

THE INFLUENCE OF HALAL AWARENESS, EWOM TOWARDS INTENTION TO BUY HALAL COSMETICS: THE ROLE OF MEDIATION ATTITUDE

Lily Purwianti

Universitas Internasional Batam, Batam, Indonesia

Corresponding author: lily.purwianti@uib.ac.id

Abstract

Indonesia is a country with the largest population of Muslims, so the use of halal products is an opportunity for halal product producers. This study aims to examine the effect of Halal Awareness and e-WOM on the intention to buy halal cosmetics and the role of mediation Attitude. The sample of this research is Muslim women in Batam City who know about halal cosmetics. The number of samples is 388 respondents and uses smart PLS for data analysis. The results of this study are halal awareness and e-WOM affect the Intention to buy halal cosmetics. Surprisingly from other research results, attitude acts as a mediation between halal awareness and e-WOM on the Intention to buy halal cosmetics.

Keywords: Attitude; e-WOM; Halal Awareness; Intention; Halal Cosmetics

Introduction

The growth of the cosmetic industry in Indonesia during 2019 was 9% and in 2020 it is targeted for growth of more than 9%. The beauty & personal care market in Indonesia is estimated to reach US\$ 6.03 billion in 2019 and is estimated US\$ 8.46 billion in 2022 (Kemenparin, 2020). So that the cosmetic market is the mainstay sector in the National Industrial Development Master Plan (RIPIN) for 2015-2035 (Kemenperin, 2018). This potential is also supported by the total population of Indonesia as many as 268,583,016 and the majority are Muslims as much as 82.7% (Indonesia. go.id, n.d.). The majority of the population who are Muslim makes it their own challenge for cosmetic manufacturers to be accepted in the Indonesian market. Muslims are obligated to follow religious guidelines, one of which is to consume halal foods. As a result, it will provide a fantastic chance for Muslims to become the target market for halal cosmetics.

Based on the condition of Indonesia which has a Muslim majority population, religious factors play an important role in a person's behavior because it is considered one of the factors that determine individual behavior and is considered a fundamental variable that influences attitudes and behavior (Mukhtar & Butt, 2012). To make it easier for Muslim consumers to choose halal products, governments in several countries have built an institution to test the halalness of a product in accordance with Islamic sharia standards and rules. The agency has the authority to issue halal certifications and logos on products that have been registered and tested for halal. The institution authorized to issue halal logos in Indonesia is the Indonesian Ulema Council or it can be abbreviated as MUI, the authority of this MUI is explained in detail in Law No. 33 of 2014 (UU RI, 2014). With the halal logo listed on a product, consumers can feel safe. Halal awareness, in the context of halal products, is a state in which buyers have a specific interest based on their knowledge also experience of halal cuisine in Islam as a religion that influences purchasing intentions. ((Malik, Hermawan, & Asnawi, 2019) stated that the most dominant factor for the occurrence of purchase intention was halal awareness. Muslims must be aware of the importance of purchasing and consuming halal items. As a result, it is critical for Muslims to comprehend and know what halal means while assessing halal awareness.

Customers may communicate digitally and share information, opinions, and knowledge about a variety of goods, services, and brands thanks to the advent of blogs, online reviews, and social networking sites (Filieri & McLeay, 2014). Web 2.0 applications facilitate online user collaboration and engagement, influencing how people produce, share, and use information (Christou & Sigala, 2016). Some of these applications, such as e-WOM, have aided in the spread of WOM on the internet (Bronner & de Hoog, 2011). Through the internet, e-WOM spreads faster and wider so that it has a stronger impact on the consumer decision-making process (Pourabedin & Migin, 2015). Like traditional WOM, e-WOM has been shown to have a greater impact than corporate-generated information sources on the internet. Traditional advertising media, which appears to be losing its effectiveness (López & Sicilia, 2014), is likewise less effective than E-WOM.

