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**THE ANTECEDENTS OF CONSUMER INTENTION TO PURCHASE HALAL
COSMETIC PRODUCTS IN PAKISTAN: USING BEHAVIORAL REASONING
THEORY**

By



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**Thesis submitted to
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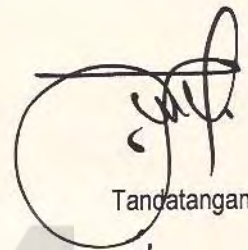
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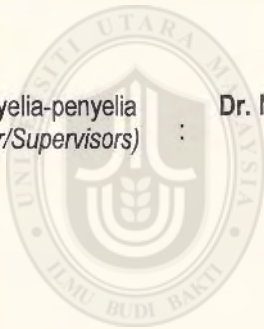


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ABSTRACT

The research on halal cosmetic buying intention is still at the early stage and the reason to explain the buying behavior of halal cosmetic products among young Muslim consumers still remains unclear. To investigate this issue, this study has examined the factors that influence an individual's intention to purchase halal cosmetic products. Literature review in this field shows that religiosity dimensions (i.e., interpersonal religiosity and intrapersonal religiosity) related to halal cosmetic in terms of understanding an individual's intention to purchase halal cosmetic products has been neglected. This research developed a more comprehensive model to investigate factors that influence individual's intention to purchase halal cosmetic products. This is done by incorporating religiosity dimensions in the behavioral reasoning theory. In this theory, the reasoning approach provides a complete set of antecedents that provide a better explanation of the intention to purchase halal cosmetic products, thus enhancing the practical contributions of this study. Data was collected through self-administered survey questionnaire from 542 full-time students in local private medical colleges located in the province of Punjab, Pakistan. Structural equation modeling was employed as the main statistical technique. Overall, the results indicate that the proposed model provides a good understanding of factors that influence the intention to purchase halal cosmetics products. Approximately 61% of the total variance of intention was explained by this proposed model indicating that the addition of the religiosity construct has increased the model's explanatory capability. The results reveal that the model provides a better understanding of factors that influence the intention to purchase halal cosmetic products. The study also highlights the implications and limitations of the study as well as the suggestions for future research.

Keywords: Islamic economy, Halal cosmetic, Religiosity, Pakistan, Behavioral reasoning theory

ABSTRAK

Penyelidikan tentang niat membeli kosmetik halal masih berada di peringkat awal dan taakulan untuk menerangkan tingkah laku pembelian produk kosmetik halal dalam kalangan pengguna muda Muslim masih kurang jelas. Untuk menyelidik isu tersebut, kajian ini meneliti faktor-faktor yang mempengaruhi niat individu untuk membeli produk kosmetik halal. Kajian literatur dalam bidang ini menunjukkan bahawa dimensi keagamaan (iaitu keagamaan interpersonal dan intrapersonal keagamaan) yang berkaitan dengan kosmetik halal dari segi memahami niat seseorang individu untuk membeli produk kosmetik halal telah diabaikan. Kajian ini membangunkan model yang lebih menyeluruh untuk menyelidik faktor yang mempengaruhi niat individu untuk membeli produk kosmetik halal. Hal ini dilakukan dengan menggabungkan dimensi keagamaan dalam teori pemikiran tingkah laku. Dalam teori ini, pendekatan taakulan menyediakan satu set lengkap antededen yang menyediakan penjelasan yang lebih baik mengenai niat untuk membeli produk kosmetik halal, sekali gus meningkatkan sumbangan praktikal bagi kajian ini. Data dikumpulkan melalui soal selidik tadbir sendiri daripada 542 orang pelajar sepenuh masa di kolej perubatan swasta tempatan yang terletak di wilayah Punjab, Pakistan. Pemodelan persamaan berstruktur digunakan sebagai teknik statistik utama. Secara keseluruhan, keputusan menunjukkan bahawa model yang dicadangkan memberikan pemahaman yang baik tentang faktor-faktor yang mempengaruhi niat untuk membeli produk kosmetik halal. Kira-kira 61% daripada jumlah varians niat yang dijelaskan oleh model yang dicadangkan ini menunjukkan bahawa peningkatan dalam pembinaan keagamaan telah meningkatkan keupayaan penerangan model. Keputusan menunjukkan bahawa model memberikan pemahaman yang lebih baik tentang faktor-faktor yang mempengaruhi niat untuk membeli produk kosmetik halal. Kajian ini juga menunjukkan implikasi dan batasan kajian serta cadangan untuk kajian pada masa hadapan.

