

Customers' Awareness towards Intention to Purchase Halal Cosmetic Products among Netizen in Malaysia

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Abstract

Muslim consumers are increasingly becoming more aware of the importance of using Halal Cosmetic Products. Muslims take better care of their appearance overall, including their faces. The concept of Halal has wider applications than just the food industry. The ingredients used in cosmetics and personal care products are the single most important factor for Muslim customers to think about. Because of this, halal cosmetics are becoming increasingly popular among Muslim consumers. The objective of this study was to identify the relationships between dimensions of attitude, subjective norms and perceived behavioral control and brand awareness on intention to purchase. Correlation and Multiple Regression were used to examine the relationship between independent variables and dependent variable. The analysis revealed that attitude was the most influential component of customer awareness on the purchase intention. Other dimensions such as subjective norms, perceived behavior control and brand awareness were not purchase intention among netizen in Malaysia.

Keywords: Consumer Studies, Intention to Purchase, Halal Product, Cosmetics Product

Introduction

According to Arbak et al (2019), modern consumers are more aware of and attentive to the needs of halal regulations, and muslim buyers are particularly interested in products that can be verified as having been produced specifically to meet the needs of their faith and community. Non-halal marked items, which cannot be verified as halal, have caused them to become increasingly skeptical and shun them. On the other side, Zakaria et al (2017) argue that consumers who do not notice the halal mark will still make sure the product is halal by reading the ingredients. A person's religious beliefs and hope for a more hygienic, satisfying,

and delicious lifestyle may be stimulated by the word "Halal." The Halal Industry Development Corporation is dedicated to expanding the halal market in Malaysia to include not just food and drink but also clothing and other necessities for leading a healthy life (Ismail et al., 2018). To ensure that a product can be used by Muslims or be recognised as halal, the maker must follow specific regulations, most of which restrict ingredients until the product is packaged (Omar et al., 2012). Manufacturers are likely aware that if Muslims keep buying their items, their firms will generate revenue from the cosmetics line, thus they will cater to Muslim consumers as the Muslim population continues to expand (Ismail et al., 2018).

Problem Statement

As a Muslim country, Malaysia serves as an important halal hub. It is largely due to the country's sizable Muslim population that halal certification has emerged as a major concern for consumers in Malaysia. Muslims take better care of their appearance overall, including their faces. The concept of Halal has wider applications than just the food industry. Because of this, there is a growing market for cosmetics that adhere to Sharia law among Muslim consumers. Cosmetics and other personal care items manufactured by non-Muslim companies and imported from non-Muslim countries are often questioned for their halal status, as stated by (Suparno, 2020). In order to help the skin, absorb chemicals, emollients, or cleansing agents, alcohol is frequently used as a moisturising ingredient in cosmetics. In a similar vein, some of the fatty acids and gelatin found in cosmetics like face masks, shampoos, moisturisers, and lipsticks come from pigs. Additionally, Islamic scholars are expanding their investigation of the cosmetics and pharmaceuticals industries on the grounds that they suspect that the enzymes used by international brands were derived from pork or alcohol and used as additives (Ali et al., 2020). Consequently, Muslim consumers will form unfavourable opinions of these businesses (Zakaria et al., 2017). The ingredients used in cosmetics and personal care products are the single most important factor for Muslim customers to think about. Because of this, halal cosmetics are becoming increasingly popular among Muslim consumers. Companies in the cosmetics industry would do well to learn about the aspirations and requirements of Muslim customers before developing "halal" variants of their products. The majority of Malaysia's population is Muslim, hence the government is very worried about how to develop an Islamic economy in the country, especially in regards to the availability of halal goods and services. Standard buying is a difficulty for Malaysian consumers due to a local phenomenon. Given the abundance of cosmetics manufacturers, each one must work harder to attract customers. This research allows scholars to examine the influence of the Theory of Planned Behavior on consumers' intentions to purchase halal products, which is important given the current state of affairs and the limitations of previous studies in the academic literature.

