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**FACTORS AFFECTING THE PURCHASE INTENTION TOWARDS HALAL  
COSMETICS**

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International Business

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**ABSTRACT**

**Purpose** This study aims to find the factors which are affecting the purchase intention towards halal cosmetics for halal and non-halal consumers in France. With the growing market of halal cosmetics at a worldwide level and especially in south-east Asia, it is time, now, to have a look at new potential markets as France.

**Design/Methodology/Approach** A qualitative research method was deployed to find answers to the research questions and objectives through 12 semi-structured interviews, 6 interviews per consumers group (halal and non halal consumers).

**Findings** Specific factors affecting halal consumers' purchase intention towards halal cosmetics are religious belief and halal certification. There are several common factors for halal and non-halal consumers. The main factors influencing purchase intention towards halal cosmetics are price, presence of the product in physical stores to be able to test it, packaging, brand's image and recommendation by relatives. Findings also have shown the importance of online behaviour on the purchase intention. Information available online are decisive when purchase decision is made.

**Research limitations/implications** There are number of limitations to this study that should be take into account. Due to time and resources limitations, the sample is small. These limitations and the non-random sampling can affect the generalizability of the study. Another limitation is the lack of awareness of the interviewees. It could lead to lack of precision during the interview due to an effort to imagine the product.

**Value of the study** This study provides to cosmetic companies and their marketing teams data on what drives consumers' purchase intention towards halal cosmetics. Findings can help to determine the consumer target and the marketing mix for the launch of halal cosmetics in France.

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**KEYWORDS: Halal, Halal Cosmetics, Purchase Intention**



# 1. INTRODUCTION

## 1.1. Study background

The concept of beauty has existed from a long time ago. Not only reserved to women, beauty products have been used for ages to enhance people's look. Nowadays, cosmetics brands have flourished and are proposing a wide range of products. Over the past decade, beauty and personal care market have experienced a positive growth especially since the last economic crisis. In 2016, the global cosmetics market grew by 4 percent in comparison to 2015 (Statista, 2017). According to statistics, the cosmetic market is expected to grow each year. Indeed, in 2024, the global make-up market is estimated at 85 billion U.S. dollars (Statista, 2017).

In our actual society, more people feel more concerned about the environment, their way of consumption, health and ethics in general. Because of these concerns, people are adapting their lifestyle and purchases according to their beliefs. One of these consumption changes is concerning cosmetics. Indeed, cosmetics are often made of chemicals, non-organic products and are tested on animals before being on the market. This is the reason why, in the last decade, the cosmetic market has experienced the growth of the demand in natural, organic and cruelty-free cosmetics. In 2016, at a global level, the natural beauty market was valued at 11.06 billion U.S. dollars, and in 2021, will be valued at 21.78 billion U.S. dollars which means a growth of 97% (Statista, 2017).

Today, there is also a strong demand from cosmetics consumers and especially from makeup consumers that beauty products must be available for everyone. For example, foundation and concealer must be proposed in enough skin tones to match anybody. Now, for consumers, cosmetics are the reflection of the society. Pressure on makeup brands is very strong to propose a wide range at risk to be boycotted. This surveillance is mainly made on social media, by influencers and consumers.

Another major trend in cosmetics is products adapted to religious beliefs, in particularly for Muslims. Indeed, this last decade, the halal cosmetics have appeared into the global cosmetics market, well before other religions as Judaism. At the global level, in 2015, the size of the halal cosmetics market, was valued at USD 16.32 billion and will grow by 218% to reach 52.02 billion by 2025 (Grand View Research, 2017). These news cosmetics are answering the demand of the rising Muslim population but it is also an answer to the growing awareness regarding the consumption of personal care which complied to the Islamic law standards and religious beliefs. Indeed, makeup, skincare and perfumes are considered to be non-halal due to the presence of alcohol and some animal substances. Finally, this rising popularity is also due to the rising purchasing power of these consumers. This market is a major opportunity for existing cosmetics brands but also to create new halal brands. The biggest market for halal cosmetics is to be found in Muslim countries like Malaysia.

Even if it's a smaller market than south-east Asia, Europe is another promising market because of the rising Muslim population. According to Grand View Research (2017), the European region will witness a steady market growth for halal cosmetics. This growth is due to the presence of global players in this region, for example L'Oréal or Saint Laurent.

In Europe, France is one of the most promising market for halal cosmetics. Indeed, in 2016, the revenue in the cosmetics and personal care market was €13,1 billion. France is the second country in Europe to consume the largest amount of cosmetics in 2017 (Cosmetica Italia, 2018). At the worldwide level, the makeup market will grow annually by 3% between 2017 and 2024 (Trefis.com, 2018).

## 1.2. Research problem and research gap

The halal cosmetic is expanding at a global level but the number of brands proposing these products is small. Furthermore, these brands are mostly located in south-east Asia and just few brands are offering halal cosmetics in Europe. Consequently, there are business opportunities for European cosmetic brands to enter this market.

At the academic level, several studies have been made on halal cosmetics and their consumers in Asia. Nevertheless, no study has been done on halal cosmetics in general in Europe. Consequently, there is a need for cosmetic brands to understand their consumers and what they are looking for in these products, what drives the consumer to purchase these products in Europe. Research about this subject is needed in Europe and more precisely in France because consumers' needs are not the same from country to country.

By studying the halal cosmetic market in France, the author will shed light on what is influencing the intention to purchase these products. This study will focus on finding the factors that influence the purchase intention of halal and non-halal consumers towards halal cosmetics. The findings will help existing (or not) cosmetic companies and especially their marketing managers to understand what the consumer is looking for in these products.

There are few studies on halal cosmetics. The existing ones are focusing on Asia because the halal cosmetics market is more developed in these countries and especially in Malaysia (Majid et al., 2015; Azreen, 2014). No research has been done on halal cosmetics in Europe because this is a new phenomenon. As written previously, the size of the global halal market is growing and the European market will grow steadily (Grand View Research, 2017). Halal cosmetics brands are developing in Europe but are still less in number than in south-east Asia.

### 1.3. Research question and objectives

Against the background and the research gap explained earlier, this study aims to find out which factors influenced the purchase intention of halal and non halal consumers towards halal cosmetics. This study focuses on consumers in France which is a promising market for halal cosmetics. Accordingly, the research question of this study is:

- *What are the factors affecting the purchase intention towards halal cosmetics in France?*

These factors will be investigated in France for several reasons. First, no study on halal cosmetics has been conducted in Europe. Furthermore, France is interesting to study because it is one of the European country which is the readiest to open to this new market.

Because of the composition and the certain ethic of the halal cosmetics, non-halal consumers, with the rising awareness about more natural and cruelty-free cosmetics, can be interested in buying these products. By answering this question, this study can provide factors which are affecting the purchase intention towards halal cosmetics among halal and non halal consumers. It will also highlight the differences or similarities between these two groups of consumers.

#### 1.4. Delimitations

To clarify the scope of the study for the reader, delimitations of the study will be introduced in this part. There are six delimitations which are in connection with the main theme of the research. First of all, the studied population is only composed of women. The study does not include men even if more and more men are using makeup. This democratization of makeup through every gender is not strong enough in France. Furthermore, makeup brands are mostly targeting women and halal makeup brands even more. Second of all, interviewed women must be over 18 years old. They must be an adult according to the law, to be able to make their own decisions and particularly their own purchase decisions.

Thirdly, in order to keep the analysis in-depth, the study is focused only in France. France is home to personal care and cosmetics firms well known around the world for their innovation and product quality. L'Oréal, a French company, is the global leader in cosmetics. There is a strong potential for cosmetic brands to offer halal cosmetics in France because of the size of the market and the growing Muslim population.

Fourthly, in the halal consumer group, only consumers who purchase halal products (food, cosmetics, finance or other) regularly have been retained. The notion “regularly” have been defined for this study as “person who consume halal products every month”. If a consumer purchases one or several halal products every month, he can be considered as a regular halal products consumer.

Fifthly, cosmetic products include a wide range of products. The scope of this study is limited to makeup and cream as other cosmetics, like hair products or deodorants have been excluded. The reason of the exclusion of these other kinds of cosmetic product is that, for now, makeup and cream are the major products offered with halal certification. To determine the factors influencing the purchase intention towards halal cosmetics, existing halal cosmetics were needed to conduct the interviews and also to match the market situation.

The final delimitation deals with the data collection method which is semi-structured interviews. According to Saunders, Lewis & Thornhill (2009), this type of interview is used to gain in-depth information from the participants which can allow a deeper analysis. This is why no surveys or questionnaire have been used to collect information. These kinds of data collection can limit the depth of the answers and don't allow the researcher to add more questions to clarify a point or questions that could lead to more revealing information.

## 1.5. Terminology and key concepts

### Cosmetic product:

A cosmetic product can be defined as “any substance or mixture intended to be placed in contact with the various external parts of the human body (epidermis, hair system, nails, lips and external genital organs) or with the teeth and the mucous membranes of the oral cavity with a view exclusively or mainly to cleaning them, perfuming them, changing

their appearance, protecting them, keeping them in good condition or correcting body odours” (Regulation (EC) No. 1223/2009).

### Halal:

Halal in Arabic means permitted or lawful. The Qur’an prescribes to eat halal food as a dietary standard. The opposite word for halal is haram which means prohibited or unlawful. The terms halal and haram are applied to every facets of life. A halal product is a product which is free from any component prohibited by the Islamic law but also which have been produced, manufactured and stored with utensils and equipment that have been sanitized according to the Islamic law. Halal is not just applied to food but it is also used in relation to cosmetics, pharmaceuticals, finance and food contact materials.

### Halal cosmetics:

Halal cosmetics are cosmetics produced without any human parts, any animal that are forbidden for Muslims to consume (e.g. pork, dog) or alcohol ingredients. Halal also includes the packaging, manufacturing as well as the distribution methods.

### Purchase intention:

According to Wu et al. (2012), purchase intention can be defined as “the possibility that consumers will plan or be willing to purchase a certain product or service in the future”. Purchase intention is considered as the precedent step from the actual buying behaviour.

## 1.6. Structure of the study

This study is divided into six main chapters. The introduction of the research is the first chapter. It frames the background, the research gap and the research question of the study. Objectives and key definitions are also outlined. The second chapter develops the literature review needed to conduct the research. It is divided into five sub-parts, respectively, purchase intention, halal consumers, common factors for halal and non halal consumers, French market. The last sub-part is the presentation of the initial theoretical

framework. In the third chapter, the research approach, and methods are explained. The data collection and analysis are also explained. It is followed by the analysis of the reliability and validity of the study. The fourth chapter findings and analysis of the results are explained, which is followed by the discussion chapter. The sixth and last chapter, conclusions are made including theoretical contribution, managerial implications and limitations of the study. This chapter ends with proposals for future research.

## **2. LITERATURE REVIEW**

### **2.1. Purchase intention**

One of the primary inputs that marketing managers use to predict future sales is consumers' purchase intention. It also helps to determine how managers' actions will impact consumers' purchasing behaviour. The intention of purchasing a product can be defined as the action preceding the actual purchase.

According to Jamieson and Bass (1989), up to 90 percent of clients of market research suppliers regularly measure and use purchase intentions. Purchase intentions can be used to measure the demand for new products. If studies made on consumers' purchase intention indicate that there will be enough consumers buying the new product, these studies will also mention, in order to maximize sales, how to use efficiently the elements of the marketing mix.

#### **2.1.1. Consumer decision-making process**

One of the most recognized model of consumer purchase decision-making was presented by Engel, Blackwell and Miniard (1995). In this model, the consumer purchase decision process is divided into five stages: (1) problem recognition, (2) information search, (3) alternative evaluation, (4) purchase decision, and (5) post-purchase behaviour.



*Figure 1. Consumer decision-making process*

Also according to Engel et al. (1995), purchase intention can be divided into unplanned buying, partially planned buying and fully planned buying. Unplanned buying can be defined as the situation when the consumer is making all decisions to buy a product directly in a store. It is also called “impulse buying behaviour”. Partially planned buying is when the consumer has only decided about the category and the specification of the product before buying a product, brand and type will be chosen later in the shop. Fully planned buying means that the product and brand will be chosen before going to the shop.

Mowen and Minor (2001) stated that consumer decision making is also a succession of processes: from perceiving problems, looking for solutions, evaluating alternatives to making decisions.

### 2.1.2. Theory of Planned Behaviour

The Theory of Planned Behaviour (TPB) deals with the nature of behaviour-specific factors and explains human behaviour in specific contexts (Ajzen, 1991).

The individual’s intention to perform a given behaviour is a central factor in the theory of planned behaviour. Intentions are presumed to capture the motivational factors that influence behaviour (Ajzen, 1991). These intentions are indicators of the amount of efforts that people are planning to exert to perform the behaviour. The intensity of the

intention to engage in a behaviour is linked to the performance of the intention. Although intention is not a perfect indicator of behaviour, it is still accepted as the best predictor available (Kim and Han, 2010).

Three independent determinants of intention have been proposed: attitude toward the behaviour, subjective norm and perceived behavioural control.

*Attitude toward the behaviour* refers to the evaluation of performing a particular behaviour (favourable or unfavourable evaluation). According to Alam and Sayuti (2011), there is a significant and positive relationship between attitude and intentions to purchase halal products. Evidence was also provided by Lada et al. (2009) in their study which confirmed the positive relation between attitude and the intention to choose halal products.

The second predictor is *subjective norm* which refers to the perceived social pressure to perform or not the behaviour. The study conducted by Afendi (2014) shows that there is a positive correlation between subjective norms and purchase intention. Subjective norms are an important factor in influencing the consumers' purchase intention towards halal products.

The last one is *perceived behavioural control*. It can be defined as the "ease or difficulty of performing the behaviour and it is assumed to reflect past experience as well as anticipated impediments and obstacles" (Ajzen, 1991). According to Afendi (2014) perceived behavioural control is positively linked to purchase intention towards halal products. It has assumed that the reason was because control can affect the behaviour by "increasing effort to goal achievement".

