

## Consumer Purchase Intention towards Halal Cosmetics & Personal Care Products in Pakistan

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### ABSTRACT

The purpose of the study is to check the relationship between Awareness, Religious belief and Halal product certification towards consumer purchase intention particularly in geographical region of Sahiwal, Pakistan.

### Design/methodology/approach

Quantitative research methodology is used to check the relationship of the variables like relationship between awareness and Halal purchase intention, relationship between religious belief and Halal purchase intention, relationship between Halal certification and Halal purchase intention. There is no sufficient study related to the halal cosmetics and personal care products with the context to the Pakistan (Sahiwal) so data was collected from female students of Sahiwal, Pakistan .And questionnaire were adaptive. Sample size was 300 female students

### Findings

Present study found that awareness, religious belief and halal certified brands of cosmetics positively influence the intention of cosmetic consumer females towards halal brand. Therefore companies major brands of cosmetics have to develop niche market of halal cosmetics for Muslim females to do fashion up to some extent acceptable in Muslim religiosity.

### Research limitations

This study also can be conducted in more large geographical regions to check the effect of Awareness, Religious belief and Halal product certification towards consumer purchase intention .The sample size of the study is too short and this study can be replicated with the large sample size.

**Key Words** Awareness, Religious belief, Halal product certification, consumer purchase intention

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### INTRODUCTION

(Muslim Population by Country, 2011) Christianity is first largest religion in the world followed by Islam. According to study published in January 2011, Islamic followers have 23% of the world population and 1.57 billion adherents spread all over the world.

Islam is majorly practice is three main continents of world i.e. Middle East, North Africa and some parts of Asia. Huge communities of Muslims are also living in China, India and Russia. Other continents of the world host large Muslim immigrant communities .Halal is an Islamic term which guides the Muslims that what is allowed to them to practice in daily routine or every aspects of life and what is prohibited for them which does not allowed to be practice in islamic society . The concept of Halal is not only limited to food it is also practiced in each the aspects of Muslims' life. As it is stated in the Holy Quran by "Allah subh Severana taala".

"And spend in the way of Allah and do not throw (yourselves) with your (own) hands into destruction (by refraining). And do good; indeed, Allah loves the doers of good."Quran 2:195

According to Hadith in Sunan Ibn-I-Majah Volume 3, Book of Intoxicants, Chapter 30 Hadith No. 3392 "Anything which intoxicates in a large quantity is prohibited even in a small quantity."

Dr. Muzammil Siddiqi, former president of the Islamic Society of North America (ISNA), states that "Several varieties alcohol available in everywhere in world, so there is a family of alcohol among them ethyl is well renowned and largely used in beverages available in consumer markets. Many varieties of alcohol amalgamated with other ingredients used in

perfumes and other face cleansing detergents. The rubbing alcohol does not contain ethyl alcohol. It is dangerous for drinking and may cause blindness and death. The external use of such alcohol is not forbidden in Islam”

According to the Qur'an and Sunnah, Drink those contain alcohol and alcoholic beverages Haram in Islam. Even a drop of alcohol is haram and must avoid by every Muslim. However, jurists have differed on the Najasah or the physical impurity of alcohol. Some of them consider it Najis (impure), which means if it touches to human body or clothes than must be washed them immediately to purify him/her from alcohol (Siddiqi, 2005).

As far as toothpaste or mouthwash that contains alcohol is concerned, it is better to avoid them, because they go inside the mouth.”

(Halal Info, 2010)The world Muslim population is approaching 1.6 billion people and expected to be increased by 30% of the world's population by 2025. There are around 1.3 billion Muslims in the world and 1.5 billion Halal consumers which is one out of every four human beings consume Halal products. Besides that, there is a difference of 0.2 billion between the Halal consumers and Muslims where the non-Muslims living in Muslim-majority countries where most foods are Halal, such as Indonesia and Bangladesh

Recent reports indicate that Halal sales in the US are increasing around 80% per year, where a number of new retail outlets specializing in Halal products are increasing. A&P, Loblaws, Food Basics and Wal-Mart are allocating space for Halal products in their stores.

