



## The Decision to Use Halal Cosmetics: Influence of Quality, Benefits, Awareness, and Brand Image

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**Abstract.** The purpose of this research is to ascertain the influence of brand image-mediated product quality, product benefits, and awareness on travelers' decisions to use halal cosmetics while in Lombok, West Nusa Tenggara. This research is a quantitative study using primary data obtained from distributing questionnaires. A total of 305 respondents who have visited Lombok, NTB, made up the study's sample. The technique for data analysis is Structural Equation Modeling based on Partial Least Squares or SEM-PLS. It is known that product quality has no bearing on whether or not someone chooses to use halal cosmetics based on data analysis findings. The decision of Lombok NTB tourists to use halal cosmetics is, however, influenced positively by the benefits of the product, awareness, and brand image. Meanwhile, brand image is unable to mediate the relationship between product quality, benefits, and awareness of the choice to use halal cosmetics among Lombok NTB tourism.

**Keywords:** Halal Cosmetics, Quality, Benefit, Awareness, Brand Image

## INTRODUCTION

The Muslim community has seen a notable increase in the awareness of halal products in recent years, locally and globally (Hasibuan et al., 2019; Irfany et al., 2023). Halal today is not just a religious issue but a universal issue and is a chance to boost revenue and obtain a competitive edge (Yeo et al., 2016). In recent years, Indonesia's halal business has grown significantly, both in the food and beverage, fashion, tourism, and cosmetics sectors (Wahyuni MD & Achiria, 2020). Many consumers use various halal products in circulation, including halal cosmetics (Indraswari et al., 2018).

Halal cosmetic products are products made from ingredients that comply with Islamic religious principles (Sugibayashi et al., 2019), these products are free from prohibited ingredients and do not follow Islamic guidelines (Sukoso et al., 2020). Currently, cosmetic products have become a crucial requirement for women (Sukoso et al., 2020), therefore cosmetic products

that are halal-certified are important (Wisudanto et al., 2023). For many Muslim women, the use of halal cosmetic products has become more than just a cosmetic necessity, but also an expression of religious commitment and personal values (Irfany et al., 2023).

The halal cosmetic product industry continues to grow (Wisudanto et al., 2023), including in Indonesia. This is consistent with customers' increasing understanding of the value of utilizing halal, healthful, and secure products (Susanti & Gunanto, 2022). This is proven by the increase in Indonesia's spending in the halal cosmetics sector which reached USD 4 billion and was in 2nd place in 2020 (Sukoso et al., 2020). Forecasts indicate that the halal cosmetics market will be worth 2.9% in 2024, which makes the topic worthy of more investigation (Wisudanto et al., 2023).

Indonesia is the country with the largest Muslim population in the world (Fauziah et al., 2022; Irfany et al., 2023), with an approximate population of 229 million Muslims, or roughly 13% of all Muslims worldwide (Wisudanto et al., 2023). Muslims must eat halal and *toyib* products, thus this presents a significant market opportunity for the halal cosmetics sector (Irfany et al., 2023). For this reason, cosmetics manufacturers and retailers in this country are competing to meet the needs of this market. Muslim consumers are a promising target market because they have a high buying interest in halal products including cosmetics (Hasibuan et al., 2019).

Halal cosmetics are becoming the main focus in the global beauty industry (Ishak et al., 2020; Susanti & Gunanto, 2022), especially among Muslim consumers. Increased awareness of halal products has encouraged a shift in consumer preferences towards products that meet halal standards (Hussain, 2022). In a study it was found that 6 out of 10 cosmetic products owned by someone have a halal label (Wisudanto et al., 2023). Knowing halal food certification and labeling is becoming increasingly important in the context of global marketplaces and economic globalization. the halal sector has such a wonderful chance to contribute to the supply of food that is secure, high-quality, nourishing, and healthful. Many Islamic nations have made extensive use of the halal business, and several non-Islamic nations have also embraced this model. Now, this awareness is not only aimed at Islamic consumers but can also be applied to non-Islamic communities (Warto & Samsuri, 2020).

In this context, decisions about the use of halal cosmetics are an interesting phenomenon that needs to be understood more deeply because market dynamics and consumer expectations continue to change. Several factors, such as product quality, benefits, brand image, and

awareness, can influence consumers' decisions to use halal cosmetics (Hussain, 2022; Othman et al., 2022; Setiawan et al., 2023).

