



ADVANCED INTERNATIONAL JOURNAL OF  
BUSINESS, ENTREPRENEURSHIP AND SMES  
(AIJBES)  
[www.aijbess.com](http://www.aijbess.com)



## FACTORS INFLUENCE CUSTOMER AWARENESS OF HALAL COSMETIC PRODUCTS

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### Article Info:

#### Article history:

Received date: 15.03.2023

Revised date: 10.04.2023

Accepted date: 31.05.2023

Published date: 06.06.2023

#### To cite this document:

Fuad, N., Bohari, A. M., Kassim, S. A., & Ahmad, Z. (2023). Factors Influence Customer Awareness Of Halal Cosmetic Products. *Advanced International Journal of Business, Entrepreneurship and SMEs*, 5 (16), 35-46.

DOI: 10.35631/AJBES.516004.

### Abstract:

The halal beauty industry is currently expanding. The levels of consumer awareness regarding the components used in skincare and cosmetics products have significantly increased. In Malaysia, halal cosmetic products are rapidly gaining popularity among consumers and business stakeholders despite the abundance of other commercial goods available today. The demand and supply in the local cosmetic sector are being significantly reshaped by the growing degree of education and knowledge regarding halal products. Unfortunately, there has not been much research done on halal cosmetics. Therefore, the purpose of this study was to find out the effect of advertising, knowledge, attitude, product characteristics and social influence that may assist in customer awareness of halal cosmetic products. The total of 384 customers in Perlis participated in this study voluntarily. The data collection based on self-administered questionnaire. The time horizon of the study conducted was one year. The data was analysed using descriptive and regression analysis. The findings obtained in this study indicated that advertising, knowledge, attitude, product characteristics and social influence had significant positive relationship with customer awareness. This results provide valuable insight for the body of knowledge in the field of halal research as well as the development of the halal products industry.

**Keywords:**

Advertising, Attitude, Customer Awareness, Halal Cosmetic, Knowledge, Product Characteristics, Social Influence.

**Introduction**

*Halal* nowadays refers to more than just religious observance. *Halal* frequently affects all market segments and has unique business values associated with it. *Halal* is currently recognised as the commercial and trade platforms establishing a new pattern for the demand in the market. It appears that the *halal* concept is currently emerging as a universal representation of quality assurance and lifestyle choice (Abdullah et. al, 2021). The *halal* business has expanded to a more dynamic and modern landscape that includes tourism, hospitality, logistics, cosmetics and pharmaceuticals, finance and investment and healthcare (Annual OIC Halal Economy Report, 2022). *Halal* is a universal concept of Muslim because it covers all aspects in life. The term of *Halal* was gained from the verb of “Halal”, its mean lawful, legal, licit, legitimate, and permitted for Muslims (Ali et. al., 2017). Besides that, the non-Muslim and Muslim consumer is given the positive feedback from *halal* products (Bashir et. al., 2018).

Moreover, *halal* in cosmetics and pharmaceutical manufactures had been gaining increased attention based on demand on Muslim customers. In addition, nearly 8.3 billion which make up to 26.4 per cents of the world’s population are the Muslim people and it can increase to 27.5 per cents of the global population by year 2030 (Brim & Karim, 2011). In year 2018, the *halal* markets are \$1.62 trillion per year and to rise up \$2.47 trillion. This concluded that *halal* is very important to Muslim as they used the *halal* product every day in their life (Syaada, 2022). However, the argument over whether or not cosmetics belong in the *halal* conversation is not new, but there is little study on the matter. The *halal* food industry contributes one of the highest amounts to a producing country's GDP development, the vast majority of research articles are focusing on food-related products (Septiarini et al, 2023). Grand View Research estimates that the global market for halal food and drinks, which was valued at USD 436.8 billion in 2016, continues to be the largest contributor, with cosmetics and personal care goods coming in second with an estimated increase of USD 39 billion in 2018 (Grand View Research, 2022).

