

# MODERATING EFFECT OF HALAL CERTIFICATION ON THE RELATIONSHIP OF BRAND EQUITY AND REPURCHASE INTENTION OF COSMETICS IN MALAYSIA

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## Abstract

The role of indirect effect of Halal Certification in the cosmetics has not been previously been investigated, particularly given the unique involvement of brand equity and repurchase intention. Thus, this research was carried out to fill this knowledge gap. The study investigated the moderating effect of halal certification influencing Malaysians' repurchase intention of cosmetics. In short, the moderating of Halal Certification, on four antecedents of brand equity: Brand Awareness, Brand Association, Perceived Quality, and Brand Loyalty. The research model's formulation is based on the Theory of Reasoned Action and Brand Equity model. A total of 130 samples were collected in this survey. SmartPLS 3 was used in the research to analyse data. The findings showed only brand awareness has significant relationships with the Malaysian public's intention to repurchase cosmetics. The significant moderation of halal certification on brand loyalty has added novelty to the existing body of knowledge. This study includes some limitations in order to provide future researchers and cosmetics marketers with a better idea of how to improve their brand equity in Malaysia.

## INTRODUCTION

According to (Aaker, 1991) Aaker (1991), brand equity is a collection of brand assets and liabilities connected with a brand, its name, or symbol that increase or decrease the value supplied by a product or service to customers and the organisation. (Aaker, 1991) refers to the following assets: brand loyalty, brand associations, brand awareness, perceived quality, and other proprietary assets. (Keller, 1993), on the other hand, described consumer-based brand equity as the many effects that brand knowledge has on consumers' reactions to brand marketing.

The significance of brand equity has been addressed and proved several times in scholarly journals. According to (Aaker, 1991), brand equity may help customers comprehend, process, store, and retrieve huge volumes of information about goods and brands; it increases the customer's confidence in the purchasing choice; and it improves a customer's enjoyment when using the product or service.

Strong brand equity benefits firms in a variety of ways, including good brand connotations, product variation, fewer operating risks, customer loyalty, increased cashflow, and future profit (Wong & Teoh, 2015). In terms of consumer happiness, research have shown that brand

equity has a positive association that may develop and increase customer contentment; and with customer pleasure comes brand loyalty and repeat purchase behaviour (Molinillo et al., 2019).

To be certified halal, a food company must obtain the halal certification or halal qualifications as proof that the products are religiously permissible according to the holy Quran (Guntalee and Unahannda, 2005). As a result, certified halal food may also indicate that the product meets cleanliness and sanitation standards (Lada et al., 2009). Aziz and Chok (2013) commented that a Halal certification organisation (such as JAKIM in Malaysia) has created an ordered procedure of preparation, slaughtering, cleaning, handling, and other necessary management practises. According to Malaysian government regulations, food and items labelled as halal should bear JAKIM's halal certification.

### **Problem Statement**

Prior studies on consumer buying behaviour on halal branded personal care goods have mostly focused on food items, which has theoretical implications for our research. This study is one of a limited number of studies on halal items (Ansari & Mohammed, 2015). The study attempted to examine the non-Muslims' awareness, understanding, and intention to buy Halal cosmetics and personal care items.

The willingness to pay for halal cosmetics and personal care goods is required to determine how much Malaysians are prepared to pay for these products (Phuah Kit Teng & Jusoh, 2013). It would be beneficial to investigate the impact of brand reputation on consumers' cross-buying intentions, as (Jeng, 2016) suggests. According to (Ambali & Bakar, 2014), a variety of factors might contribute to halal product or food awareness. Unfortunately, the majority of past research has only looked at the halal certification logo on items.

### **Research Questions**

This study aims to achieve the following research questions:

1. Would Halal Certification significantly moderates the relationship between Brand Awareness and Repurchase Intention? Would Halal Certification significantly moderates the relationship between Brand Awareness and Repurchase Intention?
2. Would Halal Certification significantly moderates the relationship between Brand Association and Repurchase Intention?
3. Would Halal Certification significantly moderates the relationship between Perceived Quality and Repurchase Intention?
4. Would Halal Certification significantly moderates the relationship between Brand Loyalty and Repurchase Intention?

