

# Perceived Value for International Halal Makeup Product in Thailand

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## Abstract

### Keywords:

Halal; Makeup;  
Customer  
Behavior

The current level of awareness on Halal cosmetics is still low. The main reason for the lack of awareness of Halal cosmetics is the scarcity of Halal cosmetics on the market. Lack of understanding of halal and haram/halal, there is a lack of awareness regarding halal products. Despite the industry's potential, consumers are not adequately exposed to halal brands, and halal cosmetic items have a poor level of reactivity. Gaining a better understanding of how consumers view halal cosmetic brands is essential. This study aims to know Thai people's knowledge about Halal makeup and their awareness, and how product quality and perceived value can influence customer satisfaction. Data were collected using online questionnaires distributed to the consumers by the clustered sample. The questionnaire was distributed in some areas across the provinces in Thailand. The population is makeup users Thai people or people who were living in Thailand, Muslim or non-Muslim. From Thailand population is 70,030,726, as many as 400 consumers in various regions in Thailand, such as men and women with an age range of 16-50 years are invited to fill out a research questionnaire based on the aims and interests of the research.

## Abstrak

### Kata kunci:

Halal; Makeup;  
Perilaku Konsumen

Tingkat kesadaran akan kosmetik halal saat ini masih rendah. Alasan utama kurangnya kesadaran akan kosmetik halal adalah langkanya kosmetik halal di pasaran. Kurangnya pemahaman tentang halal dan haram/halal, kurangnya kesadaran mengenai produk halal. Terlepas dari potensi industri, konsumen tidak cukup terekspos pada merek halal, dan produk kosmetik halal memiliki tingkat reaktivitas yang buruk. Mendapatkan pemahaman yang lebih baik tentang bagaimana konsumen memandang merek kosmetik halal sangatlah penting. Penelitian ini bertujuan untuk mengetahui pengetahuan masyarakat Thailand tentang Halal makeup dan kesadaran mereka, serta bagaimana kualitas produk dan nilai yang dirasakan dapat mempengaruhi kepuasan pelanggan. Pengumpulan data dilakukan dengan menggunakan kuesioner online yang dibagikan kepada konsumen secara clustered sample. Kuesioner disebar di beberapa wilayah di seluruh provinsi di Thailand. Populasinya adalah pengguna makeup orang Thailand atau orang yang tinggal di Thailand, Muslim atau non-Muslim. Dari populasi Thailand sebanyak 70.030.726, sebanyak 400 konsumen di berbagai wilayah di Thailand, seperti pria dan wanita dengan rentang usia 16-50 tahun diundang untuk mengisi kuesioner penelitian berdasarkan tujuan penelitian.

## 1. Introduction

Thailand's Ministry of Industry set a target in 2015 to upgrade the country's standing to one of the world's top five exporters of halal products and services in the next five years, according to the government public relations department. Between 1997 and 2016, the Thai government and Muslim NGOs in Thailand made significant efforts to develop halal certification and standards. They were successful in establishing a halal certifying agency and developing their halal industry standard. The Thailand Islamic Centre Committee won the government's Trust and received clearance to establish a halal food center in southern

Thailand in 2002. In 2003, the government allocated funds to create the Halal-HACCP system as a result of this assistance. At the same time, Chulalongkorn University established the Halal Science Centre in 2003. The Halal Science Centre (HSC), Thailand's first of its type, has acted as a backbone for its halal economy.

Being a leading producer of halal foods and products in Southeast Asia gives Thailand a positive image. It has now become a brand for the country. The Thai government's well-organized system is credited with the country's status as one of the significant halal brand producers. Nonetheless, it is suggested that Thailand's status as an essential halal food producer would be unsustainable without a controlled halal law. There is currently no dedicated halal legislation in the country. As a result, people who take advantage of or halal abuse certification face no significant repercussions, prosecutions, or fines.

