

Product Positioning as a Moderator for Halal Cosmetic Purchase Intention

Nor Rahimy Khalid¹, Che Aniza Che Wel^{2*}, Suraya Akmar Mokhtaruddin³

1. Commerce Department, Politeknik Nilai, Bandar Enstek 71760, Labu Negeri Sembilan Malaysia

2. Faculty of Economics and Management, Universiti Kebangsaan Malaysia, 43600 UKM Bangi, Selangor Malaysia

3. Commerce Department, Politeknik Ungku Omar, 31400 Ipoh, Perak Malaysia

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Abstract

Consumers have been spoiled by the quality of Halal products available on the market. However, existing literature has lacked recognition for consumer Halal cosmetic products. Therefore, this study enhances the body of knowledge about consumer attitude and intention to purchase Halal cosmetic products. Specifically, this article will discuss the moderating effect positioning has on attitude with purchase intention and subjective norms and purchase intention. While this study focuses on cosmetic products, it will also help to clarify situations of less favourable attitudes for Halal cosmetics compared to Halal food products. The study analyses a total of 359 valid questionnaires using partial least squares structural equation modelling. The analyses reveal that attitude and subjective norms have positive relationships with purchase intention for cosmetic products. This study confirms a significant relationship for baseline variables of Theory of Reason Action with consumer purchase intention. Product positioning is significantly prominent as a moderator in assessing the influence of attitude on consumer purchase intention. Halal cosmetic products have been well positioned in the market. In general, the findings provide a consumer perspective for Halal cosmetic product positioning that influences the purchase intention and moderates its relationship with attitude. Research limitations/implications – The study only focus on the consumers of Halal cosmetics by empirically validating the role of attitude and positioning on the prediction of purchase intention. Additionally, it proves the moderating role of positioning in the relationship between attitude and purchase intention. Thus, the perspective of consumers from other industries might provide different results. Practical implications – The study proves the importance of Halal positioning in influencing consumers attitudes towards Halal cosmetic products. Thus, marketing practitioners should leverage on a Halal positioning strategy to achieve competitive advantage.

Keywords

Consumer behaviour, Halal cosmetics positioning, Attitude, Subjective norms.

* Corresponding Author, Email: aniza@ukm.edu.my

Introduction

Cosmetic products are necessary accessories for both women and men. The main aim of consuming cosmetic products is hygiene (Kaličanin & Velimirović, 2016). Cosmetic products help to enhance individual attractiveness and to increase self-confidence and self-belief. Moreover, cosmetic products are also associated with lifestyles, which present the person's self (Thomas & Peters, 2009). There are many reasons for choosing Halal cosmetic products, such as religiosity requirements for Muslim consumers (Azmawani et al., 2015), concern for organic cosmetic products, and awareness of environmental issues (Kim & Chung, 2011; Pudaruth et al., 2015). Each individual has their own motive for consuming a specific cosmetic product.

There has been a great deal of previous cosmetic products research that has focused on branding and organic products, but there has been a limited number of studies exploring Halal cosmetic product purchase intention (Aoun & Tournois, 2015). Another study concerning health and cosmetic products examined the consumer's perceived value on health, safety, hedonics, and environmental aspects in relation to consumer repurchase intention (Ghazali et al., 2017). A study on cosmetics highlighted the interactions of attitudes towards new cosmetic products, novelty-seeking tendencies, behaviours, and attitudes of people with the intention to purchase skin care and make-up products (Tajeddini & Nikdavoodi, 2014). While previous research has examined cosmetic products in general, this study focuses on Halal cosmetic product. The current study aims to determine consumer's attitude, subjective norms, and product purity that influence consumer purchase intention. This study is unique, as it will test the moderating role of purity as product positioning. The moderating effect was tested because previous studies have determined that consumers display a more positive attitude to Halal food as compared to Halal cosmetic products. The different results between Halal food and Halal cosmetics was investigated in a study by Azmawani et al. (2015).

