



**Faculty of Technology Management and Technopreneurship**

**DETERMINANT OF PURCHASE INTENTION THROUGH ONLINE  
ON HALAL COSMETIC**

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UNIVERSITI TEKNIKAL MALAYSIA MELAKA

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**DETERMINANT OF PURCHASE INTENTION THROUGH ONLINE ON HALAL  
COSMETIC**

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**A thesis submitted  
in fulfillment of the requirements for the degree of Doctor of Philosophy**



**UNIVERSITI TEKNIKAL MALAYSIA MELAKA**

**2023**

## DECLARATION

I declare that this thesis entitled “Determinant of Purchase Intention Through Online on Halal Cosmetic” is the result of my own research except as cited in the references. The thesis has not been accepted for any degree and is not concurrently submitted in the candidature of any other degree.



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## APPROVAL

I hereby declare that I have read this thesis and in my opinion, this thesis is sufficient in terms of scope and quality for the award of Doctor of Philosophy.

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BINTI OTHMAN

Date

: 27 SEPTEMBER 2023

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## DEDICATION

I dedicate this thesis to my beloved parents Naseri and Rosnany Linoby for their endless love, support and encouragement. I love you both and I appreciate everything that you have done for me.



## ABSTRACT

Globally, the rapid development of internet information technology has made e-commerce to become one of the main channels for people to shop online. This factor has changed the business model from the traditional distribution model (offline) into a new form of a business model (online) platform. In the case of Malaysia, the growth of the middle class and Muslims who were born in the digital era, has been the determining factors for online transactions. Due to this factor, the halal cosmetics industry has also witnessed a tremendous increase in consumer demands through online. However, due to the absence of physical interaction in the online environment, consumers purchase intention through online is declining because majority of Muslim consumers do not trust the online platform that sells halal cosmetics. As such, the current research attempt to investigate the purchase intention of Muslim customers towards purchase of halal cosmetics through online. Consequently, a self-administered questionnaire was used to collect data for the study from 400 Muslim consumers in Malaysia's central area. The data was examined using AMOS 22.0 SEM software and structural equation modelling. The findings of the study show that perceived ease of use, perceived usefulness, and attitude all influence the propensity to purchase halal cosmetics through online. The mediating effect of trust; and the moderating role of religiosity were also investigated. All the eight hypotheses evaluated in this study were confirmed to be significant and influence the purchase intentions of Muslim to purchase halal cosmetics through online. Also, the technology acceptance was found to leads to increase consumer purchase intention of halal cosmetics through online platform. The implication of the study is expected to aid the creation of a TAM model, specifically for online halal cosmetics consumer behaviour. This study also beneficial for halal cosmetics practitioners to make better and informed decision on halal cosmetics products through online platforms. In conclusion, the current study contributes to a better understanding of the important variables that influence consumers' purchase intention of halal cosmetics through online. This will assist the halal cosmetics industry to better advertise and position themselves in the competitive landscape and provide marketing practitioners a deep understanding of what leads consumers from various market segments to buy halal cosmetics through online.

