The intention of the young Muslim generation to purchase halal cosmetics: Do religiosity and halal knowledge matter?

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Article Info

Abstract

Purpose – This study aims to examine the role of religiosity and knowledge in influencing subjective attitudes and norms. Then the influence of religion, knowledge, brand image, and product quality on the intention to buy Halal cosmetics products in the cosmetics industry in Indonesia.

Methodology – This study used a purposive sampling method to collect data. As many as 522 young Muslim consumers in 32 provinces in Indonesia have previously used halal cosmetic products.

Findings – The study results show that religiosity and Halal product knowledge significantly influence attitudes, subjective norms, and intentions to buy halal cosmetic products. Interestingly, the findings reveal that product knowledge has a higher impact on religiosity on attitudes, subjective norms, and intentions to buy in terms of cosmetics. Meanwhile, attitudes, brand image, and product quality affect intention, but subjective norms do not affect the intention of the young Muslim generation to buy cosmetic products.

Implications – Halal cosmetic companies need to increase promotion to the younger generation of Muslims to introduce halal cosmetic products. This promotion will increase the knowledge of the young Muslim generation about halal cosmetics to increase the intention of the young Muslim generation to buy halal cosmetic products.

Originality – Research develops the influence of knowledge and religiosity on attitudes and intention, and subjective norms to buy halal cosmetic products. The object of this research is the young Muslim generation, aged between 15 and 30 years, with mostly high school and university education.

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Introduction

The global increase in Muslim populations and purchasing products has created a new demand for halal cosmetic product development. According to Research & Markets' predictions, by 2020, the cosmetics market will reach US$ 675 billion. In Indonesia, cosmetics sales have increased due to awareness of beauty and lifestyle. The population of Indonesian women who use cosmetics has increased by 126.8 million people. In order to find out the habits of Indonesian women regarding buying cosmetics, research was conducted based on an analysis of 2,442 women's shopping receipts with an age range of 25 years to 34 years. From the results of this research conducted from January

to September 2016, millennial women dominated cosmetic purchases, namely in the form of facial make-up at minimarkets/supermarkets or hypermarkets (Bachdar, 2017).

There is a social stigma about beauty standards that mostly look at the physical with white skin criteria, beautiful eyeballs, a tall and slim body, a smooth face without pimples, and long straight hair (Rahmaniah, 2021). This criterion is not only for women but men also begin to use physical measurements to define perfection as humans. This situation fosters discriminatory behavior among young people in their environment (Rahmaniah, 2021). Therefore, individual efforts to look beautiful and handsome are attempted by using cosmetics (Ngah et al., 2021). Women can have an estimated nine pcs of cosmetics that are used daily. However, it differs from men, who only need five pcs of cosmetics daily (Picodi, 2020).

Along with the increasing interest of the younger generation in cosmetics, the demand for halal cosmetic products with various variants has also increased. The increasing demand for halal cosmetics is influenced by increasing awareness of halal cosmetics, knowledge about halal cosmetics, and religiosity among the younger generation (Shahid et al., 2018). Ahmad et al. (2015), Divianjella et al. (2020), and Sudarsono et al. (2020) found that knowledge and religiosity influence attitudes and intentions to use halal cosmetics in Indonesia. Challenges and opportunities for halal cosmetics in Indonesia show that consumers with literacy related to the importance of halal cosmetics positively respond to and promote the use of halal cosmetic products. It will positively impact their skin and be clean while they process cosmetic products before they sell at market (Rahmi, 2021). Research by Abd Rahman et al. (2015) and Suki and Suki (2018) conducted in Malaysia found what influences attitudes to buy halal cosmetics. In addition, their research also revealed that there is a positive influence between attitudes and intentions to buy halal cosmetic products.

This research seeks to complement previous research on interest in buying halal cosmetics. This study develops the theory of reasoned action (TRA) put forward by Fishbein and Ajzen (1975), making attitudes and subjective norms the main variables influencing individual intentions to buy something. However, in this research, religiosity and knowledge are the main variables that affect a person's interest in buying cosmetics, but they also affect attitudes and individual subjective norms. The object of this research is the young generation of Indonesian Muslims who use halal cosmetics.

