
PREDICTOR OF INTENTION IN PURCHASING HALAL SKIN CARE PRODUCTS AMONG USER AND NON-USER

Azreen Jihan Mohd Hashim
Fakulti Ekonomi dan muamlat
Universiti Sains Islam Malaysia (USIM), Malaysia
Email: azreenjihan@usim.edu.my

Rosidah Musa
Faculty of Business Management, Institute of Business Excellence
Universiti Teknologi Mara UiTM, Malaysia
Email: rosidahmusa@salam.uitm.edu.my

Nur Shuhada Kamarudin
Fakulti Ekonomi dan muamlat
Universiti Sains Islam Malaysia (USIM), Malaysia
Email: drnurshuhada@usim.edu.my

Junaidah Abu Seman
Fakulti Ekonomi dan muamlat
Universiti Sains Islam Malaysia (USIM), Malaysia
Email: junaidah@usim.edu.my

Muhamad Azrin Nazri
Fakulti Ekonomi dan muamlat
Universiti Sains Islam Malaysia (USIM), Malaysia
Email: muhdazrin@usim.edu.my

Nur Qamarina Sharom
Fakulti Ekonomi dan muamlat
Universiti Sains Islam Malaysia (USIM), Malaysia
Email: nurqamarina@usim.edu.my

ABSTRACT

This research has shed new light on better understanding of the existing knowledge by incorporating relevant constructs as the predictors of intention such as attitude, subjective norm, and perceived behavior control in a Halal skin care product (compliance with the Muslim Shariah requirement) context, among the users and non-users. The predictors of intention demonstrate there have a positive significant effect in influencing user and non-users to intention to purchase and continue to purchase Halal skin care products, the results delineate that subjective norm has a direct effect on intention and continue purchasing among users and non-users. While, perceived behaviour control has a positive significant effect on intention to purchase and continue to purchase for both users and non-users. Lastly, the study depicted that Attitude has a positive significance on continue/intention to purchase halal skin care products for users and non-users Structural Equation Modeling (SEM) was utilized to test the hypothesized relationships among the constructs, as postulated in the research model.

Keywords: halal, skin care, continue to purchase, intention to purchase.

INTRODUCTION

The Halal economy containing everything from banking and finance to food and beauty products is on the lift. Halal refers to what is allowed or lawful in Islam, and it is applied about food and lifestyle products which include clothing, pharmaceutical items as well as cosmetics and personal care. According to a State of the Global Islamic Economy 2014-2015, the global expenditure of Muslim consumers on Cosmetics and personal care segments reported an increase in exports other than food industry (New Straits Time, 2019). Approximately, the established international brands are now considering adding halal cosmetics and personal attention into their job, as the global market for the segment totals RM695 billion.

RESEARCH BACKGROUND

The understanding of halal cosmetics can be enlightened by comprehending the word halal first. Halal originates from an Arabic word that means “permissible “or “lawful” under Islamic Law (*Syara*’). It refers to Al-Quran and Sunnah (the teachings and exemplary conduct of Prophet Muhammad S.A.W). The term halal explains any entity or action which is allowed to be purchased or applied to the body, according to Islamic law (*Syara*’). The reverse of halal is haram, meaning “forbidden”, which is assigned to anything that is forbidden under Islamic law (*Syara*’s). Muslims globally are opposite daily problems associated with the concept of Halal and Haram, as this concept is not limited to the food products. Halal branding is not a new issue in the halal market despite being still in the early stages for some products (Wilson & Liu, 2011).

قُلْ لَا أَجِدُ فِي مَا أُوحِيَ إِلَيَّ مُحَرَّمًا عَلَى طَاعِمٍ يَطْعَمُهُ إِلَّا أَنْ يَكُونَ مَيْتَةً أَوْ دَمًا مَسْفُوحًا أَوْ لَحْمَ خِنْزِيرٍ فَإِنَّهُ رِجْسٌ أَوْ فِسْقًا أُهِلَّ لِغَيْرِ اللَّهِ بِهِ
"O you who believe! Khmer (all kinds of alcoholic content), gambling, Al*! -Ansaab, and Al*! -Azlaam (arrows for seeking luck or decision) are Rijs of Shaitaan's (Satan) handiwork. So avoid (strictly all) that (abomination) in order that you may be successful." [Surah Al-Ma'idah 5:90]

In brief, halal cosmetic skin care products should not hold any animal substance forbidden to Muslims or are not slaughtered according to sharia law, no hereditary modified organism which is decreed as nags; no alcohol from alcoholic drinks (Khmer); no contamination from *najis* during preparation, processing, manufacturing and storage; and safe for purchasers (MOSTI, 2008). The cosmetic products must have certain qualities that have met the requirements of purchasers in terms of its usage and efficacy.

