

Factors Shaping the Preference for Halal Beauty Supplements among the Younger Generation

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Abstract

The concept of "Halal," signifying adherence to Islamic principles, holds paramount importance in various spheres of life for Muslims. This study delves into the factors that influence the purchase of Halal beauty supplements among millennials, recognizing the significance of aligning consumption with religious beliefs. The study employs a quantitative research design, gathering data through a questionnaire distributed among students from Universiti Malaysia Sarawak (UNIMAS) and Universiti Teknologi MARA Samarahan (UiTM Samarahan). A multi-stage sampling technique was utilized to ensure diverse respondent representation. The questionnaire, structured based on existing literature, covers demographic information and factors guiding Halal beauty supplement purchases. Analysis using SPSS software reveals statistically significant relationships between attitudes, subjective norms, and purchasing behavior, highlighting the pivotal role of these factors in influencing millennials' choices. The study's findings offer a nuanced understanding of the Halal market and provide practical implications for consumers and producers, emphasizing the importance of conscientious consumption and Halal certification. This research serves as a valuable reference for future studies exploring consumer behavior in the Halal cosmetics industry, paving the way for further investigations in this field.

Introduction

The Arabic term "Halal" signifies what is permissible under Islamic law, embodying a spectrum of lawful practices encompassing various aspects of life, juxtaposed with the concept of "Haram," denoting what is prohibited. Within Islam, adherence to Halal principles, delineated in the Holy Quran, mandates a conscientious approach to daily activities, including consumption habits. While Halal food consumption is widely acknowledged, the significance of Halal medicines and beauty supplements remains paramount, reflecting a holistic adherence to religious principles. Against this backdrop, this chapter delves into the factors shaping the purchase decisions of Halal beauty supplements among millennials. Recognizing the imperative of aligning consumption choices with religious tenets, a preliminary study is warranted to dissect the nuanced determinants driving millennials' preferences.

Furthermore, this chapter delineates the scope and limitations of the study, while elucidating key terminologies essential for conceptual clarity.

The current research endeavors to elucidate the factors underpinning millennials' preferences for Halal beauty supplements, filling a void in existing scholarship on the subject. Given the nascent nature of research in this domain, this study holds relevance for multiple stakeholders, including Muslim consumers, industries involved in Halal supplement production, and academic researchers. For Muslim consumers, insights gleaned from this study can inform purchasing decisions, enhancing their understanding of the significance of Halal beauty supplements in fostering holistic well-being. Moreover, by shedding light on the predictive factors driving purchase behavior, this research contributes to the strategic marketing endeavors of Halal supplement industries, potentially catalyzing market expansion and product innovation. Additionally, by elucidating the religious and health implications of Halal consumption, this study serves to educate both Muslim and non-Muslim consumers, fostering a culture of informed decision-making. Furthermore, from an academic standpoint, this research enriches the scholarly discourse surrounding Halal consumption patterns, paving the way for future investigations into this burgeoning field.

Furthermore, this chapter delineates the scope and limitations of the study, emphasizing the need for a comprehensive understanding of Halal consumption patterns. In particular, the research seeks to address the following questions:

- a) What is the factor influencing the purchasing of Halal beauty supplements among millennials?
- b) What is the dominant factor influencing the purchase of Halal beauty supplements among millennials?

Literature Review

Definition of Halal

The term 'halal,' originating from Arabic, denotes that which is permissible or allowed. In the context of Islamic law, it signifies actions or items sanctioned without restrictions by God, the lawgiver. Specifically, concerning food, 'halal' denotes items permissible under Islamic law, excluding any animal parts proscribed by Islamic law, free from impurities as per Islamic law, and processed using permissible equipment or utensils (Sawari, 2017).

According to Annamarie (2017), products adhering to Islamic guidelines are deemed halal and obligatory for consumption by Muslims, while 'haram' refers to items prohibited by God, as mentioned in the Quran.

These studies provide a comprehensive overview of the concept of "halal" and its significance within Islamic law. The definition of halal as "permitted or allowed" is clearly explained, along with its application to various aspects of daily life, particularly in the context of food consumption. The inclusion of definitions from multiple sources, such as Sawari (2017); Annamarie (2017), adds depth to the discussion and demonstrates a thorough examination of the topic.

However, these studies could benefit from further elaboration on the sources cited. For instance, it would be helpful to provide more context about Sawari (2017); Annamarie (2017), such as their credentials or affiliations, to establish their credibility as sources on Islamic law and halal practices. Additionally, while these studies accurately outline the criteria for halal food, it could delve deeper into the cultural and religious significance of halal consumption, as well as any variations or interpretations of halal standards across different regions or communities.

Furthermore, these studies could be strengthened by including a discussion of recent developments or controversies surrounding halal certification and labeling, which have become increasingly relevant in today's globalized food market. This would add a dynamic aspect to the studies and demonstrate the author's engagement with current debates within the field.

Overall, while the studies provide a solid foundation for understanding the concept of halal, further expansion and contextualization would enhance its depth and relevance to readers interested in this topic.

Halal in Malaysia

The Department of Islamic Development Malaysia (JAKIM) commenced verifying the halal status of consumer goods in 1974. The issuance of halal certification letters began in 1994, followed by the introduction of the halal logo certificate in 1994. Subsequently, Halal inspections were carried out by Ilham Daya from 1998, and from 2002, the Food and Islamic Consumer Goods Division of JAKIM oversaw all Halal Certification activities. To address the burgeoning food industry, the Malaysian Public Service Department formed the Halal Hub Division in 2005, later managed by the Halal Industry Development Corporation (HDC) in 2008. Presently, JAKIM remains responsible for accrediting the Halal logo, although state Islamic Religious Councils can also grant Halal Certificates and Logos (Musa, 2015).

These studies lack critical analysis and synthesis of existing research on the topic. While it effectively outlines the chronological progression of halal certification in Malaysia, it could benefit from a deeper exploration of the challenges, controversies, and implications associated with the implementation of halal certification systems. For instance, it would be valuable to discuss any debates surrounding the standardization of halal certification criteria, the role of different stakeholders in the certification process, and the impact of halal certification on consumer perceptions and market dynamics.

Furthermore, these studies could be strengthened by incorporating insights from scholarly sources beyond the cited reference. Including findings from peer-reviewed articles, government reports, and industry publications would enhance the depth and credibility of the review.

Overall, while these studies effectively outline the historical development of halal certification in Malaysia, it would benefit from a more critical analysis and integration of existing research to provide a more nuanced understanding of the subject.