## ***PENENTU NIAT PEMBELIAN MELALUI ATAS TALIAN TERHADAP KOSMETIK HALAL***

### ***ABSTRAK***

*Di peringkat global, perkembangan pesat teknologi maklumat internet telah menjadikan e-dagang menjadi salah satu saluran utama untuk orang ramai membeli-belah atas talian. Faktor ini telah mengubah model perniagaan daripada model pengedaran tradisional (luar talian) kepada bentuk baharu platform model perniagaan (dalam talian). Bagi kes Malaysia, pertumbuhan kelas pertengahan dan umat Islam yang lahir dalam era digital, telah menjadi faktor penentu untuk transaksi atas talian. Disebabkan faktor ini, industri kosmetik halal turut menyaksikan peningkatan yang sangat besar dalam permintaan pengguna melalui talian. Bagaimanapun, disebabkan ketiadaan interaksi fizikal dalam persekitaran atas talian, niat membeli pengguna melalui atas talian semakin merosot kerana majoriti pengguna Islam tidak mempercayai platform atas talian yang menjual kosmetik halal. Oleh itu, kajian ini cuba menyiasat niat pembelian pelanggan Islam terhadap kosmetik halal melalui atas talian. Oleh itu, soal selidik yang ditadbir sendiri telah digunakan untuk mengumpul data bagi kajian daripada 400 pengguna Islam di kawasan tengah Malaysia. Data telah diperiksa menggunakan perisian AMOS 22.0 SEM dan pemodelan persamaan struktur. Dapatan kajian menunjukkan bahawa persepsi kemudahan penggunaan, persepsi kegunaan, dan sikap semuanya mempengaruhi kecenderungan untuk membeli kosmetik halal melalui atas talian. Kesan pengantara kepercayaan; dan peranan penyederhanaan agama juga diasas. Kesemua lapan hipotesis yang dinilai dalam kajian ini disahkan signifikan dan mempengaruhi niat pembelian Muslim untuk membeli kosmetik halal melalui atas talian. Selain itu, penerimaan teknologi didapati membawa kepada peningkatan niat pembelian pengguna kosmetik halal melalui platform atas talian. Implikasi kajian ini dijangka membantu penciptaan model TAM, khusus bagi tingkah laku pengguna kosmetik halal atas talian. Kajian ini juga memberi manfaat kepada pengamal kosmetik halal untuk membuat keputusan yang lebih baik dan bermaklumat mengenai produk kosmetik halal melalui platform atas talian. Kesimpulannya, kajian ini menyumbang kepada pemahaman yang lebih baik tentang pemboleh ubah penting yang mempengaruhi niat pembelian pengguna terhadap kosmetik halal melalui atas talian. Ini akan membantu industri kosmetik halal untuk mengiklankan dan meletakkan diri mereka dengan lebih baik dalam landskap kompetitif dan memberikan pengamal pemasaran pemahaman yang mendalam tentang perkara yang mendorong pengguna dari pelbagai segmen pasaran untuk membeli kosmetik halal melalui atas talian.*

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My utmost appreciation goes to my main supervisor, Associate Professor Dr. Norfaridatul Akmaliah Binti Othman, Faculty of Technology Management and Technopreneurship, for all her support, advice, and inspiration. Her constant patience for guiding and providing priceless insights will forever be remembered. Also, to my co-supervisor, Associate Professor Ts. Dr. Mohd Hariri Bakri, who constantly supported my journey. My special thanks go to the Faculty of Technology Management and Technopreneurship and Centre for Graduate Studies (PPS) of UTeM for all the help and support I received from them.

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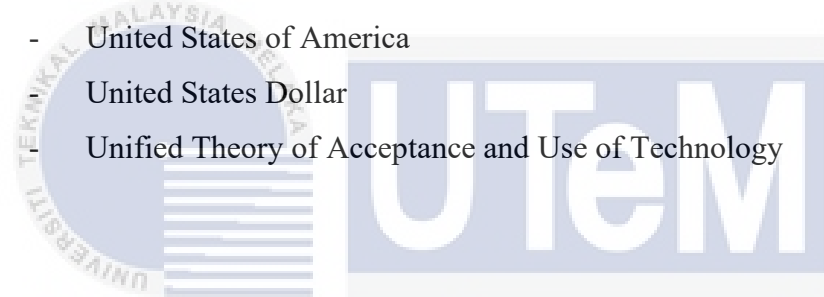




