

EXPLORING THE CONSUMPTION VALUE FOR HALAL COSMETICS PURCHASE INTENTION: A PROPOSED CONCEPTUAL FRAMEWORK

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Abstract

Despite the negative sustainability consequences from conventional cosmetics, many Malaysian consumers continue using them. With unsustainable issues being widely reported and must be addressed by consumers' adoption of Halal cosmetics with sustainable attributes. Therefore, the purpose of this paper is to develop a conceptual framework to investigate factor influencing consumers' intention to purchase Halal cosmetics in Malaysia. Theory of consumption value (TCV) was employed as an underpinning theory, utilizing unique context-specific attributes of Halal cosmetics to aid in the development of the conceptual framework. A quantitative analysis with electronic questionnaire survey is proposed as data collection process. This paper makes significant theoretical contributions by integrating the unique context-specific attributes associated with the consumption values of Halal cosmetics, highlighting the novelty of this conceptual framework. The proposed conceptual framework also serves as a reference and guidance for Halal cosmetics manufacturers, marketers, and policymakers that seek to formulate marketing and policy strategies aimed at motivating consumers to actively purchase Halal cosmetics. This, in turn, can contribute to the pursuit of sustainable development and expansion of the Halal cosmetics market in Malaysia

Conceptual paper

Keywords: Halal cosmetics; Sustainability; Consumption value; Theory of consumption value; Purchase intention

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Introduction

The world is experiencing various negative impacts from unsustainable consumption activities, which has been attributed to the cosmetics industry (Bom et al., 2019, 2020; Rocca et al., 2022). The USD400 billion-and-growing global cosmetics industry accounted for the sustainability impacts stretches from every from every stage of the manufacturing process (Allied Market Research, 2021; Bom et al., 2019, 2020). The impact of the industry extends beyond the detrimental effects of toxic chemicals and heavy metals on human health to include profound implications for marine environments, air quality, and ecosystem that have sustained plants and animals for millennia (Bom et al., 2019, 2020). Additionally, the continued prevalent of animal testing in the cosmetics industry, resulting the death of 500,000 animals each year (Humane Society International, 2023). Cosmetics, while posing sustainability challenges, cannot be entirely eliminated because they serve more than just practical purposes. They are often viewed as necessary for social status and identity (Kang et al., 2020). In addition, the cosmetics industry is recognized as a crucial contributor to a country's social and economic growth as it facilitates trade, innovation advancement and employment opportunities (Cosmetics Europe, 2022). Thus, one of the potential approaches identified by consumer researchers is to motivate consumers to engage in choosing or purchasing Halal cosmetics over conventional cosmetics (Bashir et al., 2023; Irfany et al., 2023; Zaki et al., 2021).

Globally, Halal cosmetics are recognized as being sustainable, environmentally friendly, ethical, natural, organic (Hasibuan et al., 2019; Idris et al., 2021; Irfany et al., 2023; Isa et al., 2023; Shahid et al., 2023; Soeroto et al., 2023; Dana et al., 2022; Sugibayashi et al., 2019; Yousoof et al., 2020),

and contributing to overall planetary conservation efforts (Azmi and Elgharbawy, 2022). These products are widely regarded as embodying social responsibility (Arifah, 2020) and sustainability (Khan and Rashid, 2023), promoting a harmonious balance between community needs, environmental health, economic stability, and production processes (Azmi and Elgharbawy, 2022). Hence, it is expected that shifting consumer preference toward Halal cosmetics can gain long-term sustainable benefits (Halal Development Corporation [HDC], 2021; Hashem and Daniele, 2022; Zaki et al., 2021).

Halal Cosmetics Industry in Malaysia

In Malaysia, Halal cosmetics are a leading type of sustainable cosmetics, predominantly offered by mainstream brands such as Johnson & Johnson, L'oreal, Procter and Gamble, Colgate-Palmolive, and Unilever (Ali et al., 2019; Jumani and Sukhabot, 2021), as well as homegrown brands like dUCk Cosmetics, Nurraysa, SimplySiti, So.Lek, Pretty Suci, and Elhaji Halal Skincare (Kamarudin et al., 2020). Halal cosmetics are more popular than other sustainable cosmetics such as organic or green cosmetics because consumers are better aware of their advantage (Mefid et al., 2019). For instance, they are more accessible for purchase than other sustainable cosmetics (Kholidah and Arifiyanto, 2021; Salamzadeh et al., 2022, 2023), which are typically found in specialty stores or departments dedicated to organic or natural product lines (Agustini et al., 2021).

