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Purchase Intention for Halal Cosmetic Product among TikTok Application Users in Johor

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Abstract

The demand for halal cosmetic products among the 2.0 billion Muslim consumers is growing internationally. This paper aims to identify the influence on attitude, subjective norms, perceived behavioral control, and knowledge towards the intention to purchase halal cosmetic products among consumers. A total of 100 questionnaires were distributed to TikTok users in Johor. The findings indicated that all variables positively influenced purchase intention of halal cosmetic products. This study also provides further insights into potential marketing strategies by halal cosmetic product manufacturers and the prospective halal cosmetic industry in Malaysia.

Keywords: Purchase; Intention; Halal; Cosmetic

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1.0 Introduction

The potential growth of halal cosmetic and personal care products is driven by the rising desire for healthy, natural goods that adhere to consumers' religious and cultural values (Halal Journal, 2008). The Department of Islamic Development Malaysia (JAKIM), one of the agencies in charge of ensuring that all products are halal, is also introducing the Malaysian halal standard. In addition, Euromonitor International (2012) detailed the variety of personal care and beauty product lines available in Malaysia, where most consumer feedback was favorable regarding this halal sector. More significantly, the halal goods market's personal care and cosmetics sector is expanding annually.

From a different angle, there is a growing trend regarding the availability of halal cosmetics in the international cosmetics market. Most customers are aware of the components that go into making cosmetic items. Cosmetic manufacturers are prepared to dominate the industry and develop various things to attract customers if the market overgrows. Not only Malaysia is one of the countries with the fastest economic growth, but it also has around 19 million Muslims, or 65 percent of the population, who support Islam. The definition of halal cosmetics considers every aspect of the management structure. The acquisition of halal ingredients and all components must be taken into consideration in addition to the production aspect (Mir et al., 2010). The product must follow Malaysia's halal laws and

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regulations. Additionally, the formulation and consistency of these medications must be in complete accordance with Islamic norms and the requirements set forth by Malaysia's National Pharmaceutical Control Bureau and the Malaysian Ministry of Health. Cosmetics made with halal-tayyib are pure, wholesome, hygienic, and stable.

Effective quality planning, assurance, control, and enhancement are necessary to ensure the development of halal cosmetics is successful in the management, design, and building of quality administration. The majority of Muslim clients and companies that produce halal cosmetics demand that their suppliers get halal certification. Muslim consumers are unquestionably delighted with Muslim-made cosmetic items despite several issues, according to Kamaruzaman (2009). The advertisements for Western cosmetic products are prevalent in Malaysia, especially among women. This is concentrated on the rise of worldwide mass consumerism in communication and excellent marketing to pique women's interest, especially among those under the age of 16, who are susceptible to being persuaded by attractive advertisements and their propensity to be materialistic.

Furthermore, from a recent Euromonitor Malaysia poll, the robust gross domestic product (GDP) growth of 5% demonstrated that customers were more confident in purchasing various beauty and personal care products, including skincare and color cosmetics. It is also supported by the L'Oréal 2018 Annual Report, stating that the skincare product market share accounts for 30% of the overall cosmetics market, up from 20% 10 years ago. Hunter (2012) noted that Malaysia supplied 20–30% of the per capita consumption of halal cosmetics in Islamic countries, which is seen as reasonable given Malaysia's 60.4% Muslim population. The introduction of the newest fashion and beauty trends is just one of many factors that have contributed to the significant expansion in the beauty and health sector. Therefore, customers can spend their money on beauty products to stay current with the latest fashions and trends. This development is also attributable to the upbeat evolution of the Malaysian labor force. The exposure to global fashion and beauty trends has also impacted Malaysia's growing use of cosmetic goods.