## Al-Halal & al-Haram

Muslims & Arabs use concept Halal which means anything that is lawful, legislative, consider permissible in Islam therefore Haram is anything which is prohibited if any Muslim use it he/she will be punished for this act. The word Halal is originated from verb “HALLA” which means to be permissible, legislative, permitted, legitimated, non-prohibited and non-forbidden. Furthermore in discipline of chemistry its mean anything which may dissolved, malted, convertible to liquid, break down (BAALBAKI, 1993).

One the other hand Haram is totally opposite to the concept of Halal, anything, act, activity which consider “taboo, wrongdoing and offensive as per Islamic jurisdiction. The word Haram is originated from verb “HARRAMA” which means to be prohibited, forbidden and non jurisdiction in Islam (BAALBAKI, 1993). Furthermore to concluded the Islamic concept al-Halal and al-Haram which explain that Islamic legislatives which govern the every aspect of Muslim Umma (Speaking, living, dressing, self caring, dietary and business activities). Hence everything done Halal by Muslim is rewarded by Allah Subhana talla and Haram is punishable in Islam (JALLAD, 2008). A study was conducted which implicate that Halal product related promotional programs are related to halal industry hence industry is still not frequently and lack of interest in promoting perception about non-food products (Norafni Farlina Rahim, 2013).

In 5th Halal forum 2010 revealed that cosmetics and personal care products market is US \$ 230 billion and pharmaceutical industry worth 506 billion US \$. (Swidi A. W.-H., 2010) Furthermore non-food products also gone be capture world Halal market, so non food products awareness is raising in world which is also vital like halal food products. Hence global cosmetics market worth 334 US \$ billion and global halal cosmetics market worth US\$ 13 billion (Norafni Farlina Rahim, 2013).

### Halal Muslim Market – 652 million

Algeria	Iran	Lebanon	Qatar	Turkey
Bahrain	Iraq	Malaysia	Saudi Arabia	United Arab Emirates
Egypt	Jordan	Morocco	Syria	Yemen
Indonesia	Kuwait	Oman	Tunisia	

## LITERATURE REVIEW

Halal brand personality serves as major competency which them to differentiate the product in different segments of customers (Mahdi Borzooei, 2013). The consumer based relationship of organization mediate the relation between purchase intention and religiosity (Mahdi Borzooei, 2014). Halal awareness and product qualified halal certification have been major constructs which help to improve repute of brand and should more focus on intensive halal promotional compaign to moled the consumer purchase intention towards halal brands (Yuhanis Abdul Aziz, 2012). Product predictors are significantly positively related to the purchase intention of ultimate consumers and advertisement is signficant mediator between price and purchase intention of cosmetics (Hussin S. R.\*, 2013) . Furthermore study stated that country perspective and patriotism has been positively influence on consumer halal purchase intnetion of cosmetics (Samin Rezvani, 2013). Awareness of halal among consumers, product qualified halal certification and market promotion positively influence customer purchase intention if halal components include in marketing compaign (Chok, 2013).

Muslim consumer segment having similarities with other segment demand for quality insured products but if these products confirmed Shariah standards (Hanzaee, 2011) and study stated that purchase intention is positively shape by consumer attitude, subjective norms and its perceived behavior towards Halal products (Noor Afzainiza Afendi1, 2014). Study resolved that halal cosmetic and personal care products must gain consumer trust to trust the integrity of cosmetics and halal personal care product (Hunter, 2012 ).