Literature Review and Hypothesis Development

Halal Cosmetics

Halal is an Arabic word, quoted explicitly in the Qur'an, which means permitted and lawful (Wilson & Liu, 2010. The halal concept has a particular motive to preserve the purity of religion, maintain the mentality of Islam, preserve life, protect property, protect future generations, and support dignity and integrity (Jaelani, 2017). The concept of halal and haram is part of the entire legal system of Islam (Sugibayashi et al., 2019). Islamic jurisprudence provides definitions and guidelines for using cosmetics following Islamic law. According to al-Qaradawi (2009), cosmetics are products used to enhance one's appearance or maintain good hygiene, and they must be made from halal ingredients that do not contain any prohibited or harmful substances. Al-Shinqiti (2011) provides a more detailed definition, which includes products used for dental hygiene, and emphasizes the importance of using halal ingredients and ethical production methods. Halal cosmetics are becoming increasingly popular among Muslim consumers. Halal cosmetics comply with Islamic principles and do not contain haram or harmful ingredients (Farooq & Rafiuddin, 2018; Sulaiman & Hj Ghani, 2019).

Theory Reasoned Action (TRA)

This research uses the theory of reasoned action (TRA), where individual behavior can be very dependent on their interests/intentions, but it differs from the intention to behave, which depends on attitudes and subjective norms. From another angle, a belief can create an attitude of individual behavior with the consequences of behavior and evaluation of the results. It's the same with normative beliefs and motivation to follow other people's opinions, which can also determine

subjective norms. It can be said that there are internal factors reflected in individual attitudes and external factors reflected in the influence of other people that can influence individual interests to make decisions (Simbolon, 2015). According to Fishbein and Ajzen (1975), the individual's intention to behave determines whether or not the behavior will be carried out. There are two basic determinants, namely attitudes (attitude towards behavior) and subjective norms (subjective norms) (Jalil et al., 2019).

The theory of reasoned action (TRA) illustrates a relationship of interest/intention with behavior within individual control. The basic assumption of TRA is that each individual will be aware when making a decision to do or not perform a behavior if the individual has the will. In the field of marketing, TRA is implemented to explain consumer purchase behavior as a determinant for making purchases based on their intentions. Similarly, behavior intention can be influenced by attitudes and subjective norms (Jalil et al., 2019). According to Fishbein and Ajzen (1975), that attitude is a combination of feelings of like and sadness in an individual towards a behavior. Meanwhile, subjective norms are responses from individuals related to opinions or input from others as a trigger for individual intentions to do or not to do a behavior (Aryadhe et al., 2018).

This study utilizes several research variables. There are six variables: attitude, religiosity, halal knowledge, brand image, subjective norms, and cosmetic quality. It can be concluded that the theory of reasoned action (TRA) can encourage individuals to behave when it is associated with beliefs and attitudes and is influenced by certain factors according to this study, including religiosity, halal knowledge, brand image, subjective norms, and cosmetic quality so that it can decide to buy halal cosmetic products.

Religiosity and Intention

Religiosity is the level of individuals adhering to religious beliefs, values, practices, and their application in everyday life (Ngah et al., 2020). This indicates that the stronger the religiosity, the stronger the positive attitude of consumers toward halal products (Adriani & Ma'ruf, 2020a). Consumer beliefs and attitudes are formed through religiosity, which is very important in humans (Al-Otoum & Nimri, 2015; Sudarsono et al., 2021). The stronger the religion, the consumers should pay attention and be careful with the halal status of products, including cosmetics. They even have a stronger intention to buy halal maintenance and personal care products, which will generate a positive response to consumption. (Ahmad et al., 2015). Study Wang and Wong (2021), Karimi et al. (2022), and Graafland (2017) shows that religiosity is positively related to subjective norms. On the other hand, Balques et al. (2017) found that religiosity has a positive effect on Muslimah consumer attitudes in Surabaya towards halal cosmetic products. Likewise, the findings Larasati et al. (2018) show that the religiosity variable positively influences consumer attitudes towards halal cosmetic products with Muslim consumer respondents who have never purchased or used cosmetics. Meanwhile, research Abd Rahman et al. (2015) and Adriani and Ma'ruf (2020) show that religiosity will have a positive correlation with asking consumers to buy halal cosmetic products. From previous research, the hypothesis can be formulated as follows:

H1. Religiosity has a positive effect on subjective norms on purchase intention for halal cosmetic products

H2. Religiosity has a positive effect on attitude toward purchase intention for halal cosmetic products

