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Choice Constructions of Islamic Women to Purchase a Cosmetic

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Abstract: Purchasing a cosmetic for Islamic women is not only related to the looks and hopes, but it must be permissible under the Islamic rules. The study aims to determine the choice construction of Islamic women in purchasing cosmetics using direct experiments. The experiments were conducted in a controlled environment, divided into nine groups of women, with three levels of income and three levels of knowledge about cosmetics, resulting in more accurate measurements because the researcher controls the variables. The result shows that there is a difference in consumer choice construction between cognitive level and income level. Different treatment in the provision of product information tends to influence purchasing decisions with lower-income consumers compared with higher-income consumers.

Keywords: Choice constructions, women, purchase, cosmetic, islamic

INTRODUCTION

Halal terminology in Islam is permissible. Halal lifestyle is currently a trend in various parts of the world. In general, Halal lifestyle is defined as the use of Halal products following Islamic rules in everyday life. The development of Halal lifestyle can be seen from several phenomena such as the development of Islamic-based financial institutions, the growth of Islamic cultures, the emergence of Islamic hotels, increased the frequency of visits and pilgrimage, the growth of the Halal cosmetics industry and the rise of Muslim entrepreneurship [1].

One of the industries that became the barometer of Halal products is cosmetics. The cosmetics industry is one of the largest industries in the world, including in Indonesia. Until 2016, the worldwide annual expenditures for cosmetics is estimated at the U.S. \$ 20 billion, and the companies in the field are competing aggressively to capture more market. According to Euromonitor, the cosmetics and toiletries are divided into nine categories, deodorants, hair care, colour cosmetics, men's grooming products, oral hygiene, fragrances, skincare, depilatories, and sun care. The beauty and cosmetics sector are experiencing outstanding growth. It has been one of the world's leading industries [2].

Halal cosmetic products, though unlike Halal food or beverage products strictly selected by Muslim consumers, remain an important standard especially in Muslim-majority countries [3]. Increased Halal awareness in Indonesian society has a major impact on every industry, including the cosmetics industry.

However, the cosmetic industry is unique because it relates to looks, aesthetics, exposures, and hopes. Moreover, lofty expectations in the use of cosmetics often make consumers marginalize aspects of cognition, especially related to product knowledge. It causes in most cases; consumers usually do not pay attention to the Halal issue of cosmetic products when compared with processed foods or beverage products [4]. It is very reasonable considering the food is a basic human need, in addition to consumer awareness of halal in non-food products are also still low [5]. According to bitebrands.co, three of the ten most popular cosmetics brands in Indonesia still do not have a halal certificate.

LITERATURE REVIEW

Halal Definition

Halal is Arabic which means permissible. In English, it most frequently refers to food that is permissible according to Islamic law. In the Arabic language, it refers to anything eligible under Islam [6]. Its antonym is Haraam. The term Halal and Haram will be used strictly to describe food products, meat products, cosmetics, personal care products, food ingredients, beverage, and food contact materials. Which foods are

halal or haram, is decided according to the Holy Quran and the Glorious Shari'ah. Most diets and foods are considered to be halal unless Islamic law specially prohibits them [7].

Referring to one of the most frequently used books of "The Lawful and the Prohibited in Islam" written by Sheikh Yusuf al-Qardawi, Halal is defined as something permissible, with unlimited responsibility, and does all the command of the lawgiver, Allah SWT [8].

Cognition Process

The process of decision-making by consumers begins with the collection of information from the environment. The information obtained, then interpreted by the consumer. This interpretation process requires the acceptance of information and includes two methods of cognition, namely attention, and comprehension. In the consumer attention process, choose which information is needed, then the consumer comprehension process determines the subjective meaning that creates knowledge and confidence. This knowledge and beliefs are stored in memory and can be called again at any time in the future. At the integration stage, consumers combine the experience and feelings of the product or brand to create attitudes and intentions that are the trigger factors of behavior. Consumers with the same affiliation will share the same cognitive system [9].