Literature Review

Compliance to Halal Cosmetic Product Requirements

Islam is the primary and official religion in Malaysia. The Muslim people used the terms Halal and Haram in many facets of daily life. In addition, the phrase is also used to describe medications, food-based items, and meat products. However, several items nowadays do not state whether or not the contents are halal, which may confuse customers. Halal cosmetics may potentially play a significant role in the expansion of the economy (Zakaria et al., 2017). Unfortunately, there are some businesspeople both Muslim and non who refuse to acknowledge this reality. In fact, it can be difficult to convince non-Muslim organisations to

utilise Halal items, and Muslims may not always buy them in numbers high enough to make up for the loss of non-Muslim patrons (Ismail et al., 2018). To persuade these groups to utilise cosmetics based on the Halalan Toyyiban idea, which also contain herbal extracts and natural plants and are safe to use in daily life, is a difficulty faced by the manufacturers of Halal products. Both Muslim and non-Muslim consumers must alter their attitudes and mindsets about their Halal cosmetic purchases in order to support the Halal cosmetic sector. To encourage consumers to choose more Halal cosmetics, there should be an increase in committed manufacturers, marketers, and consumers (Sosianika et al., 2020). According to (SIRIM News, 2004), JAKIM should assist in giving customers accurate information about any pertinent business information pertaining to Halal products because this kind of information is crucial and has the ability to persuade people who are hesitant to make significant changes in their acceptance of Halal cosmetic products. According to the news, hygiene and health are intimately tied to the safety of cosmetic items for Halal. This is a crucial need for being Halal, where certification standards include personal cleanliness, attire, tools, and working conditions.

Intention to Purchase

Ajzen and Fishbein (1991) stated that an individual's position on a subjective probability dimension including a relationship between himself, and an action is what they meant by their purpose. Additionally, it was noted by (Chong et al., 2021) that the reason behind a person's choice to engage in a particular conduct is acknowledged as intention. In addition, the TPB model indicates that the desire of an individual to engage in each activity or not is the intermediate determinant of that behaviour (Conner et al., 1998). The subjective likelihood that an individual will engage in an activity is the definition of behavioural intention (Ajzen, 1991; Conner, 1998). The three categories of purchase intention identified by Conner et al (1998) are unplanned buying, somewhat planned buying, and fully planned buying. Customers make all of the selections for a product category and a brand at a store when they make unplanned purchases. It could be categorised as an impulsive purchasing pattern.

The second is partially planned buying, which refers to the practise of customers making their purchases only after entering a store (Conner, 2020). Finally, completely planned purchasing refers to clients selecting a premium brand and product before going inside the store. Individual attitudes and uncontrollable circumstances will have an impact on the buying intention (Yusoff et al., 2015). Additionally, an individual's desire to purchase a specific product or brand of product that they have chosen after thorough consideration is referred to as their individual purchasing intention. It can also be determined by a number of factors, such as the brand or products the person wishes to buy and those they anticipate purchasing in the near future (Conner, 2020; Fitria et al., 2019). According to various experts, brand choice among consumers has a significant impact on the intention to purchase Halal goods (Connor, 1998; Aziz et al., 2013; Garp et al., 2018). Brand preference, however, is also seen to have a favourable impact on the desire to buy. It also discovered that a customer's intention is determined by how they feel about a well-known brand and the other companies in their consideration group (Ajzen, 1991; Conner, 1998).

Theory Planned Behavior

The Theory of Planned Conduct claims that the model only predicts behaviour that an individual has control over non behaviour that results from external factors (Ajzen, 1991). The three functions of the theory include attitude toward conduct, which can relate to someone

who has a positive or negative attitude toward the intention to buy Halal cosmetics. The second phrase, "subjective norm," describes the perceived societal pressure to carry out or not carry out a good intention to buy Halal cosmetics. The final term, perceived behavioural control, pertains to how easy or difficult it is thought to be to intend to buy Halal cosmetics (Conner, 1998).

Attitude

According to the Theory of Planned Behavior, an individual's intention is determined by three different variables: first, personal factors, or the person's nature; second, the social effect of other people's actions; and third, perceived behavioural control, which can be managed by trust (Ajzen, 1991). Personal considerations, such as the actions a client intends to do, will have an impact on whether they behave positively or negatively (Fatmi et al., 2020). Additionally, the individual elements, often known as attitudes toward particular products, will influence various customer behaviour. Positive and negative ideas can stimulate conduct (Fatria et al., 2019).

