Understanding the Intention to Purchase Halal Cosmetic Products among Consumers
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Abstract:
Malaysia is being targeted by manufacturers not only as one of the fastest economic growth but also it comprises of 65 percent of Muslim adherents or around 19 million of Muslims. There is a current trend in the global industry of cosmetics upon the existence of Halal cosmetics products. Most of the users are conscious of the ingredients in the manufacturing of cosmetic products. As the market grows rapidly, cosmetics manufactures have eagerness to dominate the market and come out with a variety of products in order to pursue and satisfy customer simultaneously. Thus, the objective of this paper is to propose a new conceptual framework for halal cosmetics products. This paper identifies the antecedent factors that influence the intention to purchase halal cosmetics products among consumers. Knowledge, purity and safety have also been found to influence the customers to buy halal cosmetics products. The findings indicate that there is relationship between independent variables (attitude, subjective norm, perceived behavioral control, knowledge, purity and safety) and dependent variable i.e, intention. Safety has been identified as the main factor that influences the intention to purchase halal cosmetics products.

Keywords Halal, Cosmetic Products, Theory of Planned Behavior Model, Consumer Behavior.

1 Introduction
Malaysia is a multiracial country with Islam being the largest practiced religion. One of the most important concepts in Islam is the concept of halal. Halal industry plays an important role in the whole world, especially for Muslim society. The demand for halal product either for food or non-food product has been increasingly from day to day. That is mean; the halal itself has taken their own place and has been accepted in most of the country. With an increasing number of the Muslim population worldwide, halal has become the vital concern among consumers. According to Malaysiahalalfoods.com, halal can be defined as permissible or lawful. In the Holy Quran, God commands Muslims and all of mankind to eat anything that is halal to the sharia. The Halal industry has become one of the new manufacturing sectors and among the fastest growing global businesses across the globe.
Halal products and services could be a new sector that might help our country’s economic growth. Apparently, products that are permissible to be used by Muslims, or categorized it with Halal’s product are dependent on manufacturers who must follow several requirements that restricted mostly from the ingredients until the packaging of the products. In this regard, as the number of Muslim worldwide increases, most manufacturers divert their focus to this industry as they believe that this industry will, in return, generate their company’s income especially in the cosmetics line. Apparently, products that are permissible to be used by Muslims, or categorized it with Halal’s product are dependent on manufacturers who must follow several requirements that restricted mostly from the ingredients until the packaging of the products. In this regard, as the number of Muslim worldwide increases, most manufacturers divert their focus to this industry as they believe that this industry will, in return, generate their company’s income especially in the cosmetics line.

The halal industry in Malaysia is consistently observed by the Halal Industry Development Corporation which promotes not only towards a healthy lifestyle but also through clothing and other activities. The Malaysian government established HDC in 18 September 2006. In order to expand this halal industry to a larger market worldwide, Malaysia have develop halal products and services with the help of Halal Development Corporation (HDC), and also started hosting World Halal Forum and World Halal Research events annually. Besides, with Malaysia which is located within the Asian Pacific region, has added potential benefit from the presence of major areas of production and consumption that created a conducive operating environment, policies and efficient institutional infrastructure in supporting the halal industry development. These criteria, also gives advantage to Malaysia in developing and promoting halal products and industry. Halal industries manufacturers in Malaysia have been made compulsory to apply the Malaysian Halal Standard from the Department of Islamic Development Malaysia (JAKIM) in order to increase export for halal products and services (MOSTI, 2008).

JAKIM was established on 1 January 1997 and responsible organization for issuing halal certification for export and import products has develop three types of Malaysian Halal Standards which includes examination of process in the preparation, slaughtering, processing, handling, disinfecting, transportation and management practices and manufacturers are obliged to act responsibly (MOSTI, 2008). Since Malaysia has a vision to position itself as halal hub in the region to promote, distribute, and produce Halal products and services to serve Muslims all over the world, the Malaysian government has been tirelessly exerting many efforts to achieve this goal. In order to be recognized as halal products, the goods are required to be certified by Islamic Development Department Malaysia (JAKIM) to be exported legally or even sold in the market particularly to Muslims in Malaysia. The potential growth for halal cosmetics and personal care products are fuelled by the growing demand for safe, natural products that fit consumers’ religious and cultural beliefs (Halal Journal, 2005). In essence, halal products do influence the lifestyle of Muslims and simultaneously contribute to the growth of economy particularly in Malaysia.