Despite their greater accessibility and convenience, Halal cosmetics in Malaysia continue to see lower sales compared to conventional cosmetics, owing to a lack of preference among the Malaysian population (Masood,

2021; Ngah et al., 2021, 2023). To take the two prominent situations, Malaysian Muslims have a misperception that Halal cosmetics may not offer the same quality standard as foreign brands (Ali et al., 2019; Salamzadeh & Markovic, 2018; Soleimani et al., 2023; Kamaruddin et al., 2023), hence they willing to pay extra to purchase non-Halal certified cosmetics (Idris et al., 2020; Ngah et al., 2021, 2023), such as SK-II, Estee Lauder, Shiseido, Christian Dior and Chanel (Masood, 2021; Ngah et al., 2021). In the similar vein, non-Muslim consumers often hold the misconception that Halal cosmetics are exclusively intended for Muslim consumers (Kamaruddin et al., 2023; Mansor et al., 2020). This decline is reflected in the market trend, where the value of Halal cosmetics in Malaysia decreased by 10 percent, falling from USD 4 billion in 2019 to USD 3.6 billion in 2021 (DinarStandard, 2020, 2022) (Figure 1).

**Malaysia Market Value of Halal Cosmetics
in Year 2019 and 2021 (in billion U.S.
dollars)**

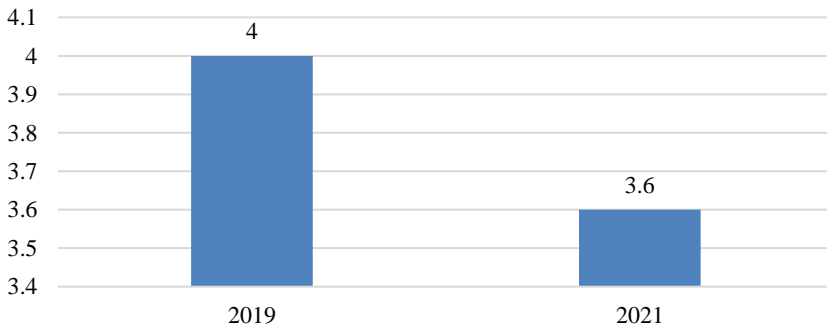


Figure 1. Malaysia Market Value of Halal Cosmetics in Year 2019 and 2021 (in billion U.S. dollars) (Source: State of the Global Islamic Economy Report 2020/21, 2022 (DinarStandard, 2020, 2022))

Furthermore, UN Comtrade Database reported that Malaysia largely relied on import for its cosmetics supply, particularly those in the sustainable category, sourced predominantly from international companies in the European Union, China, Thailand, Singapore, Korea, and Japan (International Trade Administration, 2021). The global distribution further contribute significantly to greenhouse gas emissions and the potential for climate change, serving as a major driver of air pollution with an instantaneous impact on human health and the environment (Gössling and Humpe, 2020).

Therefore, the adoption of Halal cosmetics by consumers is crucial for the Malaysia's sustainable development in social, economic, and environmental (Dalir et al., 2020; Masood and Zaidi, 2023), and it also presents an opportunity for Malaysia to become a global leader in the Halal cosmetics industry (Ministry of Economic Affairs, 2020). Despite scholars expressed optimism about the future of Halal cosmetics market in Malaysia (Ishak et al., 2020; Septiarini et al., 2023), however, the Malaysian government anticipated that the growth of the Halal cosmetics industry could face obstacles due to low strategic interment, limited adoption, and incapacity of domestic players to produce value-added products that can meet the demands of the market (Prime Minister's Department, 2021). Based on this notion, to increase sales and expand market of Halal cosmetics in Malaysia, it is necessary for manufacturers, government agencies and policymakers to understand the factors that motivating Halal cosmetics purchase among Malaysians.

Literature Review

Halal Cosmetics

Halal cosmetics are considered as an innovation and revolution in the cosmetics industry (Khan et al., 2021; Khan and Rashid, 2023), as they offer high quality cosmetics that conform with Halal compliance system (Khan et al., 2021; Ngah et al., 2023), ingredients originating from alcohol, pigs, dead animals, blood, human body parts, predatory animals, reptiles, and insects, among other forbidden sources, are strictly disallowed in Halal cosmetics (Handriana et al., 2021; Isa et al., 2023; Ishak et al., 2020; Khan et al., 2021; Nordin et al., 2021; Sugibayashi et al., 2019). More specifically, the ingredients derived from permissible animals must undergo a slaughter process in non-exploitive and humanitarian approach accordance with Islamic law (Fatima et al., 2023; Handriana et al., 2021; Islam, 2022; Masood and Zaidi, 2023; Sugibayashi et al., 2019). Noteworthy, Halal cosmetics emphasizes on the absence of filth in every aspect (Azmi and Elgharbawy, 2022; Fatima et al., 2023; Islam, 2022; Nordin et al., 2021; Sugibayashi et al., 2019), the cleanliness and purification must be maintained throughout the process of preparation, processing, manufacturing, storage, and shipping of Halal cosmetics (Fatima et al., 2023; Masood and Zaidi, 2023; Ngah et al., 2020; Shahid et al., 2023).