## LITERATURE REVIEW

### Brand Awareness

People often buy a familiar brand because they are familiar with it, or because they believe it is reliable, long-lasting, and of reasonable quality. A well-known brand often beats an unknown brand. The brand must first enter the consideration set; it must be one of the brands evaluated. Unknown brands have a slim chance. The strength of the brand node or trace in memory is related to consumers' ability to identify the brand under various conditions, according to (Keller, 1993). Brand awareness includes brand recognition and recall. Brand recognition is the ability of consumers to confirm prior exposure to a brand when given a cue.

The impact of brand awareness on consumer decision making and overall firm values is one of the major goals of brand management. Brand awareness is defined as "a buyer's ability to recognise or recall a brand's membership in a product category" (Aaker, 1991). Brand awareness is important because only brands that customers are aware of are considered for purchase, and brand awareness influences the selection of products from the consideration set (Hoyer & Brown, 1990). Almost every peer-reviewed study linked brand awareness to brand equity. It is essential that the buyer has an opinion on the brand, either to demonstrate familiarity or as feedback after using it (Mohd Yasin et al., 2007). Brand awareness is one of the main sub-dimensions in consumer-based brand equity in different industries, according to (Sozer & Civelek, 2018).

### Brand Association

Numerous studies have shown that brand association influences consumer purchase intent and willingness to pay (Awan et al., 2015; K. L. Lee, 2020). (Keller, 1993) renamed Aaker's brand association as brand image. Previously, there was no consensus on how to measure brand image (Dobni & Zinkhan, 1990). An associative network memory model defines brand image as the cluster of associations consumers connect to the brand name in memory. Associative brand associations are linked to the brand node in memory and contain the brand's meaning for consumers.

Brand associations can be distinguished by their level of abstraction, or how much information is summarised or subsumed in the association. (Kotler & Keller, 2016) divides brand associations into three major categories: attributes, attitudes, and benefits. To define a brand's attributes, consider what a consumer thinks the brand is or has, and what goes into its purchase or consumption. Consumers' overall opinions of a brand. Benefits are what consumers think the brand can do for them. Benefits are further classified into three types based on their underlying motivations: functional, experiential, and symbolic (Park et al., 1986).

Positive brand beliefs influence consumers' purchase intentions and brand selection. Brand equity is affected by these behavioural responses. In the case of cosmetics, brand associations represent the brand's functional and experiential attributes. Brand associations are intangible qualities that consumers associate with the brand (Mohd Yasin et al., 2007). Brand identity is "a unique set of brand associations that the brand strategist aspires to create or maintain" and

is driven by tangible and intangible attributes (Aaker, 1991). Thus, a brand's identity can influence brand associations and, ultimately, brand equity.

### **Perceived Quality**

The perceived quality of a brand is linked to an overall quality perception, which is not always based on detailed specifications. Depending on the industry, perception may vary. Because perceived quality is a subjective judgement, it cannot be measured objectively. Especially when a buyer is not motivated or able to analyse in depth, perceived quality will influence purchase decisions and brand loyalty. It can also support a premium price, generating a gross margin that can be reinvested in brand equity. Perceived quality can also be used to extend a brand. If a brand is well-regarded in one context, it is assumed to be high-quality in others.

(Parasuraman et al., 1985) proposed SERVQUAL, a set of 22 items to measure customer satisfaction in service and retail industries. These are the SERVQUAL dimensions: reliability, responsiveness, assurance, and empathy. (Curkovic et al., 2000) developed two quality dimensions for the automotive supply industry: product and service. Product quality includes design, specification compliance, durability, and reliability. Pre-sale service, product support, and customer responsiveness comprise service quality.

Customers value perceived quality because it gives them a reason to buy and differentiates the brand from competitors. Quality perceptions are predicted to be linked to brand loyalty. Customers who perceive the brand as superior will be more loyal. The variables used in this (Yoo & Donthu, 2002). They are dependable, durable, and functional. Numerous studies agreed that firms should develop strategies to establish significant perceived quality attributes with consumers and competitors to gain competitive advantages (Girard et al., 2017; Hulu et al., 2018; Lee, 2020).