Halal certification is required from JAKIM in cosmetics and personal care products and also must comply with the Malaysian Standard MS 2200:2008 requirements. Cosmetics
products must be safe and non-hazardous to consumers. Halal cosmetics products is when there is no any human parts or ingredients, do not contain any animal that are forbidden to Muslims, not slaughtered according to syariah law, not genetically modified organism (GMO) which are decreed as najs, no alcohol, no contamination from najs during preparation, processing, manufacturing and storage and the most important, it is safe for consumer. The products have certain qualities that have met the requirements of consumers. All aspects of the management system are covered in the concept of halal cosmetics. Sourcing of halal ingredients and all elements must be accounted other than just focusing on the aspect of production (Mir et al., 2010). Product must comply with Malaysian halal standards and procedures. These products also must totally comply with Islamic requirements and follow requirements of National Pharmaceutical Control Bureau, Ministry of Health Malaysia in terms of formulation and quality. Clean, pure, nutritious, hygienic and healthy is called halalan-toyyiban cosmetic products.

According to JAKIM the advantages of halal certification are information received by customers help customers to make purchases confidently and the benefit exist for competitors in manufactures that make them use it as a key of strategy to compete with others. Besides, products release come out with aspect of quality that seriously concern on cleanliness besides focusing for perfect halal requirement. Halal certification becomes the guides to prepare the way for keep an eye on halal products and halalan-toyyiban system should be useful to fix the products’ quality. A good quality planning, quality assurance, quality control and improvement is needed to ensure the effectiveness in managing, design and build quality management for producing halal cosmetics (Montgomery, 2009). Most Muslim customer and organization that produce halal cosmetics have required their supplier to become certified under halal certification. For Malaysian people, they mostly focus on halal standard only, which is on halal quality assurance activity which is, not help much to improve process of manufacturing halal cosmetic products.

There are many proof shows that a cosmetic product is using Halal Certification with arbitrarily. In 2000 until 2009 Halal Cosmetics Manufactured in our country, Malaysia, a lot of newspaper state that many condition of non-halal cosmetic products were made by the firm that that system of certification did not assure halal cosmetic are being made and to distribute to the consumer. As a consumer, they cannot depend on halal certification only; it is because the aspect of certification is not enough to consider the product is halal unless the quality (halal) is structure the policy of halal to guarantee the product have a good quality (halal) to give the consumer satisfaction. Halal certification nowadays has much evidence to prevent poor halal cosmetic product being designed, manufactured and delivered to consumers. Even there are halal system certifications, but it does not ensure the good halal cosmetics will be produce. Thus, it is a mistake on system management if relying too much in halal certifications.

Kamaruzaman (2009) revealed that Muslim cosmetic products are pleased with the products of cosmetic without question despite many issues that need to be concern. In Malaysia, many people particularly women are obsessed with western commercials of cosmetic products. This lays the fact based on the increase of the global communication mass consumerism and outstanding marketing to stimulate the passion of women
particularly among females aged sixteen that are easily influenced by good looks in advertisements and their tendency in being a model.

Furthermore Dr Mah Hussain-Gambles, founder and formulator of Saaf Pure Skincare, a UK based Halal cosmetic brand, stated that Europe is the world largest producer of cosmetic products and has enhance the product to the market drastically a 55 percent of market share in the world market. This is due to the strict legislations for manufacturers to indicate all ingredients on the label. Scientific Research and Development reveals that the product innovation and expansion into new market across the globe would be easier for the industry to identify ‘friendlier’ alternatives (Kamaruzaman, 2009). The Muslim majority in Malaysia prompts halal a consumers' vital concern. Halal covers the aspects of slaughtering, storage, display, preparation, hygiene and sanitation. It is not only limited to food but also non-food category. As such, in Malaysia, Muslim consumers face a broad selection of products and services. These broad selection offer many different brands either locally or internationally brand names.