There have been several studies which used the Theory of Planned Behaviour to measure purchase intention and behaviour of cosmetics products. Lee and Park (2012) demonstrated that all the variables in the TPB are statistically significant in predicting the purchasing behaviour of skincare and makeup. This theory has also been applied to the usage of organic personal care products (Kim and Chung, 2011) or the purchase intention of sunscreen among young Moroccan adults (Bachleda, Fakhar and Hlimi, 2012). The Theory of Planned Behaviour has also been tested with halal food products (Alam and

Sayuti, 2011) and the Theory of Reasoned Action to predict the intention to choose halal products (Lada, Tanakinjal and Amin, 2009).

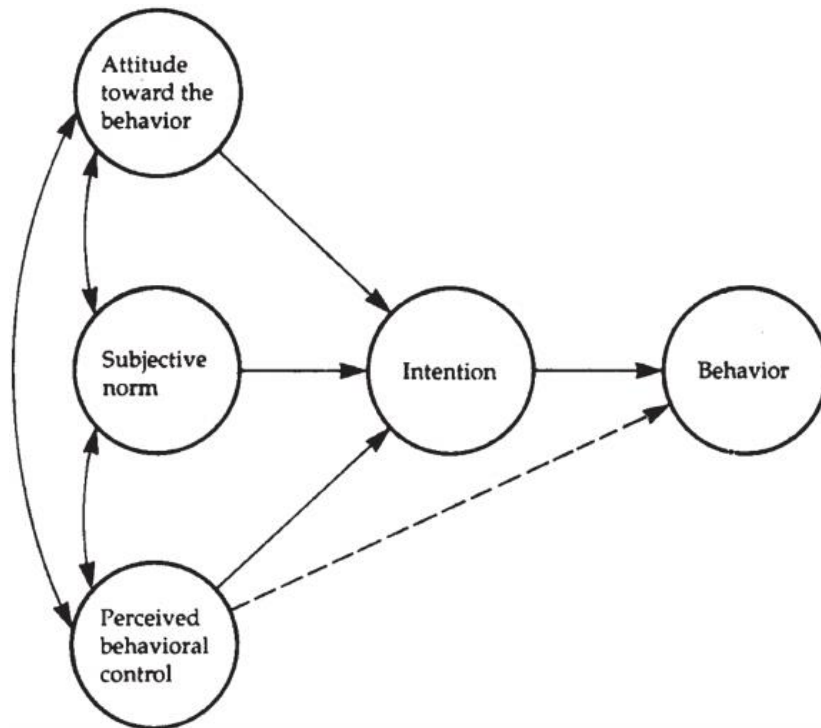


Figure 2. Theory of Planned Behaviour

## 2.2. Halal Consumers

### 2.2.1. Awareness

Awareness can be defined as “knowledge that something exists, or understanding of a situation or subject at the present time based on information or experience” (Cambridge dictionary). In other words, it means how well the consumers know about a specific product and in this study, halal cosmetics. In previous studies, awareness has been hypothesized as a determinant of the intention to choose. In other terms, people with awareness of the product have more chance to buy this product. According to a study conducted by Golnaz et al. (2010), the awareness of halal principles and halal food products is determined by a positive attitude. As mentioned in the previous part, consumers who have a positive attitude will perform the behaviour.

#### 2.2.1.1. Source of information

One factor which can increase consumers’ awareness towards halal cosmetics is the source of information about these products. A study on awareness towards halal labelled cosmetics (Teng, 2013) showed that the most significant personal source of information about halal labelled cosmetics is friends followed by parents. For impersonal source of information, the most important was internet followed by television. From companies’ perspective it is interesting to know to implement an efficient communication campaign and raise awareness among potential customers. To target personal sources of information, an interesting source would be cosmetic sales assistant through specific communication or trainings. The communication strategy should also include, as impersonal sources of information, the two main sources mentioned previously but also advertisement and promotion.

#### 2.2.1.2. Halal logo

Halal logo signals which food or other products are permissible to be consumed by Muslims. This logo provides an advantage for the manufacturers to indicate to their target consumers that their products meet the Islamic standard (Shafie et al., 2006). The application of the halal logo on the products creates a significant advantage compared to the manufacturers that do not have halal certification.

The usage of halal logo has been so far associated to food products. Muslims and non-Muslims know better the term “halal” as “food that is permissible to be consumed” for practicing Muslims. The logo is not often used in other categories of products. The more appropriate term for the service sector, for example banking and insurance products, would be Islamic-compliant or shariah-compliant.

Concerning halal cosmetics, a study conducted by Baig (2014) demonstrated that the demand for these products was predominantly influenced by halal logo. According to this study, it is important for brands which want to offer halal cosmetics to be labelled “halal” to influence positively the purchase intention. Another study conducted by Azreen (2014) showed that for consumers in Muslim countries it is not necessary to recognize a halal logo such as JAKIM to decide to consume a cosmetic product. The main factor which influence positively the purchase decision towards halal cosmetics is the contents/ingredients. They will first refer to the packaging of the product to check the ingredient before deciding to consume it. If the content satisfies the consumer (e.g. a product made of natural resources) and no halal endorsement or hesitation in the content stated (no placenta, animal fats or foetus), it is sufficient to choose to buy the product. Al-Harran and Low (2008) went further by adding that consumers would buy non halal products with a credible brand to the condition that the consumer check the ingredient list before purchasing the product. The consumer prefers to purchase non-halal products with a cleared ingredient list than purchasing a less credible product with a halal logo.

The halal logo is an important factor in consumer purchasing but its origin is also critical. Rezai et al. (2012) affirmed that the majority of Malaysians consumers do not find halal labelled food imported and/or which do not carry JAKIM logo (Malaysian label)

trustworthy. Concerning halal cosmetics, we can suppose that French consumers won't trust halal cosmetics with a foreign label. They would trust more a label delivered from a French authority.

#### 2.2.1.3. Ingredients

Another factor which can influence the purchase decision of halal consumers towards halal cosmetics is the list of ingredients. In fact, it is very common now for consumers to check the ingredients of a product before buying it. Some consumers are avoiding certain ingredients which can be present for example in food or consumer goods in general. These ingredients are banned from their consumption for two main reasons: protect their health and/or protect the environment. In the cosmetics and personal care industry, it is a necessity for halal consumers to know what ingredients are used in the products they are buying (Majid, Sabir, & Ashraf, 2015). Studies have revealed that it is important for halal personal care product to gain the trust of consumer. They have to trust the integrity of these products before deciding to purchase the product (Hunter, 2012). One way to gain their trust and make them buy the product would be to offer products with an understandable ingredients list and free from haram (non-permissible) ingredients.

#### 2.2.1.4. Brand awareness

A brand can be defined as “(..) a name, term, sign, symbol, or design, or combination of these, which is intended to identify the goods and services of one seller or group of sellers and to differentiate them from their competitors” according to Kotler (1991).

The brand name plays an important role in the purchase intention. According to a study conducted in Malaysia (Azreen, 2013), halal cosmetics with a name that sounds ‘Malay’ or ‘Arab’ will influence positively the consumers purchase intention. It will influence them to trust the product because the name will lead to the consumer to believe that the product is halal and produced by a Muslim and Malay manufacturer. In fact, some manufacturers are using brand names which sound ‘Arab’ or Malay’ but they are, in fact,

from non-Muslim countries. For example, Safi which is a brand sold in Malaysia is from a Chinese manufacturer (Unza Sdn Bhd). To increase brand awareness, selecting a brand name with 'Arab' connotation can be an effective strategy to capture Muslim and halal consumers.

Brand awareness can be defined as the ability of a customer to recognize and recall a brand in different situations (Aaker, 1996). It has an important role on purchase intention. Indeed, familiar and well known products by consumers tend to be more purchased (Keller, 1993; Macdonald & Sharp, 2000).

Brand awareness can be distinguished from depth and width according to Hoeffler & Keller (2002). Depth means the manner to make consumers recall or identify a brand easily. Width is the situation when the name of the brand will come to consumers' minds at once when they purchase a product. When a product has brand depth and width simultaneously, consumers, when they will want to purchase a product, they will think to this particular brand. Indeed, the product will have the higher brand awareness. When a product owns a positive brand image, the purchase decision will also be affected positively (Keller, 1993).

According to Davis, Golicic & Marquardt (2008), in brand awareness, the most important element is brand name. A symbol is offered by the brand name which helps consumers identifying service providers and service's results (Janiszewski & Van Osselaer, 2000). A product which has a high quality evaluation, market share and a high level a brand awareness will receive higher consumer preference than its competitors (Grewal et al., 1998).

Nowadays, the marketplace is not just a physical place but also an online market. More and more people are using internet to be informed, to compare and buy products. Because of these new ways of consumption, communications are no longer restricted to one way: sellers to buyers. Thanks to online technologies and their development, consumers can easily share their thoughts and opinions about brands and products on these marketplaces but also on social media or blogs. Consumers are now talking to each other at a larger

scale than marketers have previously experienced. This new environment can be both positive and negative. Indeed, marketers do not have the control anymore on the dialogue around the brand and the product. This loss of control can be positive if consumers are engaged positively toward the brand and generate a “buzz”. On the opposite, it can be negative for the brand if consumers’ content and tone are unfavourable.

For now, halal cosmetics brands are mostly using the internet to sell their products in countries with a majority of non-Muslim. Halal cosmetics are rarely offered in physical stores and especially in Western countries. Halal cosmetics brands are mostly using their own website or marketplace to sell their products. This is why online reputation and trustworthiness of the website for halal cosmetic brands is very important and maybe even more than for “regular” cosmetic brands.

Branding halal products as “halal” can be an asset to make people of western countries to consume these products according to Cheng (2008). The reason is that people are more concerned today about purity, health, wellness and ethic. Halal products can be an answer to these concerns: halal products are free from alcohol, often contain no animal substance and some halal brands are also organic, vegan and/or cruelty free.

#### 2.2.1.5. Brand image

According to Ali et al. (2017), brand image is the factor that influence most customers’ purchase decision. The main reason is that halal concept is a religious issue (Bonne et al., 2007) which is a prerequisite to the purchase of food for halal consumers (Ahmed, 2008). Price, quality, convenience or other factors are secondary. In other word, to influence positively the purchase intention of halal consumers towards halal cosmetics is to convey a positive image and values which will appeal the consumer.

#### 2.2.2. Religious beliefs

Religion can be defined as “a system of beliefs and practices by which group of people interprets and responds to what they feel is supernatural and sacred” (Johnstone, 1975).

Religious belief is the belief of in the reality of spiritual aspects of a religion. It is one of the most important dimension in individuals' religiosity. Religious belief is distinct of religious practice. Indeed, someone can believe without practicing the religion and vice versa. Monotheist religions often prescribes or prohibits some behaviours including consumption behaviour. In Judaism, it is forbidden for believers to consume food or other products that are not kosher. For Muslim, it is mandatory to consume halal. For example, in these two religions, consumption of pork is forbidden.

According to Schiffman and Kanuk (1997), members of the same religious group are more likely to make purchase decisions influenced by their religious identity. Indeed, especially in Muslim countries, religious beliefs have an effect on attitudes and behaviours of these inhabitants (Souiden and Marzouki, 2015). For example, Muslim who have a religious belief and are practicing religion, are more likely to consume halal products and avoid non halal products. It also means that they won't consume any haram products (products non permissible according to religion's rules).

According to Noland (2007), whatever a person's religion, his behaviour will be affected by his religious beliefs. Consumer behaviour is affected by religious beliefs for two reasons: the obligations that belong to a certain religion that people have to respect (e.g. food restrictions) and, in our actual society, individuals' behaviour are influenced by norms, values, culture and attitudes which are themselves influenced by religion (Mokhlis, 2006).

According to a survey (Statista, 2015), the main reason for consumers to purchase halal cosmetics is to follow Islamic thoughts (62.3 percent of respondents). Other reasons come way after as product quality and safety with only 15.4 percent. If halal cosmetics were available physically in French market, halal consumers will be more attracted towards these cosmetics to practice their religion.

### 2.2.3. Halal certification

A product certification is when a third party provides the assurance that a product fulfils specified requirements of nominated standards. It can provide to customers a high degree of confidence in the product. Halal certification and its associated logo are used by manufacturers and marketers to inform and reassure their target consumers that their products are halal and shariah-compliant (Shafie et al., 2006). Halal certification is often linked to the certification of food but more and more to cosmetics. In the food industry there is a large number of certification but still a few for cosmetics, one of the most recognized being JAKIM (Malaysia). The certification of a halal product refers to the official recognition of the proper preparation, slaughtering, cleaning, handling and other relevant management practices by an established body.

According to Aziz & Chok (2013), only products with halal certification associated with specific promotion which included halal components in marketing campaign, will positively influence customer purchase intention of Muslim communities.

### 2.3. Common factors for halal and non halal consumers

Companies which offer halal cosmetics are often targeting a larger group of consumers than just halal consumers. Indeed, in countries where halal consumers are a minority, it can be difficult for halal cosmetic companies to only target halal consumers. The target would be too small to allow a company to prosper in the middle of bigger competitors. To target a larger group of customers, companies must sell products which fulfil the needs or wants of halal and non halal consumers. To achieve this goal, companies must develop their products with the support of the marketing mix, the AIDA model and also the digital marketing.

### 2.3.1. Marketing mix

To also target non halal consumers and not to be restricted to the segment of halal consumers, halal brands must build a different strategy. This strategy must not be based on awareness, religious beliefs, certification and community belonging but on the marketing mix.

After determining the overall marketing strategy, the company is using the marketing mix. The marketing mix consists of tactical marketing tools to influence the demand of its products. There are four factors in the marketing mix: product, price, place and promotion. All four factors are not independent. Companies, when they are developing a new product, have to think about all factors at the same time. It is what will make a product coherent according to the consumer target. The four elements must fit the target needs, wants and purchasing power.