### **Brand Loyalty**

Brand loyalty is important for any business, especially when existing customers are satisfied that like the brand. In fact, many markets have significant customer inertia despite low switching costs and low brand loyalty. Thus, an installed customer base has benefited from most customer acquisition investments. Also, some existing customers help new customers get familiar with the brand. Customer loyalty reduces the risk of competition. Competitors may be discouraged from attracting satisfied customers. Customers expect the brand to be available 24/7, so higher loyalty means more trade leverage. Adherence to a brand by a customer, as defined by (Aaker, 1991).

Loyalty is not a singular concept. In marketing literature, the term "loyalty" has been used to refer to, among other things, preference, commitment, and attitude toward brands. Aside from market-specific terminology, loyalty has been referred to in terms of customer and brand loyalty. However, researchers agree that loyalty is a complex concept (Raj G. Javalgi & Moberg, 1997).

It is a one-dimensional summary evaluation of the brand that presumably energises behaviour. This study treats brand attitude as a "summary evaluation" to distinguish it from the evaluation which is implicit in beliefs, feelings, behaviours and other components and expressions of attitudes. For example, brand attitude differs from brand feelings. Feelings come and go, but attitudes last a long time. They are self-referential, they do not provide information about the external world, but rather how it affects us. Moreover, feelings are distinct from cognitive or evaluative responses, which are praise or criticism of the message's characteristics. The former is an appraisal, the latter a phenomenological property of the respondent (Gardner, 1985).

Some study used the dimensions of appealing, good, pleasant, favourable, and likeable as the measurement for the construct of attitudinal part of brand loyalty. Brand loyalty has a significant impact on brand equity, according to numerous studies across industries and products (Sharma, 2019; Sornsaruht & Sawmong, 2017).

### **Halal Certification**

It is important to secure Muslim consumers' rights and their efforts to consume only halal products, Halal certification institutions have sprung up in several countries (Hassan et al., 2021). Halal certification and accreditation systems were established to assist Muslim consumers in selecting Islamic products (Awan et al., 2015). In addition to the Halal certification, the Halal logo assures Muslim consumers that whatever they eat or drink has been produced in accordance with Islamic Law (Sazelin Arif, 2011).

In Malaysia, halal certification from Jabatan Kemajuan Islam Malaysia (JAKIM) assures consumers that ingredients used in processing followed halal-compliant hygienic and cleanliness procedures, as well as HACCP and other quality assurance standards (Sumali, 2006). (Khalek, 2014) In Malaysia, Halal certification assures consumers that the food they buy is Halal. Manufacturers and food operators use the halal logo to assure consumers that their food or products are Halal. The United Nations claims Malaysia's Halal certification is a model system among OIC countries (Syazwan Ab Talib et al., 2014).

The Malaysian Halal standards are also recognised by the Codex Alimentarius Commission and the World Trade Organization (WTO) (Adams, 2011). While there are 122 Halal certification bodies worldwide (International Halal Integrity Alliance, 2011), JAKIM only recognised 71 from 29 countries (Syazwan Ab Talib et al., 2014). Given the current state of global trade, consumers are concerned about whether cosmetics and personal care products are produced in accordance with halal and Syariah principles (Faizan, 2013). Due to the lack of a halal logo on products, (Mohezar et al., 2016) consumers may have to spend more time reading the ingredients before purchasing.

As a result, consumers blindly accept certifications without questioning their legitimacy. The authorities must ensure the halal logo and certification to instil trust in both Muslim and non-Muslim consumers and thus support halal industries (Ahmad & Nurul, 2013). According to (Yeo et al., 2016), happy customers buy more and are more loyal.

## Repurchase Intention

Repurchase intention is the individual's judgement about buying a specific service from the same company, taking into account current and future circumstances. The subjective probability that an individual will continue to purchase products from an online vendor or store in the future. In this study, "repurchase intention" means "likelihood of repurchasing the smartphone in the future." The research on purchase intent is fragmented and lacks a general theory (Hellier et al., 2003). Despite the proposed study's logical approach, there are few comprehensive, empirically tested structural models of consumers' post-consumption research.

Consumer satisfaction is a key marketing concept, and numerous studies have confirmed the link between satisfaction and intention. Prior e-commerce research shows that customer satisfaction influences online repurchase intentions (Hellier et al., 2003) Hellier et al., 2002 found that customer satisfaction is related to repurchase intent for auto insurance, as is brand preference. Consumers prefer the designated service over others in the consideration set, according to researchers who investigated consumer satisfaction, price tolerance, and repurchase intent. Moreover, price tolerance can significantly mediate the relationship between customer satisfaction and repurchase intention.