H3. Religiosity has a positive effect on purchase intention for halal cosmetic products

Halal Knowledge and Intention

Knowledge refers to facts, feelings, or experiences that a certain person or group knows. It can also be considered awareness gained from experience or learning (Sudarsono et al., 2021). In short, knowledge is a theoretical or practical skill and expertise a person or group **possesses** about a subject (Mahardika, 2019). Study Maichum et al. (2016) and Phocharoen et al. (2020) found that knowledge positively relates to subjective norms. Meanwhile, the research found that knowledge positively influences consumer attitudes toward cosmetic products. On the other hand, research Adriani and Ma'ruf (2020b), Mahardika, (2019), and Putri et al. (2019)show that *halal knowledge* has

a positive effect on the purchase intention variable and *attitude* **toward** halal products. From previous research, the hypothesis can be formulated as follows:

H4. Halal knowledge has a positive effect on subjective norms on the purchase intention to halal cosmetic products

H5. Halal knowledge has a positive effect on attitude toward purchase intention for halal cosmetic products

H6. Halal knowledge has a positive effect on intention to purchase halal cosmetic products

Brand Image and Intention

Brand image relates to a brand name, sign, design, symbol, or a combination of these that can represent an item and differentiate it from its competitors (Rahi et al., 2020). Study Sanny et al. (2020) and (Mao et al., 2020) explained that brand image positively influences millennial male consumers' interest in buying a product. Meanwhile, research Ngah et al. (2021) explained that brand image positively affects the intention to buy halal cosmetics for millennial Muslims. Research on Wardah's cosmetic products found that brand image influences Muslim women's decisions to buy halal cosmetics (Lutfie et al., 2015). Based on the explanation above, the hypothesis can be formulated as follows:

H7. Brand image has a positive effect on the intention to purchase halal cosmetic products

Attitude and Intention

Attitude is a state of mind that can directly or indirectly influence an individual's response to an object or related situation (Fishbein et al., 1980). Consumers interested in halal cosmetic products will tend to buy in the future (Briliana & Mursito, 2017). The stronger consumers' attitude toward halal cosmetics, the stronger the consumer's decision to buy halal cosmetic products (Adriani & Ma'ruf, 2020a). Study Abd Rahman et al. (2015), Aryadhe et al. (2018), Al-Otoum and Nimri (2015), Sriminarti (2018), and Wahyuningsih (2018) found that attitude has a positive effect on individual interest in purchasing halal products. Likewise, research by Ngah et al. (2021) confirm that attitude positively affects the intention to purchase halal cosmetics.

H8. Attitude has a positive effect on the intention to purchase halal cosmetic products

Subjective Norm and Intention

Subjective norm is a belief that can determine the mindset of individuals in accepting behavior from other individuals or groups (Briliana & Mursito, 2017). Subjective norms relate to the influence of individual behavior through friends, peers, and family members. The association will determine the mindset in behaving so that there will be a feeling of pressure and want to do it. Study Ngah et al. (2021) and Balques et al. (2017) found that Subjective norms are an important factor in influencing consumers to buy halal products. The subjective influence of norms with this intention can be formulated as follows:

H9. Subjective norm has a positive effect on the intention to purchase halal cosmetic products

Cosmetic Quality and Intention

Product quality is a product's advantage in terms of its benefits, including strength, ease of packaging, durability, reliability, repair, and other product characteristics (Das Guru & Paulssen, 2020). Product quality can be seen, among others, from the product's most important and owned characteristics. These features are secondary or complementary characteristics, and reliability or reliability, namely the smallest possibility of damage or failure when used (Lutfie et al. 2015). Khan et al. (2016) revealed that product quality relates to individual loyalty to buy an item. Research by Lutfie et al. (2015) found that product quality influences Muslim women's decisions to buy Wardah products and halal cosmetics. From the explanation above, the hypothesis can be formulated as follows:

H10. Cosmetic Quality has a positive effect on the intention to purchase halal cosmetic products