Currently, the authorized bodies are able to gather information from manufacturers as well as to obtain from the Islamic perspective. The government are planning to allocated RM200 million for the halal industry which aims to assist in the increasing production and services especially on local Small and Medium Enterprises to penetrate the global market and subsequently generate income. In this respect, it is hoped that there will be some allocation for the halal cosmetic industry. Apart from that, as the increasing of demand on halal market, it shows that halal industry may open an opportunity for the people to increase their profit and also able to capture the market itself. A source from Tanjung Manis 2011 investors guide shows that the consumption of halal products has been increasing from year to year until up to 250 million tonnes in 2010. Meaning here, the consumption of halal products are expected to be increased more for the years after.

According to department of statistic, JAKIM, total exports by halal certified companies has been contributed to 5.1% of overall exports until December 2011 worth RM 694.5 billion. This statistics shows that the halal industry has been increasingly grows on that time and now, for sure, the demand and supply for the respected halal products including halal foods and beverages and also halal personal care and cosmetics and has been accepted in the whole world. In addition, Chris Barker, 2013 revealed in his article “Malaysia’s Halal Cosmetic Market Grows by a Third” the export market for sharia-compliant products had grown from RM1.3 bn to Rm1.73 bn for a 33 percent increase. It shows that there is an increasing number on total exports of halal cosmetic products as compared to the previous year. Halal Development Corporation (HDC) state that Malaysia’s halal cosmetic exports grew by third from 2010 to 2012. It is because of the trends of non-muslim women buying the product which they describe as purity and high quality standards.

According to Rosita Husain (2006), Malaysia had made a strategic plan which our country had took a holistic approach towards halal product and services since it would be a new sources for the country’s economic growth. Furthermore, in the Malaysia halal industry investment, Malaysia had shown a progressive improvement in the halal market, based on Malaysia Industrial Development Authority (MIDA) shows that
during the year 1996 until 2006, total investment for the food and non-food industries had amounted to RM10.2 million, for the foreign investment is RM 5.2 billion and domestic investment had achieve to RM 5 million. Plus, in our country the department of Islamic Development Malaysia (JAKIM) is one of organization that responsible to ensure all halal products is implementing the Malaysian Halal Standard.

Furthermore Euromonitor (2012) said that personal care and beauty product had especially give a positive outlook to industry in Malaysia, as we know personal care and beauty product had provided most variety product line for their consumer. Additionally, personal care and cosmetics sector in the halal product market increases by every year. The growing number of Muslims as consumers in all market segments in the world demands firms to seek opportunities to increase the profit and sales by focusing on producing halal products including cosmetics. Malaysia also seeks opportunities in halal cosmetics products to increasing the market in the cosmetics industry. There are also make promotional activities and programmes to the consumers for them to gain more knowledge about halal cosmetic products which is conducted by the Halal industry. Halal cosmetics products are also familiar in the Middle East, UAE, and other countries worldwide. In Malaysia, Muslim consumers shop for cosmetics and toiletries as the largest number of consumers in the retailer companies and also independent small groceries.

2 Problem Statement

According to Malaysia Report on Halal Industry Development 2011, Malaysian exported about RM1.815 Million cosmetics and personal care which includes essential oils, perfumery, toiletries and cleansing preparations. Halal Industry Development Corporation (HDC) stated that human population worldwide stands at 1.8 billion with the global halal market estimated US $ 2.3 trillion a year including both food and non-food sectors. According to DEW Research Centre, Muslims are expected to represent 27.5 percent of the global population in 2030 which increased over 37.5 percent from 2010. On this regard, the Muslim population is projected to be 22.8 million in 2030 in Malaysia.

Kamaruzaman (2009) has pointed out in his paper title “Halal cosmetics: Between real concerns and plain ignorance”, the level of awareness among consumers about the importance of halal cosmetics is very much promising. Kamaruzaman (2009) stated in his paper there are recent survey conducted by KasehDia Consulting found out that although the level of awareness about halal cosmetics are still low, consumer is ready to purchase if the product is available. This study also found that 57.6% and 37.7% of Muslim in emerging markets like Indonesia and Singapore are willing to purchase halal cosmetic product if they are available in the market.

It is also noticed that the high level of education, high job positions and high paid jobs among new Muslim generation also contribute to the demand of safety and high quality of halal cosmetic product. (Swidi A. et al, 2010). The awareness about the ingredients of the cosmetics and personal care products is the important factor for Muslims Thus, because of the growing and needs for halal cosmetics products among consumer, it is
suggest to explore their intention and awareness in availability of halal cosmetics products.