In summary, the above definitions of purchase and repurchase intent show a clear pattern. Purchase intention seems to be trying to capture the intention of a first-time buyer, while repurchase intention clearly indicates repeat purchases of the same product. Aside from that, experience is clearly present in repurchase intention, as suggested by (Lilien et al., 2006).

(I. Lee et al., 2022) found that those customers who had previously entered raffles had a significantly higher repurchase intention to do so in the future when compared to those customers who had never done so in the past. (Glasenapp et al., 2022) affirm that positive effects on wellbeing can be explained by people's perceptions of control and the satisfaction they get from assisting service providers when they are in a crisis (i.e., a pandemic). In addition, keeping up a healthy relationship with the service provider during this time is essential thus increasing the number of customers who intend to have repurchase intention from the company.

## Hypothesis

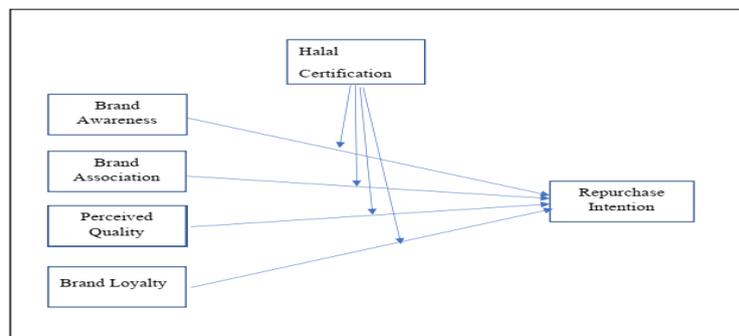


Figure 1: Research Framework

The independent variables are brand awareness, brand association perceived quality and brand loyalty, the dependent variable is repurchase intent, and the mediator is halal certification. Figure 1, makes it easier to comprehend. Thus, the hypothesis(H) of this study are:

1. Halal Certification significantly and positively moderates the relationship between Brand Awareness and Repurchase Intention.
2. Halal Certification significantly and positively moderates the relationship between Brand Awareness and Repurchase Intention.
3. Halal Certification significantly and positively moderates the relationship between Brand Association and Repurchase Intention.
4. Halal Certification significantly and positively moderates the relationship between Perceived Quality and Repurchase Intention.

## RESEARCH METHODOLOGY

This research is a cross-sectional, descriptive study to investigate the phenomenon of brand equity in the context of cosmetics brands in Malaysia. It is a quantitative-based correlation study that focuses on establishing the relationship between brand loyalty, perceived quality, brand awareness and brand association with halal certification on repurchase intention.

Data collection will be done through the distribution of self-administered questionnaires and convenience sampling technique will be deployed to collect the data required. With the population of approximately 33 million (Department of Statistics, 2020), the required sample size according to (Bukhari, 2021) is a minimum of 385 cosmetics consumers. However for this project a 130 samples has been targeted to fulfill the research objectives (Faul et al., 2007).

The questionnaire will incorporate data from respondents which captures information on demographic characteristics, independent variables, moderating and the dependent variable of this study. Measurement for all the variables will be designed in a five-point Likert scale from 1 to 5, with 1 =strongly disagree to 5 = strongly agree. PLS-SEM is used to determine the relationship between independent and dependent variable. PLS able determined change of each variable based on how these variables identify with their neighboring constructs. Besides, PLS-SEM is able to explore with new the estimation models are at the exploratory stage, determine model with small samples size and investigate large and complex model (do Valle & Assaker, 2016).

Path coefficient can be utilized as a part to analyze the significance of relationship between variables in the SEM. It will able to be explained with respect to each other. Dependent variable is affect by path coefficient when it larger than other. Besides, one unit change in independent variable will give an impact to path coefficient of dependent variable holding other variables remain constant. Dependent and independent variable can indicated have causal connection when path coefficient is statistically significant (Hair et al., 2021). Moderated Regression Analysis (MRA) will be performed to test all the hypothesis. The product indicator

approach is selected due to the fact that the exogenous variable and the the moderator variabel are of reflective indicators (Henseler & Chin, 2010).