Collectively, Halal cosmetics consists of a range of products – including those for babies, bathing, makeup, fragrance, hair care, nail care, oral hygiene, personal cleanliness, shaving, and skincare – that are formulated with Halal-certified ingredients and manufactured in compliance with Halal guidelines. These products are designed for use on specific areas of human body or

mouth (such as gums, teeth, and tongue) with the goals of cleaning, perfuming, protecting, correcting body odours, changing consumers' appearance and keep them in a good condition (Health Science Authority, 2022; Sugibayashi et al., 2019; United State Food and Drug Administration; 2022).

Traditionally, Halal cosmetics consumption has been widely regarded as a mere religious obligation or observance of Muslim consumers in business research (Handriana et al., 2021; Ishak et al., 2020; Ngah et al., 2021; Shahid et al., 2023; Suparno, 2020). With most religions emphasize on the importance of economy, society, and environment sustainability (Abdullah and Keshminder, 2020; Abumoghli, 2022; Rimmer and Philip, 2020); from Islam (Irfany et al., 2023; Koehrsen, 2021; Nasir et al., 2022; Zafar and Sulaiman, 2021) to Buddhism (Becker and Hamblin, 2021; Gleig, 2021; Kjønstad, 2020), Christianity (Adeboye, 2020; Tkáčová and Slivka, 2021) to Hinduism (Khaleel and Shobha, 2021; Muralizallabhan, 2022) to Judaism (Kornfeld, 2021; Longfellow, 2019), this corroborated by recent studies on global trends demonstrated that both Muslims and non-Muslims are becoming increasingly aware of Halal cosmetics with strong sustainable attributes (Irfany et al., 2023; Isa et al., 2023; Hashem and Daniele, 2022), which boosted by rising concerns about individual health (Hashem and Daniele, 2022), environment deterioration (Hasem and Daniele, 2022; Zaki et al., 2021), animal welfare (Hashem and Daniele, 2022; Yousoof et al., 2020) and product safety (Nordin et al., 2021).

Purchase Intention for Halal Cosmetics

Academic research in the marketing domain encompasses various definitions of purchase intention. Ajzen (1991) states that purchase intention

pertains to the willingness to attempt or perform a specific behaviour and is regarded as the most crucial predictor of actual purchasing behaviour (Fishbein and Ajzen, 1975; Kushwah et al., 2019; Batrancea et al., 2019, 2022). As the present research has contextualized intention as Halal cosmetics purchase intention, therefore, it is defined as the degree of individual willingness to purchase Halal cosmetics, instead of conventional cosmetics (Sreen et al., 2018). Moreover, in the Halal cosmetics context, purchase intention stands as an essential and direct factor that determines actual purchase of Halal cosmetics (Nejati et al., 2011; Nastiti et al., 2022). Most of the studies on the behavioural intention towards Halal cosmetics were mainly relied on theoretical lenses from the fields of psychology and sociology: the theory of reasoned action (TRA) and theory of planned behaviour (TPB) (Herjanto et al., 2022). Hence, in the past decade, a sizable number of replications have routinely demonstrated that attitude, subjective norm, and perceived behavioural control are commonly used (Ariffin et al., 2019; Afi and Aji, 2021; Bhutto et al., 2022; Clarita et al., 2020; Divianjella et al., 2020; Handriana et al., 2021; Irfany et al., 2023; Islam, 2022; Khalid et al., 2021; Khan et al., 2021; Khasanah and Yudiana, 2021; Lestari et al., 2020; Nastiti et al., 2022; Ngah et al., 2021; Nurcahyono and Hanifah, 2023; Nuryakin et al., 2023; Saifudin et al., 2020; Sudarsono and Nugrohowati, 2020; Widyanto and Sitohang, 2021). However, the impact magnitudes of the three theoretical variables on Halal cosmetics are frequently debated due to its inconsistency and context-dependent nature (Ngah et al., 2021). Multiple studies have indicated a positive correlation between subjective norms and intention to purchase Halal cosmetics (Afi and Aji, 2021; Bhutto et al., 2022; Nurcahyono and Hanifah, 2023) whereas others have argued that the link is not significant

(Ariffin et al., 2019; Khalid et al., 2021; Letsoin and Riorini, 2023; Nastiti et al., 2022; Widyanto and Sitohong, 2021). Similarly, Afrifin et al. (2019), Haque et al. (2018), and Nastiti et al. (2022) claimed that perceived behavioural control has a significant influence on the intention to purchase Halal cosmetics. However, Bhutto et al. (2022) and Haro (2018) indicated the opposite. Additionally, Ngah et al. (2021) argued that perceived behavioural control has greater effect on male Muslim.