This study takes the object of halal cosmetics which is still rarely studied. In addition, this research also examines halal awareness. In addition, this study takes a different side by adding e-WOM because e-WOM is still rarely studied to measure intentions to buy halal cosmetic products. The rising electronic media is a strong also dependable source of information (Shukla, 2011), and the impact of interpersonal interaction (e-WOM) on purchasing decisions has greatly increased (López & Sicilia, 2014). Online reviews are useful sources of information and make strong recommendations that impact purchase intentions and purchases (C. kudesish A. Kumar, 2017). When it comes to social media WOM, it's not just the quality, but also the quantity of e-WOM that has an impact on customer purchase decisions (Lin & Lu, 2011).

Literature Review

Intention to Buy Halal Cosmetics

According to Islamic law, halal cosmetics are those that contain no ingredients that are prohibited and are processed according to Islamic law, such as cosmetics that are halal-certified by the Indonesian Ulama Council (MUI) and BPOM supervision, which assures that the product is halal. Intention to buy is such that a person is motivated to buy something that they believe will add value to them, so that intention to buy is the desires, thoughts, and interests the customer has toward the purchase of a product ((Khan, Sarwar, & Tan, 2020). Using information about how customers intend to act in the future as a measure of their behavior can be an efficient way to quantify behavioral intention. The best approach for predicting future buying behavior is to measure the intention to conduct. The Intention to buy can reflect future buying intentions. The intention to buy refers to a consumer's deliberate decision to try to buy a thing (Garg & Joshi, 2018).

The study by (Malik et al., 2019) indicated that consumers' intentions to buy food and other products are affected by their habits. Those who are Muslims are likely to be interested in buying products that adhere to Islamic rules and sharia. The Islamic law regulates what foods Muslims are permitted to consume halal and haram. Halal awareness is the state of being aware of halal food in light of their experience and information about it, as a religion that might influence a consumer's decision to purchase (Ambali & Bakar, 2014). Consumers' intentions to buy a product or service are the best indicator of their likelihood to make a purchase. According to many researchers, an individual's Intention to buy halal food indicates how much they value purchasing halal food (Yunus, Rashid, Ariffin, & Rashid, 2014).

Effect Halal Awareness to Attitude and Intention to Buy

Awareness is understanding or knowledge about a particular subject or situation. Regarding halal products, awareness in the context of halal can be conceptualized as a process of delivering information to increase awareness about what Muslims can eat also drink (Ambali & Bakar, 2014). Halal awareness in the context of halal products is a condition where consumers have a special interest based on their experience and information about halal products in Islam, as a religion that someone believes will affect purchase intentions. It is essential that Muslim families educate their children about the types of foods, beverages, and products allowed by their religion from a young age. Islamic women are expected to adopt a positive attitude toward halal cosmetic products due to the high authority over halal products. A Halal requirement for a product is required for a Muslim to consume it. Knowing this can influence a Muslim's perspective of cosmetics. ((Maichum, Parichatnon, & Peng, 2017)) shows that awareness has an effect on attitude. According to (Malik et al., 2019), halal awareness is the most important element for the incidence of intention to buy, indicating that there are still many millennial Muslim customers who are hesitant to consume halal cuisine. Muslims must be aware of the importance of purchasing and consuming halal items. As a result, it is critical for Muslims to comprehend and grasp what Halal is in order to assess their halal awareness. Therefore, halal awareness has an effect on purchase intention, this is in accordance with (Ambali & Bakar, 2014; Handriana et al., 2020; Malik et al., 2019; Yunus, Ariff, Som, Zakuan, & Sulaiamn, 2016). (Setiawati, Chairy, & Syahrivar, 2019) stated that attitude mediates the effect of halal awareness on the intention to buy. However, it is different from the opinion (Astuti & Asih, 2021) that although halal awareness has a significant positive direct impact on the intention to buy, if it is mediated by attitude, it will not have a significant effect.

