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## **PERCEPTION OF CONSUMER TOWARDS HALAL LABELLED COSMETIC PRODUCTS IN SELANGOR**

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Nursalwani Muhamad\*      University Malaysia Kelantan, 17600 Jeli, Kelantan      [nursalwa91@gmail.com](mailto:nursalwa91@gmail.com)  
Zul Ariff Abdul Latiff      University Malaysia Kelantan, 17600 Jeli, Kelantan      [zulariff@umk.edu.my](mailto:zulariff@umk.edu.my)

\* Corresponding author

### **ABSTRACT**

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Aim/Purpose	This study aims to identify the level of perception level of consumer and the relationship between knowledge, attitude and practice toward consumer perception on the halal cosmetic product.
Background	Halal labelled cosmetic sector is expected to thrive in Malaysia. The consumption and expenditure among Malaysian consumers on cosmetic products in personal body care, beauty and wellness products are increasing rapidly over time. At the same time, government bodies have to make sure that manufacturers comply with Malaysia Halal and Sharia standards.
Methodology	Data was collected through a self-administered questionnaire where 100 respondents were randomly selected in the Malaysia International Halal Showcase (MIHAS) exhibition. The data were then analyzed by using descriptive analysis and Pearson correlation analysis.
Contribution	This paper studies the effect of knowledge, attitude and practice on the perception of consumer toward halal labelled cosmetic products in Selangor. This study is useful to fill the gaps in the Malaysian literature regarding the importance of knowledge and its relationship with the attitude and practice.
Findings	From the results, the consumers are having a high level of perception of halal cosmetic products. Besides that, consumers have sufficient knowledge with the attitude towards the halal cosmetic products, which includes the ingredients that are lawful in Syariah law and can avoid sensitive skin and allergic problem. However, the consumers showed a moderate practice level on the halal cosmetic products as there are more prone to used products from overseas. The analysis of Pearson correlation on three variables has indicated that knowledge, attitude and practice of consumers are identical to the methods of halal cosmetic

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	products.
Recommendations for Practitioners	The government should promote the benefits of halal cosmetic products to consumers more often to change their perceptions about the halal cosmetic product in Malaysia.
Recommendation for Researchers	More studies can be done regarding the behavior and intention of consumers concerning halal cosmetic products in other states in Malaysia.
Impact on Society	The findings can help consumers in understanding the benefits and advantage of halal cosmetic product toward health. Hence, all parties, including the government, policymakers and manufacturers, should encourage and grow consumer interest in halal cosmetic product by making it more accessible and available.
Future Research	This study focuses on Selangor only and does not represent other states. Further research is required to generalize the findings of this study aimed at determining the effect of demographic factors on the behavior of consumers concerning halal cosmetic products.
Keywords	Knowledge, Attitude, Practice, Cosmetic Halal label