Despite the industry's potential, consumers are not adequately exposed to halal brands, and halal cosmetic items have a poor level of reactivity (Rajagopal et al., 2011). In comparison to food consumption, halal issues in the industry are of modest significance to customers. As a result, gaining a better understanding of how consumers view halal cosmetic brands is essential. It should be pursued further, as it may help manufacturers produce and sell their goods more efficiently. There is inadequate study focusing on the cosmetic business. Even though a few studies (Hussin et al., 2013) on halal cosmetics exist, most of them rely on anecdotes and case studies, with the majority considering the role of theory of reason action (TRA) in purchasing behavior. While these studies provide some helpful information, they are not conclusive. It is suggested that looking at a discipline via different lenses, conceptual frameworks, or ideas is vital since it can lead to valuable insights (Gregory et al., 2009). Particularly, it is interesting to examine perceived value in using Halal make-up products between Muslims and non-Muslims who live in Thailand.

In Thailand, the bulk of cosmetic buyers in Thailand (97%) are females over 18. It is estimated that 15 million Thais use cosmetics regularly and spend 10-20% of their monthly income on them (Wiwutwanichkul, 2007). Meanwhile, the cosmetics and personal care industry has risen to the top of the list as the fastest expanding. In 2012, Muslim consumers spent \$26 billion on cosmetics, with a projected increase to \$39 billion by 2018. A lack of understanding of halal and haram/halal, there is a lack of awareness regarding halal products. Regardless of how consumers feel about a product, their buying goal is the same: they want reliable and safe products.

According to Lada et al. (2009), Attitudes and subjective standards are crucial in carrying out the agreed-upon aim. Attitudes and subjective standards are crucial in carrying out the agreed-upon aim. Customers' lack of understanding of halal principles contributes to marketers' misunderstanding of halal awareness and certification (Aziz&Chok, 2013). The terms "suitability for use" and "commitment capacity" are used to characterize product quality (Russell and Taylor, 2006). Majid et al. (2015) feel that consumer perceptions are influenced by product quality. Consumers utilize product quality as a criterion for evaluating products, according to them. Consumers need to feel compatible with product quality for product marketing to function. They are more likely to acquire a product that matches what

they desire or needs. Customers will be satisfied if they use a high-quality product (Bei & Chiao, 2006). Consumers constantly view a brand as a whole, inspecting it, testing it, and forming opinions. On the other hand, consumer perception is selective and limited to the consumer's features. It is no longer only a market for 1.8 billion Muslims; it is also for non-Muslims. Many non-Muslim majority countries have recognized the halal industry's potential (Azam & Abdullah, 2020).

"The current level of awareness on Halal cosmetics is still low, but it is increasing," according to the head of KasehDia Consultation. The main reason for the lack of awareness of Halal cosmetics is the scarcity of Halal cosmetics on the market, which is exacerbated by the difficulty in obtaining Halal-certified raw materials and ingredients to maintain the Halal integrity (Shafii & Shahwan, 2015; Swidi et al., 2010; Teng & Jamaliah, 2013). Non-Muslims who do not understand halal words can use halal cosmetics because it is manufactured from natural components that are not harmful to humans and can affect the demand for halal makeup. As a result, it can be utilized by non-Muslim customers who are not familiar with halal words. On the other hand, Halal is a conscious individual decision because of its organic origin and health benefits (Rezai et al., 2012; Thomas, 2014; Wang & Chiew, 2010).

Today's consumers, both Muslims, and non-Muslims, are looking for hygienic, safe, clean, and uncontaminated food. For health reasons, most non-Muslims in Malaysia choose food with the Halal emblem (Rezai et al., 2012). Non-Muslims from various ethnic origins, such as Jews (Kosher consumers), Americans, Europeans, and Asians, as well as natural and organic consumers, have been drawn to Halal food. For non-Muslims, the Halal emblem has become a symbol of absolute conformity in business interactions with Muslims and a reliable seal of sanitation and quality (Rezai et al., 2012). Affluent medical and wellness tourism has been identified by the Thai government's Eastern Economic Corridor initiative as a specific area for development, giving foreign entities access to set up shop in Thailand without having to go through the same formalities as domestic companies or obtain the same visas (i.e., SMART Visa). Through its geographic location, government policy, international ties, and market repute, Thailand has been establishing itself over the past ten years as a cosmetic powerhouse. Numerous chances are waiting to be taken advantage of as the cosmetics sector is expected to continue expanding despite the epidemic. That is not to imply there aren't hazards and obstacles to take into account, particularly while negotiating what can be a challenging regulatory environment.

