



# DETERMINANTS OF PURCHASE INTENTION OF HALAL COSMETIC PRODUCTS AMONG MUSLIM FEMALES: EVIDENCE FROM INDONESIA

## FAKTOR PENENTU MINAT BELI ATAS PRODUK KOSMETIK HALAL PADA WANITA MUSLIM: BUKTI YANG KUAT DARI INDONESIA

Received: 20/05/2023; Revised: 23/05/2023; Accepted: 07/06/2023; Published: 30/06/2023

Raymond Mulyarahardja\*, Afdal Gilang Adhitya, Jessica Wirati Mula Budiharga, Ciptadi, Yoel Putra Samuel

Prasetiya Mulya University

\*Corresponding author: raymond.mulyarahardja@gmail.com

### ABSTRACT

Halal cosmetics market in Indonesia has gained more and more attention and is driving global demand growth. Halal cosmetics awareness among female young adults in Indonesia is increasing in line with the rapid growth projection of the Indonesian Halal cosmetics market. However, factors playing a significant role in their purchase intention to buy Halal cosmetic products remain ambiguous. Furthermore, there is no well-established study in Indonesia that explored the role of brand image, promotion, and Halal logo as predictors of purchase intention. This study aims to address this gap and analyze the predecessors and consequences of aforementioned factors towards the purchase intention of Halal cosmetics in Indonesia, specifically among young Muslim women. Samples in this study were obtained by means of quota sampling technique with a total of 289 female Indonesian Muslim respondents aged 21 - 40 years old. Likert-type scale anchoring five-points was used to record the responses. The scale of 1 indicates strong disagreement and 5 indicates strong agreement. The analysis was conducted through Exploratory Factor Analysis and Multiple Regression Analysis on SPSS. This study discovered that promotion is an essential predictor of purchase intention of Halal cosmetic products within the young Muslim adult population in Indonesia. Unexpectedly, brand image plays an insignificant role in purchase intention. Moreover, theory of planned behavior provided insight into a theoretical vulnerability of subjective norm as predictor of purchase intention. As this topic is predominantly researched in Malaysia, there has been little to no studies done on this particular context in Indonesia. This study's results are anticipated to provide meaningful contribution to the literature in evaluating the purchase intentions of Indonesian young Muslim women towards Halal cosmetics. Cosmetics brands and manufacturers may extract value from this study's results to sharpen activity focus on variables closer to purchase intention.

**Keywords:** brand image, halal cosmetics, halal logo, promotion, purchase intention

### ABSTRAK

*Pasar kosmetik halal di Indonesia semakin mendapat perhatian dan mendorong pertumbuhan pada permintaan global. Kesadaran atas kosmetik halal di kalangan wanita dewasa muda di Indonesia semakin meningkat seiring dengan pesatnya proyeksi pertumbuhan pasar kosmetik halal Indonesia. Namun, faktor-faktor yang memainkan peran penting dalam minat beli atas produk kosmetik halal masih belum jelas. Selain itu, belum ada penelitian yang memadai di Indonesia guna mengeksplorasi peran dari citra merek, promosi, dan logo halal sebagai prediktor minat beli. Penelitian ini bertujuan untuk mengatasi kesenjangan ini dan menganalisis penyebab dan konsekuensi dari faktor-faktor tersebut di atas terhadap minat pembelian atas kosmetik halal di Indonesia, khususnya di kalangan wanita dewasa muda muslim. Sampel pada penelitian ini diperoleh melalui teknik pengambilan kuota dengan jumlah responden wanita muslim Indonesia berusia 21 – 40 tahun sebanyak 289 orang. Skala yang digunakan*

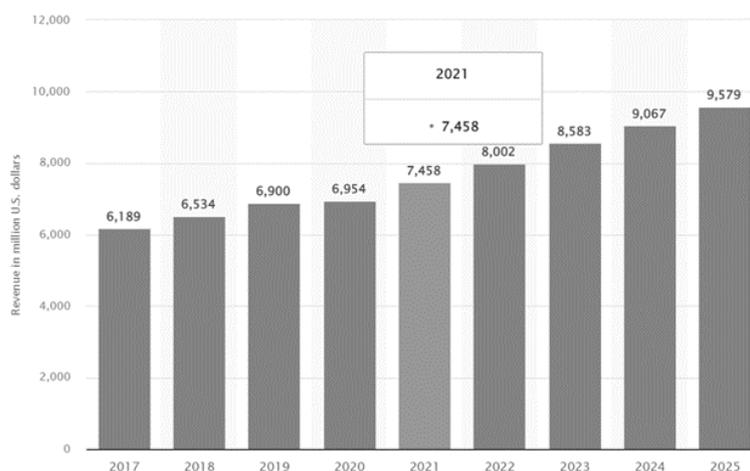
menggunakan pendekatan Likert yang memuat lima poin untuk menangkap respon. Skala 1 menunjukkan sangat tidak setuju dan skala 5 menunjukkan sangat setuju. Analisis dilakukan melalui analisis faktor eksploratori dan analisis regresi berganda pada SPSS. Studi ini menyimpulkan bahwa promosi merupakan prediktor penting terhadap niat membeli produk kosmetik halal pada populasi dewasa muda muslim di Indonesia. Tanpa diduga, citra merek memainkan peran yang tidak signifikan dalam minat beli. Selain itu, teori perilaku terencana memberikan wawasan mengenai kerentanan teoritis norma subjektif sebagai prediktor minat beli. Karena topik ini sebagian besar diteliti di Malaysia, maka hanya sedikit atau bahkan tidak ada penelitian yang dilakukan mengenai konteks ini di Indonesia. Hasil penelitian ini diharapkan dapat memberikan kontribusi yang berarti terhadap literatur dalam mengevaluasi niat pembelian remaja putri Muslim Indonesia terhadap kosmetik Halal. Merek dan produsen kosmetik dapat mengambil manfaat dari hasil penelitian ini untuk mempertajam fokus aktivitas pada variabel yang lebih dekat dengan minat beli.

