



e-ISSN: 0128-0902
ISSN 2289-9634

Available online at
<https://jcis.uitm.edu.my/>

Journal of Contemporary Islamic Studies 10(1) 2024

**Journal of
Contemporary
Islamic Studies**

Consumers' Acceptance Towards Alcohol-Based Cosmetic Product

Mu'az Zulkifli¹, Noorul Huda Sahari^{1*}, Suliah Mohd Aris¹

¹*Academy of Contemporary Islamic Studies, Universiti Teknologi MARA, 40450 Shah Alam, Malaysia*

ARTICLE INFO

Article history:

Received 4 October 2023

Accepted 2 January 2024

Published 13 May 2024

Keywords:

acceptance
alcohol-based cosmetic
consumers
halal cosmetics

DOI:

<http://doi.org/10.24191/jcis.v10i1.10>

ABSTRACT

Muslim consumers are becoming more affluent and are spending more money on cosmetics and personal goods, which is driving up demand for halal cosmetics. Cosmetics that are clean, pure, and devoid of any haram components are considered to be halal. Alcohol has a purpose of its own and is frequently utilized in industrial goods like cosmetics. Some alcohols from khamr were employed in the manufacturing of cosmetics due to the benefits of alcohol in cosmetic items. Religion-permissible forms of alcohol are still unclear to the general public, notwithstanding fatwas regarding alcohol in cosmetics. This study is to investigate consumers' acceptance of cosmetic goods containing alcohol in light of this interest. Information was gathered from 152 respondents using a survey where questionnaires were distributed to randomly selected respondents among Baling residents in Kedah, Malaysia. The data were analyzed using descriptive analysis via SPSS version 29. The survey focuses basically on two dependent variables, i.e., awareness and acceptance of alcohol-based cosmetic products, and one independent variable. The findings of this study showed that consumers likely accepted the adoption of alcohol in cosmetic products. Most respondents take precautions before purchasing alcohol-based cosmetic products, such as the alcohol content of the product, the types of alcohol used, and the information about the alcohol in the product. Consumers attitudes show a positive attitude before purchasing cosmetic products containing alcohol. Although the consumers attitude toward purchasing alcohol products shows a positive result, their knowledge of alcohol is lower than their attitude toward alcohol-based cosmetics. Thus, it is recommended that an in-depth awareness of alcohol in cosmetic products for consumers is necessary not only for customers in Baling but also throughout the country.

^{1*} Corresponding author. *E-mail address:* nooru088@uitm.edu.my
<https://doi.org/10.24191/jcis.v10i1.10>

INTRODUCTION

The worldwide halal cosmetics market would be worth \$74.7 billion in 2020. Halal cosmetics are made with substances that are acceptable under Islamic law. There are no parts or materials originating from a human body in these products. Apart from that, such cosmetics do not contain substances derived from animals that are prohibited by Islamic law or those that have been slaughtered in a non-halal manner. The business is being fueled by the growing Muslim population, which currently makes up more than a fifth of the world's population. The overall spending on halal items is increasing as the younger generation becomes more attentive customers.

Previously, the selection of halal cosmetics was restricted. However, demand for these goods has increased in recent years, resulting in an increase in the number of halal-certified cosmetic producers on the market. Alcohol has a purpose of its own and is frequently used in industrial products like cosmetics. Alcohol is solvent due to its volatile and porous character. Nonetheless, Islam forbids alcohol because it contains *najs* and other impurities that are added during the liquor-making process. Islamic scholars from the past and present agree that drinking alcohol is forbidden in all situations because of *najs*. Alcohol compounds, on the other hand, have important qualities for industrial products and are employed as solvents, cleaning agents, and product stabilizers in research. Islamic scholars assert that the intent behind the production of the substance determines the status of *hukm* of alcohol consumption (Baharum et al., 2020).

Since society is still hesitant to accept alcohol as an element in cosmetic products, consumers' ignorance of halal cosmetic products continues to be an issue. The public continues to be confused by the fatwa on the permissibility of alcohol as an ingredient in cosmetic products even though it has been effective since 2011. They believe that all forms of alcohol are prohibited. The subject of whether sake can be utilized as an ingredient in cosmetic products will come up in 2020. Customers are still unsure about the kinds of alcohol that can be utilized in the manufacturing of cosmetics in this timeframe (Mazri, 2020). Customers are still unsure about the kinds of alcohol that can be utilized in the manufacturing of cosmetics in this timeframe (Mazri, 2020).

