



Consumers and Halal Cosmetic Products: Halal Label, Life Style and Word of Mouth Communication

Heny Pujiatuti¹, Arief Afendi², Rahman El Junusi³, Agus Mahardianto⁴

^{1,2,3} Faculty of Islamic Economics and Business, Universitas Islam Negeri Walisongo Semarang

⁴ Southampton Business School, University of Southampton, United Kingdom

ARTICLE INFO



Article history:

Received 28 February 2022

Accepted 26 April 2022

Published 30 April 2022

Keywords:

Halal Label, Lifestyle, Word of Mouth, Purchasing Decision

ABSTRACT

The consumer behavior lifestyle is proliferating, especially the halal Lifestyle. This study aimed to test whether the halal label, Lifestyle, and word of mouth affected purchasing decisions. The type of research used is quantitative research with multiple linear regression. The data in this study are primary data from 100 respondents from the State Islamic University of Walisongo, Semarang, who use Wardah halal cosmetic products. The sampling technique was carried out using the simple random sampling method. The results of this study indicate that the halal label and lifestyle variables have a positive and significant effect on purchasing decisions. Meanwhile, the word-of-mouth variable does not affect purchasing decisions. The implications of this study explain that halal cosmetic products are an option for the millennial generation (Gen-Z) to purchase beauty products.

@2022 Journal of Digital Marketing and Halal Industry

Introduction

In the modern era, where science and information advances are growing, lifestyles and human needs are developing. The way humans fulfill their needs also transforms following the times and the types of needs. If in the past clothes were only to cover and protect

body parts, now clothes are not only limited to covering and protecting body parts but also becoming a style or model in clothing that becomes one's identity. Human needs can be felt or realized by fulfilling satisfaction or desires. Needs are a condition in which a person feels satisfied or dissatisfied with certain things (Kotler & Keller, 2021)

* Corresponding author. email: pujiastuti@gmail.com

DOI: <http://dx.doi.org/10.21580/jdmhi.2022.4.1.10982>

Humans have various needs, including food, clothing, shelter, security, attribution, and self-esteem. Individuals have different needs depending on the situation and human nature. The needs of young children are not the same as the needs of adults, and the needs of men are not the same as those of women. Perfection in appearance is essential for women because they want to look beautiful in front of others. This condition creates excellent opportunities for the cosmetic industry.

Along with technological development, cosmetics have been a trend lately. Modern life provides practicality and convenience for women to fulfill their beauty needs with cosmetics (Afendi, 2020).

The cosmetic industry in Indonesia is multiplying. The high competition in the Indonesian cosmetic sector creates competition from cosmetic manufacturers. Various ways are done to attract consumers and try to be superior to the competitors. Many cosmetic manufacturers create various types of cosmetics for treatment, but not all of these products are halal. Competition in the cosmetic industry is not only price competition to minimize costs, but also product quality competition, high-quality products will make consumers feel satisfied. When a product innovates continuously, it will be an advantage for the industry (Afendi & Indriani, 2022)

The way marketers differentiate their products from competitors' products is by giving their products unique characteristics. Then marketers must understand the extent to which the product characteristics they have can meet the psychological needs desired by consumers. As a Muslim, it is proper to pay attention to the halal label on the products that we will

consume

In that case, most Indonesian population adheres to Islam, which amounts to 87.88%. The demand for halal guarantees on cosmetic products is very much prohibited by Islamic law, so these products can be consumed. Halal products refer to products that are free from haram ingredients or illegal commodities in their production. Products are labelled halal because the product has components that provide more benefits than disadvantages (disadvantages).

In addition, Lifestyle may impact consumer decisions to buy cosmetics. Lifestyle is a person's way of living, expressed through interests, activities and opinions. Lifestyle describes the individual as a whole concerning the environment. Lifestyle is how people spend their time, what makes them interested and what they think about themselves and the world around them (opinion). Realizing that Islam is one of the largest religions in the world, many non-Muslim entrepreneurs are active in producing halal products because they understand that there is a massive opportunity in the halal product market. This situation can be used as an opportunity to develop the halal industry in Indonesia. The evolution of the halal Lifestyle must follow the times, when the current generation of Muslims is filled with applying contemporary Islamic characters. Moreover, Islamic teachings today are not just rituals and beliefs but also become symbols of commodities related to people's lifestyles.

Word-of-mouth communication is predicted to influence cosmetic purchasing decisions. Word of mouth is when someone exchanges information about good things and then affects consumer decisions. Word of mouth is an

exchange of ideas, ideas, and comments between consumers; no one becomes a marketer. Word of mouth constitutes an advertising type where someone provides information and recommends products, brands, goods and services to others. Thus, word of mouth is communication between individuals, where the information sometimes occurs without the knowledge of the information giver and the recipient.