Perceived Behavioral Control

Ajzen [10] defines the perceptual variable of behavioral control as to how far a person believes or feels capable of doing something. Individual beliefs determine the variable about the strength of both situational and internal factors to facilitate behavior. The more people perceive themselves capable of, the more significant the intensity of a person to act. If someone recognizes he has the resources to buy Halal cosmetics, then the intention to purchase Halal cosmetics will be more significant [5]. Research conducted by Alam and Sayuti [11] and Vencantesh [12] showed a significant influence between the perceptual variables of behavioral control on the intensity of purchasing halal products. In this study, the perception of quality control is proxied with income level.

Hypothesis

The hypotheses proposed in this study is based on literature review and research results from previous researchers.

Hypothesis 1: There is a difference in the construction of consumer choice to the halal product between the level of product knowledge and the inter-income level simultaneously

Hypothesis 2: There is a difference in the construction of consumer choice between the knowledge level

Hypothesis 3: There is a difference in the construction of consumer between income level

Hypothesis 4: There is a significant interaction between product knowledge and consumer income levels

METHOD

Design

The method in this research is experimental research. The experimental method is used because the researcher wants to know the construction of consumer choice by tightly controlling the consumer choice variable. Experimental methods in economics have been largely concerned with economic behavior [13]. All experimental subjects were divided into nine groups showing three different levels of knowledge about halal cosmetic products that showed aspects of consumer cognition and three different levels of income to show perceptions of consumer behavior control:

Group 1 X1.1/X2.1	Group 4 X1.2/X2.1	Group 7 X1.3/X2.1
Group 2 X1.1/X2.2	Group 5 X1.2/X2.2	Group 8 X1.3/X2.2
Group 3 X1.1/X2.3	Group 6 X1.2/X2.3	Group 9 X1.3/X2.3

Figure 1. Group Design.

Notes:

X1 = Level of Cognition

X1.1 = Without Product Information

X1.2 = Halal Product Information without discussion X1.3 = Halal Product Information with discussion

X2 = Level of Income

X2.1 = Low Income X2.2 = Middle Income

X2.3 = High Income

Each group gets the same treatment in the experiment to know the construction of consumer choice. In the test, each group is given a selection of cosmetic packages that should be spent using the revenue earned. The cosmetic bag offered is divided into three different cosmetic bags, where package A is cosmetics that do not have Halal label, package B is cosmetics which already have Halal name but weak of Halal brand, package C is cosmetic which already have Halal label and strong Halal brand.

Subject

The experiment was conducted in Mataram City, West Nusa Tenggara, Indonesia, with 180 Islamic women who were university students in Mataram. The use of female students in the research allows researchers to control other variables outside the study. Experimental tests were conducted at the University of Muhammadiyah Mataram on July 2-12, 2019.

RESULT

Experiments in this study using the subject of students in the city of Mataram who came from several universities, both public universities and private universities. The total respondents used in Islamic experiments with the age range of 19-23 years. The use of female college respondents is not uncommon because the young female segment is usually the primary target market for cosmetics producers [4]. At that age level, consumer awareness to appear more attractive tends to be higher because it is driven from social interaction more than another age level, but at that age level generally, the financial condition of consumers is still not established so that the sensitivity to the price is quite high [5]. The experimental results based on the proposed hypothesis are summarized in the table 1.

Table 1. Hypotheses Testing.

	Type I Sum of Sqr.	df	Mean Sqr.	F	p-value
Model	998.750 ^a	9	110.972	205.705	0.000**
Cognition	992.817	3	330.939	613.448	0.000**
Income	5.078	2	2.539	4.706	0.010**
Interaction	0.856	4	0.214	0.396	0.811

^aSignificant at: ** $\alpha < 0.01$; $R^2=0.915$

The table above shows that the coefficients of significance for hypothesis 1 (combined), Hypothesis 2 (Cognitive Effect), and Hypothesis 3 (Income Effects) are all smaller than the 5% or 0.05 alpha level and have F count > F table. As for the fourth hypothesis (interaction between cognition and income) shows that the coefficient significance higher than alpha 5% or 0.05 and has the F count < F table. Thus, it can be concluded that:

Hypothesis 1: Accepted, or in other words, there is a different construction of consumer choice to the halal product between the level of product knowledge and inter-income level simultaneously.

Hypothesis 2: Accepted, or in other words, there is a different construction of consumer choice between knowledge level of halal product.

