



## **AWARENESS AND PERCEPTION OF MUSLIM CONSUMERS ON HALAL COSMETICS AND PERSONAL CARE PRODUCTS**

**Norafni @ Farlina binti Rahim<sup>1</sup> --- Zurina Shafii<sup>2</sup> --- Syahidawati Shahwan<sup>3</sup>**

<sup>1</sup>Master's candidate, Faculty of Economics and Muamalat, Universiti Sains Islam Malaysia, Nilai, Negeri Sembilan

<sup>2</sup>Islamic Finance and Wealth Management Institute (IFWMI), Universiti Sains Islam Malaysia, Nilai, Negeri Sembilan

<sup>3</sup>Faculty of Economics and Muamalat, Universiti Sains Islam Malaysia, Nilai, Negeri Sembilan

### **ABSTRACT**

*Muslim populations increasing throughout the world, the awareness on consuming Halal also goes in the same parallel trend. Halal now extends to other areas other than food, such as cosmetics, personal care products, toiletries, fragrance, and skincare products. Malaysia has developed Malaysian Standard MS 2200: Part 1: 2008 as guidelines for Halal cosmetics and personal care industry. Thus, this research paper aims to identify the factors that influence the awareness and perception of Muslim consumers on Halal cosmetics and personal care products. The research also aims to confirm whether the identified variables are significant to the awareness and perception of Muslim consumers on Halal cosmetics and personal care products. The sample of the research consisted of 236 government servants in the state of Selangor. The data are collected through questionnaire and analysed using descriptive analysis and inferential analysis such as correlation and multiple regression analysis. The result of the study revealed that the three factors; Advertising ( $X_1$ ), Knowledge ( $X_2$ ) and Attitude ( $X_3$ ) which all are significant.*

**Keywords:** Halal products, Halal cosmetics, Halal personal care, Awareness and perception, Non-food products

**Received:** 16 October 2014/ **Revised:** 11 December 2014/ **Accepted:** 18 December 2014/ **Published:** 23 December 2014

### **Contribution/ Originality:**

This study is one of very few studies which have investigated the awareness and perception of Muslim consumers on Halal cosmetics and personal care products. A lot of studies have been done on Halal food and its related industries including Islamic finances, but less on non-food. Halal cosmetics and personal care products are currently in attention and demand from the consumers and producers as well. Thus, this study intends to investigate the factors that influence the awareness and perception of Muslim consumer on Halal cosmetics and personal care products.

## 1. INTRODUCTION

It is obvious that Muslim population all over the world is increasing over time. It is estimated that the Muslim population is 1.7 billion and will growing in the future years (Kettani, 2010). Esfahani and Shahnazari (2013) states that Muslim population taking up 30 per cent from the total population and it is forecasted that in 2025 the Muslim population will be increasing up to 35 per cent. Due to this, the Halal product consumption is increasing and so does the demand for Halal products. Halal and its related industries have become an important market and lucrative business, not to mention its great potential of investment. Halal industry covers food, non-food and services area (Ahmad *et al.*, 2011; Hanzaee and Ramezani, 2011). In three mentioned areas, a non-food Halal product is the very new market to be explored (Abdullah Swidi *et al.*, 2010; Ahmad *et al.*, 2011; Ahlam Nuwairah *et al.*, 2014). Among the non-food products that are subjected to Halal compliance are cosmetics, personal care products, leather products, nutraceuticals and pharmaceuticals, and tableware. This is because these products are used in our daily life and have direct contact with our consumption, as food and services. Among the non-food product currently in attention is Halal cosmetics and personal care products (Noreen Noor and Eta, 2013). All products like perfume, toiletries, make up range, and skincare range are also included in this area.

Halal cosmetics and personal care industry is in attention of the world now, due to increasing awareness among Muslim consumers to consume Halal in every part of their life (Azreen Jihan and Rosidah, 2014). Halal is the new trend of lifestyle, hence the manufacturer and producer of cosmetics and personal care products are seeking Halal certification from Islamic Development Department of Malaysia (JAKIM). It gives them another market advantage to capture the market share pie and also gives peace of mind to the consumer on what they use and consume is Halal. Halal cosmetics and personal care market have so much potential after Halal food industry.

A research done by World Halal Forum Secretariat estimating that global Halal products is amounting USD 2.3 trillion (excluding banking), and 67 percent (USD 1.4 trillion) of this market is comprised of food and beverages. USD 506 billion is from pharmaceuticals and USD 230 billion is made from cosmetics and pharmaceuticals. (The Halal Journal (2010), also cited by Zurina and Wan Siti Khadijah (2012)). Prime Minister Datuk Seri Mohd Najib Tun Razak announced in the 5<sup>th</sup> World Halal Forum 2010 that the cosmetics and personal care is amounting up to USD 230 billion while pharmaceuticals compose sales up to USD 506 billion (The Borneo Post, 2010). This has confirmed by Hunter (2012), that half of the Halal cosmetics sales which totalling up to the estimation USD 5-14 billion are in the Middle East countries, and USD 2.1 billion of sales are in Saudi Arabia.

