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# Purchase Intention of Halal Toiletries: The Role of Mediating and Moderating Effects

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**Abstract**

**Research aims:** This study analyzes consumers' purchase intentions regarding halal toiletries by examining the independent variables of halal awareness, attitude, subjective norms and behavioral control.

**Design/Methodology/Approach:** Data were collected from 260 consumers throughout questionnaires. The respondents had all purchased and used halal toiletries at least once. Hypothesis testing of the independent variable on the dependent variable was conducted using Partial Least Square (PLS) analysis, with the Smart PLS 3.0 software.

**Research findings:** The findings indicate that halal awareness significantly influences the purchase intention of halal toiletries and has a strong impact on customer attitudes. The results also show that subjective norms influence the purchase intention of halal toiletries. Additionally, behavioral control contributes to shaping the purchase intentions.

**Theoretical Contribution/Originality:** The study demonstrates that well-developed halal awareness significantly influences the intention to purchase halal toiletries and is a key factor in shaping consumer attitudes. The findings also highlight the role of subjective norms in forming purchase intentions, while behavioral control plays a crucial role in supporting these intentions.

**Practitioners/Policy Implications:** The results of this study are expected to support the development of a sustainable halal industry, especially within the toiletry sector.

**Research Limitations/Implications:** This study is limited by the indicators tested and offers opportunities for future research to explore additional variables. Future studies could incorporate a gender perspective to provide insights into differences in purchase intentions between men and women.

**Keywords:** Halal Awareness; Attitude; Subjective Norms; Purchase Intention; Halal Toiletries

## Introduction

Halal industry in Indonesia has grown and developed across several sectors including food, beverage, cosmetics, toiletries, and tourism. The economic value of the halal industry is estimated to have the potential for continued growth. Globally, the use of halal products has reached 1.8 trillion dollars with projections indicating an increase to around \$2.8 trillion (KEMENPARIN, 2022). In Indonesia alone, the value of halal products reached \$225.7 billion (Vizano et al., 2021). Additionally, more than 80%

of Indonesia's population identifies as Muslim (Data Indonesia, 2021). This context emphasizes the importance of halal products, with toiletries ranked as the third most significant category (Rahayu, 2022).

The predominance of Muslim population in Indonesia suggests a substantial demand for halal products. While halal awareness has been increasing among cosmetic users in Indonesia (Iriani et al., 2024; S. Septiani & Indraswari, 2018), research on halal awareness in other product categories, such as toiletries remains limited. Toiletries are products that consumer use for personal hygiene, including toothpaste, soap, mouthwash, shampoo and other similar items. However, not all of these products have received halal certification from the MUI (Indonesian Ulema Council) (Nadha, 2020). Halal toiletries are products that have been certified as halal, meeting a critical need for Muslim consumers (Divianjella et al., 2020).

Halal toiletries, essential in the market, can be made from various chemical and natural ingredients. They may contain chemical substances or natural components derived from animals; animal-derived ingredients must undergo halal certification (Republika, 2020). Indonesia plays a proactive role in the development of halal industry, contributing to the growth of halal products and research aimed at advancing the industry within ASEAN. However, research specifically on halal toiletries remains limited. (Rahim et al., 2015; Ismaja & Kijkasiwat, 2022). This highlights the need for further studies, particularly those aimed at understanding consumers' awareness of halal products. Developing sufficient halal awareness among consumers is critical for enhancing the marketability of halal products. (Aziz & Chok, 2013). To ensure the success of the halal market, particularly in the halal toiletries sector, it is crucial to understand customer perceptions of these products.

Research by Septiani & Ridlwan, (2020) found that consumers' purchase intention for halal food is significantly influenced by their level of halal awareness. Consumers with strong halal awareness actively seek out information about various foods, beverages, and other halal products (Anggraini & Dewanti, 2020). Additionally, the intention to buy halal products is influenced by factors such as personal attitudes, the perception of subjective norms within one's social environment, and consumers' perceived behavioral control. Studies by Ali et al. (2020); Suleman et al. (2021) demonstrated that attitudes, subjective norms, and behavioral control all impact purchase intention for halal food. Similarly, Ibeabuchi et al. (2024) found that attitude, subjective norms, and health awareness affect the intention to purchase halal cosmetics, though behavior control does not significantly impact purchase intention in this category. In contrast, Sari et al. (2022) revealed that attitude and subjective norms influence purchase intentions for halal-certified bread, while behavioral control had no significant effect. Another study by Memon et al. (2020) showed that while attitude affect the purchase intentions for halal-standardized drugs, subjective norms do not.