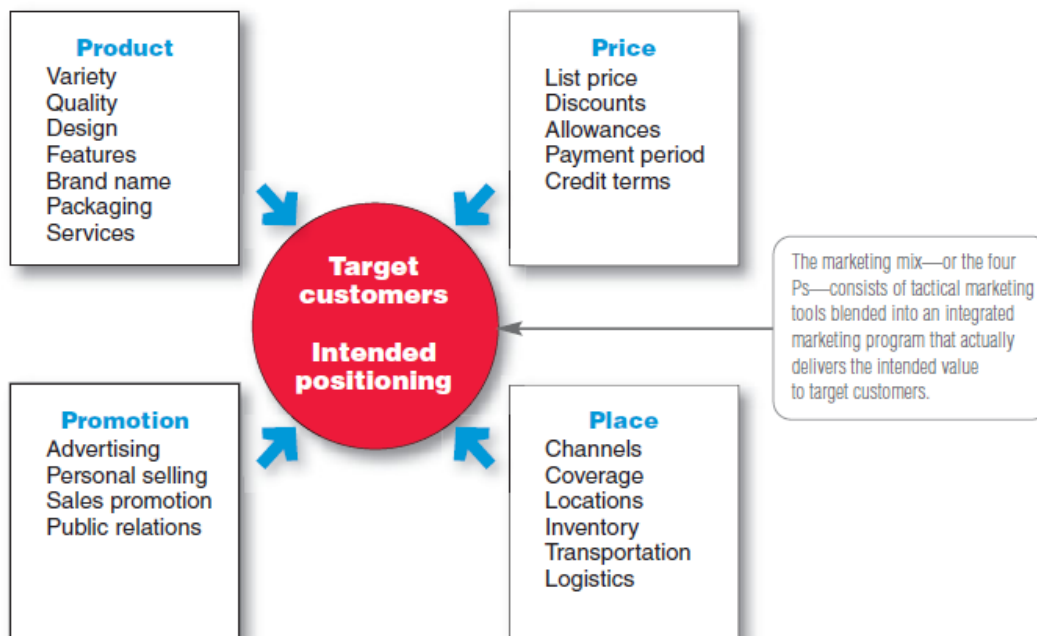


Figure 3. Principles of marketing, Kotler, P., 2016

### 2.3.1.1. Price

Price is one of the four elements of the marketing mix. The price variable is referring to an organisation's pricing policies. These policies are used to define pricing models and obviously to set prices for products and services. This element doesn't have the same signification for the marketing manager and the customer. "From the marketing manager's perspective, the price is what the consumer is willing to pay for the value of the bundle of attributes offered and is what produces the resources that cover all of the other activities of the firm." (Margaret C. Campbell, 1999). From the customer's perspective, the price is what the customer has to sacrifice to obtain the product. Price can imply more than just a monetary exchange. Indeed, there is a psychological reaction to a price (Kamen and Toman, 1970; Monroe, 1973).

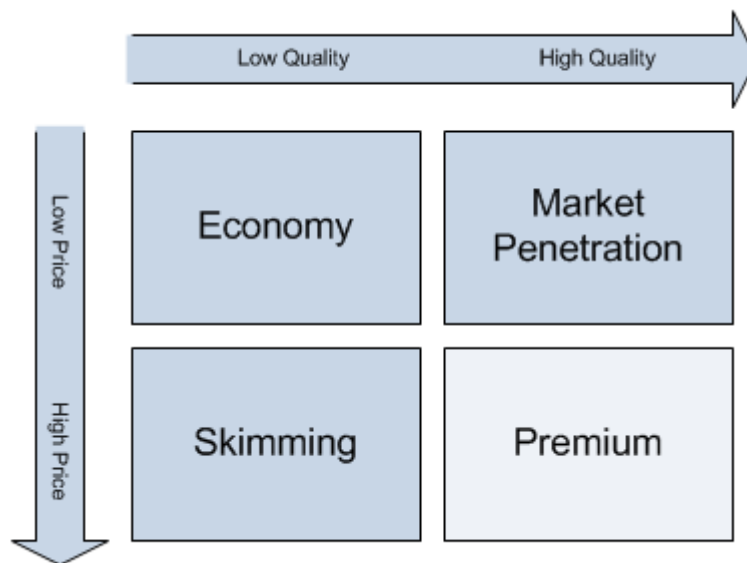


Figure 4. Price strategy (Williams, P., 2010)

Price is often thought as the amount necessary to cover all the costs associated to the product: from raw material to the distribution to customers with the addition of a margin. The price variable has a direct effect on company's profits. If the price increases it will have a positive effect on profits and if it decreases, it will affect negatively profits. But price is not just covering production costs and make profits. There is a pricing strategy

behind a product's price. Several options are available to the company in assessing pricing strategies which are influenced by several key factors (Sammut-Bonnici and Channon, 2015).

- An *economy* pricing strategy is setting the price at the minimum to make a small profit. Marketing and promotional costs are minimized by companies. The key to this strategy is to sell a high volume of products and services at a low price. In general, only large companies can take advantage to a low price strategy. For small businesses, it is more difficult to sell enough products at a low price to stay afloat.
- A *price skimming* strategy is the situation when the price is high at the introduction on the market. It must have only few competitors on the market which enable the company to maximize profits before competitors enter the market. The company is able to maximize profits with the setting of the highest price possible of new products that face a high demand.
- A *penetration* pricing strategy, also known as promotional pricing, is defined by a setting price below the market price or even lower than cost price. This strategy aims to maximize a rapid market entry into new markets or the market entry of new products into existing markets.
- A *premium* pricing strategy or *perceived value* pricing strategy is the situation where companies are basing the price on perceived value identified by the customer. The aim is to maximize the value that the buyer assigns to the product based on its utility. This strategy is used when the perceived value of the product is higher than its production cost. It is often used by luxury brands.

Indeed, there is a link between price and customers' perception of product's quality. Quality is an important factor to take into account when setting a product's price. Quality is defined as "the standard of something of a familiar kind; the degree of excellence of something; a distinctive attribute or characteristic possessed by someone or something" (Oxford Dictionaries, 2016). The term quality is very subjective because everyone has its

own perception of a product's quality. This is why, in marketing, we talk about perceived quality. An assumption can be that the price reflects the quality of the product in cosmetics. It has been proved by Zeithaml (1988) that there is a price-perceived quality relationship in the case of perfume.

Consumers are not just associating a product's price to its quality. They also have a price sensitivity. Price sensitivity is a phenomenon by which consumers are going to integrate the price level to their consumption choices, brands or stores. It is an individual and situational variable. An individual variable can be defined as a variable which vary from one individual to the other. Some people are more sensitive to the price than others in their purchase decision. In other words, some consumers are taking more into account the price in their purchasing decision. A situational variable is a variable which vary from one product to another. The same individual is more or less price sensitive according to the purchased products.

Several factors are affecting the sensitivity to the price. Indeed, there is less price sensitivity from buyers when the product is creative (different from its competitors), hard to compare prices with other similar products (for example, a different packaging), the price or the purchase frequency, or a share of the price is reimbursed by a third party.

#### 2.3.1.2. Product

Product can be defined as tangible (a good), intangible (a service) or a mix of both. The purpose of a product is to satisfy the needs and wants of a targeted audience. Consumers are not paying for the product but for the benefit it will provide. In other words, a product is an assortment of benefits offered in return of money (price).

According to Kotler (1969), a product is more than being tangible. In addition to its tangible value, the product also has an abstract value or perceived value. Customers will choose to purchase a product based on their perceived value of it. The customer will only be satisfied of the actual value of the product if it match or exceed his perceived value.

This abstract value has been shaped by Kotler into five product levels. These levels display the value that consumers attach to a product.

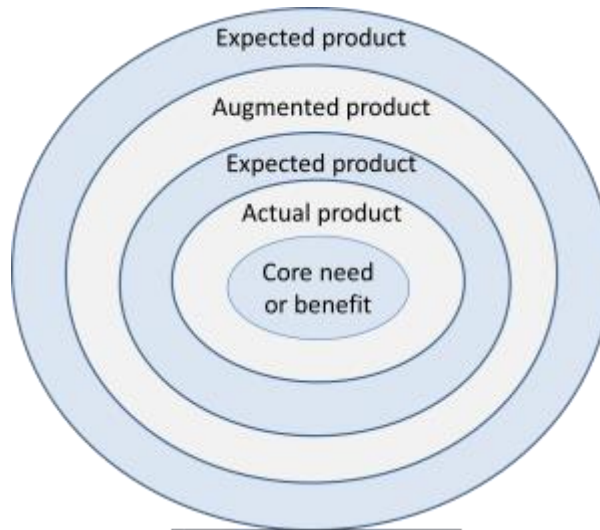


Figure 5. Five product levels

The first product level is called “core benefit” and represents the consumer’s fundamental need or want satisfied by the consumption of the product. The *generic product* or *actual product* only includes its attributes or characteristics necessary for its functioning. The third product level is the *expected product*. It represents all the characteristics or attributes that buyer are expecting when they buy a product. Then comes the *augmented product* which includes additional features, attributes, benefits or related services. These additional features are what distinguish the product from its competitors. The fifth and last product level is the *potential product*. It represents all the transformations and augmentations a product might experience in the future.

The value added for the customer is present in each level of the five product levels. The more effort the company makes on each level, the more likely it has a chance to be distinctive compared to its competitors. According to Kotler (1969), competition takes place mostly at the augmented product level rather than other levels. The competition does not take place in the factory, at the production stage but after. As Levitt mentioned

in “Marketing Imagination” (1983), “new competition is not between what companies produce in their factories, but between what they add to their factory output in the form of packaging, services, advertising, customer advice, financing, delivery arrangements, warehousing, and other things that people value.”.

In order to face the competition and to differentiate their products on the market, companies are adding value at the augmented product level. This added value will influence positively the purchase intention of customers toward their products. If the consumer observes more added value to a product than another product, there is a greater possibility he will purchase this product.

One of the major factor that can affect consumers’ purchase intention in the augmented product level is product’s packaging. It can be defined as a driver to the consumer perception towards the product and satisfies its needs and wants (Rettie & Berwer, 2000). According to Charles W. Lamb et al., (2011), packaging has four distinct marketing functions. First, it contains and protects the product. It also promotes the product. Packaging is helping consumers to use the product and finally, it can facilitate the reduction of environmental damage by recycling. As said previously, packaging doesn’t only has the function of protecting the product but also the function of developing the image of the product in consumer mind. It has a strong influence on the product’s sales by increasing the chances of the product to be visible and attractive. Indeed, the packaging is contributing to instant recognition of the company or brand. Packages can create a billboard effect in a store. Because of these functions, in a retail environment, packaging has an important influence on consumer purchasing decision (Ulrich R. Orth, 2009). According to Sohier (2009), packaging is the main element of communication for a product at a point of sale. It also allows consumers to understand the position chosen by the brand.

One of the factors which are affecting the purchase intention is labelling. According to Kotler, “A *label might contain a brand name, logo or information.*”. Labels contributes to inform consumers about the product category, ingredients and product instructions. Before purchase a new product, consumers are seeking information and labels which are

the source that inform about a particular product (Caswell and Padberg, 1992). Product labels are helping consumers to differentiate products from one another without difficulty (Morris, 1997). Labels are contributing to the identity of the product in a very competitive market and with more demanding consumers. These labels are also helping consumers to spend less time searching for products they decided to buy. Under time pressure, purchase decisions are influenced by the unique appearance of the packaging which contains clear and precise information (Silayoi and Speece, 2004).

Labels are often synonyms of quality. Indeed, consumers are relying on two factors for product's quality: brand and labels (Grunert et al, 2001). For consumers, product's quality is very important which means it is a source of competitive advantage for brands. Because quality is not easy to perceive for the consumer, labels are helping consumers in their purchase decisions. It allows them to identify more easily the product as well as its quality. If a label perceived and understood well, it can improve marketing communication (Grunert et al, 2001). The effect of the label on consumer purchase decision depends on how the consumer is perceiving the label: sign of quality, consumer's understanding and its confidence (Boer, 2003).

Nowadays, people are more and more concerned about their health and nutrition. As a consequence, they are paying more attention to labels on packaging (Coulson, N.S., 2000). This attention to labels on products is much observed in the food market. There is mistrust of consumers towards the food industry but also towards the industry in general. As a consequence, consumers need to be reassured and are looking for elements of trust. These elements are in general labels and certifications. By purchasing labelled products, consumers are trying to avoid risks.

In the cosmetics market, consumers are also trying to avoid risks for their health but also for the environment. They are mainly avoiding allergic skin reactions or doing harm to the planet. On the market, cosmetics labelled halal are also often labelled organic, vegan and cruelty free to target a larger market. As a consequence, these cosmetics are composed of mineral ingredients and are free of alcohol. In Western countries as the France, where Muslim people are a minority, halal cosmetics brands may increase their

potential market by not only proposing halal labelled products. These products coupled with other labels as vegan, cruelty-free or organic would better raise the attention and purchase intention of non halal consumers.

#### 2.3.1.3. Place

The place variable can be defined as the manner on how the product is distributed to consumers. It is also called “distribution channels” and is a key element in a marketing strategy. A distribution channel refers to the path through which products transit to go from the production place to the final user. The purpose of this variable for companies is to achieve a widespread availability of products and at the time minimising the cost of inventory. Nowadays, decisions about distribution channel are as important as other feature of the marketing mix. Consumers are very demanding towards brands. If they can't have the product they want at the right time and the right place, they will simply buy a competitor's product as a replacement.

Distribution channels are used by marketers to display, sell or deliver the product or service to the buyer. There are two main types of channels: direct and indirect. A direct distribution channel is when the product goes from the producer directly to the final user with no middlemen in between. This type of distribution is more often used with the sale of services or companies which sell tangible goods as a hairstylist who sells its products directly to the customer. No one is handling the haircut between the stylist and the customer. Direct channels can be also the Internet, mail or mobile phone.

Indirect channels are used when companies are using middlemen or intermediaries as distributors, wholesalers, retailers and agents. Companies are using intermediaries not because they want to but because they have better capacities to sell the product than the producer. They have contact with many customers or target customers, marketing expertise and better shipping capabilities. More intermediaries there are within the channel, higher the product price will be.

There are five types of intermediaries which can intervene during the distribution. The role of wholesalers is to acquire large quantities of products, to store them and separate them in smaller units to make it more suitable for retailers to buy. Brokers are not purchasing any product they sell. Their role is to negotiate sales contract for producers and are paid with a commission for what they sell. Retailers are buying products from wholesalers, agents or distributors and are selling them to the final customer. Retailers are various and vary by their size, the price they charge, the types of products they offer, the convenience they offer or the level of service they provide to customers.