Beauty Supplements

Studies on dietary supplements often emphasize their functionality and efficacy. While Sadia Hassan et al (2020) explore Dietary Supplements: Types, Health Benefits, Industry, and Regulation, Abdul Aziz et al (2020) delve into Influencing Factors in Dietary Supplements Consumption among University Students. Notably, studies fail to explicitly incorporate beauty supplements into the broader category of dietary supplements. Beauty supplements, encompassing multivitamins, single vitamins, minerals, herbal supplements, and oils, primarily target skin-related issues (Morosini, 2019).

Bedford (2017) defines supplements as compositions comprising vitamins, minerals, and high-quality extracts aimed at enhancing skin and/or hair, among other health benefits. Guldager (2020) indicates variations in supplement functions, albeit with consistent overall results. In essence, skin-friendly supplements rejuvenate and vitalize the skin by enhancing skin health and fostering vital proteins like collagen.

Davensdale (2020) characterizes beauty supplements as processed formulations comprising vitamins, minerals, and other substances, delivered in pill, capsule, syrup, sachet, powder, or liquid form. This study aims to bridge the research gap by investigating the prevalence and associated factors of beauty supplements.

These studies provide a comprehensive overview of existing research on dietary supplements, with a particular focus on beauty supplements. The research highlights key studies that have investigated various aspects of dietary supplement consumption, ranging from types and health benefits to influencing factors among specific populations such as university students. Notably, the review identifies a gap in the literature regarding the prevalence of beauty supplements and their associated factors, prompting the need for further investigation in this area.

The cited studies by Hassan et al (2020); Abdul Aziz et al (2020) offer valuable insights into the broader landscape of dietary supplement consumption. However, they do not specifically address the inclusion of beauty supplements within this category. This omission underscores the need for more focused research on beauty supplements, considering their distinct role in promoting skin health and appearance compared to other types of dietary supplements aimed at general health promotion.

The studies draw attention to definitions and classifications of beauty supplements, emphasizing their composition and delivery methods. Bedford (2017); Davensdale (2020) provide valuable perspectives on the formulation and availability of beauty supplements, highlighting their increasing popularity and convenience of consumption. These insights set the stage for understanding the unique characteristics of beauty supplements and their potential impact on skin health and appearance.

Furthermore, these studies emphasize the importance of understanding how beauty supplements function and their potential benefits for skin health. Aaron Guldager's (2020) findings suggest that different supplements may have subtle variations in their mechanisms of action but share common overall outcomes, such as revitalizing and rejuvenating the skin by promoting collagen production. This underscores the need for empirical research to elucidate the specific effects of beauty supplements on skin health outcomes.

In summary, while existing studies provide valuable insights into the broader landscape of dietary supplement consumption, there is a notable gap in research specifically focusing on beauty supplements. These studies aim to address this gap by investigating the prevalence of beauty supplements and their associated factors, thereby contributing to a more comprehensive understanding of their role in promoting skin health and appearance. By filling this gap, these studies seek to provide valuable insights for both researchers and practitioners in the field of dermatology and skincare.

Halal Beauty Supplements

Duasa et al (2020) underscore the extensive use of collagen in various sectors, prompting the development of recombinant collagen-like protein to address halal concerns. Omar et al (2019) highlight the surging consumption of collagen beauty drink supplements among Malaysian women, emphasizing Muslims' growing concerns about collagen's origin and its halal status. Halal beauty supplements encompass products made from halal ingredients, manufactured in compliance with halal standards, aimed at enhancing body appearance and wellness. The choice of ingredients crucially impacts product performance, emphasizing manufacturers' responsibility in ensuring halal and healthy ingredients (Sugibayashi et al., 2019).

Connections (2019) emphasizes the significance of the halal logo on beauty supplements, indicating adherence to specific production and ingredient standards. Conversely, Tambini (2019) raises concerns regarding pork-derived gelatin in supplements, cautioning Muslims to verify the halal certification of products before consumption. Houssaine (2018) asserts that halal supplements must exclude pig and non-ritually slaughtered animal products, blood, and alcohol. Khan and Haleem (2016) stress the importance of halal certification in ensuring compliance with Islamic dietary laws, assuring consumers of the absence of prohibited substances.

The study provides valuable insights into the growing interest and concerns surrounding halal beauty supplements. Duasa et al (2020) shed light on the increasing use of collagen across various industries, prompting the development of recombinant collagen-like proteins to address halal considerations. This underscores the importance of ensuring the halal status of ingredients in beauty products, particularly for Muslim consumers. Additionally, Omar et al (2019) highlight the rising consumption of collagen beauty drink supplements among Malaysian women and the corresponding surge in concerns among Muslims regarding the origin and halal status of such products. This emphasizes the need for manufacturers to address these concerns by using halal ingredients and adhering to halal standards in production.

The study also delves into the significance of halal certification and labeling on beauty supplements. Amway Connections (2019) underscores the importance of the halal logo as an indicator of compliance with specific production and ingredient standards. However, Tambini (2019) raises valid concerns regarding the presence of pork-derived gelatin in supplements, urging Muslims to verify the halal certification of products before consumption. This highlights the critical role of transparent labeling and certification processes in providing assurance to consumers about the halal status of beauty supplements.

Furthermore, Houssaine (2018) emphasizes the necessity for halal supplements to exclude ingredients such as pig and non-ritually slaughtered animal products, blood, and alcohol. This aligns with Islamic dietary laws and underscores the importance of adherence to halal principles in product formulation. Additionally, Khan and Haleem (2016) stress the significance of halal certification in guaranteeing compliance with Islamic dietary laws and assuring consumers of the absence of prohibited substances. Overall, these studies underscore the importance of ensuring the halal status of beauty supplements through transparent labeling, adherence to halal standards, and rigorous certification processes to meet the growing demands and concerns of Muslim consumers.

Millennials

Studies such as that by Zaki et al (2018) primarily associate supplement consumption with women, older individuals, higher education, and income levels, overlooking millennials' consumption patterns. Gahche et al (2021) discuss supplements' potential impact on health in older demographics but do not adequately address millennials' supplement consumption, warranting further exploration.

The study provided offers valuable insights into the consumption patterns of dietary supplements, particularly among different demographic groups. However, the focus on specific populations such as women, older individuals, and those with higher education and income levels may inadvertently overlook the supplement consumption behaviors of millennials. By primarily associating supplement consumption with these demographics, the study by Zaki et al (2018) might not fully capture the nuanced habits of younger generations,

such as millennials, who may have distinct attitudes and preferences towards dietary supplements.

Moreover, while Gahche et al (2021) discuss the potential impact of supplements on health, their analysis appears to be centered on older demographics, potentially overlooking the relevance of supplement consumption among millennials. Given the unique health concerns and lifestyle choices of millennials, it is essential to explore their attitudes, motivations, and patterns of dietary supplement use in more detail. Failure to address millennials' supplement consumption adequately could limit our understanding of their dietary behaviors and hinder efforts to promote health and wellness in this demographic group.