According to Mir (2010) the concept of halal skin care products should cover all aspects of the management system. Not only focusing on the aspect of production, including sourcing of halal ingredients, but all elements must be accounted for, such as manufacturing process, storage packaging and logistics. In Malaysia, all of these must comply with Malaysian halal standards and procedures (MS 2200: 2008). The formulation and quality of the products must totally comply with the Islamic requirements and follow the requirements of the National Pharmaceutical Control Bureau, Ministry of Health, and Malaysia. In every aspect of halal status, the *toyyiban* aspect must be included. *Toyyiban* is the highest quality aspect of halal. In fact, the halal and *toyyiban* Standard is synonymous with Halal and of very high quality. Therefore, the important elements of *halalan-toyyiban* cosmetic products are clean, pure, nutritious, hygienic and healthy (Aziz, 2012).

Consequently, there is a wide range of cosmetic skin care products and it is safe to say that every woman should have experienced at least once on any of the skin care products. It comes to no surprise that the research area has been getting more attention from researchers or academicians to study and explore the segment and industry in detail. Due to increasing disposable incomes, number of working women, an increased urbanisation, rising figure of women entering the labour force and stronger purchaser purchasing confidence, skin care sales maintained to be the highest categories of cosmetics in the year 2012. As only a handful of studies exist to date, there persists to be a requirement for more investigation of this subject in such areas, such as the roles of cosmetics in women's lives, when and why women have always been interested in cosmetics, and what can be achieved when using it.

PROBLEM STATEMENT

Cosmetic and personal care products should be produced from halal sources (Marzuki & Yahya, 2014). It should meet the requirements of alcohol-free, animal cruelty free and free from pork, pork residue and pork fat, other harmful materials, cleanliness during preparation and handling the materials must comply with the halal standard and to be maintained at all time (Marzuki & Yahya, 2014). Table 1.1 shows the awareness and tradable on halal pharmaceutical and cosmetics.

Table 1.1: Awareness and tradable on Halal pharmaceutical and cosmetics

| Halal market size | Market size US\$bn | Awareness | | Tradable % |
|-------------------|--------------------|-----------|--------|------------|
| | | Range % | Mean % | |
| Food | 632 | 40 - 98 | 56 | 354 |
| Pharmaceuticals | 54 | 24 - 30 | 27 | 15 |
| Cosmetics | 36 | 18 - 22 | 20 | 7 |
| Total | 768 | - | - | 376 |

Sources: Marzuki & Yahya (2014)

It illustrates that cosmetic have the small market size as compared to other sectors; food and pharmaceutical. It only contributed 36 US\$bn, and the result shows the lowest percentage of awareness, which is only 18 to 22 per cent. Besides, according to a survey by the head of KasehDia Consultation, the present level of consciousness on halal skin care products is still low, but it is indeed increasing. Nevertheless, the consciousness to get halal skin care products is prominently rising steadily and the purchasers are ready to purchase the halal cosmetics if the products are available in the market. The survey states that approximately 57.6 per cent of Muslims in Singapore and 37.7 percent Muslims in Indonesia are responsive in getting halal skin care products, and more than half are finding difficulty in searching for halal cosmetics. Halal cosmetic studies are very limited despite the globalised demand in this area which is regarded to grow at a fast pace, and perhaps the current (users) and potential (non-users) customers of halal cosmetic and personal care should be further investigated (Marzuki and Yahya, 2014).thus, this paper, take into consideration to reveal the factors that can influence the predictors of intention which are attitude, subjective norms and perceived behavioral control towards continue and intention to purchase halal skin care that may help the industry to grow bigger.

LITERATURE REVIEW ON PREDICTORS OF INTENTION

ATTITUDE

An attitude is the main vital construct in TPB, it refers to the evaluative effect of positive or negative feeling of individuals in performing a particular behaviour (Fishbein and Ajzen, 1975). Attitude towards the behaviour refer to the individual evaluations being a favorable or unfavorable to perform the behaviour. It is postulated to be the first antecedent of behavioural intention. It is an individual's positive or negative belief about performing a specific behaviour. These beliefs are called behavioural beliefs. An individual will intend to perform a certain behaviour when he or she evaluates it positively. Attitudes factors determined by the individual's beliefs about the impact of performing the behaviour (behavioural beliefs), weighted by his or her evaluation of those consequences (outcome evaluations).