Alfian and Marpaung (2017) indicated that the halal label, brand image and price affect purchasing decisions. Meanwhile, Rambe and Afifuddin (2012) stated that the halal label did not affect purchasing decisions. Based on research, Fauzi and Asri (2020) explain that Lifestyle positively and significantly affects purchasing decisions. Meanwhile, Risnawati and Hasbi (2015) show that Lifestyle does not affect purchasing decisions.

Arifa, Hartono, and Robustin (2018) explain that word-of-mouth communication affects purchasing decisions, meaning that the higher the frequency of positive word-of-mouth communication from people around will influence purchasing decisions. In contrast, Syamsiah, Muttaqien, and Ato'illah (2018) showed that the word-of-mouth variable does not affect purchasing decisions, which means that high word-of-mouth cannot guarantee consumer product purchase decisions. Based on the description above, the present study aims to examine the effect of halal labels, Lifestyle and word-of-mouth communication on halal cosmetic purchasing decisions.

Literature Review

Ajzen and Fishbein (1970) developed planned behavior theory (TPB) from Theory of Reasoned Action (TRA), which explains why

individuals carry out certain actions. This theory assumes that a person acts rationally by considering the available information and associative or consider the meaning of the behavior performed. The Reased Action theory stated that behaviour is not formed from universal attitudes but by individual attitudes towards something, attitudes towards a behavior, and subjective norms form the intention to perform certain behaviors. Behavior is not only influenced by attitudes but is also influenced by subjective norms (individual beliefs about what other people want to do).

Buying decision

According to Boyd, Walker, and Larreche (2000), purchasing decision-making is an approach to problem-solving in consumer activities to buy a product to fulfill wants and needs. Kotler and Keller (2016) pointed out that several characteristic factors influence buying behavior. The first cultural factor, which is related to the culture in which a person lives, has the most extensive and profound influence on consumer behavior. The second is social factors, related to social behavior, such as small groups, families, roles and social status. The third is personal factors, related to consumer behavior which is influenced by age and stage of the life cycle, occupation, economic situation, Lifestyle, and personality and self-concept. Furthermore, the five psychological factors include motivation, perception, knowledge, beliefs and attitudes.

Halal Label

Halal label includes a halal statement or writing on the product packaging to show the product is halal. Halal labeling is the inclusion of a halal statement on a product's packaging, which aims to let the Muslim community know that the

product has halal status (Harahap, 2018). The halal label is a permit from the POM Agency to allow the installation of the word halal on product packaging. The POM Agency issues permit for adding halal labels in the form of halal certificates based on MUI recommendations. The halal label aims to meet market demand and protect consumer confidence, especially Muslims. With the Halal label, Muslim consumers do not need to worry and hesitate to consume these products (www.halalmui.org).

Lifestyle

Lifestyle is the way a person lives (how one lives). Lifestyle includes the products you buy, how to use them and how you feel about them. Lifestyle is the embodiment of the individual's self-concept. Self-concept is a person's picture of himself and his personal experiences (Mowen & Minor, 2002). In other words, Lifestyle is thinking about how a person spends time (activities), what is considered necessary in his environment (interests), and what he thinks about himself and the world around him (opinions). Lifestyle is a life pattern expressed by activities, interests and opinions. Lifestyle is an action that describes problems in the minds of consumers, and leads to mixed with various things that are related to psychological and emotional problems of consumers (Purwanto, Jati, & Rofiq, 2021).

Word-of-mouth communication

Word of mouth is communication among individuals through written, oral and electronic communication related to the benefits and experiences of buying or using a product. Positive word-of-mouth information will be remembered by consumers and create a positive brand image. Conversely, if the information is

negative, it will lead to reduced memory and a negative brand image. Consumers will look for product information first before making a purchase

Hypothesis development

Halal label includes a halal statement or writing on the product packaging to show that the product is halal. The halal label aims to protect consumer confidence, especially Muslim consumers because with the halal label Muslim consumers do not need to worry and hesitate to use the product. Sukesti and Budiman (2014) stated that halal labels affect food purchasing decisions. Because most Indonesian people are Muslim, thus food with a halal certificate will be the primary choice.

H1: Halal label has a positive effect on purchasing decisions

Lifestyle is defined as a way of life that is identified by how people spend their time (activities), what they consider important in their environment (interests), and what they think about themselves and the world around them (opinions). Lifestyle also determines how a person responds to new things and societal trends that affect their financial sector.

H2: Lifestyle has a positive effect on purchasing decisions.