Based on the ten hypotheses above, a research model can be made as follows:
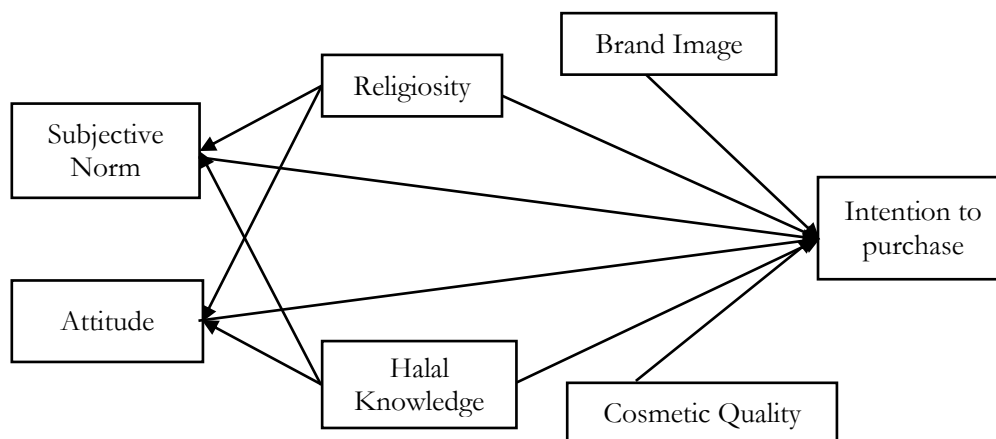
Figure 1. Research Model

Research Methods

Sample and Data Source

Distribute of questionnaires to respondents through social media such as WhatsApp, Instagram, and Telegram throughout Indonesia. The sampling method uses non-probability purposive sampling. The researcher will directly select a sample based on the criteria of sample members, including male and female Muslim students aged between 15-30 years and who live in Indonesia.

Data Analysis Method

In this study, researchers used SmartPLS 3.0 software to assist in the data processing. This study's data analysis method uses Structural Equation Modeling (SEM) analysis with Partial Least Square (PLS). This technique is an alternative technique to Structural Equation Modeling (SEM) analysis in which the data used does not have to be normally distributed multivariate. The partial regression analysis (Partial Least Square/PLS) used aims to test the eight hypotheses that have been proposed.

Characteristics of Respondents

Table 1. Characteristics of Respondents

Characteristics of Respondents		Frequency	Percentage
Gender	Man	215	41.9 %
	Woman	297	58.1 %
Age	15-20 years	343	66.9 %
	21- 25 years	166	32.5 %
	26-30 years	3	0.6 %
Education	SENIOR HIGH SCHOOL	62	12.1 %
	Diploma	16	3.1 %
	Bachelor	429	83.8 %
	Masters	2	0.4 %
	Doctor	3	0.6 %
Monthly expenses	Under 100,000	211	41.2 %
	110,000-250,000	173	33.8 %
	251,000-500,000	96	18.8 %
	510,000-750,000	16	3.1 %
	751,000 – 1,000,000	9	1.8 %
	1,010,000 – 1,250,000	3	0.6 %
	1,251,000 – 1,500,000	1	0.2 %
	Above 1,500,000	3	0.6 %

Table 1 shows that the number of female respondents was 297 (58.1%), more than men, 215 people (41.9%). Based on age, the number of respondents aged 15-20 years was 343 people (66.9%), 20-25 years around 166 people or 32.5%, and three respondents aged 26-30 years (0.6%). Judging from the education level, most respondents took undergraduate education, namely as many as 429 people (83.8%), followed by respondents taking high school education, diploma education, master education, and doctoral education. Meanwhile, as seen from monthly expenditures for purchasing cosmetics, most respondents were below Rp. 100,000, namely, there were 211 people (41.2%).

Results and Discussion

Evaluation of the Measurement Model (Outer Model)