**Kata kunci:** citra merek, kosmetik halal, logo halal, promosi, minat beli

**How to cite:** Mulyarahardja, R. et. al. 2023. Determinants of purchase intention of halal cosmetic products among muslim females: evidence from Indonesia. *Journal of Halal Product and Research*. 6(1), 55-68, <https://dx.doi.org/10.214515/jhpr.vol.6-issue.1.55-68>.

## INTRODUCTION

One contributing factor to the rapid development of the cosmetic industry in Indonesia is the level of public awareness towards the industry itself. This is especially true among women who consider cosmetics as a daily necessity and a symbol of beauty. Women use makeup to beautify their faces and to increase their self-confidence. More often than not, it assumes a large role as a part of women's identity. The Ministry of Industry of the Republic of Indonesia in 2013 took note that Indonesia, with a population of around 275 million people, is a prolific ground for the cosmetic industry and a promising market for cosmetic companies (Kemenperin, 2013). Using cosmetics to fulfill a person's demand to look attractive in front of the general public is the current trend. This is marked by the emergence of cosmetic companies with various brands and evidenced by the steady rise of the industry's revenue in the past five year, projecting a strong growth up to 8% year on year, as seen in the Figure 1 (Statista, 2021).



**Figure 1** Revenue of the beauty & personal care market in Indonesia from 2017 to 2025

Halal is an Arabic word which means permitted and lawful. It is not only related to consumption but also all actions (Nurrachmi, 2017). Halal products do not only assure that a product is approved for Muslims, but rather signify that the product has undergone a stringent set of Islamic guidelines that



emphasize purity and hygiene, to maintain, preserve, and sustain the wellbeing of its users. These guidelines are based on Shariah requirements and encompass the whole chain of practices, not just the manufacturing part. Other than food products, pharmaceuticals, banking, logistic services, as well as cosmetics can be Halal certified (Ngah et al., 2021). Halal certification has received global recognition as a primary guarantee of life-style choice (Khan et al., 2021).

Previous studies on the purchase intention of Halal products have been conducted in various places with different contexts. A study in Malaysia shows that females are more affected by subjective norms and males are more affected by perceived behavioral control (Ngah et al., 2021). Another study conducted in Papua, Indonesia, revealed that attitude and perceived behavioral control of consumers have significant influence on purchase intention among young Muslim consumers. It was found, however, that subjective norms have no impact on consumer purchase intention of the same (Pratiwi, 2018).

Since the majority of the population in Indonesia are Muslims, it has become commonplace for Halal products market to grow rapidly in this archipelago. However, there have only been a few Indonesian studies that seek to understand the purchase intention of Halal products in Indonesia (Amanu, 2018; Kadengkang & Linarti, 2020). These studies were built upon the Theory of Planned Behavior (TPB) and modifications thereof, but none have considered brand image, Halal logo, and promotion as determinants of purchase intention of Halal cosmetic products.

Our study aims to determine the decision-making process of young female adults in choosing cosmetics. The scope will be focused on Halal cosmetics for young Muslim women in Indonesia. The questions that will be answered are (1) Related to the framework of Theory of Planned Behavior, what are the strong predictors of purchase intention toward Halal cosmetic products among young Muslim women? (2) Is the selected contextual extension of the Theory of Planned Behavior effective in explaining the purchase intention of young Muslim females to buy Halal cosmetic products?

The theory of planned behavior (TPB) has existed since 1991 and was developed by Ajzen. TPB is commonly applied to studies where consumer behavior on the intention to use are to be predicted. Behavioral intention can be predicted through three determinants in this theory. These are attitude, subjective norms, and perceived behavioral control (Ajzen, 1991).

Attitude is the level of evaluation of a person's preferences, be it favorable or unfavorable, on a particular behavior and its associated outcomes and attributes. Attitude spans a bipolar spectrum spanning from favorable to unfavorable, or from positive to negative. These could comprise attributes such as pleasant-unpleasant, good-bad, harmful-beneficial, and likable-dislikeable. An individual's tendency to have a higher intention to undertake a certain activity is determined by his/her position on this continuum. When a person considers buying a particular Halal cosmetic, his/her behavioral beliefs will form his/her attitude and will determine whether he/she will be inclined to purchase Halal cosmetics, at that given moment. Taylor and Todd stated that attitude revolves around consideration of undertaking a behavior that is believed to result in certain outcomes, which can be weighed by the evaluation of desire (Taylor and Tod, 1995).

Subjective norms are the social pressure to consider whether or not a certain behavior should be performed. Subjective norms are also a person's view of the people with a high degree of importance to them. It is an attitude that is brought about by external influences. Subjective norms can also be regarded as a function of beliefs that sets the course for individuals or groups to think whether particular behaviors that are driven by the aforementioned social pressures should be performed or not (Ajzen, 1991).

Perceived behavioral control depicts the degree of difficulty perceived by individuals when they perform a particular behavior. It is formed through reflective contemplations on past experiences and associated obstacles that can be anticipated. Perceived behavior control implies that if an individual thinks that he/she has the required ability to purchase Halal cosmetics, the intention to purchase these products will also increase (Ajzen, 1991).

The theory provides ground to differentiate between conscious and impulsive behavior. TPB is a suitable theory to provide explanations on the future behavior of an individual, and thus is one of the reasons for the widespread referencing of this theory in consumer behavioral studies, among which is the purchase intention. Purchase intention itself is defined as consumer's thoughts, desires, as well as interests toward a certain product, that will eventually lead to the purchase of an informed product (Belch & Belch, 2017).