Effect of e-WOM to attitude and Intention to Buy

Online reviews affect the results of product evaluations by consumers. Negative and positive attitudes towards a brand are the result of evaluating preferences for a brand (C. kudeshis A. Kumar, 2017). Consumers' dislike or liking for a brand depends on the number of negative and positive reviews on the brand (Yunus et al., 2016). Individuals develop attitudes based on evaluations of values and beliefs. Acceptance of positive information provided by e-WOM communication will influence the development of attitudes which will later lead to the most preferred recommendation product in e-WOM talks (Hamouda & Tabbane, 2013). Several researchers confirmed that e-WOM has a positive influence on attitude ((Jalilvand, Ebrahimi, & Samiei, 2013b; Reza Jalilvand, Samiei, Dini, & Yaghoubi Manzari, 2012; Zarrad & Debabi, 2015). The impact of the number of online comments on the intention to buy halal cosmetics leads to the conclusion that the number of online comments has an impact on purchase intention. Studies on EWOM communication reveal that it can have a significant impact on consumers' purchasing intentions based on the information acquired from e-WOM. Several studies which conclude that e-WOM has an effect on the intention to buy halal cosmetics are (Anubha, 2021; Hamouda & Tabbane, 2013; Reza Jalilvand et al., 2012). It demonstrates that when Muslim women are exposed to a lot of e-WOM about a certain halal cosmetic brand, they believe in its popularity. This results in the establishment of a favorable buying intention for halal cosmetics, as well as a positive attitude toward e-WOM.

Effect of Attitude and Intention to buy

Attitude is a relatively permanent evaluative summary of a product, which is important because it influences and predicts many behaviors. The first aspect in TPB (Theory Plan Behaviour) is attitude, which

refers to a person's assessment of specific behaviors, which can be positive or negative (Fishbein & Ajzen, 2011). Attitude is defined as a state of mind capable of influencing a person's response to situations and related things, either directly or indirectly. The amount to which a person has a favorable or unfavorable appraisal or evaluation of the conduct is referred to as attitude. In general, the more favorable one's attitude toward an action is, the more likely one is to engage in the behavior.

Many studies on Halal product research have revealed the importance of attitude in affecting the intention to buy Halal items (Briliana & Mursito, 2017; Garg & Joshi, 2018). (Ngah, Gabarre, Eneizan, & Asri, 2020) stated that by being positive, Muslim consumers feel that buying halal products will help them retain the halal quality of their food. To change this mindset, policymakers, halal product providers, and halal producers' marketing departments must create educational programs or commercials that educate and explain the benefits of halal products in sustaining halal quality. This finding is in line with (Iranmanesh, Mirzaei, Parvin Hosseini, & Zailani, 2019) which states that attitude is a significant predictor of purchase intention among Muslim consumers for halal-certified food. That is, if Muslims think that consuming halal food is beneficial and important, then their positive attitude will motivate them to pay more to buy halal-certified food. Studies conducted by (Amalia, Sosianika, & Suhartanto, 2020; Briliana & Mursito, 2017; Elseidi, 2018; Garg & Joshi, 2018; Hanafiah & Hamdan, 2020; Jumani & Sukhabot, 2020; Mukhtar & Butt, 2012; Norazah, Sulaiman, & Salleh, 2016) The attitudes of consumers affect their buying intentions. Halal cosmetics are more likely to be purchased by customers who have a positive opinion of them. Purwianti,(2021) found that a positive attitude toward products resulted in a high intention to buy halal cosmetics. Due to their positive attitude toward cosmetics, it is very likely that they will buy halal cosmetics.