These findings highlight the gap in research on the purchase intention of halal toiletries, as well as inconsistencies in how factors like attitude, subjective norms, and behavioral control influence the purchase intention of various halal products. Thus, this study aims

to examine the effect of halal awareness, attitude, subjective norms, and behavioral control on the intention to purchase halal toiletries. This research is expected to offer valuable insights for marketers by exploring the components that influence the purchase intention of halal toiletries.

## Literature Review and Hypotheses Development

### Halal Awareness

Halal awareness is refers to consumers' perceptions regarding the use of halal products available in the market. It reflects a state where individuals consciously to purchase halal products, considering the variety of options available. Halal products are made from carefully selected raw materials adhere to Islamic principles, ensuring that they do not violate religious guidelines. These products must be processed without contamination materials prohibited in Islam, and the production process must be both selective and hygienic to maintain quality. Proper packaging and strict production standards ensure that these products reach consumers with high quality (Fiandari et al., 2024).

The benefits of using halal products extend beyond compliance, offering consumers a sense of security and confidence in cleanliness and purity of halal toiletries. Awareness serves as a critical foundation for consumers when making purchases decision (Mostafa, 2020; Aziz & Chok, 2013). It encompasses both understanding and knowledge, guiding consumers in taking specific actions. Adequate knowledge provides a comprehensive set of information that helps consumers make informed decisions (Bashir, 2020; Muslichah et al., 2020).

Access to accurate information is essential, as it encourages consumers to consider a wide range of halal products (Vanany et al., 2020). Halal awareness often influences consumers to prioritize the halal status of products during purchase decisions. Those with sufficient information tend to choose halal products that have been certified by the government-regulated agencies or specialized institutions. Halal certification has been shown to build consumer trust, largely because halal products are perceived as safe for consumption, reducing consumer anxiety about their purchase (Alfikri et al., 2019; Rahim et al., 2015). Astuti & Asih, (2021) found that the intention to buy halal food is significantly influenced by awareness of halal standards. A broader review of studies on the interest in purchasing halal products consistently highlights the important role of halal awareness. (Bashir, 2020; Zakaria et al., 2018). Based on these findings, this study proposes the following hypothesis:

*H<sub>1</sub>: Halal awareness has a significant effect on the purchase intention of halal toiletries.*

## **Theory of Planned Behavior**

### **Attitude, Subjective Norms, Perceived Behavior Control**

This study applies the Theory of Planned Behavior (TPB), which includes three independent variables: attitude, subjective norms, and perceived behavioral control; with purchase intention as the dependent variable. The Theory of Planned Behavior, developed by Ajzen in 1991, serves as a framework for understanding how individuals decide to take action (Bosnjak et al., 2020). Attitude refers to consumers' beliefs about the advantages and disadvantages of performing particular action. A positive attitude can motivate consumers to make purchases of halal products.

Positive attitudes have been shown to encourage consumers to purchase halal cosmetics (Divianjella et al., 2020; Piartrini, 2020; Rahman, 2015) and pharmaceuticals that have undergone halal certification (Mukhtar & Butt, 2012). These studies illustrate the influence of attitudes on the purchase of products like cosmetics, food, and medicine that have been certified as halal. Additionally, attitude can mediate the relationship between religiosity and the purchase intention of halal meat products. For example, consumers tend to prefer halal-labeled from local traders over those sold by supermarkets, believing the former is more likely to adhere to halal standards. Products with halal labels have seen rapid growth across various sectors (Garg & Joshi, 2018). Based on this description, the following hypothesis are proposed:

*H<sub>2</sub>: Halal awareness has a significant effect on attitude.*

*H<sub>3</sub>: Attitude has a significant effect on the purchase intention of halal toiletries.*

Subjective norms reflect the normative beliefs that individuals have, shaped by external influences such as family and friends. These norms can impact the choice to purchase a product, especially within the context of the halal marketplace (Fuadi et al., 2022). Subjective norms also influence the intentions of consumers, including university students, to buy halal food (Suleman et al., 2021). Based on this understanding of subjective norms, the hypotheses proposed for the study of halal toiletries is:

*H<sub>4</sub>: Subjective norms have a significant effect on the intention to buy halal toiletries.*

Perceived Behavioral Control refers to the belief that individual have regarding their ability to perform an action. This sense of control is influenced by personal capabilities, as well as external factors like social encouragement and available resources (Omran, 2014; Palupi & Sawitri, 2017; Piartrini, 2020). Customers who feel confident in their ability to act more likely to carry out their intentions. Those who find it easy to purchase halal products are more likely to follow through with their purchases (Suki & Salleh, 2016; Damit et al., 2019). Conversely, consumers who face challenges in accessing halal products may delay their purchase decisions.