In the similar vein, Sun (2020) expounded that the TPB was developed to explain generic human behaviour in general and insufficient applicability for explaining ethical product choices. Khan et al. (2021) indicate that the TPB does not adequately track or reflect the individual's motivation prior to engaging in certain behaviour while it is only based on cognitive processing. Frommeyer et al. (2022) share a similar sentiment regarding the inadequacy of TPB in explaining and predicting sustainable consumer behaviour, even its subsequent improvements of modification or refinement are found mostly unfit (Sun, 2020).

On the other hand, the extant literature is often associated with Muslim consumers and focus on Islamic religion antecedents, such as Islamic religious belief, Islamic religiosity, and Islamic religious commitment (Aufi and Aji, 2021; Bhutto et al., 2022; Clarita et al., 2020; Divianjella et al., 2020; Handriana et al., 2021; Irfany et al., 2023; Khan et al., 2021; Khasanah and Yudiana, 2021; Kurniawati et al., 2023; Lestari et al., 2020; Letsoin and Riorini, 2023; Nurcahyono and Hanifah, 2023; Nuryakin et al., 2023; Saifudin et al., 2020; Sudarsono and Nugrohowati, 2020; Sulaiman et al., 2020), which reporting mixed result. For instance, it was reported that Islamic religion has

insignificant effect on interest of buying Halal cosmetics (Gumus and Onurlubas, 2023; Khan et al.; 2021; Khasanah and Yudiana; 2021). Sudarsono and Nugrohowati (2020) found that Islamic religiosity has more influence intention to consume on Halal food, instead of Halal cosmetics. Overall, Shahid et al. (2023) summarized that individual's religious orientation had no affection with both actual purchase behaviour and repurchase intention towards Halal cosmetics. Similarly, scholars reported that religiosity adversely affects purchase intention towards Halal cosmetics (Saifudin et al., 2020; Sulaiman et al., 2020). More importantly, Halal cosmetics is not a mere obligation or a global symbol of Muslim products (Khan et al., 2021; Nordin and Radzi, 2021; Sugibayashi et al., 2019).

While those theoretical and Islam religion related antecedents are useful in examining behavioural intention for Halal cosmetics, however, they do not account for the nested unique characteristics of Halal cosmetics. Therefore, the lack of comprehensive research on consumer behaviour in this domain has deprived industry manufacturers, policymakers, and scholars without a clear understanding of possible factors in influencing consumer acceptance of Halal cosmetics. Academic research in Halal cosmetics domain has argued that the preference for consuming Halal cosmetics is more complex than solely influenced by their Islamic religious understanding and awareness (Prakasita and Wardana, 2022). In this regard, Herjanto et al. (2022) advocated the application of neuromarketing theory for more comprehensive understanding of Halal cosmetics. Conversely, the extant understanding of consumption value has primarily focused on general perspective, such

as perceived value. These studies hint that generic perceived value is not sufficient to predict purchase intention of Halal cosmetics (Al-Banna and Janah, 2023; Handriana et al., 2021; Letsoin & Riorini, 2023).

Underlying Theory

Theory of Consumption Value

Taking a consumption value perspective, the theory of consumption values (TCV) is one of the most widely used models in predicting, describing, and explaining consumer behaviour of product preference and choice (Sheth et al., 1991; Tanrikulu, 2021). At its core, the TCV asserts that individual's consumption behaviour is influenced by five independent values: functional, social, emotional, epistemic, and conditional values that integrates multiple disciplines including economic, psychology, sociology, marketing, and consumer behaviour (Sheth et al., 1991). These five fundamental and independent values play a decisive role in shaping consumer's purchasing choice, as there are capable to elucidate why a consumer purchase one product instead of another (Sheth et al., 1991), such as why a consumer purchases Halal cosmetics instead of conventional cosmetics. As consumers often prefer to purchase products that they believe provide the utmost value (Kotler et al., 2021), it is critical to better understand the effects of these five core values on purchase intention toward Halal cosmetics.

