

Determinants of Muslim consumers' halal cosmetics repurchase intention: an emerging market's perspective

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Abstract

Purpose – Due to a staggering growth rate in the recent past, halal products have attained a significant attention of marketers across countries. However, marketing practitioners seek to have detailed understanding of what drives consumers of different demographics towards this product category so as to better market and position themselves in the competitive landscape. Correspondingly, this study aims to provide insights into the Muslim women consumers' halal cosmetics purchase behaviour and examines the variables (and their interplay) when purchasing such products.

Design/methodology/approach – The data for the study were collected through a self-administered questionnaire from 371 Muslim respondents from India. The data were analysed through structural equation modelling using AMOS 22.0 SEM software.

Findings – The findings of this study reveal that religious knowledge, religious commitment and halal certification(s) affect consumers' actual purchase behaviour of halal cosmetics, which subsequently drives their repurchase intention. The findings further reveal a non-significant effect of religious orientation with both the actual purchase behaviour and repurchase intention towards halal cosmetics. Additionally, actual purchase behaviour of halal cosmetics is found to positively affect customers' repurchase intentions.

Originality/value – Despite the recent growth of overall beauty industry, this particular segment of halal cosmetics has a huge potential given the phenomenal preference that Muslim consumers have shown in such