This challenge is highlighted in a study by Bashir et al. (2019) on Muslim consumers in South Africa, which found that in areas with a higher proportion of non-Muslim consumers, the availability of halal products is limited. This scarcity makes it more difficult for Muslim consumers to meet their needs for halal products, reducing their perceived behavioral control and, consequently their intention to purchase. Based on this explanation, the proposed hypothesis is:

*H<sub>5</sub>: Perceived Behavioral Control has a significant effect on the purchase intention of halal toiletries.*

#### **Involvement of attitude as a mediator between halal awareness and purchase intention of halal toiletries**

Attitude serves as an evaluation or judgment made by consumers toward a specific object or action, which is formed over time. Developing these attitudes requires knowledge and information about the phenomenon as a basis for consideration. The information gathered also shape consumers' awareness. Consumers who prioritize the halal status of a product are more likely to consider purchasing products that have undergone halal certification (Öztürk, 2022). Attitude has been shown to mediate the relationship between perceived value and purchase intention for halal cosmetics, as well as between religious value and purchase intention (Letsoin & Riorini, 2023). It is crucial for companies to understand consumer' attitudes and levels of halal awareness. The proposed relationship between halal awareness, attitude, and purchase intention for halal toiletries is as follows:

*H<sub>6</sub>: The relationship between halal awareness and the intention to buy halal toiletries is mediated by attitude.*

#### **The role of subjective norms as a moderator between attitude and purchase intention of halal toiletries**

Subjective norms refer to the perspectives consumers hold, which are influenced by the views of friends, coworkers, and family. These norms play a significant role in shaping purchase intentions. Previous research highlights the role of subjective norms as a moderator between attitude and healthy food purchase intentions (Povey et al., 2000). Other studies indicate that subjective norms as a moderator between attitude and the purchase intention of luxury goods among Generation Y. Based on this understanding, the research hypothesis of subjective norms as a moderator between attitude and the purchase intention of halal toiletries is proposed as follows:

*H<sub>7</sub>: Subjective norms significantly moderate the relationship between attitude and purchase intention of halal toiletries.*

### Conceptual Framework

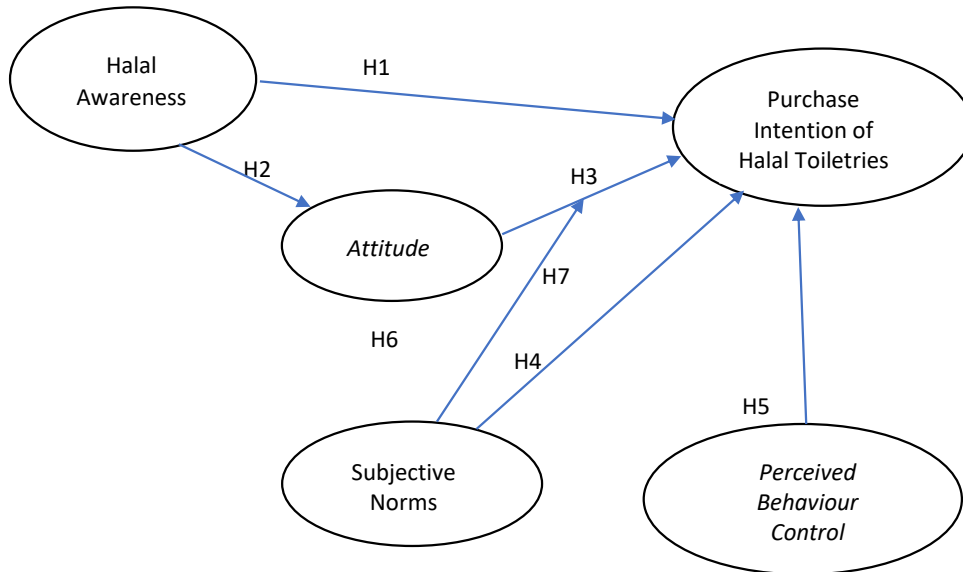


Figure 1 Research Model (Researcher, 2023)

## Research Methods

The study is classified as explanatory research, aiming to test the correlation between independent variables and dependent variables. The study was conducted in Indonesia between October and December 2023. The scale used to measure the attitude variables is an interval scale (Johe & Bhullar, 2016), while a Likert scale is employed for measuring halal awareness, subjective norms, perceived behavior control, and purchase intention of halal toiletries (Bashir, 2019; Fiandari et al., 2019). The Likert scale used in this study is a five-point scale, ranging from “strongly disagree” to “strongly agree.”