Therefore, there is a clear need for further research that specifically examines millennials' supplement consumption patterns, considering factors such as their attitudes towards health and wellness, digital health information-seeking behaviors, and the influence of social media and peer networks. By expanding the scope of inquiry to include millennials, researchers can gain a more comprehensive understanding of dietary supplement use across different age groups and demographic segments, ultimately informing more targeted and effective public health interventions and educational campaigns.

Factors Influencing the Purchasing of Halal Beauty Supplements

Halal Logo

Obtaining a Halal logo or certificate has become imperative in the globalized economy, especially for Muslim consumers. The presence of the Halal logo significantly influences consumers' intentions to purchase beauty supplements, fostering confidence and trust in the products' adherence to Halal standards (Putri, 2018). This logo is increasingly pervasive, not only on newly established brands targeting Muslim consumers but also on existing and conventional beauty supplements (Handriana et al., 2019). The certification serves as a quality standard, instilling confidence in manufacturers regarding their ability to produce compliant Halal beauty supplements. Given the rising demand for certified products among Muslim consumers, manufacturers recognize the significance of Halal certification in influencing purchase decisions (Zakaria et al., 2018; Ghadikolaei, 2016).

The study provides a comprehensive overview of the growing importance of obtaining a Halal logo or certificate within the globalized economy, particularly concerning beauty supplements targeted at Muslim consumers. Putri (2018) emphasizes the significant influence of the Halal logo on consumers' purchase intentions, highlighting its role in fostering confidence and trust in products' adherence to Halal standards. Moreover, the study underscores the pervasive nature of the Halal logo, extending beyond newly established brands to include existing and conventional beauty supplement manufacturers, as noted by (Handriana et al., 2019). This observation suggests a widespread recognition of the importance of Halal certification within the beauty supplement industry.

Furthermore, the study emphasizes the Halal certification's role as a quality standard, providing assurance to manufacturers regarding their products' compliance with Halal requirements. Manufacturers are increasingly aware of the importance of Halal certification in influencing consumer purchase decisions, as indicated by (Zakaria et al., 2018; Ghadikolaei, 2016). This acknowledgment underscores the strategic significance of obtaining Halal certification, not only to meet regulatory requirements but also to capitalize on the growing demand for certified products among Muslim consumers.

Overall, these studies highlight the multifaceted significance of the Halal logo in the context of beauty supplements. It serves not only as a symbol of compliance with Halal standards but also as a tool for building consumer trust and confidence. These studies suggest that manufacturers increasingly view Halal certification as a competitive advantage in capturing market share and meeting the preferences of Muslim consumers. Consequently, the integration of Halal certification into beauty supplement products has become a strategic imperative for manufacturers seeking to tap into this lucrative market segment.

Contents or Ingredients

The constituents of Halal beauty supplements significantly influence millennials' purchasing behavior. Buyers tend to scrutinize supplement packaging for ingredients before making a purchase decision (Hashim & Musa, 2015). Consumers exhibit a preference for natural ingredients due to perceived health benefits, despite limited knowledge of natural Halal supplements (Zhang and Zhou, 2019). Additionally, awareness of chemical ingredients in supplements drives consumer caution, leading to a pivotal criterion—ingredient awareness—while purchasing Halal beauty supplements (Chang and Hildebrand, 2019).

The study provides valuable insights into the factors influencing millennials' purchasing behavior regarding Halal beauty supplements. The emphasis on scrutinizing supplement packaging for ingredients underscores the significance of ingredient transparency in consumer decision-making, as highlighted by (Hashim and Musa, 2015). This aligns with contemporary consumer trends where individuals prioritize products containing natural ingredients, driven by perceived health benefits, as noted by (Zhang and Zhou, 2019). However, the study also points out the paradoxical situation where consumers may lack comprehensive knowledge about natural Halal supplements despite their preference for them, suggesting a potential gap in consumer education and awareness.

Moreover, the study underscores the importance of ingredient awareness as a pivotal criterion for consumers when purchasing Halal beauty supplements, as discussed by (Chang and Hildebrand, 2019). This finding suggests that consumers are increasingly cautious about the chemical composition of supplements, reflecting a broader trend towards health-conscious consumption behaviors. By highlighting the significance of ingredient awareness, the research emphasizes the need for cosmetic companies to prioritize ingredient transparency and provide clear information about the composition of their products. This aligns with the growing consumer demand for transparency and ethical sourcing practices in the beauty industry.

Overall, these studies provide a comprehensive overview of the key factors driving millennials' purchasing behavior in the context of Halal beauty supplements. By synthesizing findings from multiple studies, it sheds light on the complex interplay between consumer preferences, knowledge, and awareness regarding supplement ingredients. However, further research may be needed to explore the impact of cultural factors, marketing strategies, and regulatory frameworks on consumer perceptions and behaviors in this rapidly evolving market segment.

Social Factors

The adoption of Halal Beauty Supplements by consumers is notably influenced by social pressure and the opinions of their reference groups, including family and friends (Kaur et al., 2018). Family serves as an essential source of information and influences individual values and behaviors (Wiese and Kruger, 2016). Peer influence, particularly recommendations from

friends and family, plays a fundamental role in shaping product preferences and eventual purchasing decisions (Reporter, 2017; Pratap, 2019).

These studies effectively highlight the significant role of social factors in influencing consumers' adoption of Halal Beauty Supplements. By referencing studies conducted by Kaur et al (2018); Wiese and Kruger (2016), these researches underscores the impact of family and peer influence on individual values and behaviors. This acknowledgment aligns with existing research, which emphasizes the pivotal role of social networks in shaping consumer preferences and purchasing decisions (Reporter, 2017; Pratap, 2019). Furthermore, the inclusion of specific examples, such as the influence of recommendations from friends and family, adds depth to the discussion and reinforces the notion that social pressure and reference groups play a crucial role in the adoption of Halal Beauty Supplements.

However, while the study effectively outlines the influence of social factors on consumer behavior, it could benefit from further exploration of the mechanisms through which these factors exert their influence. Delving deeper into theories such as social identity theory or social learning theory could provide valuable insights into the underlying processes driving consumer decision-making in the context of Halal Beauty Supplements. Additionally, a more nuanced examination of cultural and societal norms surrounding Halal products and beauty standards could enhance the review's comprehensiveness and relevance.

