

Factors Affecting the Halal Cosmetics Purchasing Behaviour in Klang Valley, Malaysia

Syuhaily Osman

Universiti Putra Malaysia, Selangor, Malaysia

Kai Wah Cheng and Walton Wider

INTI International University, Negeri Sembilan, Malaysia

The concepts of halal and haram in Islamic law are intended to protect humankind's general well-being. However, previous research focusing on halal cosmetics purchasing behaviour is very limited. Most of the previous research generally focuses on consumers' purchasing intentions towards halal cosmetic products instead of their relative purchasing behaviour. Therefore, the main purpose of this research is to investigate the relationships between adult consumers' halal awareness, halal knowledge, and attitudes towards their halal cosmetics purchasing behaviour. The subject of this research was adult consumers who live in the Klang Valley, Malaysia, and the sample was selected via a systematic sampling method. It was quantitative research, which was conducted by distributing a self-administrative questionnaire. The collected data was analysed using SPSS Version 28.0 and SmartPLS Version 3.3.9. The findings of the study show that halal awareness, halal knowledge, and halal attitude all have direct and significant relationships with halal cosmetics purchasing behavior. These findings can help marketers, particularly those in the halal industry, implement more appealing marketing strategies in order to increase their market share. Future research recommended that cosmetics manufacturers as well as the Malaysian government should apply for and design more high-impact educational programmes to raise halal awareness and increase halal knowledge about the benefits and trend of using halal cosmetic products in a bid to further improve the level of halal cosmetics purchasing behaviour .

Keywords: attitude, halal awareness, halal knowledge, halal cosmetics, purchasing behaviour

Many things are related to halal and haram in Islamic teachings. This issue of halal and haram is ever-present in Malaysian society, particularly among Muslim consumers, as they are constantly confronted with issues that have caused numerous problems (Osman et al., 2020). Having said that, the fundamental idea of halal, in terms of the definition, the authorised logo, and other such things, is still unclear to some consumers. According to the Department of Islamic Development Malaysia (JAKIM), "halal" refers to what is permitted under Islamic Law. It applies to all actions conducted by the Muslim community, including the intake of halal

health and cosmetic goods. Alternatively, haram, which meaning illegal or banned, is the opposite of halal. In Islamic law, the ideas of halal and haram are designed to safeguard the common welfare of all people. In the context of Muslim consumerism, it is crucial for Muslims to know if a product is halal (legal) or haram (illegal) in order to prevent being fooled or exploited (Basit et al., 2021; Phuah & Wan Jamaliah, 2013).

In the context of cosmetics, the term halal encompasses numerous aspects. It begins with the ingredients used to create cosmetics and related items for complementary use by consumers and continues through the manufacturing process used to create the final product. All ingredients must be sourced from acceptable (halal) sources and prepared properly. Regarding halal certification, the stages include everything from preparation through slaughter, the use of the proper ingredients, cleaning, handling, processing, transportation, and distribution. Before being used or consumed, all items must be examined to ensure they have not come into contact with anything unclean or forbidden by Islam (Wahab, 2004). This is due to the fact that consuming haram (prohibited) foods can harm a person's health, alter their personality and spiritual capacities, and have a negative impact on their entire life (Nurdeng, 2009).

The halal industry has been fueled by the rising Muslim community and consumer purchasing power (Krishnan et al., 2017). According to the Department of Halal Certification EU's report for 2022, there is a growing demand for certified products due to the burgeoning global Muslim consumer population. According to the findings of Yousoof et al., (2020)'s study, Muslim consumers in Malaysia are now more concerned about the quality and safety of the products they use. Over the past few decades, Malaysia's halal business has expanded, integrating it into the global market. The government and business sectors are collaborating to expand the halal industry through various programmes including information exchange, funding, and training (Ministry of Trade and Industry (MITI), 2016). In addition, Malaysia provides a full ecosystem, a solid industrial development framework, efficient government institutions, a large array of food and non-food services, and reliable statistics on halal exports, investment, employment, and establishment via the Global Halal Support Centre (GHSC). GHSC is a subsidiary of MITI that was established to implement a strategic plan outlined in the Malaysian Halal Industry Master Plan with the goal of making Malaysia a global leader in the halal industry. According to the Halal Development Corporation Berhad, halal food and beverages remained the greatest contributor to the domestic halal economy in 2019, with RM22.05 billion. Following that, cosmetics and personal care products (RM2.95 billion), palm oil derivatives (RM1.26 billion), industrial chemicals (RM917.2 million), and medicines (RM400.9 million) contributed a total of RM12.64 billion (Business Today, 2020).

As the halal business has grown, more institutions and government groups have been set up to promote halal products, such as cosmetics, for both domestic and international markets. JAKIM was given the job of making a halal assurance procedure based on the halal requirements that companies must follow (Shafii & Zain, 2015). The Malaysian External Trade Development Corporation (MATRADE) was given the job of making sure that products like cosmetics are halal and promoting halal exports overseas (Kamaruzaman, 2008). In addition, organizations such as the Halal Industry Development Corporation (HDC) of the Malaysian Institute of Technology and Innovation (MITI), the Small and Medium Enterprise Corporation of Malaysia (SME Corp), the Malaysian Investment Development Authority (MIDA), the Ministry of Science, Technology, and Innovation (MOSTI), and the Malaysian Standard

Department are regarded as essential components in the process of elevating the halal industry to the position of world leader.

In the 11th Malaysia Plan, the initiative of the Malaysian government to turn Malaysia into a Worldwide Reference Centre for Halal Integrity and Centre for Innovation, Product and Sale for the production and trade of Halal goods and services in the global market is detailed (2016-2020). The relevant achievement may be seen in 2020, when Malaysia recorded a total of RM31 billion for Halal exports, exceeding the RM29 billion objective set under the first Halal Industry Master Plan (The Malaysian Reserve, 2021). As a result, the Malaysian government intends to maintain the Halal industry as a strategic industry in order to achieve the goals outlined in the Shared Prosperity Vision 2030, thereby increasing the distribution of wealth among the people by encouraging the growth of small and medium enterprises among the Bumiputera community. However, it is important to note that there are still a number of issues concerning consumer behaviour when purchasing Halal cosmetic products, such as their level of Halal awareness, Halal knowledge, and attitude, that should be addressed in the context of Malaysia.

The issue of halal and haram is made even more complicated by the diverse religious, ethnic, and cultural backgrounds of Malaysian society. However, previous research has shown that the level of consumer awareness, knowledge, attitude, and purchasing behaviour remains the primary factor influencing consumer purchasing behaviour (Osman et al., 2015; 2020). Regarding halal cosmetics, the extent to which awareness factors influence the purchasing behaviour of halal cosmetics is therefore still a matter of investigation. Previous research has focused on indicators such as attitudes, subjective norms, and perceptions of behavioural control (Haque et al., 2018), religious knowledge, religious commitment, and halal certification(s) (Shahid et al., 2022), product characteristics, social influence, and individual innovativeness (Narizan & Ahmad Badri, 2020), perceived value, trust, brand image, attitude, religious belief, and halal certification (Handriana, 2021). In terms of factors that influence awareness of halal cosmetics (Rahim et al., 2013; 2014) and the effect of awareness on attitudes, there were also studies on awareness with a different focus (Handriana, 2021). This study aims to examine the relationships between adult consumers' halal awareness, halal knowledge, and attitudes toward their halal cosmetics purchasing behaviour.

