

FACTORS IN INFLUENCING THE PURCHASE
INTENTION OF SKINCARE PRODUCTS AMONG
MALAYSIAN MUSLIM

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BACHELOR OF MARKETING (HONS)

UNIVERSITI TUNKU ABDUL RAHMAN

TEH HONG PIOW FACULTY OF BUSINESS AND
FINANCE

DEPARTMENT OF MARKETING

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FACTORS IN INFLUENCING THE PURCHASE
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MALAYSIAN MUSLIM

BY

CELINE LIM MIAN ER
NG KE QING

A final year project submitted in partial fulfilment of the
requirement for the degree of

BACHELOR OF MARKETING (HONS)

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DEDICATION

This research project is exclusively dedicated to our supervisor, Dr. Chen-I-Chi.
As well as all friends and family members. Truly appreciate the support,
encouragement, and suggestions that have been given to us that help us to
complete the research on time.

PREFACE

This research was undertaken to analyze the development of Skincare products in Malaysia, especially focusing on the purchasing behaviour of Malaysian Muslims. Over the past few years, Skincare has evolved from beauty into health, lifestyles, and religious commitment. As more and more Muslims are looking for Skincare products that align with their religious principle, this becomes the reason for authors to understand the underlying factors that affect their purchase intention. Although local and international Skincare brands are growing rapidly, there is still limited research about the factors that affect purchase intention among these groups.

In particular, we analyze the role of product attractiveness, trustworthiness, expertise, and religious commitment in shaping Malaysian Muslim intention. By applying the Source of Credibility Theory, this research aims to provide valuable insight to businesses to formulate strategies that align with their expectation and also contribute to academic literature.

We would like to express our sincere thanks to our supervisor, research respondents, and all those who contribute their time and effort to make this research possible. We hope that this research will encourage further engagement with consumer behaviour, especially in religious and cultural contexts.

ABSTRACT

Skincare products have become essential daily. More people become concerned about the ingredients and the harmful effects when using skincare products. Malay accounts for most of the population in Malaysia, who are generally Muslims. As Muslims, they need to ensure the use of Halal products that are free from prohibited ingredients according to Islamic principles. Therefore, this study investigates the factors influencing the purchase intention of skincare products among Malaysian Muslims by extending the Theory of Source Credibility (SCT).

The research incorporates five key constructs—attractiveness, trustworthiness, expertise, and religious commitment—to assess their effect on purchase intention. Data were gathered through a structured questionnaire distributed to Malaysian Muslim respondents aged 18 years and above. Statistical Package for the Social Sciences (SPSS) was utilized to analyse a total of 299 valid responses. Findings revealed that attractiveness, trustworthiness, and expertise significantly influence purchase intention, whereas religious commitment did not significantly affect. This study contributes to academic literature by expanding the SCT framework and offers practical implications for marketers and policymakers aiming to implement for future skincare to boost sales in the Malaysian Muslim market. Recommendations for future research and industry practices are also discussed to further enhance the offering of halal skincare products for Malaysian Muslims.

Keywords: Skincare; Purchase Intention; Muslim; Malaysia; Theory of Source Credibility; HALAL

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LIST OF ABBREVIATIONS

ANOVA	Analysis of Variance
ATT	Attractiveness
CAGR	Compound Annual Growth Rate
DV	Dependent Variable
EXP	Expertise
IV	Independent Variable
JAKIM	Jabatan Kemajuan Islam Malaysia
PI	Purchase Intention
RC	Religious Commitment
RM	Ringgit Malaysia
SCT	Source Credibility Theory
SPSS	Statistical Package for the Social Sciences
TPB	Theory of Planned Behavior
TRU	Trustworthiness
UTAR	Universiti Tunku Abdul Rahman
VIF	Variance Inflation Factor

CHAPTER 1: RESEARCH OVERVIEW

1.0 Introduction

In Chapter 1, we will explore the research background on the Factors Influencing the Purchase Intention of Skincare Products Among Malaysian Muslims, focusing on the factors that shape consumer intentions.

1.1 Research Background

Khan and Khan (2013) define skincare as the procedures an individual employs to maintain the health of their skin, while skincare products are all products that are used for cleansing, massaging, moisturising, and other facial and hand procedures. These products include sunscreen, tanning salts, exfoliation, masks, serum, lotion, moisturizer, skin lighteners, and toners (Khan & Khan, 2013). According to Rodgers (2023), the most often used skincare products are moisturisers (93%), cleansers (85%), and sunscreens (83%). Furthermore, 66% of women would advise their younger selves to begin a skincare routine sooner.

Driven by rising consumer awareness of wellness, health, and personal grooming, the global skincare market has expanded significantly over the last few years and is expected to continue growing. In 2024, the size of the global skincare market was estimated at RM 512 billion. However, the global skincare market is expected to grow at a compound annual growth rate (CAGR) of 6.84%, achieving RM 541 billion in 2025 and RM 859 billion by 2032 (Fortune Business Insight, 2025). This growth is contributed to by increasing focus on self-care, higher income levels, and greater awareness of skin health and appearance. Particularly, growing awareness of ethical sourcing and the rising demand for halal-certified products, along with the expansion of the global Muslim population, have contributed to the growth of the halal skincare market (Swain, 2024).

With more than 2 billion Muslims worldwide, Islam has become the world's second-largest religion and is expected to overtake Christianity by 2050 (World Population

Review, 2025). Halal and haram are the concepts taught in Islam, which follow the principles in the Quran and Hadith (Jallad, 2008). The term “halal” means things that are allowed or permitted in Arabic, while “haram” means something that is prohibited. Both pertain not only to religious aspects, but also to health and safety aspects (Ambali & Bakar, 2014). Halal products not only need to meet criteria but also need to contain ingredients that provide benefits to customers (Ab Talib, 2017). For example, animals that are not Islamically slaughtered, carnivorous, dead animal bodies, ethyl alcohol, and human parts are prohibited materials in Islam (Salman & Siddiqui, 2011). Halal is beyond only a religious issue, but helps to ensure the products consumed are safe and harm-free (Amin & Aziz, 2015). Ensuring that product standards align with halal requirements is not only a religious obligation; it also reflects moral and ethical convictions (Swain, 2024). Interestingly, non-Muslim consumers will feel that halal products are safer and natural and show their interest towards halal products (Prayuda et al., 2023). This has led to increasing demand for halal-certified skincare products, as Muslim consumers remain particularly concerned with ensuring that their purchases are free from prohibited substances and comply with Islamic guidelines (Fatonah et al., 2025).

Moreover, to meet the halal standards is not only about avoiding prohibited materials and ingredients, it needs about ensuring the whole production process meets the standard (Hashim & Mat Hashim, 2013). In addition, packaging materials, storage, and transportation processes must follow Islamic standards (Hussin et al., 2013). Meanwhile, halal products need to take caution in their promotion; a careful understanding of Muslims helps to reduce the chance of offense to them (Wahyuningsih, 2018).

In recent years, halal cosmetics and skincare products have gained considerable attention and become increasingly important in the market (Shima et al., 2018). Malaysia’s halal market alone was valued at RM 124 billion in 2018 and is expected to grow at a CAGR of 5.8%, reaching RM 259 billion by 2030, including RM 35 billion worth of halal product exports annually (The Economic Value of Malaysia’s Halal Industry, 2024). Meanwhile, Malaysia’s skincare market has grown rapidly, expanding by 10% annually, reaching RM 4,153 million in 2025 (Tay and Toh, 2024; Statista, 2025).

According to Livia (2025), halal certification serves as a gateway to a large consumer base, enabling businesses to tap into both local and international markets where demand for halal products is rising. It serves as a quality assurance method, helping manufacturers screen, identify, and validate product quality while reducing uncertainty (Yunos et al., 2014). However, the procedures for obtaining halal certification are often complicated, costly, and time-consuming (Market Research Malaysia, 2024). Despite these challenges, the market size is estimated to grow at a CAGR of 8.1% by 2027, reaching approximately RM 5,705 million (Kadam and Deshmukh, 2020).

1.2 Research Problem

Despite the growing popularity of halal skincare products, few studies have identified the specific factors influencing purchase intention among Muslim consumers in Malaysia. While halal certification is often mentioned as the primary factor, other variables such as attractiveness, trustworthiness, and expertise may also play a significant role.