The 2.4 billion Muslims who shop worldwide are becoming more conscious and demanding halal medications and cosmetics. According to Sugibayashi et al. (2019), the global halal market is projected to increase at a compound annual growth rate of 6.8% until 2024. Halal cosmetics are increasingly popular among non-Muslim consumers due to their ethical nature and higher quality control requirements, in addition to the vast Muslim community that demonstrates a strong inclination towards halal products. Furthermore, for non-Muslims, halal can become a benchmark of accepted conformance and quality in trade dealings with Muslims. Although awareness of halal cosmetics has increased, the adoption of alcohol in cosmetic products still creates confusion among consumers.

Prof. Dr. Rusly of the Halal Products Research Institute at Universiti Putra Malaysia brought up this issue, stating that many Muslims in Malaysia are confused by it and think that anything that contains alcohol is "*haram*," or forbidden, under Islamic law (Mansor, 2012). According to the National Council for Islamic Religious Affairs of Malaysia's previous Muzakarah, the topic of alcohol in food, beverages, fragrances, and medications was covered in the Special Muzakarah of the Fatwa Committee of the National Council for Islamic Religious Affairs of Malaysia. It has already been mentioned that fragrances and medications that use alcohol as a solvent are permissible as long as the alcohol is not consumed during the production of *khamr*. A lack of understanding of Fatwa has led to confusion about the permissibility of using alcohol in cosmetic products.

The increasing demand for cosmetic products in Muslim-majority countries also led to the importation of cosmetic products into Malaysia from countries like Japan and South Korea. For instance, a product from

Japan that contains an alcoholic ingredient derived from sake has been sold on the market. Because of the lack of knowledge about the permissibility of alcohol, the manufacturers assumed it was permissible to use sake as an ingredient in cosmetics that is not as harmful to be consumed for beverages (Mazri, 2020). A fatwa issued by JAKIM clearly stated that it is not permissible to use alcohol derived from the *khamr*-making process because it is considered *najs* even for external use as cosmetic products. Although the fatwa stated clearly about the condition of alcohol that can be used, it is still possible for other consumers to have traumatic experiences when accepting alcohol to be used in cosmetics.

Alcohol in Cosmetic Products

Ethanol, cetyl alcohol, isopropyl alcohol, and other forms of alcohol are commonly used in products. The most common alcohol found in cosmetics is ethanol, which is used in cosmetics because of its antibacterial properties and ability to promote tropical penetration. Apart from that, ethanol is employed as a solvent, a viscosity reducer, and an antifoam agent. As a result, it's not surprising that ethanol was found in the last formulation of several cosmetic products (Baharum et al., 2020).

Ethanol is also frequently used as a solvent in a variety of items, including personal care, pharmaceuticals, and products that come into direct contact with human skin, such as perfumes. The perfumes' principal constituents are water and scents, with ethanol levels ranging from 50% to 80%. It also has the benefit of a fast-drying time and a powerful perfume when applied to the skin.

In addition to the viscosity of the crèmes, cetyl alcohol is used in the formulation of cosmetics in an unknown amount, found in alcohol and esters. This product interferes with the formulation of skincare products. Furthermore, because the rheology effects of cetyl alcohol in cosmetic emulsions can now be controlled, the new enzymatically generated product is specified with a specific low cetyl alcohol level, allowing the development of new types of formulations using this product (Baharum et al., 2020). We might therefore conclude that alcohol serves certain purposes in enhancing the use of cosmetics. Since it can enhance cosmetic products, alcohol does have a place in the cosmetic manufacturing process.

Status of Alcohol in Islam

Initially, alcohol was a substance found in *khamr*. Liquor is an alcoholic beverage that is forbidden by Islam. Based on surah al-Maidah verse 90:

يَا أَيُّهَا الَّذِينَ ءَامَنُوا إِنَّمَا الْخَمْرُ وَالْمَيْسِرُ وَالْأَنْصَابُ وَالْأَزْلَامُ رِجْسٌ مِّنْ عَمَلِ الشَّيْطَانِ فَاجْتَنِبُوهُ لَعَلَّكُمْ تُفْلِحُونَ

O ye who believe! Strong drink and games of chance and idols and divining arrows are only an infamy of Satan's handiwork. Leave it aside in order that ye may succeed.

This verse testifies that Allah SWT has forbade Muslims to drink alcohol because it is a heinous act and includes the deeds of the devil. Therefore, alcohol becomes unlawful to be consumed by Muslims. Alcohol is always referred to as an intoxicating drink that cause harm to humans. According to Usmani (2017), the meaning of alcohol in Shariah is not specified, except for the wine restriction which is made of grapes, date palm, and other materials. However, alcohol is not only found in beverages; it is also used in other industries, including cosmetic products. Nur Bahirah (2020) stated that based on Islamic views, the meaning of *khamr* is the content of intoxicating alcohol. In fact, not all alcohol used is *haram*. There is certain use of alcohol that is allowed in Islam (Baharum et al., 2020). Although alcohol is often termed an alcoholic beverage by some Muslims, the fact is that the manufacturers of alcohol are different in terms of their purpose and give different *hukm* between these two.