## LIST OF ABBREVIATIONS

AGFI	-	Adjusted Goodness of Fit Index
AI	-	Artificial Intelligence
AMOS	-	Analysis of a Moment Structures
ASEAN	-	The Association of Southeast Asian Nations
AVE	-	Average Variance Extracted
CAGR	-	Compound Annual Growth Rate
CFA	-	Confirmatory Factor Analysis
CFI	-	Comparative Fit Index
CR	-	Composite Reliability
DOI	-	Diffusion of Innovations
EFA	-	Exploratory Factor Analysis
GFI	-	Goodness of Fit Index
HDC	-	Halal Industry Development Corporation
ICT	-	Information and Communications Technology
IOT	-	Internet of Things
IT	-	Information Technology
JAKIM	-	Jabatan Kemajuan Islam Malaysia/Department of Islamic Development Malaysia
MLE	-	Maximum Likelihood Estimation
MM	-	Motivational Theory
MOSTI	-	Ministry of Science, Technology and Innovation, Malaysia
MPCU	-	Model of PC Utilization
NFI	-	Normed Fit Index
OIC	-	Organization of Islamic Cooperation
OLS	-	Ordinary Least Square
PEOU	-	Perceived Ease of Use

PU	-	Perceived Usefulness
RMSEA	-	Root Mean Square Error
RMSR	-	Root Mean Square Residual
SCT	-	Social Cognitive Theory
SEM	-	Structural Equation Model
SMS	-	Short Message Service
SPSS	-	Statistical Package for The Social Sciences
SWT	-	The Most Glorified, the Highest
TAM	-	Technology Acceptance Model
TLI	-	Tucker-Lewis Index
TPB	-	Theory of Planned Behaviour
TRA	-	Theory of Reasoned Action
UK	-	United Kingdom
USA	-	United States of America
USD	-	United States Dollar
UTAUT	-	Unified Theory of Acceptance and Use of Technology



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Naseri, R.N.N., and Othman, N.A., 2020. The development of instruments to measure the attitude constructs of consumer intention to purchase halal cosmetics online. *International Journal of Advanced Science and Technology*, 29(5), pp.5778 - 5784.

Naseri, R.N.N., and Othman, N.A., 2020. Issue and trends in online purchases in the Malaysian halal cosmetics industry. *International Journal of Advanced Science and Technology*, 29(3), pp.10055 - 10061.

Naseri, R.N.N., Othman, N.A., Bakri, M.H. and Ibrahim, N.R.W., 2020. Consumer attitude towards online shopping activities of halal cosmetic products in Malaysia. *International Journal of Academic Research in Business and Social Sciences*, 10(5), pp.114 - 126.

Naseri, R.N.N., Hussin, H., Esa, M.M., Aziz, M.N.E. and Nordin, M.N., 2021. What is a population in online shopping research? A perspective from Malaysia. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, 12(4), pp.654 - 658.

Naseri, R.N.N., Abdullah, R.N.R., Abd Azis, R. and Ahmad, N.Z.A., 2022. Profiling Muslim Consumer Intention towards Online Halal Cosmetic Purchasing. *Telematique*, 21(1), pp.5810 - 5816.

# CHAPTER 1

## INTRODUCTION

### 1.1 Chapter overview

This chapter is the ‘heart’ of the thesis, whereby it has the overall ideas of the research. In the early section of this chapter, the current research specifies research backgrounds and explores research problems and gaps from the literature. Furthermore, the present study elaborates the research questions, the study's significance, research objectives, the definition of terms, and the thesis structure. Lastly, the study provides the overall summary of the chapter.

### 1.2 Research background

Globally, the halal industry has witnessed an increase significantly in terms of activities and participation (Global Islamic Economy Report, 2018; Oyelakin and Yusuf, 2018). One of the of the major consumers of this industry are the Muslims who perceive the concept as an obligation (Yusuf et al., 2017). Currently, the halal industry is known as one of the most appealing industries among manufacturing and service sectors, thus the reason for its general acceptability among global marketers (Shahid, Parray, Thomas, Farooqi and Islam, 2022). However, the Muslim market are still dominate this industry with a total worth of USD\$2.7 trillion equal of 1.8 billion Muslims (Khan, 2019). As reported in Figure 1.1, Kettani (2019) indicated the estimate changes in Muslim population size, from around 1.8 billion in 2010, increased to 1.97 billion in 2020 which equal to one-fourth of world population. Sporadically, by year 2100 the overall Muslim population is expected to grow

to approximately 3.8 billion people which accounts for 36% or one-third of the world population (Kettani, 2019). This means that the Muslim population is predicted to grow much faster than the rest of the world by 73% compared to others (Figure 1.2) (Pew Research Center, 2015).