The approved investments for food and non-food industries (medical devices, pharmaceuticals, cosmetics and toiletries) had doubled from RM 3 billion to RM 7.2 billion from 1996 to 2005 (Talib *et al.*, 2010). It is reported that Malaysia Halal products export from January 2013 to September 2013 shows that 6.2 per cent from RM 24 billion of total value of export

comes from Halal cosmetics and personal care product which also equal to RM 14493.4 million (Malaysian Standard Online (MS), 2014)

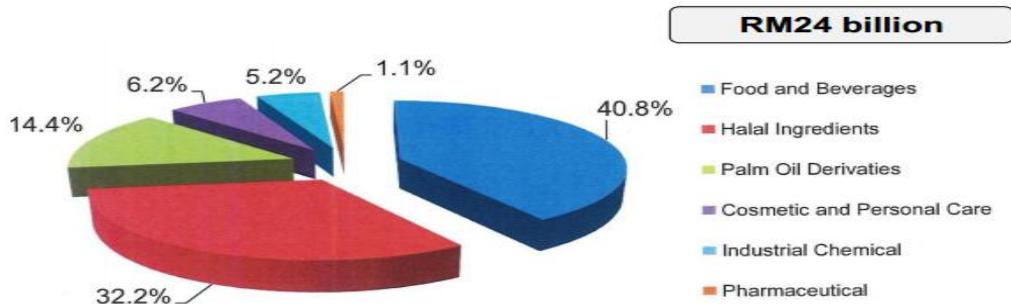


Figure-1. Malaysian Total Halal Export (January 2013-September 2013)

Source: Halal Industry Development Corporation (HDC) (2014)

Due to that, Department of Malaysian Standard and JAKIM has developed a standard for cosmetics and personal care products, as one of the pedestal and catalyst for Malaysia to become a Global Halal Hub. Malaysian Standard MS 2200: Part 1: 2008 is the general guidelines of cosmetic and personal care (Malaysian Standard Online (MS), 2014). This serves as guidelines for Halal cosmetic and personal care industry. It should be used together with Guidelines for Control of Cosmetics Products in Malaysia and Guidelines on Cosmetic Good Manufacturing Practice, by National Pharmaceutical Control Bureau, Ministry of Health (MOH) (Halal Industry Development Corporation (HDC), 2014).

## 2. LITERATURE REVIEW

### 2.1. Concept of Halaalan Thoyyiba in Cosmetics and Personal Care Products

In Holy Quran, Allah said, "O ye who believe! Eat of the good things that We have provided for you, and be grateful to God, if it is Him you worship." (Al-Quran. Al-Baqarah: 172). Allah also said in another verse, "O ye people! Eat of what is on earth, lawful and good, and do not follow the footsteps of the evil one, for he is to you an avowed enemy." (Al-Quran. Al-Baqarah: 168). Reported from Bukhari, Muslim, Abu Daud, Ibnu Majah and Darimi, "What is Halal is clear. And what is Haram is also clear. And in between those two is a dubious area in which many people do not know about. So whoever distanced himself from it, he has acquitted himself (from blame). And those who fall into it, he has fallen into a state of Haram" (Halal Industry Development Corporation (HDC), 2014).

Halal basically is something permissible based on Shari'ah in aspect of religious, faith and spiritual while Thoyyib is good or wholesome in terms of quality, safety, hygienic, clean, nutritious, quality, and authenticity in aspect of scientific (Che Man and Mustafa, 2010). According to Hunter (2012), Thoyyiban also influence management style, human resource policies, business ethics, raw materials selection and manufacturing methods. Halal in Islam is

*Halaalan Thoyyiban* which gives the literary, technical and practical meaning of Halal, hygienic, clean, pure, nutritious, high quality, and healthy (Husain *et al.*, 2012; Halal Industry Development Corporation (HDC), 2014).

In general, Halal in the perspective of the industry is the products should be free from alcohol and porcine-by and its derivatives, however it is more extensive and more complicated (Hashim and Mat Hashim, 2013). Halal in cosmetics and personal care product encompassed up into the ingredients, safety issue, and production process (Hashim and Mat Hashim, 2013). It also covers other aspects such as the manufacturing process, storage, packaging and delivery which must duly complied with the Shariah requirement (Hussin *et al.*, 2013).