In the figure table, all question items have a factor loading greater than 0.7, and the AVE value for each variable is greater than 0.5, so no items are excluded (see Table 2)—the results of the test show that all items from the instrument pass the convergent validity test.
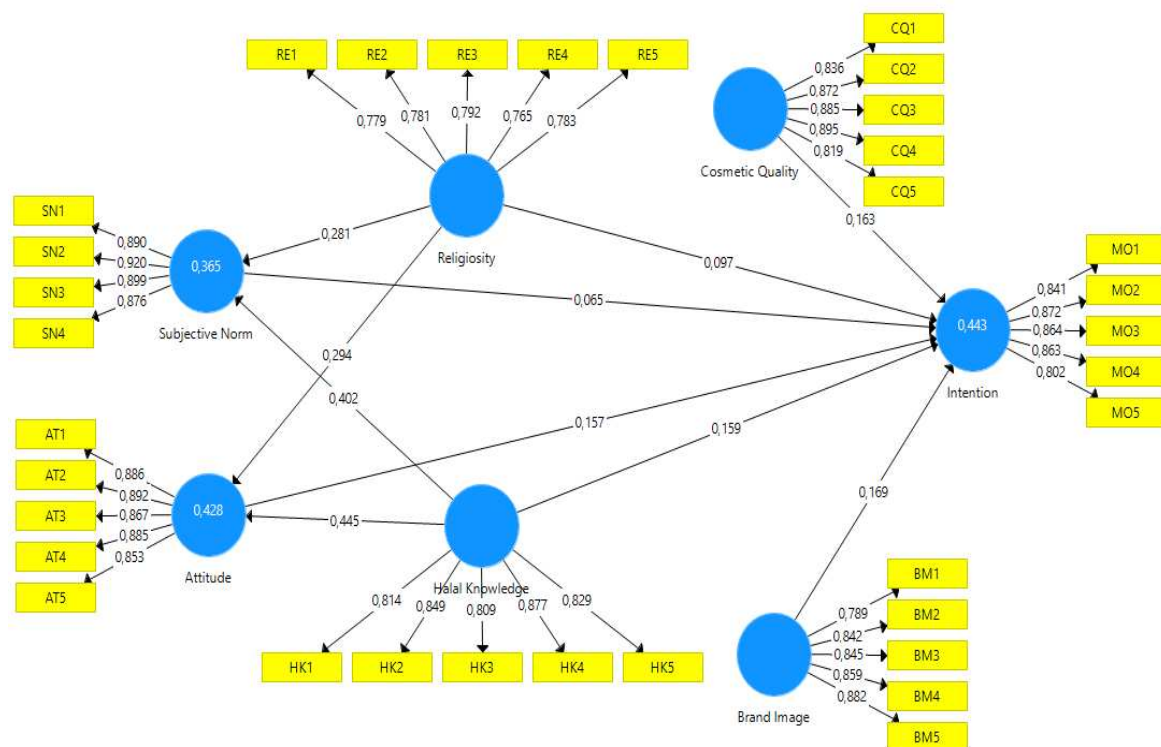

Figure 2. Factor loading

Table 2 above shows that the value of all variables in the reliability test using either Composite reliability or Cronbach's Alpha has a value of > 0.70, and validity testing using Average Variance Extracted (AVE) has a value of > 0.50. Therefore, it can be concluded that the variables tested are valid and reliable so that it can be continued to test the structural model.

Table 2. Outer Loading Value

Variable	Composite Reliability	Cronbach's Alpha	AVE
Attitudes (AT)	0.943	0.925	0.769
Religion (RE)	0.886	0.839	0.608
Halal Knowledge (HK)	0.921	0.892	0.699
Brand Image (BM)	0.925	0.899	0.712
Subjective Norms (SN)	0.942	0.918	0.803
Cosmetic Quality (CQ)	0.935	0.913	0.743
Intention (IN)	0.928	0.903	0.721

Discriminant Validity

Table 3 shows that the correlation of cross loading values for each item has a value > 0.70. Also, each item, it has the greatest value when it is associated with its latent variable compared to when it is associated with other latent variables. This shows that each manifest variable in this study correctly explains its latent variable and proves that discriminant validity meets the requirements of the test and that all items are declared valid.

