A Study on Muslim Younger Generation's Behavioral Intentions towards Purchasing of Halal Cosmetic Products in Pakistan

Muhammad Shah Nawaz[1], Mohd Sadad Mahmud[2], Muhammad Nasir[3], Muhammad Imran Mansha[4], Irfan Sabir[5], Muhammad Bilal Majid[6], Farooq Nawaz[7]

[1]*Universiti Sultan Zainal Abidin (UniSZA) Gong Badak Campus, Malaysia.*
Corresponding Email: m.nawazg@gmail.com
[2] *Universiti Sultan Zainal Abidin (UniSZA) Gong Badak Campus, Malaysia.*
[3]*University of Syiah Kuala, Aceh, Indonesia*
[4]*University of Sargodha, Pakistan*
[5]*University of Central Punjab, Lahore Pakistan*
[6]*Universiti Sultan Zainal Abidin (UniSZA) Gong Badak Campus, Malaysia.*
[7]*COMSATS University Islamabad, Sahiwal Pakistan*

Abstract

The purpose of this paper is to study the young Muslim consumer's behavioural intentions to purchase halal cosmetic products in Pakistan. There are three independent variables namely consumer innovativeness, product characteristic, perceived behavioural control which effect the dependent variable of consumer behavioural intention. Theory of planned buying behaviour and diffusion of innovation is used as supportive theories. Data were collected from 370 young Muslim consumers in Pakistan. Self-administered questionnaires with 10-point interval scales were used. In this study, a quantitative research method was employed to examine hypotheses. The data were analyzed by using the (SEM) technique. Findings of the study show that perceived behavioural control, product characteristics and consumer innovativeness has a significant effect on halal behavioural intention. The findings can benefit the halal cosmetic companies that young Muslim generation has positive behaviour inactions to purchase the halal cosmetic product. The associations set up in this study constitute a significant addition to the current knowledge bases. The findings contribute to halal cosmetic research by illustrating the young generation of Muslim consumers behaviour for purchase halal cosmetic product.

Keywords: Consumer Innovativeness, Product Characteristic, Perceived Behavioural Control, Muslim Consumer's Behavioural Intentions and Cosmetic Products.

1. INTRODUCTION:

Halal is a quranic word meaning permitted, licit and lawful (Jallad, 2008). Haram is the opposite of halal means not permitted and against the Shreya law. The report "State of the Global Islamic Economy" 2014-2015 is projected to raise the Muslim population by 1.5 per cent annually and by 2030, to 2.2 billion (Reuters, 2015). The rate of population growth among Muslims is nearly 10 times that of non-muslims (Wilson, 2014). The Quran commands Muslims to eat halal food and forbids haram; it also commands Muslims to avoid any dubious things (Zailani, 2018). Muslim customers are also receptive to the goods and services sold on the market and want to be ensured that product that they use will adhere to Islamic values (Zailani, 2015).

Halal not focus only on food products, it's also emphases on other types of non-products, such as cosmetics. Halal is about a brand aspect apart from a philosophy of belief and a moral code of conduct in our everyday lives (Aziz, 2010)

Cosmetics spending is estimated to be the largest in the US ($78bn), followed by UK ($40bn), Germany ($34bn), Brazil ($32bn) and France ($32bn), led by Muslim customers as one purchasing body at $26bn. As a result, it is becoming increasingly evident that global advertisers and analysts now perceive Muslim customers as a single 'ideological group' rather than as customers of different nationalities (Reuters, 2013).

There seems to be an inherent lack of awareness for the consumer in Pakistan regarding the halal status of Cosmetic. Past research on the Halal concept is either in the food or finance area. Also, there is a lack of identifiable demand from consumers for halal-certified products, by which consumers actively demand Halal certification. There is an underlying dilemma of not understanding what is halal and what is not, what is available and what is not for Cosmetic (Mukhtar & Butt, 2012). And here is the gap to study young Muslim consumer's behavioural intentions to purchase halal cosmetic Products in Pakistan.