### 1.1. Research Questions

What are factors impacting the perceived value of customer who buy halal makeup product in Thailand?

### 1.2. Research Objective

- a. To examine the composition of perceived value among customers who buy halal makeup products in Thailand
- b. To investigate factors impacting perceived value among customers who buy halal makeup products in Thailand

## 2. Literature Review

### 2.1. Perceive Value

Perceived value is a relatively new line of research that is gaining traction among marketers. This interest arises mainly from modern businesses' significance in creating value for their various target audiences (Keller, 2001). However, in numerous ways, perceived value is a subjective construct: it differs between customers (Parasuraman, 1997), and times (Ravald & Grönroos, 1996). This last appreciation views perceived value as a dynamic variable that can be felt before purchase, during purchase, during use, and after use. The assessment determined at each point could be different (Gardial et al., 1994). Many firms are now changing the quality paradigm service from a consumer perspective in the age of fierce global competition. Quality service can raise customer happiness, according to data from several research. Strangely enough A careful examination of this connection reveals that the impact of Customer satisfaction is inconsistent with service quality when perceived value is present on the company. Recognition and appreciation are regarded components of perceived value. Clients seeking the advantages of the items offered by service providers to his wish. Despite extensive research, the moderating impact of perceived wort There are still certain gaps in the model of service quality. Research was successful in demonstrating that the interaction between service quality and perceived value will further boost customer satisfaction by moderating (increasing) the effect of service quality on customer satisfaction (Ismail et al., 2009).

### 2.2. Product Quality

Product quality refers to a product's ability to perform particular activities, including durability, reliability, accuracy, ease of use and maintenance, and other essential features (Amanah, 2010). In other words, product manufacture and design should be based on market demand or client preferences, such as high-quality products. Customers will be happy if the product they are using is of excellent quality (Bei & Chiao, 2006). The quality of the product makes consumers interested in the development, and the desire to buy the product is getting higher. And also, the quality of the product reflects the name of the product. In modern manufacturing, quality in production processes is a central and extensively utilized concept. Therefore, regardless of whether they wish to compete in a given market, many businesses must develop quality management systems.

It can also take the form of "doing the right thing right the first time, always striving for improvement, and always satisfying the customer," "meeting the customer's needs the first time and every time," "providing customers with products and services that consistently meet their needs and expectations," or "doing the right thing right the first time, always striving for improvement, and always satisfying the customer (Goetsch & Davis, 2014). According to GMP rules, quality control involves sampling, specification formulation, research, organization, documentation, and procedures. The goal is to guarantee that all relevant tests are completed and that no materials are released for usage.

Furthermore, Cosmetic items have an enormous potential to suit most customers' needs and wants, such as dermatology problems and anti-aging remedies backed by specific

creams and combinations, beauty issues catered to women of all ages by makeup cosmetics, and weight loss, and so on. Furthermore, particular groups of so-called aware customers are interested in standard products and in the place of origin, production method, use of natural herbal substances, and the manufacturer's method of testing new products (Gudowska, 2017).

### 2.3. Customer Satisfaction

Customer satisfaction, according to Kotler and Keller (2014), is "a person's feelings of joy or disappointment as a result of comparing a product's perceived performance to expectations." A consumer is unhappy if performance falls short of expectations; satisfied if expectations are met; delighted if expectations are exceeded. And likely to stay loyal for longer if expectations are exceeded. Previous research has revealed a link between customer satisfaction and retention (Hansemark & Albinsson, 2004). According to Aaker (2007), customer happiness is the same as customer loyalty because it directly assesses how willing customers continue with a brand.