An individual's attitude toward acting in a particular way is referred to as their attitude toward behavior. The attitude toward any notion is merely a broad sensation of favorability or unfavorability toward the concept (Yusoff et al., 2015). When a person thinks that engaging in a certain conduct will produce favourable outcomes, they will engage in it with a positive attitude. According to Ali et al (2020), attitude is the assessment of a particular behaviour toward an object, such as buying a product. Suparno et al (2020) assert that one's attitude has a significant influence on whether one plans to buy halal food items. According to their research, attitude has a significant impact on whether people choose to buy Halal food products since they are more committed to doing so when they have favourable attitudes.

Subjective Norms

The subjective norm, which is governed by normative beliefs, is the second component in the Theory of Planned Behavior. Subjective norms, which are a person's perceptions of social pressure from society and the individuals in his or her immediate environment to perform or not perform the action, represent social influence. According to customer behaviour, people's decision to buy a product may be impacted by their reference group (Garp et al., 2018). A very well-liked product may have good or negative societal influence.

The idea that behaviour tends to be stable within social groupings is supported by (Hashim et al., 2013). Others may have an impact on the crucial factor influencing a person's behaviour. As an illustration, a client will be more inclined to want to buy Halal products if they perceive that other people regard them as essential to their everyday lives. This demonstrates how the influence of subjective norms will affect the intention behind a particular behaviour. Aziz et al (2013) provided support for the definition of TPB, which states that "a person's view of whether people think it is vital to individual behaviour that they need to do" is the subjective norm.

Perceived Behavioral Control

A perceived behavioural control that is governed by belief is the final indicator in the Theory of Planned Behavior. In addition to the attitude and subjective norms in the Theory of Reasoned Action, perceived behavioural control is a new element in the Theory of Planned Behavior (Shahrudin et al., 2010). A perception of a particular activity being performed under the person's control is known as perceived behavioural control. Despite having a

positive attitude and adhering to subjective norms, people are less likely to generate strong behavioural intentions if they feel they have little chance of engaging in a given behaviour or lack the necessary resources.

According to Ajzen (1998), people's perceptions of their ability to regulate their behaviour can be affected both by their behaviour and independently of those acts by their purpose. Thus, it may be claimed that controlled behaviour has an impact on both the behaviour and the intentions. The conviction that one can carry out behaviour affects how that person behaves. As a result, controlled belief can help or hinder someone as they carry out a behaviour, which can then be used to determine how much behavioural control they possess.

The degree of belief that a person believes is required to carry out an activity is referred to as perceived behavioural control (Naseri, 2021). According to Afendi et al (2014), the idea of perceived behavioural control is influenced by both attitudes toward behaviour and arbitrary behavioural norms, both of which have been shown to be predictive of actual behaviour. Perceived behavioural control indicates the conviction that one can obtain the opportunity and resources required to engage in activity. Fitria et al (2019) claim that their research demonstrates that the intention to choose Halal products has a favourable impact on how behavioural control is viewed.

Brand Awareness

Brand awareness has been added as an additional independent variable in this study. According to Conner et al (1998), a brand can be any name, phrase, symbol, picture, trademark, colour, or design, or any combination of these things, as long as it serves to distinguish the goods or services from those of their rivals. One of the key components of brand equity is brand awareness. Brand awareness typically plays a significant role or is considered in the customer's decision-making process (Suparno, 2020). Recently, consumers have begun to select high-quality brands because of an increase in their awareness. Therefore, a business owner must understand that clients adore their brand to compete with competitors. Brand awareness is another element that influences consumers' purchasing decisions even when they are familiar with and prepared to buy a product (Ali et al., 2020). Every time a buyer is willing to purchase products or services, the first brand that comes to mind is one with a greater level of brand awareness.

Research Objectives and Hypotheses

Figure 1 shows the conceptual framework of the relationship between attitude, subjective norms and perceived behavioral control, brand awareness on intention to purchase. Two research objectives were formulated for this study which are:

- To identify the relationships between dimensions of attitude, subjective norms and perceived behavioral control and brand awareness on intention to purchase
- (2) To identify the most influence attitude, subjective norms and perceived behavioral control, brand awareness towards intention to purchase.

Besides, researchers have also formulated several hypotheses for this study which are

H_{1a} : There is a relationship between attitude and Intention to purchase.

H_{2b} : There is a relationship between subjective norms and intention to purchase.