Besides, as most people live healthy, clean lives and make purchases in line with such lifestyles, the prevalence of legal halal products under Islamic law has increased. The necessity for a study to determine whether attitude, subjective norm, or purity can affect the purchasing of halal cosmetic items was noted in the problem identification. As a result, there is a need to offer a solution to identify the variables that affect customers' purchase decision to buy halal cosmetic products, as doing so will demonstrate Malaysia's prosperity and sustainability in reaching Vision 2030. In addition, Muslims should be aware of the ingredients in cosmetics and personal care items. Therefore, a growing market demand for halal cosmetic products is indicated by an empirical analysis of their roles and an awareness of the accessibility of halal cosmetic products based on their product knowledge and educational level. There are worries concerning halal items, especially cosmetics, given the rising demand for halal cosmetics among Muslims and non-Muslims.

This conversation demonstrates that consumers' purchase intentions might alter their actions. Some customers buy the goods due to the company's marketing strategy, while others do so because they believe the product is secure for them. Therefore, in this context, the definition of halal considers three factors: safety, cleanliness, and purity. It is because some Muslims think that anything that is rated as halal must be something that is permitted in Islam. This significant element will affect their decision to buy halal cosmetics. Hence, the main objective of this paper is to identify the influence on attitude, subjective norm, perceived behavioral control, and knowledge towards the intention to purchase halal cosmetic products among consumers that use the TikTok shop application during their purchase. Based on this indication, this study presents the Theory of Planned Behaviour (attitude, subjective norm, and perceived behavioural control) as the underpinning theory with the help of extended variables, namely knowledge.

2.0 Literature Review

Concerning Islamic Law (Shari'ah), all Muslims must conform to its Islamic teachings, values, and directions in each aspect of their lives. As defined in the Qur'an, Halal is a term that is defined as permissible, lawfully allowed, or legal. In divergence, Haram is explained as illegal, unlawful, or prohibited. Halal is stated in the Quran:

"They asked you what is lawful to them. Say: 'The good things are lawful to you, as well as that which you have taught the birds and beasts of prey to catch, teaching them of what Allah has taught you, eat what they catch for you, pronouncing upon it the name of Allah, and fear Allah, Allah is swift at reckoning.'"

(Al-Maidah:4)

According to Azmawani, A. R., Ebrahim, A., & Suhaimi, A. R. (2015). halal certification indicates that a product is suitable for consumption by Muslims. It should be emphasized that all consumer goods, including medicines, toiletries, and cosmetics, are included when discussing halal items. Shah and Yusof (2014) noted that some goods may not be clearly defined and may need extra information to determine if they are halal or Haram. The mysterious item is referred to as mashbooh, which is Arabic for "questionable halal," where "halal" denotes permissibility and "haram" denotes prohibition.

Akmal (2021) Guaranteed halal items are outfitted with sufficient regulatory instruments, ranging from the Law to the Minister of Religious Affairs' Regulation. When it comes to halal certification, Asa et al, (2017) defined it as the process relies on constructing what is considered to be within the halal parameters established by the Quran and Sunnah, which are the two main sources of Shari'ah. This construction is then complemented with legal opinion and the issuance of fatwas by national religious authorities.

In terms of halal awareness among the public, the awareness to halal product is increased by recent according to Hashim and Mohd Nor (2022). Recent years have seen a lot of talk about Malaysia's attempts to establish itself as a hub for halal food. The halal sector is now the fastest-growing industry in the world in the twenty-first century, both locally and internationally. The halal industry has captured the interest and attention of nations worldwide. Halal food has the capacity to attract a broader consumer base due to its popularity among both Muslims and non-Muslims. customers' desire for halal food because they consider it essential to their way of life. It is

conceivable that Halal encourages a healthy lifestyle, especially considering the products referred to as *toyyiban*, which communicate the idea of being clean and safe to consume. As a result, the growth of the Halal business in Malaysia has a positive effect on the country's economic growth.