## **2.2. Awareness and Perception on Halal Cosmetics and Personal Care**

According to a survey by Kaseh Dia Consultation, there is a low of awareness on Halal cosmetics. However the awareness to get the Halal cosmetic is importantly increasing gradually and the consumer are ready to purchase the Halal cosmetics if they are available in the market. The survey found that approximately 57.6 per cent Muslims in Singapore and 37.7 per cent Muslims in Indonesia are aware on getting Halal cosmetics, and more than half are finding difficulties in searching for Halal cosmetics. The Head of Kaseh Dia Consultation claimed that, “the current level of awareness on Halal cosmetics is still low, but it is definitely increasing.” The main problem of low awareness on getting Halal cosmetics is due to the availability of Halal cosmetics in the market, contributed by the difficulties to get access to the raw materials and ingredients that are Halal certified to preserve the Halal integrity (Kamaruzzaman, 2008; Abdullah Swidi *et al.*, 2010; Norafni *et al.*, 2013; Teng and Wan Jamaliah, 2013).

Cross continent survey also conducted by the same company has found that Muslims in three different regions; Europe, Middle East and Asia has found that there is low awareness on cosmetics and pharmaceuticals compared to meat and meat-based products. Only 24 to 30 per cent of the respondents opined that cosmetics should be included in the Halal concept. This happened because the understanding of Halal concept by Muslims, which Muslim in Malaysia and Indonesia are aware of Halal application in cosmetics while Muslims in Middle East applied Halal only to meat (Sungkar, 2008).

In another study, Teng and Wan Jamaliah (2013) has proved that 507 respondents (89.1 per cent) are aware about Halal cosmetics and personal care products while 62 (10.9 per cent) never heard about that. However, a study on the focus group of 20 young adult urban Muslim women in Klang Valley on the awareness toward the Halal cosmetics found that the awareness is still low (Azreen Jihan and Rosidah, 2014).

## **2.3. Advertising**

Media coverage in this study comprises the matter of the source of information on Halal product which consist of all media available such as television, radio, internet,

banner/billboard/outdoor display, magazines, posters, brochures, bulletin, newspaper, documentaries, articles, advertisement, sales promotion and so on (Ayanwale *et al.*, 2005; Rahim and Pawanteh, 2009; Hafiz and Mahalingam, 2012; Che Omar, 2013). Consumers are practically influenced by what they saw in television and Internet that drive their purchasing decision (Abdullah Swidi *et al.*, 2010). It is demonstrated by Norafni *et al.* (2013) that media role in promoting Halal has a positive correlation with awareness and perception to the non-food product.

Hussin *et al.* (2013) found that advertising is a mediating variable for price-purchase intention of Halal cosmetics. In due to that, Teng and Wan Jamaliah (2013) has reported that internet is the most important source of information of Halal product particularly of Halal cosmetics and personal care with 251 of the respondents believes so. This was followed by television and advertisement/promotion with 215 and 151 respondents respectively. 1.0 to 25.0 per cent from 578 respondents was reported getting information of Halal cosmetics and personal care through supermarket/store display, newspaper, radio, Facebook/Twitter, magazine, government campaigns, Halal food exhibition and books.

#### **2.4. Knowledge**

The increasing demand of Halal cosmetics is also driven by the increase in the knowledge and information on Halal. Halal information is the highest factor loading that influence the awareness and perception of Muslim consumers on non-food Halal product and also a significant factor (Norafni *et al.*, 2013).

The same point also argued by Azreen Jihan and Rosidah (2014) states that with consumers being more religious, they gain more knowledge and information on seeking Halal, and same goes to the demand of Halal cosmetics. The same study also found that the focus group in as respondents is reading the packaging on the ingredients of the cosmetics before purchasing. The Halal understanding is very important to the selected 50 respondents in Klang Valley and Kuala Lumpur have mean score of 1.28 (Anir *et al.*, 2008). The other study in Klang Valley also found that most of 113 consumers show a good understanding of Halal concept (Nor Ardayanti *et al.*, 2013). In Pulau Pinang, 18.9 per cent of the respondents admit they have abundant knowledge of Halal (allowed) and Haram (forbidden) concept in Islam (Dahalan, 2008). Noreen Noor and Eta (2013) found that knowledge is among the important factor in the intention of purchasing Halal cosmetics.