Literature Review

Halal Cosmetics Purchasing Behaviour

Purchasing behaviour can be defined as consumers' ability to make purchasing decisions for certain products and services accessible on the market (Rani, 2014). Meanwhile, according to Tan et al., (2021), Halal cosmetics are an innovation and revolution in the cosmetics industry since they deliver high-quality, halal-compliant goods (Islam, 2021). In the past, different types of research have looked at how people act when they buy halal cosmetics. For examples, science and technology (Hashim & Mat Hashim, 2013), Islamic marketing (Abd Rahman et al., 2015; Handriana et al., 2020; Islam, 2021; Khan et al., 2020; Widyanto & Sitohang, 2021; Shahid et al., 2018), management (Briliana and Mursito, 2017; Haque et al., 2018), humanities and social science (Arbak et al., 2019a; Arbak et al., 2019b), consumer and family economics (Husain et al., 2019), finance, economics and business (Sudarsono and Nugrohowati, 2020), signal processing and applications (Helmi et al., 2020), business and management (Majid et al., 2015), as well as legal, ethical and regulatory (Widjaja & Sijabat, 2021). The extent of the current research, which focuses on the scope of purchasing behaviour

for halal cosmetics, is quite limited. Most of the previous research generally focuses on consumers' purchasing intentions towards halal cosmetic products instead of their relative purchasing behaviour. Hence, this present research can be considered as a major contribution to the discovery of what is necessary to enrich the scarce literature on the relationship between halal awareness, knowledge, and attitude towards halal cosmetics purchasing behaviour.

Halal Awareness and Halal Cosmetics Purchasing Behaviour

Halal product awareness refers to the dissemination of information to the Muslim community in an effort to increase their level of understanding regarding food, beverages, and other items. According to Ambali and Bakar (2014), halal signifies interest, particular attention, or experience, in addition to knowledge of the concept. Literally, "awareness" in the context of halal refers to the sense of having a specific or experienced interest in something and/or gathering knowledge about what is currently occurring in regard to halal food, halal drinks, and other halal items. (Ambali & Bakar, 2014), and specifically halal cosmetics. A strong belief will make Muslim customers aware of the halal characteristics of the items they purchase (Shahid et al., 2018). Halal awareness also denotes a profound comprehension of religious duties, laws, and regulations, meaning that the halal items they eat are absolute and in conformity with Islamic law. However, Che Mohd Hashim and Musa (2014) found that halal awareness towards cosmetic is low as 'Halal' is not a priority among their samples. Consequently, the halal awareness variable in this study is defined as respondents' awareness of the significance of halal cosmetic items.

Halal Knowledge and Halal Cosmetics Purchasing Behaviour

Halal knowledge is one of the most basic concepts for Muslim consumers to grasp (Masood, 2021; Sugibayashi et al., 2019; Widyanto & Sitohang, 2021). Definition of knowledge according to Che Ahmat et al., (2011) and Sinclair (2010): facts, feelings, information, and abilities gained via experience or education, or familiarity with a fact or scenario gained through experience by a group or individuals. The present studies believe that halal knowledge is the extent to which Muslim customers comprehend the concept of halal. This aligns with the perspective of Nurcahyo and Hudrasyah (2017), who emphasized the necessity for halal education to empower consumers so that they are aware of what they put on their bodies and can make the proper decision. The knowledge of a product's halal status has a significant role in determining whether male and female customers accept or reject a product (Suki & Suki, 2018). The increased demand for halal cosmetics and medicines is primarily being driven by an increase in both male and female consumer awareness of halal practices. As they become more devout, they acquire greater halal knowledge when purchasing halal products (Jihan et al., 2013) and become aware of the halal in cosmetics products which will eventually develop a good attitude towards these halal products (Handriana et al., 2021). According to recent research conducted in Indonesia, halal knowledge has a substantial association with the use of halal cosmetic products (Herlina et al., 2020). It is necessary to have knowledge about halal in order to assess whether or not potential customers are familiar with the halal idea and system (Bashir et al., 2018). Concerns about halal, Islamic law, the legality of halal, and the halal procedure are examples of indicators (Maichum et al., 2017) are used to figure out how men and women will feel about a product and whether or not they will buy it.

Attitude and Halal Cosmetics Purchasing Behaviour

The foundation of attitude, according to Ajzen (2016), is constructed around the idea or beliefs incorporated in the model of attitude creation and structure. Attitude development is

influenced by a variety of factors, including behavioural performance, individual belief, personal assessment, and willingness to buy (Rehman & Shabbir, 2010; Abd Rahman et al., 2015). According to the principles of social psychology, an individual's attitude serves as the most accurate indicator of his or her behaviours or behaviour (Anubha, 2021; Farhat et al., 2019; Maulani et al., 2022). In spite of the fact that the halal cosmetic industry is very important for both manufacturers and customers, the majority of the research that has been done thus far has been on halal food goods, with just a few studies focusing on halal cosmetic products (Anubha, 2021; Handriana et al., 2021; Hassan & Harun, 2016; Ireland & Rajabzadeh, 2011; Maulani et al., 2022; Mukhtar and Butt, 2012; Teng & Wan Jusoh, 2013). Furthermore, none of the previous research have examined whether attitudes toward Halal cosmetic products influence consumers' purchase behaviour. A very recent study by Ngah et al., (2021) only examined at the intention to purchase level and they found that attitude has a positive effect on the intention to purchase halal cosmetics. Hence, the present researchers assumed that this current research which focussing on consumers on their Halal cosmetic products purchasing behaviour can act as a significant research in order to contribute to the body of knowledge, especially in the Malaysian context whereby halal issues are constantly debated in terms of sources, materials and processes that are suspected of affecting the halal status of products sold in the Malaysian market (Osman et al., 2020).

Based on the discussion on previous sections, the present research proposes that the following hypotheses should be examined in order to enrich the existing research literature, as illustrated in Figure 1.

- H_a1: Halal awareness has a positive effect on adult consumers' Halal cosmetics purchasing behaviour.
- H_a2: Halal knowledge has a positive effect on adult consumers' Halal cosmetics purchasing behaviour
- H_a3: Attitude has a positive effect on adult consumers' Halal cosmetics purchasing behaviour

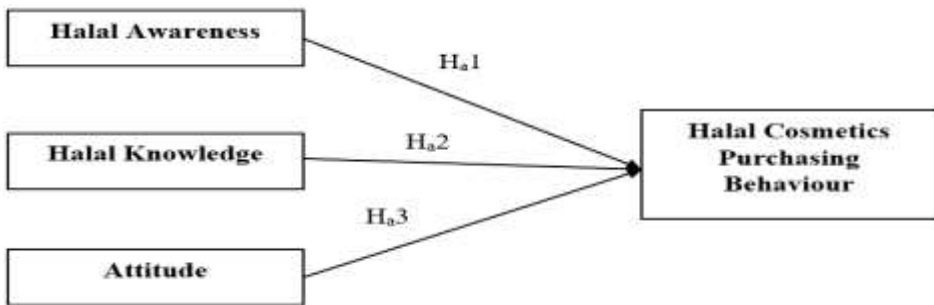


Figure 1. Research Framework.