Customer satisfaction has a beneficial impact on the profitability of a company. Customer satisfaction is the bedrock of any successful business because it leads to repeat purchases, brand loyalty, and positive word of mouth. Several studies have examined the impact of consumer satisfaction on repeat purchases, commitment, and retention (Angelova & Zekiri, 2011). According to Wang & Chiew (2010), the rivalry in today's market, centered on customer happiness, is the best service provider. Having the possibility to satisfy customers while still making a profit is the most challenging thing many hotel businesses face (Thomas, 2014). Customer satisfaction statistics can help marketers create a more effective marketing strategy to have a good experience with the company's products and services. Customer satisfaction is critical for maintaining a competitive edge (Cengiz, 2010). Consumer trust has been demonstrated to considerably and favorably influence the intention to purchase halal goods (Handriana et al., 2020). The likelihood that consumers will purchase halal goods is increased when there is a high level of consumer trust. When consumers decide which brand to buy from among those included in their selected gadget, they are said to be in the buying intention stage. Consumers respect the quality assurance that the halal certification offers, which increases consumer acceptance of the product (Rajagopal et al., 2011). Halal certification has been demonstrated to significantly and favorably influence consumers' intentions to purchase halal items (Majid et al., 2015). The greater the consumer's awareness of a product's halal certification, the greater their intention to purchase halal products.

### 2.4. Awareness

The halal makeup product is known to a broad audience. But there are still few people who understand what halal label is based on. Halal is from Arabic language (حلال), which means allowed, and the opposite word for Halal is Haram which means prohibited. In Islamic Law, cosmetic or makeup products are counted by the quality of cosmetics and comes from their natural ingredients. However, the composition of the main components of makeup products is the main point, and not all 100% genuine products are considered halal

(Sucipto & Andayani, 2014). Tayyiban means sustaining safe, cleanliness, nutrition, and quality (Sani & Akbar, 2016). According to Islamic law, Halal means "permissible," "lawful," and "legal" for Muslims (Jallad, 2008), whereas Haram means "prohibited" or "illegal" (Alam & Sayuti, 2011; Wilson & Liu, 2010). Halal products do not contain pork, alcohol, blood, or animal-derived ingredients. Their production is free of unclean items under Islamic law, including cleaning (Shahid et al., 2018). According to Alserhan(2010), halal certification is a religious obligation for Muslim customers. Other requirements suggest that halal beauty products must be handled with clean utensils and produced with materials that are not harmful to humans. They asserted that consumers who were more knowledgeable and conscious of halal issues would perceive dangers as a result.

### 2.5. Internalization

A cosmetic product is defined as any substance or preparation intended for application to any external surface of the human body (that is, epidermis, hair system, nails, lips, and external genital organs), or to the teeth or buccal mucosa wholly or primarily for the purpose of cleaning, perfuming or protecting them, or keeping them in good condition or changing their appearance or combating body odor or person (Dweck, 1996). The face attractiveness of Caucasian women is enhanced by cosmetics (Cash et al, 1988). Surprisingly, symmetrical faces are also thought to be healthier than those with less symmetry (Jones et al., 2001).

Cosmetics and personal care products are applied to the human body for cleansing, beautifying, increasing attractiveness, and changing appearances (Evans, 2012). These include skincare creams, bath products, lotions, powders, perfumes, facial cosmetics, and deodorants, to name a few. Daily, the average person uses up to 25 personal care products (Teng & Jamaliah, 2013). However, despite the high demand for cosmetics and personal care goods, the sector is highly competitive and fast-paced, necessitating frequent new improvements (Kumar, 2005). Furthermore, while increased globalization has opened doors to new opportunities, it has also forced manufacturers to start targeting different market segments by developing and producing product lines for different sexes, other age groups, and different ethnicities to stay in business (De Mooij & Hofstede, 2003).

Halal beauty products are also known for being clean, safe, and excellent (Mohezar et al., 2016). In addition, the halal cosmetics and personal care sector is predicted to benefit from the expanding market size of Muslim populations worldwide, which reached 2.04 billion in 2013. Furthermore, Muslim countries' increased economic status has inspired them to spend more on cosmetics and personal items (Swidi et al., 2010). However, despite the industry's potential, consumers are not sufficiently exposed to halal brands, with a low level of reaction to halal cosmetic items (Rajagopal et al., 2011). Since a result, knowing how consumers view halal cosmetic brands is essential. Therefore, it should be investigated further, as this might help manufacturers produce and sell their goods more efficiently (Hussin et al., 2013). In organizations, innovation is described as the invention, adoption, and implementation of new ideas, products, or services that improve things. Therefore, halal cosmetics are regarded as a breakthrough in the cosmetics business since they introduce new