2. LITERATURE REVIEW

According to the Holy Qur'an, the word "halal" means what is permissible, permitted, legal or legitimate (Wilson, 2014). Haram is the opposite of Halal (Muhammad, 2009). Halal does not only refer to foodstuffs but also other related goods such as cosmetics (Ngah et al., 2014). Halal is a product attribute that cannot be checked at the time of buying or even after ingestion of the products by an individual customer. The certification process for deciding whether a product is halal involves a close review of the slaughtering methods, the chemicals used, the washing, storage and packaging of goods and their transport and delivery to ensure that the approved product complies with halal requirements (Latif et al., 2014).

2.1: Product Characteristic (PC)

Cosmetic products are used both men's and women's, but most commonly and unintentionally it is used by women (Kolondam, 2016). Cosmetics is a special commodity because this commodity has the potential to satisfy women 's specific beauty needs and to become an individual's

platform for clarifying their role in social life (Tagai et al., 2016). Cosmetics products typically applied to the skin, so their applications for texture characteristics are as important as the consequent sensation, the goal of the chemist in the cosmetics and personal care industry is to recognize that the entire colour gap and fragrance choice usually corresponds to the intended physical texture (Corporation, 2015). Cosmetics goods are influenced by the perceived quality, price, advertising, expiration date, buying decision, brand name, shop setting, ingredients and design (Dr Ravi, 2014).

Halal recognition among consumers, product-qualified Halal certification and market promotion positively affect the intention of the customer to purchase if Halal factor, including in advertisement, still has a certain similarity with other segment demand and quality insured goods, but these goods verified Sariah norm that the consumer's purchase intention is positively influenced (Majid et al., 2015). The lack of the Halal logo in the cosmetics package could impact customers a great deal of the time in a cognitive effort to look at the ingredients to ensure that the item they are going to buy is healthy and has good ingredients before making a buying decision (Mohezar et al., 2016)

2.2: Consumer Innovativeness (CI)

Consumer innovativeness is the propensity of a consumer to accept new goods more often and more often than other consumers (Moreau, Lehmann, & Markman, 2001). Consumer creativity describes the propensity or learning to buy or follow the latest product or option precedent for the new and distinct trail (Karaarslan, 2015). (Mohezar et al., 2016) conducted research on "Halal Cosmetics Adoption Among Young Muslim Consumers in Malaysia: Religiosity Concern". According to that Halal cosmetics is a cosmetic industry innovation that incorporates new and distinct internal and external operations that can satisfy consumer needs, Halal cosmetics pay a great deal of attention to Halal compliance, which is set in the whole supply chain to estimate products for manufacture, transport, warehousing and freight handling.

Consumers with high cognitive innovativeness appear to enjoy the process of looking for the latest product knowledge and appear to have the great attention to learn how to do it, a Muslim's braver and more creative person than the specific customer would respond proactively through the new product innovation, one of the examples being trying Halal cosmetics (Rachmawati, 2017).

2.3: Perceived Behavioural Control (PBC)

The degree to which a person can conduct the action is perceived behavioural control (Ajzen, 1991). An individual who has a positive attitude about a certain action would not execute the activity whether he or she thinks it is impossible to accomplish it (Afendi et al., 2014). It also defined the degree to which the action is considered controllable as perceptions (Khan et al., 2017).

In previous research (K. Bonne, Vermeir, Bergeaud-Blackler, & Verbeke, 2007), It showed that perceived behavioural control influenced the desire of the Muslim customer to consume halal

meat with significant effect. there is a positive significant relationship between perceived behavioural control and consumer's intention (A. Ali, Xiaoling, Sherwani, & Ali, 2017). Perceived behavioural control has no significant relationship with young Muslim consumers' intention to purchase halal (Firas & Rawan, 2015).