This study is important, because of the opportunities now available to the markets. In the new millennium, the sky is the limit, and thus only the brave will grab the opportunity. The Muslim global

population was 23.4% (1.6 billion) in 2010 and is expected to increase further. In fact, in recent years, the awareness about Halal products has increased due to religious beliefs and Halal marketing and branding (Awan et al., 2015). Thus, this study will focus on Halal cosmetic product purchase intention. Halal means lawful, permissible, and permitted by the Shariah (Islamic law) (Ali et al., 2017; Wilson, 2014) and is defined as Shariah compliance and a product recognized by certified body of Halal standards. Haram is contra with halal, i.e., prohibited by Islamic law.

The Halal industry has moved from niche to mainstream and is worth US\$2.3 trillion globally, as reported by the 2013 Thomson Reuters and Dinar Standard 'State of the Islamic Economy'. Cosmetics and skin care recorded 7 percent value growth, reaching RM2.5 billion in 2016 (Euromonitor International, 2017). This proves that consumers are concerned with their appearance. The beauty and cosmetics industry is big and is projected to continue growing in the future. This industry gains a lot of benefit from social media as well (Biron, 2019). There is a trend on social media in which consumers are sharing make-up tutorials and their favourite cosmetics. This influences consumer purchase decision. Cosmetic products are designed for everyone, including Muslim consumers—an untapped market based on the growing global Muslim population. Halal cosmetics is an opportunity to obtain a competitive advantage in the market (Yeo et al., 2016).

In addition, Halal awareness is increasing and gaining attention as a new phenomenon (Aoun & Tournois, 2015). Thus, there is a niche market segmentation for Muslim consumers. Various studies have been done on cosmetics in general (Ghazali et al., 2017; Guthrie et al., 2008; Tajeddini & Nikdavoodi, 2014). Unfortunately, there are inadequate studies that examine the relationship between Halal issues and consumer behavioural intention (Bonne et al. 2009). Certainly, it is a solid judgment to focus on the Halal perspective for cosmetic products. This study will help to identify how attitudes and subjective norms influence consumer purchase intention for Halal cosmetic products and to determine how product positioning moderates the relationship of attitude with purchase intention and subjective norms with purchase intention.

Literature Review

Attitude Towards Cosmetic Products

Attitude is a personal factor that influences a person's positive or negative assessment of the behaviour's execution. Thus, attitude is related to the behaviour (Ajzen & Fishbein, 1980). This finding shows that attitude is linked to future behaviour as well, if the consumer has had a prior experience with the product or services. Their experience forms their attitude on the basis of the behaviour-relevant information (Glasman & Albarracín, 2006). Therefore, attitude is influenced by experience that leads to the individual's future behaviour.

A growing amount of research has focused on religiosity and cultural social factors in consumer demand for Halal products (Alam et al., 2012; Lada et al., 2009; Suharni et al., 2016), but the focus on Halal cosmetic products in the literature is rather limited (Annabi & Ibidapo-Obe, 2017). Despite the religiosity requirement (Alam et al., 2012), attitudes towards Halal products will also contribute to consumer purchase intention for Halal products (Azmawani et al., 2015; Yener, 2015).

A person who does not have a positive attitude towards Halal cosmetics will usually have a tendency to consume Halal cosmetics due to influence from family or friends. This individual may decide to consume Halal cosmetics to confirm their legitimacy, since they may look for a balance between their actions and how others perceive them (Suhana et al., 2016). Religion is the main element that influences a consumer's consumption process (Mokhlis, 2010) for Halal products, with a positive attitude to Halal brand purchase intention (Kordnaeij et al., 2013), Halal product purchase intention (Husin et al., 2016), and Islamic life insurance (Souiden & Jabeur, 2015). Similarly Lada et al. (2009) confirmed that attitude is positively linked to the intention to prefer Halal products. The majority of previous studies mentioned above support that there is a positive relationship between attitude and purchase intention for Halal products, and thus the present study will confirm this relationship specifically for Halal cosmetic products. Therefore, the following hypothesis is presented:

H1: There is a positive relationship between attitude and purchase intention for halal cosmetic products.

Subjective Norms Towards Cosmetic Products

Subjective norms is a influence from a reference group, such as family, friends, and colleagues, to implement or not to implement the behaviour (Ajzen, 1985, 1991). Empirical findings of previous studies have determined that subjective norms significantly influence consumer purchase intention (Mohd Suki & Abang Salleh, 2016; Sheikh et al., 2014; Wel et al., 2018). Consumers have their own beliefs; however, they often seek another reference to gain approval for their decision making to perform the behaviour. Therefore, subjective norms will influence consumer decision making in purchase intention based on social references.