Table 3. Cross Loading Results

	AT	BM	CQ	HK	MO	RE	SN
AT1	0.886	0.676	0.583	0.592	0.510	0.508	0.700
AT2	0.892	0.640	0.610	0.563	0.522	0.487	0.685
AT3	0.867	0.598	0.647	0.461	0.514	0.451	0.608
AT4	0.885	0.680	0.629	0.493	0.533	0.456	0.638
AT5	0.853	0.695	0.544	0.543	0.526	0.457	0.707
BM1	0.576	0.789	0.500	0.537	0.452	0.335	0.477
BM2	0.648	0.842	0.521	0.487	0.485	0.373	0.557
BM3	0.570	0.845	0.517	0.475	0.428	0.337	0.527
BM4	0.720	0.859	0.633	0.502	0.520	0.458	0.628
BM5	0.641	0.882	0.561	0.518	0.527	0.390	0.586
CQ1	0.565	0.472	0.836	0.373	0.407	0.392	0.499
CQ2	0.605	0.605	0.872	0.462	0.501	0.423	0.538
CQ3	0.634	0.618	0.885	0.464	0.502	0.453	0.567
CQ4	0.627	0.597	0.895	0.495	0.484	0.483	0.557
CQ5	0.520	0.493	0.819	0.430	0.470	0.371	0.482
HK1	0.585	0.517	0.484	0.814	0.456	0.562	0.536
HK2	0.528	0.519	0.432	0.849	0.460	0.470	0.475
HK3	0.469	0.494	0.436	0.809	0.391	0.400	0.442
HK4	0.503	0.501	0.421	0.877	0.452	0.438	0.450
HK5	0.429	0.454	0.384	0.829	0.445	0.405	0.409
MO1	0.524	0.475	0.527	0.455	0.841	0.400	0.469
MO2	0.449	0.489	0.423	0.441	0.872	0.357	0.395
MO3	0.436	0.502	0.382	0.403	0.864	0.336	0.407
MO4	0.452	0.451	0.438	0.423	0.863	0.350	0.417
MO5	0.621	0.509	0.535	0.502	0.802	0.474	0.546
RE1	0.393	0.351	0.366	0.408	0.320	0.779	0.345
RE2	0.421	0.369	0.364	0.442	0.325	0.781	0.379
RE3	0.416	0.301	0.385	0.411	0.347	0.792	0.380
RE4	0.377	0.369	0.355	0.438	0.388	0.765	0.388
RE5	0.481	0.368	0.445	0.441	0.397	0.783	0.454
SN1	0.673	0.561	0.543	0.475	0.437	0.452	0.890
SN2	0.714	0.637	0.554	0.521	0.507	0.493	0.920
SN3	0.682	0.619	0.549	0.524	0.502	0.435	0.899
SN4	0.664	0.547	0.558	0.549	0.464	0.420	0.899

Goodness of Fit (GoF) or Model Fit

The Goodness of Fit (GoF) criteria or Fit Model consists RMS Theta value or Root Mean Square Theta <0.102, SRMR or Standardized Root Mean Square Value <0.10, and NFI Value > 0.9. Based on the results of data processing, the RMS Theta or Root Mean Square Theta value is 0.119 > 0.102, and the NFI value is 0.860 <0.9. So based on the two assessments of the model, it does not meet the fit model criteria. However, based on the SRMR value or Standardized Root Mean Square, the value is 0.055 <0.10, so the model is fit, so it can be concluded that the fit model and feasible to use to test the research hypothesis.

Hypothesis Test

The hypothesis testing results show that religiosity positively affects subjective norms, attitudes, and purchase intentions of halal cosmetics. This result is in line with the findings Graafland (2017),

Karimi et al. (2022), and Wang and Wong (2021), which reveals that religiosity is positively related to subjective norms. So are the findings Agag and Colmekcioglu (2020) found that Islamic religiosity has a positive relationship with subjective norms. As well previous researchers Divianjella et al. (2020), Larasati et al. (2018), Mahardika (2019), Putri et al. (2019), And Sudarsono et al. (2020) show that religiosity with attitude has a positive effect on halal cosmetic products. Study Abd Rahman et al. (2015), Adriani and Ma'ruf (2020), and Balques et al. (2017) show that religiosity has a positive effect on attitudes toward halal cosmetic products. Meanwhile, these findings also support the findings Adriani and Ma'ruf (2020b) and Mahardika (2019), who revealed the positive influence of Islamic religiosity on the intention to buy halal cosmetics.

Table 4. Path Coefficient and Hypothesis Testing

Ho	Variable	Koef	T-Stat	P-Val	Results
H1	Religiosity → Subjective Norm	0.281	5,973	0.000	Supported
H2	Religion → Attitude	0.294	6,217	0.000	Supported
H3	Religiosity → Intention	0.097	2,283	0.023	Supported
H4	Halal Knowledge → Subjective Norm	0.402	7,231	0.000	Supported
H5	Halal Knowledge → Attitude	0.445	8,382	0.000	Supported
H6	Halal Knowledge → Intention	0.159	3,246	0.001	Supported
H7	Brand Image → Intention	0.169	2,892	0.004	Supported
H8	Attitude → Intention	0.157	2,177	0.030	Supported
H9	Subjective Norm → Intention	0.065	1,046	0.296	Not Supported
H10	Cosmetic Quality → Intention	0.163	2,714	0.007	Supported