and varied internal and external operations to meet customer needs. In addition, halal cosmetics are concerned with halal compliance throughout the supply chain, from raw material procurement to manufacturing, transportation, warehousing, and freight handling (Aoun & Tournois, 2015). Prior studies have linked halal cosmetics to cleanliness, safety, and excellent quality. Furthermore, Good Manufacturing Practice (GMP) and Public Health Legislations (Hashim & Mat Hashim, 2013). Perceived value will lead to the acquisition of a competitive advantage, allowing the organization to achieve long-term success. The perceived value variable refers to the respondents' perceptions of the values found in halal cosmetics (Handriana et al, 2020). Producers and marketers are inadvertently obliged to utilize halal certification and branding on their products in order to convey information and persuade the target market that their products are halal and Sharia compatible (Ambali and Bakar, 2014).

### 3. Method

The population is makeup users living in Thailand. The questionnaire was distributed in some areas across the provinces in Thailand. As many as 400 consumers in various regions in Thailand, such as men and women with an age range of 16-50 years. Thai people or people were living in Thailand, Muslim or non-Muslim. Form Thailand population is 70,030,726 (World Bank, 2021). Invited to fill out a research questionnaire based on the aims and interests of the research.

#### 3.1. Data Collection

Because the survey was carried out during the covid-19 pandemic, therefore the research data was collected by an online questionnaire survey conducted via Google Forms and shared with respondents via social media (Facebook, Line and Instagram). The questionnaire was given to Customers who use makeup and live in Thailand. A questionnaire survey was collected from March to April 2022.

#### 3.2. Measurement

##### 3.2.1. Awareness

The questionnaire will be translated from English to Thai to make it easier for respondents to fill out and save time because most respondents are Thai. They are focused on customer awareness in Thailand. They use a Likert 7 point scale (Strongly Agree, Agree, Quite Agree, Neutral, Quite Disagree, Disagree, and Strongly Disagree). It's have five indicators, Halal, Haram, Awareness of halal makeup in the muslim country, Awareness of halal makeup in non muslim country, and Different views of halal makeup.

##### 3.2.2. Internationalization

Internationalization halal makeup is halal standard of different country. They use a Likert 7 point scale (Strongly Agree, Agree, Quite Agree, Neutral, Quite Disagree, Disagree, and Strongly Disagree). It's have three indicators, International halal makeup in Indonesia, International halal makeup in Malaysia and International halal makeup in Thailand.

### 3.2.3. Product Quality

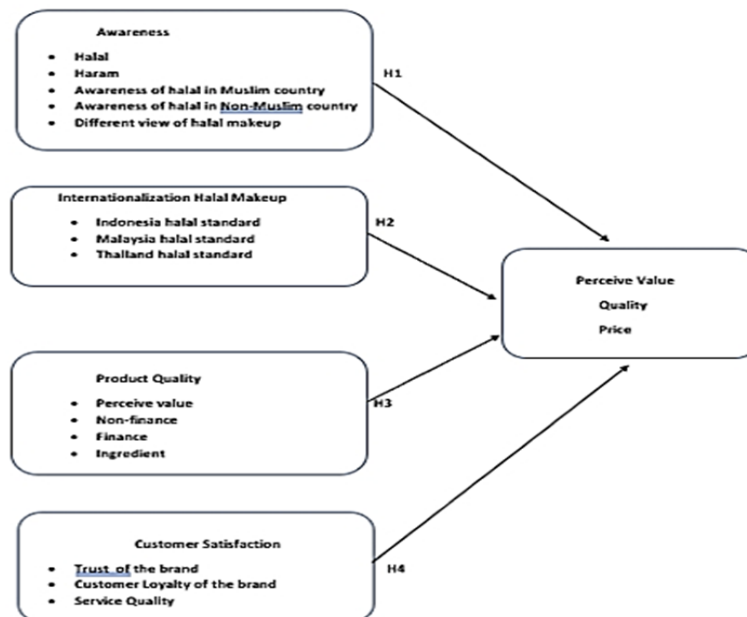
It focuses on the quality of halal makeup products. They use a Likert 7 point scale (Strongly Agree, Agree, Quite Agree, Neutral, Quite Disagree, Disagree, and Strongly Disagree). It's have four indicators, Perceive value, Finance, non Finance, and ingredient.