Although TPB is generally an accepted framework to analyze purchase intentions, researchers often caution and recommend that TPB interpretation needs to include contextual extension based on the target market group and its situation (Ali et al., 2020; Khan et al., 2021). Limitation of TPB revolves around its cognitive processing and the fact that it does not take into account the needs/motivation of an individual prior his/her engagement in certain behavior (Khan et al., 2021). Thus, this study looks further into brand image, promotion, and Halal logo as means of motivation and extension of TPB.

Brand image is the cumulative representation of brand name, signs, symbols, and their designs that portray the product and further creates a differentiation from their competitors. A good brand image is essential as it is a measure that provides understanding of how people perceive the company's brand strategy and actions, but it does not directly translate into a consumer's intention to purchase. (Kotler et al., 2009; Rahi et al., 2020). Positive brand image of a product may influence purchase behavior of a consumer and favor the decision of the consumer to purchase the product, given that consumers are aware of this product's availability in the market. Numerous researchers such as Mao et al. and Hien et al., found a positive relationship between brand image and purchase intention (Hien et al., 2020; Mao et al., 2020). A specific study done by Sanny et al. found that brand image has a positive influence in purchasing cosmetic products (Sanny et al., 2020). However, it is important to note that the influence of brand images toward the buying process will be specific to a particular product category. This implies that a clear connection between the brand image and the product category needs to be established to understand the brand image's impacts, and that this should not be confused with the company name or reputation (Cretu & Brodie, 2007).

Halal logo on products is intended to provide assurance to Muslim consumers about the Halal status of the products. Halal logo can be easily duplicated, and through such loses its inherent assurance on adherence to the Islamic guideline on Halal (Othman et al., 2016). Muslim consumers require a certain level of knowledge to recognize Halal certifications. A study in South Africa by Bashir, found that Halal logo has a significant influence in Halal food products' purchase intention (Bashir, 2019). It is therefore appealing to observe if the same applies to Halal cosmetics, and thus this variable is included in this study.

Promotion in a business plays an important part in creating awareness of the product and is critical in increasing the influence on purchase intention (Aziz & Chok, 2013). The determinants in this study, namely attitude, subjective norm, perceived behavioral control, brand image, and Halal logo, are rooted in the individual's awareness. Although it is intriguing to assume the same, there is only a limited body of research done to study the relationship that might exist between promotion and purchase intention, in the context of Halal cosmetic products. A study done in Thailand on food products found no influence of promotion on the purchase intention among Muslim consumers in the region (Syukur & Nimsai, 2018).

Based upon the above literature, this study is built on TPB as a general model to portray the purchase intention of Halal cosmetics. The authors position Brand image, Halal logo, and promotion to be significant determinants that have direct positive effects on consumers' intention to purchase Halal cosmetic products, and therefore would fit as an extension of TPB. The context of each study variable is provided below.

According to the TPB, attitude (ATT) measures an individual's evaluation on a behavior of interest, and commonly spans in a continuum between favorable to unfavorable. Past studies done on Halal cosmetics have revealed the connection between attitude and purchase intentions (Abd Rahman et al., 2015; Haque et al., 2018; Suparno, 2020). However, not all studies conducted in the past have found a positive correlation between the two. A specific reference is made to the study by Khan et al. (2021), where attitude plays only a less significant role in influencing purchase intention of Halal cosmetics in Gen Y population. This study considers this context and proposes the hypothesis in the following:

**Hypothesis 1 (H1): Attitude** has a positive influence on the purchase intention of Halal cosmetics for all consumers.

Subjective norms make reference to an individual's specific behavior that results in a perceived pressure from the social environment to comply. This study regards subjective norms to be derived from family members or other individuals who are important to the selected population group in regard to the purchase of Halal cosmetics. The authors would like to explore how family and friends, as an integral



part of the population group's daily lives, could influence their purchase behavior of Halal cosmetics. Recent studies have also revealed that subjective norms exhibit a positive relationship with the purchase intention of Halal products.

**Hypothesis 2 (H2): Subjective norms** have a positive influence on the purchase intention of Halal cosmetics for all consumers.

Perceived behavioral control (PBC) is an individual's judgment on the level of difficulty in performing a behavior. In this study, PBC refers to the perception of the population group on whether they have control over their behavior in the purchase of Halal cosmetics. A perspective that can be applied here is the availability of resources, such as the availability of funds or the availability of the to-be-purchased Halal cosmetics at their shopping locations. Previous studies revealed that a positive relationship exists between PBC and the purchase intention of Halal products.

**Hypothesis 3 (H3): Perceived behavioral control** has a positive influence on the purchase intention of Halal cosmetics for all consumers.

Brand image is defined as the image of a brand name, symbols, signs, and designs, or their accumulation that represent the goods and creates differentiation from their competitors. It has a high degree of importance to the products since it enables a differentiation between themselves and others. For a brand image of a certain product to exert influence on purchasing behavior, consumers' awareness of its availability in the market must come first. A positive brand image could favor the consumer's decision to purchase a product, especially where abundant selection is available. It follows that having a positive brand image is a product's competitive advantage.

A study done by Sanny et al. (2020) found that brand image has a positive relationship with the purchase intention of cosmetic products. Other studies have been done, where the brand image's positive influence toward purchase intention were highlighted.

**Hypothesis 4 (H4): Brand image** has a positive influence on the intention to purchase Halal cosmetics for all consumers.

Muslim consumers put great emphasis on Halal certification and are often anxious about a product's Halal status. As a result, Muslim consumers desire to have a certain degree of knowledge to be able to recognize the Halal certification. This would provide them with the desired information that the product is safe to consume from a religious compliance perspective (Golnaz et al., 2010; Wilson and Grant, 2013). Abd Rahman et al. (2015) argued that the interest in Halal items was in essence bigoted by the Halal logo. However, Othman et al. (2016) suggested that Halal logos can be duplicated without necessarily having undergone proper inspection from related authorities and could create confusion among the consumers. Halal logo is nevertheless one of the determinants that influence purchase intention of Halal products.