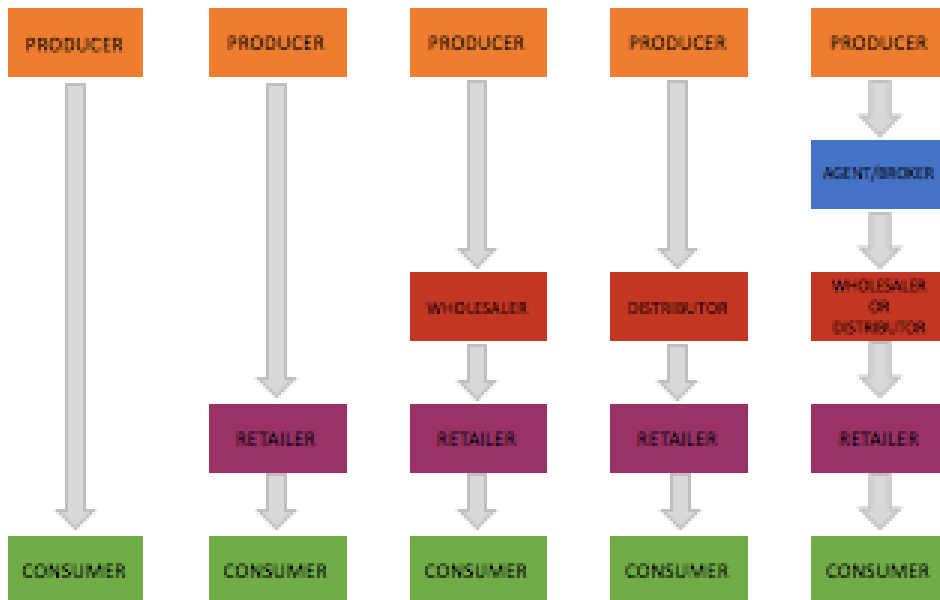


Figure 6. Distribution channels

Today, the trend is disintermediation which can be defined as the situation when the producer is not using intermediaries to sell its products. This disintermediation is facilitated by the Internet. It makes the contact between consumers and companies easier without calling on any middlemen. It has also made it easier for consumers to buy product at a lowest price. Nowadays, people can shop online from their homes a large variety of products. The challenge for resellers is now to find a new way to add value to the product. Cosmetic brands using both channels to sell their products. For direct channels, brands

are offering their products on their own website (e.g. Benefit, Sephora or PHB Ethical Beauty) or in their own store. For indirect channels they are often using retailers as Sephora.

#### 2.3.1.4. Promotion

Promotion is a term which refers to marketing communication. It means how the company is communicating with its new and old consumers, suppliers and intermediaries through different channels. This strategy can be defined as a communication program to present an organization, its products or services to its target market (Engel, Warshaw and Kinnear, 1994). According to Lamb, Hair & McDaniel (2003), the majority of companies needs promotion to survive in a competitive environment.

To communicate with their targets, marketers are developing a promotional strategy. A promotional strategy is composed of five elements of promotion: advertising, public relations, personal selling, publicity and sales promotion in a planned way, which are also known as promotional mix (Kotler & Keller, 2006). Other authors (Albaum & Duerr, 2008), defined ten components in promotional mix: advertising, personal selling, sales promotion, public relations or publicity, direct marketing, corporate image, sponsorship, guerrilla marketing and product placement.

For this study, we will focus on the situation where marketers are using promotion as a way of communication towards potential buyers to persuade them to buy the product. In this case, the purpose of the company is to inform and persuade in order to influence an opinion or obtain a response (Lamb, Hair & McDaniel, 2003: 410).

Advertising is one of the component under the promotion part and is the most studied topic of marketing communication. It can be defined as any non-personal communication means with the use of “any form of non-personal presentation of ideas, good or services by identified sponsor” (Czinkota & Ronkainen, 2013). It is a way to reach potential

customer despite physical or geographical distance. It is implemented through a sponsor by paying a fee to influence consumer behaviour (Kotler. & Keller, 2006).

Advertising is one of the major tool used by companies to promote their products. Indeed, companies can communicate with their customers at a significantly lower cost per customer than personal selling for example. When a company is seeking to make their potential customers aware of its new product or inform them about something, with an efficient advertising strategy, it can reach more people than a sale person and at a cheaper cost. Advertising is a useful tool because it allows companies to reach big audiences but also to influence different consumer groups. It is also a great support of sales in personal selling because it increases the brand awareness among target customers (Brennan, Canning & McDowell, 2010: 181-182).

Another major factor which can affect purchase intention is personal selling. Personal selling is a verbal and a face-to-face communication with one or several potential buyers with the intention to sell the product or service or to answer any questions (McCarthy & Perreault, 2004). This is often a relation of trust between the consumer and the sale assistant. Indeed, the sale assistant is seen as a person detaining a certain expertise about the product. Consumers will seek his knowledge and advice to make his purchase decision. If the sales person is trained about the specific features of the product, he will be better at influencing the customer's purchase.

According to Brassington and Pettitt (2000) provide a definition for sales promotions: "a range of marketing techniques designed within a strategic marketing framework, to add extra value to a product or service over and above the "normal" offering in order to achieve specific sales and marketing objectives, this extra value may be a short term tactical nature or it may be part of a longer-term franchise building program". When companies are doing sales promotion, sales are increasing. It allows either to buy more products or to know and test the product. When the consumer is seeing the promotion on the store shelf he will be attracted by the opportunity to test the product at a lower cost. After purchasing the first time the product in promotion, if the consumer liked the product, he will be more inclined to buy the product without sales promotions. This kind

of promotion can bring new customers to the brand who will be loyal and keep purchasing the product.

Publicity is an unpaid positive or negative broadcast or publication about the company or its products and activities by using mass media (Nour et al, 2014).

Companies need to be concerned more than just by the relationship between buyer and seller (Brassington and Pettitt, 2003). Public relations purpose is to build a positive image to its target market. The strategy of the organization is to evaluate the attitudes of the public, identify areas that the public may be interested in and execute a program of action to earn public acceptance (Lamb, Hair & McDaniel, 2003). Public relations are helping to build a non-commercial relationship of the company with its environment (customers, suppliers, government, stakeholders, etc.) (Lamb, Hair & McDaniel, 2003).

#### 2.3.1.4.1. Endorsement

In advertising, it is common know to call on endorsement to promote the product or service. According to Friedman and Friedman (1979), there are three types of endorsers: the celebrity, the professional (or recognized) expert and the typical consumer. Physical attractiveness or liking are created by celebrity endorsement. Thanks to their expertise, professional experts are creating a connection with the product. Typical consumers emphasize a similarity to a product, a resonance is created between the endorsers and consumers (Brock, 1965).

Nowadays, celebrity endorsement is one of the most famous tool in advertising because it has the higher effectiveness (Kamal Khan, Rukhsar and Shoaib, 2016). Celebrity endorsement is used in advertising because companies believe that it will have a significant impact on customer buying behaviour and purchase intention (McCutcheon, Lange and Houran, 2002). According to Brajesh and Gouranga (2011), placing celebrities in advertisement has a positive result on the company's sales. The image and the behaviour of the celebrity during his involvement with the product have a great impact

on sales. Indeed, negative activities made by the celebrity has a negative impact on the product or service advertised by this celebrity (White et al., 2009).

### 2.3.2. The AIDA model

In today's high competitive market, companies are compelled to advertise their goods and services to be distinguished among other competitors. To serve this purpose, companies must use different media to broadcast the message to the audience and persuade them to purchase the good or service. The choice of the appropriate strategy and its application is very critical.

The AIDA framework is helping marketers and communicators to develop an effective message to the audience. This model suggests the qualities of a good message. According to this model, a message should get *attention*, hold *interest*, arouse *desire*, and obtain *action* (Kotler, 1991). The message is supposed to carry the consumer from awareness to the action of purchase. In actual fact, few messages are taking the consumer all the way. It is not because someone have seen the message that he will purchase it likewise someone can purchase the product without having seen the message before.

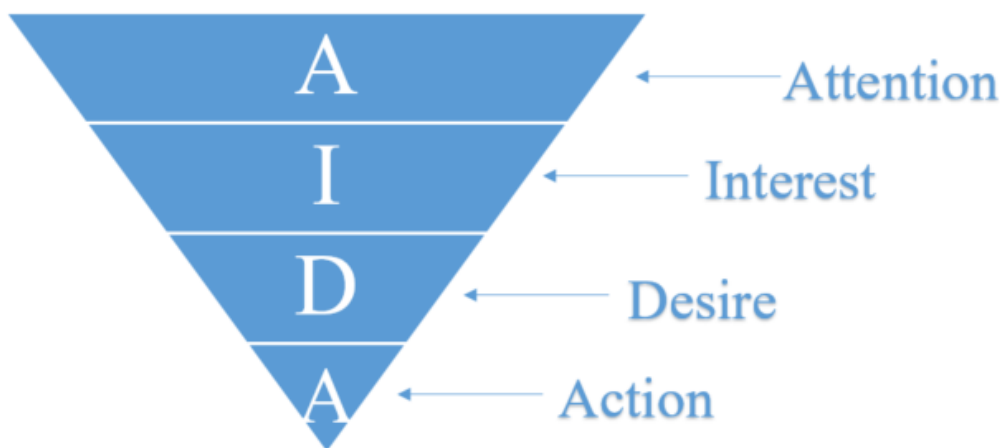


Figure 7. AIDA model

### 2.3.3. Digital marketing

The internet and digital media have changed the way on how people are consuming products and services. Indeed, today, over 3 billion people around the world are using Internet to buy products, interact with friends or online communities and be entertained. These “new” digital tools have dramatically changes consumers’ and companies’ behaviour. Digital technologies have transformed marketing.

Digital media are now playing an important role in buying decisions. When consumers are seeking information about a product, Internet is the first place where they look for it. Internet has dramatically changes consumers’ purchasing process. Indeed, they are more knowledgeable and multiple sources are available to find information and orientate their purchasing decision. Because of this, companies must think about a strategy to maximise the value of positive comments and reviews on- and offline.

According to a survey (Statista, 2017) conducted in 2017 on the usage of online channels to access information on personal care and cosmetic products among consumers in Europe, 58.4 percent of the respondents are using online ratings and reviews to find out information about these products. Online rating and reviews are the most popular online source of information. Furthermore, 40 percent declared to use YouTube to find out information about personal care and cosmetic products.

## 2.4. French market

### 2.4.1. French cosmetic market

The French cosmetic market is the second consumption market in Europe. In 2016, France consumed the second largest amount of cosmetics in value with 11.34 billion euros, just behind Germany with approximately 13.56 billion euros. In the third position, the United Kingdom market is valued at 11.13 billion euros (Statista, 2017).

In 2015, French households have spent 84 billion euros in their “physical appearance” budget, being on average 3000 euros per household. Since 1960, the budget shares of shoes, clothes and the upkeep of personal goods have decreased. By contrast, the share of personal care as hairstylist or beauty products have greatly increased on the same period (Beck P. et al., 2017).

As other cosmetic market around the world, consumers are looking for cosmetics more natural, with a better composition and with ethic as a cruelty free label. There is the same demand in France and cosmetics brands have been following the trend. Indeed, in 2016, the most important product claims on beauty and personal care products were, at the first position cruelty-free (51%), then natural ingredients (45%) and at the third place alcohol-free (32%). Halal cosmetics are following this trend with their composition. Indeed, these cosmetics are alcohol-free but also often with only mineral ingredients. The purchase decision of cosmetics consumers is influenced by claims and green features on the packaging. For 19% of consumers in France, green features as “natural”, “organic”, environmentally-friendly” or “ethical” are important in their cosmetics selection decisions. It is a real asset for cosmetic brands to add green features and labels to attract consumers and influence positively their purchase decision.

Online shopping is developing in France for several product types and cosmetics are no exception. In 2016, online sales represented more than 7 percent of total sales in the perfumes and cosmetics sector. The main reason why French people make their purchase of cosmetics online is because of attractive prices. They can find lower prices or

promotions online which can not be found in physical stores. According to a survey (Statista, 2016), 78 percent of French online beauty and personal care shoppers expect lower prices online. Fast shipping, in 1 to 2 days, are expected by 31 percent of respondents.

Types of website for purchasing cosmetics are various in France. However, French women have their preference concerning the type of website. In 2016, according to statistics (Statista, 2016), more than half of the respondents buy cosmetics on cosmetics brands website (57% of the respondents). They also shop for half of the respondents to shop on cosmetics shops website such as Sephora. On the opposite, hypermarkets websites are used by only twelve percent of respondents. Consumers, when they are buying online, prefer to purchase their cosmetics on websites specialized in cosmetics.

#### 2.4.2. Muslim population – halal market

For this study, one group of consumer is regular halal products consumers. Regular halal consumers are for the majority Muslim and consume products certified halal to practice their religion. In 2010, Islam was considered the second religious' tradition in the world after Christianity with 1.6 billion Muslims in the world. The Muslim population represents 23 percent of the world population with 62.1% in the Asia-Pacific, 19.9% in North Africa and Middle-East, 15% in sub-Saharan Africa, 2.7% in Europe and 0.3% in the USA. According to a study conducted by the Pew Research Center (2016), the estimated number of Muslims in Europe was 25.8 million which represents 4.9% of the total population living in Europe.

In Europe, France is an appropriate country to conduct this study. Indeed, in 2016, France was the first European country in term of Muslims population. Approximately 5.72 million Muslims were estimated in France, more than any other country in Europe. Germany and the United Kingdom also have large Muslim populations with respectively

4.95 million and 4.13 million. After Cyprus and Bulgaria, France is the country where the proportion of Muslims is the higher with 8.8 percent in 2016.

The Muslim population is growing in Europe according a study (Pew Research Center, 2016), in 2050, there will be almost 58 million Muslims (25.8 million in 2016). They will represent 11.2% of the European population (4.9% in 2016). The European country with the largest Muslim population would be the United Kingdom (13 million) followed by France (12.6 million). The proportion of Muslims in France would be 17.4%, being almost doubled in comparison to 2016 (8.8%).

In France, it is very difficult to estimate the halal market because few studies have been conducted on this subject. In 2009, the Solis Institute estimated the French halal market at 5.5 billion euros and the European market at 22.5 billion euros. Nevertheless, the World Halal Forum valued in 2009 the French Halal market at 12.2 billion euros and the European market at 67 billion dollars. The halal market would be much larger than the assessment of the Solis Institute.