### 3.2.4. Customer Satisfaction

About Customers satisfied with the halal makeup product. They use a Likert 7 point scale (Strongly Agree, Agree, Quite Agree, Neutral, Quite Disagree, Disagree, and Strongly Disagree). In addition, it has three indicators, Customer loyalty of the product, Trust of the product, and service quality.

## 3.3. Conceptual Framework

Conceptual framework of this study shows in [Figure 1](#).



[Figure 1](#). Conceptual Framework

## 3.4. Hypothesis

H1: The Awareness dimensions have the positive influence with Perceive Value.

H2: The International Halal makeup dimensions have the positive influence with Perceive Value.

H3: The Product Quality dimensions have the positive influence with the Perceive Value.

H4: The Customer Satisfaction dimensions have the positive influence with the Perceive Value.

## 3.5. Validity and Reliability

The researcher looked at the reflected measured constructs' convergent validity to examine if indicators of each latent variable could conceptually explain the constructs ([Carmines & Zeller 1979](#)). Convergent validity is determined by the average variance extracted (AVE), which should be greater than 0.50 ([Sarstedt et al, 2017](#)). The awareness



score was 0.7877, customer happiness was 0.8405, internationalization halal makeup was 0.8717, perceive value was 0.8366, and product quality was 0.7606 in this study. All of the factors outperformed the industry benchmark for composite reliability. As a result, all of the variables have already met therements for the validity analysis. The four reflectively measured components had composite reliabilities ranging from 0.7606 to 0.8717, above the minimum threshold of 0.70.

The indicator's dependability is determined by factor loading between constructs and their items. According to Sarstedt et al (2017), factor loading estimations should be more than 0.70. For internal consistency dependability, the composite reliability (CR) should be more than 0.70. (Fornell and Larcker 1981). The results (Table 1) reveal that all item loadings are greater than the suggested value, implying that indication reliability is adequate. Awareness had a composite reliability of 0.9672, customer satisfaction was 0.9813, internationalization halal makeup had a composite reliability of 0.9819, perceive value had a composite reliability of 0.9808, and product quality had a composite reliability of 0.9693 in this study. All of the factors outperformed the industry benchmark for composite reliability. As a result, all of the variables have already met the requirements for the reliability analysis.

**Table 1. Factor Loading**

Laten Variable	Indicator	Factor Loading	AVE	CR
Awareness	Halal	0.838	0.7877	0.9672
	Awareness of halal makeup in muslim country	0.939		
	Awareness of halal in non-muslim country	0.881		
	Different view of halal makeup	0.895		
Internationalization halal makeup	Indonesia halal makeup standard	0.939	0.8717	0.9819
	Malaysia halal makeup standard	0.899		
	Thailand halal makeup sandard	0.936		
Product Quality	Perceive value	0.902	0.7606	0.9693
	Non-finance	0.723		
	Finance	0.836		
	Ingredient	0.870		
Customer Satisfaction	Trust of the brand	0.783	0.8405	0.9813
	Customer loyal of the brand	0.932		
	Service quality	0.935		
Perceived Value	Quality	0.891	0.8366	0.9808
	Price	0.936		

## 4. Result and Discussion

### 4.1. Structural Model and Hypotheses Testing

Customer satisfaction is important. Customer satisfaction has the most impact on perceived value (path coefficient of 0.5499, t-statistics of 6.6749), followed by Product quality effect to perceived value (path coefficient of 0.2749, t-statistics of 3.2541) Then there's internationalization, which has an effect on perceived value (path coefficient of 0.1655, t-statistic of 3,8324), and then there's awareness, which has an effect on perceived value (path

coefficient of -0.0224, t-statistic of 0,4036). The better the consumer satisfaction, the greater the statistical effect. The higher the perceived value that results, the better.

### 4.2. Structural Model Assessment

After doing bootstrapping, we discovered that our path has three significant coefficient values and one non-significant coefficient value, as shown in Figure 2. T-statistics, which range from -1 to 1, are used to demonstrate this. With path coefficients of 0.5499, 0.2749, and 0.1655, this research demonstrates that customer satisfaction, product quality, and internationalization of halal makeup all play key roles in driving perceived value. This demonstrates that customer pleasure has a greater direct impact on customer satisfaction than product quality and halal's internationalization. On the other hand, customer satisfaction has no influence / has a minor effect on perceived value, with a path coefficient of -0.0224. Furthermore, in the structural model, this research focuses on direct and total impacts, i.e. the sum of direct and indirect effects between exogenous and endogenous constructs. We also look into whether customer satisfaction has an indirect effect on perceived value.

