

## Mirror, Mirror on the Wall, Why Should I Use Halal Cosmetic Products at All?

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### Abstract

The aim of this study was to examine the influence between attitudes, awareness and environment on the purchasing intentions of Beauty Therapy and Spa students on halal cosmetic products at Sungai Petani Community College. In the study, the questionnaire used to collect data from 87 respondents comprising Certificate and Diploma in Beauty Therapy and Spa students. The data collected was analyzed using a Pearson Correlation and multiple regression analysis. The findings have shown that attitudes, awareness, and environment have no significant influence on the purchasing intentions of Beauty Therapy and Spa students on halal cosmetic products. The implication of this study is for Beauty Therapy and Spa students who use cosmetic products, industries or organizations involved in producing halal cosmetic products. Finally, for further studies, researchers can also include other independent variables such as price, product quality, and ease of purchase into the research so that researchers can study more about the purchasing intentions of Beauty Therapy and Spa students on halal cosmetic products through these factors.

**Keywords:** Attitude, Awareness, Environment, Purchasing Intention, Halal Cosmetic Products

### Introduction

Cosmetic products have now become the main concern and almost everyone uses cosmetic products in everyday life especially among women. Cosmetic products, not only refer to makeup or fragrance products, but also include product categories such as skin care products, teeth, hair, bath products and so on. If earlier the choice of cosmetics was more focused on branding and the effectiveness of advertising, now consumers are more discerning in evaluating products, and more sensitive to the ingredients used in a cosmetic product. The demand for halal cosmetic products is becoming a priority. More and more consumers around

the world are choosing halal cosmetic products by Muslim founders because they believe in their integrity and credibility in ensuring that the ingredients used are safe.

According to Hashim and Musa (2014), increased consumer awareness and emphasis on halal status on a cosmetic product has led to the halal cosmetic products industry now gaining attention in the market today. In fact, while in the selection of cosmetic products, consumers are also seen to be more cautious in tandem with their growing level of education and knowledge (Lada et al., 2009). This is because, the halal cosmetic products industry is still new, and many manufacturers are still in the process of obtaining halal certification from the Department of Islamic Development Malaysia (JAKIM).

In Malaysia, the authority that handles and issues halal certification is the Department of Islamic Development Malaysia (JAKIM). JAKIM was established to ensure that cosmetic products comply with all the requirements set by the guidelines of halal standards (Mohamed et al., 2016). There are 1460 lists of companies registered under the Official Halal Portal of Malaysia, JAKIM for the cosmetic category (Department of Islamic Development Malaysia, n.d.). Industry operators should be responsible for maintaining the halal status of every product they produce and be safe to consumers. In Malaysia, the halal cosmetics sector contributed 13.1 per cent to Malaysia's overall halal exports in the first quarter of 2021 while the halal industry contributed 15 per cent to the Gross Domestic Product (GDP) (WHBC, 2021).

Students of Diploma in Beauty Therapy and Certificate in Beauty Therapy and Spa of Sungai Petani Community College who are required to take make-up subjects in semester two, three and four throughout their studies. Among the ingredients that are often used in the teaching and learning process (T&L) are foundation, powder, lipstick, blush, mascara, eyeliner, while for facial treatment subject's students will use products such as facial cleansers, scrubs, masks, serum, aloe vera gel, soothing gel used specifically for electrotherapy facial treatment and many others include cosmetic products for the subject of body treatment, pedicure and manicure.

In addition, students who learn make-up skills, they are also part of the consumers who buy cosmetic products from local and foreign countries. It's been a trending as consumers prefer to buy popular cosmetic products that go viral on social media. Consumers are often served with a wide variety of advertisements and testimonials of cosmetic products along with evidence such as successfully removing acne or whitening the skin in a short time.

However, the influence of globalization has also caused the Muslim community to be easily complacent about the purity of materials, processing methods, storage and packaging used to produce a cosmetic product. This is due to the lack of awareness among the community about the halal status of the product and issues related to it such as the use of fake halal logos and the use of illegal substances in commercial products.