In another perspective, cosmetics are defined by the European Commission (2015) as substances that are intended to come into touch with the human body's outer layer. Additionally, cosmetics cover the mucus and teeth while allowing for full or partial eyesight cleaning and refreshing. Additionally, cosmetics users are protected and need to modify their body odor since they are so influential in contemporary culture. In actuality, cosmetics are utilized for aesthetic reasons (Kumar et al., 2006), and beauty goods have been described as components of the diffusion culture of the feminine. Beauty items are measured as "personal products" that include various products and collections, according to (Liao et al., 2008).

Kumar et al. (2006) revealed that cosmetics could be used to cleanse the body, improve its characteristics, alter the skin's tone, and change its color. According to Liobikiene and Bernatoniene (2017), although the majority of decisions regarding cosmetic products are still personal, consumers are still considering their ethical and environmental concerns before making a purchase. Accordingly, the user's decision-making process varies depending on the behaviour and is connected to the use. According to Davies et al. (2002), situational circumstances that may highlight personal behaviour linkages or even strengthen behavioural explanations are not taken into account by causal processes.

The relatively simple market structure may not have external validity because it is applied to the actual market scenario, claim Kim and Lee (2011, p. 158). According to Nash et al. (2006), women utilize cosmetics for various reasons. One such reason is to explore their personalities to respond to situational norms and aims for self-presentation. Previous research by Jung and Lennon (2003) has shown that current management activities involve communicating one's preferences or style. It concerns how important physical appearance is to how women perceive themselves and others. In addition, beauty goods are personal products because people use them to improve their appearance (Liao et al., 2008). It is also strongly tied to the definition of clothing, which is picking what objects to employ and how to construct one's appearance (Rudd & Lennon, 2000). Studies like Guthrie et al.'s (2008) and Nash et al.'s (2006) also found this.

On the contrary, one of the most popular models for analyzing social behaviours is the Theory of Planned Behaviour (TPB) (Ajzen, 1985). Researchers have found numerous ways to explain behaviours, such as Muslims' willingness to pay for food that has been certified as halal (Iranmanesh et al., 2019). According to Ajzen (1988), TPB was created to address the Theory of Reasoned Action's (TRA) shortcomings in predicting action when persons have insufficient volitional control. Volitional control was defined by Sheppard et al. (1988, p. 325) as a behavioural intention that will anticipate the performance of any voluntary act unless the intention changes prior to performance or the intention measured does not match the behavioural criterion in terms of action, target, context, time-frame, or specificity.

The three identities or behavioural determinants of the Theory of Planned Behaviour were attitudes towards behaviour, subjective norms, and perceived behavioural control. According to Krueger, N. (2000). The two primary antecedents of subjective attitudes and subjective norm convey the attraction thought to be associated with particular acts and the third antecedent in which behavioural control is anticipated to function. According to Ajzen (2002), ideas or behavioural beliefs about the likely worth of particular acts lead to attitudes. From the standpoint of organic personal cases, attitudes are also found to positively influence consumers' desire to purchase things (Kim & Chung, 2011). Additionally, attitudes describe how well or poorly people judge situations or assess the behaviour they intend to engage in (Ajzen, 1991). According to Miller (2005), evaluating this belief cancels the total of beliefs regarding a given behaviour.

Furthermore, Lada et al. (2009) mentioned that subjective norms are the degree to which an individual accepts a particular activity, such as consuming halal goods. According to Azmi et al. (2010), encouraging Muslim customers to choose halal cosmetics is based on halal and Sharia compliance status. The findings of their study revealed that one of the crucial factors influencing Islamic customers' decisions to purchase halal cosmetics should be recognized as subjective norms. Subjective norms are defined as the level of individual approval of specific behaviour in the consumption of halal products in a different study by Lada et al. (2009). According to this hypothesis, having this attitude makes a person feel more confident, encouraging them to act appropriately (Lada et al., 2009).