Methods

Population and Sample

The research was carried out using a cross-sectional design. The target respondent for this research was the male and female adult consumers living in Klang Valley. Because Klang Valley is the most urbanized region in Malaysia, consumers have easy access to cosmetics (Nur & Sapir, 2021). The coverage of Klang Valley consists of Selangor state, Federal Territory of Kuala Lumpur, and Federal Territory of Putrajaya. According to Demographic Statistics Third Quarter 2021, Malaysia, the estimated total number of Klang Valley citizen was 8420700 (Department of Statistics Malaysia, 2021).

To ensure a statistically significant result, we calculated a suitable sample size using the sample size determination equation (Yamane, 1967). As a result, a total of 400 respondents were selected to participate in this research.

The health and beauty stores located at the five great malls of Klang Valley (Sunway Pyramid, Suria KLCC, Pavilion KL, and 1-Utama Shopping Centre), such as Guardian and Watsons, had been identified as the focal point for data collection because these malls were shortlisted as the five great malls of Klang Valley by the Malaysian Ministry of Tourism, Arts, and Culture in 2021 (Malaysia Convention & Exhibition Bureau, 2021).

Data Collection

On the actual date of data collection, the questionnaire was directly distributed and collected consecutively by intercepting every 10th consumer when they exited health and beauty stores at the selected shopping malls in Klang Valley, regardless of race, gender, language, or religion, using a systematic sampling method. The sample unit would consist of 10, 20, 30, 40, etc., until the desired number of survey respondents is attained. Other studies, including those by Azizan et al., (2022) and Srivastava and Kaul (2014), employed the same sampling method. The data collection was carried out on the weekends at 8 a.m. to 10 a.m. and at 4 p.m. to 6 p.m.

Depending on the respondents' willingness to participate in this study, the researcher had to identify possible participants using inclusive characteristics such as being Malaysian, 18 years or older, and having purchased halal cosmetic items within the last year. They were also instructed to respond as honestly as possible. Each respondent was given twenty to thirty minutes to complete the questionnaire. Those who completed the questionnaire received a token as a show of appreciation. At the end of the survey administration, there was a 97.25 percent response rate and 389 usable questionnaires. It was because each respondent had been asked for permission prior to the distribution of the questionnaire. During the question-answering session, the researcher assisted all respondents. Last but not least, additional data analysis was performed on all completed questionnaires.

Measures

In order to verify the survey and ensure its reliability, a pilot-test involving 30 participants was carried out. Responses were collected using the 5-point Likert Scale (1-Strongly disagree to 5-Strongly agree). There were five sections in the questionnaire: 1) demographic information related; 2) Halal cosmetics purchasing behaviour; 3) Halal awareness, 4) Halal knowledge; 5) attitude.

Halal cosmetics purchasing behaviour comprises nine items (e.g., “I always choose cosmetic products that have a Halal logo”) which were adapted from George (2004). Halal Awareness comprises seven items (e.g., “I am aware that the Halal logo is an important criterion in choosing a cosmetic product”) which were adapted from Bashir (2019). Halal Knowledge comprises eight items (e.g., “for cosmetic products, I know Halal or non-Halal materials or content used”) which were adapted from Abd Rahman et al., (2015). Attitude comprises eight items (e.g., “For me, choosing and buying Halal cosmetic products is something that must be practiced”) which were adapted from Abd Rahman et al., (2015). The Cronbach alpha coefficient ranges from 0.772 and 0.921.

Data Analysis

A descriptive statistical analysis using SPSS software version 28.0 was carried out in order to ascertain the respondent demographic information. In addition, the partial least squares structural equation modelling (PLS-SEM) technique was utilised in order to test the presented hypothesis. Because of its many benefits, principal components structural equation modelling (PLS-SEM) is recommended over covariance-based structural equation modelling (CB-SEM). The prediction and exploration foundations of PLS-SEM and CB-SEM are substantially different from one another (Richter et al., 2016). CB-SEM is typically utilised for the purpose of confirming (or rejecting) hypotheses by establishing the extent to which a given theoretical model can estimate the covariance matrix for a sample data set. This is done by comparing the estimated covariance matrix to the original covariance matrix. It has captured the interest of empirical researchers throughout almost the entirety of the social science disciplines (Chin et al., 2003). Explaining the variance of the dependent variables is the primary emphasis of the PLS SEM analysis when it is applied to the model. PLS-SEM was used because of the innate adaptability it possesses for exploratory investigations, which was the primary purpose of this study (Ali et al., 2018).

Results

Respondents' Background

According to the data presented in Table 1, a total of 389 responses were received, with female respondents making up 61.20% (n = 238) of the sample and male respondents making up 38.80% (n = 151) of the sample. There were a total of 218 respondents whose ages varied from 21 to 30 years old, which represents 56.0% of the sample. Five of the respondents were older than 61 years old; 22 of the respondents (5.7%) was between 51 and 60. The sample had a total of 259 Malay respondents, making up 66.8% of the entire sample. The percentage distribution of the Chinese and Indian groups came next, with each of those groups accounting for 23.9 percent and 9.5 percent, respectively. 60.4 percent of respondents were unmarried (n = 235), compared to 39.3 percent of respondents who were married (n = 153). The average monthly income of households in the Klang Valley (n = 337) was less than RM4849, which is an 86.6 percent.

Table 1*Demographic profile of respondents (N = 389)*

Item	Number of Respondent	Percentage (%)
Sex		
Male	151	38.8
Female	238	61.2
Age (years old) ^a		
≤ 20	27	6.9
21 – 30	218	56.0
31 – 40	92	23.7
41 – 50	25	6.4
51 – 60	22	5.7
> 61	5	1.3
Mean age	= 30.1	
Median age	= 25.0	
S.D	= 10.5	
Minimum	= 18	
Maximum	= 66	
Ethnic Group ^a		
Malay	259	66.6
Chinese	93	23.9
Indian	37	9.5
Marital Status ^a		
Single	235	60.4
Married	153	39.3
Divorced / Separated / Widowed	1	0.3
Monthly Individual Income ^a		
≤ RM4849	337	86.6
RM4850 – RM10 959	51	13.1
> RM10 960	1	0.3

Evaluation of Measurement Results

Partial Least Squares Regression (PLS-SEM) structural equation modelling analysis was used to assess the research model in this study. Composite reliability and average variance extracted (AVE) are shown in Table 2, while the Fornell-Larcker criterion and the Heterotrait-Monotrait ratio of correlation are summarized in Tables 3 and 4, respectively.