Alcohol that is sourced from the non-alcoholic beverage process, which came from the industrial alcohol process, can be used in the production of cosmetic and medical products. According to the National

Fatwa Committee (NFC), which discussed the issue of alcohol in food, beverages, fragrances, and medicines on July 14-16, 2011, has agreed to decide as follows:

- (i) All *khamr* contains alcohol. However, not all alcohol is *khamr*. Alcohol obtained from the *khamr*-making process is *najs* and *haram*.
- (ii) Alcohol obtained from the non-*khamr* industry is not *najs*, but it is not permissible to drink in its original form because it is poisonous and can kill.
- (iii) Soft drinks that are processed or made without the intention of producing *khamr* and contain alcohol below the level of 1% (v/v) are permissible to drink.
- (iv) Soft drinks, which are made with the same intention and the same way as the process of making *khamr*, whether they contain a lot, a little, or distilled alcohol, are considered *haram*.
- (v) Foods or drinks containing natural alcohol, such as fruits, nuts, or grains and their juice, or alcohol produced as a by-product during the manufacturing process of food or drink, are not allowed to be eaten or drunk.
- (vi) Foods or drinks that contain flavouring or colouring materials containing alcohol for the purpose of stabilization are permissible to be used if the alcohol is not produced from the *khamr* source, the quantity of alcohol in the final product is not intoxicating, and the rate does not exceed 0.5%.
- (vii) Medicines and perfumes that contain alcohol (not from a *khamr* source) and are being used as solvents are considered not *najs*.

Halal Cosmetic from Consumer Perception

Previous study indicated students' awareness and usage intention towards halal from respondents with higher years of study show more awareness and usage intention as compared to other respondents who are still in the first, second, and third years. Respondents who do not attend religious school have lower awareness and usage intention than other respondents who have studied at religious school (Kit Teng & Wan Jusoh, 2013).

To investigate Malaysian Muslim women's attitudes about halal cosmetics, M. Hashim and Musa (2013) adopted a theory of planned behavior to perform a study in Malaysia. As components of attitude, researchers look into product image, product involvement, spiritual congruence, and spiritual intelligence. According to this survey, halal cosmetics products meet the needs of Malaysian Muslim women, and they feel at ease when using them.

According to Aziz, Noor and Wahab (2013), based on the theory of planned behavior used to predict the behavioral intentions of Malaysian university students toward halal cosmetics, purity, knowledge, attitude, subjective norm, and perceived behavioral control all have a significant and favorable impact on university students' intentions toward halal cosmetics. Furthermore, researchers claim that, when compared to other criteria, purity is a powerful predictor of behavioral intention.

Malaysian Muslims' attitudes toward halal cosmetics and halal food were predicted by knowledge and religion. The study used the convenience sample technique to distribute 110 surveys. They also discovered that there is a considerable difference in customer behavior between halal cosmetics and halal food, based on the sample. According to the researchers, cosmetic companies should promote halal cosmetics by

focusing on religiosity (Ahmad et al., 2015). In a nutshell, consumers' perceptions are positive towards halal cosmetic products. It is because the confidence level of Muslims when using cosmetics that it is halal. Other than Muslims, consumers also feel at ease when using halal cosmetics, as all halal requirements meet the need.

Consumer Acceptance of Halal Cosmetic

Customer acceptance is often the key to success in a company. Islamic beliefs outline the precise motives for the halal notion. The preservation of life, the safeguarding of future generations, and the maintenance of integrity and self-respect are among the reasons, aside from religious ones. Adoption of halal items by the market may be influenced by a number of variables. When a consumer plans to use, has used, or intends to use a product, they are considered to have accepted it. Customers are appreciative of high-quality products and react positively to them (Mathew et al., 2014). One independent variable, knowledge and attitude, as well as two dependent factors, were utilized in this study to determine whether or not customers accepted the alcohol-based cosmetic product. The majority of respondents would mention alcohol's use in cosmetics. The first is knowledge. The rise in Halal cosmetics demand is also fueled by an increase in Halal awareness and information. Halal information is the most influential aspect of Muslim customers' understanding and perceptions of non-food Halal products, as well as a significant factor. It is suggested that when people get more religious, they gain more knowledge and information about Halal, which leads to an increase in the demand for Halal cosmetics (Rahim et al., 2015).

