

DETERMINANTS FACTORS INFLUENCING MUSLIM INTENTION TO PURCHASE HALAL PERSONAL CARE PRODUCTS: A STUDY AMONG MUSLIM COMMUNITY AT CHANGLUN, KEDAH

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Abstract	<i>The halal personal care industry in Malaysia has competent significant development and the product is highly competitive, especially in the retail area. The retail industry is a market segment involved in many varieties of products that are strictly prepared under the rules outlined by the laws. The important development of halal personal care in Malaysia creates an opportunity for consumers to select their favourite brands. Therefore, this study focuses to check the relationship between product characteristics, knowledge, buying behaviour, and social value with Muslim intention to purchase halal personal care products. Quantitative method was used towards the study and total 242 questionnaires were distributed to respondent at Changlun, Kedah using Google Form and after the end of the survey dateline for submission, only 168 questionnaires were submitted back to the researcher. A set of questionnaires consist of 6 section which are Section A on demographic profile, Section B on intention to purchase (5 items), Section C on products characteristics (5 items), Section D on knowledge (5 items), Section E on buying behaviour (5 items) and lastly Section F on social value (5 items). The result showed there is a significantly positive relationship between four (4) factors that determine consumer purchasers with the intention of purchasing halal personal care. This study will add knowledge on halal fields and give a greater understanding of consumer intention on buying halal personal care products.</i> Keywords: Muslim, Community, Halal, Personal, Care.
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INTRODUCTION

Muslims make up a significant share of the global population and are the world's fastest-growing religion. 1.9 billion or about 24.5% of the world population are Muslims, and this makes Islam as second-largest religion in the world (World Population Review, 2021). The Muslim population in Malaysia has the highest percentage, which is 61.3%, and it is assumed that the population will increase in the future (DOSM, 2020).

Islam always emphasizes on keeping Muslims clean, both physically and spiritually. On the physical side, Muslims must clean their bodies, their clothes, their homes, and their surroundings, which Allah SWT rewards him for this. Any Muslim who has respect for both himself and society should be clean by taking a shower one times per day and taking ablutions before prayer and tayammum (Razzak & Abd Rahim, 2010). As mentioned in the Holy Quran by Allah SWT:

'O believers! Do not forbid the good things which Allah has made lawful for you, and do not transgress, Indeed, Allah does not like transgressors. "Eat of the good, lawful things provided to you by Allah. And be mindful of Allah in Whom you believe.' (al-Qur'an. al-Mā'idah : 87-88)

The definition of *halal* according to Halal Malaysia Official Portal, is when the term is used concerning food as an aspect of trading or as part of an aspect of trading for the referred food, the terms used are either '*Halal*', '*Guaranteed Halal*' or '*Muslim food*'. Moreover, for consumer goods refers to goods that are not food or beverages based for instances cosmetics, clothing, and equipment (Zailani, Talib, & Zainuddin, 2010).

Personal care is a consumer goods concept that includes personal hygiene and toileting, as well as clothing and maintenance of your appearance (Nohynek, Antignac, Re, & Toutain, 2010). However, it is not limited to bathing and showering but also includes bed-baths, applying lotions and cream as required, oral care, applying make-up and hair care, and support with shaving and foot care. Personal care products that consist of haram ingredients may become an obstacle in achieving purity, which is a prerequisite for the daily obligatory prayers (Sugibayashi, et al., 2019).

Muslims nowadays are more concerned about *halal* personal care products because consumers put their trust and values towards *halal* personal care products since they wish to become better Muslims and wish to choose products that aligned with Shariah. However, most previous studies concentrate on food base products, and most Muslims only recognize the *halal* term just for food and beverage products (Wei, Kuah, & Mohamad, 2020).

Every part of the world nowadays produces *halal* products, and the question arises on whether the products remain *halal* or not for Muslim consumption is a matter of concern (Khan & Haleem, 2016). Muslim need to understand what is the characteristics of *halal* personal care products since Malaysia are involved in export and import trading made personal care items not only have a *halal* logo from Malaysia but also *halal* logo from other countries plus some products with no *halal* logo and consumed *halal* products is necessary for each Muslim. According to a study by Teng & Wan Jusoh (2013), not all Muslim look for *halal* certificates when they purchase products and the majority of the consumer will buy products without the *halal* certifications when there are no alternatives.

Thus, this research conducted to analyze the determinant factors influencing Muslim intention to purchase *halal* personal care among the Muslim community at Changlun, Kedah. Selecting area Changlun, Kedah as focus of study is due to limitation of movement and unavailability of study conducted on the area can help to enrich the sources of knowledge in Kedah.