Similarly, empirical guided by Teng (2018) suggest that consumers make decisions based on the perceived consumption values that derived from a purchase, and their purchasing behaviour may be affected by some or all of these values. However, individual differences in consumption values contribute to the variation in consumer perception (Chakraborty et al., 2022a;

Ebrahimi et al., 2021, 2022; Moghadamzadeh et al., 2020). Moreover, TCV has consistently shown its capability to accurately predict and explain consumer behavioural intentions across a diverse array of research settings (Tanrikulu, 2021), such as healthcare application purchase intention (Chakraborty and Paul, 2023), mobile payment application adoption (Chakraborty et al., 2022b), bicycle sharing adoption intention (Wang et al., 2018), online travel agencies purchase intention (Talwar et al., 2020) and photovoltaic panel installation intention (Grębosz-Krawczyk et al., 2021). In the similar vein, multiples studies have demonstrated its applicability and robustness in explaining consumer's purchase intention for sustainable and environmental-friendly products, as TCV is adept at explaining consumer choices grounded in these five core values (Kaur et al., 2018). For instance, green products (Amin and Tarun, 2021; Yuan et al., 2022), organic food (Lin et al., 2020; Qasim et al., 2019), green makeup (Ma et al., 2018), and natural food (Chakraborty and Dash, 2022; Yakubu et al., 2022), among others.

Collectively, the existing literature has proven that the five core values in TCV is particularly well-suited for this study, as it effectively reveals consumers' choices when confronted with decisions related to product selection (Kaur et al., 2021). Similarly, TCV is regarded as a substantial advantage due to its ability to elucidate the domains where the underlying values of an offering exist (Tanrikulu, 2021). Moreover, Amin et al. (2023), Muhamed et al. (2019) and Rodrigo and Turnbull (2019) in the Halal domain confirmed the prominent role of TCV in explaining the consumer preference. As such, Amin et al. (2023) applied TCV to investigate how multidimensional consumption values impact the choice behaviours regarding Islamic investment product. The research noted that all five core consumption values of TCV exhibited a

significant association with the choice behaviour concerning Islamic investment products in Malaysia. Rodrigo and Turnbull (2019) applied the theory of and examined the core consumption values among Sri Lankan Muslim consumers of Halal tourism. In the similar spheres of consumer behaviour research, Muhamed et al. (2019) drawn on the theory to shed light on how consumer behaviour affects the choices and purchases of Halal food among Malaysian Muslims. However, TCV has not been employed to investigate Halal cosmetics that associated with its context-specific attributes. This further reinforces the rationale for employing TCV as the conceptual framework for this study. Particularly, the present research contributes by exploring the significance of the unique context-specific attributes associated with the Halal cosmetics.

Proposed Conceptual Framework

The conceptualization of framework is based upon the gaps identified in the literature. The conceptual structure is shown in Figure 2. The proposed TCV-based framework examines the association between consumption values are the antecedents of purchase intention for Halal cosmetics. The independent variable are functional value, social value, emotional value, epistemic value, and conditional value.

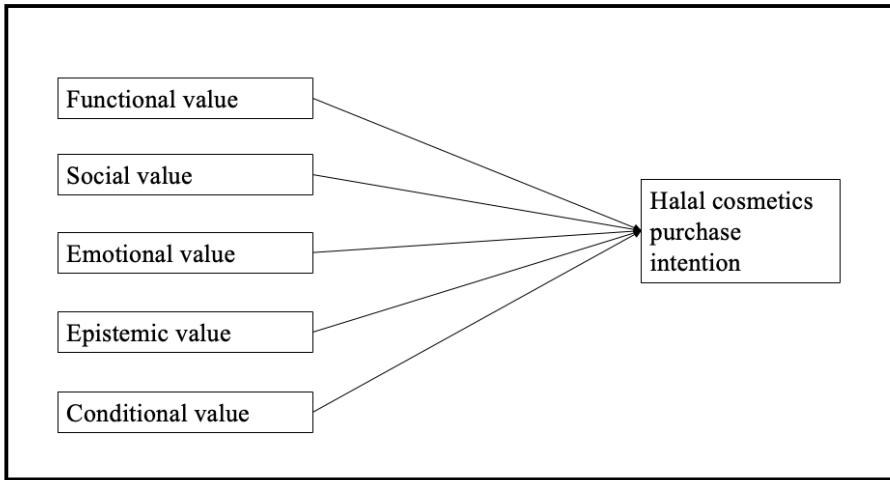


Figure 2. Conceptual Framework

Functional value

Functional value refers to the perceived utility generated by product's functional, utilitarian, or physical performance capacity (Sheth et al., 1991), and consumers are inclined to buy the product when they understand its function and utility (Wang et al., 2018). Typically, it is believed that the functional value is the main factor that influences consumer decision making (Sheth et al., 1991). Compared to other conventional alternatives, gaining safety benefits help consumers in deriving functional value (Sheth et al., 1991).

