

Young Adult Muslim Consumer Intention to Purchase Halal Cosmetics: Application of the Theory of Planned Behavior

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Abstract. This study strives to examine the impact of subjective norms, perceived behavioral control and attitude on customer intention to purchase halal cosmetics among young adult Muslim consumers. Data was collected via an online survey from 165 young Muslim consumers. The results demonstrate that attitude, subjective norms, and perceived behavioral control are significant in influencing young adult Muslim customer intention to purchase halal cosmetics. The study shows that subjective norm has the highest parameter coefficient value compared to the other two antecedents of intention which indicates that the intention to buy halal cosmetics is largely influenced by the opinions of the consumers significant others, such as friends and relatives.

Introduction

Halal refers to the permissibility of products to be consumed by Muslims. Halal goods are not solely limited to foods but, rather, also apply to all consumables, such as toiletries, medical products, and cosmetics [1]. The cosmetics industry itself is expected to growing at an annual rate of 13.67% from the period spanning 2014-2019, while the halal cosmetics industry is expected to grow at a higher rate of 15.2% from the period spanning 2015-2022 [2]. The demand for halal cosmetics is continuously growing, especially among young Muslim women, as they want to expand their awareness of fashion and makeup while remaining loyal to Islamic values [2].

There is a dearth of research examining Muslim consumer behavior related to cosmetics, especially among young adults [3], [4]. A previous study that investigated cosmetics consumption among young adult Muslim consumers found that awareness of halal cosmetics is still low among young adult consumers [3]. As the study was conducted among young Muslims in Malaysia using qualitative analysis, it was suggested that scholars seek to examine young Muslims' cosmetics consumer behavior in different Islamic contexts, such as Brunei or Indonesia [5]. The current study strives to investigate young Muslim consumers' attitudes and intention regarding the consumption of halal cosmetics in the Indonesian context using a quantitative approach.

Literature Review and Hypotheses

Young Adults and Cosmetics

Young adults usually refer to individuals between the approximate ages of 18 and 30 [6]. Often, young female adults are taught to experiment with makeup to boost not only their physical appeal, but also their self-esteem [7]. Cosmetics is considered the fastest and easiest way to temporarily solve beauty problems [7]. Previously, cosmetics were targeted toward adult women, but nowadays, cosmetics are also targeted to younger women, including Muslim consumers [3].

Theory of Planned Behavior

The theory of planned behavior is a theory that attributes human behavior to three antecedents, which are as follows: behavioral beliefs, which lead to a favorable or unfavorable attitude toward behavior;

normative beliefs, which lead to perceived social pressures or subjective norms; and control beliefs, which lead to perceived behavioral control. These three factors have been found to significantly influence individual behavioral intention [8], [9].

Attitude

Attitude is the result of behavioral beliefs or beliefs regarding the likely consequences of certain behaviors [8]. In the context of organic personal care, attitude has been found to positively influence customer intention to buy products [10]. In the context of halal products found in restaurants, supermarkets and wet markets, it has been found that a positive attitude is positively related to the intention to choose halal products [11].

Thus, that the following hypothesis is proposed:

H1: Attitude positively influences young adult Muslim consumers' intention to purchase halal cosmetics.

Subjective Norms

Subjective norms represent beliefs about the expectation of others toward individuals [8]. Women feel pressure to be physically attractive. With regard to physical appearance, close friends often influence female behavior related to the purchase of cosmetics [12]. Subjective norms have been found to significantly influence women's decision-making processes [13]. In the context of halal product purchases, it has been found that subjective norms influence both Muslim consumers' attitudes, as well as their intention to purchase halal products [11]. Therefore, the following hypotheses are proposed:

H2: Subjective norms positively influence young adult Muslim consumers' attitudes.

H3: Subjective norms positively influence young adult Muslim consumers' intention to purchase halal cosmetics.

Perceived Behavioral Control

Perceived behavioral control represents those factors that may force or hinder actions [8]. In the context of halal snack purchase intention, perceived behavioral control has been found to significantly influence young Muslims' purchase intention [14]. For the current cosmetics research, the researchers also expect similar findings. Thus, that the following hypothesis is proposed:

H4: Perceived behavioral control positively influences young adult Muslim consumers' intention to purchase halal cosmetics.

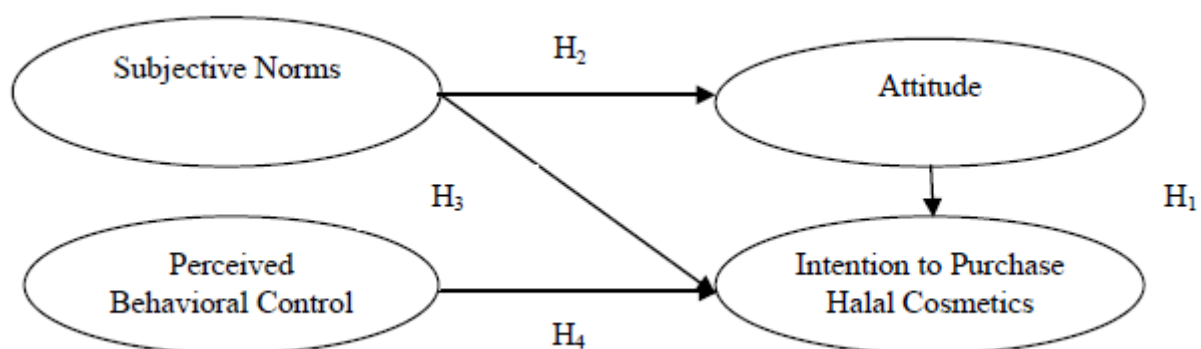


Figure. 1 Research Framework

Research Method

Non-probability sampling was applied to collect the data. The data was collected from 165 young adult female consumers via an online survey. Based on the convention, the minimum number of samples required is represented by the number of question items multiplied by five [15]. Thus, the number of respondents required in this study is at least 175 (35 questions x 5). The questionnaire