Malaysia's beauty and personal care industry is expanding rapidly, driven by skincare growth, younger consumers, global trends, eCommerce, and social media influence (International Trade Administration, 2024). The increasing Muslim population is increasingly aware of halal compliance across all aspects of consumption, including skincare, and is becoming more beauty-conscious (Rahim et al., 2015). Halal, once viewed solely as a religious matter, has evolved into a global symbol of quality control and healthy living (Naseri and Abdullah, 2022). Muslims must apply Islamic law to every aspect of life, particularly consumption, which includes skincare usage (Mahri et al., 2023)

Despite the growing demand for skincare products in Malaysia, numerous studies have demonstrated that the majority of cosmetic users are still utilising these products to satisfy their egoistic needs, despite the fact that they are exposed to dangerous side effects (Ayenimo et al., 2010; Mansor, Ali & Yaacob, 2010). In

general, users believe that skincare products are safe and do not pose any risks to human health. In reality, certain consumers fail to read the labels for pertinent information regarding the ingredients of cosmetic products prior to their use. They are not particularly concerned with the potential health and body consequences of cosmetic use (Mansor, Ali & Yaacob, 2010; Amasa et al., 2012; Ayenimo et al., 2010).

However, concerns remain regarding product safety. Many skincare products contain sensitive ingredients such as fragrances and preservatives, which are linked to adverse effects. Heavy metals such as lead, chromium, and mercury may also cause dermatitis, allergic reactions, and even organ damage if absorbed in high amounts (Tay & Toh, 2024). Alarmingly, many consumers believe skincare products are risk-free. Some even use products without reading labels or considering their potential health effects (Rani and Devi, 2018). This lack of awareness has led to incidents such as the discovery by the Malaysian Ministry of Health of online products containing mercury and other harmful chemicals, which misled consumers regarding safety (Supramaniam, 2025).

In addition, social and demographic shifts contribute to industry growth: women's rising financial independence, younger consumers' preference for natural and organic products, and men's increasing interest in grooming (International Trade Administration, 2024). Alongside this, the growing demand for halal-certified products reflects the needs of Malaysia's predominantly Muslim population.

Religious belief has a significant influence on person's behaviour, shaping purchasing decisions (Islam et al., 2023). At the same time, rising attention to personal religiosity highlights its impact on consumption patterns. Cases such as the 2014 Cadbury pork DNA rumour illustrate how halal concerns can create strong reactions, even when allegations are false (Yu and Chan, 2020). This highlights a deeper issue: Muslim consumers often face difficulties ensuring that their purchases, especially cosmetics, are genuinely halal, and many lack confidence in certification authorities such as JAKIM and the Ministry of Health (Islam Malaysia, 2015).

Nevertheless, problems like standardization and certification are faced by the halal beauty and skincare industry. The incompleteness of a universally accepted halal

standard has caused inconsistencies and confusion among consumers. Different countries may have different certification standards that apply different criteria for what counts as halal, making it difficult for suppliers to satisfy and follow the multiple standards (Aziz & Chok, 2013).

Several factors are driving the need for halal beauty and skincare products (Ahmed, 2024). Firstly, there is an increase in the Muslim population worldwide and an increasing demand for products that need to follow Islamic principles and standards. Secondly, ethical consumerism is rising, as consumers—Muslim and non-Muslim alike—seek cruelty-free, environmentally friendly, and ethically produced products. Thirdly, social media and digital platforms have made halal beauty products more accessible as these platforms are raising awareness among their target audiences.

Despite awareness of halal cosmetics, research indicates that many Muslim women in Malaysia still prefer non-halal cosmetics from well-known international brands (Ahmad et al., 2024). This raises a critical question: will Muslim consumers choose skincare products that are not halal-certified, and what factors influence this decision? While most Muslims evaluate halal status by checking ingredients, some purists also consider packaging materials, container design, and labelling.

1.3 Research Objectives

1.3.1 General Objective

The main goal of this study is to determine the factors that predict the Muslims toward skincare purchase intention in Malaysia.

1.3.2 Specific Objective

- 1) To investigate the role of trustworthiness in influencing the purchase intention of skincare products among Malaysian Muslims.
- 2) To investigate the role of attractiveness in influencing the purchase intention of skincare products among Malaysian Muslims.
- 3) To investigate the role of expertise in influencing the purchase intention of skincare products among Malaysian Muslims
- 4) To investigate the role of religious commitment in influencing the purchase intention of skincare products among Malaysian Muslims

1.4 Research Questions

The research questions stated below that need to be explored are:

- 1) How does trustworthiness influence the purchase intention of skincare products among Malaysian Muslims?
- 2) How does attractiveness influence the purchase intention of skincare products among Malaysian Muslims?
- 3) How does expertise influence the purchase intention of skincare products among Malaysian Muslims?
- 4) How does religious commitment influence the purchase intention of skincare products among Malaysian Muslims?

1.5 Research Significance

This study aims to examine the factors influencing the purchase intention of skin care products among Malaysian Muslim consumers. For practitioners, this research provides valuable insights that can help skin care brands, especially those targeting Muslim consumers by enhancing their marketing strategies. Specifically, it identifies key factors that drive purchase decisions, including attractiveness, trustworthiness, expertise, and religious commitment. By understanding these factors, brands can establish stronger connections with religious consumers, who prioritize not only the efficacy of products but also their alignment with spiritual and ethical values.

From an academic perspective, the Source Credibility Theory (SCT) is valuable for understanding how various factors, such as trustworthiness, expertise, and attractiveness of the source, influence consumer behaviour. However, there is a noticeable gap in the literature regarding how religious commitment, a personal and societal factor, influences consumers' perceptions of source credibility. This is particularly relevant to Malaysia, where a significant portion of the population is Muslim, and religion often plays a key role in purchasing decisions. Moreover, there is a lack of academic research that focuses on the purchase intention of skin care products among Malaysian Muslims using the Source Credibility Theory. As such, this study addresses this gap by specifically examining religious commitment as an element of source credibility and exploring how it impacts the purchase intentions of Malaysian Muslims for skin care products.

1.6 Conclusion

This chapter provides a summary of the study, outlining the problem statement, defining research objectives, research questions, and emphasizing the research significance. The next chapter will further discuss the research model, literature review, theory and elaborating on the development of hypotheses.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

The Source Credibility Theory (SCT) will be used in this study, and the literature review predicts the Malaysian Muslims' intention to purchase skin care products in Malaysia. Attractiveness, Trustworthiness, Expertise, and Religious Commitment will all be included in the theoretical framework. The development of hypotheses, the theoretical model, and the conceptual framework will all be covered in Chapter 2.