The quality of cosmetic products is an important factor influencing purchasing and usage decisions (Susanti & Gunanto, 2022). Customers typically search for goods that satisfy their needs as well as adhere to halal requirements (Setiawan et al., 2023). According to research by Othman et al. (2022) and Setiawan et al. (2023), product quality has a favorable impact on the decisions to buy halal cosmetics. Consequently, being aware of the caliber of halal beauty products is a key factor in forming consumer preferences for using these products.

Apart from that, the benefits of halal cosmetic products are another aspect that influences consumer decisions. Consumers not only look for products that are sharia halal but also expect additional benefits such as safety, skin health, and sustainability (Sugibayashi et al., 2019). For this reason, to convince customers, halal cosmetic companies must guarantee the superiority and quality of their products. In Darmalaksana et al. (2018) research stated that users of halal cosmetics should be directed not only for beauty but also for health.

In a more specific context such as consumer awareness, including awareness of certain products or services. The awareness aspect includes the consumer's understanding and knowledge of the attributes, benefits, and impacts of the product or service. Consumer awareness is often a key factor in making purchasing decisions (Widyaningrum, 2017). Along with the increase in the Muslim population, awareness of the use of halal products is also increasing (Utami & Genoveva, 2020).

On the other hand, a good brand image enables customers to use the product. Brand image is a representation of the total brand image in the eyes of consumers (Hussain, 2022). In research, Othman et al. (2022) found that brand image has a positive influence on the intention to buy halal cosmetics. When the brand of a product is good in the eyes of consumers, it can increase consumer loyalty and encourage repeat purchases (Hussain, 2022; Setiawan et al., 2023).

The scope of this research is tourists in Lombok NTB (West Nusa Tenggara). Lombok is a tourist destination that is rich in natural and cultural beauty, attracting the attention of a large number of tourists, especially Muslim tourists. NTB was selected as the top Muslim-friendly tourism destination in the Indonesia Muslim Travel Index (IMTI) 2023. This can attract tourists, especially Muslims, to visit NTB, especially Lombok, and create a large market opportunity for halal cosmetic products. Therefore, an in-depth understanding of consumer preferences for halal cosmetic products among Muslim tourists is an urgent need.

By understanding how consumers assess and choose halal cosmetic products, the beauty industry can design more effective marketing strategies. Furthermore, this study should shed light on halal cosmetics producers to improve the quality of their products according to consumer expectations and needs. To maximize market potential and progress the halal cosmetics business, it is possible to identify elements that impact Muslim tourists in Lombok's decision to use halal cosmetic goods through a deeper understanding of customer preferences. Based on the previously provided explanation, researchers will examine how Muslim tourists in Lombok, West Nusa Tenggara, decide which halal cosmetics to use, taking into account brand image as a moderating factor.

## **LITERATURE REVIEW**

### **Tourism**

The meaning of tourists as stated in Law No. 9 of the Republic of Indonesia regarding tourism, Chapter 1 contains the general provisions of Article 1 paragraphs 1 and 2 which are formulated as follows: Enjoying tourist attractions and items is the purpose of tourism, which is voluntary travel or a portion of it. In the meanwhile, travelers are those who engage in travel-related activities (Permadi et al., 2019).

### **Decision to Use Halal Cosmetics**

Usage decisions refer to the process in which individuals make choices or decide to use a particular product, service, or experience (Peter & Olson, 2014). The decision to use halal cosmetics can be influenced by several factors. According to Kotler (2001), the decision to use a product includes the stability of a product, the habit of using a product or service, giving recommendations to others, and reuse. Ajzen and Fishbein (1980) explain the theory of action reasoning as an appropriate means of explaining consumer behavior regarding the relationship between attitudes, intentions, and various behaviors. By incorporating behavioral control, Ajzen (1991) improved the TRA, which is now known as the theory of planned behavior. In the context of TPB theory, the most significant factor influencing an individual's behavior is their behavioral purpose. A person's attitude toward behavior and subjective norms combine to form their purpose to demonstrate that action (Farida et al., 2023). From this intention, a decision will emerge whether or not to use an item (product) or service.