P-value will be used to determine the significance of variables. Significance level (alpha) is utilized to a pre-picked probability and the "P-value" is utilized to demonstrate a probability in research. The null hypothesis is normally indicate that there is no difference between variables. Null hypothesis will be reject if p-value less than level of significance (StatsDirect, 2018).

### FINDINGS

To test the presence of moderating effect, the product indicator was used as the calculation method using Smartpls 3. This approach uses all possible pair combinations of the indicators of the latent predictor and the latent moderator variable. These product terms serve as indicators of the interaction term in the structural model. The output as shown in figure 2 and table 1.

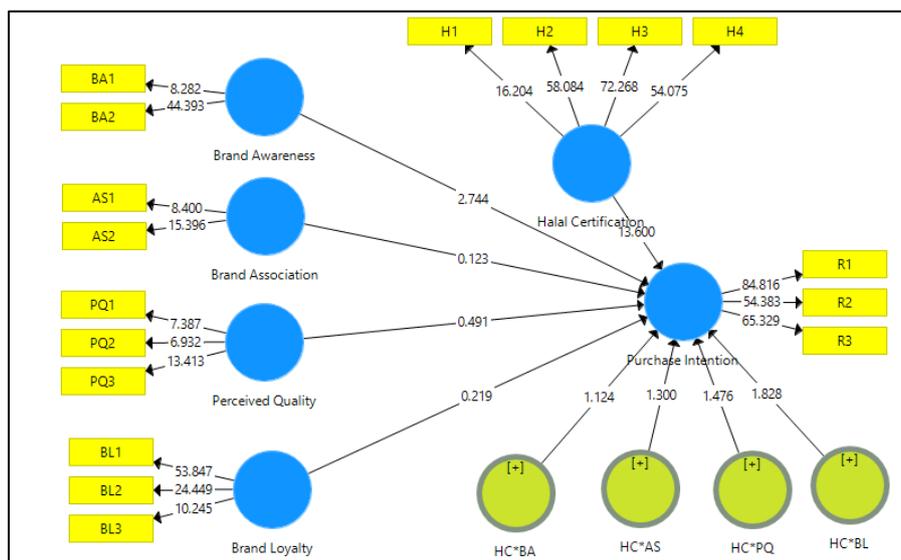


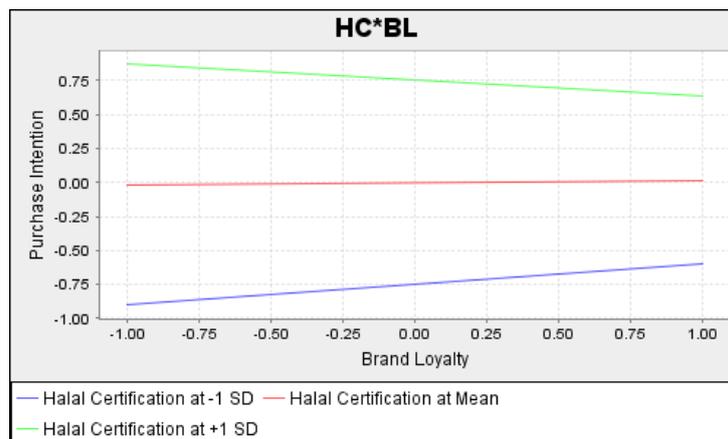
Figure 2: Bootstrapping Result

Table 1: P values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Brand Association -> Purchase Intention	0.010	-0.002	0.080	0.123	0.451
Brand Awareness -> Purchase Intention	0.202	0.204	0.074	2.744	0.003
Brand Loyalty -> Purchase Intention	0.017	0.020	0.078	0.219	0.413

HC*AS -> Purchase Intention	1.138	0.565	0.875	1.300	0.097
HC*BA -> Purchase Intention	-1.029	-0.461	0.916	1.124	0.131
HC*BL -> Purchase Intention	-0.133	-0.129	0.073	1.828	0.034
HC*PQ -> Purchase Intention	-0.127	-0.105	0.086	1.476	0.070
Halal Certification -> Purchase Intention	0.752	0.740	0.055	13.600	0.000
Perceived Quality -> Purchase Intention	-0.043	-0.029	0.087	0.491	0.312

Assume p-value that the significant level is 0.05. Based on the result shows from table 1, there is significant difference between variables if the p-value for each latent variable is lower than 0.05, the assumed significance level. Based on the result shown at the table above, Halal certification has significant moderating effect between brand loyalty and repurchase intention as the p-value is 0.034 which is lower than the significance level 0.05. Thus, there is significant moderation effect of halal certification on brand loyalty and repurchase intention. On the other hand, there is no significant moderation by halal certification on brand awareness, brand association and perceived quality as the p-value of these three variables are greater than 0.05 which is 0.131, 0.097 and 0.070 respectively.