Past studies have stated that attitude, awareness and environmental factors are factors that influence consumers' purchasing intentions towards halal cosmetic products (Idris et al., 2020; Mud et al., 2020; Norman & Abd Wahid, 2017). Based on the previously stated implications, a study should be conducted to identify students of the Certificate of Beauty Therapy and Spa and Diploma in Beauty Therapy at Sungai Petani Community College on their

sensitivity to cosmetic products that have halal certification. There are four objectives as follows:

- To identify attitude factors influencing the purchasing intentions of Beauty Therapy and Spa students in halal cosmetic products.
- To identify awareness factors influencing the purchasing intentions of Beauty Therapy and Spa students in halal cosmetic products.
- To identify environmental factors influences the purchasing intentions of Beauty Therapy and Spa students in halal cosmetic products.
- To identify the relationship between awareness, attitude and environmental factors that influence the purchasing intentions of Beauty Therapy and Spa students in halal cosmetic products.

## Literature Review

### *Halalan Tayyiban*

*Halālan ṭayyiban* is a concept where a product is considered halal, contains healthy ingredients, and does not pose any health risks when the product is used. For Muslim users, *Halālan ṭayyiban* is an absolute requirement that must be met and complied with. 'Halal' means something legal, and 'haram' is something that is invalid or not permitted by Islamic sharia. The concept of halal and haram is not focused on food only, so it also refers to the physical use of products or services permitted by Islam. In addition, alcohol-free halal cosmetic and animal-based preservatives means that they do not contain ingredients that contradict Islamic law. Any good thing and benefit from its use is halal in Islam, while things and uses that can be harmful, intoxicating, and unsafe to use are categorized as non-halal in Islam, and do not comply with the halal standards in Malaysia (Ab Hamid & Hassim, 2019).

## Cosmetic Products and Halal Cosmetics Products

Cosmetic products can be defined as any substance or preparation intended for use in various external parts of the human body. Among them are the epidermis, hair system, nails, lips and external organs of the genitals) or in the teeth and mucous membranes of the oral cavity with the aim of cleaning, fragrance, changing the appearance, repairing body odour, protection or care to always be in good condition (Asean Cosmetic Directive). While halal cosmetics or known as personal grooming products must follow the permissible rules and meet the requirements of sharia. Among them include the use of materials, the preparation process, the handling of the packaging up to the delivery of the product. There are several regulations for the control of cosmetic products used in Malaysia namely Guidelines for Control of Cosmetic Products in Malaysia (National Pharmaceutical Control Bureau [NPCB], 2009a), Guidelines on Cosmetic Good Manufacturing Practice (National Pharmaceutical Control Bureau [NPCB], 2009b) and MS1500:2004 Halal Food (Department of Standard Malaysia [DSM], 2004).

The understanding of halal cosmetics not only emphasizes the safety of the consumer and hygiene during preparation but also that a product must be of certain quality, meeting the needs of the consumer in the aspect of its usefulness and effectiveness. Based on Abd Rahman and Zakaria (2019), halal cosmetic products are also known as symbols of hygiene, safety and high quality and have a high level of health and standards (Idris & Mohd Noor, 2013). In simple terms, the cosmetic function is as follows: 1. Cleaning 2. Fragrance 3.

Protection 4. Storage in good condition 5. Change of appearance 6. Improves body odor. In addition, cosmetics can also be classified as: 1. Skin care 2. Color cosmetics 3. Bath products 4. Baby products 5. Body care 6. Dental care 7. Perfume 8. Hair care products.