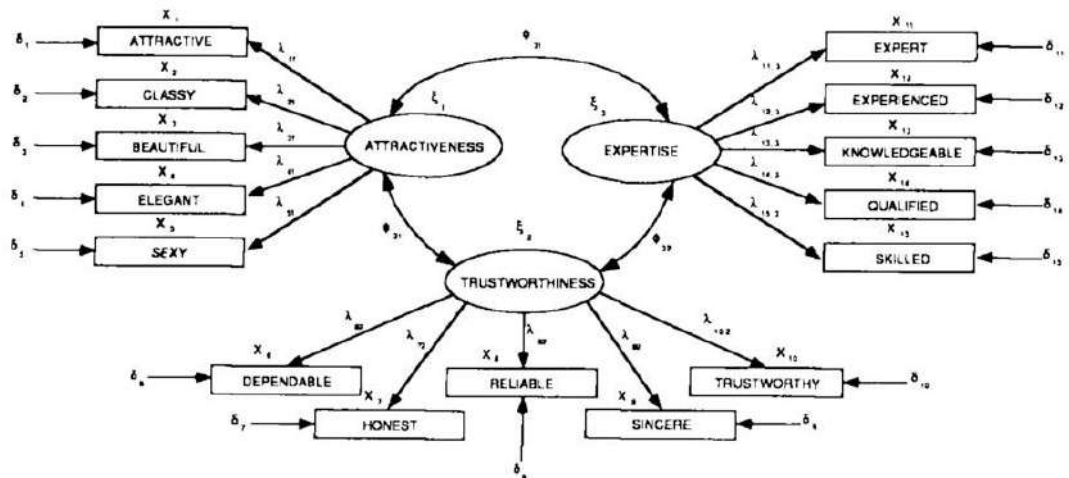
2.1 Underlying Theory

The Source Credibility Model is a theory that makes an attempt to explain how different aspects of an information source an effect can have on how consumers accept and make use of the source message (Hovland and Weiss, 1951). Source Credibility (SCT) Theory consists of three main components which are attractiveness, trustworthiness and expertise (Ohanian, 1990; Serban, 2010). Attractiveness refers to physical characteristics of the source, such as attractiveness, likeability, or similarity (Mc Guire, 1985; Gavrilova & Shuleska, 2022). According to Shimp (2000), trustworthiness in terms of honesty and believability of a source The audience's view of the endorsement motivations determines mostly the credibility of an endorser. Expertise refers to the degree to which the communicator is viewed as a source of valid assertions (Munnukka et al., 2016 ; Gavrilova & Shuleska, 2022).The extended model consists of four independent variables: three are originally from SCT, and one are known as religious commitment. Meanwhile, the religious commitment of consumers can also predict their behaviour (Ramzy et al., 2021). By examining how a consumer's religious commitment affects their purchasing decisions offers an invaluable research opportunity, considering the significance of religious commitment in relation to consumer behaviour and purchase intention.

In 1951, Hovland and Weiss proposed the theory of Source Credibility Theory (SCT). Expertise and trustworthiness are the two main components of source credibility, which impact how effective a communicator is in convincing an audience (Hovland & Weiss, 1951). Source credibility is defined as comprising views of trustworthiness and expertise (Ratneshwar & Chaiken, 1991). The SCT model places a strong emphasis on how consumer views and buy intentions are influenced by a celebrity's trustworthiness, expertise, and attractiveness (Ohanian, 1990). Source credibility refers to the positive attributes that influence the recipient or consumer to accept a particular message (Ohanian, 1991). Afterwards, trustworthiness reflects an endorser's dignity, believability, and honesty (Erdogan, 1999). An endorser who is perceived as highly trustworthy and expertise would result in consumers' lack of interest in the advertising message, which would lead to a greater acceptance of the message that was delivered (Metzger et al. 2003).

Nevertheless, most studies use Theory of Planned Behavior (TPB) to examine purchase intentions of skin care products. (V.T.M et al., 2024; Yeon Kim & Chung, 2011; Mongezi Lupindo et al., 2024). The studies utilized TPB to analyse consumer purchase intention. Lee and Yun (2015) mentioned TPB focuses on rationality in decision-making. However, the Source Credibility (SCT) Theory (Ohanian, 1990) enables research to examine how the credibility of source influences consumer purchase intention. However, a few of studies have used SCT to explain customers' intentions towards skin care products. Therefore, the SCT is particularly suitable for this study.

Figure 2.1 The Ohanian Model of Source Credibility



Source: Ohanian (1990)

Table 2.1.1

Relevant SCT studies

Authors (Year)	Source Credibility Theory			Study Context
	Attractiveness	Trustworthiness	Expertise	
Pornpitakpan, C. (2004)	✓	✓	✓	Five Decades' Evidence
Cho et al. (2009)		✓	✓	A collaborative reputation system
Lowry et al. (2013)		✓	✓	Logo and website design
Mohd Suki (2014)	✓	✓	✓	Celebrity credibility
Ayeh, J. K. (2015)		✓	✓	Travellers' acceptance of consumer-generated media
Rahim et al. (2016)		✓	✓	Green Purchase Intention

Ahmed and Karaduman (2021)	✓	✓	✓	Cosmetic product
Bogoevska-Gavrilova and Ciunova-Shuleska (2022)	✓	✓	✓	Influencer Marketing
Serman and Sims (2022)		✓	✓	SME Hospitality Blog Post
Yuen et al. (2023)	✓	✓	✓	Social media engagement of stakeholders
Filieri et al. (2023)	✓	✓	✓	Influencer's Word-of Mouth
Ji (2024)	✓	✓	✓	Influence of Virtual Live Streamers'

2.2 Review of Variables

2.2.1 Dependent Variable - Purchase Intention

Intention can be explained as the subjective likelihood to act in certain behaviour (Fishbein & Ajzen, 1975). Additionally, intention also plays a crucial part in the attitude-behavior relationship which the degree of effort needed to be performed, such as making consumption (Bagozzi et al., 1990). It is a type of decision-making that observes the causes that affect consumers to purchase a particular brand (Shah et al. 2012). A decision to act or physiological action can also be described as the purchase intention of a person's behavior according to the brands (Wang and Yang, 2008;). Moreover, a consumer's tendency to consume the products because they believe they need it, as well as their attitude and perception toward it. In

other words, these terms refer to consumers' willingness to repurchase a product after determining the product is worth to them (Keller, 2001; Madahi and Sukati, 2012). Based on our context study, purchase intention refers to consumers' willingness to purchase a skincare product when exposed to different information and considerations.

2.2.2 Independent Variable – Attractiveness

Attractiveness is a key component of the Source Credibility Theory (Hovland, 1951). It encompasses perceived physical similarity, attractiveness, familiarity, and likeability of the spokesperson (Ohanian, 1991). Ohanian (1990) and Joseph's (1982) suggest that attractiveness is affected by a person's appearance and self-presentation. According to Erdogan et al. (2001), attractiveness is defined as "an affection for the source due to physical appearance, behavior or other personal traits" (p.40). Individuals perceived as physically attractive are mostly viewed as friendly, polite, and conscientious (Dion et al., 1972). Moreover, attractiveness plays a crucial role in establishing an emotional connection between the source and the receiver. In other words, if individuals identify with the source, they are more likely to be affected by it, especially when they find it likable (Ericsson & Håkansson, 2005; Kelman, 1961; Bogoevska-Gavrilova, 2023). Based on our context study, attractiveness is related to the product's physical appearance, product texture, scent, and how it looks when using it.

2.2.3 Independent Variable – Trustworthiness

Ohanian (1991) defined trustworthiness as "consumer's confidence in the source for providing information in an objective and honest manner" (p. 47). Additionally, the confidence level of a source reflects the belief that people intend to convey the assertions that they perceive as accurate and exact (Hovland et al., 1953). According to (Cho et al., 2008), trustworthiness also

pertains to the extent to which the origin of information is perceived as legitimate in conveying the genuine emotions or judgements. Furthermore, trustworthiness can dominate the persuasion process (Friedman & Friedman, 1978). The determinant of trustworthy sources include honesty, credible, reliable, and loyal (Giffin, 1967; Bogoevska-Gavrilova, 2023). Based on our context study, trustworthiness refers to the trustworthiness of the particular brands and also the authenticity. In simple words, transparency, consumer reviews, and ethical claims of the brands.

2.2.4 Independent Variable – Expertise

According to Hovland et al. (1953), expertise refers to “the extent to which a communicator is perceived to be a source of valid assertions” (p.21). It can also be defined as how the origin of information is recognized as capable of delivering the factual content (Cho et al., 2008). Additionally, this concept is associated with the quality of source, as well as the insights and skills required to assert specific claims on particular things (McCroskey & McCain, 1974; Serman and Sims, 2022). Furthermore, “authoritativeness” (McCroskey, 1966) and “qualification” (Berlo et al., 1969) also the concept of expertise. In other words, communicators’ must show proficiency in their respective field (McGinnies and Ward, 1980; Li and Yin, 2018). Moreover, expertise is evaluated by the quality and quantity of the information provided, the degree of proficiency, educational background, and professional accomplishments, and the validity of their judgment (Giffin, 1967; McGuire, 1968; Bogoevska-Gavrilova, 2023). Based on our context study, expertise refers to the brand’s scientific endorsement and backing from expert and dermatologist approval instead of vague referring to “expertise”.

