

# Awareness, Perception and Attitude of Young Omani Consumers for Halal Certified Cosmetics Products

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**Abstract** - This research proposal introduced give a general review of the dissertation topic that have chosen from consumer behaviour study. The bases of this proposal is present the general overview of the research to be undertaken. The study will be to investigate about Omani consumers' awareness levels, perception and Attitude about these halal certified cosmetics products. The background have given a general idea of this study, also its highlights of research questions and objectives of the study.

This research proposal provide literature review which will examine halal cosmetics movements in Oman, the proposed of research methodology is provided; this is well help the researcher as firstly to the methodology of data collection when exploring. Moreover, the time table that is expected to be completed for proposed research are given, limitations according to the researcher that will restrict the study are provided so this will help to know where the weaknesses are and how to manage them. In addition, ethics and chapter scheme are provided as a part of research proposal approach.

**Key words:** *Halal, Halal cosmetics, Quantitative research, Oman*

## I. INTRODUCTION

The Muslim population are increasing more and this increase influence Halal cosmetics awareness and purchase. Halal cosmetic is an Islamic brand to suits the market requirements. The growing of perception for the workers women's and increases in demand make the Halal cosmetics industry grown rapidly. The main idea about the study is to find out the relationship between the perceptions; awareness and attitude with believe of cosmetics products. It was found that the perception, religious belief affects the branding of the Halal products and also the impact in the market.

The concept of Halal in Islamic religion is as direction to the Muslims to recognize of what it's useful for use and what is harmful to avoid so it's a kind of what the Muslims practices in their Islamic society should follow. Moreover concept of halal is broader in Islamic law as what the God have said in Quran (Siddiqi, 2005). It will be interesting to know how Young Omani consumers understand this concept and do they follow this for cosmetics products or not?

The researcher wants to know the awareness level of consumers in halal cosmetics that is still not clearly known in the context of Oman although the consumers might be ready to consume these halal cosmetics products, as it relates to the religious belief. In other countries, one of the studies found out that around 57.6% and 37.7% of Muslims in emerging markets ready to purchase this halal cosmetics

products when it's available such as, Indonesia and Singapore (Kamaruzaman,2009).

In other side, the level of education, high functionality and the jobs with high wages is become the support and reason behind the demand of safety and clean products which means high education and the other factors is contributing halal products, but how it is filtering towards cosmetics products is still not widely known. Moreover, the awareness of halal personal care and cosmetics products have the ingredients which is interesting for the Muslims to purchase this products, because the growing needs of halal cosmetics suggests that consumers are interested to purchase this product (Swidi, 2010).

In Oman there are no studies specifically for Halal cosmetics awareness and acceptance levels, hence there is a big gap in the literature related to Halal products especially Halal cosmetics. Due to lack of relevant studies in this area in Oman, there is a need to identify the factors that affect or influence the perception and attitude of consumers so as to again influence the purchase intention for halal cosmetics products.

## II. LITERATURE REVIEW

### 2.1 The Concept of Halalan Tayyiban:

There is an urge clear and explicit toward all of humanity to follow the products which is of halal. The concept of Quran has guided the humanity to useful products and the concept of halalan tayyiban describe about features that includes in

this kind of products as materials and morality of mankind of Quran to be followed by Muslims. These Halal products are not impure and they are best products in case which cannot causes any harmful side effects. Further, the good thing is that make this products to be a successful is that is purifies body and soul and safe to use. Therefore Muslims need to act maturely and worthless products and untrustworthy should be unaccepted. (Sazelin & Safiah, 2015).

## 2.2 The Halal cosmetics:

In this case the concept of halal cosmetics have consideration from materials and spiritual aspects also the same aspects that is taken from Halalan Tayyiban. When this cosmetics is free for any of human parts, the contents which take from human parts and secondary products such as, pork's and dogs. Moreover, the genetically modified organisms are prohibited according to Islam law (DSM, 2008). According to Patton the demand of halal cosmetics is increasing just from side of Muslims consumers but also the desire of this was pushed due to high quality and safe with clean processes (Patton, 2009).

## 2.3 Attitude and perception of cosmetics:

The expansion Halal cosmetics seen from consumers' side is that they feel confident about this product which available in the markets, it could to use in their skin without any mistrust from this product. The education about halal Tayyiban have enable the consumers to select these choices without any difficulties such as, consuming the time. Also the consumers know what they are applying on their body as it will come from responsible agency or company which follow Islamic Law (Patnood, 2001).