If the composite reliability value is less than 0.70, it is not considered acceptable (Christie & Higgins, 2012; Nunnally & Bernstein, 1994). Due to poor factor loadings, seven items were eliminated. All of the composite reliability values in Table 2 fell into the range of 0.843 and 0.929. All of the composite reliability values for this study are more than 0.700, hence the measurements utilised should be considered reliable.

Convergent validity of a research model may be established if all of the AVE values are, preferably, more than the acceptable threshold value of 0.50 (Bagozzi & Yi, 1988). This threshold value specifies that at least fifty percent of the variation of the indicators should be accounted for in the measured constructs. Consequently, as shown in Table 2, all AVE values are over the threshold of 0.50. While the halal knowledge variable contributed the least to the

AVE (0.520), it was still above the recommended threshold of 0.50 since the attitude variable contributed the most (0.670). The findings therefore demonstrate the model's convergent validity.

Table 2
Assessment of measurement model results

Latent Variable	Items	Loadings	CR	AVE
Halal Awareness	B1	0.831	0.871	0.577
	B2	0.655		
	B5	0.733		
	B6	0.73		
	B7	0.832		
Halal Knowledge	C1	0.692	0.843	0.520
	C2	0.785		
	C3	0.649		
	C7	0.708		
Attitude	C8	0.761	0.924	0.670
	D3	0.836		
	D4	0.848		
	D5	0.84		
	D6	0.788		
	D7	0.79		
	D8	0.808		
	D8	0.808		
Halal Cosmetics Purchasing Behaviour	E1	0.787	0.929	0.595
	E2	0.854		
	E3	0.84		
	E4	0.751		
	E5	0.776		
	E6	0.664		
	E7	0.732		
	E8	0.693		
	E9	0.822		

Square root of AVE is shown in Table 3, and variable correlations are shown in the off-diagonal. Accordingly, 0.795 was determined to be the value of the Fornell-Larcker criterion for the AWN variable. This number was greater than the Fornell-Larcker criterion in the column of AWN (0.791 and 0.644) and also greater than that in the row of AWN (0.792). A similar observation was also made for the ATT, DV, and KWG variables (Fornell & Larcker, 1981). Based on the explanation given by Hair et al., (2017), this has showed a good discriminant validity. Furthermore, all variables had a correlation value below 0.850 (Awang, 2014). Compared to the Fornell & Larcker criterion, the HTMT is considered more stringent and effective at detecting validity problems in variance-based SEM (Hair et al., 2017). The HTMT is determined in HTMT analysis by comparing the geometric mean of correlations between indicators measuring the same construct to the geometric mean of correlations between indicators measuring different constructs (Ali et al., 2018). The HTMT value should not exceed 0.90 (Hair et al., 2021). Table 4 shows that there is no issue with discriminant validity, as none of the results are higher than the 0.90 cutoff. As a result, the criteria for discriminant validity were met by all variables.

Table 3*Summary of Fornell-Larcker Criterion for the research*

	ATT	AWN	HCPB	KWG
ATT	0.819			
AWN	0.776	0.759		
HCPB	0.802	0.776	0.771	
KWG	0.649	0.653	0.689	0.721

Note: AWN = Halal awareness; KWG = Halal knowledge; ATT = Attitude; HCPB = Halal cosmetics purchasing behaviour

Table 4*Summary of Heterotrait-Monotrait Ratio of Correlation (HTMT)*

	ATT	AWN	HCPB	KWG
ATT				
AWN	0.897			
HCPB	0.874	0.878		
KWG	0.768	0.805	0.811	

Note: AWN = Halal awareness; KWG = Halal knowledge; ATT = Attitude; HCPB = Halal cosmetics purchasing behaviour

Evaluation of Structural Model Results

Research variables' collinearity was checked to rule out any lateral collinearity problems in the structural model (Hair et al., 2017). All inner VIF values in the structural model were below 5 (Hair et al., 2017), as shown in Table 5. This indicates that collinearity among the predictor constructs was not a problem. The significance of the path coefficients using the p-value and the R-squared value for the endogenous latent variable are used to evaluate the structural model (Hair et al., 2017). According to Hair et al., (2017), a value of 0.726 for the R^2 of halal cosmetic purchase behaviour is regarded high in behavioural research, indicating that halal awareness, halal knowledge, and attitude may account for 72.6% of the variance in halal cosmetic purchasing behaviour. The values for the size effect (f^2) are all within acceptable ranges (Boubker & Douayri, 2020). Furthermore, the Q^2 value for predictive relevance are greater than zero, indicating that the model has reasonable predictive quality (Hair et al., 2019). With a value of 0.657, the Goodness of Fit of the Model (GoF) is determined to be large (Wetzels et al., 2009). Evaluation of the structure model continues with a test of hypotheses by direct effect reporting via the product coefficients approach (Nitzl et al., 2016). In this study, we gave an exhaustive justification for the hypotheses we formulated. A direct effect between the independent variables (Halal awareness, halal knowledge, and attitude) and the dependent variable (Halal cosmetics purchasing behaviour) is depicted using PLS Bootstrapping in Figure 2 of this study.

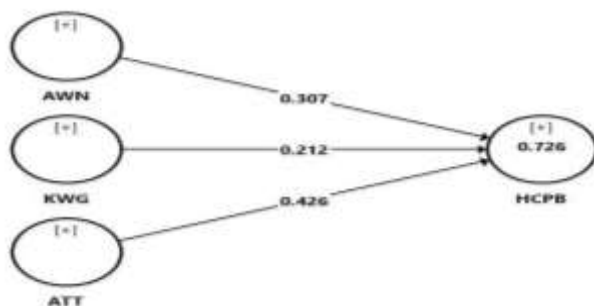


Figure 2. Results of assessment of structural model

Note: AWN = Halal Awareness; KWG = Halal Knowledge; ATT = Attitude; HCPB = Halal cosmetics purchasing behaviour

Using a bootstrapping technique with a resampling of 5000 (Hair et al., 2019), the direct effects as well as *t*-statistics were analysed and calculated for the hypothesised research framework. According to Figure 2 and Table 5, Halal awareness ($\beta = .307, t = 5.771, p < 0.01$), Halal knowledge ($\beta = .212, t = 5.447, p < 0.01$), and attitude ($\beta = .426, t = 8.067, p < 0.01$) positively affects halal cosmetics purchasing behavior, thus supporting H_{a1}, H_{a2} , and H_{a3} . The results therefore revealed that the attitude is the strongest predictor of halal cosmetic purchasing behaviour, followed by halal awareness, and halal knowledge.