Despite the market's continued expansion, *halal* cosmetics are thought to be the main factor in meeting demand from the world's growing Muslim population and modern lifestyle. By 2030, there will be 4.2 billion Muslims, or 27% of the world's population, according to projections (Halal Development Corporation, 2014). Realising that *halal* considerations are the new draw for the country's Muslim consumer, Malaysia has taken a serious approach to manufacturing *halal* products. Malaysia has emerged as a global leader in the *halal* market boom during the past three decades. As a result of their religion, Malaysian customers are now better informed about *halal* cosmetics. Products that are applied to the body for cleaning, beautifying, boosting attractiveness, and changing appearances are referred to as cosmetics and personal care products (USA Food, Drug and Cosmetic Act, 2012). The Personal Care sector will account for the greatest share of the market in 2023, with a market volume of US\$1.32 billion. When compared globally, the United States generates the largest revenue which were \$91.41 billion in 2023. According to population statistics, US\$85,720.00k in

revenue is produced per person in 2023. By 2023, internet sales will account for 14.1% of all revenue in the Beauty & Personal Care sector (Statista, 2022). Despite the substantial market need for cosmetic and personal care products, the sector is tremendously competitive and fast-paced, necessitating frequent product advancements (Kumar, 2005). While greater globalisation has created new opportunities, it has also compelled manufacturers to target various market niches by creating product lines tailored to various sexes, age groups, and ethnicities in order to stay in business (Kumar et al. 2006; De Mooij & Hofstede, 2002). The rising demand for natural, safe goods that adhere to consumers' religious and cultural beliefs is what is driving the market for *halal* cosmetics (Saqib Ali et. al., 2016). In order to strengthen their efforts to ensure that more goods are made *halal* for use by Malaysian consumers, *Jabatan Kemajuan Islam Malaysia* (JAKIM) and the Standards and Industrial Research Institute of Malaysia (SIRIM) partnered. Both departments established a real warning panel with representatives from various organisations, including the Department of Chemistry, the Ministry of Domestic Trade and Consumer Affairs, the Department of Veterinary Services, and staff members from colleges, to act as advisors and to track the development of *halal* cosmetics products in the market.

Meanwhile, previous studies also urged that non-Muslim companies dominate the majority of the sectors for cosmetic items (Abd Aziz, 2021). Additionally, only 20% of Muslim consumers are worried about *halal* problems. Consumers are beginning to take the problem of cosmetic product components seriously and with some scepticism. According to Kamaruzaman (2009), the minimal market availability of *halal* cosmetic items has resulted in low customer awareness of *halal* cosmetics, which reflects low purchasing. In addition, according to his study's results, 57.6% and 37.7% of Muslims in emerging markets like Indonesia and Singapore, respectively, prefer to buy *halal* cosmetics if they are offered. Additionally, customers believed that products bearing the *halal* emblem were actually *halal*, free of forbidden components, and secure for usage. Additionally, the knowledge of the ingredients in cosmetic and personal care goods is crucial for Muslim consumers (Bashir et. al., (2018). The consumers' inability to recognise *halal* ingredients and the market's accessibility to *halal* cosmetic items are further issues (Bahman et. al., 2015). Some people prefer to acquire cosmetics from retailers in stores (Ernawati, 2019). These cause customers to be unaware of the items' origins and the components they contain.

The difficulties mentioned above served as the impetus for this work, which focuses on advertising, knowledge, attitude, product attributes and societal influence to ascertain the aspects that influence customer awareness of *halal* cosmetics. This study is expected to support efforts to promote the use of *halal* cosmetics.