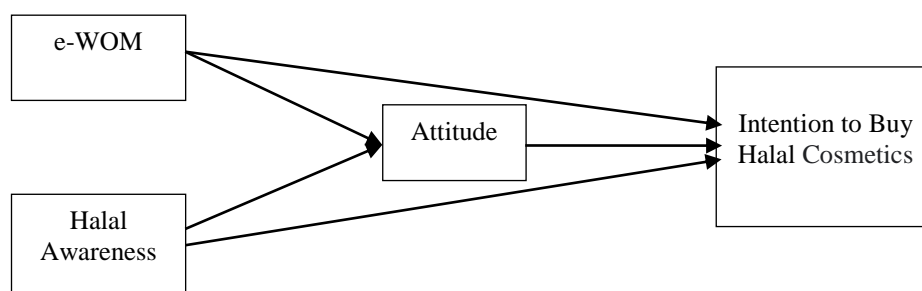


Figure 1. Research Framework

Hypotheses are :

- H1: Halal Awareness has a positive effect on attitude
- H2: Halal Awareness has a positive effect on intention to buy halal cosmetics
- H3: Attitude as a mediation between halal Awareness and the intention to buy halal cosmetics
- H4: e-WOM has a positive effect on attitude
- H5: e-WOM has a positive effect on Intention to buy halal cosmetics
- H6: Attitude as a mediation between e-WOM and the Intention to buy halal cosmetics
- H7: Attitude has a positive effect on Intention to buy halal cosmetics

Methods

The population taken in this study are consumers who know about halal cosmetics. The purposive sampling method used in this study. The sample of this research is Muslim consumers who know about halal cosmetics and see social media reviews. The number of research samples was 388 respondents with a purposive sample technique. The determination of this sample size is based on the Kretjie Morgan table with a Muslim population in Batam City of 135,643 (Kemenag, 2018), the sample size is 388.

The halal awareness variable was adopted from a statement (Handriana et al., 2020) which consists of 3 statements. The e-WOM variable was adopted from a statement (Jalilvand & Samiei, 2012) which consists of 6 statements. Attitude variable was adopted from the statement (Abd Rahman, & Asrarhaghghi, 2015) which consists of 3 statements. The variable Intention to buy was adopted from the statement (C. kudeshia A. Kumar, 2017) which consists of 3 statements. Data analysis using Smart PLS3.

Result and Discussion

Validity Test and Reliability Test

Because the loading factor value is larger than 0.5 and the AVE is greater than 0.5, all variable items in Table 1 are legitimate (Ghozali & Latan, 2015). Furthermore, because the Cronbach's Alpha value is greater than 0.5 and the Composite Reliability value is greater than 0.7, all research variables can be inferred to be reliable (Ghozali & Latan, 2015)

Table 1. Validity and reliability test results

Variabel	Indicator	Outer Loading	AVE	Cronbach's Alpha	Composite Reliability
Attitude	Att1	0,682	0,609	0,675	0,823
	Att2	0,841			
	Att3	0,809			
E-WOM	Ewom1	0,636	0,516	0,815	0,863
	Ewom2	0,760			
	Ewom3	0,851			
	Ewom4	0,620			
	Ewom5	0,650			
	Ewom6	0,762			
Halal Awareness	Hal1	0,964	0,745	0,813	0,894
	Hal2	0,602			
	Hal3	0,972			
Intention to buy halal cosmetics	Pi1	0,705	0,599	0,664	0,817
	Pi2	0,781			
	Pi3	0,832			

Hypothesis Testing

Table 2 shows that all hypotheses are accepted because their T-statistic values are more than 1.96 and their P-values are less than 0.05.

Table 2. Hypothesis Test Results

Hipotesis	T-Statistics	P-Values	Results
Attitude -> Intention to buy Halal Cosmetics.	3,614	0,000	H7 significant
E-WOM -> Attitude	9,474	0,000	H4 significant
E-WOM -> Intention to buy Halal Cosmetics.	2,009	0,045	H5 significant
Halal Awareness -> Attitude	5,161	0,000	H1 significant
Halal Awareness -> Intention to buy Halal Cosmetics.	3,298	0,001	H2 significant
E-WOM -> Attitude -> Intention to buy Halal Cosmetics.	3,458	0,001	H6 significant
Halal Awareness -> Attitude -> Intention to buy Halal Cosmetics.	2,986	0,003	H3 significant