#### **2.5. Attitude**

Attitude is one of the very significant factor in influencing the awareness and perception of certain products or events. Ajzen (1991) stated that attitude is the degree of an individual's positive or negative feeling towards the particular object or particular intention to perform certain behavior. Azmi *et al.* (2010) revealed that positive attitude is one of the factors that

determined the decision to choose Halal cosmetics. Azreen Jihan and Rosidah (2013) argued that attitude have effects to the young adult urban Muslim women toward Halal cosmetics based on Theory of Planned Behavior. The most discussed dimensions in the attitude toward Halal cosmetics are in terms of price, Halal logo, Halal label and ingredients issues. The same theory also proposed by Noreen Noor and Eta (2013) with additional variables i.e. knowledge, purity and safety to the intention of Halal cosmetics purchasing. It is found that all the variables are significant.

### 3. METHODOLOGY

Data for this study is collected through questionnaire. Questionnaire is served as a feature to obtain the information and it have four dimensions which are knowledge of what people know, beliefs, attitudes, opinions, behavior and attributes (Powell, 1998). The questionnaire is adopted and adapted from Rezai *et al.* (2010), Abdullah Swidi *et al.* (2010), Teng and Wan Jamaliah (2013), Widodo (2013), Nor Ardayanti *et al.* (2013) and others has provide the basic theory of questionnaire which are useful in application of Halal cosmetics and personal care products and the awareness and perception issues. The questionnaire also is based on the literature reviews and press release by the media that is modified into the compatibility of the research (Rezai, 2008).

The sampling for this study is 236 government servants in the state of Selangor, Malaysia. The response of the questionnaire was measured by Likert-type Scale from 1 (strongly disagree) to 5 (strongly agree) (Vagias, 2006). The data collected then was analysed by the means of Cronbach reliability analysis, Pearson correlation and multiple regression analysis via SPSS version 16 computer program. Cronbach reliability analysis is performed from the data component. The value according to Nunnally (1978) should equal or exceed 0.70. To perform multiple regression analysis, Pearson correlation are to measure the correlation among the factors, the value is ranging from -1 to 1, with positive value shows the positive linear correlation while negative value shows the negative linear correlation (Fah and Hoon, 2009). Furthermore, multicollinearity test and normality test will be performed to ensure the multicollinearity and normality of the data respectively. For multicollinearity test, if the Variance Inflation Factor (VIF) value is not exceeding 10 and Tolerance (TOL) value exceeding 1, it shows no multicollinearity. For normality test, if the p-value is larger than  $p=0.05$ , it indicate the normality distribution of the data.

Multiple regression analysis is the measurement on calculating the contribution of every independent variable to the dependent variables simultaneously. Its common application is to measure the degree of correlation among variables (Galloway, 2004). Least square method is used to estimate the slope and the intercept of y-axis of the regression line while the coefficient of determination ( $R^2$ ) is used to examine the contribution of the independent variable to variance of dependent variable (Fah and Hoon, 2009).

## 4. DATA ANALYSIS AND FINDINGS

### 4.1. Respondents' Profile

The respondents comprised mainly of female, which is 67.4% and male 32.6%. In terms of marital status, 70.8% are from married respondents, which are the majority group, while the single respondent and divorcee/single parent is 27.1% and 2.1% respectively. In the perspective of age, the majority of the respondents are between the age of 25 to 31 years old (51.3 %), with 45.8% having Bachelor Degree as their educational background, followed by Diploma/Matriculation/STPM/Foundation/A-Level holder which comprised of 34.7% and PMR/SPM holder comprised of 10.6%. The analysis also demonstrates that most of the respondents earn RM 2100 – RM 2800 per month (28.4%) and RM 2801 – RM 3500 per month (22.5%). The government servants in this study consisted from Kementerian Pelajaran Malaysia (KPM) as the majority group which is 21.6%, followed by 11.4% respondents from Jabatan Kehakiman dan Syariah Selangor (JAKESS) and 8.9% respondents from Jabatan Pembangunan dan Perusahaan Negeri Selangor (JPPS).

Other respondents comes from Perbadanan Adat Melayu dan Warisan Negeri Selangor (PADAT), Jabatan Alam Sekitar (JAS), Jabatan Penerangan Selangor (PENERANGAN), Jabatan Permbangunan Kemahiran (JPK), Jabatan Perdana Menteri (JPM), Pejabat Tanah dan Galian Selangor (PTG), Jabatan Perancangan Bandar dan Desa Selangor (JPBD), Jabatan Audit Negara (JANM), Lembaga Perumahan dan Hartanah Selangor (LPHS), and Jabatan Kastam Diraja Malaysia (KASTAM). Respondents also comes from FAMA Selangor (FAMA), Kementerian Pengajian Tinggi (KPT), Suruhanjaya Koperasi Malaysia (SKM), Jabatan KEMAS Negeri Selangor (KEMAS), Jabatan Perhutanan Negeri Selangor (FORESTRY), Agensi Anti Dadah Kebangsaan (AADK), Risda Negeri Selangor (RISDA), Jabatan Kebudayaan dan Kesenian Negeri Selangor (KPKK), Kementerian Dalam Negeri Selangor (KDN), Jabatan Ukur Bahan Negeri Selangor (JKUB), Jabatan Mineral dan Geo Sains Negeri Selangor (JMG) and Pejabat Perkhidmatan Perubatan dan Kesihatan Negeri Selangor (KKM).