There is growing research that explains the Halal perspective, as it is a relatively new business opportunity (Wilson, 2014). Extensive studies have explored Halal food (e.g., Tieman, 2015), but limited studies have explored Halal cosmetic products. A study by (Suhana et al., 2016) confirmed a significant relationship between social influence and Halal cosmetic adoption. Thus, a reference group is a predictor of consumer purchase intention for Halal cosmetic products. Therefore, it is hypothesized that:

H2: There is a positive relationship between subjective norms and purchase intention for Halal cosmetic products.

Product Positioning Influence on Purchase Intention

Purchase intention is identified as the individual's possibility of purchasing a specific good or service (Bagozzi, 1981). Intentions and actions are the manners in which goals and plans guide behaviour. Intention-behaviour may produce changes in behavioural intentions. Therefore, based on the Theory of Reasoned Action, the attitude toward behaviour is determined by the individual's prominent beliefs. The prominent belief links to the behaviour, with some outcome or characteristic (Ajzen, 1985). Thus, an individual's attitude will influence their purchase intention.

Purchase intention is essential to understanding consumer behaviour in marketing. A study by Ajzen (1985) related attitude to behaviour. Consumer purchase intention for cosmetic products can be abstracted as a consumer's willingness to purchase Halal cosmetic products in their purchase attention. Purchase intention certainly

encourages the consumer's decision to buy Halal products, and numerous studies have recommended that attitude is a significant construct of Halal cosmetic purchasing behaviour (Azmawani et al., 2015). In addition, Yuhanis and Chok (2012) also identified that Halal awareness positively influences consumer purchase intention, and thus attitude will influence purchase intention for Halal cosmetic products.

Brand positioning is about creating sustainable competitive advantages by designing and developing special product attributes that occupy consumers' minds (Gwin & Gwin, 2003). Another explanation for the positioning strategy is a method of communication to highlight the product perception or attribute to the consumer (Singh et al., 2014). Thus, positioning is about differentiating one firm's product from their competitor's product. Therefore, product positioning is fundamental, especially for Halal cosmetic products, to occupy the special position of being in compliance with Halal principles in the consumer's mind. Halal is about purity (Ahmad, 2015); therefore, this study adds purity as an element for Halal cosmetic product positioning. Halal cosmetic products must be able to preserve humans' requirements for care, cleaning, and beautification.

There are several studies that have focused on positioning strategies, such as cobrands (Singh et al., 2014), private label consumption (González-Benitoa & Martos-Partal, 2014), comparing brands that are positioned in customers' minds (Eryigit & Eryigit 2014), and positioning for social benefits (Kachersky & Carnevale, 2015). Therefore, a successful positioning strategy (dissimilarity, uniqueness, favourability, credibility) will influence purchase intention (Fuchs & Diamantopoulos, 2012). Positioning is an approach to influence the consumer in their consumption process. A study confirmed that green brand positioning significantly influences green product purchase intention (Mohd Suki, 2016). This supports the idea that there is a positive relationship between positioning and purchase intention for Halal products, and thus the present study will confirm the relationship for Halal cosmetic products in particular. Therefore, it is hypothesized that:

H3: Positioning influences purchase intention.

A significant number of studies have engaged Halal product purchase intention. Despite this, there are limited studies focusing on Halal cosmetic products compared to Halal products in general, and there are conflicting findings where consumers display more positive attitudes to Halal food compared to cosmetic products (Azmawani et al., 2015). Due to this inconsistent finding, this research examines the role of product positioning as a moderator to the relationship of attitude with purchase intention and subjective norms with purchase intention. Halal positioning is a reflection that Halal cosmetics are pure. Purity means modesty that is linked to cleanliness. In Islamic teachings, purity and cleanliness are important aspects of the religion (Mohd Daud et al., 2012). Thus, Halal cosmetics are quality products that reflect the elements of purity and cleanliness. The current study tested the moderating effect of positioning between attitude and purchase intention. A previous study proved a positive relationship for brand reputation as a moderator between attitude and volunteer intention (Banget al., 2014). This provides support for the point that positioning moderates the relationship between attitude and consumer purchase intention. As the product positioning becomes more prominent, the consumer preferences for Halal cosmetic products will tend to get more involved with purchase intention, assessing the attitude in order to better influence consumers' purchase intention. Hence, the next hypothesis is proposed as follows:

H4: Positioning moderates the relationship between attitude and purchase intention.