Consumers' purchasing intentions are influenced by many factors, one of which is perceived behaviour control. According to (Ajzen, 1985), attitude, subjective norm, and perceived behavioural control all impact intention, which in turn impacts actual behaviour. As a result of the numerous environmental problems that the globe is currently experiencing, customers are choosing green skincare products because they are safer and safeguard the environment. It suggests that perceived behavioral control positively impacts the propensity to buy a green skincare product. In order to better understand what motivates customers to buy halal cosmetic goods for daily use, this study advances and specifies the Theory of Planned Behaviour in the context of halal cosmetics. Due to the gaps in the literature being addressed, a pilot research was carried out.

According to the literature analysis and the pilot study, respondents concurred that knowledge played an equal role in buying halal cosmetic items. According to Azmawani, A. R., Ebrahim, A., & Suhaimi, A. R. (2015), knowledge refers to the reality, emotion, or experience that an individual or group of individuals are aware of. In recent years, knowledge has been distinguished from labor as an element of production. Therefore, Muslim customers' comprehension of halal labeling and packaging cosmetic items is the subject of this study's knowledge. In addition to cosmetics, the ingredients in cosmetic products should be completely free of anything considered prohibited. Manufacturers have developed a range of formulae to make sure that their cosmetic products are entirely acceptable and beneficial for their target consumers as a result of the development in knowledge, education, technology, and the desire for excellent and halal cosmetic products (Sugibayashi et al., 2019). According to Kamariah et al. (2012), consumers know when they can distinguish between products not allowed to be used or eaten and those that bear halal certification from other nations but are still dubious.

Manufacturers can help consumers fulfill their requirements and want more if they know their goals while buying halal items. Based on specific evidence, the following hypotheses were stated:

- H1: Attitude has a positive influence on the intention to buy halal cosmetic products among the TikTok Users.
- H2: Subjective norms have a positive influence on the intention to buy halal cosmetic products among the TikTok Users.
- H3: Perceived Behavioral Control has a positive influence on the intention to buy halal cosmetic products among the TikTok Users.
- H4: Knowledge has a positive influence on the intention to buy halal cosmetic products among the TikTok Users.

3.0 Methodology

Questionnaires were utilized to gather the information for this descriptive study. The questionnaire used a 5-point Likert scale (1 being strongly disagreed with and 5 being strongly agree) and was employed in the investigation. The data was collected from the sample using simple random sampling under probability technique. The target population of this study is 100 respondents, distributed among TikTok users in Johor. The data were collected from 1 March – 31 March 2023, and they were selected among the TikTok application users. In a nutshell, TikTok Shop is an e-commerce solution integrated within TikTok. TikTok shopping options are plentiful for users looking to buy products directly from their favorite businesses on the platform. In addition, the survey data were examined using the Social Science Statistics Package (SPSS) version 25. Additionally, this study tested and looked at the relationships between the variables using descriptive statistics, Pearson correlation, and Regression analysis.

4.0 Finding and Analysis

This section describes the response rate of the respondents, the descriptive analysis, and the data analysis procedure. In this section's conclusion, the hypothesis testing results were also discussed.

4.1 Response Rate

Table 1: Demographic Profile (n = 100)

Demographic		Frequency	Percent %
Gender	Male	31	31
	Female	69	69
Age	20-29 years old	35	35
	30-39 years old	41	41
	40-49 years old	24	24
Education	SPM	10	10
	Diploma	24	24
	Bachelor's degree	55	55
	Master	9	9
	PhD	2	2

One hundred respondents took part in the survey, with females making up the majority (69%), while men made up only (31%) of the sampled population. Most responders were over 30-39 years old (41%) according to their age, and most respondents have bachelor's degrees in terms of educational background (55%).

4.2 Reliability Analysis

Table 2 shows the reliability results for all the measurements tested in the study. There were substantial variations in Cronbach's Alpha values for all variables, ranging from .878 to .958. Nunnally and Bernstein (1994) suggested that Cronbach's alpha values greater than .70 are generally considered desired or adequate. This demonstrates that all four variables in this study met the analysis's cut-off. This shows that the attitude, subject norm, perceived behavioural control, knowledge, and intention were reliable, valid, and acceptable.