Table-1. Socio-demographic features of the respondents

Demographic attributes	Levels	Frequency	Percentage
Gender	Male	77	32.6
	Female	159	67.4
Marital status	Single	64	27.1
	Married	167	70.8
	Divorcee/Single parent	5	2.1
Age	18-24	16	6.8
	25-31	121	51.3
	32-38	48	20.3
	39-45	22	9.3
	46-52	20	8.5
	53-59	9	3.8
Educational background	PMR/SPM	25	10.6
	Diploma/STPM/AI-Level	82	34.7
	Bachelor	108	45.8
	Postgraduate	18	7.6

	Professional certificate	2	0.8
	Others	1	0.4
Income per month	RM 701- RM 1400	29	12.3
	RM 1401 – RM 2100	40	16.9
	RM 2101 – RM 2800	67	28.4
	RM 2801 – RM 3500	53	22.5
	RM 3501 – RM 4200	19	8.1
	RM 4201 – RM 4900	11	4.7
	RM 4901 – RM 5600	5	2.1
	RM 5600 – RM 6300	4	1.7
	RM 6301 – RM 7000	4	1.7
	RM 7001 – RM 7700	2	0.8
	RM 7001 – RM 8400	1	0.4
	> RM 8400	1	0.4
	Department	AADK	3
FAMA		6	2.5
FORESTRY		4	1.7
JAKESS		27	11.4
JANM		7	3.0
JAS		13	5.5
JKUB		2	0.8
JMG		1	0.4
JPBD		8	3.4
JKP		12	5.1
JPM		9	3.8
JPPS		21	8.9
KASTAM		7	3.0
KDN		2	0.8
KEMAS		4	1.7
KKM		1	0.4
KPKK		2	0.8
KPM		51	21.6
KPT		6	2.5
LPHS		7	3.0
PADAT		13	5.5
PENERANGAN		12	5.1
PTG		8	3.4
RISDA	2	0.8	
SKM	5	2.1	
SPA	3	1.3	

Source: Survey (2011)

#### 4.2. Reliability Analysis

The value shown through this data indicated the high reliability. The value of 0.879 is acceptable and exceeded the [Nunnally \(1978\)](#) requirement which is 0.70.

Table-2. Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.879	.896	57

#### 4.3. Pearson Correlation Analysis

Correlation analysis is to measure the degree of which the two variables are linearly correlated. Table 3 shows the correlation matrix between Awareness and Perception and the

three variables; Advertising ( $X_1$ ), Knowledge ( $X_2$ ), and Attitude ( $X_3$ ). The value indicates that there is weak positive correlation between awareness and perception and Advertising ( $X_1$ ) with value 0.323 ( $0 < r < +0.50$ ). It also demonstrate the strong positive correlation between awareness and perception and Knowledge ( $X_2$ ) and Attitude ( $X_3$ ) with value of 0.554 and 0.613 respectively ( $+0.50 < r < +1.00$ ). From the p-value ( $p < 0.01$ ), it shows that all factors are significant.

Table-3. Correlation matrix

	Awareness & Perception	Advertising	Knowledge	Attitude
Awareness & Perception	1			
Advertising	0.323** (sig = 0.000)	1		
Knowledge	0.554** (sig = 0.000)	0.128	1	
Attitude	0.613** (sig = 0.000)	0.166*	0.478	1

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

\* . Correlation is significant at the 0.05 level (2-tailed).

#### 4.4. Multicollinearity Test

The following table shows the result of multicollinearity. It is indicated from Table 4 that none of the VIF values exceed 10 and from the Tolerance values, all the values are exceeding 0.1. From these values, it is concluded that there is no sign of multicollinearity exist in the model.

Table-4. Multicollinearity Test

Variables	Tolerance (TOL)	Variance Inflation Factor (VIF)
Advertising	.968	1.033
Knowledge	.776	1.289
Attitude	.771	1.298

#### 4.5. Normality Test

The result from Kolmogorov-Smirnov and Shapiro-Wilk test here has proved the normality of the data distribution. According to Table 5 the p-value (sig = 0.11 and 0.085) is larger than  $p=0.05$ , thus it is interpreted that the data distribution is normal and can be proceeded for multiple regression analysis.