(Hashim, (2013) The word halal means that what is acceptable by Islam and what is not acceptable by Islam. For the Muslim it is very necessary to know that what ingredients are used in the cosmetics and personal care products which they are using. According to the Islamic law it is compulsory for the Muslims to know about the all the process, ingredients, distribution, operations etc of a product that Muslims used are halal. These entire things are also very much important for Muslims in context of cosmetics and personal care products. To assure the Halal and non Halal product and ingredients there must be some standard and methods are needed. These standard or methods may be halal logo, benchmarks, halal certifications etc. For the halal perspective of cosmetics and personal care products (halal principle, halal ingredients, halal certification, standards and safety) are needed to cover.

(Phuah Kit Teng, 2013) Consumer awareness related to the halal labeled products is increased especially in Malaysia. It is necessary for the cosmetic industry to know about the consumer concerns, awareness, intentions, usage of the halal cosmetics and personal care products. It will help them to generate the more earnings. The race and background of the consumers are very much influence and it made the customers more cognizant and responsive about the halal products and ingredients. The external variables (socio-demographic) like consumer year of study and religious school have the very strong relationship with the consumer usage, and intention towards halal product. Even though there is a increasing trend between consumers' and the importance of halal labeled cosmetic and personal care products, the accomplishment of halal logo and marketing strategies are still not in practice in the Malaysian cosmetic industry. But there is a gap between all the stories which is the use of the fake halal logos on the products which decrease the trust of the consumer for the halal products. The trend of halal cosmetic and personal care is still in processes which do need some efforts.

(Golna Rezai, 2009) The food must be good quality this concept is enough for non-Muslims but for Muslims the food must be halal with the good quality. The concept of halal labeled food is increasing in Muslims day by day. Consumers with the high status of religiosity and more with more education are highly concern about the halal labeled and halal logo food. The society and perceived control (safety for food and clean process) over consuming halal food it make the customers more cognizant and cautious about the haleness' of the food. External variables like demographic factors which include the education level, age, state of origin have the strong relationship with the consumer behavior related to the concerns about the halal food. Halal food is not about the only halal ingredients it includes all of the quality control steps like monitoring, food process, material handling, storage, distribution etc. Today Muslim consumers are become more conscious about the food and beverages that these are pure halal from the very initial step of its manufacturing to end. Foods industries are also become more concerned and sensitive about the manufacturing and sourcing the halal products.

(Ahlam Nuwairah Ahmad, 2015) Religious is more influencing on the behavior compare to knowledge pertaining to halal matters and there is a significant difference on respondent's behavior between halal food products and halal cosmetic products. In marketing promotion the religious is the one of the most important factor which is needed to consider. Marketers should consider the religious in there marketing campaign as well as in differentiation. No one clearly knows that the product with the halal certificate of label is really halal.

(Perlis, 2012) World is becoming the more conscious about the religious and their believes but the awareness of halal cosmetics and personal care is very low in the Muslim society. Muslim consumers must have to conscious about the halal cosmetics according to their religion. Now days Muslims are becoming aware about the halal cosmetics and personal care products.

(Rosita Husain, 2012) Worldwide the demand for the halal product is increasing. But in halal cosmetics industry there is an increasing number of consumers of Muslims as well as the non-Muslims are concern about the high quality and safe products. Malaysia is more considered about the developing halal cosmetics markets because the halal consideration is new attractive market segment for the cosmetic industry especially in the Muslims countries.

(Canada, 2012 ) There is 5-10% Muslims are in Canada. There is a large number of immigrants from the countries where the Muslims religious is practices. There in doubt about the increasing trend of the halal products (food and beverages) worldwide. The halal products are mainly sold in the specialty stores but now supermarkets and hypermarkets are increasing their product lines to capture the more customers.

According to Mintel's Global New Products Database, between January 2011 and January 2012, there were 84 food products launched in France which claimed as halal. Of these food products, 54 were new products, 18 were a new variety or a range extension, 7 had new packaging, and 5 had a new formulation. The sub-categories with the most new products launched were prepared meals and poultry products, each with 15 products (Mintel, 2012).