Hypothesis testing was carried out using Structural Equation Modelling (SEM) with the Partial Least Square (PLS) analysis tool, specifically Smart PLS 3.0. The sampling method used is purposive sampling, chosen for its ability to focus on research subjects with specific characteristics. The respondents were consumers who have purchased and used halal toiletries at least once, with a minimum age requirement of 18 years. Data collection was conducted through online questionnaires distributed via Google Forms. A total of 260 respondents participated in the study.

## Results and Discussion

This study assessed the measurement model by evaluating composite reliability and convergence validity, as shown in Table 1. Convergence validity refers to the extent to which a construct, thereby explaining the variance of the indicator being studied (Hair et al., 2017). The result for convergent validity in this study exceeded the minimum

threshold, with an Average Variance Extracted (AVE) value greater than 0.50 for each variable. Specifically, the AVE values obtained were as follows: halal awareness (0.768), attitude (0.668), subjective norms (0.808), perceived behavioral control (0.641), and purchase intention (0.775). These AVE values, ranging from 0.641 to 0.808, indicate that the constructs meet the required standard for convergent validity.

In addition to convergent validity, composite reliability was also evaluated to ensure the consistency and reliability of the measurement instruments. Composite reliability values between 0.6 – 0.7 are considered acceptable for exploratory research, while values between 0.70 – 0.90 indicate good internal consistency. The composite reliability values obtained in this study ranged from 0.70 to 0.90, suggesting that the instruments used demonstrated good consistency and reliability.

**Table 1** Result of Measurement

Construct Indicator	Loading	Cronbach's Alpha	α	CR	AVE
Halal Awareness		0.699	0.707	0.869	0.768
Care to use halal toiletries	0.894				
Prioritizing halal toiletries to fulfill religious obligations	0.858				
Attitude		0.834	0.843	0.889	0.668
Halal toiletries are important to use	0.825				
Passionate in utilizing halal toiletries	0.822				
Utilizing halal toiletries has a positive value	0.758				
Utilizing halal toiletries is fun	0.861				
Subjective Norms		0.881	0.882	0.927	0.808
My family wants me to utilize halal toiletries	0.874				
My best friend wants me to use halal toiletries	0.917				
My neighbor recommends using halal toiletries	0.905				
Behavior Control		0.860	0.876	0.899	0.642
I use halal toiletries willingly	0.804				
I use halal toiletries without hindrance	0.833				
I can use any halal toiletries I want	0.849				
I have the capability to purchase halal toiletries	0.712				
I have the opportunity to use halal toiletries	0.801				
Purchase Intention		0.855	0.856	0.912	0.775
I prefer to buy halal toiletries	0.887				
I try to get halal toiletries	0.894				
I intend to use halal toiletries again	0.859				

(Source: Primary Data Processed, 2023)

The analysis results showed that the composite reliability values obtained for halal awareness, attitude, subjective norms, behavioral control, and purchase intention were 0.869; 0.889; 0.927; 0.899, and 0.912, respectively. Additionally, the Cronbach's alpha values for these variables were 0.699; 0.834; 0.881; 0.860, and 0.855. The α values were

found to be 0.701; 0.843; 0.882; 0.876, and 0.856, respectively. Based on these values, it can be concluded that the variables studied meet the reliability criteria.

After the validity and reliability tests, the next stage involved testing ~~on~~ the structural model. This testing was conducted to assess the significance of the indicators and path coefficients obtained (Chin et al., 2008). The quality of the model was evaluated using the determination coefficient ( $R^2$ ) and the cross-validation redundancy value ( $Q^2$ ). The analysis results indicated that the  $R^2$  value for purchase intention was 0.499, for attitude 0.244, and for subjective norms 0.247.

The expected relationship between the independent and dependent variables is evaluated using the  $Q^2$  value. Classifications for predictive value  $Q^2$  values are as follows: a value of 0.25 indicates weak predictive ability, 0.5 moderate predictive ability and 0.75 indicates strong predictive ability. The results of this study show that the subjective norms have a  $Q^2$  value of 0.247, indicating a weak predictive ability. The purchase intention value for halal toiletries has a  $Q^2$  of 0.499, which is very close to moderate predictive ability. These results suggest that the model developed for the purchase intention of halal toiletries has sufficient predictive capability.