Overall, these studies provide a solid foundation for understanding the influence of social factors on the adoption of Halal Beauty Supplements. By synthesizing findings from multiple studies and incorporating real-world examples, these studies effectively highlights the significance of social pressure and reference groups in shaping consumer behavior. However, further exploration of theoretical frameworks and cultural considerations could enrich the discussion and offer deeper insights into the complex interplay between social factors and consumer decision-making in this context.

Price

The pricing of Halal beauty supplements significantly impacts consumer behavior and loyalty. Price satisfaction directly affects the buyer-seller relationship and influences brand loyalty (Alhedhaif et al., 2016). Consumer willingness to pay higher prices is contingent upon perceived product quality (Hashim & Musa, 2015). Moreover, the perceived price-quality relationship influences consumers' purchasing intentions (Ling et al., 2019).

The research on pricing in the context of Halal beauty supplements provides valuable insights into the factors influencing consumer behavior and loyalty. Alhedhaif et al (2016) emphasize the significance of price satisfaction in shaping the buyer-seller relationship and its impact on brand loyalty. This highlights the importance for businesses to carefully consider their pricing strategies to maintain positive relationships with consumers and foster brand loyalty.

Furthermore, Hashim and Musa (2015) contribute to the understanding by highlighting the role of perceived product quality in influencing consumer willingness to pay higher prices. This underscores the need for Halal beauty supplement companies to focus not only on setting appropriate prices but also on communicating and demonstrating the quality of their products to justify higher price points. Effective marketing and branding efforts that highlight the superior quality of Halal beauty supplements can enhance consumers' perception of value and justify premium pricing.

Additionally, Ling et al (2019) shed light on the importance of the perceived price-quality relationship in shaping consumers' purchasing intentions. This suggests that consumers' perceptions of the relationship between price and quality play a crucial role in their decision-

making process when considering Halal beauty supplements. Therefore, businesses in this industry should strive to align their pricing strategies with consumers' perceptions of quality to maximize sales and maintain competitive advantage.

Overall, these studies underscore the complexity of pricing decisions in the Halal beauty supplement industry and highlights the interconnectedness of price, perceived quality, and consumer behavior. By understanding these dynamics, businesses can develop more effective pricing strategies that resonate with consumers and contribute to long-term success in the market.

Functions of the Beauty Supplement

Halal beauty supplements serve various functions, addressing concerns like disease prevention, skin enhancement, and overall well-being (Murray, 2018; UK Essays, 2018). Additionally, whitening products in the market cater to consumer desires for aesthetic changes (S, 2018).

These studies provide a concise overview of the diverse functions that beauty supplements serve in addressing a range of consumer concerns. The inclusion of references to studies by Georgia Murray (2018); UK Essays (2018) adds credibility to the discussion by drawing on existing research. By highlighting the role of halal beauty supplements in disease prevention, skin enhancement, and overall well-being, the review underscores the multifaceted nature of these products and their potential benefits for consumers. Furthermore, the acknowledgment of whitening products meeting consumer desires for aesthetic changes reflects an awareness of the market dynamics and the significance of meeting consumer preferences in product development.

However, these studies could benefit from a more comprehensive examination of the existing research landscape. While it effectively introduces the functions of beauty supplements and their relevance to consumer needs, a deeper analysis of the underlying mechanisms or empirical evidence supporting these claims would enhance the rigor of the review. Additionally, the absence of specific citations beyond Georgia Murray (2018); UK Essays (2018); "S" (2018) limits the reader's ability to further explore the referenced studies or validate the information presented. Incorporating a wider range of scholarly sources and providing more detailed references would strengthen the research and contribute to its scholarly credibility.

Overall, while these studies effectively outline the functions of beauty supplements and their market appeal, there is room for improvement in terms of depth and scholarly rigor. By expanding the discussion to include additional empirical research and providing more specific citations, these studies could offer a more comprehensive understanding of the topic and contribute more substantially to the existing body of knowledge in the field of beauty supplements and consumer behavior.

Taste or Flavor

Flavor significantly impacts consumer perception of Halal beauty supplements. Preferences for sweet or fruit flavors among millennials drive their interest in these supplements (Zecha, 2017; Martínez-Ruiz and Gómez-Cantó, 2016). Consumer trends suggest that younger generations prioritize taste over health concerns, especially in supplement consumption (Martínez-Ruiz and Gómez-Cantó, 2016; 93% of consumers surveyed in Charts, 2019).

These studies provide valuable insights into the role of flavor in shaping consumer perception of Halal beauty supplements. It is noted that preferences for specific flavors, such as sweet or

fruit flavors, play a significant role in driving consumer interest, particularly among millennials (Zecha, 2017; Martínez-Ruiz and Gómez-Cantó, 2016). This observation underscores the importance of flavor in enhancing the appeal of these supplements to the target demographic. Furthermore, the study highlights an interesting trend where younger generations prioritize taste over health concerns when it comes to supplement consumption (Martínez-Ruiz and Gómez-Cantó, 2016). This finding suggests that manufacturers and marketers of Halal beauty supplements should pay close attention to flavor profiles to align with consumer preferences and enhance product acceptance.

However, while the study identifies the influence of flavor on consumer behavior, it would benefit from further exploration into the underlying reasons behind this phenomenon. For instance, understanding the psychological and sociocultural factors driving preferences for certain flavors among millennials could provide deeper insights into their decision-making process. Additionally, examining how flavor perceptions differ across diverse consumer segments, such as age, gender, and cultural backgrounds, could offer valuable implications for product development and marketing strategies. Therefore, future research should aim to delve deeper into the mechanisms through which flavor influences consumer perception and behavior in the context of Halal beauty supplements.

Moreover, the reliance on survey data from Charts (2019) to support the assertion that 93% of consumers prioritize taste over health concerns raises questions about the generalizability and reliability of the findings. Without further details on the methodology and sample characteristics, it is challenging to fully assess the validity of this claim. Therefore, future studies should strive to employ robust research designs and methodologies to provide more rigorous evidence regarding consumer preferences for flavor in Halal beauty supplements. Additionally, incorporating qualitative approaches, such as focus groups or interviews, could offer richer insights into the nuanced attitudes and motivations underlying consumer choices in this domain.

In summary, while these studies offer valuable insights into the significance of flavor in shaping consumer perception of Halal beauty supplements, there is room for further exploration and methodological refinement. By delving deeper into the underlying mechanisms driving flavor preferences and employing rigorous research methodologies, future studies can contribute to a more comprehensive understanding of consumer behavior in this growing market segment.

Advertising

Media sources significantly influence consumers' knowledge and perception of Halal Beauty Supplements (Rahim et al., 2016). Advertisement plays a pivotal role in shaping consumers' views of beauty standards and influences their purchasing decisions (Haider and Shakib, 2019). The influence of advertising on consumer behavior varies based on the quality and content of the advertisement (Osman and Mei, 2016).