With the growing Muslim population and thus halal consumers, brands already present on the market and new brands should be alert about the growing market and take opportunities.

#### 2.4.3. Halal cosmetic brands in French market

Even if the cosmetic market is well developed in France, the halal cosmetic market is very small despite the opportunity. Indeed, only one physical store is present in Paris. Other halal cosmetics brands are available online for French consumers. The only French halal cosmetic brand is Jamal Paris. The other brands offered to French consumers are from Europe or outside Europe. Brands from Europe are from the United Kingdom, with, for example, PHB Ethical Beauty or Holland with Paul Penders. Outside Europe, brands

are from all over the world. For example, Pure One is from Dubai and Inika from Australia.

In France, Halal cosmetic brands are available online either on the brand's website but also on multi-brands websites as Hasna cosmetics and Ecco verde. There is an important potential for French cosmetic brands to produce halal cosmetics but also for halal cosmetic brands to develop their physical distribution channels. Large companies, as L'Oreal or Estee Lauder already have developed halal cosmetics but outside Europe. Currently, they are focused on South-East Asia as Indonesia or Malaysia.

## 2.5. Theoretical framework

In the figure 8, the theoretical framework of this research is presented. The relevant factors and theories are summarized. The two rectangles near “Purchase intention” are the factors which can influence the purchase intention. Each block represents one consumer group. The arrows symbolize the influence of the factors. The French market rectangle is setting the context for the research, in this case the French market and its potential for halal cosmetics.

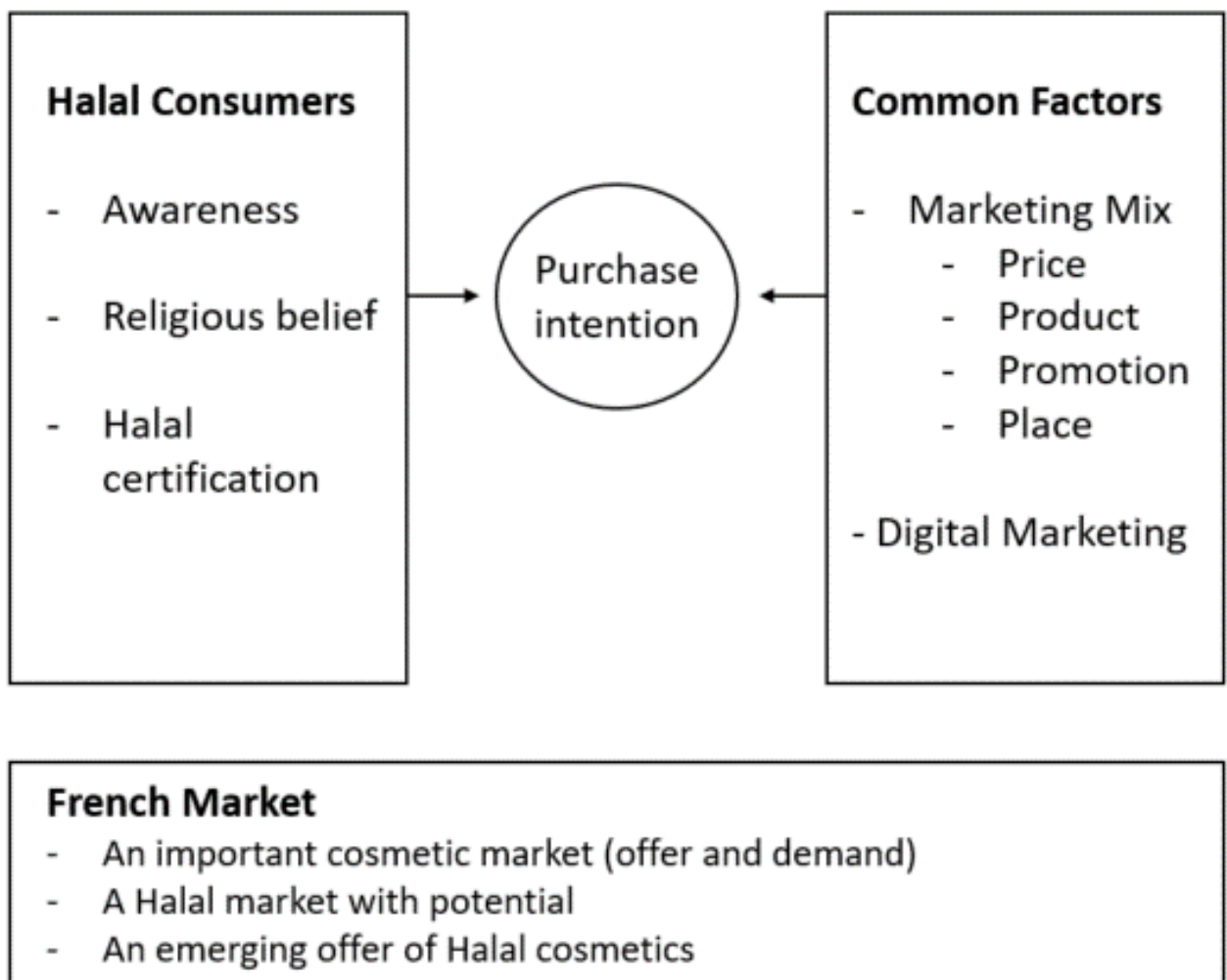


Figure 8. Theoretical framework

### **3. RESEARCH METHODOLOGY**

The aim of this chapter is to introduce the methodological choices applied to the study. The subjects covered will be research approach, method of data collection and sample description as well as the data analysis description and techniques. Finally, reliability and validity of the study will be discussed.

#### **3.1. Research approach**

This study aims to define the factors which are affecting the purchase intention of halal and non halal consumers towards halal cosmetics. The purpose of a research can be classified into three categories: exploratory, explanatory and descriptive. The purpose of this study is descriptive because its aim is to describe the factors affecting the purchase intention.

There are two research approaches: deductive and inductive. A researcher is using a deductive approach when the theory is formulated from the existing literature and then tested. The researcher works from the theory, then collects data, analyses them and finally adds to the theory or contradict it. An inductive approach is defined as starting from the specific, the analysis of data to the general, the theory. The research approach for this study follows a deductive approach to define the factors for French consumers. The factors come from theories and with the analysis of the data, they were confirmed or rejected.

The two main types of analysis are quantitative and qualitative. Quantitative analysis is used when numerical data are involved. The analysis of this kind of data involves their description and their relationship with the use of statistics (Saunders et al. 2009). Qualitative analysis is appropriate when the research is done on facts and not on numerical data. The purpose of a qualitative analysis is to verify some issues, theories (Ghauri & Gronhaug, 2005). There are various methods with a qualitative analysis such as open-ended questions or in-depth interviews. According to (Ghauri & Gronhaug,

2005), qualitative research is relevant “when prior insights about a phenomenon under scrutiny are modest, implying that qualitative research tends to be exploratory and flexible because of ‘unstructured’ problems (due to modest insights)”. Qualitative data will be used in this study because there is few literature about this subject. The halal cosmetic market is a new market in expansion. This subject is gathering the characteristics for a qualitative research.

The next step is the research design is the data collection strategy. For this study, interviews have been conducted among a small sample of interviewees. Interviews are bringing a deep understanding of a phenomenon, and for this study, of the factors affecting the purchase intention.

### 3.2. Data collection

As mentioned previously, interviews have been chosen as data collection method. In a qualitative research, interviews can be conducted through different types of interviews: structured and standardized interview, semi-structured interviews and unstructured interviews. This research uses semi-structured interviews in order to collect a rich and detailed set of information to highlight the factors affecting the purchase intention. The reason for semi-structured interviews is to make interviewees speak about the factors affecting their purchase intention but also to find out if others factors can be discovered. This method is helping the researcher to cover all the factors determined in the theoretical part for data collection. Before conducting the interviews, the interviewer will have a list of questions covering all the factors but the order or the wording of the questions can change between interviewees. Furthermore, a new question or topics can arise during an interview which can be worth to explore.

#### 3.2.1 Data sample

A mentioned earlier, the analysis was conducted by analysing the data between people of the same group (halal consumers, non halal consumers) but also between the two groups.

The first group is constituted with consumers who consume halal products regularly. The second group is formed with consumers who don't consume halal products. In order to have the same quality in the analysis of the two groups, both are constituted of 6 consumers. Altogether, twelve in-depth interviews have been conducted. All interviewees were living in France.

<b>Sample/Title</b>	<b>Age</b>	<b>Occupation</b>	<b>Nationality</b>
H1	50	Accounting	French
H2	21	Student	French
H3	61	Researcher in biology	French
H4	55	Civil servant	French
H5	24	PhD student	Lebanese
H6	25	Student	French

*Table 1. Halal consumers' data sample*

<b>Sample/Title</b>	<b>Age</b>	<b>Occupation</b>	<b>Nationality</b>
N1	24	Student	French
N2	23	Student	French
N3	24	Recruitment manager	French
N4	24	Student	French
N5	23	Psychologist	French
N6	30	Housewife	French

*Table 2. Non halal consumers' data sample*

### 3.2.2 Structure of the interviews

The semi-structured qualitative interviews were conducted with a total of twelve key informants representing two different types of consumers. The interviews were conducted during April and May 2018 via Skype or face to face and they were recorded. The

interview's length varied from 12 to 42 minutes with a mean length of 28 minutes. Notes were taken during the interviews to collect the main ideas.

<b>Sample/Title</b>	<b>Type of interview</b>	
H1	Physical interview	Personal acquaintance
H2	Physical interview	Personal acquaintance
H3	Physical interview	Personal acquaintance
H4	Physical interview	Snowball
H5	Physical interview	Snowball
H6	Physical interview	Personal acquaintance
N1	Skype	Personal acquaintance
N2	Skype	Personal acquaintance
N3	Skype	Snowball
N4	Skype	Snowball
N5	Physical interview	Personal acquaintance
N6	Skype	Snowball

Table 3. Type of interview

All the interviews started with an introduction about the researcher and the purpose of the study. The interviewer has informed the participants of the confidentiality of the data and asked for the permission to record the interview. The interviewees were also asked to signal if some questions during the interview were not clear enough or if it required more clarification on it. After the introduction, the participants were asked to decline their identity, age, occupation and location. Then, they were asked if they consume halal products, what kind and the purchasing frequency. Finally, the interviewer demanded if they knew halal cosmetics, and if necessary, gave the definition of a halal cosmetic. The rest of the interview began by the question “*Could you consider to consume/purchase halal cosmetics?*”. The role of the interviewer was just to ask for more precision and to make sure that every possible factors affecting the purchase intention was mentioned.

### 3.3. Data Analysis

According to Maylor and Blackmoon (2005), the aim of data analysis is to produce a systematic and convincing interpretation of a phenomenon under research. The first step of data analysis was to transcribe parts of the interviews which were interesting to answer the research question, an extensive qualitative data base was created. Then, word-by-word transcripts were classified by common themes. After that, key themes were identified to answer the research question with the help of the literature review framework. This final classification led to the thematic analysis in the Findings section. For each key theme, direct quotations from the interviewees, translated from French to English, were used (in italic) to support the findings and conclusions.

### 3.4. Research quality

Reliability and validity are usually used to evaluate the quality of a research (Riusala & Suutari, 2004). For this research, reliability and validity are demonstrated through data collection and analysis process. The researcher has taken step during the research process to ensure the reliability and validity of the study.

However, for some researcher, reliability, validity and generalizability are important criteria when they are used for quantitative research. For qualitative research, these criteria are a subject of discussion among academics (Bryman, 2012). According to some academics, reliability and validity cannot be used for qualitative research and consequently, other criteria should be employed.

#### 3.4.1. Reliability

According to Silverman (2006), “reliability usually refers to the degree to which the findings of a study are independent of accidental circumstances of their production”. In

other words, a study presents a high reliability when a study can be conducted with similar methods and others researchers and similar results can be found. For a qualitative research, reliability is the transparency of theories, research process, data analysis and how the conclusions have been found from data (Saunders et al, 2009).

In order to improve the reliability of the study, the research process has been detailed step-by-step. Furthermore, the interviews questions were first tested on people before interviewing the target population. The purpose was to see if the questions were understandable and with an appropriate formulation. During the interviews, questions were clarified and reformulates when needed to minimize the risk of the interviewees' misunderstanding. Before the interviews, it was mentioned to the participant that all the answers were confidential and anonymous. By mentioning it, it minimizes the risk participants hide information or don't tell the truth. In a qualitative study, the concept of validity is more important than the concept of reliability (Daymon and Halloway, 2011).

#### 3.4.2. Validity

According to Maylor and Blackmon (2005), validity can be defined as the degree of accuracy with which the research was conducted. Validity is also to make sure that both, interviewer and interviewees have the same understanding of questions and answers. The first interview was considered as a pilot to verify if the questions' formulation and the answers produced the desired outcomes and answer the research question. The pilot was a success and was a training to define the right reformulations if needed.

The validity of the research is also supported by quotation from interviewees. Statements from respondents were used to support arguments developed during the interviews and mentioned in the Findings part. Finally, before starting the interviews, participants were informed about the research objectives with the objective to set a context and ensure more comprehension by the respondent.

## 4. FINDINGS

This chapter of the study aims to reveal and categorize the findings during the interviews. First, the factors which are common to both groups, halal and non halal consumers will be presented and then the factors which are specific to one group. After the presentation of the factors affecting the purchase intention towards halal cosmetics, the differences and similarities will be described. This chapter also aims to answer the research objectives: to identify the main factors affecting the purchase intention positively or negatively and to gain a deeper understanding on the role of these factors by providing explanations supported by direct quotations.

### 4.1. Common factors

#### 4.1.1. Price

The analysis of the interviews showed that price is a factor that affects positively or negatively the purchase intention. Indeed, on twelve participants only two have declared that price doesn't influence their purchase intention. Even though other participants associate price to quality, these two don't link the two features.

*“Price is not something which influence my purchase intention, it is really the quality of the product, if I am going to feel good when I apply the product on me.” (Respondent N3)*

*“The price doesn't really have an influence; it is the fact of testing the product which will influence my purchase intention.” (Respondent H3)*

The respondents highlighted the fact that the quality of the product is more important. They need to test the product and assess the quality. This test will influence their purchase intention.