Table-5. Normality Test

	Kolmogorov-Smirnov <sup>a</sup>			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Awareness&Perception	.068	229	.011	.989	229	.085
a. Lilliefors Significance Correction						

**4.6. Multiple Regression Analysis**

The multiple regression models can be expressed as follows:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3$$

Where Y = awareness and perception

X<sub>1</sub> = Advertising

X<sub>2</sub> = Knowledge

X<sub>3</sub> = Attitude

Where  $\beta_0, \beta_1, \beta_2, \beta_3$  = Parameters

Table 6 also shows that the Advertising coefficient is 0.662. It means that a unit increase in advertising of Halal cosmetics and personal care product, the awareness and perception on Halal cosmetics and personal care products will increase 0.662 units, at  $p < 0.05$  (sig = 0.000). This significant result suggests that the advertising of Halal cosmetics and personal care products is significant to the level of awareness and perception on Halal cosmetics and personal care products.

The Knowledge coefficient is 0.446. It means that a unit increase in knowledge of Halal cosmetics and personal care product, the awareness and perception on those products will increase 0.446 units, at  $p < 0.05$  (sig = 0.000). This significant result suggests that the knowledge on Halal cosmetics and personal care product is significant to the level of awareness and perception on Halal cosmetics and personal care product.

Besides, the result also shows that the Attitude coefficient is 0.982. It means that a unit increase in attitude, the awareness and perception on Halal cosmetics and personal care product will increase at 0.982 units, at  $p < 0.05$  (sig = 0.000). This significant result suggests that the Attitude is significant to the level of awareness and perception on Halal cosmetics and personal care product.

**Table-6.** Multiple Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	20.365	5.004		4.070	.000
	Advertising	.662	.143	.225	4.640	.000
	Knowledge	.446	.078	.308	5.687	.000
	Attitude	.982	.119	.449	8.264	.000

a. Dependent Variable: Awareness&Perception

Table 7 shows the R<sup>2</sup> and Adjusted R<sup>2</sup> value of the regression model using the variables above mentioned. The R<sup>2</sup> is 0.529 and significant at  $p= 0.000$ . This means that the independent variable is 53 per cent of the variation in the dependent variable. It is interpreted that 53 per cent

of awareness and perception of Muslim consumers on Halal cosmetics and personal care product has been significantly explained by the independent variables in the model.

R<sup>2</sup> value is an indicator of how well the model fits the data. However, R<sup>2</sup> tends to somewhat over-estimate the success of the model when it is applied in the real world application, thus Adjusted R<sup>2</sup> is calculated, which takes into account the number of variables in the model and the number of observations (respondents). This Adjusted R<sup>2</sup> is valued at 0.522 hence we can say that 52 per cent of the variation of independent variables explains the awareness and perception of Muslim consumers for Halal cosmetics and personal care product as independent variable. This means that the remaining 48 per cent of the awareness and perception of Muslim consumers on Halal cosmetics and personal care product is explained by other factors.

Based on the result in table 8, the model can now expressed as follows:

$$Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3$$

$$\text{AWARENESS \& PERCEPTION} = 20.365 + 0.662 \text{ Advertising} + 0.446 \text{ Knowledge} + 0.982 \text{ Attitude}$$

Table-7. Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.728 <sup>a</sup>	.529	.522	7.073

a. Predictors: (Constant), Attitude, Advertising, Knowledge

b. Dependent Variable: Awareness&Perception

## 5. CONCLUSION

This study is an attempt to investigate the factors that may influence the awareness and perception of Muslim consumers on Halal cosmetics and personal care products. The paper is based on the data collected from Muslim government in Selangor. The study has achieved its three objectives. The factors that may influence the awareness and perception of Muslim consumers on Halal cosmetics and personal care based on the literature reviews are; Advertising (X<sub>1</sub>), Knowledge (X<sub>2</sub>) and Attitude (X<sub>3</sub>). All factors are found significantly correlated and significantly contributed to the variation to the awareness and perception of Muslim consumers on Halal cosmetics and personal care products. The finding has supported the study by [Teng and Wan Jamaliah \(2013\)](#), also the study from [Norafni et al. \(2013\)](#), [Noreen Noor and Eta \(2013\)](#) and the study by [Azmi et al. \(2010\)](#).

The result from multiple regression shows that the Attitude (X<sub>3</sub>) is the strongest factor that influence the awareness and perception of Halal cosmetics and personal care product, followed by Advertising (X<sub>1</sub>) and Knowledge (X<sub>2</sub>).