3. SUPPORTED THEORY

3.1: Planned Behavior (TPB)

Theory of planned behaviour shortly it's called TPB, "it has been effective in forecasting major behaviours in a wide range of domains"(Harrison et al., 1997). According to TPB, an individual's intention is the greatest indicator of potential conduct (Ajzen & Fishbein, 1985). The intention, as a precedent of a certain action, correctly shows the readiness and desire of an individual to participate in such behaviour (Ajzen, 1985).

Researches using the TPB in the sense of activities linked to Islam have demonstrated that it has a strong capacity to describe person's positive or negative evaluation and person's perceptions (Ali et al., 2017). Numerous scholars have commonly used this theory to analyze food intake in general (Teng & Wang, 2015) and for halal purchasing in consumer intentions (Ali et al., 2017; Elseidi, 2017; Khalek et al., 2015).

3.2: Diffusion of Innovation Theory (DOI)

Diffusion of innovation theory shortly called DOI, it is the understanding of the mechanism by which the use of innovation spreads through a social structure (Everett M Rogers, 1995). Diffusion is the mechanism by which an innovation within the participants of a social system is transmitted through certain networks over time. In this study as second supporting theory diffusion of innovation is also used. This theory indicates that creativity is "the degree to which a person is comparatively earlier than other members of his system in pursuing a creativity." (E.M. Rogers, 2003).

Researchers have used the applicability of DOI and TPB in the hotel industry. In the context of the hospitality service industry, for example, technical advancement in tourist lodging practices was addressed (Orfila-Sintes et al., 2005). Innovativeness has been widely used in marketing literature, especially in segmentation, providing marketers with tools to discriminate between innovative and non-innovative customers (Agarwal & Prasad, 1998).
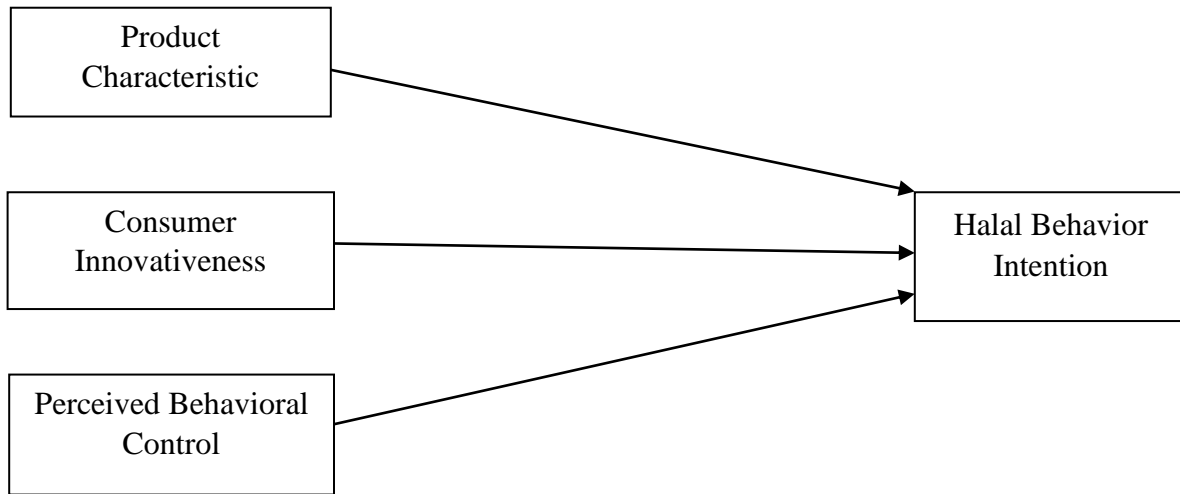
Figure 1. Conceptual framework

4. RESEARCH HYPOTHESES

H1: Halal behaviour intention is positively influenced by product characteristic.
H2: Halal behaviour intention is positively influenced by consumer innovativeness.
H3: Halal behaviour intention is positively influenced by perceived behavioural control

5. RESEARCH METHODOLOGY

5.1: Research Nature & Approach

The research nature is explanatory. This type of research describe phenomena (Robson, 2002) and purpose of this study is the same to describe the nature of relationships that exist among product characteristic, consumer innovativeness, perceived behaviour control and halal behaviour intention in Pakistan. The approach of the current research is deductive. As in quantitative research, a questionnaire is used to collect the data, numerical values are discussed and hypothesis are tested (Blumberg, et. al., 2011). In this study also the numerical value accepted or rejected the hypotheses.