The other variable that has been used in this study is attitude. One of the most important factors in determining awareness and perception of specific things or events is one's attitude. Attitude is the degree of an individual's favorable or negative feelings toward a certain object or specific purpose to undertake a specific behavior. A good attitude is one of the elements that influence people's decisions to use Halal cosmetics. Based on the Theory of Planned Behavior, it is stated that attitudes regarding Halal cosmetics have an impact on young adult urban Muslim women (Rahim et al., 2015).

RESEARCH METHODOLOGY

The purpose of this study was to investigate Muslim consumers' understanding of the use of cosmetics containing alcohol. The comprehension and awareness of Muslim customers in Baling, Kedah, are the main subjects of the study. This study used a quantitative approach to accomplish its goal, gathering data via an online survey administered through Google Forms. Customers residing in Baling, Kedah, Malaysia, whose ages range from 18 to 70, are randomly chosen to be respondents. Men and women who work in the public or private sectors, housewives, students, and retirees who bought the products from small-scale manufacturers make up the respondents. The Statistical Package for Social Science (SPSS) tool version 26 has been used to perform both descriptive and inferential analysis on the data collected from 152 respondents. There are four key elements to the questionnaire: Section A asks for personal information (age, gender, marital status, and type of job); Section B asks about consumers' knowledge of cosmetic items containing alcohol; and Section C asks about customers' attitudes regarding accepting products containing alcohol. The five-point Likert scale, which goes from 1 (strongly disagree) to 2 (not agree), has been employed. 4: agree, 5: strongly agree, 3: less agree. According to the respondents' demographic background, women make up 59.2% of the sample, while men make up the least, at 40.8%. The respondent's age group is comprised of people who are between the ages of 21 and 40 (68%), 51 and over (19.7%), and 18 to 20 (9%). The respondents' marital status revealed a 50% split between married and single people. Based on the survey results, the researcher discovered that students made up 34.2% of the study's respondents, or 52 people, and that the government sector came in second with 24.3%. With 11.8% (8), 12.5% (19), 4.6% (7), and 12.5% (19), respectively, the private sector, self-employed, jobless, and pensioners.

RESULT AND ANALYSIS

Descriptive analysis has been conducted and the result indicated as follows:

1. Consumers' Knowledge towards The Alcohol-Based Cosmetic Product

Table 1: Consumers' Knowledge Towards the Alcohol-Based Cosmetic Product

	N	Mean	Std. Deviation
B1. I know cosmetic products contain alcohol	152	3.93	.889
B2. I know alcohol in cosmetics has certain functions	152	4.00	.899
B3. Alcohol is required to complete the function of cosmetic products	152	3.60	1.056
B4. Alcohol in cosmetic products can improve product quality	152	3.60	1.093
B5. I know a fatwa that allows alcohol in cosmetics	152	3.51	1.073
B6. I understand not all alcohol is allowed to be used in cosmetic products	152	4.18	.887
B7. I know that alcohol that can be used in cosmetic products came from the Industrial alcohol instead of from a <i>khamr</i> processing source	152	4.11	.922
B8. I know the alcohol content in cosmetic products is safe and not harmful to health	152	3.89	.943
B9. I understand alcohol can be mixed in cosmetic products	152	3.82	.957
Valid N (listwise)	152		

Table 1 shows the mean of the whole result from each question in Section B. Question B6 has the highest mean as the question asked, 'I understand not all alcohol is allowed to be used in cosmetic products' which is the mean count on 4.18 as the most respondents chosen scales 4 and 5. The response indicates that the respondents strongly agree that not all types of alcohol are allowed to be used in cosmetic products. On the other hand, the lowest mean is from question B5 related to fatwas on alcohol in cosmetic products. The question of 'I know a fatwa that allows alcohol in cosmetics' has the lowest mean of 3.49. Respondents answer this question on a scale of 3 to 4.

1.1 I know cosmetic products contain alcohol

Table 2: I know cosmetic products contain alcohol

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.3	1.3	1.3
	Disagree	6	3.9	3.9	5.3
	Uncertain	35	23.0	23.0	28.3
	Agree	66	43.4	43.4	71.7
	Strongly Agree	43	28.3	28.3	100.0
	Total	152	100.0	100.0	

Based on Table 2, it showed that the frequency of the question B1, which asked, 'I know cosmetic products contain alcohol' was a domain by agreeing, which represents 66 respondents out of 152 respondents with the equivalent of 43.4%, followed by 43 respondents (28.3%) who strongly agreed that they know that cosmetic products contain alcohol. Next, the data shows 23.0% out of 152 respondents, which equals 35 respondents, stated 'uncertain' about this question, and 6 respondents, which made up 3.9%, disagreed that they know cosmetic products contain alcohol. The lowest data frequency derived from strongly disagree, which is the respondents strongly disagree with the statement, which consists of 2 respondents (1.3%). The frequency data indicates for this question that most respondents know that cosmetic products contain alcohol.