### **Attitude Factor**

According to Ajzen (1991), attitudes towards behavior refer to how a person has an assessment of behavioral values; the more value the attitude about behavior, the more the individual's intention to form a behavior with that consideration (Radovic Markovic & Salamza-deh, 2012). Attitude is one of the important factors that influence the purchase intention of halal cosmetic products. From Muhamad and Nordin's (2019), study, the findings showed that attitude factors have a significant influence on the purchase of counterfeit cosmetic products. Whereas, in the study of Mud et al (2020), attitudes appeared with a significant influence on women's intentions towards local cosmetics among young female consumers. Therefore, in this study, attitudes were studied as factors that influenced the purchasing intentions of Beauty Therapy and Spa students towards halal cosmetic products. Researcher Ariffin et al (2019) in a previous study also noted that positive attitudes are the most important factor to increase consumers' purchasing intentions towards halal cosmetics. In addition, in the Osman et al (2020) study also found that factors as the main domain influencing the purchasing behavior of Malaysian consumers' halal cosmetics are attitude factor. So, the proposed hypothesis is:

H<sub>1</sub>: There is a positive and significant relationship between the attitude factor and the purchasing intentions of Beauty Therapy and Spa students towards halal cosmetic products.

### **Awareness Factor**

In this study, awareness is used to measure how well consumers know about halal cosmetic products in Malaysia. Halal awareness contributes a lot to consumer purchasing intentions (Kamal et al., 2016). The study, conducted by Shukri and Mustafar (2016), showed that students' awareness is quite good about halal cosmetic products. Meanwhile, in the Norman and Abd Wahid (2017) study, the findings showed that awareness has a positive relationship with the purchase of halal products. In addition, studies from Yousoof et al (2020) also concludes from the analysis that, the level of awareness greatly influences purchasing intentions. In other words, the findings of this study suggest that awareness of halal cosmetics has the effect of clarifying the intention to purchase halal cosmetics. This is said to be because consumers with a high awareness of halal seem to have a greater intention to purchase halal products. In addition, in the Osman et al (2020) study also found that factors as the main domain influencing the purchasing behavior of Malaysian consumers halal cosmetics are a factor in awareness. So, the proposed hypothesis is:

H<sub>2</sub>: There is a positive and significant relationship of awareness factor with the purchasing intentions of Beauty Therapy and Spa students on halal cosmetic products.

### **Environmental Factors**

Environmental aspects involve the surrounding conditions that affect the style of use of an individual. Mass media, parental roles and the influence of friends are also among the main

components in environmental factors (Idris & Noor, 2013). The findings of the Norman and Abd Wahid (2017), study through regression analysis showed that environmental factors are the most influencing factor in the purchase of halal products. In addition, the results of research from Idris et al (2020) have shown that the environment of working Muslim women has a positive relationship with the purchase of halal cosmetic products. The findings of the study through regression analysis also showed that environmental factors are the most influencing factor in the purchase of halal cosmetic products. So, the proposed hypothesis is:

H<sub>3</sub>: There is a relationship between environmental factor and the purchasing intentions of Beauty Therapy and Spa students on halal cosmetic products.