The concept of functional value has been extensively explored and established in the context of Halal consumer behaviour literature, where it is often associated with product safety (Putri and Windasari, 2022). Similarly, young generation nowadays is more prone to purchasing high-quality Halal cosmetics that assure safety, which the products are free from chemical and harmful ingredients that pose dangers to health and environmental (Khan et al., 2021; Nordin et al., 2021; Saeedikiya et al., 2023). Therefore, functional

attribute of product safety is an important consideration which may influence consumers' purchase decision in Halal cosmetics (Isa et al., 2023; Khan et al., 2021; Putri and Windasari, 2022). Put differently, consumers are more inclined to make a purchase of Halal cosmetics if the safety and health benefits they perceive align with their consumption values (Hasibuan et al., 2019).

Moreover, past studies have revealed that the context-specific attribute of product safety plays an important role in purchasing Halal cosmetics in China (Hong et al., 2019), Indonesia (Prakasita and Wardana, 2022), Malaysia (Khan et al., 2021), and Thailand (Ismaja and Kijkasiwat, 2022). However, studies on product safety as a perceived functional value and Halal cosmetics purchase intention are relatively minimal, and information is inadequate. Based on this notion, this present research proposes the impact of functional value through product safety benefits as one of the predictors to measure the purchase intention of Halal cosmetics.

Social value

Social value of a product refers to the perceived value derived from feelings of social pressure or social respect that arises from engaging in sustainability conscious actions (Mutum et al., 2021; Sheth et al., 1991). Chakraborty et al. (2022a) and Tanrikulu (2021) noted that social value plays an important role in fostering a sense of belongingness for individuals seeking to affiliate themselves with a specific social group. Consequently, the social pressure influence consumers' product preference (Sheth et al., 1991; Gumus and Onurlubas, 2023), as consumers tend to buy product that follow society's perceptions in sustainable cosmetic products (Ghazali et al., 2017; Ma et al., 2018).

Past studies have revealed that social value plays a role in driving the purchase of sustainable products (i.e., organic food, hybrid car), which involve both consumer's self-image, such as seeking social approval and establishing self-identity (Policarpo and Aguiar, 2020; Puska et al., 2018), as well as utilitarian motives such as reducing harm to environmental, and improving animal welfare (Ditlevsen et al., 2020; Schrank and Running, 2018; Truong et al., 2021). Similarly, Halal cosmetics carry sustainable attributes throughout their production and consumption which against harmful chemical, animal cruelty and environmental degradation (Danziger, 2019; Edros, 2022; Masood and Zaidi, 2023; Shirazi, 2021; Sugibayashi et al., 2019; Zakaria et al., 2019). With the expected multiple sustainable improvements in economic (Masood and Zaidi, 2023), quality of life and health (Nordin et al., 2021), as well as environmental aspects (Arifah, 2020; Zaki et al., 2021), Halal cosmetics deliver significant social value not only to consumer-self benefit but extend to broader community that they desire to affiliate with. In turn, consumers gain social recognition, as well as receive respect of others (Abu Bakar et al., 2017).

Furthermore, past studies have established that the social value is a key predictor of consumers' purchase intention in sustainable products (Chi et al., 2021), particularly in the context of cosmetic (Lee et al., 2019). The scholarship also revealed that consumers are more likely to intend to purchase sustainable products when they perceive social value associated with these products (Luo et al., 2022; Mutum et al., 2021). Drawing from numerous prior research conducted in diverse contexts encompassing sustainable products and cosmetics contexts, social value is an important determinant of consumers' purchase intention. In addition, a recent study conducted by Mazuki and

Khotib (2023) reported that social value has a positive effect on the purchase intention for Halal cosmetics.

Thus, this present study proposes the social value which is an important determinant of consumers' purchase intention toward Halal cosmetics.

Emotional value

Emotional value pertains to the perceived ability of a product to stimulate feelings or emotions (Rasoolimanesh et al., 2020; Sheth et al., 1991). In their foundational study regarding emotional value, Sheh et al. (1991) explained that emotions are influential in purchase decisions, in addition to rational considerations. When consumers engage in sustainable product consumption, they perceive their contribution toward environmental protection, resulting in the generation of emotional value (Chakraborty et al., 2022a; Tan et al., 2022).