(Swidi, 2010) Muslims are increasing day by day and expected to reach by 1.6 in coming years. So there is a new global market for cosmetics and personal care products to meet the increasing demand of the halal cosmetics and personal care products for Muslims consumers. The need of halal products is religious requirement.

(Azura Hanim Hashim, 2011) There are different interpretations about halal concepts in the different literature. But the main challenge is to understand the Muslims and their religion. There is also a difference in culture of Arab and non-Arab Muslims. The level religiosity and halal consideration is more in non-Arab Muslims consumers as compare to the Arab Muslims consumers. There is also a fact of the study that shows that the non-Arab Muslim consumers are more concern about the halal product while purchasing the food products.

(Darma Ta Siyah Gumbri) The concept of halal is not meaning full for both Muslims and non- Muslim customers that are living in Malaysia. The consumers are very much concern about the advantages that are associated with the halal products. Now a day's Malaysian consumers have lots of variety in the cosmetics products in both nation and international

brands. Halal cosmetics products are suitable for both Muslims as well as non-Muslim consumers in term of the knowledge of ingredient, process, and nature of the products. The religious and safety concept associated with the halal cosmetics product influence the customers to purchase it. The important variables associated with the halal cosmetic discussion are halal principles, product reliability, and product commitment, intention to choose halal cosmetics products, trust, environmental friendly, attitude, religious beliefs, and Government, support, and product innovations. Halal cosmetic is an interesting topic and segment to understand.

(Baig, 2014) The demand for the halal cosmetics products was mainly prejudiced by the halal logos. But the Pakistani government should pay the attention towards the halal logo implementation on products. Government of Pakistan should also make some strategies for the cosmetic industry that only halal logo products can be sold in the country. A good survey of the customer's intentions and concerns for the halal cosmetics can lead the cosmetics industry and customer to achieve the objectives. It is necessary to check the all process, ingredients, operations etc to make sure that all of these are halal like use of alcohol, pork, dead meat and other thins which are prohibited in Islam.

According to (Arshia Mukhtar, 2010) the theory of reasoned action (TRA) is a valid model in predicting intention to choose Halal products. Subjective norms attitude towards the Halal products and intra personal religiosity positively influence attitude towards the Halal products. Interestingly, subjective norm appears to be the strongest of all the predictors for choosing products.

(Lada, Tanakinjal, & Amin, 2009) The findings indicated that the TRA is a valid model in the prediction of the intention to choose halal products. Attitude and subjective norm were found to be positively related to intention, with subjective norm being the more influential predictor. Subjective norm was also positively related to the attitude to choose halal products.

(Rajagopal, Ramanan, Visvanathan, & Satapathy, 2011)The application of statistical tools indicated that, although the concept of Halal is familiar to the students, their awareness of whether products are Halal certified and their knowledge about Halal brands is extremely low.

(Tieman, 2011)Halal supply chain management is based on avoiding direct contact with Haram, addressing the risk of contamination and ensuring that it is in line with the perception of the Muslim consumer. In particular, the product and market characteristics are important variables in the supply chain management of Halal supply chains. Further empirical research is needed to measure the perception of the Muslim consumer. A better understanding is also required into the principles in organizing the Halal supply chain for different markets (Muslim and non-Muslim countries). There is a need for a Halal supply chain model that is able to describe and optimise Halal supply chains.

(Wilson & Liu, 2011)The author asserts that halal-conscious consumers are risk averse, which drives discerning and high-involvement behavioral traits. Furthermore, in the face of this, brand managers are still unclear how far they can push more emotionally led brand messages. Finally, the paper presents a halal decision-making paradigm – as a basis for constructing salient and engaging brands. The halal paradigm is a nub where the perceived importance of halal is brought into the Muslim consciousness. This is a dynamic and cyclical process, whose final verdict is finite and perishable – due to hyper-sensitivity and environmental factors influencing Muslim perceptions of what is halal.