Word of Mouth communication is communication between individuals through written, oral and electronic communication related to the benefits and experiences of buying or using a product. Positive information will be remembered by consumers and will create a positive brand image, otherwise, if the information is negative, it will cause a negative brand image as well.

Siswandi and Djawoto (2019) research showed that Word of Mouth communication affects cosmetic purchasing decisions. Word of Mouth is an effective and efficient advertisement.

H3: Word of Mouth communication has a positive effect on purchasing decisions

The Method, data, and analysis

This type of research is quantitative. The data

Table 1

Uji asumsi klasik

Independent Variable		
Multikolonierity Test	Tolerance	VIF
Label halal	0,830	1,205
Gaya hidup	0,546	1,830
Komunikasi <i>word of mouth</i>	0,566	1,768
Heterokedastisity Test (Glejser test)		
	Sig t-test	
Label halal	0,978	
Gaya hidup	0,186	
Komunikasi <i>word of mouth</i>	0,653	
Normality residual test		
Kolmogorov-Smirnov test	0,098	

Sumber : Data primer diolah, 2021

The results above show that the Kolmogorov Smirnov value normality test is $0.098 > 0.05$, then the data is normally distributed. The multicollinearity test showed that the VIF value was less than 10, so this study did not show any symptoms of multicollinearity. Furthermore, the heteroscedasticity test showed that the value

are primary data from 100 female respondents at the State Islamic University of Walisongo Semarang who use halal fashion products from Wardah. The sampling technique was carried out using the simple random sampling method with multiple linear regression. The research hypothesis testing was carried out using the SPSS program.

Result and Discussion

of the halal label, Lifestyle and word-of-mouth communication 0.05 , there were no symptoms of heteroscedasticity.

Multiple linear regression analysis

This analysis aims to determine the effect of the independent variable on the dependent.

Table 2.

Uji regresi linear berganda

Independent Variable			
		t	
Hypothesis Tes	coefficients	value	sig
Constant	-1,842	-0,591	0,556

<http://journal.walisongo.ac.id/index.php/JDMHI/index>

DOI: <http://dx.doi.org/10.21580/jdmhi.2022.4.1.10982>

Label halal	0,328	3,539	0,001
Gaya hidup	0,861	7,636	0,000
Komunikasi <i>word of mouth</i>	0,063	0,630	0,530
R square	0,636		
Adjusted R square	0,624		
F statistic	55,841		
Sig F statistic	0,000		

Dependent variable: Keputusan pembelian

Sumber : Data primer diolah, 2021

The Effect of Halal Label on Wardah Cosmetics Product Purchase Decision

Based on the results of the first hypothesis test, it shows that if the Halal Label has a positive and significant effect on purchasing decisions, it means that H1 is accepted. In the same way, Alfian and Marpaung (2017) argued that halal labels, brand image and price affect purchasing decisions. Halal labels on product packaging and stores may increase the product's price since halal certification requires additional costs from the company so that halal-certified companies can market their products to the Muslim market. Sukesti and Budiman (2014) indicated that the halal label and personal religiosity impact on choosing food products in Indonesia are relatively large since most Indonesian people are Muslim. Halal food will obtain a halal certificate from LPPOM MUI to ensure it is halal.

The recommendation to use halal products is explained in the Qur'an and direct orders from Allah SWT that aim to benefit his people. Information about halal products marketed in Indonesia is essential and is designed to protect Muslims from consuming products that are not halal. By implementing halal standards, products have clear quality standards and provide more functionality to customers. Products that have a halal label will provide inner comfort for users because there is no

doubt that the materials used and the production process are carried out correctly.

Halal labels on product packaging and in stores will increase the product's price. Because the company has to bear additional costs to get a halal certificate and choose raw materials that are good for health and avoid haram ingredients, halal-certified products can enter the Muslim market share and become an alternative choice for Muslim consumers. It follows the Planned Behavior Theory on subjective norms, individual beliefs about agreeing or disagreeing, which come from ref (influential people or social groups such as partners, parents, friends, etc.). Normative beliefs come from individual beliefs about the people around them that encourage or reject the manifestation of the behavior. Such as belief in the halal label of a product.

Influence of Lifestyle on Purchase Decision

Based on the results of hypothesis testing, it shows that Lifestyle has a positive and significant effect on purchasing decisions, meaning that H2 is accepted. The results of this study supported Fauzi and Asri (2020) research study, which showed that Lifestyle has a positive and significant effect on purchasing decisions. It means that the consumer's Lifestyle increases the satisfaction of buying batik continuously. The times, needs and

demands of consumers would affect consumer activities, interests and opinions about batik. Environmental conditions also affect consumer attitudes in viewing batik, whether it is necessary to be used in daily activities or not. This research supported Natsir and Alwi (2020). They argued that Lifestyle has a positive and significant effect on purchasing decisions. In addition, a person with a good and established job will express his activities, interests and opinions, which will affect purchasing decisions.

