

# Factors Influencing Halal Cosmetics Decision Making in Bandung, Indonesia

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***Abstract**---This research was conducted to understand the buying behavior of halal cosmetics and the factors that influence consumers to buy halal cosmetics. The study relies on Theory of Planned Behavior model that consist of attitude, subjective norms, and perceived behavioral control. Sample in this study consists of 200 female respondents who consume halal cosmetics. Data collection is done by using a five-point Likert scale questionnaire which is then analyzed using regression analysis techniques. Results of this study found that three antecedents of intention, namely attitudes, subjective norms and perceptions of behavioral control have positive influence on consumer buying decision to buy halal cosmetics.*

***Keywords**---Theory of Planned Behavior, Attitude, Subjective Norms, Perceived Behavioral Control, Brand image, buying decision, halal cosmetic*

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## I. Introduction

Cosmetics is one of the fastest growing industries in Indonesia. The national cosmetics industry grew 7.36% in the first quarter of 2018, an increase compared to 2017 which grew 6.35%. The Increase of cosmetic demand is influenced by lifestyle changes and needs of women to look beautiful and healthy. As a country with a majority of its population (85%) adhering to Islam, it can be said that Indonesia is a potential market for halal products. For Indonesian (Muslim) consumers, product halal status is a sensitive issue and halal is a factor that influence buying decision. as it is related to the spiritual life. This is in accordance with the research conducted by Sigma Research Indonesia (2015) which said that one of the factors driving the purchase of cosmetics was the halal of the cosmetics products offered.

Understanding of consumer behavior in making purchasing decisions is important for halal cosmetic entrepreneurs in order to be able to further increase their market share. This is because intention is the main predictor of whether or not a person's behavior is realized (Ajzen, 2012). Ajzen (2012) states that intention is influenced by three basic determinants, namely attitudes that are related to a person's positive or negative feelings about certain behaviors; subjective norms which are a person's perception of the opinions of people who are important to him regarding a behavior; and behavioral control (behavior control) related to individual perceptions about whether or not to realize these behaviors easily. The use of TPB to understand consumer behavior has been documented in various studies, such as in green transportation, green product, insurance, halal product (Alam and Sayuti, 2011; Ansari and Mohammed, 2015; Andian Haro, 2018). Therefore, TPB was used in this study in the hope of providing benefits in marketing halal cosmetic products.

In addition to TPB, brand image is also influence purchasing decisions. The decision to buy a product is often driven by the extent to which the consumer has the brand's association (Schimp, 2010). The better the consumer's perception of a

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brand to have a good association, the higher the possibility of buying. Brand image is formed based on various information that consumers have and their experience in consuming products or services. Previous researchers (Kotler, 2016, Nasution, Rossanty and Aspan, 2017) prove that brand image influences purchasing decisions. Based on this, the researcher was interested in researching "Factors influencing Halal cosmetics buying decision in Bandung, Indonesia"

## II. Literature Reveiw

### Buying Decision making

Consumers are the central point of marketing so that the study of consumer behavior is essential in marketing management (Saladin, 2005). One of the most important things in marketing is the purchasing decision process. Setiadi (2003) states that the core of the consumer decision-making process is integration that combines consumer knowledge to evaluate available alternatives and choose one of these alternatives. This integration process will then produce one consumer choice, which is presented cognitively as intention.

According to Kotler (2016) purchasing decisions made by a consumer through several stages: The first stage is initiated when consumers are aware of the need for a product or service to satisfy their desires. after realizing their needs, consumers start looking for various information about the products or services they want through various sources of information both personal, commercial and public. After obtaining various information, consumers will evaluate various alternative products available based on the standards that have been determined. Finally, consumers will choose the best alternative. Many factors encourage someone to make a purchase, among others, because of the intention that is the driving element of purchasing and brand image which is a supporting factor in evaluating the suitability of a product with the wishes of consumers.

### Theory of Planned Behavior

Human behavior does not occur automatically but is based on intentions that previously emerged as a result of various considerations made by someone (Rahmatsyah, 2011). Measuring intention is not an easy thing because intention is an abstract internal factor (cannot be felt through the five senses).

Many theories can be used to discuss human behavior and intention in taking action. One of the most used by researchers is TPB. TPB proposed that behavior is determined by intention which is influenced by three factors: attitude, subjective norms, and perceived behavioral control. TPB has been widely used to analyze consumer behavior related to intention in buying a product or service, for example the purchase of automobile, green transportation, insurance and halal products (Pepper et al, 2009, Alam and Sayuti (2011; Aziz and Chok , 2013) The study concluded that the TPB could be used as a consumer behavior, a factor that drives someone to buy a halal product.