Table 2: Reliability Statistics

Variable	Cronbach's Alpha	N of Items	N of Deleted Items
Attitude (A)	.919	6	–
Subject Norm (S)	.934	6	–
Perceived Behavioural Control (B)	.878	6	–
Knowledge (K)	.938	10	–

Intention (I)	.958	11	-
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4.3 Correlation Analysis

Table 3 presents the findings of Pearson's correlations between all variables. All tested variables were positively and significantly correlated between variables ($p < .01$). This shows that all variables have a strong association with each other.

Table 3: Pearson Correlation Analysis

Variable		Attitude	Subject Norm	Perceived Behavioural Control	Knowledge	Intention
Attitude	Pearson Correlation	1	.822**	.803**	.777**	.844**
	Sig. (2-tailed)		.000	.000	.000	.000
Subject Norm	Pearson Correlation	.822**	1	.764**	.768**	.855**
	Sig. (2-tailed)	.000		.000	.000	.000
Perceived Behavioural Control	Pearson Correlation	.803**	.764**	1	.731**	.788**
	Sig. (2-tailed)	.000	.000		.000	.000
Knowledge	Pearson Correlation	.777**	.768**	.731**	1	.793**
	Sig. (2-tailed)	.000	.000	.000		.000
Intention	Pearson Correlation	.844**	.855**	.788**	.793**	1
	Sig. (2-tailed)	.000	.000	.000	.000	

** Correlation is significant at the 0.01 level (2-tailed).

1.4 Regression Analysis

From the result, subjective norms were the significant predictors of the purchase intention for Halal cosmetic products among TikTok users; the result was ($p=0.000$). A regression analysis was conducted to test the research objective: to observe the relationships between attitude, subject norm, perceived behavioral control, and knowledge relationship through the purchase intention among TikTok users in Johor. From the results, the subjective norm is the most influencing variable towards the purchase intention, with a t-value of 4.399 and a beta value of 0.377, the highest compared to other variables.

Table 4.4: Multiple Regression Analysis

Model	Coefficients			t	Sig.
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta		
	.204	.200		1.021	.310
Attitude	.292	.098	.274	2.970	.004
Subjective Norm	.339	.077	.377	4.399	.000
Perceived Behavioural Control	.162	.089	.145	1.818	.072
Knowledge	.193	.080	.185	2.398	.018

5.0 Conclusion and Recommendation

The study's conclusions showed that the TPB is a reliable model for predicting customers' intentions to buy halal cosmetics. The intention to buy halal cosmetic items was positively connected with and predicted by attitude, subjective norm, perceived behavioural control, and knowledge. The results confirm that four hypotheses were significant (H1, H2, H3, and H4). The results of this study showed four direct causal relationships: (i) attitude and intention to buy halal cosmetic products; (ii) subjective norm and intention to buy halal cosmetic products; (iii) perceived behavioural control and intention to buy halal cosmetic products; (iv) knowledge and intention to buy halal cosmetic products were accepted.

Finally, the results of this study showed how critical it is to comprehend the variables affecting customer attitudes and intentions to buy halal cosmetics. This study shows that halal goods and services may be more adaptive and versatile for many customers. The findings of this study also give businesses and the appropriate authorities justification for investing more in Malaysia's halal industry. The potential for halal business is enormous and encouraging. It is appropriate for marketing managers and academics to engage in further halal product research efforts and to comprehend the issues and explore the opportunities from the viewpoints of the customers, industry players, and the government, given the effects of the halal industry on the economic growth of Malaysia and the global economy.

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Paper Contribution to Related Field of Study

This research contributes to filling the gap of the existing literatures that are related to the study of intention to purchase halal cosmetic products.

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