The main objective of this paper is to propose a new conceptual framework for halal cosmetic products. The second objective is to identify the antecedent factors that influence the intention to purchase halal cosmetic product among Muslim consumers. From this study, it is expected to be useful for future development in halal cosmetics industry and it is capable for the manufacturers to monitor all the halal products. In addition, it is suggested that in a short time all the process must be headed by Muslim scientists with chemical background from Islamic institutions.

3 Literature Review

3.1 Halal

The arabic word “halal” means lawful. In the Quran, Allah commands Muslim and all of mankind to eat halal things. The demand for products certified “halal”, prepared according to strict Muslim laws, goes beyond food and is extending into cosmetics. In Malaysia, Islam is the official and largest religion in Malaysia. The terms halal and haraam are applied to many facets of life and one of the most common uses of these terms is in reference to meat products, food contact materials, and pharmaceuticals. In Islam there are many things that are clearly halal or haraam. There are also items which are not as clear, and for which further information is needed. Items that are not clear are called mashbooh, which means "questionable." 'Halal' means permissible. 'Haraam' means forbidden.

3.2 Halal Cosmetics

Cosmetic can be defined as articles intended to be applied to the human body for cleansing, beautifying or altering the appearance without affecting the body. According to Patton (2009), the demand for halal cosmetic product is on the rise, driven not only for Muslim consumers but also their getting interest in high quality product, halal and safe products. In this study, there are some questions to be applicable by using TPB model in halal cosmetics products.

3.3 Theory of Reasoned Action

Theory of Reasoned Action derived from the social psychology setting, the theory of reasoned action (TRA) was proposed by Ajzen and Fishbein (1975 & 1980). A person's intention was determine by two basic determinants, one personal in nature and the other reflecting social influence (Lada et al, 2009). Fishbein and Ajzen, (1975) stated that behavioral intention measures a person's relative strength of intention to perform a behavior. Attitude consists of beliefs about the consequences of performing the behavior multiplied by his or her evaluation of these. Subjective norm is seen as a combination of perceived expectations from relevant individuals or groups along with intentions to comply with these expectations.
Fishbein and Ajzen, (1975) stated that the person's perception that most people who are important to him or her think he should or should not perform the behavior in question. Lada et al (2009) stated that TRA is a valid model that can be used to predict intention to choose halal product. Their research title “Predicting Intention to Choose Halal Products Using Theory of Reasoned Action” has shown that attitude and subjective norm are good predictors of intention.

3.4 Theory of Planned Behavior

Theory of planned behaviour (Ajzen, 1991) was developed as an extension to Fishbein and Ajzen's (1980) Theory of Reasoned Action. The TPB model explains an individual's performance of certain behaviour is determined by his or her intent to perform that behaviour. There are three components in Theory of Planned Behaviour that explain further intention to behave and thus behaviour itself, i.e. attitude, subjective norm and perceived behaviour control.

Attitude is expressed by "the degree to which a person has a favorable or unfavorable evaluation or appraisal of the behavior in question" (Ajzen, 1991). Miller (2005) stated that the sum of beliefs about a particular behavior weighted by evaluations of these beliefs. Alam and Sayuti (2011) stated that attitude has a significant and positive effect on halal food purchasing intention. Their finding found out that attitude is an important factor in influencing purchasing of halal food product because high positive attitudes appeared to have greater intentions to intent to purchase halal food products.

Subjective norm refers to the person's perception of the social pressure for or against performing the behavior in question. Subjective norm looks at the influence of people in one's social environment on his behavioral intentions; the beliefs of people, weighted by the importance one attributes to each of their opinions, will influence one's behavioral intention. (Miller, 2005). According to Azmi et al. (2010), Muslim consumer may be motivated to choose Halal cosmetic products because cosmetic products are Halal in Shariah. Their finding has pointed out that subjective norm has to be recognized as the significant indicators of Muslim customers to choose halal cosmetic products.