### Attitude

Attitudes describe the results of one's evaluation of an entity (object or deed), whether he likes or dislikes (Ajzen, 1991; Peter and Jerry, 2005; Mokhlis, 2006). Someone will tend to have more "intention" to do something if the activity is something he likes. When consumers feel happy or like to buy halal cosmetics, consumers will tend to have the intention to buy halal cosmetics in the future. Various research found that attitude has a significant and positive effect on halal food purchasing intention ( Haro, 2018, Mukhtar and Butt, 2012)

### Subjective Norms.

Subjective norms refer to individual perceptions of the opinions of people who are important to him towards an object. It can be said that subjective norms are social pressure from close people or reference group that influence the behavior of individual, whether or not he must do a certain act (Ajzen, 1991, O Neal, 2005, Ramayah, 2011).

Reference group that influence people behavior such as: partner, close family and friends, coworkers, business partners (Kotler, 2016; Afendi, 2014). Muslim consumers tend to have strong social ties because they meet frequently in various religion activities therefore, peer pressure may influence purchasing decisions. Previous research on halal products using the TPB model shows that subjective norms are factors that significantly influence one's intention to consume halal products (Afendi, Azian, Darami, 2014, Haro, 2018, Tarqainen and Sundqvist, 2005; Bonne et al, 2010).

#### Perceived Behavioral Control

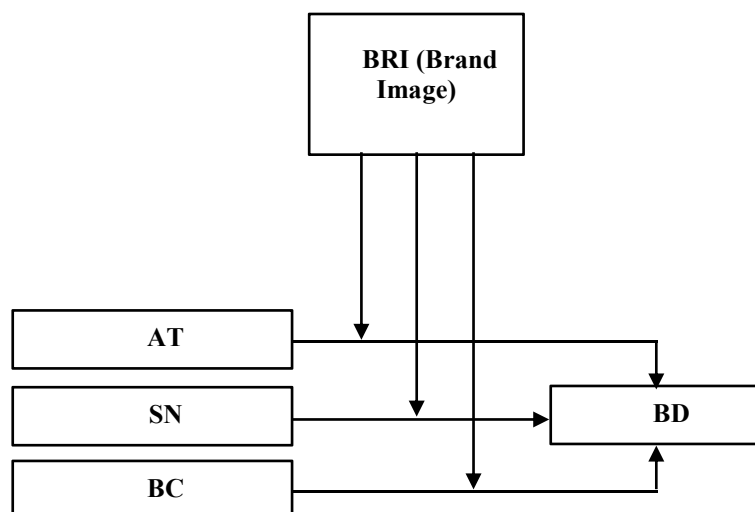
Ajzen (1991) defines the perception variable of behavioral control as how far a person believes or feels capable of doing something. According to ... behavioral control consists of two components, namely self-efficacy and trust. Trust refers to the availability of various facilities and resources to carry out an action. When combined, these three variables (attitude, norms, and behavioral control) can influence purchase intention and buying behavior. actually. Research conducted by Alam and Sayuti (2011) shows that there is a significant influence on the perception variable of behavioral control on the intention to purchase halal products.

#### Brand Image

Brand image is a collection of trusts, opinion, and impressions that someone has towards a brand. Setiadi (2003) revealed that the image of a brand is related to attitudes in the form of beliefs and preferences towards a brand. Consumers who have a positive image of a brand will be more likely to make purchases, Cretu and Brodie, 2007). Various of studies have shown that brand image is a factor that influences the purchase of halal cosmetics (Borzooei and Asgari, 2015; Kotler, 2016., Adenan, Ali, Rahman, 2018). These researches show that brand image has a positive and significant effect on purchasing decisions.

#### Research Model

Based on the concept that has been explained, the model of this study can be drawn as follow:



### Research Hypothesis

The hypotheses of this study are:

H1: Attitude significantly influence halal cosmetics buying decision

H2: Subjective norms significantly influence halal cosmetic buying decision

H3: Perceived Behavioral Control significantly influence halal cosmetic buying decision

H4: Brand Image mediate the relationship between Attitude and buying decision

H5: Brand Image mediate the relationship between Subjective norms and buying decision

H6: Brand Image mediate the relationship between Perceived behavioral control and buying decision

### III. Methodology

The research method used is causality with a quantitative approach. The research design used is explanatory. The object in this study consisted of three variables, namely TPB consisting of Attitude (X1), Subjective norm (X2), Behavior control (X3), Brand Image (X4) and purchasing decisions for halal cosmetics (Y). The population in this study were halal cosmetic users in Bandung, West Java. The sampling technique used purposive sampling with a quota sampling approach with the criteria of respondents needed were women, using cosmetics, and living in West Java. Thus, a sample of 200 respondents was obtained. Data collection techniques in this study used a survey method in which the authors distributed questionnaires to test the research model and hypotheses that had been developed.