1.2 I know alcohol in cosmetics has certain functions

Table 3: I know alcohol in cosmetics has certain functions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.3	1.3	1.3
	Disagree	4	2.6	2.6	3.9
	Uncertain	37	24.3	24.3	28.3
	Agree	58	38.2	38.2	66.4
	Strongly Agree	51	33.6	33.6	100.0
	Total	152	100.0	100.0	

Table 3 shows the frequency data from question B2, 'I know alcohol in cosmetics has certain functions. The result indicated that most respondents agreed that they know alcohol in cosmetics has certain functions, with 38.2% equivalent to 58 respondents. The finding also showed that 33.6% out of 152 respondents, which is equivalent to 51 respondents strongly agree with the question. The lowest percentage of respondents strongly disagreed with 1.3%, which equals to 2 respondents, followed by disagreeing with 2.6%, which equals to 4 respondents. The frequency data indicated that most respondents know that alcohol in cosmetics has certain functions.

1.3 Alcohol is required to complete the function of cosmetic products

Table 4: Alcohol is required to complete the function of cosmetic products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	3.9	3.9	3.9
	Disagree	14	9.2	9.2	13.2
	Uncertain	49	32.2	32.2	45.4
	Agree	49	32.2	32.2	77.6
	Strongly Agree	34	22.4	22.4	100.0
	Total	152	100.0	100.0	

Based on table 4, for question B3, 'Alcohol is required to complete the function of cosmetic products', the result showed that the highest frequency data is from uncertain and agree that 49 respondents (32.2%) had answered this question. Then followed strongly agree, with 22.4% equivalent to 34 respondents. Next, 14 respondents disagree, which is equivalent to 9.2% of respondents. The lowest frequency data is from the strongly disagree, which is 3.9%, which equals 6 respondents. The frequency data indicates that most respondents agree that alcohol is required to complete the function of the cosmetic product, but there are still some respondents who are uncertain that alcohol is needed to complete the function of the cosmetic product.

1.4 Alcohol in cosmetic products can improve product quality

Table 5: Alcohol in cosmetic products can improve product quality

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	6	3.9	3.9	3.9
	Disagree	17	11.2	11.2	15.1
	Uncertain	46	30.3	30.3	45.4
	Agree	46	30.3	30.3	75.7
	Strongly Agree	37	24.3	24.3	100.0
	Total	152	100.0	100.0	

Based on table 5, for question B3, 'Alcohol is required to complete the function of cosmetic products', the result showed that the highest frequency data is uncertain and agree that 49 respondents (32.2%) had answered this question each. Then followed strongly agree, with 22.4% equivalent to 34 respondents. Next, 14 respondents disagree, which is equivalent to 9.2% of respondents. The lowest frequency data is from the strongly disagree, which is 3.9%, which equals 6 respondents. The frequency data indicates that most respondents agree that alcohol is required to complete the function of the cosmetic product, but there are still some respondents who are uncertain that alcohol is needed to complete the function of the cosmetic product.

1.5 I know a fatwa that allows alcohol in cosmetics

Table 6: I know a fatwa that allows alcohol in cosmetics

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	2.0	2.0	2.0
	Disagree	23	15.1	15.1	17.1
	Uncertain	55	36.2	36.2	53.3
	Agree	35	23.0	23.0	76.3
	Strongly Agree	36	23.7	23.7	100.0
	Total	152	100.0	100.0	

This table shows the frequency analysis from question B5, 'I know a fatwa that allows alcohol in cosmetics. In this question, most respondents answer uncertainly, with 36.2% equivalent to 55 respondents. The second highest frequency of data gathered is 'strongly agree' with 23.7% out of 152, which equals 36 respondents who have given this answer to this question. Next, agree becomes the third-highest frequency data, with 35 respondents (23.0%) having chosen this answer to this question. Strongly disagree has the lowest percentage with 2.0%, which equals 3 respondents, followed by disagree with 15.1%, which equals 23 respondents. Thus, the finding indicated that most respondents are uncertain about the existence of fat-related alcohol in cosmetics.