## **Product Quality**

In line with Kotler and Armstrong (2015) product quality is how a product has a value that can provide satisfaction to consumers, both physically and psychologically. A product is considered to be of high quality when it outperforms similar products in the market and consumers are more likely to acquire it (Hussain, 2022). The criteria used to gauge the quality of halal products include their high caliber, their good quality, and their appealing appearance (Hussain, 2022). Consistent with earlier studies, Thousani et al. (2021) stated in their research that the product quality perceived by consumers can have a positive impact on consumers buying and using halal cosmetic products.

H1: Product quality has a positive effect on the decision to use halal cosmetics

## **Product Benefits**

Product benefits are the advantages or advantages provided by the product to consumers (Kotler & Keller, 2016). High-value products are significantly more advantageous than expensive ones. Benefits of the goods include not only their functionality but also the feelings of fulfillment one gets from possessing, using, or obtaining them (Griffin & Ebert, 2009). With the benefits of the product, it will create value in the eyes of consumers so that it will survive and excel, and a positive image will be formed in the eyes of consumers (Idham, 2022). Results of research conducted by Al-Khatib & Khan (2021) confirm how product benefits affect consumers' intentions to buy halal cosmetics, which is consistent with research by Al-Mamum and Iqbal (2019, 2020) which shows that product benefits have a significant influence on purchase intentions and decisions to use halal cosmetics among consumers in Malaysia.

H2: Product benefits has a positive influence on the decision to use halal cosmetics

## **Awareness**

Consciousness is a thought process. If a change is desired in society, whether on a large or small scale, the first step that needs to be taken is to change the mindset. A collection of people's manner of thinking, in which each thought is distinct from the others, gives rise to consciousness (Simorangkir, 1987). Research conducted by Pratiwi & Falahi (2023) discovered that awareness can affect the decisions made by consumers when making purchases. This is consistent with the research that Sara et al. (2022) and Azizah & Sari (2021) which found that awareness influences interest in buying halal cosmetic products.

H2: Awareness have a positive influence on the decision to use halal cosmetics

## **Brand Image**

Brand image is the name and symbol of a company (Othman et al., 2022). Brand image is consumers' perception and belief in a brand (Utami & Genoveva, 2020). Consumer perceptions and experiences shape a brand, therefore savvy consumers will only purchase products from companies they are familiar with and find appealing (Hussain, 2022). Consumers' collective perception of a product forms the basis of its brand image (Utami & Genoveva, 2020).

Research conducted by Azizah and Sari (2021) indicates how brand perception significantly influences Indonesian consumers' intentions to buy halal cosmetics. Research conducted by Arsyad et al. (2021) shows that brand image has a significant mediating role in the relationship between product quality and the decision to use halal cosmetics. And, research conducted by Al-Mamum and Iqbal (2020) indicates that product benefits and halal awareness have a favorable impact on Malaysian Muslim women's intentions to buy halal cosmetics.

According to research by Syah customer happiness has a favorable and considerable impact on brand image, which in turn affects consumer loyalty. Customer satisfaction is a function of the advantages that a product offers to its users. This demonstrates the importance of brand image in the link between benefits and purchase decisions.

Meanwhile, studies on consciousness carried out by Muslichah et al. (2020) indicate that the decision to use halal products is positively influenced by knowledge of halal items. Effective ads that emphasize raising knowledge about the use of halal products can help achieve this. Therefore, the decision to adopt halal products can be influenced by the brand image that is promoted along with awareness of halal products.