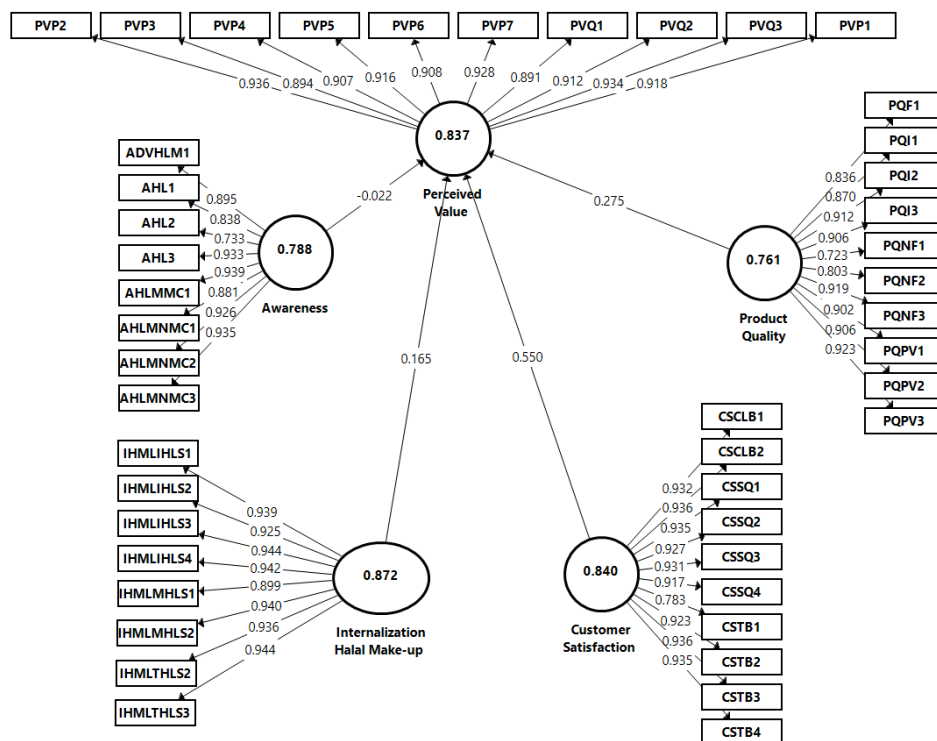


Figure 2. Structural Model

### 4.3. Hypothesis Testing

In today's statistical applications, hypothesis testing is very widespread (Yin, 2018). They also look at the p-value as a crucial part of the hypothesis-testing approach. The null hypothesis is rejected if the p-value is less than 5%. Furthermore, linear multiple regression analysis is a frequent way in the statistical approach for determining whether the R2 (squared multiple correlation) value is significant. The goal of the test is to ensure that R2 differs

significantly from zero. The null hypothesis is  $H_0: \rho = 0$ , where  $\rho$  is the population (parameter) value for the coefficient of squared multiple correlations (Hittner, 2016).

In Table 2, the results of bootstrapping demonstrate that three of the four hypotheses (H2, H3, and H4) are considerably positively connected with each other, whereas one hypothesis (H1) is significantly negatively associated. To begin, both hypotheses 1 demonstrate that awareness has a negative impact on perceived value (beta = -0.022, t-statistics = 0,4036). Second, customer satisfaction, Internalizational of halal makeup, and product quality have both positive effects on perceived value (beta= 0.549, t-statistics = 6.6749, beta =0.165, t-statistics = 3.8324, and beta =0.274, t-statistics = 3.2541, respectively) in hypotheses 2,3 and 4.