Kata kunci: ekonomi Islam, kosmetik halal, keagamaan, Pakistan, Teori tingkah laku penaakulan

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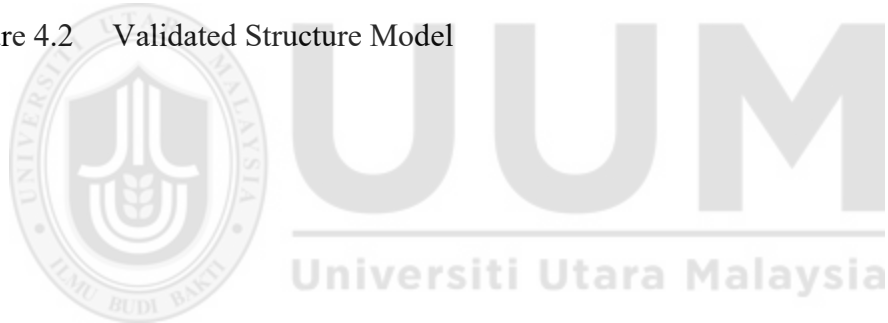
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LIST OF ABBREVIATIONS

TRA	Theory of Reason Action
TPB	Theory of Planned Behavior
BRT	Behavioral Reasoning Theory
SEM	Structural Equational Modeling
CB-SEM	Covariance Based Structural Equational Modeling
PLS-SEM	Partial Least Squares Structural Equational Modeling
CMV	Common Method Variance
AVE	Average Variance Extracted
HTMT	Heterotrait-Monotrait Ratio
ATT	Attitude
SN	Subjective Norm
PBC	Perceived Behavioral Control
KN	Knowledge
HE	Health Consciousness
EC	Environmental Consciousness
FI	Family Influence
MI	Media Influence
SE	Self-Efficacy
GS	Government Support
PI	Purchase Intention

... CHAPTER:ONE

INTRODUCTION

1.1 Background of the study

Muslim is the World's second largest religious group. Pew Research Center (2017) reveals that followers of Islam are 1.8 billion, that makes 24.1 % of total world's population in 2015. Forty-five years later, they are expected to make up more than three-in-ten of the world's people 31.1%. It is estimated that Muslims population going to grow as twice as fast as overall world population from 2015 to 2060 and, in the second half of this century, will likely surpass Christians as the world's largest religious group. World's population is projected to grow 32 % in coming decades, but Muslims will be going to grow by 70 % as depicted in Figure 1.1 and becomes 3 billion in 2060 against 1.8 billion in 2015.