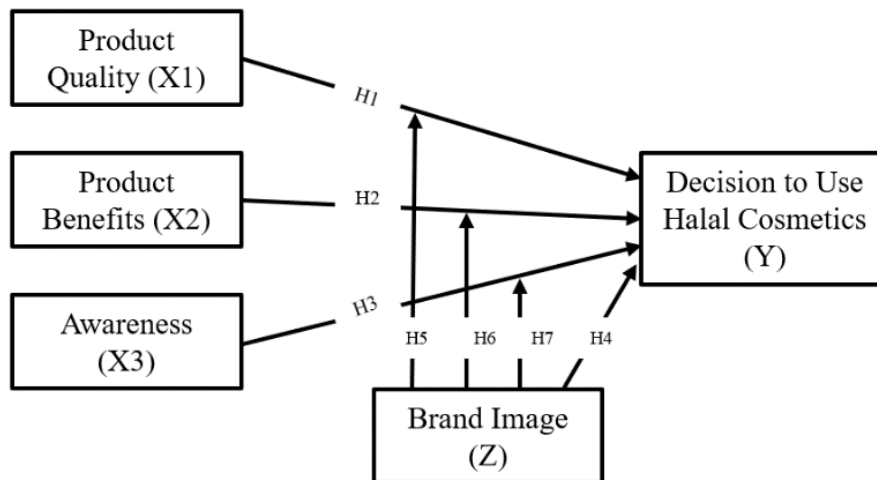
H4: Brand image has a positive effect on the decision to use halal cosmetics

H5: Brand image moderates the relationship between product quality and the decision to use halal cosmetics

H6: Brand image moderates the relationship between product benefits and the decision to use halal cosmetics

H7: Brand image moderates the relationship between awareness and the decision to use halal cosmetics

The framework of thought that follows is derived from the literature review and hypothesis building that were previously mentioned:



**Figure 1.** Theoretical Framework

## METHOD

This study employs a quantitative methodology. The major data used in this study came via questionnaire distribution. This study used convenience sampling to choose participants from the population, which consisted of tourists visiting Lombok. In most PLS-SEM studies, the most widely used minimum sample size is the 10-times rule method (Kock & Hadaya, 2018). The sample size should be greater than 10 times the maximum number of inner or outer model links pointing at any latent variable in the model (Kock & Hadaya, 2018). There are 4 latent variables in the study, so the minimum sample required is 4 x 10, namely 40 samples. The sample in this study was 305 respondents and this number exceeded the minimum sample. There are three types of variables in this research, namely, the independent variable, product quality, product benefits, and awareness, the dependent variable, namely the decision to use halal cosmetics and the moderating variable, namely brand image. The data obtained will be analyzed using the SEM (Structural Equation Modeling) method based on PLS (Partial Least Squares) and will be processed using the help of SmartPLS.

## RESULTS

### Analysis of Respondent Characteristics

The respondents in the research were tourists who had visited Lombok, West Nusa Tenggara (NTB), and used halal cosmetic products with a total of 305 respondents.

**Table 1.** Respondent Characteristics

Characteristic	Information	Amount	Percentage
Gender	Man	56	18%
	Woman	249	82%
Last Education	High School	147	48%
	D4/S1	150	49%
	S2	8	3%
Origin	Lombok	133	44%
	Outside Lombok	172	56%
Total Respondents		305	100%

Based on Table 2, it is known that the respondents in this study were dominated by 249 (82%) women, with a final education level of D4/S1 as many as 150 (49%), and 172 (56%) of the respondents came from outside Lombok. 305 respondents.

### Result of Validity and Reliability Test

Based on the results of data processing using the SmartPLS program in this research, the following results were obtained:

**Table 2.** Construct Reliability and Validity Results

	Cronbach's Alpha	Rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Image	0.759	0.763	0.861	0.674
Decision to Use	0.764	0.779	0.864	0.681
Quality	0.829	0.830	0.898	0.746
Benefit	0.843	0.843	0.905	0.760
Awareness	0.857	0.867	0.913	0.778
Moderating Effect 1	0.969	1.000	0.973	0.802
Moderating Effect 2	0.960	1.000	0.966	0.759
Moderating Effect 3	0.973	1.000	0.976	0.821

All of the study's indicators have factor loading values of more than 0.7, which indicates that the indicator is valid, according to Figure 1. In addition, Table 2 shows that all indicators have AVE values better than 0.5, Cronbach's Alpha values greater than 0.6, and Composite Reliability values greater than 0.7, indicating that the data is convergent and trustworthy. Thus, it can be said that the variables in this study can be measured using these indicators.