1.6 I understand not all alcohol is allowed to be used in cosmetic products

Table 7: I understand not all alcohol is allowed to be used in cosmetic products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	0.7	0.7	0.7
	Disagree	7	4.6	4.6	5.3
	Uncertain	21	13.8	13.8	19.1
	Agree	57	37.5	37.5	56.6
	Strongly Agree	66	43.4	43.4	100.0
	Total	152	100.0	100.0	

Based on table 7, it shows the frequency of the question B6, 'I understand not all alcohol is allowed to be used in cosmetic products', which was dominated by 'the strongly agree' of 66 respondents, which is equivalent to 43.4% of respondents, followed by 57 respondents (37.5%) who agreed that they understand not all alcohol is allowed to be used in cosmetic products. Next, the finding shows 13.8%, which equals 21 respondents uncertain about this question. The lowest data frequency comes from strongly disagree, which is when the respondents strongly disagree with the statement that consists of a respondent (0.7%), followed by disagreeing with 7 respondents, which is equal to 4.6%. Based on the findings, more than half of the respondents understand that not all alcohol is allowed to be used in cosmetic products.

1.7 I know that alcohol that can be used in cosmetic products came from the Industrial alcohol instead of from a *khamr* processing source

Table 8: I know that alcohol that can be used in cosmetic products came from the Industrial alcohol instead of from a *khamr* processing source

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.3	1.3	1.3
	Disagree	3	2.0	2.0	3.3
	Uncertain	36	23.7	23.7	27.0
	Agree	47	30.9	30.9	57.9
	Strongly Agree	64	42.1	42.1	100.0
	Total	152	100.0	100.0	

This table shows the frequency data from question B7, 'I know that alcohol that can be used in cosmetic products came from industrial alcohol instead of from a *khamr* processing source'. The finding indicated that most respondents, i.e., 42.1%, which is equal to 64 respondents, strongly agreed with the statement. The second-highest frequency data showed that 30.9% (47 respondents) agreed with the statement. Next, 36 respondents responded with 'uncertain' and strongly disagree had the lowest percentage with 1.3%, which equals two respondents, followed by disagree with 2.0%, which equals three respondents. Based on the findings, most of the respondents know that only industrial alcohol can be used in cosmetic products instead of alcohol from *khamr* processing.

1.8 I know the alcohol content in cosmetic products is safe and not harmful to health

Table 9: I know the alcohol content in cosmetic products is safe and not harmful to health

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	2.0	2.0	2.0
	Disagree	4	2.6	2.6	4.6
	Uncertain	46	30.3	30.3	34.9
	Agree	52	34.2	34.2	69.1
	Strongly Agree	47	30.9	30.9	100.0
	Total	152	100.0	100.0	

Table 9 shows the frequency of question B8, 'I know the alcohol content in cosmetic products is safe and not harmful to health'. About 34.2% (52 respondents) agreed with the statement, followed by strongly agreeing with 47 respondents (30.9%) that they know that alcohol in cosmetic products is safe and not harmful to health. Next, the data shows that 30.3% of respondents have equivalence to 46 respondents who stated an 'uncertain' statement. The lowest data frequency comes from strongly disagree, which is the respondents strongly disagree with the statement that consists of three respondents (2.0%), followed by 'disagree' with four respondents, which are equal to 2.6%. Based on the findings, it can be said that most of the respondents agree that alcohol in cosmetic products is safe and not harmful to health, but some respondents are uncertain about whether the alcohol in the cosmetic product is safe and not harmful to health.

1.9 I understand alcohol can be mixed in cosmetic products

Table 10: I understand alcohol can be mixed in cosmetic products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.3	1.3	1.3
	Disagree	8	5.3	5.3	6.6
	Uncertain	49	32.2	32.2	38.8
	Agree	49	32.2	32.2	71.1
	Strongly Agree	44	28.9	28.9	100.0
	Total	152	100.0	100.0	

This table shows the frequency data from the last question, 'I understand alcohol can be mixed in cosmetic products. In this question, most respondents answer agree and uncertain with 32.2%, which is equal to 49 respondents on each scale. The second highest frequency of data gathered is strongly agreed with, with 28.9%, which equals 44 respondents. The lowest percentage for this frequency data belongs to strongly disagree with the percentage of 1.3% with the equivalent of 2 respondents, followed by 'disagree' with 5.3%, which equals 8 respondents. Based on the findings, most of the respondents agree that alcohol can be mixed with cosmetic products, but a lot of respondents are still uncertain about the alcohol that can be mixed with alcohol.