In other study, it was clarified that media people have done exposure to purchase the halal products, halal certificate which shown in most cosmetics products make show Muslims consumers what to buy and why (Ahmad, 2013).

In reality the consumers have to decide between set of consumer products especially when there are doubts between most of products, in most cases the Muslims consumers have keen to find out the Halal certificate of halal cosmetics to make sure that this can be used.

## 2.4 Theory of planned behaviour:

In this theory it is explained about the behaviour of consumers to make them deciding about purchase which can true for halal cosmetics. The behaviours in this part it's executed from the intentions to do this action. There is three components which cover in this theory that is explain more about behaviour intention, behaviour itself, the attitude, subjective norm and finally monitoring the behaviour (Ajzen, 1991).

### • The attitude:

Attitude is factor in marketing represent the action for attention to purchase halal products and this is because

positive attitudes like, beliefs and intention to purchase for halal products.

### • Subjective norm:

The rule which found that the influence of pressure of society or against of the means of performs behaviours, this subject influences more of the one rule in one society such as, people believes ,the Wight and their behaviour of opinions which typically is impact on one behaviour (Miller, 2005).

### • Perceived behaviour:

The perceived behaviour is known the control of both function the attitude and subjective norm towards the behaviour. The behaviour control is reflected of beliefs related for opportunity and resources commitments for execute the behaviour.

## 2.5 Halal Brand:

The consumer intention to have a relationship between purchase intention and religious beliefs and its awareness for halal product certificate is important and it also affects reputation of halal products. There should be more intensive promotion for halal brands (Mahdi Borzooei, 2013).

## 2.5 Halal cosmetics awareness:

Halal cosmetics is a new concept in beauty world and very few manufactures are there in the market who have that much ideas about halal cosmetics and care products. There are factors that could influence of awareness of these cosmetics. For example, the availability of these products in the markets has given a good opportunity for consumers who desire to purchase these cosmetics (Kamaruzaman, 2008). The other studies have included about the perception and awareness of Muslims consumers in non-food products with specified the identity instead of influencing factor.

## 2.6 The idea of Halal and Haram:

The meaning of Halal concept is different and has a several means such as, lawful, authorized and non-prohibited. Therefore, halal and haram its help the Muslims to know the best way for choosing the products even their behaviours they should to owned as a moral level, so because that the God have make the punishment and grants according law. Promotional programmes are relevant and are related to halal products which also relates to the halal manufactures. Promotional programme can explore and discover the value and rates behind cosmetics and personal products care products which and can reach up to 230 million with value of medicines which reach to 506 million while the value of non- food products it was first for enter this products in halal international markets The international cosmetics market have worth 334\$ as opposite to 13\$ million non halal cosmetics products (Norafni, 2013).

### III. RESEARCH METHODOLOGY

This study is for analysing the factors which may influencing halal cosmetics products, for that will be used the research design in this study as considered the appropriate method (Orodho, 2004). Furthermore, this study is descriptive which explains what, where, how. (Jackson, 1994). Moreover, this study will depend on quantitative based as Omani consumers attitude towards Halal cosmetics products is to be find out. Quantitative research is easy to follow as researcher has limited time and resources, hence

this is best method to follow. Furthermore, the study tries to explain the different dimensions that could impact attitude. The study will try to find out the relationship between variables and test hypothesis. The survey method will be used by implementing questionnaires.

The target number respondents will be more than 400 with 95% confidence level with 5 % error. The response rate is expected to be between 80 to 85 %. The kind of sampling that will use in population is judgemental sampling because it is easy to follow and get response from target sample.

#### 3.5 Proposed research model:

ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1					
Regression	56.396	4	14.099	24.944	.000 <sup>b</sup>
Residual	110.219	195	.565		
Total	166.615	199			