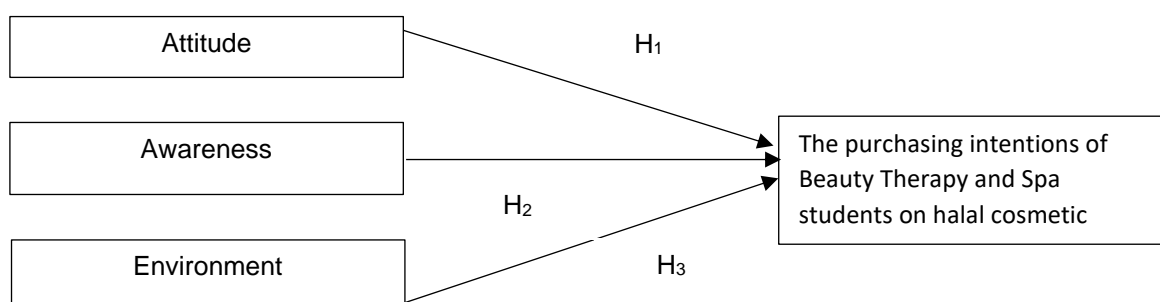


Fig. 1 Conceptual framework

## Methodology

The study focused on students of Certificate in Beauty Therapy and Spa (STK) and Diploma in Beauty Therapy (DTK) at Sungai Petani Community College (KKSP), Kedah. Referring to data from the Student Intake Division, the population of STK and DTK students is 93 students. This study is to identify factors that influence the purchase intention of halal cosmetic products between STK and DTK students which includes a total of 91 students. Referring to Krejcie and Morgan (1970), the sample size for the study was 74 respondents in KKSP. In this study, the sampling technique used was simple random sampling. The research instrument for the study is used questionnaire as a survey. The questionnaire used was adapted from the Norman and Abd Wahid studies (2017). Therefore, the Likert Scale of five from 1 (Very Disagree) to 5 (Very Agree) is used in this questionnaire. The questionnaire is divided into three parts. Section A will focus on information that includes elements of demographic information such as race, age, field of study and level of study. Section B shows factors of consumer behavior such as attitudes, awareness and environment that influence the respondent's purchasing intentions. While section C will focus more on variables based on variables that are the respondent's purchasing intention towards halal cosmetic products will be used for this study to measure the purchase intentions of halal cosmetic products.

## Findings and Discussions

### *Reliability of Analysis*

Using a small number of respondents compared to the design sample size, a pilot study is the method used for the questionnaire. In pilot tests, questionnaires are being tested to assess the reliability of the scale through the Alpha Cronbach value. However, 30 target respondents were randomly selected to test the reliability of the questionnaire and show Cronbach's Alpha 0.828. Cronbach's Alpha is a single test administration to provide a unique estimate of

reliability for a particular test and the reliability coefficient usually ranges between 0 and 1 (Gliem & Gliem, 2003).

Table 1

*Alpha Cronbach Results*

Variable	Cronbach's Alpha
<b>Dependent Variable</b> Purchase Intention	0.748
<b>Independent variables</b>	
Attitude	0.845
Awareness	0.668
Environment	0.709
<b>Total</b>	0.828

Table 2

*Respondent Demographic*

Category	N	%
<b>Race</b>		
Malay	85	97.7%
Chinese	1	1.1%
India	1	1.1%
<b>Age</b>		
18-20 years old	56	64.4%
21-23 years old	25	28.7%
23 years and older	6	6.9%
<b>Fields of Study</b>		
Certificate in Beauty Therapy and Spa	52	59.8%
Diploma in Beauty Therapy	35	40.2%
<b>Period of Study</b>		
Semester 1	11	12.6%
Semester 2	21	24.1%
Semester 3	13	14.9%
Other	42	48.3%

The complete data was collected by 87 respondents. As presented in Table 2, the majority respondents aged 18-20 years i.e., 56 respondents (64.4%) followed by 21-23 years old were 25 respondents (28.7%) and continued to be aged 23 years and above 6 respondents (6.9%). In terms of race, the highest respondent was Malay was 85 respondents (97.7%). Followed by Chinese and Indian, both were 1 respondent (1.1%). With regard to the field of study, the Certificate of Beauty Therapy and Spa was dominant representing approximately 52 respondents (59.8%) and the Diploma in Beauty Therapy was 35 respondents (40.2%). During the period of study, the highest respondents were from another semester, 42 respondents



(48.3%). Followed by semester 2 with 21 respondents (24.1%) continued with semester 3, 13 respondents (14.9%) and last, semester 1 with 11 respondents (12.6%).

Table 3

*Variable min and attitude factor levels, awareness factors, and environmental factors and purchasing intent with standard deviation*

Variable	Dimensions	Number of Items	Min	S.P.	Level
Independent variables	Attitude	5	4.65	.415	Excellent
	Awareness	4	4.33	.444	Excellent
	Environment	5	4.27	.467	Excellent
Dependent Variables	Purchase intention	4	3.23	.464	Good

(N=87); The range is based on the Likert Scale 1 to 5 where 1.00-2.33=Low; 2.34-3.66= Good; 3.67-5.00=Very Good

The level of attitude, awareness and environment presented in Table 3 shows at an excellent level. Whereas purchase intentions are at a good level. However, the highest mean in an independent variable is 4.65 for attitude and the lowest mean is the environment (4.27). For the standard deviation, the highest is the environment (0.467) and the lowest is consciousness (0.444).