2. Consumers' Attitude Towards the Acceptance The Usage of Alcohol-Based Product

Table 11: Consumers' Attitude Towards the Acceptance the Usage of Alcohol-Based Cosmetic Product

	N	Mean	Std. Deviation
C1. I am concerned about the alcohol content found in cosmetic products	152	4.24	.933
C2. I ensure that the source of alcohol used comes from a source that is permissible in religion	152	4.30	.830
C3. I do a bit of research before buying halal cosmetic products that contain alcohol	152	3.98	.986
C4. I can differentiate between industrial alcohol and alcohol from <i>khamr</i>	152	3.65	1.012
C5. I will look at the product label to find out the type of alcohol used	152	4.19	.859
C6. I will identify the alcohol that is allowed in cosmetic products	152	4.01	.873
C7. I will update cosmetic products that have alcohol through newspapers and the internet	152	3.89	1.020
Valid N (listwise)	152		

Table 11 shows the findings for consumer attitudes towards alcohol-based cosmetics. The highest mean is from question C2, which is 'I ensure that the source of alcohol used comes from a source that is permissible in religion.' The mean count is 4.30, as most respondents answered on scale points 4 and 5. This indicates that the respondents strongly agree that they must ensure that the source of alcohol used comes from a source that is permissible in religion. While the lowest mean is from question C4, which is 'I can differentiate between industrial alcohol and alcohol from *khamr*.' Which is with a mean count of 3.65, where most respondents answered on a scale of 3 to 4 points. This indicates that respondents agree, and some of them are uncertain about how to differentiate industrial alcohol and alcohol from liquor. It is because there is no mechanism for detecting alcohol from industry.

2.1 I am concerned about the alcohol content found in cosmetic products

Table 12: I am concerned about the alcohol content found in cosmetic products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	5	3.3	3.3	3.3
	Disagree	1	.7	.7	3.9
	Uncertain	19	12.5	12.5	16.4
	Agree	55	36.2	36.2	52.6
	Strongly Agree	72	47.4	47.4	100.0
	Total	152	100.0	100.0	

For question C1, 'I am concerned about the alcohol content found in cosmetic products', the above table showed that the 72 respondents (47.4%) strongly agree with the statement, followed by 'agree' with 36.2%, which is equivalent to 55 respondents. The fact that 19 respondents were uncertain indicates 12.5% of the respondents. Only 0.7% indicated disagree with the statement, followed by strongly disagree (3.3%), which consists of 5 respondents. Based on the findings, it showed that more than half of the respondents were concerned about the alcohol content in the cosmetic product.

2.2 I ensure that the source of alcohol used comes from a source that is permissible in religion

Table 13: I ensure that the source of alcohol used comes from a source that is permissible in religion

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.3	1.3	1.3
	Disagree	1	0.7	0.7	2.0
	Uncertain	21	13.8	13.8	15.8
	Agree	53	34.9	34.9	50.7
	Strongly Agree	75	49.3	49.3	100.0
	Total	152	100.0	100.0	

The table shows the frequency data from question C2, 'I ensure that the source of alcohol used comes from a source that is permissible in religion'. In this question, most respondents strongly agree with 49.3% of the 152 respondents, which is equal to 75 respondents. The second highest frequency of data gathered is 'agree' with 34.9% out of 152, which equals 53 respondents who have given this answer to this question. 21 respondents have answered 'uncertain' which equals 13.8% of 152 respondents. The lowest percentage for this frequency data belongs to strongly disagree with the percentage of 0.7% with the equivalent of one respondent, followed by 'disagree' with 1.3%, which equals 2 respondents. Based on this data, most of the respondents would make sure that alcohol in cosmetics must come from a source that is permissible in religion.

2.3 I do a bit of research before buying halal cosmetic products that contain alcohol

Table 14: I do a bit of research before buying halal cosmetic products that contain alcohol

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.3	1.3	1.3
	Disagree	10	6.6	6.6	7.9
	Uncertain	33	21.7	21.7	29.6
	Agree	51	33.6	33.6	63.2
	Strongly Agree	56	36.8	36.8	100.0
	Total	152	100.0	100.0	

Table 14 showed that the highest percentage of strongly agreeing is 36.8% out of 152 respondents, which equals 56 respondents, followed by 'agree' with a percentage of 33.6% from 152 respondents.

Besides, about 33 respondents, equal to 21.7%, gave an uncertain answer to this question. In addition, about 10 respondents disagree (6.6%), and the lowest percentage is strongly disagree, which is 2 respondents (1.3%). Based on the finding, it indicated that most of the respondents had done a bit of research before purchasing a cosmetic product that contained alcohol.