5.2: Measure of the Scales

The data was gathered through a survey and the variables related to the proposed model were included in the questionnaire, namely, product characteristic, consumer innovativeness, perceived behavioural control and halal behaviour intention. Each item contained a measurement scale such that the responses given could be calculated on a ten-point interval scale for each component, showing the degree to which they agreed or disagreed were strongly disagree=1 to strongly agree=10 (Awang, 2012).

5.3: Data Collection Method & Samplling Technique

In this study, quantitative research methodology was used. The data was collected from the Punjab region of Pakistan. To study the relationship between the variable Product Characteristic,

Consumer Innovativeness, perceived behavioural control and Halal Behavior intention the correlation research design was used. The questionnaire was built in the google form. The questionnaire link was sent to the college and university students and the responses get upon their summation of the questionnaire in google form response. The sample size of this study was 370 respondents. It is chosen as per (Krejcie & Morgan, 1970). If papulation is between grater then 20000 and equal to or less than 30000 than sample size will be 370. Simple random sampling is used in this study. This research focused on Muslim younger generation's behavioural intentions to purchase halal cosmetic. Sampling unit of the study is male and female from medical colleges.

6. RESULTS

6.1: Demographics Analysis

The respondents have been divided according to their gender into two groups: male respondents and female respondents. A male respondent is two hundred and forty-four; female respondents are one hundred and twenty-six. And there is find three hundred and seventy valid respondents

Table 1. Respondents Classified by Gender

Gender	Frequency	Percent	Valid Percent	Cumulative Percent
Male	244	65.9	65.9	65.9
Female	126	34.1	34.1	100.0
Total	370	100.0	100.0	

The respondents have been divided according to their age into four groups. Respondents of age 18 to 24 years are fifty-seven; Respondents of age 25-30 years are maximumly totalling to one hundred and thirty-eight; Respondents of age 31-36 years are one hundred; Respondents of age 37-older are seventy-five.

Table 2. Respondents Classified by Age

Age	Frequency	Percent	Valid Percent	Cumulative Percent
18-24	57	15.4	15.4	15.4
25-30	138	37.3	37.3	52.7
31-36	100	27.0	27.0	79.7
37-Older	75	20.3	20.3	100.0
Total	370	100.0	100.0	

There are two qualification groups, in our sample. The first group is MBBS students and the second one is BDS students, here 187 respondents are MBBS and 183 are BDS.

Table 3. Respondents Classified by Education

Education	Frequency	Percent	Valid Percent	Cumulative Percent
MBBS	187	50.5	50.5	50.5
BDS	183	49.5	49.5	100.0
Total	370	100.0	100.0	

There is two basic religion are taken; Muslims and Non-Muslim. Muslims contains the highest three hundred and thirty respondents; whereas Non-Muslim contains forty respondents.

Table 4. Respondents Classified by Religion

Religion	Frequency	Percent	Valid Percent	Cumulative Percent
Muslim	330	89.2	89.2	89.2
Non-Muslim	40	10.8	10.8	100.0
Total	370	100.0	100.0	

Moreover, 7.3% of the respondent are spent less than Rs 2000 monthly on cosmetic products, followed by 33.8% of them spend Rs 2000 or Rs 3500 per month on a cosmetic product. Also, 39.2% of respondents of them spend Rs 3001 or Rs 5000 monthly on cosmetic products and 19.7% of them spend more than Rs 5000 and per month on a cosmetic product.