Hypothesis 3: Accepted, or in other words, there is a different construction of consumer choice between income level

Hypothesis 4: Rejected, or in other words, there is no significant interaction between product knowledge and consumer income level.

From the table above also can be seen variables of cognition or consumer knowledge is better than the variable income level in influencing the construction of consumer choice for the purchase of Halal cosmetics products. It can be seen from the mean square and p-value values owned by the cognition variable is better than the income level variable. In other words, cognition variables are better able to influence consumer purchasing decisions in buying Halal cosmetics products.

After performing the test of significance in general, further testing of importance for each pair, research requires testing the differences per pair to determine which pairs differ significantly and which pairs are no different. To do the analysis using multiple comparisons for each independent variable.

Furthermore, from the calculation results, note that some pairs on cognition variables are significantly different. It shows that simulated cognition factor with giving video and discussion between experiment subjects can influence the decision of Halal cosmetic product purchase seen from the real difference between pre and post-treatment after product information. The model of information sharing used in this study is also divided into two, namely the giving of video without discussion and giving video with discussion. The video that was screened before the purchase of cosmetics by consumers is a video about the production process of Halal cosmetics as well as messages about the importance of the use of Halal products. Also, its moral persuasion appeals related to the use of Halal products not only Halal food or beverages but also Halal cosmetics.

Different treatment for each group is possible in experimental research to see the interrelations between each treatment different from the results obtained. In various experimental studies related to economics and business, the results obtained can also be used as input for the company or economic institution in need, because experimental research using the human subject as the core of the experiment so often called the study of economic behavior [13].

From the plots of Figure 1, it can be seen that there is a real difference construction of consumer choice without being given information by providing information about Halal products. Providing information with video but without being given discussion opportunities and interacting with other experimental subjects can still increase the consumer's tendency to buy permissible cosmetic products, at all income levels. Information sharing and discussion opportunities further enhance the consumer's propensity to purchase Halal cosmetic products, especially in simulated consumers who have low-income levels. While at a higher income level, the tendency of consumers to spend their income on Halal cosmetics products is declining.

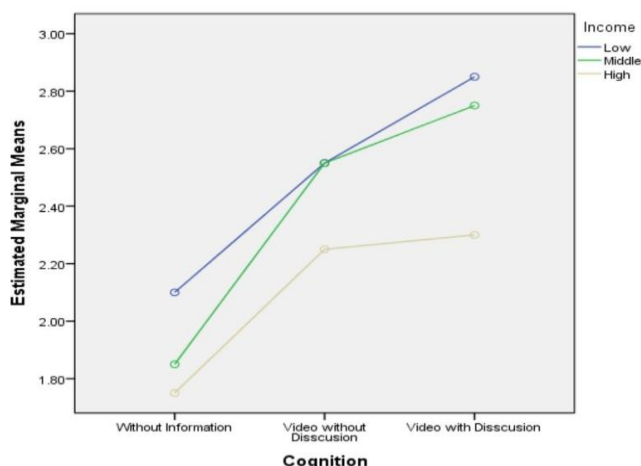


Figure 1. Estimated Marginal Means of Purchasing

This phenomenon is not surprising because some previous studies have shown that the choice of Halal cosmetic products is not like the choice of halal food or beverage that is more noticed by Muslim consumers [4]. The degree of religiosity possessed by experimental subjects is not a factor studied by researchers but may be an input to previous studies because in some cases, the factor of religiosity also influences the consumer's choice of halal products [14], [9]. The study also confirms that human behavior is linked to product purchases, not only to the market environment but also the social environment [15], since consuming halal products is closely related to personal awareness and social pressure from the surrounding environment.

CONCLUSION

The results showed that the construction of consumer choice (Islamic women) to the purchase of Halal cosmetics products varies depending on the level of knowledge about product information and the level of consumer income. Differences in the treatment of the provision of information about halal products will result in a better tendency of consumers in the selection of Halal cosmetics products. A better level of knowledge about Halal cosmetics products will increase the trend of Halal cosmetics purchases, especially in simulated consumers who have low-income levels. While at a higher income level, the consumer's tendency to spend his income on halal cosmetics products is weaker than consumers with lower income levels.

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