## INTRODUCTION

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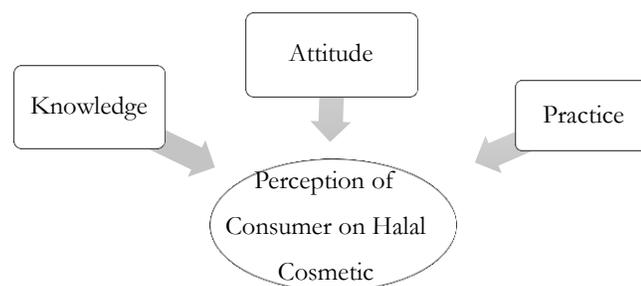
In conjunction with the rise of the Muslim community and the beauty awareness, the halal market is expected to become an emerging issue due to the concern of Muslims on the consumption of halal labelled cosmetic products. Presently, more than 50% of the total population of Malaysia are Muslims, and it is forecasted to grow in the later years. According to Abd Rahman, Asrarhaghighi & Ab Rahman (2015), Muslims need to confine to all requirements of Islamic religion and obligation to consume not only halal foods but also halal labelled cosmetic products. The mainstream of cosmetic industry nowadays had been conquering and monopolized by the non-Muslim while the Muslim seems taking the back seat. The increasing number of total populations of Muslim consumer is nearly 20% of the population in the world, thus, this is the main reason of the halal wave in the cosmetic industry had change the buying behaviour among the Muslim consumer today. In the Quran, halal means lawful or permitted under the Syariah law. A product is known as “halalan toyyibban” if the product is produced in a hygienic, clean and pure environment to meet the specific standard of safety and religious. On the other hand, thoyyiban is closely associated with manufacturing safe and good quality of halal products and services for consumers. On the point of this, Majid, Sabir and Ashraf (2015) mentioned that halal requirements are associated with manufacturing right quality products. Along the halal industry supply chain, the halal concept should include the issues of religious belief, labelling, shipping and distribution. In halal labelling issues, Hajipour et al. (2015) highlighted that the halal label plays a significant role during the decision making of the consumer when selecting and buying a product. The reason for this is Muslims consumers believe that the products carrying the halal logo are produced based on the Islamic guidelines and principles (Mohd Hashim & Musa, 2014) and non-Muslim consumers are more confident to the quality and safety of products that with halal certification. Cosmetics are a symbol of a woman’s beauty and cannot be removed from the daily life of most women. Cosmetics normally associated with women because of their nature to constantly look and feel beautiful besides being confident. Consumers usually choose the cosmetics products that can provide the highest satisfaction, not only that the products can meet their needs and desires, but also provide peace of mind or a sense of safety in consuming them without stressing on the price of products. The issues of the ingredient in cosmetics position a serious situation and become a big question mark. Additionally, the demand of Halal today had been capturing to other non-product categories such as cosmetic. According to Lada (2010), the demand for Halal products today is rapidly increasing since the consumers are becoming more religious through knowledge and information on concern towards halal. It is not a new issue that arises about Halal cosmetic, as currently this industry is seeing the emerging Halal industry after food and finance (Mahathir, 2010). Level

of consciousness towards Halal cosmetic is still low, yet if the product is available and ready in the market, 57% and 37% of Muslims in Singapore and Indonesia respectively, claim that they will purchase (Halal Journal, 2008). Rastogi (2003) stated that a number of cosmetic companies around the world are competing against one another to capture a share of the multibillion-dollar cosmetic market. Most of cosmetic companies have offered varieties of product category widely held with different brands either local or international. Halal is also part of a belief system and moral code of conduct in our daily living (Abdul Aziz et al, 2010). Halal cosmetics have great potential to drive the halal economy. There is still plenty to do in initiating the awareness and perception among Muslim consumers of what they use in relation to halal and shariah compliance even though the government efforts began in 2006. Malaysia's government is tasked in making the halal hub a reality in few years to come. Still, there is still a lot to do in making Muslims consumers aware about what they consume and use according to halal and shariah compliance. The demand in halal nowadays is not just focusing on food products but also in other non-product categories, such as cosmetics. Halal is about a brand element besides the part of a belief system and moral code of conduct in our daily living (Abdul Aziz, Amin & Isa, 2010). Halal cosmetic products is carrying the meaning of safe, clean, and not harming the users besides being permissible. Hence, the main motivation for this study is to fill the gap in knowledge about the perception of consumers toward halal cosmetic products.

## METHODOLOGY

### *CONCEPTUAL FRAMEWORK*

In this study, the KAP model will be discussed in detail along with the perception level of consumer and the relationship between knowledge, attitude and practice toward consumer perception on the halal cosmetic product. Knowledge, Attitude and Practice (KAP) model can be defined as a representative study which targeted to gather the known, trusted and complete data which showed association with a particular topic within a specific population (Zahedi, Sizemore, Malcolm, Grossniklaus, & Nwou, 2014). KAP model is easy to conduct, cost-effective and more meets the needs of the study. KAP survey adopted a quantitative model which access to both qualitative and quantitative information through questions formatted in a standardised questionnaire. KAP model commonly recorded opinions and worked based on the proclaimed statement. Misconceptions and misunderstandings, which imposed interference to implementation activities and lead to possible behavioural change, can be detected in this way (Memon et al. 2015). Usage of the KAP survey included measure the extent of a known situation and established baseline reference for future assessments (Raina, 2013). These three elements worked together and led to an outcome in a study, which is the consumer perception toward halal cosmetic product in our scenario where their relationship was illustrated as shown in Figure 1 below. KAP model was partially adopted as the conceptual framework to explain the relationship between consumers' knowledge, attitude and practice toward the perception of consumer on halal cosmetic products. These are three main conceptual independent determinants to shape the perception on halal cosmetic products. Besides that, KAP model was adopted to determine the level of consumers' perception towards halal cosmetic products.