Table 5

PLS bootstrapping for the direct effects between the independent variables and halal cosmetics purchasing behaviour

Hypothesis		β	T	95% CI	Supported	VIF	f ²	Q ²
H _{a1}	AWN → HCPB	0.307	5.771	[0.208, 0.423]	Yes	2.781	0.124	0.425
H _{a2}	KWG → HCPB	0.212	5.447	[0.145, 0.292]	Yes	1.912	0.086	
H _{a3}	ATT → HCPB	0.426	8.067	[0.323, 0.521]	Yes	2.756	0.240	

Note: H = Hypothesis; ATT = Attitude; AWN = Halal awareness; KWG = Halal knowledge; HCPB = Halal cosmetics purchasing behaviour; *** Significant at $p \leq 0.001$ level (2-tailed).

Discussion, Implications and Recommendations for Future Research

The results of this study were conclusive enough for the halal cosmetic industry to take into consideration the perspectives of adult customers regarding halal cosmetic products. As attitude was found to be the strongest predictor of the purchasing behaviour of adult consumers of halal cosmetics, followed by halal awareness and halal knowledge, it is essential for marketers to cultivate a positive attitude toward their products. This situation occurred in Klang Valley primarily as a result of their decision to use halal cosmetics due to the emphasis on hygiene in their products (Handriana et al., 2020). Consumer purchases will be influenced by their positive attitude about specific products and services on the marketplace (Haque et al., 2018). Hence, marketers in the halal industry should commercialise their cosmetic products by improving the image of their products and brand as a whole in order to attract a larger consumer group that is interested in purchasing halal cosmetics. This will allow the marketers

to capture a larger market share. Product qualities are important in marketing strategies because they act as an efficient communication medium between consumers and marketers. This makes product qualities an important component of marketing strategies. The halal product's quality has a significant impact on evaluative satisfaction. Therefore, in order to achieve desired marketing goals such as customer loyalty and satisfaction, marketers must produce a product of high quality for the market (Suhartanto et al., 2020). In these kinds of circumstances, marketers ought to link their cosmetics to more new added values, such as halal certification, following medical advice, and caring for animals, as one of their product and marketing strategies to grow their market shares. This should be done as part of their overall effort to expand their market shares.

Therefore, the findings of this study have broadened the previous research to improve general understanding of the awareness, knowledge, and attitude variables to the specific research area of Halal cosmetics purchasing behaviour. As a result, a new configuration finding in this current research, which would lead to fresh insights into the interrelationships between the studied variables. Because halal awareness, knowledge, and attitude have significant relationships with halal cosmetics purchasing behaviour, Malaysian manufacturers and the Malaysian government should apply for and design more high-impact educational programmes to raise awareness and knowledge about the benefits and trend of using halal products, particularly halal cosmetic products. These programmes should focus on raising awareness and knowledge about the benefits and trend of using halal cosmetic products (Sulaiman et al., 2022). Additionally, when compared to the other variables investigated in this study, attitude emerges as the most significant factor. Because of this, the findings of this research can be applied to the process of developing a more effective business strategy for the company. During the current COVID-19 pandemic, the manufacturing sector, in general, ought to give corporate social responsibility (CSR) measures their highest priority in order to improve consumer attitudes and purchase intentions. As a result, consumers in Malaysia could have a positive attitude and be more aware of selecting environmentally friendly halal cosmetics in their day-to-day lives. Businesses in the manufacturing industry should also allocate budgets to CSR in an effort to address these issues and improve their corporate image. This will allow them to generate a more affluent consumer group that is aware of the challenges that face the environment. At the same time, these businesses could lessen their carbon footprint to help protect the environment, and at the same time, society could be developed to become a low-carbon city by the year 2030. In order to make it one of the selling points that they use to convince customers to switch to halal cosmetics. This strategy aligns well with the Shared Prosperity Vision 2030 set forth by Malaysia as well as the Sustainable Development Goals.

From an academic standpoint, the current research would benefit future researchers by offering more insights that can improve their understanding about the behaviour of purchasing Halal cosmetic products, particularly the perceptions of both male and female consumers in Malaysia's Klang Valley. However, because the existing literature on Halal cosmetic products purchasing behaviour is relatively scarce in the context of Malaysia, more works in this area is welcome, especially to broaden the research scope by incorporating other aspects that are closely related to Halal cosmetic products in a more solid research work. For example, Halal supply chains, Halal logos, Halal certification, and Halal logistics aspects are all lacking from this current research. Future research will enrich the gaps.

Conclusion

In conclusion, numerous stakeholders in the halal manufacturing sector, such as sellers, buyers, manufacturers, and non-governmental organisations, would benefit from the current research because it would provide them with additional insights that would improve their understanding of the purchasing behaviour associated with halal cosmetics. These stakeholders include sellers, buyers, manufacturers, and non-governmental organisations. However, there is a scarcity of literature on the purchasing behaviour of halal cosmetic products in Malaysia. As a consequence of this, additional research in this field is encouraged, particularly for the purpose of broadening the scope of the research being conducted by incorporating other aspects that are closely related to halal cosmetic products into research that is more robust. In light of this, halal supply chains, halal logos, halal certification, and halal logistics considerations are not included in the current study. Subsequent research will fill in the gaps.

References

- Abd Rahman, A., Asrarhaghighi, E., & Ab Rahman, S. (2015). Consumers and Halal cosmetic products: Knowledge, religiosity, attitude and intention. *Journal of Islamic Marketing*, 6(1), 148-163. <https://doi.org/10.1108/JIMA-09-2013-0068>
- Ajzen, I. (2016). Consumer attitudes and behavior: The theory of planned behavior applied to food consumption decisions. *Italian Review of Agricultural Economics*, 70(2), 121-138. <https://doi.org/10.13128/REA-18003>
- Ali, F., Kim, W. G., Li, J. J., & Cobanoglu, C. (2018). A comparative study of covariance and partial least squares based structural equation modelling in hospitality and tourism research. *International Journal of Contemporary Hospitality Management*, 30(1), 416-435. <https://doi.org/10.1108/IJCHM-08-2016-0409>
- Ambali, A. R. & Bakar, A. N. (2014). People's awareness on Halal foods and products: Potential issues for policymakers. *Procedia-Social and Behavioral Sciences*, 121, 3-25. <https://doi.org/10.1016/j.sbspro.2014.01.1104>
- Anubha (2021). Mediating role of attitude in halal cosmetics purchase intention: An ELM perspective. *Journal of Islamic Marketing*, print. <https://doi.org/10.1108/JIMA-04-2021-0112>
- Arbak, S., Islam, R., & Al Rasyid, H. (2019a). Influence of Islamic advertising: Ethic violation on customer purchase intention of halal cosmetic products in Malaysia. *Humanities & Social Sciences Reviews*, 7(3), 671-682. <https://doi.org/10.18510/hssr.2019.7398>
- Arbak, S., Islam, R., & Al Rasyid, H. (2019b). Relationship between advertisement and purchase intention on Halal cosmetic products in Malaysia. *Humanities & Social Sciences Reviews*, 7(3), 683-694. <https://doi.org/10.18510/hssr.2019.73989>
- Awang, Z. (2014). *Research Methodology and Data Analysis* (2nd ed.). Universiti Teknologi MARA Shah Alam: UiTM Press.
- Azizan, F. L., Ahmad, Z., & Afendi, N. A. (2022). Consumers' halal products purchase: An integration of TPB. *Insight Journal*, 9(2), 21-32. <https://doi.org/10.24191/insightjournal.v0i0.18473>.
- Bagozzi, R. P. & Yi, Y. (1988). On the evaluation of structural equation models. *Journal of the Academy of Marketing Science*, 16(1), 74-94. <https://doi.org/10.1007/BF02723327>
- Bashir, A. M. (2019). Effect of halal awareness, halal logo and attitude on foreign consumers' purchase intention. *British Food Journal*, 121(9), 1998-2015. <https://doi.org/10.1108/BFJ-01-2019-0011>