2.2.5 Independent Variable - Religious Commitment

Religious commitment is defined as the level of which the values of religion, beliefs, and practices are followed by the individuals in their day-to-day activities (Worthington et al., 2003). This term also serves as a determinant to influence an individual about the acceptance of everything dogmatic and belief in their current religious teachings (Robbins et al., 1966). Moreover, it is an individual's commitment towards the perception of God (Newton and McIntosh, 2010). According to Mokhlis (2006), individual behavior can be illustrated by religious commitment, religious commitment is religiosity at the individual level manifested by an adherence to religion and its teachings. Based on our context study, religious commitment refer to the concern of Halal certification and ethical sourcing (e.g., animal-free, alcohol-free)

2.3 Hypothesis Development

2.3.1 Attractiveness and Purchase Intention

Attractiveness is a major aspect of influencer endorsements that affect consumer buying intention (Weismueller et al., 2020). In the cosmetic industry, appearance and attractiveness are particularly important factors when selecting models, endorsers, and spokespersons (Muda & Hamzah, 2021). Schouten et al. (2020) observed that advertisements for fitness and beauty products were significantly more effective when the endorser was perceived as a good match for the product and was psychologically attractive. Essentially, this suggests that consumers may develop favourable attitudes towards products that improve their physical appearance (e.g., cosmetics) when they are promoted by attractive influencers. Additionally, consumer purchase choice might be influenced by the physical appearance of a product (Schouten et al., 2020). For instance, when consumers are inspired to evaluate a product based on its appearance, it has a positive

impact on product assessment when it appears modern (Creusen & Schoormans, 2004). The message conveyed by a product's appearance supports customers in evaluating it for ergonomic, symbolic, feasible or aesthetic reasons (Blijlevens et al., 2009). Hence, understandable and meaningful must be fundamental in a product design (Krippendorff, 1989). While customers' mental resonance can be increased by affective design, as well as their emotional satisfaction. Good emotional products will have a significant impact on consumers' preference and purchase behavior, ensuring their loyalty and stickiness (Huang & Qiao, 2012). Based on these insights, the following hypothesis is proposed:

H1: There is a positive influence of attractiveness on purchase intention toward skincare products among Malaysian Muslim consumers.

2.3.2 Trustworthiness and Purchase Intention

Past studies have indicated that customer trust in beauty influencers is crucial for making purchasing decisions (Hassan et al. ,2021). Influencers are considered trustworthy and reliable by their peers, and they acquire this trust by being transparent, truthful, and clear. Without this key attribute, influencers will be unable to influence or govern their audiences (Hassan et al. ,2021). Trust has the potential to increase consumers' intentions to purchase online and encourage the adoption of additional shopping behaviours (Zhao et al., 2019). According to Chekima et al.(2020), trust favourably affects consumer perceptions towards commercials and brands on the purchase intention of cosmetic items. Past studies have shown that customers' belief in organic products free of pesticides and synthetic chemicals directly influences their purchasing behaviour (Janssen,2018 ; Kamboj et al., 2023). Additionally, Muflih and Juliana (2020) highlighted that for customers who choose halal-certified food, trust has a significant role in driving increased shopping behaviours, coupled with image and satisfaction. When influencers are viewed as trustworthy, consumers are

more likely to believe their suggestions (Lou & Yuan, 2019). Therefore, the subsequent hypothesis is proposed:

H2: There is a positive influence of trustworthiness and Malaysian Muslim purchase intention toward skin care products.

2.3.3 Expertise and Purchase Intention

Expertise will not only affect the level of credibility perceived in the influencers, but it may also shape the customers' purchasing behaviour and intentions (Schouten et al., 2019). Expertise is essential for social media influencers to effectively promote items and brands. Their knowledgeable and trustworthy approach connects with customers, improving the likelihood of purchase decisions (To, 2024). According to Zhu et al. (2020), People often create their opinions based on expert sources. Consumers trust content and advice from influencers who are viewed as experts in their field of interest (Chetioui et al., 2020). Lisichkova and Othman (2017) found that competence is one of the most important factors influencing consumers' thoughts and buy intentions when it comes to influencers. A knowledgeable endorser, such as a celebrity, can effectively persuade consumers to purchase a product (Bardia et al., 2011). In this context, the study constructs the following hypothesis:

H3: There is a positive influence of expertise and Malaysian Muslim purchase intention toward skin care products.

2.3.4 Religious Commitment and Purchase Intention

Various previous studies indicated that religiosity significantly impacts customer purchase intention (Bananuka et al., 2019; Kaur et al., 2022; Rizkitysha and Hananto, 2020). Past studies conducted by Nora and

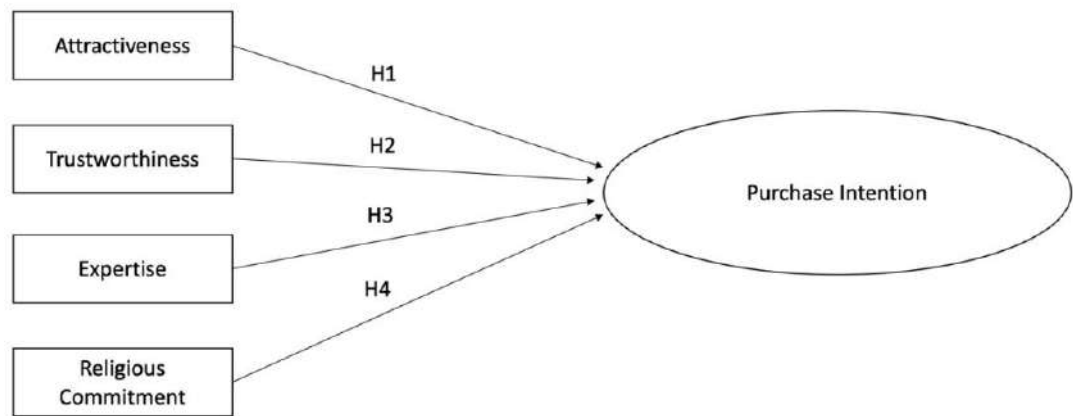
Sriminarti, (2023) and Riswandi et al.(2023) demonstrated that halal food and cosmetics industries shows that religion influences consumer perceptions and purchase intentions for halal-certified items. Religion and purchase intention have a strong and favourable relationship (Avci and Koroglu, 2021). Higher levels of religiosity may impact customer views towards halal skincare products (Putri et al ,2019). Recent studies by Aufi and Aji (2021) have indicated that consumer opinions towards halal skincare products can be influenced by individuals' religious beliefs. Based on religious teachings, customer opinions regarding halal skincare products might be influenced by religiosity (Salsabilla Kurniawati et al., 2023). Hence, the following hypothesis that will be formed:

H4: There is a positive influence of religious commitment and Malaysian Muslim purchase intention toward skin care products

2.4 Research Framework

Based on the figure 2.3, the independent variables (IVs) are Attractiveness, Trustworthiness, Expertise, and Religious Commitment. The dependent variable (DV) is Purchase Intention (PI). From this research, it shows that the IVs affect DV.

Figure 2.4.1 Proposed Research Framework



2.5 Conclusion

This chapter provides theoretical foundation, independent and dependent variables, conceptual framework, and hypothesis development. The research model and research hypothesis will be studied in the following chapter along with the research methodology.

CHAPTER 3: RESEARCH METHODOLOGY

3.0 Introduction

Chapter 3 discusses the study design and approach, so describing how the research will be carried out. This chapter will also discuss the data analysis techniques employed to guarantee the validity and reliability of this study.

3.1 Research Design

This study uses a Quantitative approach. Quantitative research is typically associated with a deductive approach, which emphasizes the use of data to verify theories. Nevertheless, it may also integrate an inductive approach, which involves the use of data to develop a theory (Saunders et al., 2019). In the Quantitative research method, the research methodology selected is descriptive research, which aims to analyze the market features through a survey conducted among target audience. Surveys, such as questionnaires, personal interviews, phone surveys, and normative surveys, are the most commonly used descriptive research methods (Koh and Owen, 2020). Descriptive research is employed to ascertain the specific attributes of a population or a single phenomenon (Qualtrics, 2024). This kind of research offers a thorough and accurate picture of the traits and actions of a certain community or subject. Quantitative research enables us to collect data from a wide sample of Malaysian Muslims, making the findings more typical of the whole population to describe how each variable, such as Attractiveness, Trustworthiness, Expertise, and Religious commitment are associated with their purchase intention.