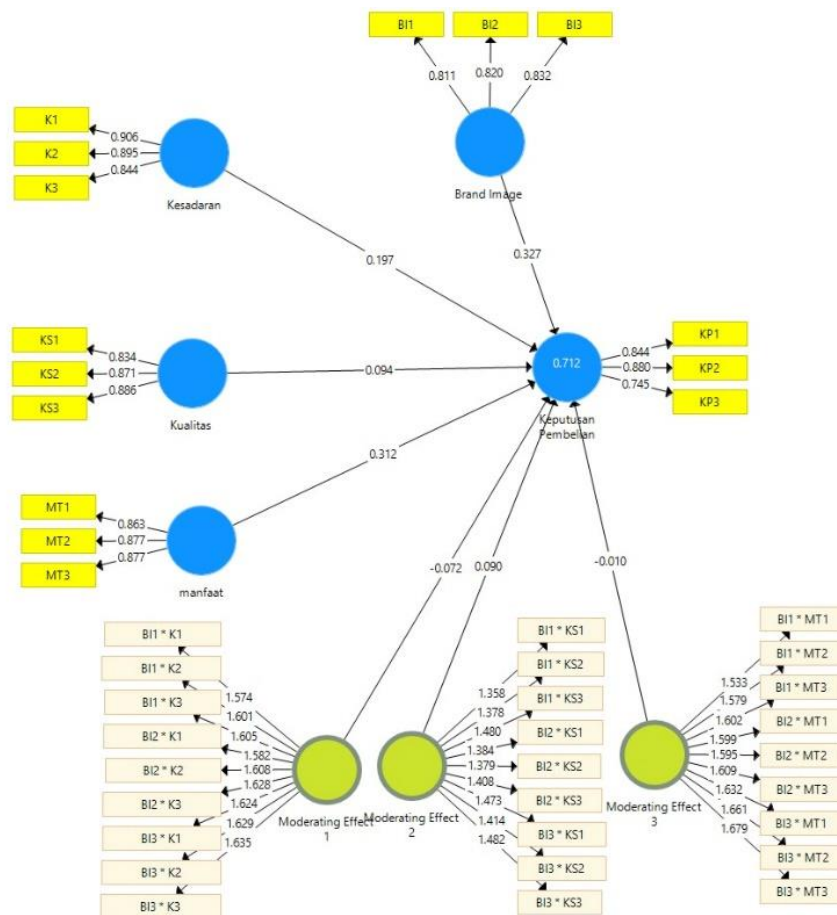


Figure 2. Structural Model

### Structural Model Evaluation (Inner Model)

A model can be said to be good when it passes the suitability test results, this can be seen in three ways, one of which is the coefficient of determination (R-square) (Gunawan & Pertiwi, 2022). A good R-squared value ranges between zero and one (Widarjono, 2018). The R-square values are 0.70 (strong), 0.50 (moderate), and 0.25 (weak) (Ghozali & Latan, 2017).

Table 3. R-Square Test Result

	R. square	R. square adjust
Decision to Use Halal Cosmetics	0.712	0.705

Based on Table 3, it is known that the R-square value is 0.712 with an adjusted R-Square value of 0.705 based on test results by the SmartPLS application. In light of the fact, that all of the model's constructs are strong, hypothesis testing can proceed.

### Result of Hypothesis Test

In evaluating the model's importance for testing the structural model, you can examine the T-Statistics value of the relationship between the independent and dependent variables as well as

the relationship, via the moderating variable (brand image), between the independent variables (product quality, benefits, and awareness) and the dependent variable (decision to use halal cosmetics). Table 4 below displays:

**Table 4.** Path Coefficients in Proposing Structural Models

	Original Sample	Sample Mean	Standard Deviation	T. Statistics	P Values
Product Quality – Decision to Use	0.094	0.097	0.059	1.588	0.113
Product Benefit – Decision to Use	0.312	0.303	0.076	4.081	0.000
Awareness – Decision to Use	0.197	0.202	0.073	2.711	0.000
Brand image – Decision to Use	0.327	0.328	0.056	5.803	0.000
Moderating effect 1 – Decision to Use	-0.072	-0.059	0.080	0.904	0.367
Moderating effect 2 – Decision to Use	0.090	0.097	0.086	1.047	0.295
Moderating effect 3 – Decision to Use	-0.010	-0.030	0.098	0.099	0.921