Several researchers have emphasized the significance of emotional value as a determining factor in consumers' intention to purchase sustainable products (Amin and Tarun, 2021; Kashi, 2020; Kushwah et al., 2019; Truong et al., 2021; Yu and Lee, 2019), particularly in the specific context of Halal cosmetics (Wei et al., 2020). This attributed to positive emotion in making a valuable personal contribution toward protecting the environment (Chakraborty et al., 2022a). In this regard, scholars in sustainable products study have proven that emotional value is driven by intrinsic attributes of a product (Yu and Lee, 2019). Consequently, consumers perceive the use of sustainable products are morally right choice and makes them feel like better individuals (Zailani et al., 2019).

Similarly, studies in sustainable cosmetics domain have proven that consumers have varying levels of emotional investment in environmental issues would influence their consumption of sustainable products (Kashi, 2020). This suggests that individuals with stronger emotional connections are more likely to commit to sustainable product consumption compared to those with weaker emotional ties (Li et al., 2019; Onurlubaş, 2019). As such, when consumers perceived high level of environmental concern, they are highly motivated to purchase Halal products, whereby contributing to environmental protection (Duasa et al., 2022; Putri and Windasari, 2022). This perspective is consistent with Zaki et al.'s (2021) research which suggested Halal cosmetics that having symbolic relations for environmental preservation plays a significant motivator role of purchase behaviour. Building upon prior research conducted in diverse contexts related to sustainable products and Halal cosmetics, the current study proposes the emotional value which is an important determinant of consumers' purchase intention toward Halal cosmetics.

Epistemic value

Epistemic value refers to the perceived utility a product provides by offering novelty or satisfying a consumer's desire for knowledge (Chi et al., 2021; Sheth et al., 1991). In the context of Halal cosmetics, epistemic value involves consumers' efficacy to gather information or acquire knowledge about Halal cosmetics, as well as their curiosity regarding how the consumption of Halal cosmetics can contribute to sustainability (Nusran et al., 2018).

Halal cosmetics are considered innovative product (Khan et al., 2021; Khan and Rashid, 2023). As such, several studies have suggested that con-

sumers' knowledge play a crucial role in determining their purchasing intention toward Halal cosmetics (Clarita et al., 2020; Kurniawati et al., 2023; Mazuki and Khotib, 2023; Nurcahyono and Hanifah; 2023; Sudarsonon and Nugrohowati, 2020), particularly the environmental knowledge pertaining (Irfany et al., 2023). Halal cosmetics offer novelty to consumers because they provide them with new information about the products (Clarita et al., 2020; Sriminarti and Nora, 2018), the ingredients used in the products (Khan et al., 2021), as well as the insight into product safety and quality (Haro et al., 2018), and sustainable impact (Majeed et al., 2022; Nusran et al., 2018), which contributes to their epistemic value.

In the similar vein, earlier studies have highlighted that purchasing Halal cosmetics is motivated by new and different product information in related to sustainability factors, such as animal welfare (Nusran et al., 2018), environmental-friendly (Irfany et al., 2023), and sustainable development (Nusran et al., 2018; Sulaiman et al., 2020). This aligns with consumers' curiosity and desire for knowledge in Halal cosmetics context (Majeed et al., 2022).

Epistemic value, arising from product knowledge, plays a significant role in shaping consumers' purchasing decision-making processes (Chakraborty et al., 2022a; Kaur et al., 2021; Kushwah et al., 2019; Muhammed et al., 2019). Collectively, the present study suggests **the epistemic value influences consumers' intention to purchase Halal cosmetics.**

Conditional value

Conditional value is the perceived value derived from specific circumstances or conditions that motivate a consumer to purchase a product from the

consumer's perspective (Sheh et al., 1991; Tanrikulu, 2021). According to the literature, conditional value pertains to a product's dependence on a specific contextual factor, such as time, place or circumstances (Kushwah et al., 2019), which can influence choice behaviour in a particular situation (Truong et al., 2021).

Multiple studies have demonstrated that conditional value is influenced by external factors, such as unsustainable environment conditions, which influence consumers' choice behaviour (Bom et al., 2019). Consequently, consumers are placing greater importance on environment sustainability when considering their consumption values in cosmetics products (Ma and Kwon, 2021). This view is in line with the recent research in relation to sustainable and healthy cosmetic products, where it has been demonstrated that conditional value exerts a significant impact on purchase intention (Chakarboty et al., 2022a; Majeed et al., 2022).

According to the literature, the behavioural intention of Halal cosmetics is frequently influenced by the promotional activities (Isa et al., 2023), product accessibility (Mustafar et al., 2018), and government policies (Nusran et al., 2018), which are grouped under the conditional value (Chakarboty et al., 2022a; Lin and Huang, 2012; Mutum et al., 2021). Halal cosmetics, which can be broadly classified as sustainable products, are subject to a similar perception. Therefore, present study proposes the conditional value which is an important determinant of consumers' purchase intention toward Halal cosmetics.