## Literature Review

### *Customer Awareness*

The capacity to observe, feel, and be cognizant of events and objects is known as awareness. It is a notion that implies one's comprehension and attitude toward certain things. It has been proposed that awareness plays a significant role in deciding the intention to choose. In their study, Golnaz et al. (2010) discovered that a positive outlook affects one's understanding of *halal* principles. Haque et. al., (2018) presented empirical evidence that mindset is positively associated to intention to choose *halal* items. Shaari et al. (2010) stated that customer awareness is the degree to which Muslims comprehend the difficulties

associated to the idea of halal, including knowledge of what is lawful and how a product is produced in accordance with Islamic Halal requirements.

### **Advertising**

Advertising is defined as the process of gathering information about *halal* products using all available media, such as television, radio, the internet, banner/billboard/outdoor displays, magazines, publications, brochures, releases, daily newspapers, documentaries, articles, commercials, deals advancement, etc (Lee et. al., (2018). Additionally, customers' purchasing decisions are largely influenced by what they discovered on TV and the Internet (Esfahani & Shahnazari, 2013). Syafiq et al. (2017) showed that the media's role in promoting *halal* has a favourable relationship with awareness and attention to non-sustenance products. Additionally, Vilcekova (2016) claimed that one of the sources to obtain knowledge and retain information was advertising that can lead to increase or decrease the risk of a buyer making a purchase. For instance, that brand is sensitive to the messaging that encourage consumer behaviour. In addition, when it comes to quality, Purnama and Safira (2017) discovered that customers' perceptions of value occasionally reflect the belief that "if consumers know about the brand, the corporation must have spent intensively on advertising." In light of this, the following hypothesis is put forth:

H1: Advertising positively influence customer's awareness on *halal* cosmetics.

### **Knowledge**

Halal information is significantly component that influences Muslim consumers' perceptions and awareness of non-food *halal* products. The growing awareness and information about *halal* may lead to the need for halal cosmetic products. According to Elseidi (2018) argument, as customers become more religious, they acquire more knowledge and information about seeking halal, and the same is true of the demand for *halal* cosmetics. In addition, knowledge is crucial in determining the behaviour of real consumers while making purchases, particularly when it comes to halal cosmetics. Ahmad, et. al., (2015) also noted that consumers with less knowledge will have a significant impact on how *halal* a product is judged to be. When a buyer is informed, they will not hesitate to purchase halal products (Marmaya et. al., 2019). Additionally, they are aware of the *halal* status of products bearing international *halal* logos. Hence, the following hypothesis is forwarded:

H2: Knowledge positively influence customer's awareness on *halal* cosmetics.

### **Attitude**

Whether a person chooses to engage in a particular behaviour that contributes either favourably or badly to a particular activity, their attitude toward that behaviour is determined by their personal beliefs and consequently tied to the halal consumption. Abd Aziz et. al., (2017) asserted that exposure to the halal concept, availability of the halal label, and religious conviction all significantly improve consumer attitudes toward halal cosmetics. Attitudes are discovered to be reliable indicators of intention to buy halal personal care goods (Marmaya et. al., (2019). Previous studies also discovered a substantial and favourable association between attitude and behaviour regarding the desire to buy halal cosmetics (Elseidi, 2018). This is supported by Zakaria (2017), who demonstrated that religiosity is the most influential factor towards intention to purchase halal products. Furthermore, based on consistency principle, typically, person's behaviour is consistent with their attitudes (Latiff et.

al., 2016). People may have strong feelings or convictions about something that are either positive or negative that resulted to both positive and unpleasant personal experiences. Based on the debate has given rise to the following hypothesis:

H3: Attitude positively influence customer's awareness on *halal* cosmetics.