SUBJECTIVE NORMS

Subjective norm has been referred to the person's perception of the social pressure for or against performing the behaviour in question (Ajzen, 1987). In short, subjective norms seems to reflect an individual's perception that most people who are important to him think he should or should not perform the behaviour. TPB holds that subjective norm is a function of beliefs. Beliefs that underlie the subjective norm are called normative beliefs. Thus, if a person believes that the most important referents or individuals to them think that the behaviour should be performed, then the subjective norm should influence the intention of the person to perform the behaviour in question. For instance, if a purchaser believes that others think halal products have a good quality, the purchaser will have more positive intention to purchase these products.

PERCEIVED BEHAVIOURAL CONTROL

Within the context of purchasing halal products, perceived behavioural control associates individual's perception of the convenience of the product with the opportunities for its usage. This is in relation to the individual's self-confidence in the ability to purchase halal skin care products. Perceived behavioural control has been shown to be a vital determinant of usage intention.

INTENTION TO PURCHASE AND CONTINUE TO PURCHASE

Intentions are the indicators of motivation to conduct a particular behaviour. Ajzen (1991) describes intention as, "how hard people are willing to try, or how much of an effort they are planning to exert, in order to engage in a behaviour". The stronger the intention, the more likely the behaviour is to be complete. Intentions are situational dependent, because of the availability or likelihood of the opportunity to participate in a specific action (Ajzen, 1985). Intention and continue to purchase will imitate the upcoming behaviour (Kitipattarapoomikul, 2013; Mantymaki, 2011; Alam & Sayuti, 2011). The relationship among purchaser satisfaction and future intentions has also been established (Bearden, Netemeyer & Teel; Oliver, 1989). Continue use and purchasing, while theoretically distinct can be seen as reflecting an individual's commitment to the purchasing of halal skin care

products. As stated by Jones and Sasser (1995), the purchaser continues to purchase or retention is the most crucial aim for company's accomplishment and possibly the most significant concept in marketing. Further, the attitude is postulated to have a direct relationship with continue and intention to purchase behaviour (Ajzen, 1985; Ajzen & Fishbein, 1980).

It has been noted by Ajzen (1991) that, '*intentions are assumed to capture the motivational factors that influence behaviour; they are indicators of how hard people are willing to try; of how much effort that they are planning to exert, in order to perform the behaviour*'. Essentially, it refers to a deliberate attempt by an individual trying to carry out certain behaviour. If the extent of intention to act is stronger, there will be tendency to such an act being performed. Behavioural intentions are one of the main concepts being scrutinised in the marketing literature.

The interest of marketing scholars on behavioural intentions comes from its relation to purchase behaviour. Several past research has reported a positive correlation between behavioural intentions and purchase behaviour (Morwitz & Schmittlein, 1992). Hence, it can be highly cited that within the TPB model, the intention to conduct or perform behaviour is determined by three main components, which are based on; the individual's attitude towards performing the behaviour, the subjective norms, and perceived behavioural control, with each predictor weighted for its importance in relation to the behaviour and population of interest.

Purchasers' intention to behave appears to be an important concept as it represents the best estimation of future behaviour available for market research (Kalwani & Silk, 1982). For this research, the intention is broadly described as the purchaser's purposeful effort to purchase in the future or continue to purchase. Essentially, it focuses on the main aspects of purchasing halal skin care activities. Measurement of the intention to purchase and continue to purchase here would involve an examination of behavioural intentions. This is supported by evidence from research on both respondents (users and non-users) that shows an intention as being predictive of actual behaviour.

RESEARCH METHODS

The data for this research were collected from 470 respondents who are user and non-user of Halal skin care products in Klang Valley. These cities were generally having higher number of shopping malls and most of the shopping activities take place via drop off and collect survey technique. This research has shed new light on better understanding of the existing knowledge by incorporating relevant constructs of TPB which are attitude, subjective norms and perceived behavioural control. The significance of this study lies in the fact that, it attempts to identify and empirically investigate the predictors of intention among the users and non-users. Subsequently, examines the predictors of intention such as attitude, subjective norm, and perceived behaviour control in a Halal skin care products (compliance with the Muslim Shariah requirement) context. This technique has proven that it can minimize non-response errors. Structural Equation Modeling (SEM) was utilised to test the hypothesised relationships among the constructs, as postulated in the research model.

HYPOTHESIS

What are the roles of attitude, subjective norms and perceived behavioural control in predicting intention consumption among user and non-users towards intention to purchase and continue to purchase?