The results of this study indicate both direct and indirect effects, as shown in Table 3. The direct effects between variables are as follows: halal awareness has a significant influence on attitudes with a path coefficient ( $\beta = 0.615, p < 0.01$ ). Halal awareness also significantly influences the purchase intention of halal toiletries ( $\beta = 0.236, p < 0.01$ ). Attitude significantly affects the purchase intention of halal toiletries ( $\beta = 0.182, p < 0.01$ ). Subjective norms have a significant impact on purchase intention ( $\beta < 0.167, p < 0.01$ ). Behavior control significantly influence purchase intention, with path coefficient ( $\beta = 0.423, p < 0.01$ ). Additionally, the study shows that halal awareness has a significant effect on the purchase intention of halal toiletries through attitude, with a path coefficient ( $\beta = 0.112, p < 0.01$ ). However, subjective norms do not function as a moderator between attitude and the purchase intention of halal toiletries. Thus, subjective norms cannot strengthen the relationship between attitude and the purchase intention of halal toiletries.

**Table 3** Results of direct and indirect effects

Path	<i>Direct effect</i>	$\beta$	T- value	Result
Halal Awareness => Purchase intention		0.236	4.3968	Supported
Halal Awareness => Attitude		0.615	16.515	Supported
Attitude => Purchase intention		0.182	2.805	Supported
Subjective Norms => Purchase intention		0.167	3.928	Supported
Behavior Control => Purchase intention		0.423	7.952	Supported
<i>Indirect Effect</i>				
Mediation				
Halal Awareness => Attitude => Purchase intention		0.112	2.746	Supported
Moderation				
Attitude x Subjective Norms		-0.011	0.3812	Not Supported

(Source: Primary Data Processed, 2023)



The study's findings demonstrated that the intention to buy halal toiletries is significantly influenced by halal awareness. This awareness indicates that consumers are concerned about using halal toiletries. Customers seek out product packaging that clearly indicates the halal status of the product, ensuring that they do not contain ingredients prohibited by Islam teachings. Consumers prioritize the halal certification of toiletries that are safe to use. Halal awareness is also a key factor in consumers' purchasing intentions for halal food. (Septiani & Ridlwan, 2020). As halal products gain popularity among consumers, companies stand to benefit from obtaining halal certification for their products (Anggraini & Dewanti, 2020; Marzuki et al., 2012). However, the results of this study contradict the findings Rektiansyah & Auwalin, (2022) for its popularity, the company will profit from having them certified.

The study also found that halal awareness significantly influences attitude. Knowledge about the halal status of products fosters concern among consumers, enabling halal awareness to shape a positive attitude. This finding aligns with previous studies (Divianjella et al., 2020); (Astuti & Asih, 2021) which suggest that consumer awareness of halal products leads to positive attitudes. Halal awareness plays a role in shaping attitudes towards the intention to purchase halal toiletries. Attitude reflects a cognitive assessment that results in a positive evaluation of a product. Moreover, halal awareness influences attitudes towards the purchase of halal food and beverages (Fauziah & Al Amin, 2021). The use of various halal products in consumer goods is considered an obligation in Islam.

Subjective norms play a direct role in the purchase intention of halal toiletries. These norms represent the beliefs held by consumers based on recommendations from groups and individuals within their immediate environment. Positive subjective norms suggest that a particular behavior is considered appropriate by the consumer's social circle. Subjective norms have a significant impact on consumers' intentions to purchase halal products, influencing their decision to buy halal toiletries. This aligns with the study conducted by Efendi (2020), which found that subjective norms affect the purchase of halal-labeled food. It emphasizes that halal-certified toiletry products are a key consideration for consumers when making purchasing decisions. It is also crucial for manufacturers to recognize that subjective norms influence the purchase of various halal food products among non-Muslims (Wulandari & Ratnasari, 2020). This reflects that non-Muslim groups perceive the benefits of halal products positively, influencing their intention to buy halal food, so that subjective norms have a role in the intention to buy such products. The positive perception of halal products among non-Muslims indicates growing awareness and acceptance of halal standards. Another factor that influences the intention to purchase halal toiletries is perceived behavioral control.