a. Dependent Variable: VAR00001

b. Predictors: (Constant), VAR00004, VAR00005, VAR00003, VAR00006

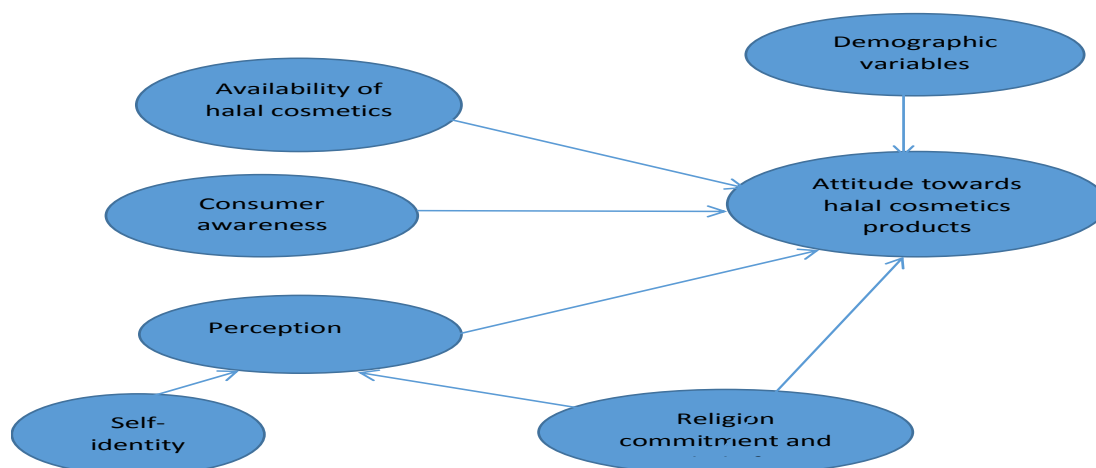
Table no:

Table:2  
Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1							
(Constant)	1.034	.557		1.855	.065		
VAR00006	-.164	.120	-.101	-1.360	.175	.615	1.626
VAR00003	.384	.077	.361	4.986	.000	.646	1.548
VAR00005	-.008	.126	-.005	-.063	.949	.671	1.490
VAR00004	.448	.109	.310	4.118	.000	.599	1.669

a. Dependent Variable: VAR00001

Table:3



**Data analysis**

Data analysis is through statistical package of social sciences (SPSS). Description statistics such as, average, standard deviation and frequency all that will be about describe the characteristics of participants is used. Cronbach's alpha is used to check the reliability of the study and find out the relationship between the awareness, perceptions and attitude of young Omani consumers for halal cosmetics products. The relationship between attitude and demographic characteristics is done through Mann–Whitney U-test and the Kruskal–Wallis test’. Appropriate statistical tool like correlation, regression etc. is applied to find out the relationship between variables.

**IV. ANALYSIS**

**Regression Results**

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.582 <sup>a</sup>	.338	.325	.75182	.338	24.944	4	195	.000

a. Predictors: (Constant), VAR00004, VAR00005, VAR00003, VAR00006

Table:1

- VAR00001: Attitude towards halal cosmetic products
- VAR00003: Consumer Awareness
- VAR00004: Religious Commitment and Beliefs
- VAR00005: Perception about halal cosmetic products
- VAR00006: Individual Innovativeness

A multiple linear regression was calculated to predict VAR00001 based on VAR00003, VAR00004, VAR00005, and VAR00006. A significant regression equation was found ( $F(4,195) = 24.944, p < 0.05$ ), with an  $R^2$  of 0.338.

Participants’ predicted  $VAR00001 = 1.034 + 0.384(VAR00003) + 0.448(VAR00004)$

where:

- VAR00001: Attitude towards halal cosmetic products
- VAR00003: Consumer Awareness
- VAR00004: Religious Commitment and Beliefs
- VAR00005: Perception about halal cosmetic products
- VAR00006: Individual Innovativeness

Table:4

**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.052 <sup>a</sup>	.003	-.002	.64837	.003	.528	1	198	.468

a. Predictors: (Constant), VAR00001

Table:6

**ANOVA<sup>a</sup>**

Model	Sum of Squares	df	Mean Square	F	Sig.
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1	Regression	.222	1	.222	.528	.468 <sup>b</sup>
	Residual	83.236	198	.420		
	Total	83.458	199			

a. Dependent Variable: VAR00007

b. Predictors: (Constant), VAR00001

Table:5

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	4.082	.178		22.990	.000		
	VAR00001	.036	.050	.052	.726	.468	1.000	1.000

a. Dependent Variable: VAR00007

A simple linear regression was calculated to predict VAR00007 based on VAR00001. The regression equation ( $F(1,198) = 0.528, p > 0.05$ ), with an  $R^2$  of 0.003 was not found to be significant.

where:

