

The Attitude and Intention to Purchase Halal Cosmetic Products: A Study of Muslim Consumers in Saudi Arabia

Authors : Abdulwahab S. Shmailan

Abstract : The links between the halalan tayyiban dimensions and their impact on the propensity to purchase halal cosmetics in Muslim culture are investigated in this study. The information was gathered by a self-administered questionnaire survey of 207 Saudi Muslim customers using purposive sampling. The suggested model was tested using Pearson correlation coefficients and an ANOVA test. Significant and positive connections were found between halalan tayyiban dimensions, attitudes, and purchasing intent. There were also substantial changes in the study parameters depending on the respondent's work title. This is one of the first empirical tests of the halalan tayyiban, attitudes, and intention to purchase model among Saudi Muslim customers. The study offers helpful recommendations for cosmetics sector marketers as well as strategy formulation.

Keywords : cosmetics, halal cosmetics, halalan tayyiban, halal certificate, customers attitude, intention to purchase

Conference Title : ICBMO 2022 : International Conference on Business Management and Operations

Conference Location : London, United Kingdom

Conference Dates : November 18-19, 2022