

***Halal* Cosmetics Adoption Among Young Muslim Consumers in Malaysia: Religiosity Concern**

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Abstract

The global increase in Muslim populations and purchasing power has created a new demand for halal cosmetic product development. While the introduction of new product may facilitate companies in gaining competitive advantage, the failure rates of product innovation is also high. Owing to such interests, this paper aims to determine factors that motivate young adult Muslim consumers in the emerging market to adopt halal cosmetics. This study expands prior research by integrating Diffusion of Innovation theory and religiosity dimension to explain the antecedents of halal cosmetics adoption among young Muslim consumers. Data were collected from 238 young Muslim consumers using questionnaires distributed at a number of supermarkets in Kuala Lumpur. The conceptual model and hypotheses developed were tested using partial least square. Our results demonstrate that perceived product characteristics, social influence and consumer innovativeness influence young Muslim consumers to adopt halal cosmetics products. This study also report religiosity as moderator between these three predictors and halal cosmetic adoption.

Keywords: Consumer preferences, Halal cosmetics, innovations, cosmetics

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