The P-values in Table 4 above show the test findings for each of the research's hypotheses. The p-values for the product quality variable on usage decisions are  $0.113 > 0.05$ , which means H1 is rejected. The p-values for the product benefit variable on usage decisions are  $0.000 < 0.05$ , which means H2 is accepted. The p-values for the awareness variable regarding usage decisions are  $0.000 < 0.05$ , which means H3 is accepted. The p-values for the brand image variable on usage decisions are  $0.000 < 0.05$ , which means H4 is accepted. The p-value for moderating effect 1 (product quality-brand image) on usage decisions is  $0.367 > 0.05$ , which means H5 is rejected. The p-value for moderating effect 2 (product-brand image benefits) on usage decisions is  $0.295 > 0.05$ , which means H6 is rejected. The p-value for moderating effect 3 (awareness-brand image) on usage decisions is  $0.921 > 0.05$ , which means H7 is rejected.

## DISCUSSION

### The Influence of Product Quality on Decisions to Use Halal Cosmetics

The results of the data analysis show that product quality cannot influence the decision to use halal cosmetics among tourists visiting Lombok NTB, this is evidenced by the results of the hypothesis test in Table 4 showing a p-value greater than 0.05, so the first hypothesis (H1) is rejected. This shows that the majority of consumers are more concerned with cosmetics that have a short-term impact than cosmetics that have a long-term impact. Product quality should be the main thing that consumers need to pay attention to before choosing a product to consume. Good product quality can certainly have a good impact in the long run. Although

product quality does not affect the decision to use halal cosmetics, cosmetics manufacturers must still ensure the quality of their products remains high, this is important to maintain consumer confidence and a good brand reputation. These results are in line with research conducted by Nadiya and Wahyuningsih (2020), which states that product quality does not influence purchasing decisions.

### **The Influence of Product Benefits on Decisions to Use Halal Cosmetics**

The results of the data analysis show that product benefits have a significant influence on the decision to use halal cosmetics among tourists visiting Lombok NTB, this is evidenced by the results of the hypothesis test in Table 4 showing the p-value is smaller than 0.05, so the hypothesis (H2) is accepted. Consumers use cosmetic products to get the desired results such as clean, healthy, and attractive-looking skin. The benefits provided by cosmetic products that have a halal label provide more peace and comfort for users because they have passed the halal certification test and have been scientifically tested. In addition, consumers use halal cosmetics not only to meet halal standards but also to provide effective and safe results for the skin. This encourages the cosmetics industry to not only focus on the halal label but also on the safety and benefits that the product will provide to consumers such as continuing to innovate by using natural and organic ingredients with halal principles, as well as ensuring sustainable production processes. Because the product benefits provided by a product are one of the important factors that influence consumers in choosing a product. These results are in line with previous research by Al-Khatib and Khan (2021), and Al-Mamum & Iqbal (2019, 2020) which found that product benefits influences halal cosmetic purchasing decisions.

### **The Influence of Awareness on the Decision to Use Halal Cosmetics**

The results of the data analysis show that awareness has a significant influence on the decision to use halal cosmetics among tourists visiting Lombok NTB, this is evidenced by the results of the hypothesis test in Table 4 showing the p-value is smaller than 0.05, so the hypothesis (H3) is accepted. Consumers who are more aware will prefer products that match their beliefs and values. Along with the increase in the Muslim population, awareness of the use of halal products is also increasing (Utami & Genoveva, 2020), resulting in a shift in interest from using cosmetic products not labeled as halal to cosmetic products with a halal label. This awareness encourages consumers to look for products that not only comply with Islamic law but also guarantee quality and safety. The higher their awareness of compliance with sharia principles, the higher their desire to use halal cosmetic products. For this reason, the cosmetics industry

must increase transparency about their products, ensuring that their products meet existing standards. These results are in line with previous research by Sara et al. (2022), and Azizah & Sari (2021), which found that awareness influences purchasing decisions for halal cosmetics.

### **The Influence of Brand Image on the Decision to Use Halal Cosmetics**

The results of the data analysis show that product benefits have a significant influence on decisions to use halal cosmetics among tourists visiting Lombok NTB, this is evidenced by the results of the hypothesis test in Table 4 showing the p-value is smaller than 0.05, so the hypothesis (H4) is accepted. Consumers tend to choose products that have a good brand image. A strong brand image can build consumer trust and loyalty, especially in markets that are very concerned about compliance with Sharia principles. If a product has a good brand, it will develop a positive and long-term relationship with consumers, so that it can increase consumer loyalty and will make repeat purchases (Hussain, 2022; Setiawan et al., 2023). Therefore, the cosmetics industry in the future should focus on building an authentic and consistent brand image, which includes ingredient transparency, ethical production processes, and effective marketing communications. These results are in line with research conducted by Othman et al. (2022) which found that brand image influences the intention to buy halal cosmetics.