For the majority of the participants, a low price means a bad composition of the product. In other words, if the product's price is low compared to the competitor's products, it is a sign for the consumer that the producer is using bad components to make the product.

This “bad” composition, according to consumers, may cause bad reaction to the skin or not have the expected effect promised by claims on the product.

*“If the price is too low I would be very suspicious about the quality of the product. To me, lower-end products will be more likely to provoke me spots.” (Respondent H2)*

*“I associate price to product’s composition.” (Respondent H2)*

*“If the price is too low I would say that something is wrong.” (Respondent H1)*

*“If the price is too low it means that the products, the composition, are not that good.” (Respondent H1)*

*“If the price is very low I would be suspicious about the product.” (Respondent N2)*

*“If the product’s price is very low in comparison to their competitors I would say that is suspicious.” (Respondent N4)*

On the opposite, for some respondents, a low price will influence positively the purchase intention. There are two reasons why it will influence them to purchase the cosmetic. The first one is economic, they have a limited budget because of their situation (dependent child, few financial resources). Accordingly, they will only purchase cosmetics which fit into their budget.

*“One major criteria to me is the price for this type of purchase. The product must be not expensive, approximately 10€.” (Respondent N5)*

*“I look at the brand to check if it is a well-known brand and also, above all, the price because I have kids. I often buy my products in a store in Germany. Prices are attractive and brand are the same as in France.” (Respondent N6)*

The second reason why low price can influence positively the purchase intention is because it allows the consumer to buy the product without having a large impact on his budget. If a potential consumer sees the product at a lower price than other similar products on the market, it will influence him to purchase the product to try it. The financial impact being limited.

*“If the price is low, it all depends, but I can see an opportunity to put to the test the product.” (Respondent N2)*

A high price of the product on the market can also have a negative impact on the purchase intention. As mentioned previously, most consumers have a limited budget to consume. This limitation will have an impact on the purchase decision towards cosmetics. If the price is too high, consumers won't be interested to read the information on the packaging, to test and/or buy it. In a physical store or online, the posted price tag will be an obstacle to the purchase intention.

For some participants, a high price is a synonym of a high quality product. They associate high price to a good composition of the product but also a better efficiency. These consumers will tend to purchase high-end, luxury cosmetic brands. The effect on the consumer will be the desire to test the product and/or to purchase it.

*“If the price is high I would say that it is a very good product. It will make me want to ask for a sample of the product and to try it.” (Respondent H1)*

*“I use a lot of cosmetics from luxury brands for the most important cosmetics” (Respondent H4)*

One participant declared that she was ready to purchase at a higher price if there is an ethic behind the product. She associates a high price to a better product's composition for her skin like other participants but also to a composition which do not harm the planet (environment friendly).

*« I am not reluctant to pay a higher amount if it is for the good of the planet and also for my benefit.” (Respondent N2)*

#### 4.1.2. Product

##### a. Site of production/ Country of origin

The majority of the participants (n=8) declared that the country of production and/ or the country of origin of the brand don't influence their purchase intention.

*“I am not interested in the location of the production site or the country-of-origin of the brand. I suppose that the cosmetics that I purchase are not produced in the European continent.” (Respondent N4)*

*“The country of production or the country-of-origin of the brand doesn't have an influence on my purchase intention. I don't look at this information on the packaging.” (Respondent H2)*

*“I regard more and more the country-of-origin of production because I watch the labels but it won't influence my purchase intention.” (Respondent N3)*

Some participants (n=4) have declared that the country of production and/or the origin of the brand is a factor which influence their purchase intention towards cosmetics. There are two main reasons which explain why the country-of-origin and/ or the country of production are important in the purchasing process. The first reason is regulations which can be different from the European Union when the product comes from outside the EU. These regulations can authorise, for example, components which are banned in the cosmetics' composition in the EU. The second reason is the country of production which may not respect the rights of workers and their work conditions. One respondent mentioned that she won't buy cosmetics from countries' politic she doesn't agree on.

*“Yes it is important (country-of-origin) because I know that in some countries they don't have the same regulation. (...). I am ok with the fact that products are made in foreign countries but, in parallel, that there is a European regulation. This regulation would verify that the product made in a foreign country has the same standards than products made in Europe.” (Respondent N1)*

*“I will check if the cosmetic is produced in Europe, maybe not in America because I think they are not using the same components than in Europe. (...). For example, there*

*are some products which are banned from Europe but are not in the United-States.”*  
(Respondent H1)

*“There are some countries where I won’t buy their products, for example Bangladesh, because of work conditions.”* (Respondent H3)

*“The origin of the brand will have an influence on my purchase intention. If the product comes from a particular country (not quoted during the interview) which oppress people, I won’t buy it.”* (Respondent H4)

When analysing the results and the profile of the respondents, the results shows that people who are careful about the country-of-origin of the product or the brand are people who are minimum 50 years old. The exception is the respondent H1 which can be explained by the fact that she was, at the time of the interview, an intern in a cosmetic group. It can be a reason why she is more attentive to this product’s aspect.

#### b. Labels

Among halal consumers participants, the majority (n=4) declared that the halal label is a real asset concerning their purchase decision. The halal label is adding a value to the cosmetic. Halal consumers are looking for halal product when they are available on the market. The halal certification is a strong asset for the product because consumers will trust the label. It reassures the consumer about the production process and the composition of the product. This certification will attract the consumer because halal consumers are looking for product which allow fulfil their religion’s requirements.

*“The halal label, in order to authenticate the product as halal, would be a solid value.”*  
(Respondent H1)

*“The certification on the product is important because I am concerned about who is producing the cosmetic. Without this certification anybody can sell its products as halal even though they are not. It would be a guarantee. (...) I have confidence in the halal certification because they know how it is important for Muslims to consume halal.”*  
(Respondent H4)

*“The halal certification will attract me.”* (Respondent H5)

Halal consumers are very careful when they choose their products especially with food. Some of them still need to check the ingredients list despite the halal certification. Halal consumers need to trust the product before the first purchase. The halal label will bring a certain level of trust toward the product.

*“Even if there is a halal label I will always check the list of ingredients but maybe with less attention.” (Respondent H3)*

For halal consumers, the association of the halal label with other labels as vegan, organic or cruelty free is a real asset. This association inspire more confidence to the product.

*“The combination with other labels would give me more confidence to purchase the product.” (Respondent H1)*

*“The combination with other labels is a big asset and especially the cruelty free one because I worked on this subject.” (Respondent H3)*

According to non halal consumers, the halal label on the cosmetic product will have a moderate influence on their purchase intention. The consumer is either indifferent to the halal label or positively influenced to purchase the product. When the consumer is indifferent, he will purchase the product if there is a halal label or not. In this case, the consumer will stay indifferent until the subject of halal cosmetics is growing.

*“If the halal label is appended in the product, I tell myself that there is no alcohol in the product is an asset. However, if there was no halal label on a product I like I would buy it anyway.” (Respondent N1)*

*“If the product only has the halal certification it won't have any influence on my purchase intention. If the subject is growing significantly, I would consider to consume it.” (Respondent N2)*

In the case of the consumer is positively influenced by the halal label, the reason is because it represents values. These values are, for the interviewees, the same as other labels vehicle. They attract the consumer towards labelled cosmetics.

*“Like all certifications, organic or cruelty-free, I will have a positive influence on my purchase intention.” (Respondent N3)*

*“For me, the fact there is a halal label or other certifications, it vehicles the same values.” (Respondent N4)*

The association of the halal label to other labels as vegan, organic or cruelty free for non halal consumers is influencing positively their purchase intention towards halal cosmetics. To a lesser extent, this association to other label is seen more as a bonus. When the halal label is associated to other labels, for the consumers, it means that the brand is tied to several causes. The brand vehicles values and the consumer who buy it wants to be part of it and agrees to these values.

When the labels are seen as a bonus linked to the product, the consumer sees the labels as an advantage but won't determine their purchase. These labels won't be the first information that the consumer will look for on the packaging. Even if labels on products have a positive image in general, some papers are highlighting the fact that there are a lot of exceptions in the requirement specifications of labels. As a consequence, consumers can be more reluctant to trust these labels.

*“If the halal label is combined with other labels it is even better because it means that the brand is tied to many causes, not only to animal cause but everything which can make the product cleaner. (...) “The more ethical a brand is at different levels, better it is.” (Respondent N2)*

*“The other labels won't have any influence on my purchase, it is an advantage but I know that these labels involve a lot of exceptions, in particular for the vegan label. (...) These labels are a small advantage but this is not what is going to influence my purchase.” (Respondent N1)*

*“These labels are not something that I check when I buy cosmetics. I will first check other information and then I would think that these label are an advantage.” (Respondent N5)*

### c. Product's composition

On halal consumers side, all participants declared that they didn't know that halal cosmetics existed. Indeed, they didn't know that cosmetic can be not halal. After knowing what halal cosmetics were, they were all interested about them. This interview raised awareness about non halal components in cosmetics.

*“To know that there is no pork in these cosmetics, because I don't eat it, why then I would use it in cosmetics.” (Respondent H1)*

*“I don't necessarily look at the product's composition because I know that I don't have a choice. (...) For halal cosmetics, I will still look at the composition the first time to check if it justifies the halal label in the situation I am not familiar with the product.” (Respondent H4)*

*“I never look at the product's composition; I didn't know that cosmetics could contains non halal products.” (Respondent H5)*

On non halal consumers side, participants have seen a certain advantage to consume halal cosmetics. They declared that they were interested by the composition of the product. The fact to not use alcohol and ban some animal components is an asset for the consumer. To offer cosmetics “free from” if a synonym to them of a healthier and ethical product. They associate the product's composition to skin protection and allergies prevention.

*“I see no reason why I would make a difference between a pig or a cow. I would not just focus on pig if I would be interested to these kinds of products. (...) It is an advantage that there is no alcohol in relation to allergies.” (Respondent N1)*

*“I think it is important to opt for cosmetics which are more ethical and have a healthier composition. It is better for our skin.” (Respondent N2)*

### d. Packaging

The packaging was one of the major factor which influence the purchase intention of the interviewees. Several aspects of the packaging were mentioned by the participants.

One aspect which is very important in the packaging is the claims written on the pack. The promises made by the product will influence the purchase intention. When the consumer enters in the cosmetic section, the aesthetic appearance is very important to catch the attention of the consumer but also for pleasure. They feel a certain satisfaction to possess a product with a pleasant visual.

*“Packaging has a great importance when I buy a product. This is where we see the action of the product.” (Respondent N1)*

*“The visual is very important to me, I look for the aesthetic appearance and the claims of the product.” (Respondent H4)*

As mentioned in the literature review, one main function of the packaging is to be visible on the shelf in the store. One purpose of the packaging is to catch the attention of the consumer between other competitors' products. The objective is to raise consumers' curiosity to pick the product out of the shelf for the consumer to look at it closely and read the claims. The originality of the packaging plays a role on the purchase decision because packaging will be more visible on the store shelf. This differentiation from competitors can influence the purchase decision.

*“For a product that I don't know, if the product is good-looking I am going to be interested, curious about it.” (Respondent N4)*

*“To appeal me, an original packaging, obviously, is an advantage pour the brand to catch my attention”. (Respondent N5)*

*“If the packaging is flashy I tend more easily to look at the product. (...) I look at the colours and the originality of the packaging.” (Respondent N6)*

#### e. Brand

For the majority of participants (n=10), the brand, its image and reputation is very important in their purchasing decision. They associate the brand's renown to product quality. If the product has an outside recognition as a prize, it is increasing the perception of product quality.

*“I am more inclined to buy renown brands because they are often a guarantee of quality. It is orientating the beginning of my purchase.” (Respondent N5)*

*« If a halal cosmetic brand is known and renown, for example with the mention “elected product of the year” it will influence my purchase intention.” (...) “The recognition of the brand is very important for me.” (Respondent H2)*

If the brand is transmitting values through its image, it is an asset for the brand. Indeed, consumers are looking more, nowadays, for ethical products. They want to buy products which have the same values, the same ethic. They are finding themselves through these products.

*“If the brand is conveying values I am attached to, of course I am going to be more attracted by this brand. Ultimately, I don’t pay attention that much to the brand.” (Respondent N4)*

*“The brand’s image is very important for me in its ethical dimension, in other words the use of child or the non-respect of human rights, I will refuse to buy.” (Respondent H3)*

For some participants, the renown of a brand is important. According to them it reflects the seriousness of the brand. More a brand is renown, more regulations and process are strict. It improves the confidence of the consumer towards the brand.

*“I use a lot of cosmetics from luxury brands for the most important ones.” (Respondent H4)*

*“There are some brands which are respecting strict standards as the product’s composition or the withdrawal of products which are going to expire, it gives confidence. Brands which are not known have less issues while old brands have a brand image to keep.” (Respondent H5)*

*“If the brand is not renown at all, that I never heard about it, I am going to be a little sceptical. (...) “If it is an important company which has produced the cosmetic, I know there are strict regulations and thus a quality product.” (...) “I want first to be reassured by the company and then be reassured by consumers’ opinion.” (Respondent N1)*

Only few interviewees (n=2) do not consider the brand, its reputation or its image as important. One of the reason is because they do not associate the recognition of the brand as an ethical brand. To them, the image of the brand, what it is shared by the brand is not always true, for example test on animals. Another reason is because of the price of products offered by renown brands which can be higher than other less renown brands. The price can be an obstacle even if consumers are attracted by the image of the brand.

*“The brand’s image is not really included in my purchase intention because I know that some brands, which are testing their products on animals, are widely recognized.”*  
(Respondent N2)

*“The brand’s image can reassure me but it is not what I look first because I am careful with my expenses. I can buy renown brand products if they are in promotion.”*  
(Respondent N6)

#### f. Brand’s name

During the interviews, none of the participants declared that the brand name will influence their purchase intention. Other characteristics of the product are more important to them than the brand’s name. For halal consumers, the most important is the halal certification which can be associated to the quality of the product. For non halal consumers, quality is also a major determinant on their purchase intention over the brand’s name. They associate quality to a brand which means that the brand has to prove the quality of its products. To sum up, for both categories of participants, brand’s name is not a major asset to influence the purchase intention but the quality of the product through halal certification or not.