- Bashir, A. M., Bayat, A., Oluotuse, S. O., & Latiff, Z. A. (2018). Factors affecting consumers' intention towards purchasing halal food in South Africa: A structural equation modelling. *Journal of Food Products Marketing*, 25(1), 26-48. <https://doi.org/10.1080/10454446.2018.1452813>
- Basit, A., Maroof, L., & Mian, H. (2021). Influence of religiosity on consumers buying intentions for Islamic banking products in Pakistan. *FWU Journal of Social Sciences*, 15(4), 131-146.
- Boubker, O., & Douayri, K. (2020). Dataset on the relationship between consumer satisfaction, brand attitude, brand preference and purchase intentions of dairy product: The case of the Laayoune-Sakia El Hamra region in Morocco. *Data in brief*, 32, 106172.
- Briliana, V. & Mursito, N. (2017). Exploring antecedents and consequences of Indonesian Muslim youths' attitude towards halal cosmetic products: A case study in Jakarta. *Asia Pacific Management Review*, 22(4), 176-184. <https://doi.org/10.1016/j.apmr.2017.07.012>
- BusinessToday. (2020). Malaysia halal industry stays resilient despite challenging times. Retrieved on December 3rd, 2021 from <https://www.businesstoday.com.my/2020/03/25/malaysia-halal-industry-stays-resilient-despite-challenging-times/>
- Che Ahmat, N., Mohd Radzi, S., Zahari, M. S. M., Muhammad, R., Abdul Aziz, A., & Ahmad, N.A. (2011). The effect of factors influencing the perception of price fairness towards customer response behaviors. *Journal of Global Management*, 2(1), 22-38.
- Che Mohd Hashim, A. J. & Musa, R. (2014). Factors influencing attitude towards halal cosmetic among young adult urban Muslim women: A focus group analysis. *Procedia - Social and Behavioral Sciences*, 130, 129-134.
- Chin, W. W., Marcolin, B. L., & Newsted, P. R. (2003). A partial least squares latent variable modeling approach for measuring interaction effects: Results from a Monte Carlo simulation study and an electronic-mail emotion/adoption study. *Information systems research*, 14(2), 189-217. <https://doi.org/10.1287/isre.14.2.189.16018>
- Christie, B. & Higgins, P. (2012). *The impact of outdoor learning experiences on attitudes to sustainability: A Review of the literature*. Retrieved from University of Edinburgh website: [Http://anaturalcurriculum.org.uk/assets/Literaturereview-UofE.pdf](http://anaturalcurriculum.org.uk/assets/Literaturereview-UofE.pdf)
- Department of Halal Certification EU (2022). *Why Halal Certification?* Retrieved from <https://halalcertification.ie/certifications/why-halal-certification/>
- Department of Statistics Malaysia. (2021). Press Release – Demographic Statistics Third Quarter 2021, Malaysia. Retrieved on December 3rd, 2021 from https://www.dosm.gov.my/v1/index.php?r=column/cthemByCat&cat=430&bul_id=N05ydDRX_R1BJWVITdDY4TldHd253dz09&menu_id=L0pheU43NWJwRWVVSZklWdzO4TlhUUT09
- Farhat, K., Aslam, W., & Sany Sanuri, B. M. M. (2019). Predicting the intention of generation M to choose family takaful and the role of halal certification. *Journal of Islamic Marketing*, 10(3), 724-742. <https://doi.org/10.1108/JIMA-12-2017-0143>
- Fornell, C. & Larcker, D. F. (1981). Evaluating structural equation models with unobservable variables and measurement error. *Journal of Marketing Research*, 18(1), 39-50. <https://doi.org/10.1177/002224378101800104>
- George, J. F. (2004). The theory of planned behavior and Internet purchasing. *Internet Research*, 14(3), 198-212. <https://doi.org/10.1108/10662240410542634>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., & Thiele, K. O. (2017). Mirror, mirror on the wall: A comparative evaluation of composite-based structural equation modelling methods. *Journal of the Academy of Marketing Science*, 45(5), 616-632. <https://doi.org/10.1007/s11747-017-0517-x>
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). Evaluation of reflective measurement models. In *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R* (pp. 75-90). Springer, Cham.