**Hypothesis 5 (H5): Halal logo** significantly impacts consumers' purchase intention of Halal cosmetics. Promotions play a prominent role in businesses in creating awareness of products. Aziz and Chok (2013) confirmed that promotion has a positive impact on consumer's purchase intention. Even though previous studies have concluded that promotion plays a major role in purchase intention, there are only a few past studies in the context of Halal cosmetics that clarified the relationship between these variables. Syukur and Nimsai (2018) conducted a study in Thailand on Halal food products, that revealed that promotion does little to influence the purchase intention among the Muslim consumers.

**Hypothesis 6 (H6): Promotional influence** significantly impacts consumers' purchase intention of Halal cosmetics.

The relationships in these hypotheses are conceptualized in the research model depicted in Figure 2 below and are expected to shed light onto the significant predictors in the purchase intention of Halal cosmetics.



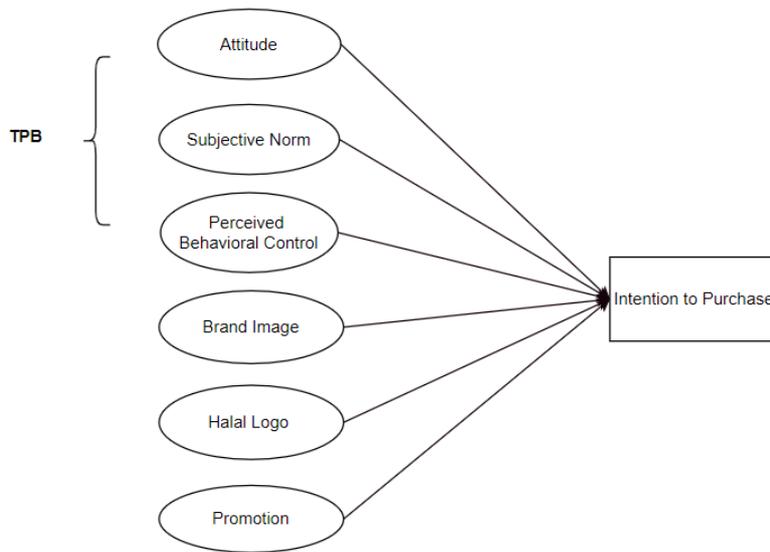


Figure 2 Research Model

## METHODOLOGY

### Research Design

This research employs a quantitative approach based on non-probability (quota) sampling design, in which online surveys were distributed in the form of questionnaires to research respondents that meet a set of criteria. The population in this study is limited to the age group of the millennial generation (those born between 1981 and 1996) in Indonesia, with female, Muslim, and affinity to Halal cosmetics being the remaining set of filter criteria, as summarized in Table 1. There were 289 Muslim women within the pre-defined age group who partook as respondents in the survey, all of which resided in the Jabodetabek area of Indonesia. It is worthwhile to add that the two largest groups of the respondents were private sector employees (62.8%) and housewives (14%), while the rest of the respondents were university students, businesswomen, freelancers, teachers, and civil servants.

Data was collected through questionnaires distributed through online media by sharing a poster with Google Forms links / QR Code on WhatsApp, Instagram, Email, and other online media applications that are often used by young Indonesian adults.

Table 1 Filtering Questions

Questions	Choice
Are you a Muslim?	Yes/No
Are you a woman?	Yes/No
How old are you?	Yes/No
I am aware of the existence of Halal-certified cosmetics in the market	Yes/No
I have used and/or currently using Halal-certified cosmetic	Yes/No

Results gathered from the respondents were subject to data examination through identification of missing data, and data outlier (Hair, 2007). The cleaned data underwent a construct validity testing as well as reliability testing before being subjected to regression analysis as detailed in the Data Analysis section below.

## Instrument

The final survey consisted of 27 questions, after removal of 1 question under the Promotion (PRM) construct. The removal was necessary as the question had a Factor Loading  $< 0.5$  and therefore was necessary to be excluded from the analysis. The questions were adapted from previous literatures listed in Appendix 1. The original questions were in the English language, but since the survey was to be conducted in the Indonesian market, the questions were carefully translated into the Indonesian language while ensuring the original intent of the questions remain intact. In the initial development, the survey was distributed to 15 competent validators to gather feedback on wording and logical understanding of each item. Based on this initial evaluation, the questionnaire was modified without altering the questions' purpose. All the items were measured with a 5-points Likert scale.

## Data Analysis

Statistical package SPSS 28 was used for statistical analysis. First, descriptive analysis to describe mean value, standard deviation, and correlation was conducted to validate the significance of general data. Exploratory factor analysis (EFA) was subsequently done to confirm the data's validity through KMO and Bartlett's Test values, Eigenvalue, and each questionnaire item's Factor Loading. Reliability of the data was then determined using the resulting Cronbach's Alpha value. Lastly, we analyze each construct by using multiple regression to understand which independent variables significantly influence the dependent variable.

## FINDINGS AND DISCUSSION

### Respondent profile and descriptive statistics

A total of 289 respondents were Muslim women in Indonesia as depicted in Table 2 show the profiles of users of Halal-certified cosmetics, their domicile, earning per month, profession, and level of education.