**Figure 3: Moderating Effect of Halal Certification on Brand Loyalty**

The figure 3 above shows that with the presence of halal certification, the significant moderating effect of halal certification had made the direct relationship between brand loyalty and repurchase intention wanning (+1 SD line).

**COEFFICIENT OF DETERMINANT**

**Table 2: R Square**

	R Square	R Square Adjusted
<b>Purchase Intention</b>	0.755	0.736

From table 2 above, the R Square value of 0.755 means that 75.5 percent of the changes in repurchase intention of cosmetics can be explained by the four independent variables and the moderating variable. On the other hand, the remaining 24.5 percent of the changes can be explained by other elements which are not included in this model.

## **DISCUSSION AND CONCLUSION**

### **BRAND AWARENESS**

H1 is rejected since its P-value (0.000) is more than 0.05. The result shows that halal certification has no significant and positive relationship between brand awareness and repurchase intention.

The relationship between brand awareness and repurchase intention remain intake with the presence of the moderator. Thus, support the significant relationship between brand awareness and repurchase intention as found in previous studies conducted by (Ali & Alquda, 2022; Loo, 2022) in testing the direct relationship between brand awareness and brand equity as a critical element to affect the customer's thought processes and build up their perception of the brand. The study demonstrated that brand image have a positive effect on brand equity. These studies successfully provided brand managers with key insights to enrich the equity of their brands. Hence, the result findings in this study are supported by the various literatures and this has proved what (Keller, 1993) statement "attracting customers is one of the hardest parts of running a business; keeping them is even more challenging. Providing good customer service is important, but that's not enough anymore".

### **BRAND ASSOCIATION**

H2 is rejected since its P-value (0.000) is more than 0.05. The result shows that halal certification has no significant and positive relationship between brand association and repurchase intention.

The relationship between brand association and repurchase intention remain intake with the presence of the moderator. Thus, support the significant relationship between brand association and repurchase intention as found in previous studies conducted by, (Mukti & Pangesti, 2022) a positive brand association is enormously helpful because perception is a powerful tool, suggested that a great brand association stimulates a positive emotional response in consumers because people experienced an emotional attachment to a particular brand.

The research has also mentioned that up to 82% of investors say that name recognition is a driving factor in the brands they invest in. Aaker (1991) also stated that fostering positive brand association needs to be the underlying theme in all company's branding activities. With this, this study has confirmed that Aaker's brand equity model is applicable to the cosmetics industry and online hotels (Xiaoyan et al., 2022)

## PERCEIVED QUALITY

H3 is rejected since its P-value (0.000) is more than 0.05. The result shows that halal certification has no significant and positive relationship between perceived quality and repurchase intention.

The relationship between perceived quality and repurchase intention remain intake with the presence of the moderator. According to (Aaker, 1991), customer's overall perception and evaluation on a specific product's level of quality in connection with its intended objective relative to availability of alternatives can best described the term perceived quality. Thus, support the significant relationship between perceived quality and repurchase intention as found in previous studies conducted by (Husain et al., 2022) in which perceived quality has a positive impact towards brand equity where it also suggested that perceived value and corporate credibility fully mediate the relationship between perceived service quality and consumer based brand equity and online hotels (Xiaoyan et al., 2022).

## BRAND LOYALTY

H4 is accepted since its P-value (0.000) is less than 0.05. The result shows that halal certification has significant and positive relationship between brand loyalty and repurchase intention.