The questionnaire in this study was designed based on the work of previous researchers regarding TPB, Brand image and purchasing decisions using a Likert scale 1 to 5. The questionnaire was divided into 2 sections: The first section of the questionnaire demographic information which includes such questions as: gender, age, position, etc. The second section of items is aimed at measuring constructs for the theory of planned behavior, Brand Image and Buying intention). In testing all the hypotheses in this study, correlation and regression analysis was used by the program SPSS.

### IV. Results

#### Respondent Profile

Part one of the questionnaire consists of demographic profile of respondents. Table 1 illustrate the respondent profile.

Table1. Demographic profile

Characteristics	Category	Frequency	Percentage
Gender	Male	0	
	Female	200	100.00
Age	< 20 years old	18	9.00
	20 – 30 years old	79	39.50
	31 – 40 years old	46	23.00
	41 – 50 years old	30	15.00

	➤ 50 years old	27	13.50
Occupation	Student	27	13.50
	Employee	53	26.50
	Public officer	68	34.00
	Housewife	52	26.00
	High school	84	42.00
Education	Vocational Study	39	19.50
	Bachelor degree	61	30.50
	Master degree	16	8.00
	< 3.000.000 IDR	36	18.00
Income	3.100.000 – 5.000.000	78	39.00
	5,100.000 – 7.000.000	59	29.50
	7,100.000 – 9.000.000	19	9.5.0
	> 9.000.000	9	4.50

All respondents are women. Based on age, it was seen that the majority of respondents were between 20 and 40 years old (62.5%), this was understandable because women at this age were still actively working and concerned with appearance. As many as 9% of respondents are under 20 years old. 15% of respondents aged 41-50 years and the remaining 13.5% are over 50 years old. When viewed from Education, 42% of high school graduates and 19.5% vocational program graduates, 30.5% are bachelor degree holders and 8% are master degree graduates. Based on occupation, respondents hold various positions, public officers (34%), employees of private companies (26.5%), and housewife (26%). Most of the respondents (68.5%) have a high enough salary ranging from 3 million rupiah to 7 million rupiah.

#### Validity and Reliability Test

##### Validity

A correlation value is used to measure the validity of the instruments in this study. Nazir (2012) argues that if the square root results are greater than the standard value, then it is said that construct is valid. The square root value of the items in this study ranges from 0.549 to 0.877. Therefore, the construct that is passed through the threshold of discriminant validity (300), this means that the construct has good validity.

##### Reliability

Reliability tests how consistent an instrument measures its construct (Sekaran & Bougie, 2010). Cronbach's alpha is the test to assess the reliability of the measures. As seen from Table 2, all the alpha values are higher than 0.6, as suggested by Nazir (2017). It can be concluded that the items in the questionnaire are reliable for use in the survey. Similar to Cronbach's alpha for the reliability estimate of internal consistency, a composite reliability of 0.70 or greater is considered acceptable. As such, we can conclude that the measurements are reliable.

Table 2. Reliability of the construct

Construct	Alpha Cronbach Value	Description
Attitude	0.860	Reliable
Subjective norms	0.876	Reliable
Behavioral controlled	0.867	Reliable
Brand Image	0.849	Reliable
Buying decision	0.949	Reliable

Based on the results of the calculation, the results indicate that each variable studied has a Cronbach Alpha value greater than 0.7. therefore, all variables are reliable.

#### Descriptive Analysis

This study uses a descriptive research method that describes the responses of respondents regarding various factors that influence the purchasing decision of halal cosmetic products.

Table 3. Descriptive value of the constructs.

Constructs	N	Mean	Std. deviation
Attitude	200	3.8011	.71101
Subjective Norms	200	3.5233	.77431
Perceived Behavioral Control	200	3.4388	.71480
Brand Image	200	3.6653	.82678
Buying Decision Making	200	3.7218	.73276
Valid N (list-wise)	200		

Based on table 2, it can be seen that all respondents' answers lead to high mean values between 3.4 and 3.8. This shows that the respondent has a positive opinion about the variables used in this study. The average value of 3.72 for the variable purchase decision for halal cosmetics shows that the respondents agreed to buy halal cosmetics. Attitude factors have the highest average value, which is 3.80, meaning the respondent has a positive attitude in buying halal cosmetics. In buying halal cosmetics, respondents also show a high level of attention to the halal cosmetic brand image. Subjective norms and perceived behavioral control also have quite high and positive values in purchasing halal cosmetics.