(Sandikci, 2011)It is clear that the stakeholders in the Halal constitute a new kind of industry in their own right: a diverse, complex, yet integrated industry - with a global reach that crosses geographic, cultural and even religious boundaries. The Halal industry intersects and shares common values with many other industry sectors and yet it has a unique set of issues and concerns that are specific to the Halal market. In the face of these factors, the field is still relatively in its infancy – meaning that currently there are gaps in knowledge, differences in opinion and key concerns; which looking to the future need to be addressed through continuous structured debate and dialogue

(Rozita Naina Mohamed, 2012)The contribution of this study is the development of a comprehensive brand trust and equity model, called the trust-equity (T-E) model. The T-E Model is a conceptual model, which could guide policy makers/decision-makers/vendors/producers/operators, which is appropriate and useful in terms of decision-making in the fast food industry in Malaysia, especially on the issue of how to develop value among customers and firms. Moreover, practitioners can understand the impact of religious sensitivity on brand trust and brand equity and how it influences customer and firm values, both directly and indirectly. Thus, by understanding the predictors of the value to the customer and the firm, the study may also help practitioners to reposition themselves in light of the findings. Practitioners could carefully strategize effective ways to improve customer and firm values towards the brand. For academics, the conceptual insights from this study will add to the literature on the various factors affecting the development of successful relationships between consumer and firm values on the brand in Malaysia, and the resultant competitive advantage. Subsequently, further studies are needed to examine the relationship between brand trust and brand equity and the outcome on customer and firm values.

(tieman, vorst, & Ghazali, 2012) The findings show that product characteristics (bulk versus unitized, ambient versus cool chain) and market requirements (Muslim or non-Muslim country) determine the supply chain vulnerability to halal contamination, for which halal control activities and assurance activities are put in place to reduce supply chain vulnerability. More empirical research is needed to further refine the Halal Supply Chain Model for different product-market combinations. Second, qualitative research is recommended for halal cosmetics and pharmaceutical supply chains. Muslim attitude and awareness towards Istihalah

Findings – A total of 99.1 percent of respondents agreed that the Muslim community lack of exposure about the Istihalah concept. Male students are more agreeable than female students (100.0 percent vs. 98.2 percent). More than 94.7

percent of the respondents believe that Istihalah concept is very important to Muslim consumers. A total of 100.0 percent of the respondents are interested to know more about Istihalah.

Two distinct phases, 1) omission 2) discovery, characterize the existing literature. Omission derives from the stereotyping of Muslims as traditional and uncivilized people and Islam as incompatible with capitalist consumer ideology. Discovery relates to the identification of Muslims as an untapped and viable consumer segment and the increasing visibility of Muslim entrepreneurs.

## OBJECTIVES OF STUDY

In conducting this research, several objectives that the researcher hope to achieve. They are:

1. To determine the significant of awareness towards Halal purchase intention.
2. To determine the significant of religious belief towards Halal purchase intention.
3. To determine the significant of Halal certification towards Halal purchase intention.
4. To identify factors influencing Halal purchase intention.