The current study will test the role of positioning that moderates the baseline variables for Theory of Planned Behaviour through purchase intention. Thus, positioning will moderate the relationship between subjective norms and purchase intention. That attempt either strengthens or weakens the causal effects of the subjective norms and purchase intention. Previous studies have determined the positive role of brand reputation (in the case of a sporting event) as a moderator in the relationship between subjective norms and intention to become a volunteer at a sporting event (Bang et al., 2014). This provides support that positioning moderates the relationship between subjective norms and consumer purchase intention. As the product positioning becomes

more prominent, the consumer preferences for Halal cosmetic products will tend to get more involved with purchase intention, assessing the subjective norms to better influence purchase intention. Therefore, it is hypothesized that:

H5: Positioning moderates the relationship between subjective norms and purchase intention.

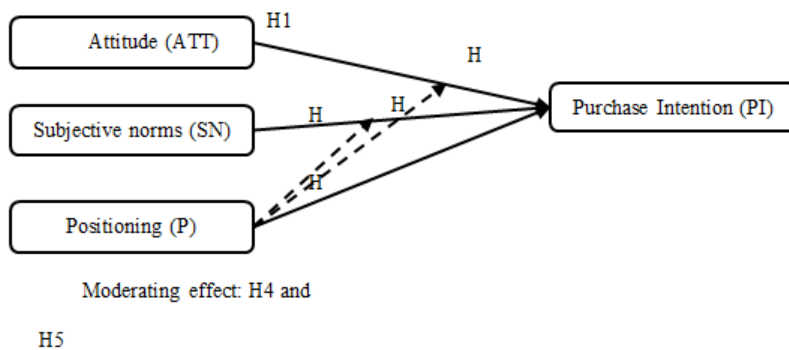


Fig. 1. The Research Model

Research Methods

Measures

The measurements were adapted from previous studies. The reliability and validity for the construct were established. All items were measured using a 6-point Likert-type scale with 1=*strongly disagree* and 6=*strongly agree*. The 6-point Likert scale was used to force the respondent to answer with either a positive or a negative response (Kumar et al., 2013). This helps to avoid biased responses from those respondents who tend to answer a middle value of 4 (neutral).

The measurements constructed to investigate models were adapted from previous studies, with minor wording changes to tailor them to the current study setting of cosmetic products. Items for Purchase Intention (PI) were adapted from Azmawani et al. (2015), Attitude (A) items were adapted from Yadav and Pathak (2016), Subjective norms (SN) items were adapted from Cannière et al. (2009), and Positioning (P) that includes Purity and Halal Certification was adapted from Suhana et al. (2016).

Sample and Data Collection

The respondents for the study are consumers who use Halal cosmetic products in Malaysia. The Halal term is well-known by consumers; however, the acceptance of Halal cosmetic products is rather limited (Jihan et al., 2014). The data was collected through a self-administrated questionnaire. Convenient sampling was applied (Sekaran & Bougie, 2016). The respondents were approached by surveyors in Klang Valley. To ensure the right respondents were chosen, they were required to pass a filter question. A total of 400 questionnaires were distributed, and 365 responses were received, making the response rate 91.25 percent. A total of 359 responses were usable for data analysis after removing missing values and straight lining.

The sample consisted of respondents with an average age of 32 years (SD = 0.822). Most of the respondents were female, with 69.1 percent as compared to 30.9 percent male. Most of the respondents were married; most hold a bachelor’s degree at 36.8 percent, while 31.2% hold a master’s degree. Most of them worked in the government sector (58.5 percent). Table 1 below provides a complete overview of the respondent profile for this study.