H_{3c} : There is a relationship between perceived behavioral control and intention to purchase.

H_{4d} : There is a relationship between brand awareness control and intention to purchase

H_{5e} : Attitude has an influence on intention to purchase.

H_{6f} : Subjective norms support has an influence on intention to purchase.

H_{7g} : Perceived behavioral control has an influence on intention to purchase.

H_{8h} : Brand awareness has an influence on intention to purchase.

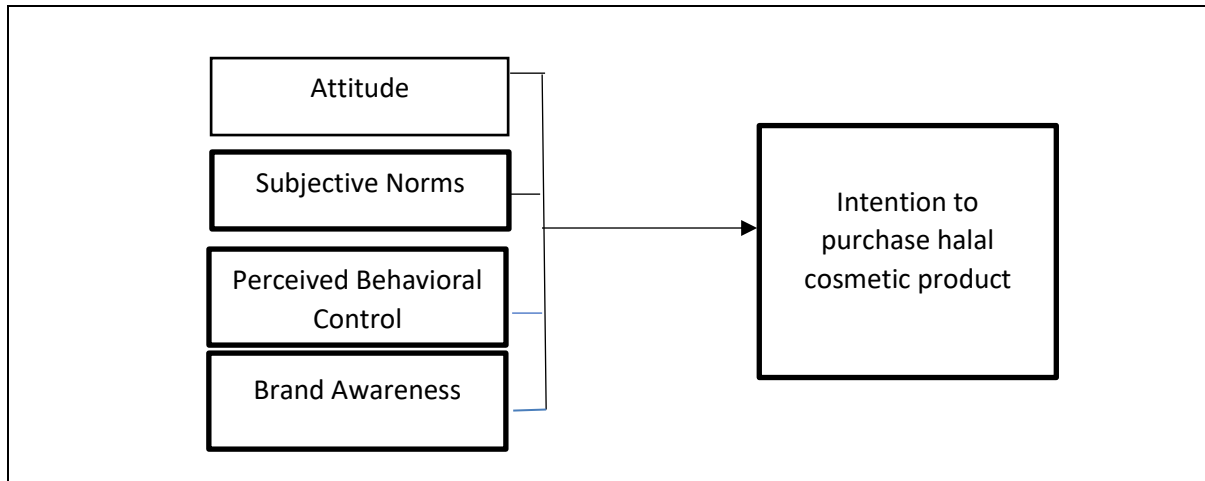


Figure 1: Conceptual Framework on the Relationship between Attitude, Subjective Norms, Perceived Behavioral Control, Brand Awareness and Intention to purchase halal cosmetic product

Methodology

This study was a pilot study where data was collected at social media (Facebook). The respondents are from the user of social media which are netizen in Malaysia, 220 respondents answered the questionnaires through purposive sampling techniques. As Instrument for theory planned behavior consisting of 28 items was used while intention to purchase was measured by using 3 items of questionnaire by (Conner, 2020). A five-point Likert scale was used with the values from 1=strongly disagree to 5=strongly agree.

Results and Discussion

Reliability Analysis

All domain for independent variable were reported to have Cronbach's Alphas of <0.8 which were considered acceptable (Hair et al., 2010; Sekaran et al., 2005). The researchers decided to still use the instrument because it was a well-established set of questionnaires commonly used in various studies of theory planned behavior. In fact, this instrument was found to be a reliable instrument in Malaysia's settings, whereby the Cronbach's Alpha were all greater than 0.7 (Gillbert et al., 2005). Next, the instrument on dependent variable only had one domain had Cronbach's alpha of 0.8 and above. The researchers decided to still use the instrument because it was a well-established set of questionnaires commonly used in various studies.

Pearson-Correlation and Multiple Regression Analysis

Table 1

Correlation between respondent attitude, subjective norms, perceived behavioral control and intention to purchase

	1	2	3	4	5
Attitude	1				
Subjective Norms	.249**	1			
Perceived Behavioral Control	.611**	.711**	1		
Brand Awareness	.263**	.887*	.725**	1	
Intention to Purchase	.928**	.210**	.580**	.232**	1

Table 1 shows the findings on the correlation between theory planned behavior variable and online purchase intention among netizen in Malaysia. The result pointed there are all independent variable significant positive relationships on online purchase intention on halal product with the value ($r=.928$ $p<.01$), ($r=.210$ $p<.01$) ($r=.580$ $p<.01$) ($r=.232$ $p<.01$) (see Table 1). Therefore, hypotheses H_{1a} , H_{2b} , H_{3c} , H_{4d} were supported. This study supported by other researcher, by Haque et al., (2018), the correlation coefficient between customer awareness and purchase intention is ($r= 0.116$), which is significant. This indicates that there is significant relationship between customer awareness and intention to purchase halal product among netizen in Malaysia.