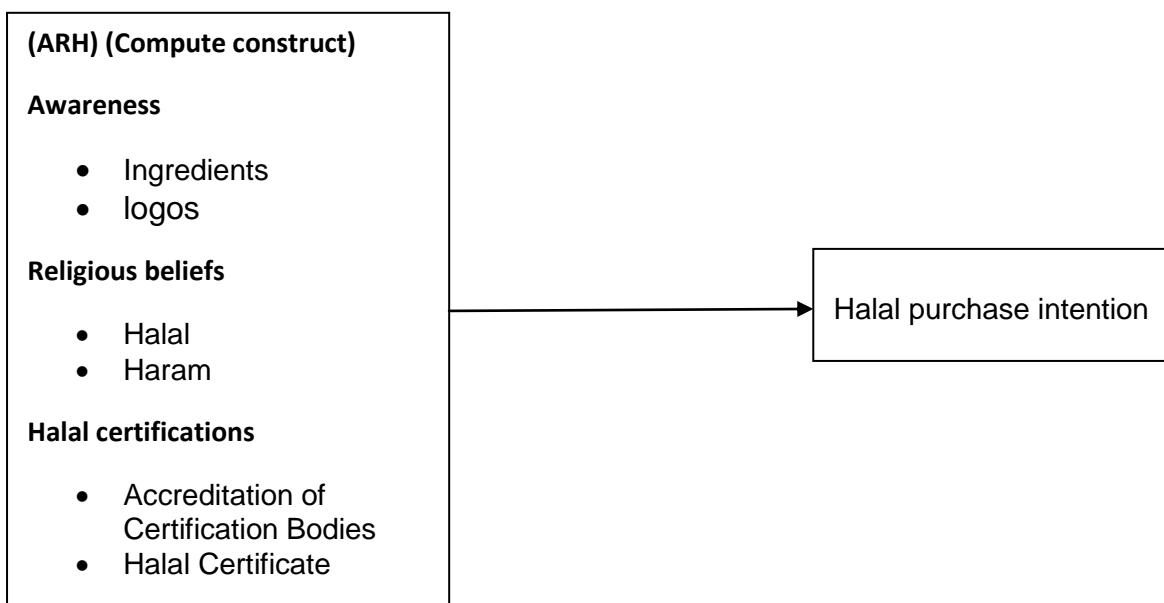
## Research Questions

There are several questions that researcher is trying to address while conducting this study. They are:

- Does awareness influence Halal purchase intention?
- Does religious belief influence Halal purchase intention?
- Does Halal Certification influence Halal purchase intention?

## Conceptual Framework

### Independent variables



### Dependent variable

## Hypotheses

**H1:** There is a significant positive relationship between awareness and Halal purchase intention.

**H2:** There is a significant positive relationship between religious belief and Halal purchase intention.

**H3:** There is a significant positive relationship between Halal certification and Halal purchase intention.

## Research Methodology

Quantitative research methodology is used to check the relationship of the variables like relationship between awareness and Halal purchase intention, relationship between religious belief and Halal purchase intention, relationship between Halal certification and Halal purchase intention. There is no sufficient study related to the halal cosmetics and personal

care products with the context to the Pakistan (Sahiwal) so data was collected from university females' students of universities from Sahiwal and questionnaire were adaptive. Sample size was 300 female students

**DATA ANALYSES**

Reliability was checked through Cronbach alpha. Mean, standard deviation, variance, Picher bar chart was used to check sample characteristics. Linear regression and correlation were used to analyze the data because hypothesis are relational and have one independent variable were used in study. Scatter plot and Durban Watson test were applied to fulfill the linearity and autocorrelation assumption.

**Findings**

**Reliability**

Overall reliability of dependent and in dependent variables

**Reliability Statistics**

Cronbach's Alpha	N of Items
.851	13

The Cronbach's Alpha's value was .851 which proves that the reliability of D.V and I.V

**Correlation**

Table of correlations represents the (awareness, religious believers and halal certification) as independent variables and (halal purchase intension) as dependent that are correlated positively ( $r = .643, p = .000$ ), which proves that there are moderate relationship between the DV and IV variables.

**Correlations**

		independent variables	dependent variable
independent variables	Pearson Correlation	1	.643**
	Sig. (2-tailed)		.000
	N	114	114
dependent variable	Pearson Correlation	.643**	1
	Sig. (2-tailed)	.000	
	N	114	135

\*\* . Correlation is significant at the 0.01 level (2-tailed).

**Regression**

In the table value of R is .643 and Adjusted R Square shows the ratio of interdependence. The Value of R square is multiply with 100. It means 64.3% of the variance in the D.V predicted from I.V. Durbin-Watson is 1.89. It showed that there is no auto correlation between D.V and I.V.