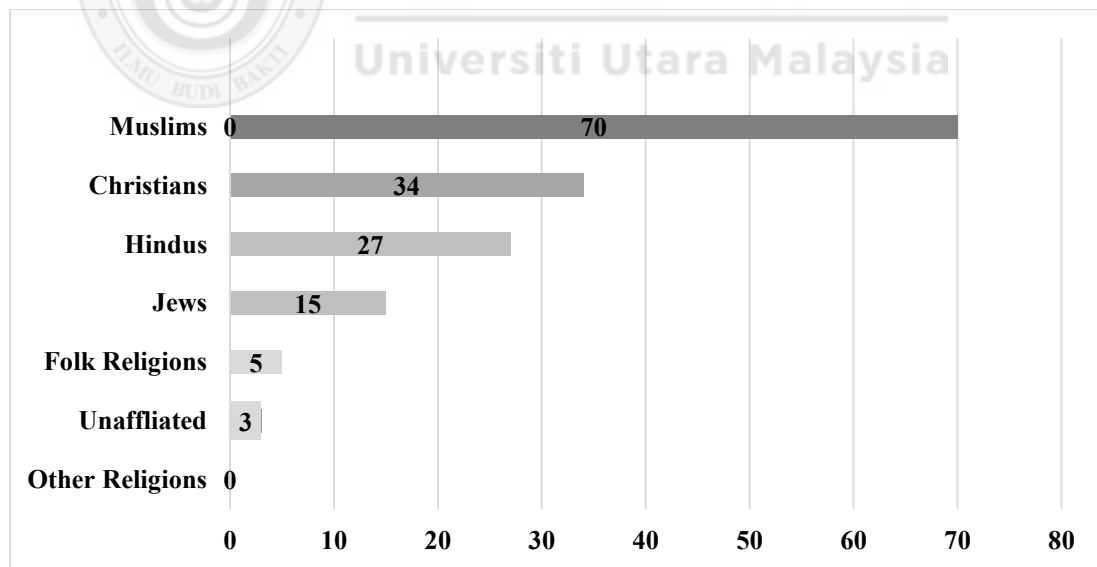


Figure 1.1

Estimated percent changes in population size, 2015-2060

Source (Pew Research Center, 2017)

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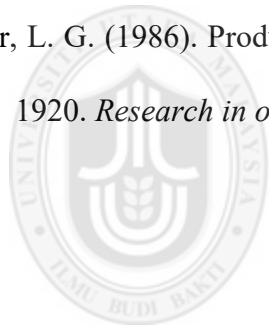
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APPENDIX 1

LETTER FOR QUESTIONNAIRE

Questionnaire survey on modeling the antecedents of consumer intentions to purchase halal cosmetics in Pakistan

Dear Respondent,

I am Saqib Ali a doctoral student in the college of business (COB), the University Utara Malaysia (UUM) under the supervision of Dr. Fairol Bin Halim and Dr. Norzieiriani Bt. Ahmad; I am currently working on a doctoral dissertation regarding “The Antecedents of Consumer Intentions to Purchase Halal Cosmetics in Pakistan: Using Behavioral Reasoning Theory”.

The purpose of this study is to determine driving factors that are significant in explaining consumer intention towards halal cosmetic in Pakistan. I would appreciate if you could spare some time and thought in completing this questionnaire. I hope that you would co-operate in completing the questionnaire with the best of your ability. This questionnaire consists of two sections. Section one consists of the interest of this study which is the factors that influencing halal cosmetic purchase intention in Pakistan. Section two consists of questions about your demographic profile. Your responses will be treated as confidential and used for research purposes only.

A short description of halal cosmetic products *“Product that must not have any human parts or ingredients thereof; not contain any animal forbidden to Muslims or are not slaughtered according to Shariah law; no genetically modified organism (GMO) which are decreed as najis; no alcohol from alcoholic drinks (khamar); no contamination from najis during preparation, processing, manufacturing and storage; and safe for consumer”*.

Thank you for your willingness to participate in this study

Best regards

The researcher: Saqib Ali
Ph.D. Marketing Program (Universiti Utara Malaysia)
Saqib.ch44@yahoo.com

Date:

If you like to know the results of study, please provide your email address

APPENDIX 2

QUESTIONNAIRE

The following questions are to find out the degree of your agreement or disagreement to statements. Please respond to each statement and designate your level of agreement or disagreement by choosing an appropriate number pertaining to one answer on the scale that best describes your opinion.

Part 1: Please read the following statements and circle only one number which best describes your opinion.

Each number has the following meaning:

1	2	3	4	5	6	7
Strongly disagree	Disagree	Disagree somewhat	Neutral	Agree somewhat	Agree	Strongly agree

		1	2	3	4	5	6	7
1	I am willing to pay more for cosmetic products with an authentic halal logo.							
2	I am willing to wait longer to buy cosmetic products with an authentic halal logo							
3	I am willing to shop around to buy cosmetic products with an authentic halal logo.							