Table 5. Respondents Classified by Income

Income	Frequency	Percent	Valid Percent	Cumulative Percent
less than 2000	27	7.3	7.3	7.3
2000-3500	125	33.8	33.8	41.1
3501-5000	145	39.2	39.2	80.3
More than 5000	73	19.7	19.7	100.0
Total	370	100.0	100.0	

6.2: Reliability Analysis

According to (Sekaran & Bougie, 2013) a Cronbach's Alpha value of .70 is acceptable. The Cronbach's alpha values for all the constructs are fulfilled the recommended standard value of .70, which means all the constructs passed the reliability test.

Table 6. Respondents Classified by Reliability Statistics

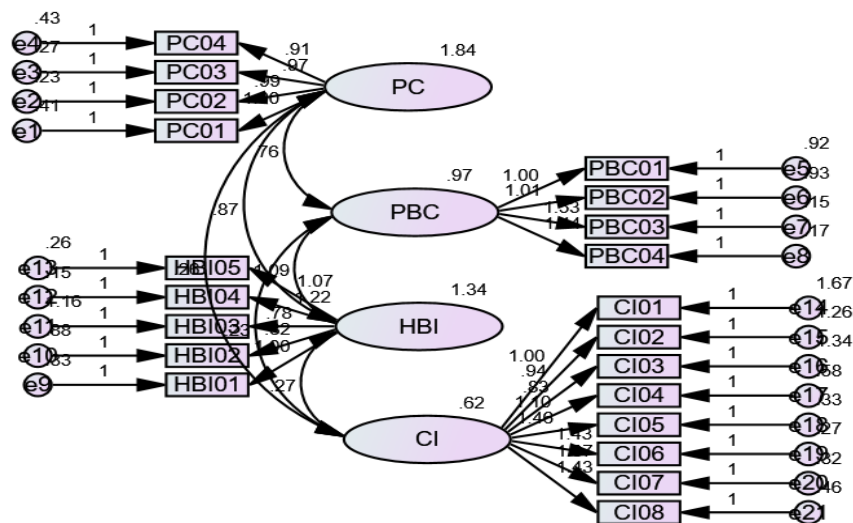| Constructs	Cronbach's Alpha	Number of Items
Product Characteristic	.626	4
Consumer Innovativeness	.788	8
Perceived Behavioural Control	.884	4
Halal Behavioral Intention	.870	5

6.3: Measurement Model

Figure 2. Measurement Model

<table>
<tr><td colspan="3" align="center">Table 7. Measurement Model Fitness Index's</td></tr>
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Fit indices	Recommended value	Actual value
GFI	≥0.90	0.961
RMR	<0.10	0.016
NFI	≥0.90	0.950
RFI	≥0.90	0.752
IFI	≥0.90	0.954
CFI	≥0.90	0.963
TLI	≥0.90	0.765
SRMR	≤0.09	0.038

NFI (Normed Fit Index) value should be between 0-1 in this research it is 0.950, value close to 1 show that the model is fit. RFI's value is .752 which is less than the recommended value. IFI's (Incremental Fit Index) value is 0.954 which shows the model is good. TLI (Tucker-Lewis Index) value is less than which must be close to 1. CFI's (Comparative Fit Index) value is 0.961 shows the good model fit. Overall, this model is acceptable for this research. The recommended combinational rule is CFI with SRMR (CFI of .961 or higher and an SRMR of 0.09 or lower) (Hu & Bentler, 1999).