LITERATURE REVIEW

Halal Cosmetics and Personal Care Industry in Malaysia

Halal Development Corporation Bhd (HDC) expects Malaysia's halal exports this year 2022 to surpass the RM42 billion pre-pandemic level and the sectoral contribution, in 2021 for cosmetics and personal care is RM 2.44 billion and estimated the trend and momentum continue till the end of the year (Halal Development Corporation Berhad, 2022). Apart from this, as reported, government has budgeted RM 12.63 million for the year 2022 to strengthen the development of the domestic *halal* industry as per a speech by Deputy International Trade and Industry Ministry Minister Datuk Lim Ban Hong (The Sundaily, 2021). With the support and future planning by the government towards the *halal* industry, the emergence of *halal* personal care should align with government requirements and policies thus increasing the variety of Muslim - friendly personal care in the industry.

Although Malaysia is a comparatively small country, its economy is well developed and the Malaysian *halal* beauty market is one of the biggest markets in the ASEAN region (Kruse, 2022). Muslim spending on high quality and seeking halal integrity in pharmaceuticals, beverages and foods, cosmetics, and personal care due to the increasing percentage of the Muslim population acquiring higher levels of education is one of the major factors that resulted in (Ariyanchira, 2017).

Even though *halal* food is one of the major industries experiencing rapid growth because of its higher demand, Malaysia is trying its best to provide its people with personal care and cosmetics products that are not against the rule of Shariah (Hassan & Mular, 2014).

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The product or *halal* foods are now receiving worldwide attention because of its recognition as an alternative reference for safety, hygiene and quality assurance of what we consume or drink daily. (Ambali & Bakar, 2012). According to the previous study, the reliability of *halal* cosmetics depends heavily on the *halal* label and the *halal* logo imprinted on the outer layer of the products (Wei, Kuah, & Mohamad, 2020).

Consumer Intention from an Islamic Perspective

Islam has formed a maxim related to intention as found in the discipline of qawaid fihiyyah which is 'matters are determined by intention' (Laldin et. al, 2013).

{الأُمُور بِمَقْصَدِهَا}

Meaning: *Matters are determined by intention* (al-Subki, 1985)

Under this kind of maxim, all behaviours and attitudes of everyone depends on their intention. There is evidence for this principle in the Prophet PBUH statement: "*Action are but by intention and a man will have only what he intended*" (Nawawī, 1982).

The maxim of intention is formed based on the following hadith:

{إِنَّمَا الْأَعْمَالُ بِالنِّيَّاتِ}

Meaning: "*Actions are (judged) by motives (niyyah), so each man will have what he intended*" (Hadis. al-Bukhariyy. *Kitab Bad'ul al-Wahyi*. 1).

The concept of *halal* products or foods is now gaining attraction and become a worldwide discussion due to its recognition as an alternative benchmark for safety, hygiene and quality assurance of what we consume or drink daily (Ambali & Bakar, 2012). The previous study identified the reliability of *halal* cosmetics is highly dependent on the *halal* labels and *halal* logo printed on the outer layer of the products (Wei et al., 2020).

Muslim consumer believes on the *halal* label will influence their attitudes towards purchasing *halal* products because they evaluate their like or dislike and the *halal* logo is a solid feature to show that the consumer products meet the Islamic standard (Zakaria et. al, 2017).

However, according to National Pharmaceutical Regulatory Agency (2021), since there have been cases where certain manufacturers utilize prohibited and harmful substances in their products, thus, Muslim consumer do not have any other indicator to determine the status of the product except by referring to the *halal* logo that already available at the packaging of the products. This is backed by a earlier study by Omar et al. (2012), the logos are important resources for the clearance of consumer confidence in products.

Determinants Factors Of Consumer Intention

Product features are good medium for communication between consumers and marketers and plays a role as one of the marketing strategies (Mohayidin & Kamarulzaman, 2014).

However, product features that contrast with Islamic values may cause cultural conflicts and humans' difficulty (Mohezar et al., 2016). The absence of the *halal* logo on the products will require consumers' thinking and effort to make purchasing decisions. Some researches were done on several other symbols that are used by *halal* certification bodies like an Arabic letter, and Arabic lettering for the word *halal* (Hanzaee & Ramezani, 2011).

Product knowledge is an important factor in consumer decision-making. It can influence how consumers access the product (Jusoh, 2013). Several researchers have studied two factors that influence consumer behaviour towards *halal* cosmetics products, which are consumer knowledge pertaining to *halal* matter and consumer level of religiosity, which come out with a hypothesis that knowledge has a positive influence on *halal* personal care products (Ahmad et al., 2015). During the selection of cosmetics products, the majority of Malaysian Muslim consumers are unaware of the *halal* logos. However, consumers' awareness and understanding enhanced by different means, which are religiousness, knowledge, attitude and promotion (Rahim et al., 2015).