consisted of 35 questions measuring attitude (8 items), subjective norms (12 items), perceived behavioral control (9 items), and purchase intention (4 items). The attitude toward halal cosmetics items was adopted from several previous studies and modified accordingly [11], [16]–[19]. The sample item used to measure halal products that was modified into attitude toward halal cosmetics is as follows: Choosing halal cosmetics is a good idea. The subjective norms measurement, which was also adopted from a previous study and subsequently modified, is as follows: Most people who are important to me choose halal cosmetics [11], [13], [19]. Perceived behavioral control was measured using questions including the following: How much control do you feel you have over consuming halal cosmetics [13], [16], [18]? Behavioral intention was measured using items including the following: I intend to buy halal cosmetics in the near future [13], [19].

Analysis

Based on structural equation modeling (SEM) analysis, the measurements used in the current study are all valid and reliable, as construct reliability (CR) is above 0.7, and average variance extracted (AVE) is above 0.5 [20].

Table 1. Hypotheses Testing

No.	Path	β	t-value	Result
1	Attitude \rightarrow Intention	0.27	3.23	H ₁ is Accepted
2	Subjective norms \rightarrow Attitudes	0.69	9.54	H ₂ is Accepted
3	Subjective norms \rightarrow Intention	0.49	5.27	H ₃ is Accepted
4	Perceived behavioral control \rightarrow Intention	0.19	2.96	H ₄ is Accepted

The statistical result (Table 1) demonstrates that H1, which measures the impact of attitude on young customers' intention to purchase halal cosmetics, is accepted (t-value=3.23 > 1.64; β =0.27). The second hypothesis, which examines the impact of subjective norms on young customers' attitudes toward halal cosmetics, is also accepted (t-value=9.54 > 1.64; β =0.69). The third hypothesis, which investigates the impact of subjective norms on young customers' intention to purchase halal cosmetics, is also accepted (t-value=5.27 > 1.64; β =0.49). The last hypothesis, which examines the impact of perceived behavioral control on young customers' intention to purchase halal cosmetics, is also accepted (t-value=2.96 > 1.64; β =0.19). In summary, all of the hypotheses of the study are accepted, as positive and significant relationships were found in all variables (see Figure 1).

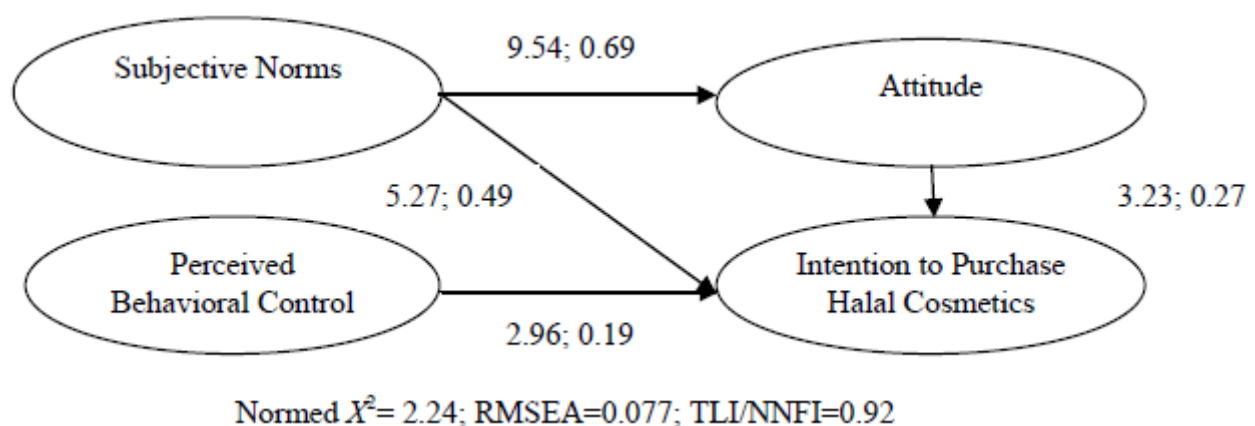


Figure. 2 Structural Model

Summary

The subjective norm variable has the highest parameter coefficient value compared to the other two antecedents of intention. This indicates that the intention to buy halal cosmetics is largely influenced

by the opinions of the people closest to the respondents, such as friends and relatives. The strong influences of friend and relatives might be influenced by the values held by society in the country under study. A society with strong collective values tends to place higher importance on the referrals of others. The previous study conducted in China, which demonstrates high collective values, found that friends and colleagues strongly influence consumer behavior in the purchase of cosmetics [21]. The current study supports the previous findings, as Indonesian consumers who live in a country that highly values collectivism also consider referrals from family and friends as an important source of information that directly and indirectly influences their decision-making process when buying cosmetics.

Perceived behavioral control variables in the study also demonstrate a positive and significant influence on purchase intention. This means that the more a person feels able to buy halal cosmetics, the greater the intention of the person to buy cosmetics. The study supports previous findings that demonstrate perceived behavioral control is an important factor in motivating a Muslim to make a purchase [18].

Overall, the study demonstrates that the theory of planned behavior can be used to explain the intention to buy halal cosmetics by consumers, where attitude, subjective norms, and perceived behavioral control have a positive influence on the intention to buy halal cosmetics. The result indicates that the purchase of halal cosmetics is an act that is done consciously through the human cognitive process. The results of this study are consistent with previous research on halal products [11].

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