Methodology

The purpose of this paper is to develop a conceptual framework to explore relationship between consumption values of Halal cosmetics that associated with its context-specific attributes and the purchase intention in Malaysia. Therefore, a quantitative approach via electronic questionnaire survey is proposed as data collection process. The utilization of online survey is deemed appropriate because it facilitate rapid outreach to a large group of audience while incurring minimal expenses (Bougie and Sekaran, 2020).

The primary aim of this paper is to evaluate theoretical hypotheses; thus, the critical focus on choosing measurement objects and a research context where these hypotheses can be effectively examined (Hulland et al., 2018). Therefore, participants are asked to answer screening questions to ensure that only qualified respondents participated in the survey. These screening questions included “Are you Malaysian and over aged 18?” and “Have you purchased any cosmetics before?”. Only respondents who answered with “Yes” are allowed to proceed with the survey. The use of survey logic in electronically administered surveys is the most commonly employed approach for gathering survey data as it removes inattentive respondents automatically, which lead to reduction in the time and expenses associated with data cleaning while enhancing the overall data quality (Moore et al., 2021).

The input of the questionnaires could be processed and analysed using Partial Least Squares-Structural Equation Modelling (PLS-SEM) to test the overall construct of the conceptual model.

Conclusion

Theoretical Implications

This study makes significant theoretical contributions to the field. First, it innovatively integrates the unique context-specific attributes associated with the consumption values of Halal cosmetics, highlighting the novelty of this conceptual framework. While previous studies are very much focused on the impact of Islamic religion (Bhutto et al., 2022; Handriana et al., 2021; Khan et al., 2021; Khasanah and Yudiana, 2021), and generic perceived value (Al-Banna and Jannah, 2023; Handriana et al., 2021; Letsoin and Riorini, 2023), this study went one step ahead to test consumption values association with context-specific attributes of Halal cosmetics.

Second, this study is particularly relevant considering the transformative impact of the COVID-19 pandemic on long term changes in consumer behaviour (Fabius et al., 2020; Tanrikulu, 2021), particularly in the cosmetics domain (Ma and Kwon, 2021). Through the lens of theory of consumption value (TCV), which encompasses functional, social, emotional, epistemic, and conditional value, and plays a pivotal role in influencing consumers' choice-making process (Sheth et al., 1991) that remains unexplored in the burgeoning literature of Halal cosmetics.

Practical Implications

This paper suggests several practical implications for marketers and practitioners of the Halal cosmetics industry, who aim to encourage the adoption of Halal cosmetics among Malaysians.

First, this paper expands the understanding of consumption values of Halal cosmetic that associated with its unique context-specific attribute which

drive the purchase intention in Malaysia. Consequently, implementing marketing strategies targeting at these specific consumption values, which positively influence consumers' purchasing intention, is necessary to maintain a competitive edge over conventional competitors in the cosmetics industry achieving higher sales.

Second, given the widespread reporting of unsustainability issues that must be addressed, it is crucial for the government to create a favorable environment and implement supportive regulations to motivate consumer adoption of Halal cosmetics. Hence, this paper is particularly beneficial for government agencies like the Halal Development Corporation (HDC), Department of Islamic Development Malaysia (JAKIM), as well as policymakers, in leveraging appropriate consumption values to develop impactful advertising and educational initiative across diverse communication platforms to effectively motivate consumers in purchasing Halal cosmetics. This, in turn, can contribute to the pursuit of sustainable development and expansion of the Halal cosmetics market in Malaysia.

Limitations and Future Research

This paper offers substantial contributions to both consumers behavior and Halal cosmetics literature, despite several limitation. These limitations server as pointers indicating potential areas for future research endeavors.

This study investigates consumers' intention, rather than their actual purchase behavior in Halal cosmetics. It is important to consider both intentions and actual actions, as intentions can change over time. However, the sales of Halal cosmetics are in infancy stage in Malaysia (Azmi et al., 2021), accompanied by high reluctance of potential consumers to adopt the Halal

cosmetics (Masood, 2021; Ngah et al., 2021, 2023). This limited adoption makes it challenging to study their actual purchasing behaviour. Therefore, it would be more feasible to conduct future research on consumers' actual purchase behaviour once a substantial number of Halal cosmetics consumers is established.

In addition, more variable could be included to ascertain consumers' intention for Halal cosmetics. For instance, demographic variable of socioeconomic status could be investigated in the context Halal cosmetics. Particularly, cosmetics served more than utilitarian purposed and were viewed as necessity in demonstrating social status and identity (Kalender, 2021).

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