Table 8. Convergent Validity

Variable	Measure	Factor loading	AVE
Product Characteristic	PC01	0.905	0.838186
	PC02	0.942	
	PC03	0.930	
	PC04	0.884	
Consumer Innovativeness	CI01	0.520	0.578649
	CI02	0.550	
	CI03	0.592	
	CI04	0.750	
	CI05	0.895	
	CI06	0.909	
	CI07	0.886	
	CI08	0.855	
Perceived	PBC01	0.717	0.727733

Behavioural Control	PBC02	0.731	
	PBC03	0.969	
	PBC04	0.961	
Halal Behavioral Intention	HBI01	0.895	0.699276
	HBI02	0.709	
	HBI03	0.640	
	HBI04	0.964	
	HBI 05	0.924	

CFA can be used to test the factor loadings of each observed variable on the latent variable (Byrne, 2010). This permits the assessment of constructs in terms of convergent validity and discriminant validity (Kline, 2011). Convergent validity is concerned with measuring the degree of a positive relationship among scale items developed to measure the same concept/construct. In other words, convergent validity confirms that measures that should be theoretically related are in reality related (Nachmias & Nachmias, 2007). To achieve the convergent validity factor loading of all the variables must be greater than 0.5 and the value of AVE must be greater than 0.5. In the present study factor loadings of all the variables is greater than 0.5 except two (CI09 & CI10) which are removed and further analysis is processed without those.

Table 9. Correlations Measures

Correlations Measures			
			Estimate
PC	<-->	CI	0.461
PC	<-->	PBC	0.394
CI	<-->	PBC	0.531

On the other hand, discriminant validity aims at demonstrating that a measure does not correlate with another measure from which no theoretical relationships are expected. In other words, measures that should not theoretically be related are in reality not related (Schumacker & Lomax, 2010). To compute the discriminant validity AVE square route values were calculated. AVE square route must be greater than the correlation values (Fornell & Larcker, 1987; Hair, et. al., 1998). In the underlying study, the mentioned conditioned is fulfilled which means the discriminant validity is achieved.
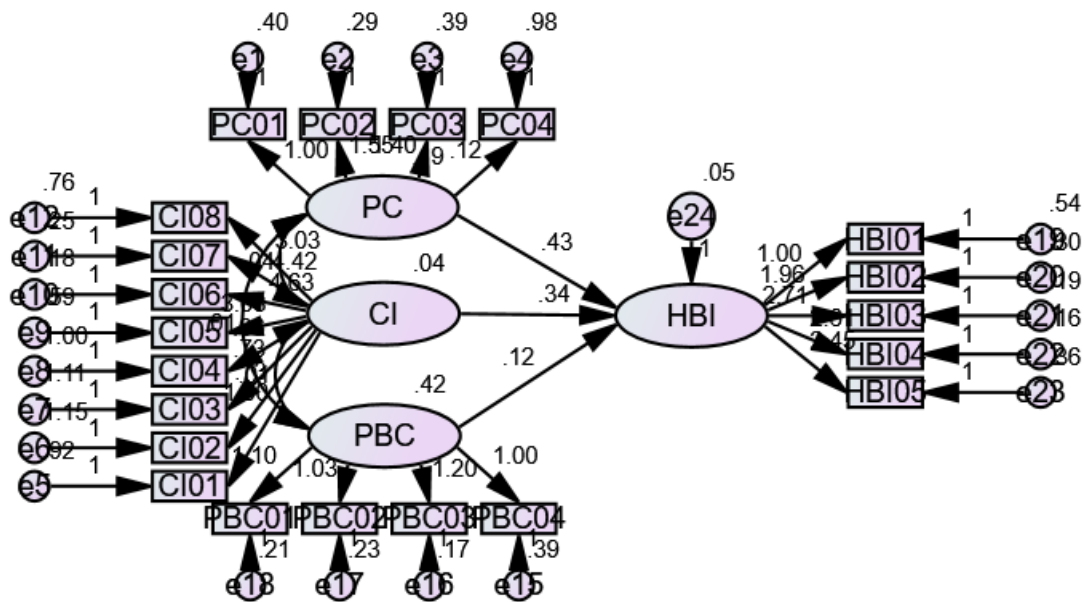
6.4: Structural Model