Purchase behaviour defined as consumers' power of deciding on purchasing particular products and services that are available in the market (Rani, 2014). According to Haque, Chawdury, & Tarofder (2018), based on the Theory of Planned Behaviour, the actual behaviour of an individual is precisely affected by peoples' behavioural control through intention. The subjective norm or social influence affects individuals' attitudes towards *halal* brands and this variable is the most important affecting on individuals' attitudes towards buying *halal* goods (Ajzen, 1991; Yeo et al., 2015).

Demographic factors, cultural influences and social-ethics groups identify as social values. In a study by Wei, Kuah, & Mohamad (2020), social status is symbolized by purchasers' desire and demographic indicators such as religion, monthly income, monthly spending on cosmetics products and make-up occasion for measuring *halal* cosmetics products. Country of origin features enhances customer knowledge as the customer can evaluate a product. (Ali et al., 2019). *Halal* cosmetics originating in Muslim countries or manufactured in Muslim countries can build consumer confidence faster than foreign brands from non-Muslim countries.

OBJECTIVES OF STUDY

The general objectives of this study are the researchers hope to achieve the following objectives as set up below :

1. To investigate the differences in demographic factors and Muslim buying intention on *halal* personal care.
2. To analyze the relationship between Muslim buying *halal* personal care intention with product characteristics, knowledge, social value and buying behaviour.
3. To determine whether the product characteristics, knowledge, social value and buying behaviour will influence the intention to purchase *halal* personal care products.

RESEARCH QUESTION

1. Is there a relationship between demographic factors and Muslim buying intention for *halal* personal care products?
2. What is the relationship between Muslim buying intention with product characteristics, knowledge, social value and buying behaviour?
3. How the product characteristics, knowledge, social value and buying behaviour will influence Muslim intention to purchase?

CONCEPTUAL FRAMEWORK

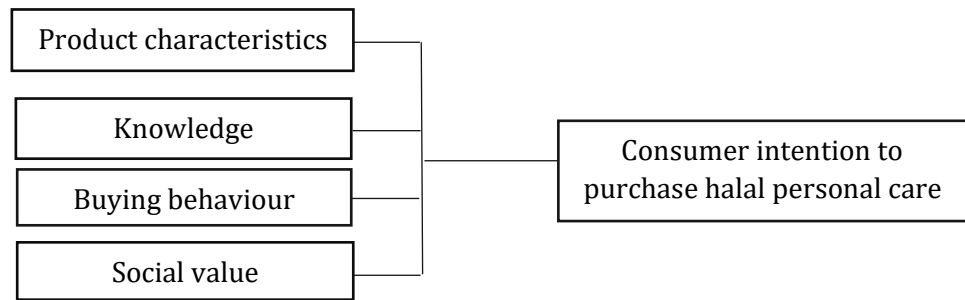


Figure 1: Proposed theoretical framework between the independent variable and dependent variable

HYPOTHESIS

- H1. There is no significant relationship between demographic factors with Muslim intention to purchase.
- H2. There is a significant positive relationship between product characteristics with Muslim intention to purchase.
- H3. There is a significant positive relationship between knowledge with Muslim intention to purchase.
- H4. There is a significant positive relationship between buying behaviour with Muslim intention to purchase.
- H5. There is a significant positive relationship between social values with Muslim intention to purchase

DESIGN/METHODOLOGY AND APPROACH

The quantitative research methodology used to examine the relationship of the variables. To achieve objective one, the researcher analyzed demographic factors using T-Test and One-Way Analysis of Variance (ANOVA) others objective are using other SPSS output. Since there were lack of research on *halal* cosmetics and personal care products at Kedah, especially Changlun, thus data was collected from the Muslim community at Changlun, Kedah using a questionnaire. 168 Muslim respondents were included in the study.