### **Product characteristics**

The cosmetic items must not only have a *halal* certification, but also be safe, hygienic, and beneficial, with all production processes adhering to *Syariah* guidelines. All ingredients in *halal* cosmetics products must also be examined and verified to meet *halal* standards. This is done to ensure that the *halal* cosmetics' ingredients are helpful, safe, and of high quality. Additionally, identifying non-*halal* substances in cosmetic items is crucial for Muslim customers. This is done to ascertain whether the cosmetic products typically, the oils, fats, and proteins are not in violation of *halal* regulations. In addition, alcohol, gelatin, and goods derived from porcine must not be present in *halal* cosmetics or be contaminated by them. According to Krishnan et. al., (2017), as the creation of the goods must adhere to hygienic standards, *halal* cosmetics are of a high quality, safety, and cleanliness. Due to the quick evolution, *halal* cosmetics are no longer tested on animals and instead use natural components (Mohezar et al., 2016). Since it contains no harmful components, it is actually beneficial consumer that may lead to another purchase if the products' composition, texture, and functionality satisfy their needs. Therefore, the following hypothesis was developed:

H4: Products characteristics positively influence customer's awareness on *halal* cosmetics.

### **Social Influence**

Social influence, which has its roots in psychological studies, refers to a shift in an individual's thoughts or feelings that is reflected in their behaviour as a result of their interactions with others (Pavalou & Chai, 2002; Nasution et al., 2017). Additionally, research implies that even if a person does not have a positive attitude about *halal* cosmetics, the discrepancy between that attitude and the expectations of family or friends may still have an impact on that person's behaviour (Mohezar et al., 2016). Additionally, Ali et. al., (2019) also claimed that social impacts of surrounding people on a person's behavioural intents, including societal beliefs and close friends' opinions, will affect a person's conduct. Parties that impact a person's behaviour regarding *halal* cosmetics items include family members, friends, coworkers, teachers, and communities because they adopt their viewpoint (Suki & Salleh, 2016). Social pressure on individuals to engage in the activity is sometimes referred to as social influence (Husin et. al., 2016). that lead the customers to choose *halal* cosmetics since the ingredients are permitted by *Shariah*. Therefore, a hypothesis was conceptualized as follows:

H5: Social influence positively influence customer's awareness on *halal* cosmetics.

## **Methodology**

### **Scope of the Study and Sampling Technique**

This study employed quantitative method. The data used in this study were collected via self-administered questionnaire from 384 customers out of 252, 200 in Perlis based on Krejcie and Morgan (1970) rule of thumb which stated that population which is equal to 1000,000



and above, the required sample size is 384. There were 350 returned expressing a response rate of 91%. The time horizon of the data collection conducted was two months starting in March 2021. Respondents were approached randomly to participate in survey. Researchers respectfully approached the potential respondents, explained the study, and requested their consent to be included as participants. Additionally, researchers emphasised that participants' involvement was anonymous and voluntary and that the data would only be utilised for the study.

### ***Instrument Development***

The tools used to measure each variable were adapted from earlier, well-established research and adjusted to match the setting of this study on the customer's awareness toward halal cosmetics. 42 questions separated into seven sections on a questionnaire set. The questionnaire was divided into the following sections: section A covered respondent demographics (7 items), section B covered consumer awareness (7 items), section C covered advertising (7 items), section D covered knowledge (4 items), section E covered attitude (5 items), section F covered product characteristics (7 items) and section G covered social influence (5 items) toward halal cosmetics. The questions have been stated as sentences that have to be answered by respondents in terms of their agreement rate based on a 5- point Likert scale for all items. The Likert-scale is used to construed between how strongly disagree to strongly agree a respondent was, with the statement on the scale (1=strongly disagree; 2 = disagree, 3 = moderate, 4 = agree, 5=strongly agree).

The acceptability of the instrument was assessed by the reliability of the items based on Cronbach's Alpha as indicates in Table 1. Based on suggestion by Sekaran and Bougie (2010) and Pallant (2007) indicated that the value of Cronbach's Alpha more than 0.6 considered as acceptable.