Table 4

Multiple Regression Analysis

Independent variables	Standardized Coefficients Beta	t	Sig.
Attitude	.894	26.164	.000
Subjective Norms	-.076	-1.343	.181
Perceived Behavioral Control	.087	1.786	.076
Brand Awareness	.002.	.026	.976
R Square		.865	
F		337.180	
Sig. F Value		.000	
Durbin Watson		1.132	

Findings from the regression analysis between customer awareness variable which are and intention to purchase halal product were tabulated in **Table 2**. It was found that R^2 was .865, in which all of the independent variables such as attitude, subjective norms, perceived behavioral control and brand awareness explained 86.5% of the variance (R square) for customer awareness, with significant of F value of .000. Plus, the Durbin Watson value was 1.132, which was values approaching 0 - 4 indicate positive autocorrelation, in line with one of the assumptions for bivariate and multivariate correlation analysis. The analysis revealed that attitude was the most influential component of customer awareness on the purchase intention with value ($\beta=0.894$, $p<.000$). Consecutively, other dimensions such as subjective norms, perceived behavior control and brand awareness were not purchase intention among netizen in Malaysia. There is only one element of customer purchase intention that had

positive influence on customer purchase intention and other dimension does not have significant influential. So does only one hypothesis that support which is H_{5e}. Therefore, it can be concluded that based on this analysis, it was found that attitude significantly contributed to predicting the netizen purchase intention in Malaysia.

Conclusions

This research is an attempt to investigate the factors that may influence the intention to purchase Halal cosmetic products. The paper is based on the data collected from Netizen in social media (Facebook). The study examined the relationship between attitude, subjective norms, perceived behavioral control and brand awareness towards customers' intention to purchase Halal cosmetic products among Netizen in Malaysia. There are two research question it also has two objectives. Then, the objectives are achieved, and the questions are answered. The results concluded that there is a relationship between independent variables, namely attitude, subjective norms, perceived behavioral control, brand awareness and the dependent variable, the intention to purchase Halal cosmetic products. Based on the four variables, attitude is the strongest and the only factor influencing the intention to purchase of Halal cosmetic products. It also shows that attitude has the highest forecast towards buying Halal cosmetic products, it is because about more than half of the respondents are Muslim Malays and as a Muslim, using Halal cosmetic products is one of their responsibilities. The results are functional and useful for academic research, local government and marketers to better understand and improve their marketing strategies in delivering their products to their customers and it also can reduce their risks and save time and resources.

Recommendations

The population of this research was coming from the users of social media platform which is facebook as respondents for this study. So, it does not reflect on the overall population in social media in Malaysia. Future researchers may include other social media platform widely used in Malaysia such as twitter, tiktok, instagram and others. Therefore, it can further enhance the study result and data analysis as customer behaviour may vary across the platform. This study also focusses on independent variables such as attitude, subjective norm, perceived behavioral control which is based on Theory Planned Behaviour and brand awareness. Future studies are recommended to add another variable or to change the variable of brand awareness which was found not to have significant impact toward the independent variable which intention to purchase. This study is conducted in Malaysia, future research may replicate this study and conducted it in another Muslim country such as Indonesia, Turkey, Brunei and other. Future research also could conduct the same study in non-Muslim country where Muslim reside, thus lead to varies finding.

Theoretical Contribution

This study explores the customer awareness towards the intention to purchase halal cosmetic products among Malaysian. Existing studies mainly focus on the intention to purchase Halal product in general, then there is lack recent studies in the field of halal cosmetic. This study is expected to contribute to the literature and body of knowledge in the business management field especially in regard to the Islamic marketing and behavior of consumer in Malaysia. This paper addresses this gap in the literature by adding new indicator such as brand awareness in measuring the customer awareness whether it will lead Muslims intention to buy the halal cosmetic products.

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