DATA ANALYSIS**Sample Description**

Parameter	No. of Respondents	Percentage (%)
Gender		
Male	35	20.8
Female	133	79.2
Age		
20 years and below	11	6.5
21-30 years old	110	65.5
31-40 Years Old	41	24.4
41 years and above	6	3.6
Education		
SPM	23	13.7
STAM	28	16.7
Diploma	67	39.9
Bachelor's degree	47	28.8
Master's degree	3	1.8
Monthly income		
RM 1,000-RM 2,000	64	38.1
RM 2,001-RM 3,000	70	41.7
RM 3,001-RM 4,000	23	13.7
More than RM 4,001	11	6.5
Job sector		
Public	15	8.9
Private	110	65.5
Others	43	2.6

Table 1: Respondent profile

242 questionnaires were distributed using Google Form and after the end of the survey for dateline submission, only 168 questionnaires were submitted back to the researcher. According to the result, the female respondents (79.2 percent) more than male respondents that is (20.8 percent). The respondents' age is mostly between 21-30 years old (65.5 percent) and they are mostly from diploma level (39.9 percent). The respondents' monthly income lies between RM 2001-RM3000 (41.7 percent) and mostly from the private sector (65.5 percent). All those data tested using the T-test and Analysis of Variance (ANOVA).

Reliability and Validity Analysis

Reliability tests used to assess the reliability and accuracy of the analysis, as noted by Sekaran (1992). A Cronbach's alpha test been performed to test the efficiency of the method of this study. The nearer the Cronbach's alpha value to one (1), implies the greater the reliability of the internal accuracy while the correlation is poor if the value is less than 0.70 (Tavakol & Dennick, 2011).

Variable	Cronbach alpha	No of items
Intention to purchase	.828	5
Product characteristics	.948	5
Knowledge	.900	5
Buying behaviour	.702	5
Social value	.864	5

Table 2: Reliability statistic

As the result of this study, the Cronbach's alpha value is higher than 0.70, as shown in Table 1, which means every variable has good internal consistency. The relationship between two continuous variables measured by using correlation analysis (Senthilnathan, 2019). This can analyze the second research objective, which is "*what is the relationship between consumer intentions with the determinant factors?*"

Muslim Intention To Purchase Halal Personal Care		
Product characteristics	Pearson Correlation	0.214
	Sig. (2-tailed)	0.000
	N	168
Knowledge	Pearson Correlation	0.831
	Sig. (2-tailed)	0.000
	N	168
Buying behavior	Pearson Correlation	0.851
	Sig. (2-tailed)	0.000
	N	168
Social Value	Pearson Correlation	0.772
	Sig. (2-tailed)	0.000
	N	168
** . Correlation is significant at the 0.01 level (2-tailed).		

Table 3: Pearson Correlation

The findings in this study are that all independent variable has a strong relationship with the dependent variable as shown in Table 3. To measure the percentage of the dependent variables towards the independent variable, regression analysis used in the study (Sundram, et al., 2016). Thus, this analysis used to answer the third research question, which is "*how far do the determinant factors influence the consumer intention to purchase halal personal care?*"

Variables	Unstandardized Coefficient		Standardized Coefficient		Sig
	B	Std. Error	Beta	T	
(Constant)	1.671	0.174		9.574	0.000
Product characteristics	0.106	0.052	0.214	2.045	0.042
Knowledge	0.144	0.053	0.254	2.695	0.008
Buying behavior	0.339	0.084	0.385	4.050	0.000
Social value	0.052	0.061	0.079	0.855	0.394

Table 4: Multiple regression table

Significant Value = 0.000

R²= 0.774

F Value = 139.898

Table 4 shows that the value R square for this study is 0.774. This means that 77.4% of the dependent variable clarified by all the independent variable, which is product characteristics, knowledge, buying behaviour and social value.

CONCLUSION

Based on this study, there are four (4) independent variables namely product characteristics, knowledge, buying behaviour and social value that have a relationship with Muslim intention to purchase *halal* personal care. In addition, the all four variables in the study indicates to have a positive relationship with Muslim intention to purchase *halal* personal care products. It is been proved by the Cronbach's alpha value is higher than 0.70 for all independent variable towards dependent variable, which means every variable has good internal consistency. The highest value is from products characteristics with value 0.948, which indicates Muslim consumer always refer on products characteristics such as *halal* logo when purchasing on *halal* personal care products. The lowest value is buying behaviour with value 0.702.

This finding conclude that social and cultural factors are not relatively influence Muslim intention to purchase *halal* personal care products. In short, the findings of this study can be used by a variety of parties to create awareness for Muslims to purchase *halal* personal care. Muslim retailers and entrepreneurs should take the opportunity to expand more business opportunity on *halal* personal care products since the consumer nowadays are concerns about such products in markets. Malaysian *halal* industry also needs widely implementation on the *halal* logo for personal care products to increase consumer level of confidence in purchasing thus reducing the confusion of consumer in buying a product with a fake *halal* logo. As a result, this can help marketers who can meet consumer demand able to generate more profit.

However, the study scope is only limited to four factors. Numerous additional elements might influence Muslim intention to purchase *halal* personal care that studied by future researchers that will enrich the knowledge of the *halal* industry in Malaysia.

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