**Table 1: Cronbach's Alpha**

Variables	Number of items	Cronbach's Alpha
Customer Awareness	7	0.88
Advertising	7	0.82
Knowledge	4	0.86
Attitude	5	0.79
Product Characteristic	7	0.81
Social Influence	5	0.79

### ***Findings***

Data were analysed using SPSS Version 23. The descriptive statistics were used to analyse the background of the respondents. Regression analysis was conducted as the main statistical procedure for examining the relationship between independent variables (advertising, knowledge, attitude, product characteristics and social influence) and dependent variable (customer awareness).

### ***Analysis of Result***

Based on descriptive statistic conducted as indicates in Table 2, the results found that majority of gender was female representing 62.3%. In term of age, majority of the respondents are between 21 - 30 years old representing 35.4%. Malay respondents make up

74.6% of the total population in terms of race. The majority of respondents at 29.7%, had completed the Malaysia Examination Certificate (SPM) level of education. In terms of marital status, the majority of respondent are 49.1% are married. Respondents with incomes between RM1001 and RM3,000 make up a larger percentage of the population (38.9%). Lastly, in terms of monthly expenses for cosmetics product, a higher distribution is below RM500 representing 65.1%.

**Table 2: Demographic Profile of Respondents**

<b>Demographic Factors</b>	<b>Categories</b>	<b>Frequency</b>	<b>Percentage %</b>
Gender	Male	131	37.4
	Female	218	62.3
Age	20 years and below	49	14.0
	21 – 30 years	124	35.4
	31 – 40 years	104	29.7
	41 – 50 years	52	14.9
	51 – 60 years	14	4.0
Race	61 years and above	7	2.0
	Malay	261	74.6
	Chinese	39	11.1
	Indian	32	9.1
	Others	17	4.9
Education Level	Malaysia Examination Certificate	104	29.7
	Malaysia Higher Examination Certificate	67	19.1
	Bachelor Degree	79	22.6
	Master	52	14.9
	PhD	12	3.4
	Others	7	2.0
Marital Status	Single	135	38.6
	Married	172	49.1
	Widow	22	6.3
	Single Father	14	4.0
	Single Mother	6	1.7
Income	Below RM 1000	112	32.0
	RM 1001 – RM 3000	136	38.9
	RM 3001 – RM 6000	82	23.4
	RM 6001 – RM 9000	15	4.3
	RM 9001 – RM 12 000	4	1.1
	RM 12 001 – RM 15 000 and above	1	0.3
Monthly Expenses for cosmetic products	Below RM 500	228	65.1
	RM 501 – RM 1000	118	33.7
	RM 1001 – RM 3000	3	0.9
	Above RM 3001	1	0.3

Table 3 indicates the result of regression analysis. The analysis found that there is significant positive relationship between advertising and customer awareness ( $B = 0.01$ ;  $p = 0.03$ ), knowledge and customer awareness ( $B = 0.10$ ;  $p = 0.02$ ), attitude and customer awareness ( $B = 0.06$ ;  $p = 0.01$ ), product characteristics and customer awareness ( $B = 0.08$ ;  $p = 0.01$ ) and social influence and customer awareness ( $B = 0.12$ ;  $p = 0.01$ ) at the significance level of 0.05 ( $p < 0.05$ ) which indicates that the higher the advertising, knowledge, attitude, product characteristics and social influence lead to the higher customer awareness of halal cosmetic products. Hence, the results indicate that all the alternative hypotheses (H1, H2, H3 and H4) were accepted. The adjusted R square value between the variables is 0.323, which means that 32.3% ( $r = 0.336$ ) variation in dependent variable (customer awareness) is explained by the changes of the independent variables (advertising, knowledge, attitude, product characteristics and social influence). Therefore, the equation can be presented as following:

$$Y = 2.56 + 0.01(AD) + 0.10(KN) + 0.06(AT) + 0.08(PC) + 0.12(SI)$$

**Table 3: Results of Regression Analysis**

Dependent variable: Customer awareness		
Constant : 2.56		
Independents variables:	Beta	Significance value
Advertising (AD)	.01	.03
Knowledge (KN)	.10	.02
Attitude (AT)	.06	.01
Product characteristics (PC)	.08	.01
Social influence (SI)	.12	.01
R	.336	
Adjusted R <sup>2</sup>	.323	