**Table 2** Respondent profile

Category	Frequency	%	Cumulative %
<b>Currently I'm using</b>			
Halal certified cosmetic	236	81.66	81.66
Non-Halal certified cosmetic	53	18.34	100.0
	289	100.0	
<b>Where do you live?</b>			
Jakarta	124	42.91	42.91
Bogor	21	7.27	50.17
Depok	46	15.92	66.09
Tangerang	31	10.73	76.82
Bekasi	38	13.15	89.97
Others	29	10.03	100.0
	289	100.0	
<b>How much money do you make each month?</b>			
< 5.000.000	83	28.72	28.72
5.000.000-10.000.000	116	40.14	68.86
10.000.001-20.000.000	51	17.65	86.51
20.000.001-40.000.000	31	10.73	97.23
> 40.000.000	8	2.77	100.0
	289	100.0	



Category	Frequency	%	Cumulative %
<b>What is your profession?</b>			
Housewife	42	14.53	14.53
Private sector employee	187	64.71	79.24
Student	18	6.23	85.47
Government employee	16	5.54	91.00
Self-employed	26	9.00	100.0
	289	100.0	
<b>What is your last education?</b>			
Elementary - High school	40	13.84	13.84
Diploma	39	13.49	27.34
Undergraduate	191	66.09	93.43
Graduate	19	6.57	100.0
	289	100.0	

Descriptive analysis indicating the correlation of seven variables is shown in Table 3. In this study, the correlation between variables ranged from 0.437 to 0.857. The highest correlation is between promotion and Halal logo with a correlation coefficient of 0.857. All the correlation coefficients had  $p < 0.001$  (two-tailed), which means that a positive association between variables and intention to purchase exists. Thus, the data are acceptable for further analysis.

**Table 3** Means, standard deviations, and correlations of variables

Construct	Mean	SD	ATT	SN	PBC	BI	HLL	PRM
Attitude (ATT)	4.4775	.70336	-	-	-	-	-	-
Subjective Norm (SN)	3.8708	1.0534	.697	-	-	-	-	-
Perceived Behavioral Control (PBC)	4.5087	.54837	.579	.437	-	-	-	-
Brand Image (BI)	4.1915	.64509	.668	.640	.589	-	-	-
Halal Logo (HLL)	3.7794	.97406	.649	.760	.442	.623	-	-
Promotion (PRM)	3.8316	.77709	.650	.724	.492	.672	.857	-
Intention to Purchase	4.0369	.98649	.637	.599	.515	.587	.624	.705

### Validity and Reliability

The score of factor loading was used to measure convergent validity by setting a threshold of 0.5 to identify significant factor loading. The study used 6 constructs as independent variables to test the dependent variable Intention to Purchase. The resulting score of factor loading is 0.706 to 0.977 which is relatively large because it is higher than the minimum acceptable measure of 0.5.

Furthermore, the assessment was carried out to understand the internal consistency using Cronbach's alpha. The calculation implies a significantly high value of Cronbach's alpha ranging from 0.714 to 0.963 because the threshold is above 0.60 – 0.70 (Malhotra, 2015; Nunnally, 1978). Details on factor loading and Cronbach's alpha for each variable are presented in Table 4. Based on this analysis, the variables in this study are valid and reliable.

### Factor analysis results

**Table 4** Factor Analysis

Construct	Question	Loading	CR	AVE
Attitude	Using for Halal cosmetics is a good idea	.934	.949	.855
	Using for Halal cosmetics is a wise idea	.914		



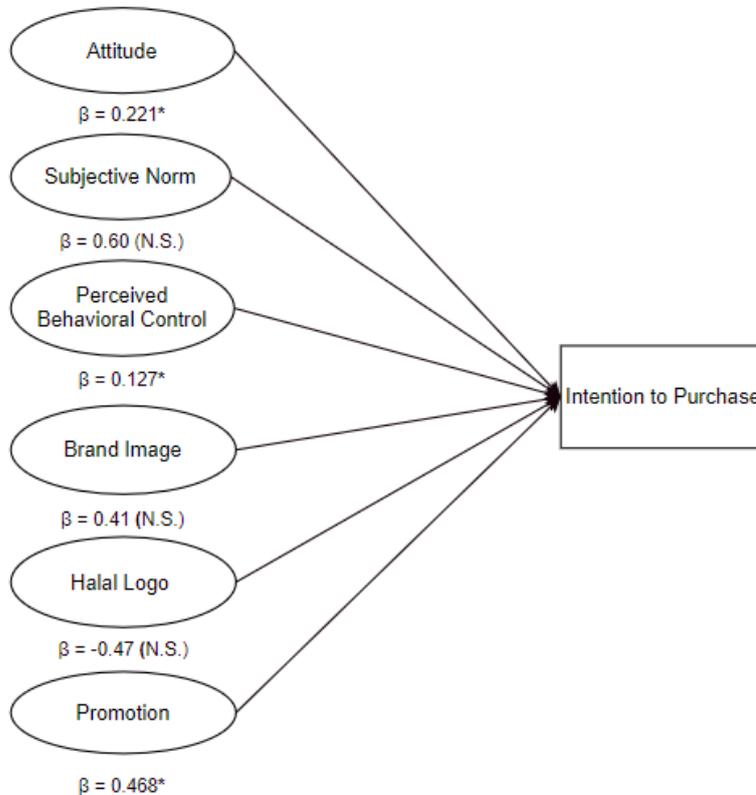
Construct	Question	Loading	CR	AVE			
Subjective Norm	I like the idea of using Halal cosmetics	.944	.925	.877			
	Using Halal cosmetics is pleasant	.907					
	My family thinks that I should consume Halal cosmetics rather than non-Halal cosmetics	.908					
	People I value (such as my friends) think I should consume Halal cosmetics	.943					
	My close friends, whose opinions are important to me, think that I should consume Halal cosmetics	.958					
Perceived Behavioral Control	I have control to pay for Halal transportation	.886	.820	.691			
	I have the resources necessary to pay for Halal transportation	.885					
	I have the knowledge necessary to pay for Halal transportation	.714					
	Given the resources, opportunities, and knowledge it would be easy for me to pay for Halal transportation	.828					
	These brands play a leading role in the industry	.839					
Brand Image	These brands' images is differentiated from other brands	.760	.714	.637			
	These brands are friendly	.794					
	The Halal logo is important in choosing the product	.852					
Halal Logo	I will choose the product based on the Halal logo	.879	.862	.716			
	I will always be careful when choosing products with the Halal logo	.854					
	I am aware of the differentiation between the genuine and non-genuine Halal logo	.799					
	Always make sure product that purchased is Halal	.840					
	When purchasing brand is vital	.786					
Promotion	Purchase based on the brand	.710	.840	.565			
	Choose to purchase Halal even not familiar with the brand	.716					
	Make sure the quality of a Halal product	.706					
	Choose to purchase Halal even quite expensive	.741					
	I intend to use the system in the next 3 months	.965					
	Intention to Purchase	I predict I would use the system in the next 3 months			.957	.963	.934
		I plan to use the system in the next 3 months			.977		