Perceived behavioral refers to the degree of control that an individual perceives over performing the behavior (Chen, 2007; Kang et al., 2006). The present study uses the Theory of Planned Behavior has seen widely applied in food-related studies. Miller (2005) defines perceived behavior control as a function of both attitudes toward a behavior and subjective norms toward that behavior, which has been found to predict actual behavior. Perceived behavioral control reflects beliefs regarding the access to resources and opportunities needed to perform a behavior. Khairi M.O et al (2012) in their study indicated that perceived behavioral control was found positively related to the intention to choose halal products.

In addition, there are three additional variables that be tested for this study namely knowledge, safety and purity. As cited in merriam-webster.com, in general, knowledge was defined as the fact or condition of knowing something with familiarity gained through experience or association. In recent years, knowledge has come to be recognized as a factor of production in its own right and distinct from labour. Hence,
knowledge in this study refers to Muslim consumers' knowledge towards halal label and packaging cosmetic products.

According to Shaari and Ariffin (2010) stated that consumer would not be reluctant to purchase halal product with a knowledge. They will know which product are not halal and will ignore the other halal product with foreign halal logo. Their finding of their research titled "Dimension of halal purchase intention: A preliminary study" has pointed out that knowledge as key ingredient to influence halal products purchase intention. Their argument on the finding stated that when the consumers have knowledge on what is allowed or permissible on certain halal logo originated from other country, that would help in influencing their judgment towards purchasing halal products.

Furthermore Cheng (2008) stated that branding of halal products offers a big opportunity for the Westerners to consume halal products, as halal taps into concerns about purity, health and wellness which are universal. The concept of purity can be important attribute in promoting halal products to the consumer and it reflects the true image of Islam and complies with the Syariah Law. It is important to understand the dimension of purity by knowing the right place for product distribution, process and purity of product. (Shaari & Ariffin, 2010)

In addition, there must be sincerity in fulfilling consumers’ needs and ensuring consumer safety, as well as having a sense of brotherhood in dealing with business partners and consumers. Kim and Chung (2011), suggests that retailers develop effective marketing strategies emphasizing ecological beauty or product safety to satisfy the values of potential consumers.

3.5 Intention to Purchase

Intention is a referring to individual position on a subjective probability dimension connecting with himself and various actions (Ajzen & Fishbein, 2000). Referring to others scholar, they explained intentions as a driver or motivation for individual to engage with a specific behaviour (Armitage & Conner, 2000). The Theory of planned Behaviour explained the intention is related with the individual either they perform or not perform their behavior. This point is also supported by Ajzen & Fishbein (1975) brief the intention is individual subjective likelihood either he or she connect with the behavior or vice versa.

Previously, The Theory of Reasoned Action (TRA) explained the intention is a basic predictor of two functions which are personal in nature and social influence. In the process of execute the behavior , the review of personal aspects in terms of positive and negative is very important. According to Ajzen & Fishbein (1980), this factor is called attitude toward behavior.Both theories have been widely used to predict the behavior of the person's intentions as a combination of three basic variables attitude toward the behavior, subjective norms, and perceived behavioral control (Randall and Gibson, 1991).

Tsiotsou (2006) revealed the purchase intention is a marketing approach to create the appropriate plans in the market place that related with promotional programs, demand
and segmentation. According to Changa & Liub, 2009; Shah et al, 2012 stated that purchase intention is how consumers analyze the behaviour and willingness to buy and use their attention on specific brand.

4 Methodology

The researcher has used a questionnaire to gather data for this study. The questionnaire was divided into two sections accordingly. Section A of the questionnaire was on the background of the respondent. Section B was on the variables researched. Six independent variables were used. A Likert 6 point scale (6- Strongly Agree, 5- Agree, 4 – Quite Agree, 3 – Quite Disagree, 2- Disagree and 1- Strongly Disagree) was used to gather the data. 100 respondents were chosen to complete the questionnaire. They are BBA (Hons) Marketing students from UiTM Johor. The data from these questionnaires were then analysed using SPSS 21.0. The reliability of the instrument is determined using Cronbach Alpha. In addition factor analysis (rotated component matrix), regression analysis and correlation analysis were use to help in analyzing the data.

5 Findings

The total number of respondents is 100. From the analysis frequency it is found that 44% of them are male while the remaining of 56% is a female. Most of 26% of the respondents which is students come from semester 6 and above follow by semester 5 with percentage of 24%, semester 4 with percentage of 15%, semester 3 with percentage of 14%, semester 2 with percentage of 12% while the remaining of 9% is on semester 1.