3.2 Sampling Design

3.2.1 Target Population

According to Barnsbee (2018), target population refers to a specific group of population that will intervent study's goals and conclusion. The target population we targeted for this research was Malaysian Muslim, who are aged 18 years old and above. This group is suitable for the research as they can provide accurate and detailed information based on their purchase intention on skincare products.

3.2.2 Sampling Location

Regarding the sampling locations, the survey will be conducted at shopping malls outlets in Malaysia via Google Forms, accessible through QR codes. In addition, the QR codes will be distributed online which allows wider reach and physical shopping malls in Malaysia's largest skincare market cities including Kuala Lumpur, Penang, and Johor Bahru. Therefore, target sampling locations such as Pavilion, IOI City Mall, Mid Valley Megamall, Gurney Plaza, and etc. This approach ensures that the survey is accessible to a diverse range of Muslim across Malaysia.

3.2.3 Sampling Techniques

In this research, non-probability sampling techniques to select appropriate samples since we do not have a sampling frame for this research as we can't access the data of the Department of Statistics Malaysia although it is available. Non-probability sampling is a quick, easy, and cheap way to get

information because it doesn't need a full survey frame (Showkat and Parveen, 2017). Based on our theory, they have four types of non-probability sampling techniques which are convenience sampling, judgmental sampling, snowball sampling, and Quota sampling. We utilize judgemental sampling for our research, as it is the most appropriate method for doing this study. Judgemental sampling is a non-random sampling procedure in which the researcher's judgment is used to select the sample. The researcher is responsible for determining which components of the population should be included in the sample. Since we are focusing on factors influencing Malaysian consumers, the judgmental sampling would involve selecting Muslim individuals who are likely to have experience with skincare products. Instead of randomly choosing Muslims, judgemental sampling allows us to focus on a specific set of Muslims who match certain criteria. This guarantees that the sample is appropriate and may provide the necessary insights on how religious and cultural influences influence skincare purchasing decisions.

3.2.4 Sampling Size

A sufficient sample size must be determined before evaluating the population's attribute and collecting data (Hair et al., 2019). The sample size refers to the number of people selected from the target population for a specific research project. To establish our desired sample size, we used the sample-to-item ratio approach. The sample-to-item ratio determines sample size depending on the number of items in a study. For each set of measures to be factor analysed, the recommended item-to-response ratios range from 1:4 (Rummel, 1970) to a minimum of 1:10 (Schwab, 1980). In our research, we have 27 items across 5 variables which include Purchase Intention, Attractiveness, Trustworthiness, Expertise and Religious Commitment. Therefore, our minimum required sample size : $27 \times 10 = 270$ respondents.

3.3 Data Collection Methods

3.3.1 Questionnaire Design

In the questionnaire, there will be three sections, which are Section A, Section B, and Section C. Section A is pre-screening question where required participants to describe their religion. There are 6 questions in Section B demographic question, such as gender, age, income level, educational level, states, and frequency of skincare usage. Next, for the questions in Section C, there are 27 questions, and it covers all the variables that are mentioned in the literature review, which are Attractiveness, Trustworthiness, Expertise, Religious Commitment, Purchase Intention. All the respondents will be asked to rate their response on a 5-point Likert scale in this phase of the study, which includes strongly disagree (1), disagree (2), neutral (3), agree (4), and strongly agree (5) (McLeod, 2023).

Table 3.3.1.1

Section A: Pre-Screening Question

1)Are you Muslim? <i>(Please tick your answer)</i>
<ul style="list-style-type: none">• Yes• No (Thank you for your interest, but this survey is only for Muslim respondents)

Table 3.3.1.2

Section B: Demographic Profile Questions

1)Gender
<ul style="list-style-type: none">• Female• Male

2)Age
<ul style="list-style-type: none">• 18 to 25 years old• 26 to 35 years old• 36 to 45 years old• 46 to 55 years old• 56 to 65 years old• 66 years old and above
3) Monthly personal Income /Allowance
<ul style="list-style-type: none">• <RM1000• RM1000-RM2000• RM2000-RM3000• RM3000-RM4000• RM4000-RM5000• RM5000-RM6000• >RM6000
4)Educational Level
<ul style="list-style-type: none">• Primary• Secondary• Tertiary• Others
5)Where you come from
<ul style="list-style-type: none">• Perlis• Kedah• Penang• Perak• Selangor• Negeri Sembilan• Malacca• Johore• Kelantan• Terengganu• Pahang

6)How often do you use skincare products?
<ul style="list-style-type: none"> • Everyday • Few times a week • Sometimes • Rarely • Never

Table 3.3.1.3

Section C: Independent and Dependent Variable Questions

Variables	Measurement Items	Reference
Attractiveness (ATT)	<p>A1: The appearance of a skincare brand's logo increases my trust in the product.</p> <p>A2: Attractive packaging makes me more likely to trust a skincare product.</p> <p>A3: I am more likely to purchase skincare products that are visually appealing.</p> <p>A4: The attractiveness of skincare advertisements influences my purchase decisions.</p> <p>A5: I feel more inclined to buy skincare products from brands that have a modern appearance.</p> <p>A6: The familiar appearance of a skincare brand influences my intention to purchase.</p>	(Ohanian, R., 1990)
Trustworthiness (TRU)	<p>T1: I trust skincare products from brands that I believe are reliable.</p> <p>T2: I feel more comfortable purchasing skincare products from brands I believe are trustworthy.</p> <p>T3: I am more likely to purchase skincare products from brands I believe are sincere.</p>	(Ohanian, R., 1990)

	<p>T4: Trustworthy brands make me feel more confident about the quality of their skincare products.</p> <p>T5: I prefer skincare products from brands that are known to be reliable.</p>	
Expertise (EXP)	<p>E1: I am more likely to purchase skincare products from brands with expert endorsements.</p> <p>E2: I feel confident about the effectiveness of skincare products from knowledgeable brands.</p> <p>E3: I am more likely to trust skincare products from brands that are known to be qualified in skincare.</p> <p>E4: I am more likely to buy skincare products from brands that provide expert advice or recommendations.</p> <p>E5: The expertise of skincare brands influences my decision to purchase their products.</p>	(Ohanian, R., 1990)
Religious Commitment (RC)	<p>RC1: I believe religion tenets influence my choice of skincare products.</p> <p>RC2: I avoid skincare products that contain ingredients prohibited in Islam.</p> <p>RC3: I believe that product labels clearly indicate whether a skincare products are halal.</p> <p>RC4: I prefer skincare products that are certified halal.</p> <p>RC5: I only purchase halal skincare products that are verified by Jabatan Kemajuan Islam Malaysia (JAKIM).</p> <p>RC6: I gather reliable information about halal skincare products before purchasing.</p>	(Kurniawati et al., 2023) (Seçim, 2022) (Chooi et al., 2020)

Purchase Intention (PI)	<p>PI1: I am planning to purchase skincare products from brands I trust in the near future.</p> <p>PI2: I am planning to purchase skincare products from brands I like.</p> <p>PI3: I am willing to spend more on skincare products recommended by credible sources on social media.</p> <p>PI4: I am likely to recommend the skincare products I use to others.</p> <p>PI5: I am willing to purchase skincare products that match my personal preferences.</p>	<p>(Mulatu Tilahun Gelaw et al.,2023)</p> <p>(Emini and Zeqiri ,2021)</p>
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3.3.2 Pre-Test

Pre-test is a crucial stage in research that involves evaluating an instrument's validity and reliability before distributing it to a small group of target respondents. Pre-test ensures that the target respondents can understand the items well by refining survey questions, improving data quality, and minimizing measurement error (Muasya & Mulwa, 2023). According to Hashim et al. (2022), pre-test is a fundamental stage to ensure the effectiveness of survey questionnaires in quantitative research. Two specialists from Universiti Tunku Abdul Rahman (UTAR), Department of Marketing, our respective supervisor, and Puan Sharmeela, to help us improve the validity of the questionnaire by identifying any errors or shortcomings in the research instrument. Alterations were made to the measurement items to enhance the overall comprehensibility and lucidity after obtaining feedback from Puan Sharmeela and Dr Chen, such as deleting unnecessary measurement items, and correcting the grammar mistakes based on their suggestions.