*“The brand’s name won’t influence my purchase intention. As long as the product is halal, certified, this matters little.”* (Respondent H5)

*“If it is a good brand, the band’s name is not important to me.”* (Respondent N1)

However, even if all participants claimed that the brand’s name is not a considerable factor in their purchase decision, to a certain extent it can be part of the decision. When the brand’s name has a scientific connotation it gives more credibility to the product.

*“For me, if the brand has a language more scientific, it gives more credibility to the product.” (Respondent N2)*

*“I pay attention to the name of the brand. I am more interested by products with a scientific name.” (Respondent H3)*

*“If the name has a connotation, a name which can be remembered easily it is of course an asset but I don’t really pay attention to the brand’s name.” (Respondent N4)*

#### 4.1.3. Promotion

##### a. Endorsement

For the great majority of participants (n=10), endorsement by a celebrity doesn’t have an influence on their purchase intention. When interviewees declared that celebrity endorsement had an influence, it was with some conditions. Even if it has an effect on the consumer, price, which is one of the major factor affecting purchase intention, will be considered before purchasing the product.

*“The presence of a celebrity plays a lot when I watch an advertisement. When the product is used by a star, it will inevitably have an influence but there is still the matter of the price.” (Respondent H4)*

With the rise of digital advertising, companies are using increasingly celebrities to promote their products on social media. There are several ways to work with a celebrity on social media: sponsoring a video/article, a product placement or sending the product to the celebrity. The social media mentioned during the interviews was Snapchat with tele reality celebrities. There are taking the role of testers and are sharing their reviews to subscribers. The viewer has the feeling to be with the celebrity and see the efficiency of the product in real time.

*“As I watch reality television, I watch what they are posting on Snapchat. I can buy the products which they are testing because the products are working. I will still look at opinions on internet.” (Respondent N6)*

Endorsement by some celebrities can have the opposite effect desired by the company. Indeed, if the consumer doesn't like the celebrity or what he represents, it can have a negative influence on purchase intention. The consumer can boycott the product because he will associate the product to the image of the celebrity. This association can also influence the perception of the product's quality and its efficiency. Consumers associate celebrities to a certain level of quality. This association is completely subjective to every consumer.

*“It depends on which celebrity is promoting the product. If certain celebrities that I don't like are doing its promotion, I would tend to boycott the product.” (Respondent N1)*

*“If I really like the celebrity I will make me see the product in store. However, if certain celebrities in particular do the promotion, I would not have confidence in the product.” (Respondent H2)*

As mentioned previously, the majority of participants is not influenced by celebrity endorsement. The first reason is because these celebrities are paid to promote the product. For consumers, the review is biased, the celebrity is compelled to praise the product to his community.

*“Celebrities in advertisements for cosmetics don't influence me because I know they are doing it for money.” (Respondent N2)*

*« I read women's magazines but it doesn't influence me at all in my purchases, even less celebrities.” (Respondent H3)*

#### b. Recommendation by relatives

One of the most powerful factor which influence the purchase intention is recommendation by relatives. All participants declared that this kind of recommendation will influence them positively (or negatively) to test the product and purchase it. They

trust more their relatives than influencers or company's communication. There is a relationship of trust and also because they already tried the product.

*“Recommendations by my relatives have more influence than the ones from internet.”  
(Respondent N2)*

*“I know brand by my friends or acquaintances who already use them. (...) The recommendation by my friends and family is important to me, these are people that I trust.” (Respondent N5)*

*“Word-of-mouth is the best advertisement, if someone recommend me a product it means that this person tried it. However, it doesn't me that it will fit me but I will want to try it.” (Respondent H4)*

Even if this kind of recommendation is important to the participants, some of them declared that it wasn't enough to test and purchase the product. Indeed, relatives' recommendation will raise their interest towards the product but they will need more information about it. These interviewees need reviews from a greater number of consumers before making the decision to purchase or not the product. They need to compare consumers' reviews and figure what if the opinion of the majority. They also need to know if the product will fit them, to find consumers with the same skin type to see how the product will work for them.

*“If a friend recommends me a product it will interest me but I will still check online reviews which are in greater numbers. (...) The product won't be necessarily adapted for me.” (Respondent N1)*

Social media have also a strong impact on the influence of relatives on the purchase intention. The notion of relative has been extended since the development of social media. Nowadays, relatives can be seen as people with only online interactions. People can fell close and trust to each other without physical interactions.

*“I have a Facebook group with girls and sometimes I ask them if they know this or that product.” (Respondent N6)*

#### 4.1.4. Place

##### a. Purchasing place

The majority of participants (n=9) declared that they are not buying their cosmetics online or they don't want to buy online products they don't know. They prefer to test the product in store and get samples to try it at home.

*“I never do shopping online. To me, a product must be accessible in shops in town or in a supermarket. (...) I need to touch the product, to try it while online, even if there are reviews, sometimes the packaging online is different than the one we receive.”*  
(Respondent N3)

*“I won't buy cosmetics online because I always want to have the possibility to try the product.”* (Respondent N5)

Consumers, especially at a certain age, are loyal to a special store because they have their habits. They often have a sales person who already know their “background”, their needs and their preferences. The sales person can offer them a personalized shopping experience and a real follow-up. There is between the sale assistant and the consumer a relationship which make the consumer loyal to the store. This relationship can be defined as trust from the consumer to the sale assistant which cannot or with difficulty be found with online purchasing.

*“I am going to Marionnaud, in a store. It is important to me to go in store, I am pretty loyal. I have my own sales assistant who take care of me, who knows what I like, what fits me or not. This follow-up is important for me.”* (Respondent H4)

*“I could buy halal cosmetics in any physical store with a preference for Sephora.”*  
(Respondent N1)

During the interviews, several types of purchase location have been mentioned. The first type of location is specialized stores like Marionnaud or Sephora. Consumers are looking for a wide offer of cosmetics at the same place to have the choice. These stores also offer help and advice to consumers with sales person. Finally, they establish a certain loyalty with consumers with loyalty cards and personalized counselling.

The second type of location is pharmacies which represent the scientific product efficiency. Consumers tends to purchase their cosmetics in pharmacies when they have a sensitive or mature skin. They seek the efficiency of the product, which, according to them, is linked to the purchasing place. The reason is because pharmacies are also selling medicine which cure people.

*“I only buy creams in pharmacies because it is only in pharmacies that I can trust the products, my skin is very sensitive.” (Respondent N1)*

*“For now, I shop in department stores as the Galeries Lafayette or in a pharmacy. (...) When I don't find what I am looking for in dermatologist's products, I turn to luxury products which answer well to my demand.” (Respondent H3)*

The last type of location is supermarkets. The first reason why participants are purchasing their cosmetics in supermarkets is by convenience. When consumers are doing their shopping they can stop at the cosmetic department. There is a gain of time for the interviewees to do at the same place their grocery shopping and cosmetics shopping. The second reason why participants purchase their cosmetics in supermarket is because cosmetics are cheaper than in pharmacies or specialized stores in cosmetics.

*“I am often going in supermarkets, when I do grocery shopping I can stop at the cosmetic department. (...) These are not planned purchases.” (Respondent N6)*

*“I would go first in supermarkets because I can find products which are great and cheap. If I don't find what I am looking for, I go often in Sephora.” (Respondent N2)*

Even if supermarkets have been cited as purchasing place, their also have a negative image for cosmetic purchase for others. Indeed, supermarket's cosmetic offer can be seen as cheap. Consumers link the purchasing location and the price to the quality of the product. Supermarkets are disadvantage because they are not specialized in cosmetics.

*“I don't buy cosmetics in supermarkets because, in my opinion, there is a “cheap” side of supermarkets. If I am purchasing a cosmetic, I might as well purchase them in specialized stores.” (Respondent N5)*

The majority of participants (n=9) declared they don't purchase their cosmetics online and wouldn't do it for halal cosmetics. The only one who would do it have conditions. The first one is to trust the website selling the product. The consumer need to already know the website; it must inspire confidence. The second condition is to only purchase cosmetics that the consumer already know. It means that he must have tested the product physically before purchasing it online. The last condition for consumer to buy halal cosmetics online would be that the product only has very good reviews online. The consumer will consider to override his need to test the product and purchase it online.

*“I could buy these cosmetics (halal cosmetics) in France, on the internet but only on website that I already know.” (Respondent N1)*

*“I only buy online products that I already know.” (Respondent N2)*

*“If the product is only available online it can be an obstacle because I like to test the product before. If I see that the product only has very good reviews, I can consider to purchase it online.” (Respondent N4)*

#### b. Sales person

Sales assistants play an important role on the consumers' purchase decision. They have an expertise about the products they are selling and they also often test them. They have the knowledge to advise and recommend products to consumers. Customers are more attentive to sales assistants' advices because there is a trust relation. If a sales assistants offer halal cosmetics, consumer will be more open to test it. When customers are going to the same store, sales assistants are doing a follow-up of the consumers' preferences which allow them to build a relation.

*“If I am in a store, the opinion and advices of sales person have an influence on my purchase decision, in particular the ones who already have tested the product and knows it well.” (Respondent N4)*

*“I would let myself influenced by sales person in store if I would go in the store with a precise type of product I want to purchase. (...) If a sale assistant offers me a halal cosmetic I would be attentive and would test it.” (Respondent H3)*

*“The presentation of sales assistants is also playing a part in my products’ choice. In Lebanon, I really trust a sale assistant in particular. If she has a good product she is going to tell me.” (Respondent H5)*

*“I am going to Marionnaud, in a store. It is important to me to go to a store, I am loyal. I have my sale assistant who takes care of me, who knows my tastes, what fits me or not. This follow-up is very important to me.” (Respondent H4)*

#### 4.1.5. Online behaviour

The majority of the respondent (n=10) are doing online researches about a product before purchasing it. It is very important for them to read reviews of consumers who have an objective opinion of the product. They feel that online reviews made by ordinary consumers are not biased by money as influencers. Checking consumers’ reviews is often the first thing that consumers will do online before taking their decision about purchasing a product. Furthermore, the absence of online reviews will influence negatively the purchase intention. For consumers, if nobody is talking about the product it means that it is difficult to trust the product because they don’t have any information about it.

*“I check a lot of reviews online, for example on “Beauté Test”, because there are reviews of real consumers, they have a pretty impartial opinion on the product.” (...)  
 (...) “If no one is talking about the product online, I will not trust the product”.  
(Respondent N1)*

*“When I want to purchase a product, I will first check online opinions.” (Respondent N2)*

Even if some influencers’ opinion can be biased because they are paid by the brand, consumers are still seeking their opinion on products. Their role is to test the product and give an opinion about it. By giving their opinion, which can be seen as an expert opinion, they are reassuring the consumer about the product, especially if the product is not well known. Consumers are going to several platforms to find information about the product

which offer different forms of expression: articles, videos, etc. They are going to do a benchmark of opinions about the product before making their purchase decision. Online reviews done by ordinary consumers or influencers are a major factor influencing the purchase decision.

*“If influencers, who I trust, are making videos or articles about halal cosmetics, it is going to reassure me about the product.” (Respondent N1)*

*“I will check blogs, YouTube channels and if the product is sold at Sephora, I am going to check consumers’ reviews.” (...) “I will check if the product has more positive or negative reviews.” (Respondent N2)*

According to participants, video reviews done by influencers are liked by the audience because there is a feeling to be closed to them. There is a kind of relation between followers and influencers, a certain trust relation. This relation is influencing the consumers purchase decision whether the influencer’s review is positive or negative.

*“It is always more interesting with influencers; it is always better than being alone in front of a paper. Inevitably, if someone has already tested the product, it influences us a little bit more to try the product.” (...) “It can be bloggers or influencers, I prefer in the form of videos because I think it is more pleasant, we have the impression to be face-to-face with the person.” (Respondent N4)*

There is not just for consumers to check online reviews when it comes to purchasing a product. The repetition or the frequency of a product on social media will also influence the purchase decision. Indeed, more the consumer sees the product, more likely he will be interested about it. The repetition plays an important role on the consumer’s interest about the product.

*“I think which is potentially influencing me in social media is the repetition of an ad on Facebook or Instagram.” (Respondent N5)*

*“I check online reviews, the brand’s ranking and the products. I look on Facebook or on YouTube. I really pay attention to these two platforms.” (Respondent H5)*

Price is one feature when it comes to online behaviour. Participants were ready to buy products online regardless their objections to purchase online if the product's price is low. Consumers will tend to seek online reviews when they estimate that the product's price is high enough to have an effect on their purchase decision. If the product has a high price, consumers will look for reviews to be sure that the product will fit them. They also won't be just satisfied with one source of information but will check several platforms. Consumers need to compare all information and opinions before making a purchase decision.

*“For some products which are not expensive, I don't mind to not look at reviews and to purchase them to test. If I know it is a product which will be expensive, I want to be sure that I am going to use it.” (Respondent N2)*

*“I am being careful about online reviews but not just that. It means that if I am interested about a product which is also expensive, I won't just read comments. I will also watch YouTube videos or read blogs' articles. I will also try directly the product in store.” (Respondent N4)*

#### 4.2. Specific factor

The only specific factor to halal consumers which influence their purchase intention is religious belief. In their mind, if they are not allowed to consume pork for food, they shouldn't with cosmetics. According to them, halal cosmetics are included in the practice of their religion. It is a step further than just consuming halal food.

*“If I buy halal cosmetics it is because of my religious belief” (Respondent H5)*

*“I never look product's composition, I didn't know that these cosmetics could contain non halal products” (...) If halal products are offered to me, of course I will go to these products.” (Respondent H5)*

For some of the respondents (n=2), religious belief is a factor with influence their purchase intention towards halal cosmetics but it is not the main factor. Respondent H3, a scientist, is looking for the scientific part in halal cosmetics and respondent H2 will

consume these cosmetics because of her culture which forbidden the consumption of pork.

*“To know that there is no pork in cosmetics, as I don’t it eat, why would I use it in cosmetic. (...) I would use these cosmetics because of my religious belief but more because of my culture.” (Respondent H2)*

*“First of all, it would be more for biological and ethical reasons but only recently also for religious ideas.” (Respondent H3)*

Few participants (n=2) declared that they would not consume halal cosmetics because of their religious belief but for other reasons. These reasons are common with non halal consumers. The factors affecting their purchase intention towards halal cosmetics are the one explained by the marketing mix.