The study provides valuable insights into the influence of advertising on consumers' perceptions and purchasing decisions regarding Halal Beauty Supplements. Rahim et al. (2016) highlight the significant impact of media sources on consumers' knowledge and perception of these products. This emphasizes the importance of advertising in shaping consumers' views of beauty standards and influencing their purchasing behavior, as noted by (Haider and Shakib, 2019). The authors rightly point out that the quality and content of advertisements play a crucial role in determining their effectiveness in influencing consumer behavior, as indicated by (Osman and Mei, 2016).

However, these researches could benefit from further depth and breadth by incorporating additional studies that explore the specific strategies and techniques used in advertising Halal Beauty Supplements. While the influence of advertising on consumer behavior is acknowledged, further examination of the specific elements within advertisements that are most impactful could enhance the understanding of how advertising shapes perceptions and purchasing decisions in this context. Additionally, considering the dynamic nature of advertising platforms and consumer preferences, it would be valuable to include recent studies that explore emerging trends in advertising and their implications for Halal Beauty Supplements.

Moreover, these studies could strengthen its analysis by discussing the potential limitations and challenges associated with advertising Halal Beauty Supplements. This could include considerations such as cultural sensitivities, regulatory constraints, and ethical concerns that may impact the effectiveness and ethicality of advertising strategies. By acknowledging these complexities, the studies would provide a more comprehensive understanding of the role of advertising in the promotion of Halal Beauty Supplements and pave the way for future research to address these challenges effectively. Overall, while these researches offers valuable insights into the influence of advertising on consumer behavior, further exploration of specific advertising strategies and considerations of potential limitations would enhance its depth and relevance.

Celebrity Endorsement

Celebrity endorsements significantly impact brand recognition and consumer perceptions of Halal beauty supplements (Chin & Harizan, 2017; Okoli, 2016). Consumers tend to trust and favor brands endorsed by celebrities they admire (Adam and Hussain, 2017; Ahmed et al., 2015).

The studies on celebrity endorsement within the context of Halal beauty supplements present a compelling argument for the significant impact that celebrity endorsements have on brand recognition and consumer perceptions. Chin and Harizan (2017); Okoli (2016) both underscore the influential role that celebrities play in shaping consumer attitudes towards brands in this particular market segment. By leveraging the popularity and appeal of well-known personalities, brands can effectively enhance their visibility and credibility among consumers.

Moreover, the studies by Adam and Hussain (2017); Ahmed et al (2015) further emphasize the trust and favorability that consumers associate with brands endorsed by their admired celebrities. This finding underscores the psychological mechanism at play wherein consumers transfer their positive perceptions of celebrities onto the endorsed products, thus elevating the desirability and perceived value of Halal beauty supplements.

However, while the study overwhelmingly supports the positive impact of celebrity endorsements on brand perception, it is crucial to acknowledge potential limitations and considerations. For instance, future research could explore the moderating effects of cultural differences or the authenticity of celebrity endorsements within the Halal beauty market. Additionally, investigating the long-term effects of celebrity endorsements and the potential risks associated with celebrity scandals or controversies could provide valuable insights for marketers seeking to strategically utilize celebrity endorsements in this context.

In summary, these studies highlight the substantial influence of celebrity endorsements on brand recognition and consumer perceptions within the Halal beauty supplements market. Moving forward, a deeper understanding of the nuanced dynamics and potential challenges

associated with celebrity endorsements in this context could inform more effective marketing strategies and enhance brand positioning within this rapidly growing industry.

Packaging

The packaging of Halal beauty supplements, including Halal labeling and visual aesthetics, significantly influences consumer perception and purchase decisions (Putri, 2018; Aditya Khanna, 2019). Eye-catching packaging designs contribute to a product's perceived value and sales potential (Khanna, 2019).

These studies provide a concise examination of the role of packaging in influencing consumer perceptions and purchase decisions within the context of Halal beauty supplements. The inclusion of citations from Putri (2018); Khanna (2019) adds credibility to the discussion by referencing existing research on the topic. By acknowledging the significance of Halal labeling and visual aesthetics in packaging, these studies highlight key factors that contribute to consumer behavior in this specific market segment.

However, the research could benefit from a more comprehensive analysis of existing studies. While the citation from Khanna (2019) suggests that eye-catching packaging designs can enhance perceived value and sales potential, additional research findings or examples could strengthen the argument and provide a deeper understanding of the mechanisms at play. Moreover, the study could explore the psychological and cultural factors that underpin consumer perceptions of packaging in the context of Halal beauty supplements, offering valuable insights into the drivers of consumer behavior in this niche market.

In summary, while these researches effectively introduce the importance of packaging in influencing consumer decisions regarding Halal beauty supplements and references relevant studies, it would benefit from a more thorough examination of existing research and a deeper analysis of the psychological and cultural factors shaping consumer perceptions and behavior in this domain. Expanding the discussion in these areas could enhance the overall contribution of the studies to the understanding of consumer behavior in the Halal beauty supplement market.

Color

Packaging, specifically color, plays a significant role in consumer perception and purchasing decisions. Colors can be reminiscent of particular brands, influencing consumer recognition and satisfaction. Altering packaging variables such as color, transparency, nomenclature, and brand appearance can positively impact consumer perceptions. Size and shape also influence consumers' perceptions of product size and user experience. Certain sizes cater to different consumer preferences, like larger packaging appealing to value-conscious consumers. Various colors evoke different emotions, influencing consumer preferences and purchases. For instance, green symbolizes health and well-being, while blue conveys comfort. Coastal Dim Sum (2019) suggested that shades of green typically resonate well in the supplement market due to the positive lifestyle associations. Additionally, blue and shades of yellow, orange, or lime green are appealing options for Halal beauty supplements.

The research provides valuable insights into the impact of color, packaging, and other variables on consumer perception and purchasing behavior. By examining the role of color in packaging, the research highlights how colors can evoke specific emotions and influence consumer preferences. The mention of colors like green symbolizing health and well-being, and blue conveying comfort, adds depth to our understanding of how color psychology influences consumer decision-making.

Furthermore, the study underscores the importance of packaging variables beyond color, such as transparency, nomenclature, and brand appearance, in shaping consumer perceptions. This broad perspective acknowledges the multifaceted nature of packaging design and its impact on consumer satisfaction and recognition of brands. By considering various elements of packaging design, including size and shape, the study emphasizes the need for marketers to tailor packaging to different consumer preferences and market segments.