![Table 1: Descriptive Statistics on Understanding Halal Cosmetics Products.](image)

Respondents were asked to indicate their perceptions and agreement towards the statement in the questionnaires by using the six points Likert Scale answers. The scale were ranged between 1= strongly disagree to 6= strongly agree. Based on table 1, the mean for intention to purchase halal cosmetic product was 5.26 (SD = 0.358), subjective norm was 5.03 (SD= 0.268), attitude was 5.09 (SD= 0.629), purity was 5.56 (SD = 0.428), perceive behavioural was 5.53 (SD= 0.374), knowledge was 5.19 (SD= 0.31816), and intention was 5.26 (SD= 0.358). The scale used in this measurement was
1 = strongly disagree and 6 = strongly agree. Safety was identifying as the main factor that influence the intention to purchase halal cosmetics products. This is agreed by Kim and Chung (2011) that suggest retailers need to develop effective marketing strategies emphasizing ecological beauty or product safety to satisfy the values of potential consumers. The safety also included to be as a cosmetic products that are halal to purchase and use by the consumer. If the product officially prove as harmful to the consumer it can’t be qualified as halal immediately. This is because halal are concern about the safety of the things when the consumer consume it.

Table 2: Pearson’s Correlation Coefficients on Understanding Halal Cosmetics Product.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Intention</th>
<th>Safety</th>
<th>Subjective Norm</th>
<th>Attitude</th>
<th>Purity</th>
<th>Perceived Behaviour</th>
<th>Knowledge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intention</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Safety</td>
<td>.86***</td>
<td>1</td>
<td></td>
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<tr>
<td>Subjective Norm</td>
<td>.51***</td>
<td>.22**</td>
<td>1</td>
<td></td>
<td></td>
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<td></td>
</tr>
<tr>
<td>Attitude</td>
<td>.95</td>
<td>.95</td>
<td>.95</td>
<td>1</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Purity</td>
<td>.65**</td>
<td>.45</td>
<td>.20**</td>
<td>.20**</td>
<td>1</td>
<td></td>
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<tr>
<td>Perceived Behaviour</td>
<td>.74**</td>
<td>.24</td>
<td>.24</td>
<td>.40**</td>
<td>.14**</td>
<td>1</td>
<td>.28**</td>
</tr>
<tr>
<td>Knowledge</td>
<td>.65**</td>
<td>.29**</td>
<td>.65**</td>
<td>.34**</td>
<td>.30**</td>
<td>.29**</td>
<td>.28**</td>
</tr>
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Table 3: Regression analysis on Understanding Halal Cosmetics Product.

Regression analysis was used to analyze one or more independent variables that affect a metric of dependent variables. In this research, regression analysis was used to analyze
the subjective norm, knowledge, purity, safety, attitude and perceive behavioral towards the intention to purchase halal cosmetic product.

From table 3, there have a significant and positive relationship between the independent variables and the dependent variable. The F value is the statistic which tests the overall significance of the regression model. R² are known as coefficient of determination, represents the extent of changes in the dependent variables that can be explained by the independent variable. It determines how well all the regression line fits the data. Its number ranging from 0 to 1 (1 > R² > 0) and it represents the proportion of the total variation in the dependent variables that is explained by the regression equation.

The model summary table shows that R, regression of six independent variables which are subjective norm, knowledge, purity, safety, attitude and perceived behavioural factors is equal to 0.925. After inter-correlation R square (R²) generated is 0.856. This means, around 85.6% of two independent variables is explained by the dependent variable.

6 Conclusion

This paper is aim to propose an integrated framework to understand the intention to purchase halal cosmetic products among consumers. Building the TPB with an additional variable, this study proposed that there is a significant relationship between independent variables (attitude, subjective norm, perceived behavioral control, knowledge, purity and safety) and dependent variable i.e, intention. It is found that safety was identifying as the main factor that influence the intention to purchase halal cosmetics products. Finally, it is hope that Muslim countries are lead to be a global Halal-hub like Malaysia, so that halal cosmetics will be more increase to emerge the world especially in Muslim country.

7 References