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.643 <sup>a</sup>	.413	.408	.48492

a. Predictors: (Constant), independent variables

Of Durban Watson test was 1.89 that shows no autocorrelation was found in data.

**ANOVA<sup>s</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.542	1	18.542	78.852	.000 <sup>b</sup>
	Residual	26.336	112	.235		
	Total	44.878	113			

a. Dependent Variable: dependent variable

b. Predictors: (Constant), independent variables

**Coefficient of Regression**

The purpose of the regression is to find out the impact of predictors on dependent variable. The specified regression equation is

$$S = \alpha_0 + \beta_1 (ARH)$$

ARH =Awareness, religious belief and halal certification

$$\text{Halal purchase intension} = 1.336 + .622(ARH) + \epsilon$$

The significant level is 0.000. The test proves that the coefficients of the predictor are statistically significant at less than five percent level of significance. So, present study accepts H1, H2 and H3.

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.336	.255		5.230	.000
	independent_variables	.622	.070	.643	8.880	.000

a. Dependent Variable: dependent variable

**Scatter Plotter Graph**

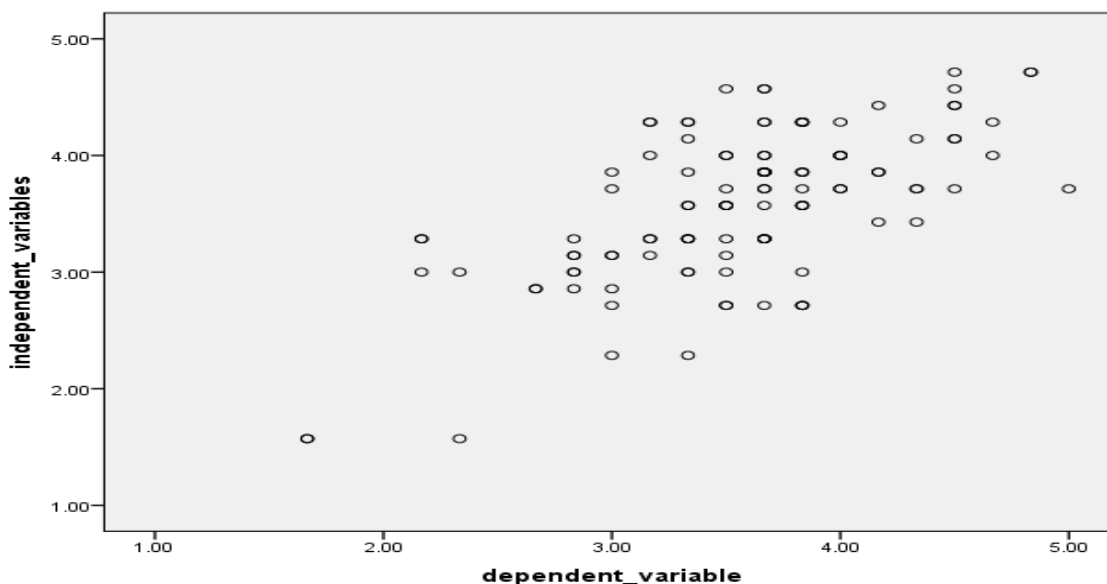


Diagram showed the relationship among D.V and I.V. The flow of line from right to left it shows the positive relationship between D.V and I.V. It means that the awareness, religious believers and halal certification has strongly effect the halal purchase intension.

## CONCLUSION

Present study found that awareness, religious belief and halal certified brands of cosmetics positively influence the intention of cosmetic consumer females towards halal brands (Yuhanis Abdul Aziz, 2012). Therefore organization and major brands of cosmetics have to develop niche market of halal cosmetics for Muslim females to do fashion up to some extent acceptable in Muslim religiosity.

## LIMITATIONS

There are few limitations in this study. The sample size was small. Convenience sampling technique was used for collection of data demographical scale was small.

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