## 4.3. Revised theoretical framework

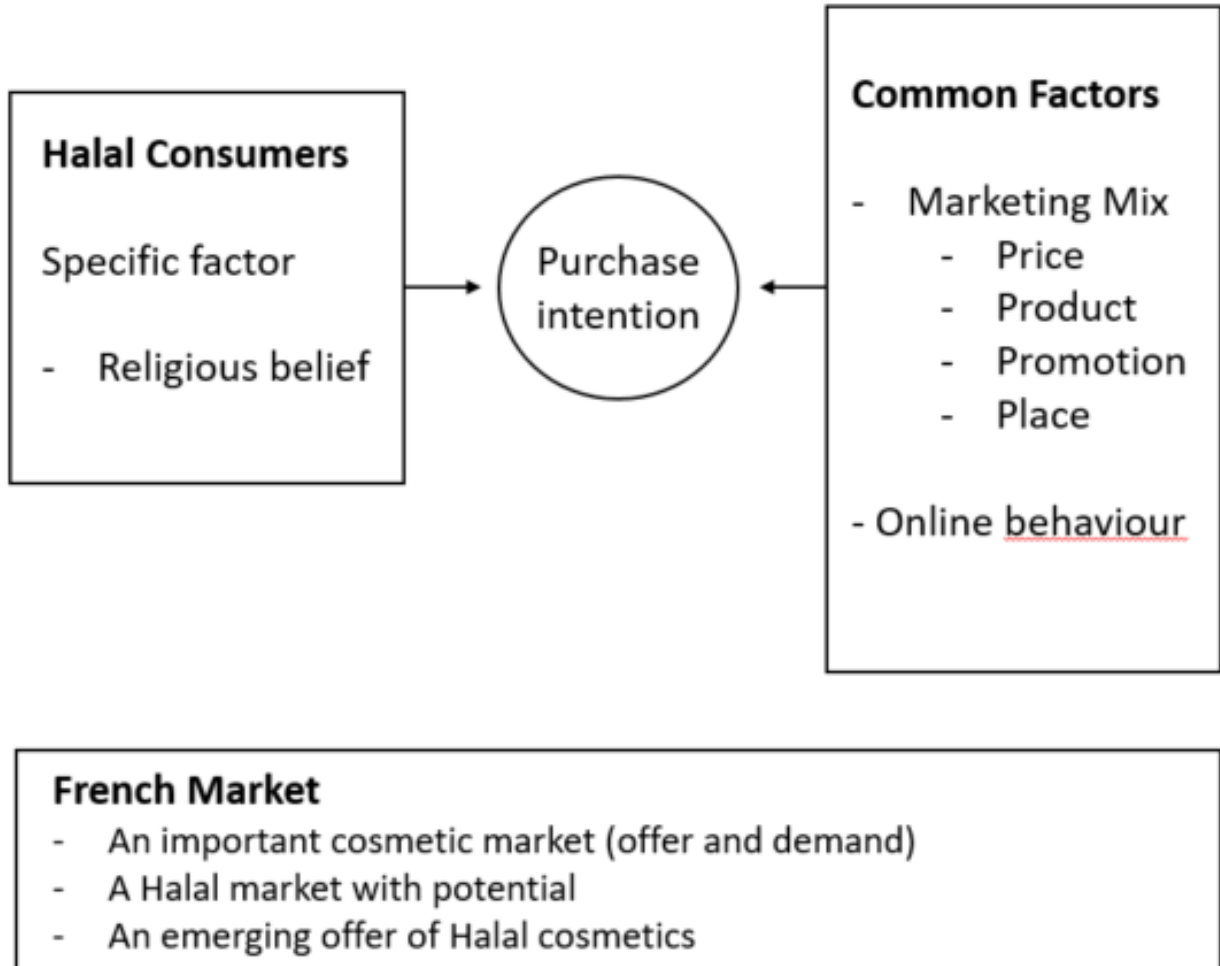


Figure 9. Revised theoretical framework

## 5. DISCUSSION

The purpose of this study was to find the factors which are affecting the purchase intention towards halal cosmetics. Two groups of consumers were studied: halal and non halal consumers. This discussion chapter will be divided in two parts which correspond to the two objectives of the study. The first objective is to determine the factors which are affecting the purchase intention for both consumers group. The second objective was to highlight the different factors specific to each group. The findings showed that only two factors are specific to halal consumers. Other factors are common to both groups.

### 5.1. Common factors affecting the purchase intention

Common factors to halal and non halal consumers have been defined by this study. The common factors are those which compose the marketing mix. Price is one of the major factor which influence the purchase intention towards halal cosmetics. The findings confirm the price sensitivity theory. Interviewees showed that they were price sensitive towards cosmetics. They are careful with their budget. Findings also showed the association by consumers between price and quality. As Zeithaml (1988) proved in his study the relation between price and perceived quality to perfume, this study proves the same relation for cosmetics.

Another important factor is the packaging of the cosmetic. The packaging is influencing the consumers purchase intention for two reasons. The first is that consumers are looking for the claims on the packaging. It is where they read the attributes of the product. The second feature is the aesthetic of the product. Consumers are attracted to packaging they consider good looking or original.

The brand's image and its reputation are also important factors which influence the purchase intention. Indeed, consumers are associating the brand's image or reputation to the product quality. Their purchase intention will be influenced positively is the brand has a good reputation. The brand's image is also a factor which will influence positively the purchase intention when the brand is conveying values. Today, consumers are looking

for products with values (respect of the environment, cruelty-free, etc.) and are ready to pay more for these products.

The most effective promotion for a product is, according to the findings, recommendation by relatives. Indeed, the relation of trust between them make more efficient this type of recommendation than influencers or celebrity endorsement. It can be linked to the results of a study on awareness towards halal labelled cosmetics (Teng, 2013) which showed that the most significant personal source of information about halal labelled cosmetics is friends followed by parents. This study is showing that relatives are raising awareness about products which can be followed by a purchase intention.

According to the findings, consumers do not want to purchase their cosmetics online. They do not trust website to make their purchase. Consumers prefer to buy their cosmetics in physical stores and especially stores specialized in cosmetics. They need to test the product before making their purchase decision and this is not possible online or in supermarkets. Another asset in physical stores is the presence of sales assistants. The advices and consumers' follow-up are important because it helps consumers in their purchase decision.

The last factor of the marketing mix which influences the purchase intention towards halal cosmetics is online behaviour. With the development of Internet, consumers are more and more looking for information about the product before making their purchase decision. As mentioned in the literature review, digital marketing has changed the process of purchasing decision. They are mainly looking for opinion of regular consumers and also influencers. With these information, they are making their purchase decision.

In the literature review, the halal label was considered as a potential factor which can influence the purchase intention toward halal cosmetics for halal consumers. In this study, findings have shown that halal label is a factor which will influence halal consumers but also non halal consumers. For the latter group of consumers, the halal label is going to influence their purchase intention moderately: this label can be perceived as ethical, a product which holds values as other labels (vegan, organic or cruelty free).

## 5.2. Specific factors for halal consumers

Specific factors which influence the purchase intention towards halal cosmetics among halal consumers found in this study are the same that those found by previous studies. The only factors that has not been found in this study is awareness. Indeed, none of the halal consumers interviewees were aware of the existence of halal cosmetics. This is with this study that halal consumers and non halal consumers came to be aware of halal cosmetics. This study raised awareness about halal cosmetics among French consumers.

The research conducted by Majid et al. (2015) defined three factors influencing the purchase intention towards halal cosmetics: awareness, religious belief and halal certification. As mentioned previously awareness couldn't have been proven because halal cosmetics were unknown among interviewees and not offered on physical stores in the French market. The factor of religious belief has also been found for halal consumers in France. Halal consumers consider halal cosmetics as a component they can include in their practice of religion. They make the link between what they are not allowed to eat according to their belief and what they apply on their skin. It is an extension of their religious practice. The last factor, halal certification, has also been found in this study. Interviewees considered this certification as an asset. The halal certification is adding value to the product. It reassures the consumer about their purchase and especially the product's composition. Halal cosmetics with a certification fulfill consumers' religion requirements.

## 6. CONCLUSIONS

In this final chapter, conclusions of this study are presented. First, theoretical contributions and managerial implications are discussed. The purpose is to explain the contribution of this study to today's literature. Secondly, limitations of the study, which can affect the reliability of the findings, are exposed. Finally, suggestions for future research, with potential research topics, are proposed.

### 6.1. Theoretical contributions

Regardless of limitations in this study, findings contribute to today's body literature. Indeed, this study is the first study on halal cosmetics and on factors influencing the purchase intention towards these cosmetics in Europe. Studies on halal cosmetics have only been done in Asia. This study is also the first in today's literature to do research on non halal consumers and to compare the different factors between these two groups. It extends the population which can be interested in purchasing halal cosmetics.

The findings of this study are confirming the factors affecting purchase intention for halal consumers. In previous studies done in Asia (e.g. Majid et al., 2015) awareness, religious belief and halal certification are the factors which influence purchase intention. The same factors, at the exception of awareness, have been found in this study for halal consumers.

In addition, common factors have been defined for halal and non halal consumers. These common factors had never been studied before. Several factors are common to both consumers group: price, physical purchasing places to be able to teste the product, packaging, brand's image and recommendation by relatives.

### 6.2. Managerial implications

The findings of this study can also have managerial implications for cosmetic companies and their marketing teams. The findings can be useful when companies want to extend their offer with new products or on a new market. It can help the company to determine

if French consumers are ready to consume halal cosmetics and what they are looking for with the cosmetics.

These findings can also help marketing teams to define which consumers to target, if they are also going to target non halal consumers. Knowledge of the factors affecting the purchase intention towards halal cosmetics can also contribute to the elaboration of the marketing mix. More generally, findings can help companies to generate proper marketing strategies to stimulate the halal cosmetics offer in France.

### 6.3. Limitations of the study

As every study, this one has several limitations that should be acknowledged for the results interpretation. Firstly, due to time and resources limitations and also because of the qualitative nature of the research, the sample of interviewees is small. The size of this sample has an important impact on the generalizability of the study. Secondly, the sample can be not representative of consumers' diversity in France. Indeed, interviewees have been chosen by the interviewer because they are close relations to her or to her relatives. This choice of participants can have a negative impact on representation of French consumers. Thus, the aim of this study was not to generalize the results to the global French market. The purpose was to define the factors which can influence the purchase intention towards halal cosmetics in France. This study should be considered as the first step to bigger studies on these factors. The fact that interviewees were not aware of the existence of halal cosmetics is another limitation. Participants had to assimilate the definition of a halal cosmetic without seeing one. They had to imagine the product and answer questions about it in a short amount of time. It could have led to answers with a lack of details and precision due to the fact that they had to imagine the product.

Another limitation of the study is the language. Interviews were conducted in French because both interviewer and interviewees were French native speakers. Although the interviewer has a good English level, mistakes in the translation of quotations may have occurred. Meaning of words or expressions may have been altered. Finally, because of the researcher inexperience in qualitative data collection techniques, questions submitted

during the interviews may have been not formulated in the most understandable way. Consequently, some valuable data could have been missed.

#### 6.4. Suggestions for future research

Studies on halal cosmetics are relatively new and are focused on the Asian market. For now, researches and literature on purchase intention towards halal cosmetics are scarce and this field needs more studies.

Due to time limitation, this research has been done with a small sample, a fact which can limit the generalizability of the findings. To be able to generalize the findings to the whole French market, this study should be done with a bigger sample. Because qualitative researches are done with a rather small sample, the future research can be done with a quantitative data collection, for example with surveys. A mix method can also be used to still have a deeper understanding of the factors, with more details.

This study is focusing on the French market because it is one of the most promising market in Europe for cosmetics and halal cosmetics. A future research can extend this study to other European countries, for example the United-Kingdom which has an important cosmetic market and according to demographic data, a significant Muslim population. This extension to other European countries is also interesting because cosmetic companies, in most cases, target the entire European market and not just one country when it launches new products.

The type of consumers for this study was divided in two groups: halal and non halal consumers. It can be interesting to focus the research on specific types of consumers: for example, by working on a sample with consumers who only buy luxury cosmetics or drugstore cosmetics. Factors affecting the purchase intention are not the same for this two types.

Another suggestion for future research is to change the definition of a halal consumer. Indeed, for this study, halal consumers were defined as people who buy halal products

regularly, about every month. The definition of halal consumer can be stricter on the regularity of halal purchase. The factors affecting the purchase intention towards halal cosmetics can change with this new definition.

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## 7. APPENDIX 1. Interview guide (English)

### 1. General

- Name
- Age
- Profession
- Place of residence

### 2. Halal consumption

- Do you consume halal products?
- What kind of products?
- How often do you consume halal products?

### 3. Halal cosmetics

- Do you know halal cosmetics?
  - o No -> Give a definition of halal cosmetics. Halal cosmetics are produced without any human parts, any animal that are forbidden for Muslims to consume (e.g. pork, dog) or alcohol ingredients. Halal also includes the packaging, manufacturing as well as the distribution methods.
  - o Yes -> Do you consume them? What is making you consume these products?
- Now that you know what halal cosmetics are, could you consider to consume/purchase halal cosmetics?
  - o Why/Why not?
    - Answer to religion requirements/Religious beliefs
    - Halal certification, label
    - Ingredients, composition
    - Brand's name
    - Brand's image
    - Country of origin/production of the product
    - Recommendation by family, friends, close relations
    - Trust in purchasing process (e.g. website design)
    - Price (e.g. synonym of quality)
    - Product: packaging, association with other labels (vegan, organic, cruelty-free)

- Place/Distribution channels: website, drugstores, multi brands makeup stores, brand's store
- Communication: celebrity endorsement, publicity (TV, magazines, etc.), digital -> influencers, online reviews

#### 4. Image

If the person never consumed or seen halal cosmetics:



- What do you think about these products?
- Does it match with the idea you had of halal cosmetics? Why?
- Does it change your (non) purchase intention towards these cosmetics? Why?

Specific questions for halal consumers