Table 1. Respondent Profile

Respondents’ Demographic		Frequency	Percentage
Gender	Male	111	30.9
	Female	248	69.1
Marital status	Single	83	23.1
	Married	276	76.9
Education level	Secondary	48	13.4
	Diploma	57	15.9
	Bachelor Degree	132	36.8
	Master	112	31.2
Occupation	PhD	10	2.8
	Student	19	5.3
	House wife/ Retired	1	0.3
	Self-employed	7	1.9
	Professional	45	12.5
	Private Sector	77	21.4
	Government Sector	210	58.5
Income level (RM)	Mean	RM3770.23	
	Standard Deviation	2.124	
Age	Mean	32 year old	
	Standard Deviation	0.822	

Data Analysis and Results

The research model for the current study was analysed using partial least squares structural equation modelling using SmartPLS 3.0 software (Ringle et al., 2015). PLS is preferred because it does not require normal distribution data, is able to handle both formative and reflective constructs, and is better suited for theory development than for theory testing. PLS is also useful for prediction (Urbach & Ahlemann, 2010).

Measurement Model

Convergent validity is the degree to which multiple items measuring the same concept are in agreement (Hair et al. 2010). The convergence validity of the measurement is usually ascertained by examining the loadings, average variance extracted, and the composite reliability (Hair et al. 2017). The results revealed 15 indicators, as shown in Table 2, and all indicators had loadings above the cut-off value of 0.7. Therefore, all items remained as they satisfied this criterion. The average variance extracted (AVE) of all constructs exceeded 0.5. Thus, it indicates that a value of 0.50 or higher specifies that the construct describes more than half of the variance of its indicators (Hair et al. 2017). The composite reliability (CR) were all higher than 0.7, reflecting satisfactory reliability (Hair et al. 2017). Consequently, the results determined that convergent validity is accomplished.

The results of discriminant validity test of the current study are shown in Table 3. Based on guidance by Fornell and Larcker (1981), the AVE of every construct must be higher than the correlation with any other constructs of the model that predict purchase intention. As shown in Table 3, all constructs meet this criterion, specifying that the constructs have discriminant validity. The loading of the measured variables should be higher than cross loading, with at least 0.1 to indicate adequate discriminant validity (Hair et al. 2017). Table 2 loadings of all constructs fulfil this criterion. Thus, the discriminant validity is achieved.

The variance inflation factor was used to identify multicollinearity issues. The assessment emphasizes identifying the VIF of each predictor. The PLS-SEM results indicate that all predictors have low VIF values of less than 5. The VIF values of the predictors predicting the purchase intention ranged from 1.289 for subjective norms, 1.346

for positioning, and 1.352 for attitude. The predictors for the endogenous construct of the purchase intention have low VIF values of less than 5. Hence, there were no issues of collinearity.

Table 2. Item Loadings

Construct	Item	Loadings	CA	CR	AVE
Purchase Intention	PI1	0.834	0.902	0.927	0.719
	PI2	0.894			
	PI3	0.892			
	PI4	0.812			
	PI5	0.804			
Attitude	ATT1	0.777	0.822	0.882	0.653
	ATT2	0.876			
	ATT3	0.845			
	ATT4	0.725			
Subjective norms	SN1	0.705	0.885	0.912	0.635
	SN2	0.775			
	SN3	0.800			
	SN4	0.839			
	SN5	0.828			
	SN6	0.827			
Purity	Purity1	0.767	0.906	0.928	0.682
	Purity2	0.858			
	Purity3	0.902			
	Purity4	0.848			
	Purity5	0.818			
	Purity6	0.753			

Table 3. Discriminant Validity

	ATT	PI	PO	SN
Attitude (ATT)	0.808			
Positioning (P)	0.416	0.848		
Purchase Intention (PI)	0.447	0.515	0.826	
Subjective norms (SN)	0.405	0.459	0.400	0.797

Structural Model Estimation

Upon establishing the measurement model, the analysis then shifted to the structural model evaluation. Hair et al. (2017) suggested an assessment of the Coefficient of Determination (R^2) Beta and corresponding t-values to assess the structural model. Predictive relevance effect size f^2 and Q^2 were proposed to be added to the basic

assessment. The rule of thumb for an acceptable level of R^2 value depends on the model complexity, with R^2 values ranging from 0 to 1 (Hair et al. 2017). The R^2 result is 0.318 and shows that the overall condition for the model is satisfied, with the overall model explaining about 31.8% of the variance. The R^2 values were well above 0.26, as suggested by Cohen (1988), indicating a substantial model. Then, the effect size f^2 was determined with a value of 0.0131. The value shows a small effect size. In addition, we examined the predictive capacity of the model by checking the Stone-Geisser's Q^2 value. The Q^2 value can be obtained by applying the blindfolding procedure for omission distance, preferably between 5 and 10 (Hair et al. 2017). By using an omission distance of 7, we found that consumer purchase intention had Q^2 value of 0.251, which is greater than 0, thus supporting that the model has predictive relevance.

