *Procedia Economics and Finance*, 37, 176-182.

KAMALJEET KAUR*¹,
*Faculty of Business and Accounting,
Infrastructure University Kuala Lumpur
43000 Jalan Kajang- Serdang,
Selangor, Malaysia*

*Corresponding author: kamaljeet@iukl.edu.my

SYUHAILY OSMAN²,
³*Faculty of Human Ecology,
University Putra Malaysia, UPM,
43400 Serdang, Selangor, Malaysia*

SUKJEET KAUR ³,
³*Faculty of Human Ecology,
University Putra Malaysia, UPM,
43400 Serdang, Selangor, Malaysia*

³*Faculty of Business and Law,
INTI Unversity International Nilai
Nilai 71800
Negeri Sembilan,, Malaysia*

JASPAL SINGH ⁴
⁴*Taylor's Business School ,Taylor's University
Lakeside Campus, 47500 Subang Jaya,
Selangor Darul Ehsan, Malaysia*