- Hair, J. F., Risher, J. J., Sarstedt, M., & Ringle, C. M. (2019). When to use and how to report the results of PLS-SEM. *European Business Review*, 31(1), 2-24. <https://doi.org/10.1108/EBR-11-2018-0203>
- Handriana, T., Yulianti, P., Kurniawati, M., Arina, N. A., Aisyah, R. A., Aryani, M. G. A., & Wandira, R. K. (2020). Purchase behavior of millennial female generation on Halal cosmetic products. *Journal of Islamic Marketing*, 12(7), 1295-1315. <https://doi.org/10.1108/JIMA-11-2019-0235>
- Handriana, T., Yulianti, P., Kurniawati, M., Arina, N. A., Aisyah, R. A., Aryani, M. G. A., & Wandira, R. K. (2020). Purchase behavior of millennial female generation on Halal cosmetic products. *Journal of Islamic Marketing*, 12(7), 1295-1315. <https://doi.org/10.1108/JIMA-11-2019-0235>
- [Handriana, T., Yulianti, P., Kurniawati, M., Arina, N. A., Aisyah, R. A., Ayu Aryani, M. G., & Wandira, R. K. \(2021\). Purchase behavior of millennial female generation on Halal cosmetic products. *Journal of Islamic Marketing*, 12\(7\), 1295-1315. <https://doi.org/10.1108/JIMA-11-2019-0235>](#)
- Haque, A., Anwar, N., Tarofder, A., Ahmad, N & Sharif, S. (2018). Muslim consumers' purchase behavior towards halal cosmetic products in Malaysia. *Management Science Letters*, 8(12), 1305-1318. <http://dx.doi.org/10.5267/j.msl.2018.9.009>
- Haque, A., Anwar, N., Tarofder, A., Ahmad, N., & Sharif, S. (2018). Muslim consumers' purchase behavior towards halal cosmetic products in Malaysia. *Management Science Letters*, 8(12), 1305-1318. <https://doi.org/10.5267/j.msl.2018.9.009>
- Hashim, P. & Mat Hashim, D. (2013). A review of cosmetic and personal care products: Halal perspective and detection of ingredient. *Pertanika Journals of Science and Technology*, 21(2), 281-292.
- Hassan, S. H. & Harun, H. (2016). Factors influencing fashion consciousness in hijab fashion consumption among hijabistas. *Journal of Islamic Marketing*, 7(4), 476-494. <https://doi.org/10.1108/JIMA-10-2014-0064>
- Helmi, R. A. A., Alkawaz, M. H., & Rahmat, S. N. (2020). Trusted Halal Application for Malaysian Cosmetic Products. In *2020 16th IEEE International Colloquium on Signal Processing & Its Applications (CSPA)* (pp. 1-6). IEEE.
- Herlina, M., Rifai, N. A. K., Sholeh, N. S. M., & Kurniaty, N. (2020). Halal awareness of Muslim millennials toward cosmetics and skincare decision. *Advances in Social Science, Education and Humanities Research*, 409(SoRes 2019), 38-44.
- Husain, R., Sarifah, R. S. S., & Zahari, S. M. (2019). Modelling the effects of Statistical Process Control Implementation on Halal cosmetics products. *Malaysian Journal of Consumer and Family Economics*, 23, 1-22.
- Ireland, J. & Rajabzadeh, S. A. (2011). UAE consumer concerns about halal products. *Journal of Islamic Marketing*, 2(3), 274-283. <https://doi.org/10.1108/17590831111164796>
- Islam, M. M. (2021). Evaluating negative attitudes of the students and shoppers towards halal cosmetics products. *Journal of Islamic Marketing*, 13(3), 565-585. <https://doi.org/10.1108/JIMA-03-2020-0067>
- Jihan, A., Mohd, C., & Hashim. (2013). Modeling the effects on the attitude of young adult urban Muslim women towards halal cosmetic products: New insights for championing the halal economy. *International Journal of Education and Research*, 1(7), 1-8.
- Kamaruzaman, K. A. (2008). Halal cosmetics between real concern and plain ignorance. *The Halal Journal*, 3-4, 26-28.
- Khan, N., Sarwar, A., & Tan, B. C. (2020). Determinants of purchase intention of halal cosmetic products among Generation Y consumers. *Journal of Islamic Marketing*, 12(8), 1461-1476.

- Krishnan, S., Che Omar, C. M., Zahran, I., Syazwan, N., & Alyaa, S. (2017). The awareness of gen Z's toward Halal food industry, *Management*, 7(1), 44-47. <https://doi.org/10.1108/JIMA-11-2019-0248>
- Maichum, K., Parichatnon, S., & Peng, K.-C. (2017). The influence of attitude, knowledge and quality on purchase intention towards halal food: A case study of young non-Muslim consumers in Thailand. *IRA-International Journal of Management and Social Sciences*, 6(3), 354-364. <https://doi.org/10.21013/jmss.v6.n3.p3>
- Majid, M. B., Sabir, I., & Ashraf, T. (2015). Consumer purchase intention towards Halal cosmetics & personal care products in Pakistan. *Global Journal of Research in Business & Management*, 1(1), 47-55.
- Malaysia Convention & Exhibition Bureau. (2021). Five Great Malls of Klang Valley. Retrieved on May 3rd, 2022 from <https://www.myceb.com.my/about-us/media-centre/publication/five-great-malls-of-klang-valley>
- Masood, A. (2021). Factors influencing halal cosmetics purchase behaviour of working adults and university students in Malaysia. *Jurnal Personalia Pelajar* 24(1), 113-127.
- Maulani, M. R., Nuryakin, & Nur Hidayah (2022). Purchase intention of halal cosmetics: The mediating role of attitude. *Etikonomi*, 21(2), 383-398.
- Ministry of Trade and Industry. (2016). World Halal Week 2016 (WHW 2016). Retrieved on May 3rd, 2022 from <https://www.miti.gov.my/index.php/pages/view/3195>
- Mukhtar, A. & Butt, M. M. (2012). Intention to choose halal products: The role of religiosity. *Journal of Islamic Marketing*, 3(2), 108-120. <https://doi.org/10.1108/17590831211232519>
- Ngah, A. H., Gabarre, S., Han, H., Rahi, S., Al-Gasawneh, J. A., & Park, S-h. (2021). Intention to purchase halal cosmetics: Do males and females differ? A multigroup analysis. *Cosmetics*, 8(1), 19. <https://doi.org/10.3390/cosmetics8010019>
- Nunnally, J. C. & Bernstein, I. H. (1994). *Psychometric theory*, New York: McGraw-Hill.
- Nur, I. L. M. A., & Sapir, A. S. M. (2021). Halal cosmetic awareness among college students in Malaysia. *International Journal of Business and Economic Studies*, 3(1), 17-26.
- Nurchahyo, A. & Hudrasyah, H. (2017). The influence of halal awareness, halal certification, and personal societal perception toward purchase intention: A study of instant noodle consumption of college student in Bandung. *Journal of Business and Management*, 6(1), 21-31.
- Nurdeng, D. (2009). Lawful and unlawful foods in Islamic law focus on Islamic medical and ethical aspects. *International Food Research Journal*, 16(4), 469-478.
- Osman, S., Mohd Salleh, N., & Othman, M. (2015). *Laporan Akhir: Kajian Keprihatinan terhadap Konsep Halal dalam Pembelian Barangan Pengguna dalam Kalangan Mahasiswa*. Geran RUGS. Universiti Putra Malaysia
- Osman, S., Zainuddin, N., & Zainalaludin, Z. (2020). Eksplorasi faktor pengaruh terhadap tingkah laku pembelian kosmetik halal dalam kalangan pengguna. *International Journal of Social Science Research*, 2(4), 32-43.
- Phuah, K.T. & Wan Jamaliah, W.J (2013). Investigating Students Awareness and Usage Intention towards Halal Labelled Cosmetics and Personal Care Products in Malaysia, *4th International Conference on Business and Economic Research Proceeding*, Available at : www.internationalconference.com.my
- Rahim, N. @ F., Shafii, Z., & Shahwan, S. (2014). Awareness and perception of Muslim consumers on halal cosmetics and personal care products. *International Journal of Business, Economics and Management*, 2(1), 1-14. <https://doi.org/10.18488/journal.62/2015.2.1/62.1.1.14>
- Rani, P. (2014), Factors influencing consumer behaviour. *International Journal of Current Research and Academic Review*, 2(9), 52-61.