#### Hypothesis Testing

To test the hypotheses, the authors use multiple regression analysis. Table 3 illustrates the relationship between TPB and purchasing decisions for halal cosmetics. TPB consists of three components, namely attitude, subjective norms and control behavior.

Table 3: Hypothesis Testing: the influence of TPB on buying decision

Hypothesis	R	R2	T value	Significant	Description
Attitude influence buying decision	0.639	0.408	11.676	0.000	supported

Subjective Norms influences buying decision	0.426	0.181	6.625	0.000	supported
Perceived Behavioral Control influences buying decision	0.745	0.555	15.703	0.000	supported

Based on the results of the study, it can be seen that TPB influences the purchasing decision of halal cosmetics. In this study, attitude has a fairly close correlation with halal cosmetic purchasing decisions ( $b = 0.639$ ,  $p$  value  $<0.005$ ). can be accepted [specify that H1 is accepted. Subjective norms from the TPB dimension that explain how people around consumers can influence purchasing decisions have a significant relationship ( $b = 0.426$ ,  $p$  value  $<0.005$ ). It can be said that H2 is accepted. The last dimension of TPB was that perceived behavioral control also proved to influence the purchasing decisions of halal cosmetics ( $b = 0.754$ ,  $p$  value  $<0.005$ ).

Table 4: Mediating Effect of Brand Image on Buying decision

Description	Standardized Beta1	Standardized beta2	Significant
Attitude to buying decision	0.408	0.556	0.012
Subjective norm to buying decision	0.181	0.399	0.043
Perceived behavioral control to buying decision	0.555	0.584	0.002

Table 4 illustrates that Brand image is fully mediated between attitude, subjective norms and perceived behavioral control and buying decisions. Based on the survey results, it was found that with regard to the moderating hypothesis, H4, H5, H6, it was received significantly.

## V. Discussion

This study found that consumer attitudes influence buying halal products. Attitude is one of the main factors that influence consumers to buy halal cosmetics. This study is consistent with findings from previous studies (Lada et al., 2009; Mukhtar and Butt, 2012; Azmawani, Ebrahim, Suhaimi, 2015) . The consumer believes that he is doing the right thing by buying halal cosmetic products so that he feels comfortable with the action. Consumers who have a high positive attitude towards halal cosmetics will have a greater possibility to buy halal cosmetic products (Alam and Sayuti, 2011).

The next factor that influences consumers in buying halal cosmetics is perceived behavioral control. This research proves that the perceived behavioral control gives the biggest influence in purchasing decisions of halal cosmetics. This result is in line with research conducted by previous researchers (Hashim, Musa, 2013.; Afendi, Azizam, Darami (2104). Consumers will buy cosmetic products only if various ease factors are available. Availability of halal cosmetic products and affordable prices for consumptions will encourage consumers to buy these products.

Subjective norms that describe how closed people can influence purchasing decisions also prove to be influential in purchasing decisions for halal cosmetics. This research is in line with the research conducted by Ansari & Mohammed (2015) which examined the effect of subjective norms in buying halal cosmetics also received positive results. For Indonesian people who tend to be collectivist, the role of the people around them will be very influential in purchasing halal cosmetics. Family opinion, friends and community will influence the purchasing decisions of halal cosmetics. Consumers might start buying cosmetics so that they are accepted in their environment, because in a collective society it is

very important to be recognized in the environment and behave like environmental expectations.

In addition to TPB this study also shows that brand image influences the purchasing decisions of halal cosmetics. The research of Muhzar, Santoso and Rusdan (2018) shows the same results as our study. Brand image is one of the factors that strengthens the desire of consumers to buy halal cosmetics. The more positive consumer perceptions of the halal cosmetic brand image, the greater the likelihood of buying. To further enhance the sense of security and comfort consumers will find various information about halal cosmetics brands, label contents and product packaging.

## VI. Conclusion

Halal cosmetics have become one of Indonesia's consumer choices. This study found that in purchasing consumer halal cosmetics it was influenced by TPB which consisted of 3 variables, namely attitude, subjective norms and perceived behavioral control. The results of this study also show that brand image plays a role as a mediator variable that strengthens the relationship between attitude, subjective norms and perceived behavioral control with purchasing decisions for halal cosmetics. As a Muslim-majority country, Indonesian consumers have a positive outlook on halal cosmetic brands.

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