**Figure 1. The Theoretical Framework Design for KAP Model** (Source: Raina, 2013)

### ***SAMPLING DESIGN***

This study used descriptive statistics and correlation study to analyse the data of consumer perception towards halal cosmetics products. There have five sections includes background of respondent, perception, knowledge, attitude and practice in this study. This study is conducted to identify the level of consumer perception towards halal labelled cosmetic products besides investigate the relationship between knowledge, attitude and practice toward consumer perception on the halal cosmetic product. According to Hair, Black, Babin, Anderson, & Tatham (2006), the sample size as small as 50 found to provide valid results. Therefore, one hundred respondents are sufficient for this study. One hundred respondents were chosen randomly from the Malaysia International Halal Showcase (MIHAS) exhibition in this survey. Simple random sampling was applied in this study so that each of the consumer has an equal chance to be selected as respondent. The respondents originate from different backgrounds such as races, religions, education level, income level and occupation. Bibliography of respondents of the section consists of 7 items which were measured by Likert-type scale from 1 (strongly disagree) to 5 (strongly agree).

## **RESULT AND DISCUSSION**

### ***DEMOGRAPHIC PROFILE***

Based on Table 1, the percentage of female respondents (60%) was higher than the male respondents (40%). More than half of the respondents (61%) age ranged from 21 to 30 years old, and 15% of the respondents' age ranged from 31 to 40 years old. Malay race respondents accounted for the highest percentage (56%) followed by Chinese (29%), Indian (8%) and others (7%). For religion, Islam respondents have the most significant portion (59%) whereas 7% of the respondents with other religions. 78% of the respondents with diploma or degree education level followed by master study (13%), upper secondary (8%) and only one respondent with lower secondary education level. For occupation, 38% of the respondents are worked in the private sector, 18% of the respondents self-employed and only 7% of the respondents are government workers. Lastly, there are about half of the respondents (49%) earned a monthly income of less than RM2000 and only 7% of the respondents are categorised as a high-income group with a monthly income of more than RM10000.

**Table 1. Demographic Profile of the Respondents**

<b>VARIABLES</b>		<b>Frequency</b>	<b>PERCENTAGE (%)</b>
<b>Gender</b>	Male	40	40
	Female	60	60
<b>Age</b>	<20 years old	9	9
	21- 30 years old	61	61
	31- 40 years	15	15
	41- 50 years old	9	9
	51-60 years old	6	6
	> 61 years old	0	0
<b>Race</b>	Malay	56	56
	Chinese	29	29
	Indian	8	8
	Others	7	7

<b>Religions</b>	Islam	59	59
	Buddha	25	25
	Hindu	7	7
	Others	9	9
<b>Education Level</b>	Lower Secondary	1	1
	Upper Secondary	8	8
	Diploma or degree	78	78
	Master	13	13
<b>Occupation</b>	Self-employed	18	18
	Private Sector	38	38
	Government	7	7
	Unemployed	37	37
<b>Monthly Income</b>	< RM 2000	49	49
	RM 2001- RM 4000	17	17
	RM 4001- RM 6000	17	17
	RM 6001-RM10000	10	10
	> RM 10000	7	7

(Source: Survey, 2019)

### ***THE LEVEL OF CONSUMER PERCEPTION TOWARDS HALAL LABELLED COSMETIC PRODUCTS***

The descriptive analysis of this study was tabulated in Table 2 below. Both perception and attitude have shown high mean value with a reading of 3.7611 and 3.6714, respectively. In contrast, knowledge and practice performed lower mean values, which were 3.600 and 3.4838, which fall under the moderate category. This indicated that respondents show a higher positive tendency to perception and attitude in this study compared to knowledge and practice. This result was in accordance to the review of Mohd Yusof and Wan Jusoh (2013) and Mohd Hashim and Musa (2014) where understandings and perception of consumers generally come from the ubiquitous Islamic branding and naming in Malaysia. The positive attitude from consumers was also strengthened by Al-Harran and Low (2008), where Muslim consumer from Singapore and Indonesia showcase their support by claiming that they will purchase the halal cosmetic product. The lowest mean score of 3.4838 for practice depicted that consumer rarely practices Halal cosmetic product in their daily lives. Mokhtar, Nooreha and Nik Mustapha (2008) linked this to the depressed consciousness level of consumer toward halal cosmetic products. Consumers also incline to more focus on Western cosmetic brands without halal certification rather than local brands from Muslim countries.