Perceived behavioral control reflects consumers' confidence in their ability to make a committed purchase of halal toiletries. The stronger the internal motivation among consumers to purchase halal toiletries, the greater the likelihood that they will follow through with the purchase. This study's findings align with the previous research by Agistya & Khajar (2022); Hartahati & Rahmawaty (2016); and Primadiani et al. (2022), which suggest that stronger perceived behavioral control among consumers enhances their motivation to purchase halal products, including halal toiletries. However, these

findings contradict previous research by Aslan (2023), which found that perceived behavioral control does not directly impact the purchase of halal products.

The findings of this research suggest that attitude serves as an intervening factor in the relationship between consumers' halal awareness and their intention to purchase halal toiletries. Few studies have explored the role of attitude as a mediator between halal awareness and purchase intention in this context. The halal awareness of consumers reflects their concern for using halal toiletries and their emphasis on prioritizing halal certification when making product purchases. Other studies have also highlighted the role of attitude as a mediator, such as between knowledge of entrepreneurship and the intention to pursue entrepreneurship (Aga & Singh, 2022). Strong halal awareness can enhance the potential for shaping consumers' intention to purchase halal products. A well-formed positive attitude can further drive the intention to purchase halal toiletries. The study results indicate a positive influence of behavioral control on purchasing intentions, consistent with the research of Balques et al. (2017), which found that attitude can encourage the intention to purchase halal products.

The analysis result also showed that subjective norms were unable to moderate the relationship between attitudes and purchase intentions for halal toiletries. Subjective norms could not strengthen this relationship support from the close social circles can make it easier for consumers to prioritize using halal toiletries. This finding opens up opportunities for developing educational initiatives on the benefits of using halal toiletries within communities. Educating consumers about the positive aspects and advantages of using halal toiletries can foster greater interest and acceptance. These findings contradict a prior study by Al-Swidi et al. (2014), which showed that subjective norms could moderate the relationship between attitudes and purchase intentions for organic foods.

The use of halal toiletries is crucial, as these products are part of daily necessities. High-quality halal toiletries with a variety of options are an important preference for consumers. The primary function of these products is to maintain cleanliness, which makes them even more appealing when combined with a variety of scents that provide a calming and refreshing experience for users. Toiletries can be formulated with chemicals help maintain hygiene and enhance consumers' appearance.

Halal toiletries can also be made from various natural ingredients derived from plants. Natural ingredients offer long-term benefits and pose less risk to the body and the environment. A key focus when using ingredients in toiletries is ensuring the standardization of processing procedures to produce high-quality and reliable products (Kumar & Tyagi, 2014).

Government policies, such as regulation 141 under PP Number 39 of 2021, highlight the advantages of products with halal certification can stimulate growth in Indonesia's halal industry. The enforcement of halal regulations supports product manufacturers in expanding their market reach (Malaymail, 2016). It is hoped that Muslim-majority countries will take on an active role, not only as consumers of halal products but also as

producers capable of creating high-quality halal products to meet consumer demands (Shafie & Mohamad, 2002).

## Conclusion

Based on the results of the research and analysis this study reveals significant relationship among the variables of halal awareness, attitudes, subjective norms, and behavior control in influencing the purchase intention of halal toiletries. Halal awareness plays a crucial role in shaping consumers' intention to purchase various halal toiletries available in the market. Over time this awareness foster positive attitudes, which in turn, influence purchase intentions for halal toiletries. Additionally, subjective norms impact purchase intentions with stronger subjective norms further reinforcing the intention to buy halal toiletries. Behavioral control also has a considerable impact, as consumers who believe in the ability to make purchases are more likely to develop a strong intention to buy halal toiletries.

The research findings also indicate that halal awareness significantly influences the purchase intention of halal toiletries through attitudes, with attitude acting as a mediator in shaping purchase intentions. However, subjective norms do not act as a moderator between attitudes and purchase intentions for halal toiletries, presenting a deviation from previous assumptions.

This research on the purchase intention of halal toiletries is still limited in scope and offers opportunities for further exploration. The growth of the halal industry relies heavily on public concern and awareness regarding the benefits of buying and using halal toiletries. These benefits are recognized not only by Muslim communities but also by non-Muslim communities. Future studies should consider exploring aspects such as price quality, price perception, and the impact of promotional efforts on halal products within society. It is hoped that the halal industry's growth will play a leading role in fulfilling the demand for halal toiletries in Indonesian while actively participating in the global market. Additionally, further research from a gender perspective provide a more comprehensive understanding of purchase intentions in this sector.

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