## Discussion

This study was conducted to investigate the factors influence toward customer awareness on *halal* cosmetic products in Perlis. The findings showed that advertising significantly influence customer awareness on the cosmetic products. Thus, this finding demonstrated that advertising was one of the sources for the customer to get the information and awareness about halal cosmetic product. Therefore, the information conveyed in advertisement should be *Syariah* compliance to develop community, spread awareness through campaigns, as well as support moral, economic and social welfare. This finding in accordance with previous studies such as Lee et. al., (2018) and Purnama and Safira (2017).

Meanwhile, knowledge also reported significantly effect on customer awareness. This finding proved that customer who has knowledge will have high tendency to find accurate information about the product to ensure the status of *halal*. Customer with knowledge will digest and practices Islamic teaching on *halal* and *haram* as in line with the study conducted by Hashim et al., (2020) and Bashir et. al., (2018).

The results also proved that attitude has significant effect with customer awareness which demonstrated that individual belief may lead the person to behave positively or negatively toward the awareness of *halal* cosmetic product. The finding indicated that attitude of the



customer is found as valid predictor toward intention to purchase halal cosmetic product as urged by Elseidi (2018) and Marmaya et. al., (2019).

Additionally, product characteristics have a big impact on how well-informed customers are about *halal* cosmetics. The result explained that cosmetics made with safe ingredients and following the correct manufacturing procedures may raise consumer knowledge of the benefits of using them as in line with Krishnan et. al., (2017).

Social influence also reported significant effect with customer awareness. Thus, the study showed that even though a person may not have a positive attitude toward *halal* cosmetics, the discrepancy between that attitude and family or friend expectations may influence that person's behaviour, leading to a change in thinking or feeling as a result of reflection on that behaviour as stated by Ali et al., (2019).

### Conclusion

Businesses must start taking the Muslim market into account due to the growing Muslim populations and their increasing purchasing power, as well as the increased desire for novel cosmetics items such *halal* beauty products and personal care. Despite the potential economic benefits, making *halal* cosmetics is not an easy undertaking. The Regression analysis has proven that advertising, knowledge, attitude, product characteristics and social influence have positive and significant effect with customer awareness toward halal cosmetic product. These outcomes provide important insight for the halal product stream since research in this context has become increasingly necessary due to the limited studies conducted especially among cosmetic industry in Malaysia. It is hoped that this paper has been successful in offering empirical proof of factors contributed to awareness of halal cosmetics. With the use of the knowledge gained from this study, industry professionals may be better able to serve these culturally sensitive market segments with improved halal cosmetics goods, which will increase market size.

There are certain limitations of the study that have been identified and need to be addressed. First, this survey only looked at Perlis customers. Second, this study only determines the effect between independent variables (advertising, knowledge, attitude, product characteristics and social influence) and dependent variable (customer awareness). Finally, the adjusted  $R^2$  result in this study only showed 32.3% which indicates only moderate effect between independent variables and dependent variable (Cohen, 1988).

Due to the limitations highlighted, this study suggests for the future research to investigate in different states since diverse populations may produce different results from those given in this study. This will expand analyses of factors that contributed to customer awareness of *halal* cosmetic products. Furthermore, future research may compare the levels of awareness of *halal* product consumption among different races in Malaysia or other nations in order to enhance the findings in *halal* product research. Future studies may look at additional factors that could affect people's understanding of halal products, particularly in the cosmetics industry. Nevertheless, future research may replicate this study to other industry instead of cosmetic products to confirm the findings.

## Acknowledgements

The authors would like to acknowledge and extended special gratitude to the Global Academic Excellence (M) Sdn Bhd for the publication of this paper. Special thanks to editors and reviewers for their encouraging feedback in preparing this paper.

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