- Rehman, A. & Shabbir, M. S. (2010). The relationship between religiosity and new product adoption. *Journal of Islamic Marketing*, 1(1), 63-69. <https://doi.org/10.1108/17590831011026231>
- Richter, N. F., Cepeda-Carrion, G., Roldán Salgueiro, J. L., & Ringle, C. M. (2016). European management research using partial least squares structural equation modeling (PLS-SEM). *European Management Journal*, 34 (6), 589-597. <https://doi.org/10.1016/j.emj.2016.08.001>
- Shafii, Z. & Zain, S. N. M. (2015). Halal Assurance Mechanisms in Halal Industry: An appraisal on its effectiveness towards continuous Halal assurance and the way forward. In *2nd International Conference On Education and Social Sciences (Intcess' 15)*. International Organization Center Academic Research.
- Shahid, S., Ahmed, F., & Hasan, U. (2018). A qualitative investigation into consumption of halal cosmetic products: the evidence from India. *Journal of Islamic Marketing*, 9(3), 484-503. <https://doi.org/10.1108/JIMA-01-2017-0009>
- Shahid, S., Parray, M. A., Thomas, G., Farooqi, R., & Islam, J. U. (2022). Determinants of Muslim consumers' halal cosmetics repurchase intention: An emerging market's perspective. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-08-2021-0265>
- Sinclair, J. M. (2010). *Collins English Dictionary and Thesaurus*, 2nd edition, HarperCollins, Great Britain.
- Srivastava, M., & Kaul, D. (2014). Social interaction, convenience and customer satisfaction: The mediating effect of customer experience. *Journal of retailing and consumer services*, 21(6), 1028-1037. <https://doi.org/10.1016/j.jretconser.2014.04.007>
- Sudarsono, H. & Nugrohowati, R. N. I. (2020). Determinants of the intention to consume halal food, cosmetics and pharmaceutical products. *The Journal of Asian Finance, Economics, and Business*, 7(10), 831-841. <https://doi.org/10.13106/jafeb.2020.vol7.no10.831>
- Sugibayashi, K., Yusuf, E., Todo, H., Dahlizar, S., Sakdiset, P., Arce, F. J., & See, G. L. (2019). Halal cosmetics: A review on ingredients, production, and testing methods. *Cosmetics*, 6, 37. <https://doi.org/10.3390/cosmetics6030037>
- Suhartanto, D., Dean, D., Sarah, I. S., Hapsari, R., Amalia, F. A., & Suhaeni, T. (2020). Does religiosity matter for customer loyalty? Evidence from halal cosmetics. *Journal of Islamic Marketing*, 12(8), 1521-1534. <https://doi.org/10.1108/JIMA-03-2020-0069>
- Suki, N. M. & Suki, N. M. (2018). Halal cosmetic products: Do knowledge and religiosity affect consumers' attitude and intention to use? *International Journal of Engineering and Technology*, 7(4.38), 764-767.
- Sulaiman, Z., Ahmad Sugiran, H. S., Hasbullah, N. N., Mas' od, A., Hashim, S., & Bradley, D. A. (2022). Public awareness of consumer products containing radioactive materials: Empirical evidence from Malaysia. *International Journal of Environmental Research and Public Health*, 19(4), 2326-2344. <https://doi.org/10.3390/ijerph19042326>
- Tan, B. C., Lau, T. C., Sarwar, A., & Khan, N. (2021). The effects of consumer consciousness, food safety concern and healthy lifestyle on attitudes toward eating "green". *British Food Journal*, 124(4), 1187-1203. <https://doi.org/10.1108/BFJ-01-2021-0005>
- Teng, P. K. & Wan Jusoh, W. J. (2013). Investigating student awareness and usage intention towards halal labelled cosmetics and personal care products in Malaysia. In *4th international conference on business and economic research (4th ICBER 2013)*, Indonesia, Bandung.
- The Malaysian Reserve. (2021). Halal exports RM20b off the mark. Retrieved on December 3rd, 2021 from <https://themalaysianreserve.com/2021/02/10/halal-exports-rm20b-off-the-mark/>
- Wahab, A. R. (2004). Guidelines for the preparation of halal food and goods for the Muslim consumers. *Amalmerge Halal and Food Safety Institute*.

- Wetzels, M., Odekerken-Schröder, G., & Van Oppen, C. (2009). Using PLS path modeling for assessing hierarchical construct models: Guidelines and empirical illustration. *MIS quarterly*, 177-195.
- Widyanto, H. A. & Sitohang, I. A. T. (2021). Muslim millennial's purchase intention of halal-certified cosmetics and pharmaceutical products: The mediating effect of attitude. *Journal of Islamic Marketing*, 13(6), 1373-1394. <https://doi.org/10.1108/JIMA-04-2020-0117>
- Yamane, T. (1967). *Elementary Sampling Theory*. New Jersey: Prentice Hall.
- Yousoof, F. B. B. M., Jayaraman, K., & Munusamy, K. (2020). A study on awareness and intention to purchase halal cosmetics products among Malaysians. *International Journal of Entrepreneurship and Management Practices*, 3(10), 43-51.

Appendix

LEVEL OF AWARENESS OF HALAL CONCEPT IN COSMETIC PURCHASE

1. I am aware that the halal logo is an important criterion in choosing a cosmetic product.
2. The halal logo on cosmetic products means it is definitely halal.
3. Cosmetic products that come from Islamic countries must be halal.
4. Cosmetic products with Islamic names must be halal.
5. I am very aware of halal cosmetic products.
6. The halal principle is related to the hygiene and safety of cosmetic products.
7. I am always concerned about halal issues in the cosmetic products I buy.

KNOWLEDGE OF HALAL CONCEPT IN COSMETIC PURCHASE

For cosmetic products, I know....

1. the existence of recognized and unrecognized halal logos (by JAKIM) in the market.
2. to distinguish between recognized and unrecognized halal logos.
3. emulsifying ingredients (emulsifier) were halal or non-halal in that use specific codes such as E140, E422, etc.
4. ingredients such as preservatives and non-halal dyes are used.
5. halal or non-halal materials or content used.
6. ingredients categorized as alcohol.
7. halal logos of other countries recognized by JAKIM.
8. to evaluate the Malaysian halal logo recognized by JAKIM.

ATTITUDE TOWARDS HALAL ASPECTS IN COSMETIC PRODUCTS

1. I like to buy halal cosmetic products because of the hygiene element that is emphasized in its production.
2. For me, choosing and buying halal cosmetic products is something that must be practiced.
3. I am very concerned about the halal status of every cosmetic product I buy.
4. Religious obligations are my main concern when buying cosmetic products.
5. Buying halal cosmetic products makes me feel comfortable/confident to use them.
6. Buying halal cosmetic products makes me feel like I have become a true Muslim.
7. Buying halal cosmetics is my own choice.

8. For me, buying halal cosmetic products is one of the religious requirements.

BEHAVIOR OF PURCHASING HALAL COSMETIC PRODUCTS

1. I always choose cosmetic products that have a halal logo.
2. I am always meticulous with the halal logo on display when choosing cosmetic products.
3. I always buy cosmetic products that have a halal logo that is recognized by JAKIM.
4. I have never bought cosmetic products that contain non-halal ingredients.
5. I will not buy if I am not sure of the ingredients used in a cosmetic product.
6. When it comes to brands, I will buy halal cosmetics even if I am not familiar with the brand.
7. I would choose to buy halal cosmetic products even if they are quite expensive.
8. I always research the ingredients used in cosmetic products before buying them.
9. I will not buy cosmetic products if I have doubts about their halal status.