Hypothesis Testing

To measure the hypothesized relationship between the constructs for the current study, we applied a bootstrapping sample of 5,000. The result indicates that attitude positively influences purchase intention ($\beta = 0.163$, $t=2.962$, $p < 0.01$), subjective norms positively influence purchase intention ($\beta = 0.247$, $t=4.773$, $p < 0.01$), and positioning also positively influences purchase intention ($\beta = 0.343$, $t=6.248$, $p < 0.01$). Therefore H1, H2, and H3 were supported. The results further revealed that these four constructs equally explained the 39.3% variance.

The third hypothesis used bootstrapping to form a moderating effect. The bootstrapping analysis shows the effect of positioning as a moderator to indicate a positive relationship between attitude and purchase intention ($\beta = 0.096$, $t=2.050$, $p < 0.01$), and thus H4 was supported. However, there was an insignificant relationship for the moderating effect of positioning on subjective norms and purchase intention ($\beta = 0.125$, $t=0.702$, $p > 0.01$), and thus H5 was not supported. Therefore, we can specify that the moderating effect is statistically significant. In support of H4, the moderating effect of positioning on the relationship between attitude and purchase intention was significant, with a small effect size of f^2 of 0.0131. Even a small f^2 does not necessarily signify an unimportant effect for positioning. As

mentioned by Chin et al. (2003, p. 211) Even a small interaction effects can be meaningful under extreme moderating conditions, if the resulting beta changes are meaningful, then it is important to take these conditions into accounts.

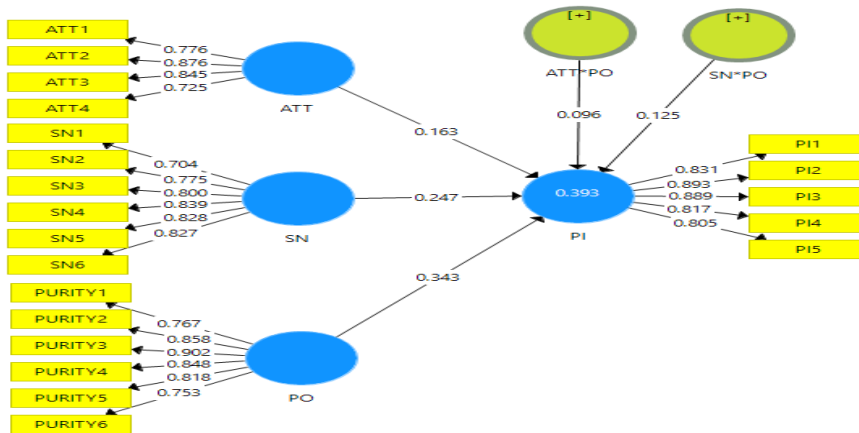


Fig. 2. PLS Algorithm

Table 4. Result of the Hypothesis Testing

Hypothesis	Relationship	Std Beta	Std Deviation	T- value	P value	Decision
H1	ATT > PI	0.163	0.055	2.962	0.003**	Supported
H2	SN > PI	0.247	0.052	4.773	0.000***	Supported
H3	PO > PI	0.343	0.055	6.248	0.000***	Supported
H4	ATT > PO > PI	0.096	0.047	2.050	0.041*	Supported
H5	SN > PO > PI	0.125	0.178	0.702	0.483	Not Supported

Note: *p<0.05, **p<0.01, ***p<0.001

Conclusions

The current study presents additional information for consumers and marketers regarding consumer purchase intention for Halal cosmetic products. There are various theoretical contributions. First, the study exploited consumer behavioural intention by adding positioning to further understand consumer purchase intention towards Halal cosmetic products. Second, the study emphasizes consumer purchase intention for Halal cosmetic products. The results confirm that attitude

and positioning variables are significantly able to predict consumer purchase intention. Finally, the results provide strong evidence in the current study on consumer behavioural intention for Halal cosmetic products, for which the current study has exploited the theoretical thoughts of the fundamental consumer's consumption as an instrument that may lead to actual behaviour.