The findings also indicate that there are two major parties involved in the awareness and perception on Halal cosmetics and personal care products in the study; producer and marketers which take part dominantly in advertising or taking roles in media while consumers aware the

products through their knowledge and attitude All three factors are the basic variables of the awareness and perception which explained only 52 per cent variation of them contribute to the dependent variable. It can be surmised there are other factors that can explain the awareness and perception on the Halal cosmetics and personal care products that comes from other parties as well for example government, related organisations, manufacturer and supplier, and celebrity as endorser.

## REFERENCES

- Abdullah Swidi, W.C., M.G. Hassan, A. Al-Hosam and A.W. Mohd Kassim, 2010. The mainstream cosmetics industry in Malaysia and the emergence, growth and prospects of halal cosmetics. The Third International Conference on International Studies (ICIS 2010), Sintok: Universiti Utara Malaysia.
- Ahlam Nuwairah, A., A.R. Azmawani and A.R. Suhaimi, 2014. Accessing knowledge and religiosity on consumer behavior towards halal food and cosmetics. *International Journal of Social Science and Humanitu*, 5(1): 10-14.
- Ahmad, H., A. Fazullah, A.J. Borham, H. Hashim and M. Razak, 2011. Halal studies in universities: A way forward to manage halal business. Paper Presented at International Journal of Arts and Sciences Conference, Austria.
- Ajzen, I., 1991. The theory of planned behaviour. *Organizational Behaviour and Human Decision Processes*, 50: 179-211.
- Anir, N.A., M.H.N. Md Nasir and A. Masliyana, 2008. RFID tag for halal food tracking in Malaysia: User perceptions and opportunities. Paper Presented at 7th WSEAS International Conference on Telecommunications and Informatic (TELE-INFO'08), Turkey: Istanbul.
- Ayanwale, A.B., T. Alimi and M.A. Ayanbimipe, 2005. The influence of advertising on consumer brand preference. *Journal of Social Science*, 10(1): 9-16.
- Azmi, A.A., A. Muslim and I. Zaidi, 2010. The perception to choose halal cosmetics products: An empirical study for Malaysian consumer. Paper Presented at 6th International Conference on Business, Management and Economics. Turkey: Yasar University.
- Azreen Jihan, C.M.H. and M. Rosidah, 2013. Modeling the effects on the attitude of young adult urban muslim women towards halal cosmetics products: New insights for championing the halal economy. *Internatioanl Journal of Education and Research*, 1(8): 1-8.
- Azreen Jihan, C.M.H. and M. Rosidah, 2014. Factors influencing attitude towards halal cosmetic among yound adult urban muslim women: A focus group analysis. *Elsevier Procedia- Social and Behavioral Sciences*, 130: 129-134.
- Che Man, Y. and S. Mustafa, 2010. Updates of halal products authentication. Presentation slides at world halal research summit 2010. Malaysia: Kuala Lumpur.
- Che Omar, C.M.Z., 2013. Challenges and marketing strategies of halal products in Malaysia. *Interdisciplinary Journal of Research in Business*, 3(2): 11-17.