The relationship between brand loyalty and repurchase intention became, weaker with the presence of the moderator. Thus, support the significant relationship between brand loyalty and repurchase intention as found in previous studies conducted by (Marques et al., 2020) in which it was found that brand loyalty have the most significant and positive impact on retailers' equity. Therefore, this finding is yet another further testament on the importance of brand loyalty as they tend to have significant impact on consumers' mind. A cosmetics brand equity could be determined by brand loyalty. The study reveals that loyal customers can be a godsend for a business.

As discussed above, this is the first study that investigates the mediating role of halal certification in the association between brand loyalty and repurchase intention of cosmetics.

Previous studies have investigated direct effect of brand loyalty and repurchase intention of bubba tea (Ng et al., 2022). Hence, the main contribution of this study is the absence of the research gap in terms of mediation analysis. This highlights the need for additional studies to assess the mediation effects of halal certification in the relationship between brand loyalty and purchase intention.

## IMPLICATION OF STUDY

Based on the results of our study, this research may able to give some contributions to different parties in the society. The first party that would be mentioned is the raw material providers that providing cosmetics and also entrepreneurs that are interesting to market cosmetics in Malaysia in the future. Information that included in this study can give a guideline and reference to those entrepreneurs a better perception on issues that should be concerned when providing the

service.

Future researchers that are interested in acceptance and different factors that will affect the repurchase intention can take some advantages from this study. It could take this research's variables that applied as a reference for the future study. According to the results of our study, variable such as halal certification significantly moderates brand loyalty and repurchase intention.

### **LIMITATION OF STUDY**

There are some limitations in this study. First of all, only undergraduate students who study in Selangor and Sarawak were chosen as the target population of this study. The results of this study only represent part of the public opinion. The target consumers of cosmetics are not only young people, but also people of different ages. Consumers of different ages have different needs and wants, therefore their opinion or acceptance of the cosmetics may be different from the sample respondents.

### **RECOMMENDATIONS FOR FUTURE RESEARCH**

After this research, some limitations had being examined throughout the process. Hence, there some suggestions and recommendation can be referred by future scholars to rectify the limitations. First of all, generations and age of target respondents should be widen in future study. As mentioned by (Rogers, 2003) in the Diffusion of Innovations theory, there are different groups of adopters such as innovators, early adopters, early majority, late majority and laggards as well. Innovators are adopters that willing to take risk on a new developed product while laggards are the last one who have acceptance on a newly developed product. Hence, the level of adoption and factors that will affect the acceptance might have some differences in different category of people.

### **CONCLUSION**

The aim of this research is to determine the moderation of halal certification on the brand equity dimension and the relationship with the repurchase intention of cosmetics among students in Selangor and Sarawak. Consequently, the most significant contribution of this study is the lack of a research gap in terms of mediation analysis. This emphasizes the need for further research to evaluate the mediating effects of halal certification on the relationship between brand loyalty and purchase intention.

Brand awareness, brand association, perceived quality and brand loyalty are the antecedents of brand equity. Total of 130 questionnaires have been collected using convenience sampling. All the data collected in questionnaires were analyze by using Smart PLS version 3. Indicators such as Outer Loading Analysis, Cronbach's alpha, Composite Reliability, Average Variance Extracted (AVE), Fornell-Larcker Criterion, Heterotrait-Monotrait Ratio (HTMT), bootstrapping, path coefficient, Bootstrapping have been applied to analysis the data collected.

From this research, it found out that halal certification has significant and positive moderation

only relationship towards brand loyalty and repurchase intention. With the results and finding of this research, cosmetics producers and entrepreneurs could get some guideline from the findings to provide more efficient services. Moreover, existing businesspersons can pay attention in the element that will improve repurchase intention of cosmetics while for future entrepreneurs can have estimation on what the consumer desire in halal certified cosmetics. Through this, they will able to increase their ability in order to compete with others in market. From this research, future studies can use this research as a reference to carry out their future research.

However, there are some limitations in this research. In the research, target audience only focus on students rather than public. Second, this study only focused in comparing the gender different rather than field of study. Third, most of past study are focus on undergraduate students in only two states in Malaysia namely Selangor and Sarawak. Some of recommendations have been discussed since there are existences of limitations. In future study, researcher are recommend to expand range of age and involve different education level of target audiences. Besides, this research proposed that field of studies should be included in future study and make comparison toward repurchase intention of halal certified cosmetics and how halal certification is more important that brand loyalty as demonstrated by this research.

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