In addition, the world Muslim population was 23.4% (1.6 billion) in 2010 globally and is expected to increase further to 24.9% by 2020 (Halal Development Corporation, 2015). The increasing Muslim population will provide a great opportunity for Halal products in the market. The current study considers the relationship between consumer attitudes and intention to purchase Halal cosmetic products. Halal products are on the rise, but there have been limited studies on Halal cosmetics and studies that assess Halal cosmetics with attitude and positioning as a predictor for Halal cosmetic purchase intention. By concentrating on this subject, the current study examines the impact of attitude and positioning on consumer purchase intention for Halal cosmetic products.

The results show that there is a positive relationship between attitude and purchase intention. This result is congruent with previous research that has found a positive relationship between attitude and purchase intention for Halal cosmetics (Azmawani et al., 2015). Other prior studies have proven a significant relationship between attitude and purchase intention for Halal products, including Lada et al. (2009), Husin and Rahman (2016), and Souiden and Jabeur (2015). The present results are consistent with those studies. The consumer indicates a favourable attitude for Halal cosmetic products based on their experience and awareness. Halal cosmetic products offer a guarantee that the product is safe, high quality, and can be applied while performing prayer. The positive relationship of the subjective norms and purchase intention is also consistent with a study by Suhana et al. (2016). Reference groups, friends, and family opinion play great roles in the consumer's purchase intention to buy Halal cosmetic products. Thus, attitude and subjective norms are predictors of Halal cosmetic product purchase intention. This result may provide some justification that attitude and subjective norms influence Halal

cosmetic purchase intention due to the increased awareness of Halal cosmetic consumers.

Positioning enhances the relationship between attitude and purchase intention. The consequence is consistent with a previous study that indicates green brand positioning has a positive influence on green product purchase intention (Mohd Suki, 2016). Thus, positioning has been able to demonstrate a positive relationship with purchase intention. Another important finding indicates that positioning also positively moderates the association between quality and consumers' opinions of private labels (González-Benitoa & Martos-Partal, 2014). These results further support the idea of the moderating effect of positioning. Even though the research setting is different, i.e. private label brand and Halal cosmetics, Halal cosmetic products are being perceived as quality products that follow the Malaysian Halal Standard MS 2200-1(2008) Islamic Consumer Goods. The product is safe to consume and has good quality ingredients. This provides an option for consumers beyond conventional cosmetic products in the market. Thus, Halal cosmetic products have been positioned well in the consumers' minds.

The current study has empirically validated that attitude and positioning predict purchase intention. Surprisingly, positioning also significantly moderates the relationship between attitude and purchase intention. Markedly, this study offers some practical implications for industry practitioners. This indicates that consumers have displayed positive attitudes in purchasing Halal cosmetic products, and this relationship is further strengthened by Halal cosmetic positioning strategies. Even Halal cosmetic products are considered a niche market, so there is a great opportunity to capture the market for Halal cosmetic product. Moreover, these products are not only meant for Muslim consumers; they can also target non-Muslims who are concerned with product safety, quality, and animal testing. Specifically, the findings of the current study enrich the literature on Halal cosmetic product purchase intention, as the direct measures of Theory of Reason Action, attitude, and subjective norms influence the consumer purchase intention. The study is considered unique, as it tests the moderating effect of positioning, specifically that Halal cosmetic products are pure. Purity is considerable as cleanliness, and

thus Halal cosmetic products have been produced according to the Malaysian Halal Standard MS 2200-1(2008) Islamic Consumer Goods. Halal cosmetic products only use approved Halal ingredients based on the Halal product standard. This constructive insight educates the industry and suggests that the industry should pay attention to the importance of Halal cosmetic products on consumer decision making and consumer behaviours. Halal cosmetic products are considered products safe to be consumed. The products successfully attract and influence Muslim and non-Muslim consumers, so the industry should be more responsible and transparent in adopting the Halal Standard to serve these consumers. Even though these studies provide some understanding on Muslim consumer behaviour, there is much more to explore on this topic. Future research could explore the Theory of Planned Behaviour and add another Halal cosmetic product positioning dimension to better understand consumer purchase intention.

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