### **The Influence of product quality is moderated by brand image on the decision to use halal cosmetics**

The results of the data analysis show that brand image cannot moderate the relationship between product quality and the decision to use halal cosmetics among tourists visiting Lombok NTB, this is evidenced by the results of the hypothesis test in Table 4 showing a p-value greater than 0.05, so hypothesis five (H5) is rejected. This shows that whether a brand image is good or not, it does not directly have a moderating effect on consumer decisions in using a product. Consumers tend to focus more on halal and product benefits than brand reputation. Compliance with halal standards is often the main factor influencing usage decisions, which means that even if the brand image is good, it does not necessarily change consumers' perceptions about the quality of the product itself. Therefore, the halal cosmetics industry should strive to ensure that their products not only meet halal standards but also offer good quality. These results are in line with research conducted by Hasiholan & Amboningtyas (2023) and Oktavenia & Ardani (2018) showing that brand image cannot moderate the relationship between product quality and purchasing decisions for a product but influences if used as a mediating variable.

### **The Influence of Product Benefits Moderated by Brand Image on Decisions to Use Halal Cosmetics**

The results of the data analysis show that brand image cannot moderate the relationship between product benefits and decisions to use halal cosmetics among tourists visiting Lombok NTB, this is evidenced by the results of hypothesis testing in Table 4 showing a p-value greater than 0.05, so hypothesis six (H6) is rejected. Consumers tend to prioritize the direct benefits they feel from the product rather than brand perception. Consumers focus more on aspects of halalness and product effectiveness rather than brand image. Therefore, the halal cosmetics industry must ensure that their products can provide real and clinically proven benefits. These results are not in line with research conducted by Al-Mamum and Iqbal (2020) which states that product benefits have a positive influence on halal cosmetic purchase intentions for female Muslim consumers in Malaysia, and research conducted by Syah (2022) which found that brand image has a relationship between product benefits and purchasing decisions.

### **The influence of Awareness is moderated by Brand Image on the Decision to Use Halal Cosmetics**

The results of the data analysis show that brand image cannot moderate the relationship between awareness and decisions to use halal cosmetics among tourists visiting Lombok NTB, this is evidenced by the results of hypothesis testing in Table 4 showing a p-value greater than 0.05, so hypothesis seven (H7) is rejected. Consumers who are already aware tend to make decisions based on their criteria, not based on their reputation. Awareness is a more dominant and direct factor influencing the decision to use halal cosmetics, while brand image acts as a secondary factor that does not significantly influence the decision. Therefore, the halal cosmetics industry should focus on increasing awareness through education and campaigns that can increase their awareness of halal cosmetic products. These results are in line with research by Aspan et al. (2017) which states that halal awareness cannot influence consumer purchasing decisions. But these results are not in line with research conducted by Al-Mamum & Iqbal (2020) and Muslichah (2020) which states that halal awareness has a positive influence on the purchase intention and decisions of halal cosmetics for female Muslim consumers.

## CONCLUSION

The findings in this study indicate that the decision to use halal cosmetics among tourists in Lombok NTB is influenced by product benefits, awareness, and brand image, while product quality does not affect tourists' decisions to use halal cosmetics. The brand image is unable to moderate the relationship between product quality, product benefits, and awareness of the decision to use halal cosmetics. Although brand image cannot moderate the relationship between product quality, product benefits, and awareness, building a strong brand image is still important influencing the decision to use cosmetics. Therefore, halal cosmetics manufacturers need to focus on communicating product benefits, increasing consumer awareness, and building a strong brand image to expand market share. In considering the large market potential of halal cosmetic products, halal cosmetic manufacturers can make tourists as a target market to expand market share by providing halal cosmetic products that are tourist-friendly, namely products that make it easier for tourists while traveling to various places.

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