Multiple Linear Regression Analysis was performed to test the hypothesis on the influence of independent variables to the dependent variable Intention to Purchase. Standardized regression coefficients ( $\beta$ ) resulting from the regression analysis were treated as parameter estimates, signifying the degree of each construct's influence on the dependent variable. It was found that not all constructs have a statistically significant influence on the dependent variable ( $p$ -value  $< 0.05$ ).

The resulting  $\beta$  and  $p$ -values summarized in Figure 3 show that independent variables of promotion, attitude, and perceived behavioral control in this study significantly influenced Muslim



women's intention to purchase Halal cosmetics. On the other hand, the independent variables of subjective norm, brand image, and Halal logo do not significantly influence intention to purchase.



Notes: \*  $p < 0.05$ ; N.S.  $p =$  not significant

**Figure 3** Path Analysis result

The most influencing variable is the effect of promotion on the intention to purchase Halal cosmetics ( $\beta = 0.468$ ;  $p$ -value  $< 0.05$ ). The next most influencing variables are attitude ( $\beta = 0.221$ ;  $p$ -value  $< 0.05$ ) and perceived behavioral control towards intention to purchase Halal cosmetics ( $\beta = 0.127$ ;  $p$ -value  $< 0.05$ ). The remaining three variables were found to be least impactful with  $p$ -value  $> 0.05$ . These are the subjective norm ( $\beta = 0.060$ ), brand image ( $\beta = 0.041$ ), and Halal logo ( $\beta = -0.047$ ), respectively.

The selected independent variables were tested through correlation analysis and have confirmed a positive association to the dependent variable Intention to Purchase. Factor loading analysis and Cronbach's Alpha calculation also verified that the data are valid and reliable. Fifty percent of the independent variables were shown to positively influence the purchase intention of Halal cosmetics, whereas the other remaining half showed only a weak correlation. Promotion was found to be the strongest predictor of Intention to Purchase Halal cosmetics in this study.

In this study's hypotheses, attitude and perceived behavioral control were anticipated to have a positive influence on the purchase intention of Halal cosmetics. This was proven by the regression result and is in alignment with previous studies done on the topic (Khan et al., 2021; Ngah et al., 2021; Pratiwi, 2018). The weak correlation found between subjective norm under TPB and the intention to purchase Halal cosmetic products is in line with a meta-analysis done on 185 independent studies and was largely attributed to poor measurement and the need to expand the study with a normative component (Armitage & Conner, 2001).

Among the many possible extensions, religious belief is considered a strong candidate to serve as a predictor of the purchase intention of Halal cosmetics in future studies. This variable is used in several relevant studies on Halal cosmetics (Kadengkang & Linarti, 2020; Khan et al., 2021). Halal logo was found to be another weak predictor of intention to purchase. This finding is in line with a recent study done in Indonesia, where 52.6% of its respondents did not consider Halal label to be a significant factor in making Halal cosmetic product purchase (Genoveva & Utami, 2020).

## CONCLUSION

As the research seeks to understand the influencing factors of Muslim women's purchase intention as decision makers to buy Halal cosmetics, the result shows that promotion, attitude, and perceived behavioral control in this study have significant effects for intention to purchase ( $p < 0.05$ ) Halal cosmetics.

The first factor that has the highest effect on Muslim women's purchase intention of Halal cosmetics is promotion ( $\beta = 0.468$ ,  $p < 0.05$ ). This suggests that sales promotion can have a significant effect on purchasing decisions. Kotler and Armstrong (2018) suggested that sales promotion is a short-term stimulus that is aimed at encouraging the purchase of a product or service. Promotion further prompts consumers and provides them with a reason for a "right now" decision to buy the product. Promotions offer advantages that are often most desirable by consumers (Kotler & Armstrong, 2018).

The second factor that has a significant effect towards Muslim women's purchase intention of Halal cosmetics is attitude ( $\beta = 0.221$ ,  $p < 0.05$ ). In Fishbein and Ajzen's Theory of Reasoned Action, it is elaborated that the predecessor to behavior is intention (Fishbein & Ajzen, 1975). Attitude is defined by Fishbein et al. as "a person's general feeling of favorableness or unfavorableness for that behavior." This definition aligns with Peter and Olson where attitude is defined as a comprehensive evaluation of the concept carried out by a person (Peter & Olson, 1999). In general, attitude is defined as an evaluation of a person, which suggests that attitudes show what the consumers like or dislike (Rochmanto & Widiyanto, 2015). This indicates that when an individual has a positive feeling towards specific behavior, it can be regarded as a predictor to his or her actual behavior.

The third influencing factor that positively affect Muslim women's intention to purchase Halal cosmetics is perceived behavioral control ( $\beta = 0.127$ ;  $p$ -value  $< 0.05$ ). Perceived behavioral control (PBC) is defined as the individual's perception of the ease or difficulty of enacting the behavior (Fishbein & Ajzen, 2010). It represents an individual's belief in enacting a behavior. When an individual believes that they lack knowledge and chance to enact a behavior, the individual will not have strong intentions to do that behavior (Engel et al., 1995).