### Pearson Correlation Analysis

Based on Table 4 below, the p-value of attitude, awareness, and environment is  $0.000 > 0.001$ . Therefore, the H<sub>1</sub>, H<sub>2</sub>, and H<sub>3</sub> hypotheses do not affect the relationship between attitudes, awareness, consumers, the environment and purchasing intentions towards halal cosmetic products. Therefore, H<sub>0</sub> fails to be rejected.

Table 4

*Correlation Analysis*

Hypothesis	Relationship	r	P-value	Significant Levels	Results
H <sub>1</sub>	ATT>PI	-.066	.546	Not Significant	Not supported
H <sub>2</sub>	AWA>PI	-.117	.279	Not Significant	Not supported
H <sub>3</sub>	ENV>PI	-.156	.149	Not Significant	Not supported

Note: \*\*Significant at 0.001 level; ATT=Attitude; AWA=Awareness; ENV=Environment; PI=Purchase Intention

### Model Summary

Table 5 presents a summary of the model to predict the statistical relationship and describe the relationship between factors (attitude, awareness, environment) and purchasing intentions towards halal cosmetic products. The coefficient of determination is a measure of the total variance in a dependent variable described by a dependent variable. The value of 0.033 indicates that 3.3% of the variance in the purchase intent (dependent variable) is explained by three factors. However, the attitude with the standard coefficient of .085, the consciousness with the standard coefficient -.082, and the environment with the standard coefficient -.183 is as insignificant as it is at  $p > 0.001$ . All three factors do not contribute

significantly to the described variance. The change value of  $F$   $p > 0.001$  indicates the variance is not significantly explained by the model.

Table 5

*Effect of factors on purchase intention*

Factors	<i>b</i>	<i>SE</i>	<i>Beta</i>	<i>t</i>	<i>p</i>
Constant	3.947	.647		6.098	.000
ATTITUDE	.095	.164	.085	.579	.564
AWARENESS	-.086	.122	-.082	-.704	.483
ENVIRONMENT	-.182	.146	-.183	-1.250	.215

$F = .935$

$R = .181$

$Sig-F = .428$

$R^2 = .033$

Overall, the results showed that there was no relationship between each independent variable and dependent variable that influenced purchasing intention among beauty therapy students at Sungai Petani Community College.

Attitude shows are not a factor that influences the purchasing intentions of beauty therapy students towards halal cosmetic products. Based on the multiple regression analysis, the attitude shows the result  $\beta = 0.095$ ,  $p > 0.001$ . The hypothesis (H1) is not supported because there is no significant influence of the relationship between the attitude and purchasing intentions of beauty therapy students towards halal cosmetic products. Based on a previous study from Fahmi (2017), the study found that attitude variables have a positive relationship related to the intention to choose halal products. In addition, the Afendi et al (2014) study also states there is a positive relationship between attitudes and purchasing intentions. Attitude is an important factor in influencing consumers' intention in purchasing halal products as those with a high positive attitude appear to have a greater intention to intend to purchase halal products. However, in this study the attitude does not indicate a positive and non-influencing relationship towards the purchase intention. This is because Beauty Therapy and Spa students at Sungai Petani Community College may consider other more important factors compared to the attitude when purchasing halal cosmetic products. Students may be more likely to look at the price of purchasing halal cosmetic products. In the Chin and Harizan (2017) study, the results showed that prices are considered important in shaping price perceptions that then affect behavioral intentions in purchases. Furthermore, in the Hussin, Hashim, Yusof, and Alias (2013) studies, for the relationship between price and purchase intention, the results showed that there was a small and positive correlation between price and purchase intention ( $r = .272$ ,  $p < 0.01$ ).