- Dahalan, Z., 2008. Kecenderungan umat islam terhadap konsep pemakanan halal: Kajian di UiTM Pulau Pinang. Paper Presented at ECER Regional Conference 2008, UiTM Kelantan.
- Esfahani, A.N. and A. Shahnazari, 2013. Designing halal and pure food model by emphasizing consumer behaviour management. *Journal of Basic and Applied Scientific Research*, 3(2): 574-578.
- Fah, L.Y. and K.C. Hoon, 2009. *Introduction to computer data analysis with SPSS 16.0 for windows*. Selangor: Venton Publishing.
- Galloway, F.J., 2004. The secrets behind producing meaningful quantitative research: What every foundation official needs. Available from [http://studentaffairs.unt.edu/sites/default/files/pdf/rap/Quantitative\\_Research](http://studentaffairs.unt.edu/sites/default/files/pdf/rap/Quantitative_Research).
- Hafiz, M.M. and E. Mahalingam, 2012. January adex contracts 5.7%. *Star Biz Week*, The Star, February 18: 12.
- Halal Industry Development Corporation (HDC), 2014. Available from <http://www.hdcglobal.com>.
- Hanzaee, K.H. and M.R. Ramezani, 2011. Intention to halal products in the world markets. *Interdisciplinary Journal of Research in Business*, 1(5): 01-07.
- Hashim, P. and D. Mat Hashim, 2013. A review of cosmetic and personal care products: Halal perspective and detection of ingredients. *Pertanika Journals of Science and Technology*, 21(2): 281-292.
- Hunter, M., 2012. The emerging halal cosmetic and personal care market. *Personal Care*, 37-41. Available from [http://works.bepress.com/cgi/viewcontent.cgi?article=1021&context=murray\\_huntesi-redir=1&referer=http%3A%2F%2Fscholar.google.com.my%2Fscholar%3Fstart%3D30%26q%3DHalal%2Bawareness%26hl%3Den%26as\\_sdt%3D0%2C5#search=%22Halal%20awareness%22](http://works.bepress.com/cgi/viewcontent.cgi?article=1021&context=murray_huntesi-redir=1&referer=http%3A%2F%2Fscholar.google.com.my%2Fscholar%3Fstart%3D30%26q%3DHalal%2Bawareness%26hl%3Den%26as_sdt%3D0%2C5#search=%22Halal%20awareness%22).
- Husain, R., I. Abd Ghani, A. Mohammad and S. Mehad, 2012. Current practices among halal cosmetics manufacturer in Malaysia. *Journal of Statistical Modelling and Analytic*, 3(1): 46-51.
- Hussin, S.R., H. Hashim, R.N. Yusof and N.N. Alias, 2013. Relationship between product factors, advertising, and purchase intention of halal cosmetic. *Pertanika Journals of Social Sciences & Humanities*, 21(S): 85-100.
- Kamaruzzaman, K.A., 2008. Halal cosmetics: Between real concerns and plain ignorance. *The Halal Journal*, March & April, 26-28.
- Kettani, H., 2010. World muslim population. *Proceedings of the 8th Hawaii International Conference on Arts and Humanities*. Honolulu Hawaii.
- Malaysian Standard Online (MS), 2014. Available from <http://malaysianstandardonline.gov.my>.
- Nor Ardayanti, A., T.A. Tunku Nashril and A.Y. Mohd Helmi, 2013. A study on halal food awareness among muslim customers in Klang valley. Paper Presented at 4th International Conference on Business and Economic Research (4th ICBER 2013). Indonesia: Bandung.
- Norafni, R., S. Zurina and S. Syahidawati, 2013. Awareness and perception of muslim consumers on non-food halal products. *Journal of Social and Development Sciences*, 4(10): 478-487.
- Noreen Noor, A.A. and W. Eta, 2013. Understanding of halal cosmetics products: TPB model. 1st FPTP Potsgraduate Seminar 2013, 23 December 2013, UTHM.
- Nunnally, J.C., 1978. *Psychometric theory*. 2nd Edn., New York: Mc-Graw Hill Book Company.

- Powell, E.T., 1998. Questionnaire design: Asking questions with a purpose. University of Wisconsin-Extension.
- Rahim, S. and L. Pawanteh, 2009. Media penetration and cultural identity among young adults in Malaysia. *European Journal of Social Sciences*, 11(2): 225-223.
- Rezai, G., 2008. Consumers' confidence in halal labelled manufactured food in Malaysia. Phd Thesis, Serdang: Universiti Putra Malaysia.
- Rezai, G., Z. Muhammad, S. Mad Nasir and F.C. Eddie Chew, 2010. Non-muslims' awareness of halal principles and related food products in Malaysia. *International Food Research Journal*, 17: 667-674.
- Sungkar, I., 2008. Muslim's awareness of halal in the age of globalisation. *The Halal Journal*. May & June. Available from [The Halal Journal website](#).
- Talib, Z., S. Zailani and Y. Zainuddin, 2010. Conceptualization on the dimensions for halal orientation for food manufacturers: Study in the context of Malaysia. *Pakistan Journal of Social Sciences*, 7(2): 56-61. DOI <http://dx.doi.org/10.3923/pjssci.2010.56.61>.
- Teng, P.K. and W.J. Wan Jamaliah, 2013. Investigating student awareness and usage intention towards halal labelled cosmetics and personal care products in Malaysia. Paper Presented at 4th International Conference on Business and Economic Research (4th ICBER 2013), Indonesia: Bandung.
- The Borneo Post, 2010. Halal Malaysia week expected to rake deals of more than RM3.8 billion. *The Borneo Post*, June 22. B11.
- The Halal Journal, 2010. Najib's take on halal. July & August. *The Halal Journal*: 24-29.
- Vagias, W.M., 2006. Likert-type scale response anchors. Clemson International Institute for Tourism & Research Development, Department of Parks, Recreation and Tourism Management. Clemson University.
- Widodo, T., 2013. The influence of muslim consumer's perception toward halal food product on attitude and purchase intention at retail stores. *Inovbiz*, 1(1): 1-18.
- Zurina, S. and W.M.N. Wan Siti Khadijah, 2012. Halal traceability framework for halal food production. *World Applied Sciences Journal* 17 (Towards the Traceability of Halal and Thoyyiban Application): 1-5.

*Views and opinions expressed in this article are the views and opinions of the author(s), International Journal of Business, Economics and Management shall not be responsible or answerable for any loss, damage or liability etc. caused in relation to/arising out of the use of the content.*