VAR00001: Attitude towards halal cosmetic products

VAR00007: Intention to purchase halal cosmetic products

#### Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.046 <sup>a</sup>	.002	-.008	.51867	.002	.210	2	197	.811

a. Predictors: (Constant), VAR00004, VAR00002

Table:7

ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	.113	2	.057	.210	.811 <sup>b</sup>
	Residual	52.997	197	.269		
	Total	53.110	199			

a. Dependent Variable: VAR00005

b. Predictors: (Constant), VAR00004, VAR00002

Table:8

Coefficients<sup>a</sup>

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	4.301	.229		18.758	.000	
	VAR00002	-.032	.050	-.056	-.639	.524	.653
	VAR00004	.021	.072	.025	.288	.773	.653

a. Dependent Variable: VAR00005

Table:9

A multiple linear regression was calculated to predict VAR00005 based on VAR00002 and VAR00004. The regression equation ( $F(2,197) = 0.210, p > 0.05$ ), with an  $R^2$  of 0.002 was not found to be significant.

where:

VAR00002: Self Identity

VAR00004: Religious Commitment and Beliefs

VAR00005: Perception about halal cosmetic products

## V. LIMITATIONS

There can be several limitations which are mentioned below and how to improve them:

1. The study will be quantitative and hence time is the major factor for this. The consumer will be approached from Muscat region only which is the major limitation.
  2. The halal cosmetics is a new section in halal products, special when someone want to search about halal products it's not easy know about the products as compared to halal food products . The sensitivity about consumers related to Halal cosmetics products is major limitation. The objective of the study will be clearly mentioned to all respondents before they agree to fill in questionnaire.
  3. The researcher will be unbiased and will not pose or impose anything on respondents or output of study.
- 1) The length of a submitted paper should be commensurate with the importance, or appropriate to the complexity, of the work. For example, an obvious extension of previously published work might not be appropriate for publication or might be adequately treated in just a few pages.
  - 2) Authors must convince both peer reviewers and the editors of the scientific and technical merit of a paper; the standards of proof are higher when extraordinary or unexpected results are reported.
  - 3) Because replication is required for scientific progress, papers submitted for publication must provide sufficient information to allow readers to perform similar experiments or calculations and use the reported results. Although not everything need be disclosed, a paper must contain new, useable, and fully described information. For example, a specimen's chemical composition need not be reported if the main purpose of a paper is to introduce a new measurement technique. Authors should expect to be challenged by reviewers if the results are not supported by adequate data and critical details.
  - 4) Papers that describe ongoing work or announce the latest technical achievement, which are suitable for presentation at a professional conference, may not be appropriate for publication in a TRANSACTIONS or

JOURNAL.

## VI. CONCLUSION

To conclude, this research study found that the self-identity of young Omani consumers and their religious commitments and beliefs do not significantly affect their perception about halal cosmetic products. Also the attitude of young Omani consumers towards halal cosmetic products doesn't significantly impact their intention to purchase halal cosmetic products. However, young Omani consumers' awareness about halal cosmetic products, there and their religious commitment and beliefs do significantly affect their attitude towards halal cosmetic products. But individual innovativeness of young Omani consumers, and their perception about halal cosmetic products were not found to have any significant impact on attitude of young Omani consumers towards halal cosmetic products.

Moreover, according to the some participants of the study make the partnership of halal cosmetics to increase the vital role of this companies to establishing products that own halal logo is will make the consumers feel more manageable to purchase halal cosmetics products as the original products and own the halal certificate.

## VII. RECOMMENDATION

As any products it can to encounter gabs that should to developed, halal cosmetics in Oman it have a big gab to done, cause the decrease number of companies to manufactured halal cosmetics and the importance think to adopt this products, so that make Oman as the priority country that should to build a true system for generating and adoption this products as the intrinsic value that it have and well provide for Muslim consumer.in following are the recommendations that well be helpful for Oman government to establishing a movement of halal consumers in the country:

- It should beside the Omani government to campaigning for increase the cultural awareness for the individuals to make them recognize of this products as priority and it can to manufactures to be locally products, add to that, the non-government organization have the special role that through to make an vital initiatives for the individuals to increase more of awareness from some of agencies.

- The instructions that help the agencies or government for making Halal Certificate which will help this sides to avoid any irregularities occur, so that will make consumers feel a high confidence when they think to purchase in the future, for more credibility and transparency it should to existence the process of inspection and to be more strictness as a helpful side in this situation. (JAKIM, 2012).
- Assessed the equipment and component parts the positive factor that can to treatments all the accidents in case of expected of any mistakes by using the standard test to avoid this mistakes, and the measurements action for certificates that proven safety and clean this products. (Tamboo, 2014)
- However, the parents are the best school of aware they children's about the good benefits of using this products and how they can know which is the best and which the worst, the principles of overall family orientation is best reason to avoid any health problems such as, reminded the wife of use the healthy cosmetics as halal cosmetics to keep the children and all the family safety from any potential problems.

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