The reference to Sum's (2019) study on the supplement market adds credibility to the discussion by citing specific research findings. By highlighting the resonance of shades of green in the supplement market due to positive lifestyle associations, the study provides practical insights for marketers targeting this niche. Additionally, the mention of appealing color options for Halal beauty supplements suggests an awareness of cultural and religious sensitivities that can influence consumer preferences in specific market segments.

Overall, the research effectively synthesizes existing research on the role of color and packaging in consumer behavior, offering valuable implications for marketers and product developers. However, future studies could delve deeper into the interplay between different packaging variables and their combined impact on consumer perceptions and purchasing decisions, thereby enriching our understanding of packaging design strategies in the competitive marketplace.

Promotion

Promotion strategies, like sales and discounts, significantly impact consumer behavior and purchasing decisions. Discounts and offers like "Buy One, Get One Free" influence consumer choices, creating a perceived value. Sales promotions, including price-based promotions like coupons and temporary discounts, directly affect consumer purchasing behavior. Celebrities endorsing products often attract more consumers, as indicated by (Alhedhaif et al., 2016).

The research presented in this section provides valuable insights into the impact of promotion strategies on consumer behavior and purchasing decisions. The discussion highlights the significant influence of sales and discounts on consumer choices, emphasizing their ability to create a perceived value that drives purchasing behavior. The mention of promotions such as "Buy One, Get One Free" underscores their effectiveness in influencing consumer decisions by offering tangible benefits and incentives. Moreover, the inclusion of price-based promotions like coupons and temporary discounts highlights their direct impact on consumer purchasing behavior, further emphasizing the importance of promotional strategies in shaping market dynamics.

Furthermore, the research acknowledges the role of celebrity endorsements in attracting consumers to products. The reference to Alhedhaif et al (2016) suggests that celebrity endorsements can serve as powerful marketing tools, drawing attention to products and influencing consumer perceptions. By incorporating this aspect into the discussion, the study demonstrates a comprehensive understanding of the various promotional techniques employed by businesses to engage consumers and drive sales.

Overall, the study effectively synthesizes existing research findings to shed light on the impact of promotion strategies on consumer behavior. However, to strengthen this section further, it could benefit from a deeper analysis of the specific mechanisms through which different promotional tactics influence consumer perceptions and decision-making processes. Additionally, providing more recent studies or empirical evidence to support the discussed concepts would enhance the credibility and relevance of the studies.

Authenticity

Ensuring the authenticity of Halal beauty supplements is critical in building consumer trust. Measures like holograms or QR codes on product packaging provide a sense of authenticity and security for consumers. However, challenges exist, such as identifying counterfeit products, which require innovative solutions for detection and prevention. Food systems enforcement and trust-building mechanisms like holograms and QR codes play a crucial role in ensuring product authenticity and quality (IANS, 2018).

This study highlights the paramount importance of authenticity in the realm of Halal beauty supplements, underscoring its pivotal role in fostering consumer trust. The incorporation of measures such as holograms or QR codes on product packaging is identified as a promising strategy to instill a sense of authenticity and security among consumers. These mechanisms not only serve as visible indicators of Halal certification but also act as deterrents against counterfeit products. However, this research acknowledges the existence of challenges in this domain, particularly in the identification and prevention of counterfeit items, necessitating innovative solutions for detection and mitigation. Moreover, the study emphasizes the critical role of robust food systems enforcement and trust-building mechanisms, such as holograms and QR codes, in safeguarding product authenticity and quality standards. By synthesizing these insights, the study underscores the multifaceted nature of the authenticity issue within the Halal beauty supplement industry and underscores the need for comprehensive approaches to address it effectively.

Product Suitability

Consumer concerns about the safety and suitability of Halal beauty supplements revolve around product quality, health risks, and potential side effects. Consumers scrutinize product ingredients and their effects on health. Heavy metals and chemical preservatives are of particular concern, potentially leading to harmful effects on consumers' health. Some Halal beauty supplements can have adverse effects on health, especially when consumed beyond recommended dosages (Rani & Krishnan, 2018).

The study provides valuable insights into consumer concerns regarding the safety and suitability of Halal beauty supplements. By addressing key factors such as product quality, health risks, and potential side effects, the research highlights the multifaceted nature of consumer apprehensions in this domain. Specifically, the scrutiny of product ingredients and their potential impact on health underscores the importance of transparency and accountability within the Halal beauty supplement industry. Moreover, the identification of heavy metals and chemical preservatives as focal points of concern underscores the need for rigorous quality control measures to mitigate potential health hazards associated with these substances (Rani & Krishnan, 2018).

Furthermore, the study sheds light on the nuanced relationship between Halal beauty supplements and consumer health outcomes. While these supplements hold promise for enhancing beauty and wellness, their improper use or consumption beyond recommended dosages may result in adverse health effects. This insight underscores the necessity of clear and accessible guidance regarding the appropriate usage and dosage of Halal beauty supplements to safeguard consumer well-being. By addressing these concerns, stakeholders within the industry can foster greater trust and confidence among consumers, thereby bolstering the market viability of Halal beauty supplements while prioritizing consumer health and safety (Rani & Krishnan, 2018).

In summary, these studies serve as a critical foundation for understanding consumer perceptions and concerns surrounding Halal beauty supplements. By elucidating key areas of apprehension, such as product quality, health risks, and potential side effects, the study provides valuable insights for industry stakeholders seeking to navigate the complex landscape of Halal beauty products. Moving forward, addressing these concerns through proactive measures such as enhanced quality control and clear guidance on product usage and dosage can contribute to the sustainable growth and acceptance of Halal beauty supplements in the global market.

Country of Origin

Consumers consider the country of origin when purchasing Halal beauty supplements, seeking products with authentic and reputable origins. Information like the "made in" label influences consumers' perceptions of product quality and authenticity. Preferences vary based on consumers' perceived quality of products from different countries, impacting their buying decisions (Zaimah, et al., 2018).

This study provides a succinct overview of the significance of country of origin in consumers' purchasing decisions regarding Halal beauty supplements. By highlighting the influence of the "made in" label on consumers' perceptions of product quality and authenticity, the study effectively underscores the importance of this factor in shaping consumer preferences. However, while the study acknowledges the impact of country of origin on consumer behavior, it could benefit from a deeper exploration of the specific factors that contribute to varying perceptions of product quality from different countries. Additionally, providing examples or case studies illustrating how consumers' preferences are influenced by country of origin could enhance the depth and relevance of the research.

Furthermore, while the study references a study by Zaimah et al (2018) to support its discussion on the influence of country of origin, it would be beneficial to include additional empirical evidence or theoretical frameworks to strengthen the argument. Incorporating findings from other relevant studies or scholarly sources could provide a more comprehensive understanding of the role of country of origin in shaping consumer attitudes and behavior towards Halal beauty supplements. Additionally, discussing any limitations or gaps in the existing literature on this topic would help to contextualize the significance of the research being conducted and highlight areas for further investigation. Overall, while the research effectively introduces the topic and establishes its relevance, expanding upon the existing research and providing a more critical analysis would enhance its depth and scholarly contribution.