H1 and H2: The Relationship between Subjective Norms towards Intention to Purchase and Continue to Purchase Halal Skin Care Products

H3 and H4: The relationship between PBC towards intention/ continue purchase of halal skin care products

H5 and H6: The Relationship between Attitude towards Intention/ Continue To Purchase Halal Skin Care Products (H7 and H14)

To prove the hypothesis of this study is whether the independent variables affect the dependent variable, we used several tests as follows:

Table 1.2 Structural model

| Hypothesis Number and hypothesised Path | | Standard coefficient User | User Critical ratio (t-value) | | Standard coefficient nonuser | Nonuser Critical ratio (t-value) | |
|---|--|---------------------------|-------------------------------|-----------|------------------------------|----------------------------------|-----------|
| H1&H2 | Subjective Norms towards intention/ Continue to Purchase | 0.51 | 3.116 | Supported | 0.51 | 3.189 | Supported |
| H3&H14 | Perceived Behavioural Control towards Intention/Continue to Purchase | 0.16 | 3.094 | Supported | 0.17 | 3.137 | Supported |

| | | | | | | | |
|-------|--|-------------|-------|-----------|-------------|-------|-----------|
| H5&H6 | Attitude towards Intention/ Continue to Purchase | 0.32 | 5.028 | Supported | 0.22 | 5.060 | Supported |
|-------|--|-------------|-------|-----------|-------------|-------|-----------|

Table 1.2 describes the summarised results of the proposed structural model with regard to the standardised estimates, critical ratio and significance level. Initially, the estimation of the hypothesised structural model demonstrated that all of the hypothesised links were significant and supported. The discussion of the result of the hypotheses tested on the estimated paths is arranged according to the constructs.

HYPOTHESIS TESTING: H1 AND H2

Table 1.3 Subjective Norms

| | Standardised estimates | Result |
|------------------------|------------------------|-----------|
| H5 (Users) | 0.51 | Supported |
| H12 (Non-users) | 0.51 | Supported |

Table 1.3 shows the findings concerning the hypothesised relationships associated with the subjective norms construct. The results reveal that subjective norms exert a significant positive effect on intention and continue to purchase among the users and non-users. This finding is expected because most previous studies demonstrate that subjective norms could significantly influence intention (Prapavessis et al., 2015; Bassett et al., 2015). This result is parallel to that by Kim and Chung (2011) who stipulates that subjective norms are significant predictor of intention to purchase organic personal care. Study then suggests that people with a high level of authority emphasized the subjective norms components more than those with a low level of authority by placing greater emphasis on personal norms, and less about the consequences of actions in forming behavioural intentions.

HYPOTHESIS TESTING: H3 AND H4

The results depicted in Table 1.4 reveal that all the two hypotheses (H3 and H4) were supported and perceived behaviour control with the hypothesized direction.

Table 1.4: Perceived Behaviour Control

| | Standardised estimates | Result |
|-----------------------|------------------------|-----------|
| H3 (Users) | 0.16 | Supported |
| H4 (Non-Users) | 0.17 | Supported |

This concurred well with the studies by Chang (1998); Taylor and Todd (1995b); Aziz, Amin and Isa (2010); in studying unethical behaviour many more studies recent years have applied both TRA and TPB, hence including PBC in the investigation. In purchasing Halal product, Azmi, Muslim and Zaidi (2007) shows that behavioural control influences intention to purchase it. He examines both formative and reflective control measures in determining a positive relationship to influence individual in purchasing halal product. Thus, the studies confirmed the importance of users and non-users perceived resources in purchasing halal skin care products.

HYPOTHESIS TESTING: H5 AND H6

The final finding of predictor of intention presented in Table 1.5 demonstrates the result of testing hypothesised relationships concerning attitudes towards intention to purchase and continue to purchase.

Table 1.5: Attitude

| | Standardised estimates | Result |
|------------------------|------------------------|-----------|
| H7 (Users) | 0.32 | Supported |
| H14 (Non-Users) | 0.22 | Supported |

The attitude construct has constantly persisted to be a key focus on theory and research within the social and behavioural sciences, since supported by the increasing rates of related articles, and reviews on attitude-related topics over the past decade (Armitage & Conner, 2001; Ravis & Sheeran, 2003). In Taylor and Todd's (1995a) study, the authors explain that the construct as a comprehensive attitudinal belief to behaviour will lead to exacting outcome.

CONCLUSION

Based on the research that has been in the mentioned above, it can be concluded as follows:

1. Subjective Norm has a direct effect on intention and continue purchasing among users and non-users. In fact, subjective norms are the strongest predictor's for intention to purchase halal skin care products among non-users.
2. Perceived Behaviour Control has a positive significant effect on intention to purchase and continue to purchase for both users and non-users. This implies that perceived behaviour control is essential in influencing intention to purchase and continue to purchase in the halal skin care context.
3. The study depicted that Attitude has a positive significance on continue/intention to purchase halal skin care products for users and non-users. Despite Attitude contributes stronger influence on continue to purchase for users compared to the non-users.

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