The outcome of H1 is accepted. Halal awareness has an impact on attitude, according to Hypothesis 1. Consumer attitudes toward halal cosmetics are significantly influenced by halal awareness. Customers who are aware of the halal status of cosmetics will have a positive attitude toward these halal cosmetics in the long run. Given the Muslim majority in Indonesia and other Muslim-dominated nations, cosmetic producers in those countries must include halal components in their products. The results of this study are backed up by the results of another study (Maichum et al., 2017). According to the H2 test, halal awareness has a significant impact on the Intention to buy halal cosmetics. This refers to customers who are aware of a product's halal status and plan to buy it later. Consumers are aware and know that halal cosmetic products will affect their intention to buy. In addition, awareness and knowledge that these cosmetic products come from halal ingredients and are processed in a halal way will also affect the intention to buy halal cosmetics. Thus this finding is in line with (Ambali & Bakar, 2014; Handriana et al., 2020; Malik et al., 2019; Yunus et al., 2014). The results of H3 state that attitude is a mediation between the effect of halal awareness on the intention to buy halal cosmetics. This means that halal awareness has a significant positive direct effect on purchase intention, but if it is mediated by attitude, it will have a significant effect. When Muslims have awareness of halal cosmetic, they will have a good attitude which in turn will affect Muslim buying intentions. This result is consistent with (Setiawati et al., 2019) and contrary to (Astuti & Asih, 2021). In H4 which states that e-WOM has an effect on attitude in this study, it is accepted. This is because the P-Value test value is less than 0.05 and the T-statistics value is more than 1.96. This means that other consumers' online cosmetic product reviews to find out what cosmetic products give a good impression on others will lead to an attitude towards cosmetic products. Attitudes towards cosmetic products are influenced by online

reviews. The attitude of the consumer's dislike or preference for a brand depends on the number of reviews on the cosmetic. Individuals develop attitudes based on evaluations of values and beliefs. The acceptance of information in e-WOM communication will influence the development of attitudes which will later lead to the most preferred recommendation product in the e-WOM talks (Hamouda & Tabbane, 2013). The results of this study are in agreement with (Doosti, Jalilvand, Asadi, Khazaei Pool, & Mehrani Adl, 2016; Purwianti, 20021; Reza Jalilvand et al., 2012). In H5 it is stated that e-WOM has an effect on the intention to buy halal cosmetics, in this study, it was accepted. This is because the P-Value test value is less than 0.05 and the T-statistics value is more than 1.96. Thus, before a purchase occurs, consumers will seek or collect information obtained from online reviews of cosmetic products so that e-WOM is very influential on the intention to buy halal cosmetics. The results of this study are in accordance with research from (Hamouda & Tabbane, 2013; Reza Jalilvand et al., 2012). In H6, it states that attitude is a mediation between the influence of e-WOM on the intention to buy halal cosmetics. This means that reviews of other consumers' online cosmetic products to find out what cosmetic products give a good impression to others will cause an attitude towards halal cosmetic products which will later affect the intention to buy halal cosmetics. This result is in line with (Anubha, 2021).. H7, which claims that one's attitude influences their desire to purchase halal cosmetics, was found to be true in this study. This occurs because Muslim millennial female consumers have a strong desire to purchase halal cosmetics as a result of their favorable attitude toward items. As a result of their good attitude about cosmetics, people are very inclined to purchase halal cosmetics. The findings of this investigation are consistent with previous research (Aji, Muslichah, & Seftyono, 2020; Hanafiah & Hamdan, 2020; Jalilvand, Ebrahimi, & Samiei, 2013a; Jumani & Sukhabot, 2020; Purwianti, 20021; Zarrad & Debabi, 2015).

Conclusion

The purpose of this study was to analyze the effect of halal awareness, e-WOM, and attitude on the Intention to buy halal cosmetics. The results state halal awareness, e-WOM, and attitude towards the Intention to buy halal cosmetics. Another result is an attitude as a mediation between the influence of e-WOM, Halal awareness on the Intention to buy halal cosmetics. Based on these results, it is very important for cosmetic business actors to obtain halal certificates and pay attention to their social media.

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