Types of Beauty Supplements

Beauty supplements come in various forms such as tablets, capsules, powders, gel strips, extracts, or beverages. Consumers' preferences vary based on ease of consumption and personal health conditions. Some may prefer liquid or chewable supplements over pills due to ease of consumption or digestive issues (Aging (NIA), 2017).

The study provides a concise overview of the different types of beauty supplements available to consumers, including tablets, capsules, powders, gel strips, extracts, and beverages. This comprehensive coverage highlights the diversity of options in the market, catering to various preferences and health conditions of consumers. By acknowledging the variability in consumer preferences, the study effectively contextualizes the discussion within the broader landscape of beauty supplement consumption.

However, the study could benefit from further elaboration on the specific factors driving consumers' preferences for different forms of beauty supplements. While it briefly mentions ease of consumption and digestive issues as potential factors influencing choice, additional insights into consumer attitudes, beliefs, and motivations could enhance the depth of understanding. For example, exploring consumer perceptions of efficacy, convenience, taste, and perceived health benefits associated with different supplement forms could provide valuable insights into consumer decision-making processes.

Moreover, the study lacks references to recent empirical studies or market research that investigate consumer preferences for beauty supplements. Incorporating findings from empirical research would strengthen the evidence base and lend credibility to the discussion. Additionally, discussing any potential drawbacks or limitations associated with different supplement forms, such as bioavailability, stability, or adverse effects, would provide a more balanced perspective on the topic.

Overall, while the study effectively outlines the types of beauty supplements available to consumers, it could be strengthened by delving deeper into the factors driving consumer preferences and incorporating evidence from recent empirical studies or market research. By addressing these aspects, the study could offer a more nuanced understanding of the dynamics shaping the beauty supplement market and inform future research directions in this area.

Methods

Institutional Review Board Statement: The Ethical Committee of the Universiti Teknologi Mara (UiTM), MALAYSIA has granted approval for this study on 2 August 2023 (Ref. No.: REC/08/2023) Ethical approval was obtained prior to the commencement of data collection, and all participants provided informed consent before participating in the study.

Methodology

Research Design

The design of this study serves as a crucial framework guiding the attainment of research objectives and addressing the research questions effectively. With the aim of identifying and analyzing factors influencing the purchase of Halal beauty supplements among millennials, a quantitative study design is deemed most appropriate. Quantitative research entails the systematic collection and analysis of numerical data, providing valuable insights into the prevalence and impact of specific factors within a given population (Fazilah, 2015). In alignment with this objective, data collection was conducted utilizing a quantitative methodological approach. This approach encompasses a structured process for preparing, executing, and analyzing the study, incorporating considerations such as the research approach, conceptual framework, sampling criteria, and data collection and analysis methods.

Sampling

Sampling constitutes a fundamental aspect of quantitative research, involving the selection of a subset of the population to serve as survey respondents. The sample size refers to the number of individuals included in the study (Crossman, 2019). For this research, a multi-stage sampling technique was employed to ensure comprehensive representation and robust analysis. Specifically, a cluster sampling technique was adopted, focusing on Higher Institution students from UNIMAS and UiTM Samarahan. Cluster sampling involves selecting

representative groups or clusters from the population, thereby facilitating an accurate reflection of population characteristics (Carlos Ochoa, 2017). The utilization of the Krejcie Morgan table ensured the random selection of sample cases, thereby enhancing the generalizability of findings to the broader population.

Study Instrument

In accordance with the quantitative approach, data collection was facilitated through a structured questionnaire. The questionnaire comprised two sections: Section A focusing on demographic background and Section B centered on factors influencing the purchase of Halal beauty supplements among millennials. Drawing inspiration from existing studies by Adlin Masood (2021); Shamsudin et al (2020), the questionnaire design was tailored to suit the research objectives, incorporating items aligned with the Theory of Planned Behavior (TPB). Modifications were made to the questionnaire items to ensure relevance and comprehensiveness in addressing the study's objectives.

Validity and Reliability Tests

Ensuring the validity and reliability of the research instrument is imperative for obtaining accurate and credible data. Validity refers to the extent to which the questionnaire measures the intended constructs accurately, encompassing aspects such as content validity, predictive validity, and construct validity (Rozali et al., 2022). Reliability, on the other hand, pertains to the consistency and stability of measurements obtained from the questionnaire (Kubai Edwin, 2019). To assess the reliability of Section B, Cronbach's Alpha test was employed, yielding a favorable coefficient of 0.840, indicating strong internal consistency among questionnaire items.

Data Collection Method

Primary data collection was conducted through a structured questionnaire survey administered to Higher Institution students. The questionnaire served as a reliable tool for gathering large volumes of data efficiently within a specified timeframe (Omari, 2021). Respondents were assured of anonymity and encouraged to provide honest responses to ensure data accuracy. The utilization of Statistical Package for Social Science (SPSS) software facilitated data analysis, encompassing descriptive analysis to characterize the sample and inferential analysis to examine relationships between variables.

Data Analysis Method

Data analysis involved both secondary and primary data analysis approaches. Secondary data, comprising theories and perspectives from relevant sources, informed the identification of key factors influencing millennials' purchasing behavior. Primary data analysis utilized SPSS software for computation of frequency, mean, standard deviation, and regression. The interpretation of mean scores adhered to Pallant's (2020) classification, offering a concise and straightforward assessment of variable levels. The adoption of a three-level mean score measurement approach ensured clarity and comprehensibility in data interpretation, aligning with the study's objectives.

In summary, the methodological framework employed in this study integrates rigorous sampling techniques, validated research instruments, and robust data analysis methods to

yield accurate and credible findings regarding the factors influencing the purchase of Halal beauty supplements among millennials.

Results

Section A of the survey aimed to collect demographic information from the respondents, including age, gender, ethnicity, religion, and educational institution. Data analysis was performed using the Statistical Package for Social Science (SPSS) version 28.1, with percentages used for data assessment and interpretation.

Table 1

Age Distribution among Respondents

Categories	Frequency	Percent
18 - 20 years old	132	35%
21 - 23 years old	137	36.3%
24 years old and above	108	28.6
Total	377	100%

The majority of respondents fell within the 21 – 23-year-old category, comprising 36.3% of the total sample, followed by the 18 - 20 years old category with 35%. The descriptive table illustrates the age distribution among respondents.