**Table 2. Hypothesis Testing Results**

Hypothesis	Relationship	Path Coefficient	P-Value	Supported
H1	A → PV	-0.022***	0.6866	No
H2	CS → PV	0.549***	0.0000	Yes
H3	IHM → PV	0.165***	0.0001	Yes
H4	PQ → PV	0.274***	0.0012	Yes

Notes: A: Awareness, CS: Customer Satisfaction, IHM: Internationalization of halal makeup, PQ: Product quality

\* p value < 0.05; \*\* p value < 0.01; \*\*\* p value < 0.001

## 5. Discussions

### 5.1. Awareness

This study reports that Awareness dimensions (Halal, haram, awareness of halal in Muslim country, awareness of halal in Non muslim country and different view of halal) have a negative influence on perceived value of halal makeup product in Thailand (beta = -0.022, t-statistics = 0,4036). It was related to previous studies showed that Muslim consumers are aware of halal (Wilson and Liu, 2010). They claimed that consumers with more halal knowledge and awareness would perceive more dangers as a result. With this awareness, the customer who understands the prerequisites for being halal and is aware of the halal products described be able to establish an attitude toward halal products. Even Muslims should use Halal products and services, but according to a survey taken by KasihDia Consulting on Halal cosmetics, Muslim awareness is still low (Kamaruzaman 2006).

### 5.2. Customer Satisfaction

Customer satisfaction has a positive influence on perceived value (beta= 0.549, t-statistics = 6.6749) according to the findings. After using or consuming a product or service, customer satisfaction was described as customers' overall acceptance of their experience and product quality (perceived value) expectations, which may affect their purchasing decision (Oliver, 1980). According to a study by Liang (2008), consumers can move to a different product for a variety of reasons including price, inconvenience, service failure, and ethics. Usually refers to a customer's discontent with the service quality or other features of the product. The terms "satisfied" and "already feel safe" indicate a customer happiness focus.

### 5.3. Internationalization of Halal Makeup

Internationalization of halal makeup has a positive influence on perceived value (beta=0.1655, t-statistic of 3,8324) according to the findings. Consumers' overall estimate of a product's net benefits based on consumer ratings is known as perceived value (Chen and Chang, 2012). In general, there are two approaches to perceived value: behavioral and cognitive. method and the utilitarian method (Boksberger and Melsen, 2011). Perceived value will lead to the acquisition of a competitive advantage, allowing the organization to achieve long-term success. The perceived value variable refers to the respondents' perceptions of the values found in halal cosmetics (Handriana et al, 2020). Producers and marketers are inadvertently obliged to utilize halal certification and branding on their products in order to convey information and persuade the target market that their products are halal and Sharia compatible (Ambali and Bakar, 2014). For Muslims, halal-certified products with the halal emblem provide peace of mind because the halal mark is the primary indicator of halal versus non-halal products. Furthermore, the halal emblem announces the Islamic standards that are permissible under Islamic law, whereas halal-certified products with the halal mark certify safety, hygiene, and food quality for non-Muslims (Aziz & Chok, 2013) (Haque et al., 2015). The perception of a halal certificate or logo on a cosmetic product is defined as the halal certification variable in this study.

### 5.4. Product quality

Product quality effect to perceived value (beta=0.2749, t-statistics of 3.2541). A product, according to Kotler and Keller (2014), is anything that may be offered to the market to satisfy a demand or need, from physical products to services, events, people, locations, property, organizations, information, and ideas. Meanwhile, Trentin et al (2012) claim that the product quality is good, is a product's ability to perform its purpose, such as durability, dependability, precision, and so on. Other essential qualities include ease of operating repairs. To put it another way, product quality entails a product's ability to accomplish its function This comprises general durability, dependability, and flexibility. Precision, ease of use and repair, and the value of other features of a product are all important factors to consider. The consistency of a product's or service's quality can contribute to a company's success in terms of customer happiness, staff satisfaction, and profitability (Kotler and Armstrong, 1996).

## 6. Conclusion

This study In Thailand, there is no substantial association between awareness and perceived value of international halal makeup. In Thailand, there is a considerable correlation between customer satisfaction and perceived value of international halal makeup. In Thailand, there is no substantial link between internationalization of halal makeup and perceived value of international halal makeup. In Thailand, there is no substantial association between product quality and perceived value of international halal makeup.

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## Authors' Declaration

### Authors' contributions and responsibilities

The authors made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

### Funding

No funding information from the authors.

### Availability of data and materials

All data are available from the authors.

### Competing interests

The authors declare no competing interest.

### Additional information

No additional information from the authors.

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