Halal knowledge positively affects subjective norms, attitudes, and intentions to purchase halal cosmetics. These results are relevant to the research Maichum et al. (2016) and Phocharoen et al. (2020)found that halal knowledge positively affects subjective norms. Meanwhile, Adriani and Ma'ruf (2020), Briliana and Mursito (2017), Divianjella et al. (2020), Larasati et al. (2018), Mahardika (2019), Phocharoen et al. (2020), Sudarsono et al. (2020)found that there is a positive and significant influence between halal knowledge and attitude towards halal products. On the other hand, research Adriani and Ma'ruf (2020), Putri et al. (2019), and Sriminarti and Nora (2018) shows that halal knowledge has a positive and significant effect on purchase intention. Respondents who already know the knowledge will be more likely to have the desire to buy halal cosmetics directly. Knowledge is accumulated into actions or intentions to buy halal cosmetics.

Brand image has a positive effect on the intention of the young Muslim generation to purchase halal cosmetics. These results are supported by research Ago et al. (2015), Ngah et al. (2021), and Mao et al. (2020), which reveals that brand image influences purchase intention. Brand image is an important factor in identifying the suitability of halal cosmetic products with the behavior of the younger generation, who tend to be pragmatic in their attitudes. This is confirmed in research by Sanny et al. (2020), which reveals that the male millennial tends to make the brand image an important factor in buying products.

Attitude influences the young Muslim generation's interest in buying halal cosmic products. This research is consistent with Ngah et al. (2021), which reveals that attitude positively affects the intention to purchase halal cosmetics. These results are also in line with research Abd Rahman et al. (2015), Adriani and Ma'ruf, (2020b), Al-Otoum and Nimri (2015), Afendi et al. (2014), Aryadhe et al. (2018), Briliana and Mursito (2017), Ekawati and Utami (2020), Mahardika (2019), Phocharoen et al. (2020), Sriminarti and Nora (2018), and Wahyuningsih (2018) which shows that attitude towards halal products has a positive and significant effect on purchase intention.

The influence of important people known to individuals influences the interest in buying products suggested by these important people. However, it turns out that important people known by the young Muslim generation do not influence their interest in buying halal cosmetics. Results that are not in line with the research Afendi et al. (2014), Al-Otoum & Nimri (2015), Balques et al. (2017), Phocharoen et al. (2020), Wahyuningsih (2018), and Ngah et al. (2021) who found that subjective norms affect the intention to purchase halal cosmetics. On the other hand, these findings

reinforce the findings Ikhsan and Sukardi (2020) and Alam et al. (2012), which reveal that the influence of subjective norms does not affect the intention to buy halal cosmetic products.

Quality is important for the younger generation of Muslims in having halal cosmetics. It is proved that there is a positive influence between the quality of cosmetics and the *purchase intention* of halal cosmetics. These results are supported by the findings Accaradejruangsri (2012) and Lutfie et al. (2015), which show a positive influence of product quality on buying the product. The younger generation of Muslims considers cosmetics important to maintain the appearance and increase self-confidence. Therefore, the quality of cosmetics guarantees a better appearance and confidence.

Conclusion

Based on the research that has been done, empirical evidence has been obtained that there is a direct influence between religiosity, halal knowledge, brand image, attitude, subjective norms, and cosmetic quality on the intention to purchase halal cosmetics. There is also an indirect effect of religiosity and halal knowledge with attitudes towards purchase intentions of halal cosmetics and from religiosity and halal knowledge with subjective norms on purchase intentions of halal cosmetics. The results of this study indicate that religiosity and cosmetics are important factors for the young Muslim generation to buy halal cosmetic products. Therefore, companies need to increase promotions targeting the young Muslim generation to increase their understanding of halal cosmetic products,

This research has limitations; among others, the respondents in each province are disproportionate in terms of the number of respondents and gender. Several male respondents still considered that identical cosmetics were used for women, giving rise to doubts for male respondents to complete the questionnaire. From these limitations, it is recommended for research that will use more data or only focus on certain areas, besides that cosmetics are often misinterpreted as only for women, so it is necessary to explain in more detail from the start cosmetic products for men

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