Table 2

Gender Distribution among Respondents

Categories	Frequency	Percent
Male	158	41.9%
Female	219	58.1%
Total	377	100%

Females constituted the predominant gender among respondents, accounting for 58.1% of the total sample, while males represented 41.9%.

Table 3

Ethnic Distribution among Respondents

Categories	Frequency	Percent
Malay	112	29.7%
Chinese	96	25.5%
India	0	0%
Others (Bumiputera Sarawak)	169	44.8%
Total	377	100%

The largest portion of respondents identified as 'Others' (Bumiputera Sarawak), comprising 44.8% of the total sample, followed by Malay (29.7%) and Chinese (25.5%).

Table 4

Religious Affiliation among Respondents

Categories	Frequency	Percent
Muslim	254	67.4%
Christian, Hindu, and Buddha	123	32.6%
Total	377	100%

Muslims constituted the majority of respondents, representing 67.4% of the sample, while Christians, Hindus, and Buddhists collectively accounted for 32.6%.

Table 5

Place of Study among Respondents

Categories	Frequency	Percent
UiTM Samarahan Sarawak	210	55.7%
UNIMAS	167	44.3%
Total	377	100%

The majority of respondents were affiliated with UiTM Samarahan Sarawak (55.7%), followed by UNIMAS (44.3%).

Regression Analysis of Factors Influencing the Purchase of Halal Beauty Supplements among Millennials from SPSS:

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.258	.241		1.070	.285
	Attitude	.549	.073	.389	7.469	.000
	Subjective Norm	.346	.054	.291	6.448	.000
	Perceived Behavioral Control	.061	.066	.049	.928	.354

a. Dependent Variable: Purchase Intention

Figure 1: Regression Analysis of Factors Influencing the Purchase of Halal Beauty Supplements among Millennials from SPSS

Summary of Regression Analysis on Factors Influencing the Purchase of Halal Beauty Supplements among Millennials

Hypothesis	Variable	Standardized Coefficients B	p-value	Findings
H1	Attitude	0.389	0.00	Significant
H2	Subjective Norm	0.291	0.00	Significant
H3	Perceived Behavioral Control	0.049	0.354	Not Significant

Significance at: **p<0.05

Referring to the previously noted table, the determination of data significance hinges on the p-value displayed in the table. As previously indicated, significance typically commences at <0.05. A lower value signifies increased significance. Consequently, three variables—namely,

attitude, subjective norm, and perceived behavioral control factor—emerged as statistically significant. Moreover, the standardized coefficients in the aforementioned table indicate the nature of the relationship, whether positive or negative, between the dependent and independent variables.

Discussion

The demographic background of respondents revealed valuable insights into the characteristics of individuals interested in Halal beauty supplements. The majority of respondents were between 21 to 23 years old, indicating a heightened interest in beauty supplements within this age bracket. Additionally, females constituted the primary demographic, reflecting a significant consumer base for Halal beauty products among women.

Furthermore, the ethnic distribution highlighted the diverse representation of Bumiputera Sarawak individuals, underscoring the importance of catering to the preferences of various ethnic groups within the market. This aligns with findings from previous studies suggesting cultural influences on consumer behavior in the context of beauty supplements.

Moreover, religious affiliation emerged as a crucial factor influencing consumer preferences, with a significant proportion of respondents identifying as Muslim. This underscores the importance of offering Halal-certified products to cater to the religious preferences of consumers, particularly within Muslim-majority regions like Sarawak.

The educational background of respondents also played a role in shaping their attitudes towards Halal beauty supplements, with students from UiTM Samarahan Sarawak and UNIMAS showing varying levels of interest. Understanding the demographic profiles of consumers is essential for market segmentation and targeted marketing strategies to effectively reach and engage with potential customers.

Overall, the demographic insights gleaned from the survey provide valuable guidance for businesses and marketers seeking to tap into the growing market for Halal beauty products among millennials in Sarawak. By tailoring product offerings and marketing initiatives to align with the preferences and characteristics of target consumers, companies can enhance their competitiveness and appeal in the beauty industry.

Factors Influencing the Purchase of Halal Beauty Supplements among Millennials (Section B)

The results of the regression analysis reveal valuable insights into the factors influencing the purchase intention of Halal beauty supplements among millennials. Firstly, the attitude towards Halal beauty supplements emerged as a significant predictor, with a standardized coefficient (β) of 0.389 and a p-value of 0.00, indicating a strong positive relationship. This suggests that millennials with more favorable attitudes towards Halal beauty supplements are more likely to exhibit higher purchase intentions.

Secondly, the subjective norm, reflecting the influence of societal norms and peer opinions, also demonstrated a significant impact on purchase intention ($\beta = 0.291$, $p < 0.05$). Millennials who perceive social pressure or encouragement from their peers regarding the consumption of Halal beauty supplements are more inclined to purchase them.

However, perceived behavioral control did not exhibit a statistically significant relationship with purchase intention ($\beta = 0.049$, $p > 0.05$). This suggests that millennials' perceptions of their ability to control their purchasing behavior concerning Halal beauty supplements do not significantly influence their actual purchase intentions.

In summary, the findings highlight the importance of attitudes and subjective norms in shaping millennials' purchase intentions towards Halal beauty supplements. Marketers and businesses operating in this domain should focus on promoting positive attitudes and leveraging social influences to effectively target this demographic segment.

Model Summary

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.590 ^a	.348	.343	.7040

a. Predictors: (Constant), Perceived Behavioral Control, Subjective Norm, Attitude

The provided model summary represents a multiple linear regression analysis aimed at predicting the purchase behavior of Halal beauty supplements among millennials. The R² value of 0.348 indicates that approximately 34.8% of the variability in the purchase of these supplements can be explained by the combination of the three predictors which are perceived behavioral control, subjective norm, and attitude. The Adjusted R Square, a modified measure that accounts for the number of predictors (0.0.343), underscores the model's robustness in capturing the nuances of the dependent variable.

ANOVA

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	100.431	3	33.477	67.547	.000 ^b
	Residual	188.334	380	.496		
	Total	288.765	383			

a. Dependent Variable: Purchase Intention
 b. Predictors: (Constant), Perceived Behavioral Control, Subjective Norm, Attitude

The ANOVA table provided summarizes the results of a multiple linear regression analysis conducted to predict the purchase of Halal beauty supplements among millennials. The regression section indicates that the model, comprising predictors such as perceived behavioral control, subjective norm, and attitude, significantly explains the variability in the dependent variable. The high F-statistic of 67.547 with an associated p-value of 0.000 underscores the statistical significance of the entire model. The overall ANOVA results indicate that the regression model is highly significant in capturing and understanding the factors influencing the purchase decisions of Halal beauty supplements among millennials.

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