3.3.3 Pilot Study

Pilot test, also known as feasibility study (Brice, 2024). This is to make sure of the feasibility or strengthen the research design before the main study is conducted (Simkus, 2023). According to Abdulameer et al. (2020), pilot study assistance instruments examine the practicality of data collection tools, ensure the respondents are able to understand and respond to the items, while facilitating in assessing the validity and reliability of the instrument. Our research obtained 27 people that account for 10 percent from the total sample size (Hertzog, 2008) as our respondents for pilot study. In the context of this research, 27 questionnaires were distributed to the target respondents as part of the pilot study.

3.3.4 Field Work

Following the questionnaire's completion, the main survey will be distributed to 270 respondents. An English version of Google Form and hard copy of questionnaires will be prepared for the respondents, hard copy design for those faced with difficulty in using mobile devices. The questionnaires will be distributed through social media sites such as Facebook, Instagram, and WhatsApp. Additionally, to reach a larger number of respondents, we also distribute the hard copy questionnaires to our target respondents in different shopping malls to get more responses.

This questionnaire categorized as Likert 5 points scale allows 5 possible answers for respondents to express their degree of agreement or disapproval with a statement or question on a positive-to-negative scale (McLeod, 2023). We will print out the physical questionnaire as our main paper, in A4 with 14 font sizes and double spacing in order to ease the reading of respondents. The questionnaire will be separated into 3 parts that consists of Section A: Pre-screening question (Are you a Muslim?) Section B: Demographic profile of the respondents consists of 5 questions (gender, age, income level, educational level, states, frequency of skincare usage), Section C: Attractiveness consists of 6 questions/ Trustworthiness consists

of 5 questions/ Expertise consists of 5 questions/ Religious Commitment consists of 6 questions/ Purchase Intention consists of 5 question. Section A and B will be printed in one page each, while Section C will be separated into 2 pages, every 2 components will be in one page.

3.4 Data Analysis

3.4.1 Descriptive Analysis

After collecting 270 completed questionnaires, the researcher must analyse the data using both descriptive and inferential techniques. Descriptive analysis is used to provide readers with information on the frequency distribution of gender, age and average income level.

3.4.2 Reliability Test

Cronbach's coefficient alpha was used to analyse the reliability of multiple-item measurements and assess internal consistency of the scales. To determine reliability, indications typically have a Cronbach's alpha value greater than 0.70. The Cronbach's alpha coefficient of at least 0.6 is expected for the reliability of the questionnaire to avoid correction or exclusion of some factors in the contents (Cronbach, L. J. ,1951). When each variable's score exceeds 0.7, the variable data (shown in Figure 3.4.1) is considered reliable.

Table 3.4.2.1

Coefficient of Cronbach's Alpha

No	Coefficient of Cronbach's Alpha	Reliability Level
1	More than 0.90	Excellent
2	0.80-0.89	Good
3	0.70-0.79	Acceptable

4	0.60-0.69	Questionable
5	0.50-0.59	Poor
6	Less than 0.59	Unacceptable

(Source: Zahreen Mohd Arof et al., 2018)

3.4.3 Multiple Linear Regression Analysis

Regression analysis is a collection of statistical procedures used to estimate the associations between a dependent variable and one or more independent variables. It can be used to determine the strength of a link between variables as well as to model the future relationship (Taylor, 2025). In our research we want to understand how the independent variable (Attractiveness, Trustworthiness, Expertise and Religious commitment) affects dependent variable (purchase intention). Multiple Linear Regression would be an ideal method to use in our research.

The multiple linear regression equation of this study:

$$Y = a + bX_1 + cX_2 + dX_3 + eX_4$$

where,

Y: Purchase Intention of skin care products

X1: Attractiveness

X2: Trustworthiness

X3: Expertise

X4: Religious commitment

a : The intercept point of the regression line or constant; and b, c, d, &

e; The coefficient of regression for X1, X2, X3, X4.

To assess the model's performance, the ANOVA (F-test) was employed to establish the overall significance of the regression. A significant p-value (< 0.05) indicates that at least one predictor significantly impacts purchasing intention. A regression model's R-Squared (R^2 or coefficient of determination) is a statistical measure that quantifies the extent to which the independent variable can account for the variance in the dependent variable (Taylor, 2025). According to Hair et al. (2011), R^2 values of 0.20 are regarded high in consumer behaviour, while 0.75 is considered high in success driver research. In marketing research, R^2 values of 0.75, 0.50, or 0.25 for endogenous latent variables in the structural model are considered significant, moderate, or weak, respectively. Finally, researchers should evaluate multicollinearity in formative indicators to identify redundancy. (Hair et al., 2011). Variance Inflation Factor (VIF) scores were examined to guarantee no multicollinearity among the independent variables, which would compromise the stability and interpretation of the model. Each indicator's VIF value should be less than 5 in order to be considered multicollinear.

CHAPTER 4 : DATA ANALYSIS

4.0 Introduction

Chapter 4 included the examination and discussion of the data gathered from the questionnaire survey. This questionnaire survey collected a total of 299 valid responses, which were sufficient to represent the population of the target respondents, Malaysia's Muslims. Any invalid responses were disqualified from the data analysis. SPSS version 31.0.0.0 was used as the data analysis tool for this research.

4.1 Descriptive Analysis

According to Table 4.2.1, 57.2% of respondents were female (N=171), while the remaining 42.8% (N=128) were male. Furthermore, 43.1% of respondents (N=129) were aged between 18 and 25 years old, 13% (N=39) were aged between 26 and 35 years old, 18.1% (N=54) were aged between 36 and 45 years old, 17.1% (N=51) were aged between 46 and 55 years old, 5.4% (N=16) were aged between 56 and 65 years old, and 3.3% (N=10) were above 66 years old.

Among the 299 valid respondents, 23.4% (N=70) had an income/allowance below RM1000, 20.4% (N=61) had an income/allowance between RM1000 and RM2000, 14.4% (N=43) earned between RM2000 and RM3000, 14.7% (N=44) earned between RM3000 and RM4000, 14.4% (N=43) earned between RM4000 and RM5000, 5.4% (N=16) earned between RM5000 and RM6000, and 7.4% (N=22) earned above RM6000.

Regarding education, 2.7% (N=8) of respondents had a primary education level, 18.7% (N=56) had a secondary education level, 72.6% (N=217) had a tertiary education level, while 6% (N=18) had other educational qualifications.

In terms of location, 15.1% (N=45) were from Johor, 14.7% (N=44) from Perak, 13.4% (N=40) from Selangor, 9% (N=27) from Malacca, 8.7% (N=26) from Penang, 8.4% (N=25) from Kelantan, 8% (N=24) from Terengganu, 6.7% (N=20) from Negeri Sembilan, 5.7% (N=17) from Kedah, 4.3% (N=13) from Pahang, 4% (N=12) from Perlis, 1% (N=3) from Sabah, and 1% (N=3) from Sarawak.

Furthermore, 73.2% of respondents (N=219) used skincare products every day, 14.7% (N=44) used them a few times a week, 8% (N=24) used them occasionally, 2.3% (N=7) rarely used them, and 1.7% (N=5) had never used skincare products before.