## Theoretical Implications

The failure of the subjective norm of TPB to show significant correlation with purchase intention of Halal cosmetics supports the finding in the meta-analysis done by Armitage and Conner, where the subjective norm was found to be a weak predictor of intention and often requires a supporting variable to articulate the norm in question, based on target market group and situation (Ali et al., 2020; Armitage & Conner, 2001).

## Managerial Implications

Halal cosmetics industry players may benefit from the result of this research, that the most effective factors in influencing customers to buy Halal cosmetics are promotion, attitude, and PBC. On the other hand, subjective norms, brand image, and Halal logos are not proven effective in increasing the buying intention of Halal cosmetic users.

In translating this into implementation, companies are recommended to use these findings as a reference in taking strategic marketing decisions. Using marketing strategies that highlight promotional activities, build consumer's trust to get a positive attitude, and penetrate into each market segment will have a higher likelihood of being more effective when compared to putting emphasis on



the inclusion of Halal logo on cosmetic packaging in increasing the intention to purchase of Halal cosmetics.

### Limitation and Future Research

This study is limited to a subset of the Indonesian population, such that the findings may not be generalized to the world's population. Results in this study can potentially be applicable for countries similar to Indonesia, especially those with characteristics of a Muslim population having awareness on the concept of Halal, and those with similar culture and lifestyle.

In the future, it is recommended for researchers to consider religious belief as contextual extension of the subjective norm variable under TPB, as well as to include male consumers to test the applicability of this finding between different genders. Moreover, it will be interesting to conduct a comparative test between Muslim and non-Muslim consumers, in countries with a majority of Muslim population, and in countries with Muslim as a minority.

### REFERENCES

- Abd Rahman, A., Asrarhaghighi, E., & Ab Rahman, S. (2015). Consumers and Halal cosmetic products: Knowledge, religiosity, attitude and intention. *Journal of Islamic Marketing*, 6(1), 148–163. <https://doi.org/10.1108/JIMA-09-2013-0068/FULL/XML>
- Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179–211. [https://doi.org/10.1016/0749-5978\(91\)90020-T](https://doi.org/10.1016/0749-5978(91)90020-T)
- Ali, A., Sherwani, M., Ali, A., Ali, Z., & Sherwani, S. (2020). The Moderating Role of Individualism/Collectivism and Materialism: An Application of the Theory of Planned Behavior (TPB) in Halal Food Purchasing. *Journal of Food Products Marketing*, 26(9), 581–599. <https://doi.org/10.1080/10454446.2020.1846148>
- Amanu, A. A. (2018). *Analisis Perilaku Pembelian Kosmetik Halal Berdasarkan Theory of Planned Behaviour (Studi Kasus Mahasiswa Perguruan Tinggi Agama Islam Swasta Yogyakarta) [UNIVERSITAS ISLAM INDONESIA]*. <https://dspace.uui.ac.id/bitstream/handle/123456789/14128/naskah%20publikasi%20ananda%20abdillah%20amanu%2014423008.pdf?sequence=16&isAllowed=y>
- Armitage, C. J., & Conner, M. (2001). Efficacy of the Theory of Planned Behaviour: A meta-analytic review. *British Journal of Social Psychology*, 40(4), 471–499. <https://doi.org/10.1348/014466601164939>
- Aziz, Y. A., & Chok, N. V. (2013). The Role of Halal Awareness, Halal Certification, and Marketing Components in Determining Halal Purchase Intention Among Non-Muslims in Malaysia: A Structural Equation Modeling Approach. *Journal of International Food & Agribusiness Marketing*, 25(1), 1–23. <https://doi.org/10.1080/08974438.2013.723997>
- Bashir, A. M. (2019). Effect of Halal awareness, Halal logo and attitude on foreign consumers' purchase intention. *British Food Journal*, 121(9), 1998–2015. <https://doi.org/10.1108/BFJ-01-2019-0011>
- Belch, G. E., & Belch, M. A. (2017). *Advertising and Promotion: An Integrated Marketing Communications Perspective*. McGraw-Hill Education.
- Cretu, A. E., & Brodie, R. J. (2007). The influence of brand image and company reputation where manufacturers market to small firms: A customer value perspective. *Industrial Marketing Management*, 36(2), 230–240. <https://doi.org/10.1016/J.INDMARMAN.2005.08.013>
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1995). *Consumer Behavior* (8th ed.). Fort Worth : Dryden Press.
- Fishbein, M. A., & Ajzen, I. (1975). *Belief, attitude, intention and behaviour: An introduction to theory and research*.
- Fishbein, M. A., & Ajzen, I. (2010). *Predicting and changing behavior: The reasoned action approach*. Psychology Press.
- Genoveva, G., & Utami, N. N. (2020). The influence of brand image, halal label, and halal awareness on customers purchasing decision of halal cosmetic. *Jurnal Muara Ilmu Ekonomi Dan Bisnis*, 4(2), 355. <https://doi.org/10.24912/jmie.v4i2.8381>
- Golnaz, R., Zainalabidin, M., Nasir, M., & Chiew, E. (2010). Non-Muslims' awareness of Halal principles and related food products in Malaysia. *International Food Research Journal*, 17, 667–674.