2.4 2.4 I can differentiate between industrial alcohol and alcohol from *khamr*

Table 15: I can differentiate between industrial alcohol and alcohol from *khamr* alcohol

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	3	2.0	2.0	2.0
	Disagree	12	7.9	7.9	9.9
	Uncertain	59	38.8	38.8	48.7
	Agree	39	25.7	25.7	74.3
	Strongly Agree	39	25.7	25.7	100.0
	Total	152	100.0	100.0	

Based on the table, it shows the frequency of the question C4, 'I can differentiate between industrial alcohol and alcohol from *khamr*'. The highest frequency was uncertain, which represents 59 respondents from 152 respondents with the equivalent of 38.28%, followed by strongly agree and agree with 39 respondents (30.9%) each that they can differentiate between industrial alcohol and alcohol from *khamr*. Next, the data shows 7.9% out of 152 respondents, which equals 12 respondents who disagree with this question. The lowest data frequency comes from strongly disagree, which is when the respondents strongly disagree with the statement, which consists of three respondents (2.0%). Based on this data, 'uncertain' has become the most common, which shows a lot of respondents do not know how to differentiate between industry alcohol and *khamr*.

2.5 I will look at the product label to find out the type of alcohol used

Table 16: I will look at the product label to find out the type of alcohol used

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	2	1.3	1.3	1.3
	Disagree	11	7.2	7.2	8.6
	Uncertain	43	28.3	28.3	36.8
	Agree	42	27.6	27.6	64.5
	Strongly Agree	54	35.5	35.5	100.0
	Total	152	100.0	100.0	

Table 16 shows the frequency data from question C5, which is 'I will look at the product label to find out the type of alcohol used'. The highest percentage is 35.5% out of 152 respondents, which equals 54 respondents, and is followed by 'agree' with the percentage of 28.3%, which made up 43 respondents. Only 42 respondents, equivalent to 27.6%, agreed with the statement. On the other hand, about 11 respondents (7.2%) disagree, and the lowest percentage is strongly agree, which is 2 respondents (1.3%). Based on this data, most respondents would check the label to find out the type of alcohol in the cosmetic product.

2.6 I will identify the alcohol that is allowed in cosmetic products

Table 17: I will identify the alcohol that is allowed in cosmetic products

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	1	0.7	0.7	0.7
	Disagree	4	2.6	2.6	3.3
	Uncertain	39	25.7	25.7	28.9
	Agree	57	37.5	37.5	66.4
	Strongly Agree	51	33.6	33.6	100.0
	Total	152	100.0	100.0	

The frequency of question 6, "I will identify the alcohol that is allowed in cosmetic products," is displayed in Table 17. According to the results, the most common response was "agree," which came from 57 respondents, or 37.5% of the sample. Strongly agree and agree came next, with 51 respondents (33.6%). The data then indicates that 39 respondents, or 25.7% of the sample, had doubts regarding the assertion. Strong disagreement with one respondent (0.7%) has the lowest data frequency, followed by "disagree" with four respondents (2.6%). According to this statistic, the majority of respondents believed that alcohol usage in cosmetic items was acceptable. Based on this data, it can be said that most of the respondents would identify alcohol that is used in cosmetic products as allowed to be used.

CONCLUSION

It is evident from the data that the majority of respondents see the acceptance of the use of alcohol-based products favorably. When buying alcohol-based cosmetics, the majority of respondents take measures, such as researching the product's alcohol concentration, the kinds of alcohol used, and its alcohol composition. Customers have a positive mindset prior to buying alcohol-containing cosmetics. Although customers' attitudes regarding buying alcohol-related products are positive, their awareness of consumers' attitudes toward alcohol is less than those of consumers' attitudes toward cosmetics containing alcohol. The majority of customers are still unsure, particularly when it comes to the existence of the fatwa against alcohol in cosmetics, which is not frequently reported in the media, and not everyone is aware of the roles that alcohol plays in cosmetics. In conclusion, customers possess the purchasing ability to get cosmetics that are halal. The trend of creating halal cosmetics has developed and is still increasing in the modern day due to the demand for halal cosmetics. To preserve the integrity of the product, ingredients used in halal cosmetics must adhere to halal standards. The development of halal cosmetics, which can raise public awareness of halal cosmetics, requires participation from both industry players and consumers.

ACKNOWLEDGEMENT

We would like to express our greatest gratitude to the Academy of Contemporary Islamic Studies and Universiti Teknologi MARA (UiTM) for the indefinite support that able this article to be published in the journal.

CONFLICT OF INTEREST STATEMENT

The authors agree that this research was conducted in the absence of any self-benefits, commercial or financial conflicts and declare the absence of conflicting interests with the funders.

AUTHORS' CONTRIBUTIONS

Mu'az Zulkifli carried out the research and wrote the research. Noorul Huda Sahari supervised the research, converted the research into article and revised the article. Suliah conducted the technical review and revision.

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