Subsequently, the results showed that there was no significant influence of the relationship between awareness and the purchasing intentions of beauty therapy students on halal cosmetic products. From the analysis of multiple regression, awareness shows the result of  $\beta = -0.86$ ,  $p > 0.001$ . The hypothesis (H2) is not supported as there is no significant relationship between awareness and purchase intention on halal products. The results of Norman and Abd Wahid (2017) studies have shown that awareness has a positive relationship with the purchase of halal products. However, in this study awareness did not show a positive relationship towards and did not affect the purchase intention. This is because students of Beauty Therapy and Spa students at Sungai Petani Community College may consider other



factors that are more important than awareness when purchasing halal cosmetic products. Students may be more likely to look at the quality of products during the purchase of halal cosmetic products. In the Masood study (2021) it has been shown that product quality is the most important factor that university students choose when they want to buy halal cosmetic products. Furthermore, Lutfie et al (2016) in their studies have shown that purchasing decisions are more influenced by product quality. Whereas, in the Hussin et al (2013) study, it was also stated that there was a moderate, positive correlation relationship between quality and purchase intent ( $r = .390$ ,  $p < 0.01$ ), where higher quality was associated with higher intentions to buy.

In addition, the results of this study also show that there is no significant influence of the relationship between the environment and the purchasing intentions of beauty therapy students on halal cosmetic products. From the multiple regression analysis, the environment shows the results of  $\beta = -.182$ ,  $p > 0.001$ . The hypothesis (H3) is not supported as there is no significant relationship between the environment and the purchase intention of halal products. According to Norman and Wahid (2017), environmental factors are the factors that most influence the purchase of Halal products. Meanwhile, in the study Idris et al (2021) also showed that the customer's decision to purchase Halal cosmetics has a significant relationship with environmental factors. finding in this study shows that there is no significant influence of the relationship between the environment and the purchasing intentions of beauty therapy students on halal cosmetic products. This is because, Beauty Therapy and Spa students may be more likely to look at other factors compared to environmental factors. The ease of purchase factor related to the ease of accessing products for consumers through online media can be done at anytime and anywhere can be used as one of the factors to consider when purchasing halal cosmetic products (Wijaya & Teguh, 2012). The results from Masood (2021) have shown that ease of purchase is also one of the important factors in influencing the purchase intentions of halal cosmetic products. The convenience of purchases expressed by consumers is pharmacies such as Watsons and Guardian (76.62%) as well as from retailers located in shopping malls (69.36%) followed by online and rare purchases from agents.

### **Conclusion**

The purpose of this study is to identify factors that influence the purchasing intentions of Beauty Therapy and Spa students on halal cosmetic products. This study has outlined four objectives to be achieved in this research. Based on multiple regression analysis, attitude, awareness and environment did not show a significant relationship and didn't influence the intention of purchasing Beauty Therapy and Spa students to halal cosmetic products. This is because Beauty Therapy and Spa students at Sungai Petani Community College maybe consider other factors compare to the above factors.

### **Implications and Future Studies**

However, this research has implications for Beauty Therapy and Spa students who uses halal cosmetic products in their daily lives. The information collected in this research will provide them with an explanation on halal cosmetic products to avoid worrying or confused when using halal cosmetics. This research will make Beauty Therapy and Spa students more alert and aware of the halal cosmetics they buy and wear to avoid adverse or worse effects on their skin. In addition, this study also contributes to the industry or organization involved in the production of halal cosmetic products. The industry must produce halal cosmetic products

that are safe and effective when using them. This research will make the industry more focused on standards that meet the needs and needs of customers from halal cosmetic products.

In addition, for future studies, researchers can also include other independent variables such as price, product quality, and ease of purchase into the research so that other researchers can study more about the purchase intentions of halal cosmetic products through these variables. As these independent variables are also an important factor in influencing the purchasing intentions of Beauty Therapy and Spa students on halal cosmetic products. With this proposed further study, it can be seen which factors are more influencing the purchasing intentions of Beauty Therapy and Spa students on halal cosmetic products.

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