**Table 2. Descriptive Analysis of the Variables**

<b>Dimension</b>	<b>N</b>	<b>Frequency</b>	<b>Percentage (%)</b>	<b>Mean</b>	<b>Level</b>
<b>Perception</b>	100			3.7611	High
Low		16	16		

Moderate		26	26		
High		58	58		
<b>Knowledge</b>	100			3.600	High
Low		12	12		
Moderate		35	35		
High		53	53		
<b>Attitude</b>	100			3.6714	High
Low		11	11		
Moderate		32	32		
High		57	57		
<b>Practice</b>	100			3.4838	Moderate
Low		18	18		
Moderate		33	33		
High		49	49		

N

Notes: Mean values correspond to 1.00-2.33: low; 2.34-3.66: moderate; 3.67-5.00: high. (Source: Survey, 2019)

***THE RELATIONSHIP BETWEEN KNOWLEDGE, ATTITUDE AND PRACTICE TOWARD CONSUMER PERCEPTION ON THE HALAL COSMETIC PRODUCT***

From this research, all the three variables, which are knowledge, attitude and practice, are positively corresponding to the perception of consumers toward halal labelled cosmetic products, as shown in Table 3 below. There is a significant correlation ( $p < 0.01$ ) between knowledge and perception. This indicates that the knowledge of consumer possesses about halal-related issues and religiosity are positively related to their perception towards halal labelled cosmetic products. According to this result, it can be concluded that consumers can differentiate the permissible and forbidden ingredients in cosmetic products according to Islamic laws. Attitude also has a significant impact on the perception of the consumer to pursue halal labelled cosmetic products due to the strong influence from family members and friends who also use halal labelled cosmetic products. This result shows further support to the findings of Abd Rahman et al. (2014) and Rajagopal, Ramanan and Satapathy (2007) where attitude has a positive relationship on the perceptions of consumer towards halal labelled cosmetic products. The different practices of a person such as purchasing halal labelled cosmetic products from genuine cosmetic outlets have caused a positive influence on the consumer perception on purchasing halal labelled cosmetic products. As states in present results, it shows that the consumers have now started paying more attention to the areas of halal labelled cosmetic products.

**Table 3. Summary of Pearson Correlation Analysis Between the Variables**

		<b>Knowledge</b>	<b>Attitude</b>	<b>Practice</b>
Perception	Sig two-tailed	*0.000	*0.000	*0.000

\*Correlation is significant at 0.01 levels (two-tailed)  
(Source: Survey, 2019)

## CONCLUSION

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In short, the Halal label becomes a vital benchmark that ensures the safety of the application of those products. This study was designed to determine out the level of perception level of consumer and the relationship between knowledge, attitude and practice toward consumer perception on the halal cosmetic product. By using of KAP model that access with both qualitative and quantitative information through a series of a standardised questionnaire. From the results that collected from 100 respondents which stand with 60% of female and 40% of the male in Malaysia International Halal Showcase (MIHAS) exhibition, we found that consumers are having a high level of perception on halal cosmetic products. This may be due to the rising of awareness towards the safety of cosmetic products by the community. Besides that, consumers have sufficient knowledge with the attitude towards the halal cosmetic products which includes the ingredients that are lawful in Syariah law and can avoid sensitive skin and allergic problem. However, the consumers showed a moderate practice level on the halal cosmetic products as there are more prone to used products from overseas. The analysis of Pearson correlation on three variables has indicated that knowledge, attitude and practice of consumers are identical to the practices of halal cosmetic products. In conclusion, the Halal label is essential for Malaysia consumers as Halal refers to lawful of a product. Besides that, halal cosmetic products are becoming a new and potential market in local and global trade with the rise of the Muslim population and the awareness of beauty. Thus, there is necessary that further and more comprehensive range of survey on how to improve the perception of consumers, especially Malaysians on the halal labelled cosmetic products to achieve a more accurate and reliable test.

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## BIOGRAPHIES

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Nursalwani Muhamad is a student from Universiti Malaysia Kelantan (UMK) who currently chooses to further her education and peruses her PhD in Universiti Malaysia Kelantan.



Dr. Zul Ariff Bin Abdul Latiff is currently a Senior Lecturer in Faculty of Agro Based Industry, Universiti Malaysia Kelantan (UMK). Besides teaching he has published many research articles and papers related with Agribusiness and Food Marketing.