Table 4.1.1

Demographic Summary Table

Variable	Frequency	Percent (%)
Gender		
• Female	171	57.2
• Male	128	42.8
Age		
• 18 to 25 years old	129	43.1
• 26 to 35 years old	39	13
• 36 to 45 years old	54	18.1
• 46 to 55 years old	51	17.1
• 56 to 65 years old	16	5.4
• 66 years old and above	10	3.3
Monthly Personal Income / Allowance		
• < RM1000	70	23.4
• RM1000 - RM 2000	61	20.4
• RM2000 - RM 3000	43	14.4
• RM3000 - RM 4000	44	14.7
• RM4000 - RM5000	43	14.4

• RM5000 - RM 6000	16	5.4
• >RM6000	22	7.4
Educational Level		
• Primary	8	2.7
• Secondary	56	18.7
• Tertiary	217	72.6
• Others	18	6
State		
• Perlis	12	4
• Kedah	17	5.7
• Penang	26	8.7
• Perak	44	14.7
• Selangor	40	13.4
• Negeri Sembilan	20	6.7
• Malacca	27	9.0
• Johore	45	15.1
• Kelantan	25	8.4
• Terengganu	24	8
• Pahang	13	4.3
• Sabah	3	1
• Sarawak	3	1
Skincare product usage		
• Everyday	219	73.2
• Few times a week	44	14.7
• Sometimes	24	8
• Rarely	7	2.3
• Never	5	1.7

Muslim		
• Yes	299	100
Gender		
• Female	171	57.2
• Male	128	42.8
Age		
• 18 to 25 years old	129	43.1
• 26 to 35 years old	39	13
• 36 to 45 years old	54	18.1
• 46 to 55 years old	51	17.1
• 56 to 65 years old	16	5.4
• 66 years old and above	10	3.3
Monthly Personal Income / Allowance		
• < RM1000	70	23.4
• RM1000 - RM 2000	61	20.4
• RM2000 - RM 3000	43	14.4
• RM3000 - RM 4000	44	14.7
• RM4000 - RM5000	43	14.4
• RM5000 - RM 6000	16	5.4
• >RM6000	22	7.4
Educational Level		
• Primary	8	2.7
• Secondary	56	18.7
• Tertiary	217	72.6
• Others	18	6
State		
• Perlis	12	4

• Kedah	17	5.7
• Penang	26	18.4
• Perak	44	14.7
• Selangor	40	13.4
• Negeri Sembilan	20	6.7
• Malacca	27	9.0
• Johore	45	15.1
• Kelantan	25	8.4
• Terengganu	24	8
• Pahang	13	4.3
• Sabah	3	1
• Sarawak	3	1
Skincare products usage		
• Everyday	219	73.2
• Few times a week	44	14.7
• Sometimes	24	8
• Rarely	7	2.3
• Never	5	1.7
Muslim		
• Yes	299	100

4.2 Reliability Test

According to Zahreen Mohd Arof et al. (2018), variables with a Cronbach's alpha value above 0.7 are considered to have acceptable reliability, while those above 0.8 are considered to have good reliability. Most of the examined variables (ATT, TRU, RC) scored between 0.8 and 0.9, while the remaining two variables (PI, EXP)

scored between 0.7 and 0.8, as shown in Table 4.3.1. These figures indicate that the variables demonstrate a high level of precision and consistency.

Table 4.2.1

Reliability Test Result

Variables		No. of Items	Cronbach's Alpha	Result of Reliability
Dependent Variable (DV)	PI	5	0.773	Acceptable
Independent Variable (DV)	ATT	6	0.877	Good
	TRU	5	0.824	Good
	EXP	5	0.790	Acceptable
	RC	6	0.885	Good

Note: PI-Purchase Intention
ATT-Attractiveness
TRU-Trustworthiness
EXP-Expertise
RC-Religious Commitment

4.3 Inferential Data Analysis

4.3.1 Pearson Correlation Coefficient Analysis

Pearson Correlation Coefficient evaluates the direction and magnitude of the linear correlation among a pair of variables. According to Selvanathan et al. (2020), value lies between 0.4 and 0.6 indicated a moderate relationship, while value lies between 0.6 to 0.8 indicated a strong relationship. Table 4.4.1 shows that two independent variables (ATT and RC) have a moderate correlation with PI, while the remaining two variables (TRU and EXP) have a strong correlation with PI. Specifically, the correlation values are RC (0.519), ATT (0.695), TRU (0.711), and EXP (0.741), which fall within the ranges of moderate correlation (0.40–0.69)

and strong correlation (0.70–0.89). As a result, all independent variables exhibit either a moderate or strong relationship with the dependent variable.

Table 4.3.1.1

Pearson Correlation Coefficient Analysis

	PI	ATT	TRU	EXP	RC
PI	1				
ATT	.695	1			
TRU	.711	.656	1		
EXP	.741	.606	.768	1	
RC	.519	.588	.608	.614	1

**Correlation is significant at the 0.01 level (2-tailed)

Note: PI-Purchase Intention
ATT-Attractiveness
TRU-Trustworthiness
EXP-Expertise
RC-Religious Commitment

4.3.2 Multiple Regression Analysis

According to table 4.4.2.1, the model summary has shown that the R-Square value of the research is 0.661. This means that all of the IVs in this study account for 66.1% of the Malaysian Muslim having the intention to purchase Skincare products.

Table 4.3.2.1

Multiple Regression Analysis

Model	R	R-Square	Adjusted R Square	Std. Error of the Estimate
1	0.813	0.661	0.656	0.33590

According to Table 4.4.2.2, the significant value of the study is <0.001 , and the F-value of the study is 143.195. It indicates that IVs are related and significant to DV as the P-value is <0.05 . Hence, the IVs (ATT, TRU, EXP, RC) can predict the DV (PI) which are the factors in influencing Malaysia's Muslim Skincare purchase intention.

Table 4.3.2.2

Anova Result Test

Model		Sum of Square	df	Mean Square	F	Sig
1	Regression	64.627	4	16.157	143.195	<0.001
	Residual	33.172	294	.113		
	Total	97.799	298			

4.3.3 Coefficient of Equation

Moreover, Table 4.4.3.1 shows the significance values of the independent variables. The results indicate that, among the four independent variables, three (ATT, TRU, and EXP) are significantly correlated with skincare purchase intention, as their significance values are less than 0.05. However, RC is not significantly correlated, as its significance value is greater than 0.05. EXP has the strongest effect on skincare purchase intention, with a standardized coefficient beta value of 0.412, followed by TRU (0.205), ATT (0.039), and RC (-0.064).

The multiple regression equation is as follows:

$$PI = 0.231 + 0.279(ATT) + 0.228(TRU) + 0.488(EXP)$$

Whereby,

PI = Purchase Intention

ATT = Attractiveness

TRU = Trustworthiness

EXP = Expertise

Since RC has no significant correlation with the dependent variable (PI), it has been excluded from the equation above.

Table 4.3.3.1

Coefficient of Equation

Model		Unstandardi zed B	Coefficients Std. Error	Standardiz ed Coefficien ts Beta	t	Sig.
1	(Constant)	0.231	0.189		1.224	0.222
	ATT	0.279	0.038	0.039	7.293	<0.001
	TRU	0.228	0.064	0.205	3.547	<0.001
	EXP	0.488	0.066	0.412	7.371	<0.001
	RC	-0.054	0.039	-0.064	-1.385	0.167

a. Dependent Variable: PI
 Note: PI-Purchase Intention
 ATT-Attractiveness
 TRU-Trustworthiness
 EXP-Expertise
 RC-Religious Commitment

4.4 Conclusion

In conclusion, the data which gathered from the questionnaire by using the survey form has been thoroughly analysed and interpreted in Chapter 4. The reliability test is to assure that the data are safe and reliable for other investigations. The findings demonstrate that attractiveness (ATT), trustworthiness (TRU), and expertise (EXP) played an important role in influencing Malaysian Muslims' Skincare purchase intention (PI).

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

This chapter will describe the key findings, a summary of statistical results, and recommendations for further research. The research implications will be thoroughly explored, with recommendations to improve future study quality.

5.1 Discussion of Major Findings

Table 5.1.1

Hypothesis testing's results

Hypothesis	Significant Value	Result
H1: Attractiveness significant influences the purchase intention towards skincare products among Malaysian Muslim	.001	Supported
H2: Trustworthiness significant influences the purchase intention towards skincare products among Malaysian Muslim	.001	Supported
H3: Expertise significant influences the purchase intention towards skincare products among Malaysian Muslim	.001	Supported
H4: Religious Commitment significant influences the purchase intention towards skincare products among Malaysian Muslim	.167	Not Supported

This research aims to investigate how skincare products affect the purchase intention among Malaysian Muslim, guided by two specific objectives and corresponding with two research questions. Validating hypotheses connected to

objectives is crucial for achieving research goals. The findings indicate that three of the four hypotheses are supported and one is unsupported.