4	I am willing to travel long distances to buy cosmetic products with an authentic halal logo.							
5	I intend to purchase halal cosmetic products in the future.							
6	Using halal cosmetic products is a good idea.							
7	I like the idea of using halal cosmetic products.							
8	Using halal cosmetic products is a pleasant idea.							
9	Using halal cosmetic products is an appealing idea							
10	I feel very knowledgeable about halal cosmetic products.							
11	I have enough knowledge about halal cosmetic products to give others advice about it.							
12	Others often seek my advice on halal cosmetic products.							
13	I feel very confident about what products are forbidden by Islam when buying halal cosmetic products.							
14	I reflect about my health a lot.							
15	I am very self-conscious about my health.							
16	I am alert to changes in my health.							
17	I am usually aware of my health.							
18	I take responsibility for the state of my health.							
19	I am aware of the state of my health as I go through the day.							
20	I feel frustrated and angry when I think of cosmetic industries that conduct business by polluting the environment.							
21	When two cosmetic products are similar, I tend to select the one that harms the environment less, even though it is more expensive.							

22	If the cosmetic products sold by the firms seriously damage the environment, I will refuse to purchase them.							
23	When purchasing cosmetic products, I always select the ones with environmental certification, even though they are more expensive.							
24	I follow the key points of recycling and classify recycled waste at home.							
25	I often purchase products that are over-packaged.							
26	I am concerned about my actions to improve the environment.							
27	I am often concerned about and absorb environmental knowledge and information.							
28	People who are important to me think that I should use halal cosmetic products.							
29	People whose opinions I value think I should use halal cosmetic products.							
30	People who are close to me think that I should use halal cosmetic products.							
31	People who influence my decisions think that I should use halal cosmetic products.							
32	My family thinks that I should use halal cosmetic products.							
33	I will have to use halal cosmetic products if my family has already used it.							
34	I have to use halal cosmetic products because my family thinks I should use it.							
35	Generally, I want to do what my family thinks I should do.							

36	The mass media suggest that I should use halal cosmetic products.							
37	The mass media urge me to use halal cosmetic products							
38	Mass media is full of reports, articles; TV, radio, newspapers, and internet suggest that I should use halal cosmetic products.							
39	Mass media and advertising consistently recommend that I should use halal cosmetic products.							
40	I would be able to purchase halal cosmetic products.							
41	I have the resources to purchase halal cosmetic products.							
42	I have the knowledge to purchase the halal cosmetic products.							
43	I have the ability to purchase the halal cosmetic products.							
44	Whether or not I purchase halal cosmetic products is entirely up to me.							
45	I am confident that I can purchase halal cosmetic products regularly.							
46	I am very sure that I would be able to purchase halal cosmetic products next week.							
47	I am certain that I will be able to refrain myself from purchase cosmetic products that are not halal.							
48	If I wanted to, it would be very easy for me to purchase halal cosmetic products regularly.							

49	I think government endorses halal cosmetic products.								
50	I think the government is active in setting up facilities to enable halal cosmetic products.								
51	I think the government has good regulations laws and policies for halal cosmetic products.								
52	I think government promotes the use of halal cosmetic products.								
53	I make financial contributions to my religious organization.								
54	I enjoy spending time with others of my religious affiliation.								
55	I keep well informed about my local religious group and have some influence in its decisions.								
56	I enjoy working in the activities of my religious organization.								
57	My religious beliefs lie behind my whole approach to life.								
58	I spend time trying to grow in understanding of my faith.								
59	It is important to me to spend periods of time in private religious thought and reflection.								
60	Religious beliefs influence all my dealings in life.								
61	Religion is especially important to me because it answers many questions about the meaning of life.								
62	I often read books and magazines about my faith.								

Part two: Demographic profile

Please answer the following questions about yourself and your usage of Halal cosmetics. Your responses will be used for classification purposes only. (Please ✓ only one answer)

1. What is your gender?
 Male Female
2. What is your age?
 18-24 25-30
 31-36 37 and older
3. Marital status
 Single In a relationship
 Married
4. What is your level of degree?
 MBBS BDS
5. Residential Place
 Urban Rural
6. How much monthly money you spent on cosmetics (including Skincare, Facial care, Makeup, Fragrance and toiletries products etc.)
 Less than 1500 Rs 1500 Rs - less 3000 Rs
 3000 Rs - less 4500 Rs 4500 Rs and Over
7. The frequency of buying cosmetic products?
 Once a month Twice a month
 Three times a month More than three times a month



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