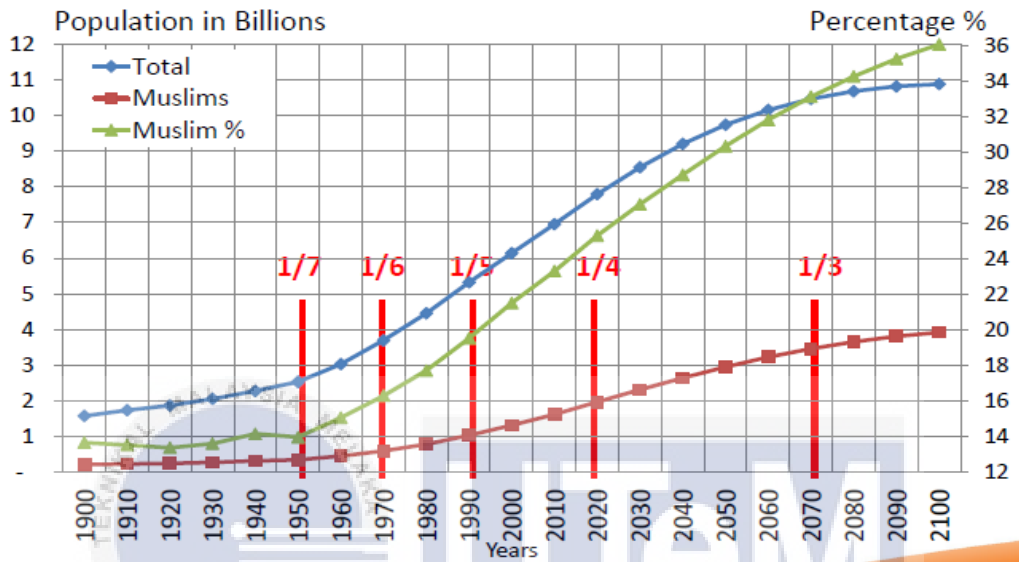


Figure 1.1: The world Muslim population (Kettani, 2019)

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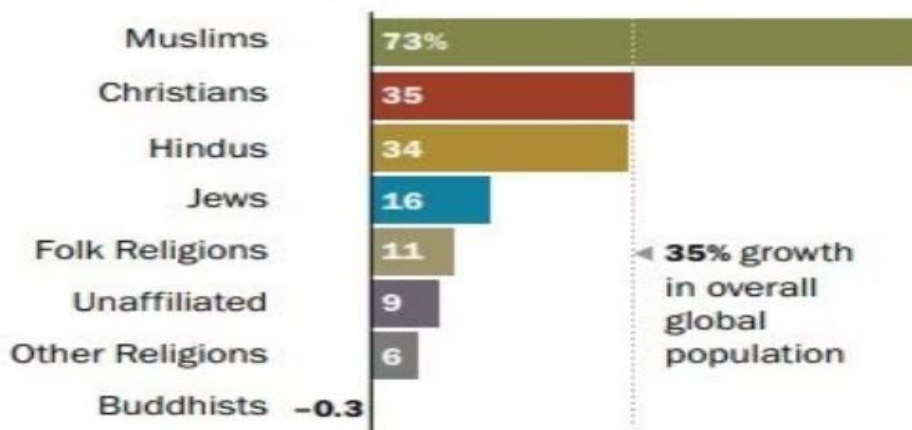