According to the results, H1 is supported since its p-value is below 0.05. This indicated that attractiveness significantly impacted the purchase intention towards skincare products among Malaysian Muslim. Based on the data, it is evident that more respondents are likely to choose attractive packaging when purchasing the skincare products. These results are in line with other studies by Wang et al. (2023), who highlighted that the preferences, particularly regarding colour, form, image, line, and font, may impact their purchasing decisions.

Hypothesis 2 (H2), which posited that trustworthiness of skincare products positively influences the purchase intention, is supported by the findings of this study. Many respondents considered the brand as trustworthy and reliable, which were found to positively affect their purchasing decision. These results are consistent with the findings of Wijaya and Tjokrosaputro (2024), who highlighted that trustworthiness has a positive and significant impact on the purchase intention of local skincare products in Jakarta.

Hypothesis 3 (H3), which posited that expertise of skincare products positively influences the purchase intention, is supported by the findings of this study. The majority of respondents prefer brands or products with a high level of knowledge. Understanding market trends, grasping customer preferences, and providing accurate and comprehensive product information, among other characteristics, have a significant impact on purchase intentions. These features help to reduce the risk perception and uncertainty of potential customers, especially in markets where the effects are not clear, such as skin care products. These results are consistent with the findings of Liang et al. (2021) which emphasised the significant role of perceptual expertise in enhancing customer confidence and facilitating purchase decisions.

According to the findings of this study, the non-supported hypothesis 4 (H4), which proposed that the religious commitment of skincare products influences the intention to purchase, is not supported by the findings. According to the findings, not all Muslim respondents believe their religious commitment to be a significant

role in their decisions regarding the type of skincare product they will purchase. The majority of respondents did not consider religious beliefs to be a deciding factor when it came to selecting skincare products, despite the fact that some of the participants acknowledged that their religious beliefs could cause them to make decisions about particular product categories. The findings of this study are consistent with the findings of the research conducted by Vikaliana et al. (2023), which suggested that customers' religious devotion did not significantly influence their intentions to purchase different skincare products. The findings of their study highlighted the fact that halal certification and consumer awareness of halal standards were more influential in influencing purchasing decisions than the religious beliefs themselves.

5.2 Implication

5.2.1 Implications for Policymakers

According to the results of this study, Expertise (beta value =0.412) and Trustworthiness (beta value =0.205) have a significant impact on the intention of Malaysian Muslim consumers to purchase skin care products. Therefore, policymakers should focus on how to promote these two factors through regulation and policy to ensure that consumers can make informed and reliable decisions during the purchasing process.

Firstly, policymakers can suggest establishing advertising norms to ensure that advertisements in the skincare industry are genuine and reliable, avoiding false or misleading claims, especially regarding skincare effects and product ingredients. The government can strengthen supervision and require that all descriptions of products in advertisements must be accurate and based on real data and scientific evidence.

Policy makers can look at enacting directives that ensures that the people being employed to sell skincare products should have the right qualification, e.g. qualified dermatologists or beauty experts. This will ensure they do not only endorse them because of the commercial benefits. These steps will assist in the development of consumer confidence in the brand and prevent the generation of misleading and deceptive recommendations.

Besides, the government should enforce more consumer protection legislation and encourage skin care companies to disclose more information about the products like the list of ingredients, the claims that the product has, and the potential risk of the product so that the consumers can make right decisions. In case the product is not meeting the expectation of what it was advertised to do, the company will have to ensure that it offers easy returns and exchanges policy as well as adequate after sale service to ensure that the rights of consumers are met.

5.2.2 Implications to Literature

The Source Credibility Theory (SCT) provides a theoretical basis for this study, mainly focusing on the purchase intention of Malaysian Muslims for skin care products. In the field of skin care products, SCT provides a useful framework for investigating how credibility affects consumers' purchasing intentions, which can be demonstrated by the attractiveness, credibility and expertise of its packaging.

Hypothesis 1 (H1) is supported, indicating that the attractiveness of skin care product packaging is an important factor influencing Malaysian Muslims' purchase of skin care products. In terms of packaging design, factors such as colour, form and overall visual effect play a crucial role in attracting customers' attention. Future research should explore the influence of packaging design among different age groups and regional groups in

Malaysia, in order to gain more precise insights into the responses of different populations to the attractiveness of packaging.

Correspondingly, the acceptance of Hypothesis 2 (H2) implies that the trustworthiness, i.e., the perception that a skincare company is legitimate, truthful, and dependable, has a strong impact on consumers making the decision about purchasing skincare products. This conclusion indicates that there is a high level of consumer behaviour that builds mostly around trustworthiness where consumers tend to do more business with brands that they regard as credible or transparent. The credibility of a brand gives a consumer the impression or feeling of security and confidence in the brand, hence diminishing the perceived risk of buying skincare products

On the other hand, findings supporting Hypothesis 3 (H3) indicate that expertise, such as understanding customer preferences, providing accurate product information, and the professional recommendation ability of advertising endorsers, is an important factor in purchase intention. According to the survey results, expert endorsers in the skincare industry have enhanced the credibility of products through their professional opinions and helped reduce the risks perceived by consumers during the purchasing process. Especially when the endorsers have credibility and relevant professional backgrounds, such as dermatologists or beauty experts, their recommendations can effectively eliminate consumers' doubts about the product's effectiveness and safety, further enhancing consumers' purchasing confidence.

5.3 Limitations of Study

First, this study examined the influencing factors on purchase intention of skin care products among Malaysian Muslim consumers without any differentiation for skin care products or for the parts of the body. Also, the research scope in this paper involves the whole skin care product range from head to toe, including facial cleansing, moisturizing, sun protection, body lotion. Although a general approach can provide a relatively comprehensive overall picture but also has its shortcomings. The concerns and buying incentives of different types of skin care products in consumers' minds may differ. For example, issues regarding efficacy and safety may be more prominent in facial skin care, whereas considerations for price and ease of use may be more prominent in body care. These levels of breakdown were not explored in this study, therefore there may be a degree of generalization in the interpretation of results.

Next, this study showed that religious commitment did not have significant effects on the Malaysian Muslims' purchase intention of skincare products. Most of the skincare products targeted at Muslims are already halal-certified and consumers may assume this to be a standard requirement rather than a specific influencing factor. At the same time, the limitation highlights the importance for cultural and geographical context. For example, in Indonesia, local brands such as Wardah make a significant focus on halal identity and religious values, this may cause religious commitment to be a much stronger purchase-intention driver in this market. Because this study was restricted to Malaysian Muslims, it cannot reflect the extent to which religious commitment may have other roles in influencing consumer behaviour across national borders.

Lastly, as this the study focused more on the direct relationship between the independent variable and the dependent variable. To the mediator and moderator between influencing factors and purchase intention will provide more comprehensive view for the future studies.

5.4 Recommendations for Future Research

Future research should be able to carry out more in-depth discussions on specific categories of skin care products in order to better understand consumer behaviour and purchase intentions in different product categories. Future research could be limited to only face care products, body care or hair care items to capture each product category's unique consumer purchase considerations. By focusing on specific product groups, researchers are able to offer more specific information for marketers and industry professionals so they can develop strategies that are more specific to meet the needs and preferences of the particular product segment.

Next, the research should be further developed to include both local and international Muslim consumers. Through cross-country comparisons, the effects of religious commitment on purchase intention can be identified to see if they are affected by cultural differences, the maturity of markets or local product availability. For instance, Muslims within Malaysia may prioritize different values such as product quality, price or branding compared to religious dedication, while customers in other Muslim-majority countries may prioritize halal certification or religious principles within their skincare preferences.

Furthermore, future research should pay more attention to the introduction of mediating and moderating variables to gain a deeper understanding of the multi-level relationship between independent variables and dependent variables. In the current research, only the direct relationship between independent variables and dependent variables was examined. However, in the actual consumer decision-making process, there are often many potential mediating factors as well as moderating factors that can influence purchase intentions. Therefore, future research can explore the role of these factors in purchasing decisions and understand how they act as mediators or moderators between independent variables and dependent variables.. By examining the mediating and moderating variables, future research will be able to more precisely explain the key factors influencing purchase intentions and provide more comprehensive theoretical support for academic research and practical applications in related fields.

5.5 Conclusion

In a nutshell, the validity of each hypothesis is being examined. This chapter addressed the study's limitations and suggested areas for future investigation.

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