- Hair, J. F. (2007). *Research Methods for Business*. John Wiley & Sons.
- Haque, A., Anwar, N., Tarofder, A. K., Ahmad, N. S., & Sharif, S. R. (2018). Muslim consumers' purchase behavior towards halal cosmetic products in Malaysia. *Management Science Letters*, 8(12), 1305–1318. <https://doi.org/10.5267/J.MSL.2018.9.009>
- Hien, N. N., Phuong, N. N., Tran, T. van, & Thang, L. D. (2020). The effect of country-of-origin image on purchase intention: The mediating role of brand image and brand evaluation. *Management Science Letters*, 1205–1212. <https://doi.org/10.5267/j.msl.2019.11.038>
- Kadengkang, J. A., & Linarti, U. (2020). Pengukuran perilaku dan niat beli produk kosmetik Halal melalui modifikasi theory of planned behavior (TPB). *Jurnal Ilmiah Psikologi Terapan*, 8(1), 25. <https://doi.org/10.22219/jipt.v8i1.8769>
- Kemenperin. (2013). *Indonesia Lahan Subur Industri Kosmetik*. [https://kemenperin.go.id/artikel/5897/Indonesia-Lahan-Subur-Industri-Kosmetik%20\(Diakses:%203%20November%202018\)](https://kemenperin.go.id/artikel/5897/Indonesia-Lahan-Subur-Industri-Kosmetik%20(Diakses:%203%20November%202018))
- Khan, N., Sarwar, A., & Tan, B. C. (2021). Determinants of purchase intention of *Halal* cosmetic products among Generation Y consumers. *Journal of Islamic Marketing*, 12(8), 1461–1476. <https://doi.org/10.1108/JIMA-11-2019-0248>
- Kotler, P., & Armstrong, G. (2018). *Principles of Marketing* (17th ed.). Pearson.
- Kotler, P., Keller, K. L., Hansen, T., Brady, M., & Goodman, M. (2009). *Marketing Management* (15th ed.).
- Malhotra, M. K. (2015). *Essentials of Marketing Research: A Hands-On Orientation (Global Ed.)*. Pearson.
- Mao, Y., Lai, Y., Luo, Y., Liu, S., Du, Y., Zhou, J., Ma, J., Bonaiuto, F., & Bonaiuto, M. (2020). Apple or Huawei: Understanding Flow, Brand Image, Brand Identity, Brand Personality and Purchase Intention of Smartphone. *Sustainability*, 12(8), 3391. <https://doi.org/10.3390/su12083391>
- Ngah, A. H., Gabarre, S., Han, H., Rahi, S., Al-Gasawneh, J. A., & Park, S. (2021). Intention to Purchase Halal Cosmetics: Do Males and Females Differ? A Multigroup Analysis. *Cosmetics*, 8(1), 19. <https://doi.org/10.3390/cosmetics8010019>
- Nunnally, J. C. (Jum C. (1978). *Psychometric theory*. (2nd Ed.). McGraw-Hill.
- Nurrachmi, R. (2017). The Global Development of Halal Food Industry: A Survey. *Tazkia Islamic Finance and Business Review*, 11(1), 2017. <https://doi.org/10.30993/TIFBR.V1111.113>
- Othman, B., Shaarani, S. Md., & Bahron, A. (2016). The Potential of ASEAN in Halal Certification Implementation: A Review. *Pertanika Journals*. [http://www.pertanika.upm.edu.my/resources/files/Pertanika%20PAPERS/JSSH%20Vol.%2024%20\(1\)%20Mar.%202016/01%20JSSH-1279-2015%20-%20Review%20Article.pdf](http://www.pertanika.upm.edu.my/resources/files/Pertanika%20PAPERS/JSSH%20Vol.%2024%20(1)%20Mar.%202016/01%20JSSH-1279-2015%20-%20Review%20Article.pdf)
- Peter, J. P., & Olson, J. C. (1999). *Consumer Behavior & Marketing Strategy*. McGraw-Hill.
- Pratiwi, I. E. (2018). Halal Food and Young Muslims' Purchase Intention in Indonesia (Case Study in Jayapura, Papua Province). *International Journal of Islamic Economics and Finance Studies*, 4(3), 21–34. <https://doi.org/10.25272/ijisef.393128>
- Rahi, S., Ghani, M. A., & Ngah, A. H. (2020). Factors propelling the adoption of internet banking: the role of e-customer service, website design, brand image and customer satisfaction. *International Journal of Business Information Systems*, 33(4), 549. <https://doi.org/10.1504/IJBIS.2020.105870>
- Rochmanto, B. al, & Widiyanto, I. (2015). Pengaruh Pengetahuan Produk Dan Norma Religius Terhadap Sikap Konsumen dalam Niat Mengkonsumsi Produk Makanan Dan Minuman Halal (Studi Kasus di Kota Semarang). *Diponegoro Journal of Management*.
- Sanny, L., Arina, A. N., Maulidya, R. T., & Pertiwi, R. P. (2020). Purchase intention on Indonesia male's skin care by social media marketing effect towards brand image and brand trust. *Management Science Letters*, 2139–2146. <https://doi.org/10.5267/j.msl.2020.3.023>
- Statista. (2021). *Revenue of the beauty & personal care market in Indonesia from 2017 to 2025*. <https://www.statista.com/forecasts/1220238/indonesia-revenue-beauty-and-personal-care-market>
- Suparno, C. (2020). Online purchase intention of halal cosmetics: S-O-R framework application. *Undefined*, 12(9), 1665–1681. <https://doi.org/10.1108/JIMA-09-2019-0192>
- Syukur, M., & Nimsai, S. (2018). Factors Influencing the Purchase Intention of Halal Packaged Food in Thailand. *International Journal of Supply Chain Management*, 7(4).



[https://www.researchgate.net/publication/327368699\\_Factors\\_Influencing\\_the\\_Purchase\\_Intention\\_of\\_Halal\\_Packaged\\_Food\\_in\\_Thailand](https://www.researchgate.net/publication/327368699_Factors_Influencing_the_Purchase_Intention_of_Halal_Packaged_Food_in_Thailand)

Taylor, S., & Todd, P. (1995). Decomposition and crossover effects in the theory of planned behavior: A study of consumer adoption intentions. *International Journal of Research in Marketing*, 12(2), 137–155. [https://doi.org/10.1016/0167-8116\(94\)00019-K](https://doi.org/10.1016/0167-8116(94)00019-K)

Wilson, J. A. j., & Grant, J. (2013). Islamic marketing – a challenger to the classical marketing canon? *Journal of Islamic Marketing*, 4(1), 7–21. <https://doi.org/10.1108/17590831311306327/FULL/XML>