Figure 1.2: Estimated change in population size, 2012-2050 (Pew Research Center, 2015)

As stated earlier, consuming halal products for Muslims is not an option but an obligation. The phrase halal is a concept for Muslims to act, consume or use, that which is lawful, legal as well as permissible. Conversely, the term haram is usually seen as "illegal or prohibited" action or consumption of Muslims (Rahmah, 2021). However, due to the sporadic growth in religious obligations and understanding among Muslims, halal products demand has as well increase tremendously in the global market (Ab Talib, Pang and Ngah, 2020; Shahid et al., 2022). Based on this believes, the halal concept is now becoming a standard demand that is generating serious attention in the local, international and global markets (Khan et al., 2019) because it portrays the symbol of intolerance to hygiene, safety and quality (Adinugraha et al., 2021).

Due to the fact that halal concept is derived from religious-based perception, many people misunderstand what it means by halal product. This has made researchers to conduct studies that focuses on the overall halal industries, such as food and beverages, finance, fashion and art, hospitality and tourism, pharmaceuticals, logistical services, as well as marketing and supply chain management (Al-Ansi, Olya and Han, 2019; Dalir, Olya, Al-Ansi, Rahim and Lee, 2020; Ngah et al., 2021). The reason is because the concept of halal is not only restricted to specific industries but spread to several other industries such as cosmetics which is the scope of the current study (Ngah, Ramayah, Ali and Khan, 2019; Aziz, Nordin, Zakaria and Abu Bakar, 2022).

According to Global Islamic Economy Report (2021), the world market share of halal cosmetics was valued at USD\$64 billion as of 2018. This is seen as a tremendous increase and further projected to reach USD\$95 billion by 2024. Based on the numbers of the market share in halal cosmetics industry and high projected profitability shown in halal cosmetics industry, global organizations have step up their investment in the certification of in halal products (Mohezar, Zailani and Zainuddin, 2016; Septiarini et al., 2022). The current report

shows that global halal cosmetics players have view this product as an area of opportunity to compete among one another on a larger scale. This has increased the propensity for greater awareness among consumers and halal cosmetics producers, hence increasing intention and expansion of the halal cosmetics business (Han et al., 2019). For this reason, global cosmetics manufacturers and marketers have aspire their products to be halal certified, which is the requirements of the Organization of Islamic Cooperation (OIC) cosmetics market (Han et al., 2019). In 2020, it is reported that China shipped 4.24 billion dollars' worth of cosmetics to the OIC countries which represents the huge market of cosmetics around the Muslim world (Cochrane, 2022). Similarly, the South Korea has become the sixth largest global exporter of cosmetics to OIC countries, rising total cosmetics exports from 3.2 percent to 4.2 percent in 2019 to USD\$271 million (Kim, 2022). Specifically, Muslim countries have received series of consultation with local cosmetics distributors in South Korea as a leading global player in the cosmetics industry with USD\$6.26 billion value, mainly to understand the needs of the halal market (Dalir et al., 2020).

Contemporarily, the halal cosmetic industry has seen the Asia Pacific region becoming a dominant player. This is largely resulted from the considerable Muslim population as well as continuous growth in the socio-economic conditions (Zaidun and Hashim, 2018). According to the Mintel Global New Product Database, 73% of halal cosmetics products sold around the world between 2014 and 2016 were from the Asia-Pacific region (Spencer, 2017). MarkNtel Advisors (2021) also reported that the Southeast Asia Halal Cosmetics Market are expected to grow by 2026, at a compound annual growth rate (CAGR) of 10.8 percent between 2021 and 2026. In year 2021, Southeast Asia was reported to be highly developing market for halal cosmetics and accounted for CAGR 61.2 percent of the whole Asia halal cosmetics market. According to Future Market Insight (2015), this was approximately USD\$1.4 billion. By region, Southeast Asia leads which