Figure 3: Structural Model

Table 10. Structural Model Fitness Index's		
Fit indices	Recommended value	Actual value
GFI	≥0.90	0.971
RMR	<0.10	0.037
NFI	≥0.90	0.962
RFI	≥0.90	0.920
IFI	≥0.90	0.949
CFI	≥0.90	0.952
TLI	≥0.90	0.94
SRMR	≤0.09	0.036

Table 11. Regression Weights

Regression Weights						
	Estimate	S.E.	C.R.	P	Standardized Regression Weights	Label
HBI <--- PC	.426	.076	5.579	***	0.568	par_1
HBI <--- CI	.338	.124	2.722	.001	0.219	par_2
HBI <--- PBC	.123	.027	4.459	***	0.245	par_3

7. DISCUSSION & CONCLUSION

This research is conducting on Muslim younger generation's behavioural intentions to purchase halal cosmetic products in Pakistan. The independent variables are product characteristic, consumer innovativeness and perceived behavioural control while the dependent variable used is halal behavioural Intention for halal cosmetics. In this study, research shows that product characteristics, consumer innovativeness and perceived behavioural control have a positive significant effect on halal behavioural intention towards halal cosmetics adoption.

7.1: The influence of product characteristics on the halal behavioural intention of Muslim younger generation's to purchase halal cosmetic products in Pakistan.

H1: Halal behaviour intention is positively influenced by product characteristic.Based on the result of the data analysis. It shows that among young Muslims in Pakistan, product characteristics play a role in purchase halal cosmetic Products in Pakistan. Hypothesis H1 is accepted and Halal Behavior intention is positively influenced by Product Characteristic. This also showed that the outcome is in line with previous findings from (Mohezar, et. al., 2016) where the investigator found that the effect on Halal cosmetics was favourably supported by product characteristics.

7.2: The influence of consumer innovativeness on the halal behavioural intention of Muslim younger generation's to purchase halal cosmetic products in Pakistan.

H2: Halal behaviour intention is positively influenced by consumer innovativeness. Based on the result of the data analysis. It explains that consumer innovativeness influenced positively on Halal behavioural intention of Muslim younger generation's to purchase halal cosmetic Products in Pakistan. This has also shown that the outcome is in line with previous studies from (Ali, et. al., 2019; Caricati & Raimondi, 2015; Mohezar, et. al., 2016). Alike to these studies, consumer innovativeness has a significant positive relationship with halal behaviour intention in the present study as well. Consequently, H2 is supported.

7.3: The influence of perceived behavioural control on Halal behavioral intention of Muslim younger generation's to purchase halal cosmetic products in Pakistan.

H3: Halal behaviour intention is positively influenced by perceived behavioural control.Based on the result of the data analysis. The present findings indicate that perceived behavioural control portrays a significant influenced on the halal behavioural intention of Muslim younger

Generation's to purchase halal cosmetic Products in Pakistan. In comparison with previous studies perceived behavioural control has been consistently shown to be influenced by Halal behaviour intention. The interaction that takes place between perceived behavioural control and halal behaviour intention has been studied by many researchers. They discovered the existence of a substantial link between perceived behavioural control and the halal behaviour intention desire to purchase halal cosmetic products (Bonne et al., 2007; Karijn, et. al., 2007; Omar, et. al., 2012). Accordingly, H3 is supported.

8. IMPLICATIONS OF THE STUDY

The practical implications of this study indicate that in their halal cosmetic campaigns and advertising, the government and Marketer should add the factor of halal product characteristic. Also, the positive relation of perceived behavioural control and consumer innovativeness with halal purchase intention is the key factor for halal management institutions to build and incorporate the halal polices. The findings can benefit the halal cosmetic companies that young Muslim generation has positive behaviour inactions to purchase the halal cosmetic product the associations set up in this study constitute a significant addition to the current knowledge bases.

9. LIMITATIONS AND FUTURE DIRECTIONS

The sample of respondents for this study was young Muslim consumers, Therefore, future research may expand the sample and can take all age group. To understand the halal behaviour more deeply the future study can include the impact of consumer religiosity on halal behavioural intentions.

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