People's lifestyles and behaviour transformation demands tend to be faster and more practical. Lifestyle is always associated with efforts to make oneself exist in a certain way which will lead to the fulfillment of a sense of satisfaction with oneself. The Lifestyle of a religious person will be expressed in his activities, interests and opinions will influence purchasing decisions.

Recently, many people have been implementing a halal lifestyle since halal lifestyle values are based on standards of feasibility, cleanliness, and health. The halal Lifestyle is the best choice to be applied in everyday life. Halal lifestyle development will always follow the times by using more modern Islamic values, considering that Islamic teachings are not only about rituals and beliefs but also become a symbol of commodities in people's lifestyles.

It is under Planned Behavior Theory on the perceived behavioral control aspect, where a person's intention to behave in a certain way is influenced by the level of difficulty of the behavior (individual perception). Suppose a person believes a behavior is easy to perform and he believes he has the opportunities and resources to do it. In that case, he will tend to

have the intention to perform the behavior. However, when an individual thinks he or she does not have the opportunities and resources to take certain actions, it will be difficult to form strong intentions in him even though he has positive norms and attitudes towards the behavior. Perceived power and control belief determine the perception of difficulty or ease of doing an action. Perceived power is a person's evaluation of how much control belief factors will influence a person to perform certain behaviors. While control belief is an individual's belief to perform a behavior.

Influence of Word of Mouth communication on Purchase Decision

The results of the third hypothesis test show that Word of Mouth communication has no effect on purchasing decisions, meaning that H3 is rejected. The results of this study are following Aprilia's research (2018) which shows that word of mouth does not affect purchasing decisions, this is because the stories or information conveyed cannot be transmitted optimally because, in the culinary field, consumers will be more confident if they taste the food offered directly. and consumers will choose restaurants that offer attractive promos. Therefore, manufacturers must be more aggressive in promoting their products with attractive promos to attract customers. In the same way, Maghfiroh's (2019) argued that word of mouth does not affect purchasing decisions since it is unnecessary if someone decides to buy the product just because they heard about the product and there are several considerations. Consumers such as product quality.

Word of mouth is word of mouth promotion where consumers act as marketers indirectly. Word of mouth has two types, namely positive

word of mouth and negative word of mouth. The influence of word of mouth on purchasing decisions is expected to make it easier for someone to determine purchasing decisions to reduce the risk and error rate in purchasing. Word of mouth is considered more credible and effective because it is delivered by someone trusted by consumers such as family, spouse, friends, etc. But in this study the word of mouth variable does not affect purchasing decisions since the stories or information that other consumers convey and recommendations from others are not conveyed correctly, so word of mouth cannot influence consumers. Manufacturers should be more aggressive in promoting their products through social media and providing attractive promos so that consumers recommend to other consumers and pay more attention to the aspirations of comments directly or from social media.

This study supported Planned Behavior Theory on attitude toward behavior aspect, where the degree of assessment (positive or negative evaluation) of a person on a behavior comes from cognitive processes within a person. Behavioral beliefs of individuals will form a cognitive foundation accompanied by the formation of attitudes. Person's assessment determines the perspective of the behavioral consequences associated with a behavior by looking at the correlation between the consequences of a behavior. When someone believes that taking a certain action leads to something positive and considers the action to have a satisfying impact. In that case, that person will have a positive attitude towards the action and consider the behavior as a preferred behavior (favorable behavior). Yet individuals are considered dissatisfied if their behavior leads to negative consequences. In that case, the

person will have a negative attitude towards the behavior and judge the behavior as unfavourable behavior.

Conclusion

Based on the results, it can be concluded that the halal label has a positive and significant effect on purchasing decisions. In that case, the higher the halal label, the purchasing decisions impact will increase. Lifestyle has a positive and significant effect on purchasing decisions. It means that the higher the Lifestyle, its influence on purchasing decisions will grow. Word-of-mouth communication has no significant effect on purchasing decisions. It means that word of mouth is not a substantial factor influencing confidence in purchasing decisions. Word of mouth does not affect purchasing decisions because stories or information submitted by other consumers and recommendations from others are not conveyed optimally. The implications of this study explain that the use of halal cosmetic products is an option for the millennial generation (Gen-Z) to purchase a beauty product so that to improve the company's business performance, the company's management must focus more on halal products that are appropriate. with the rules of the majority religion adopted by consumers in Indonesia.

Recommendation

They can develop other variables for further research, such as halal certification, awareness, product knowledge, etc. In addition, further research can use a sample of the millennial generation in a broader scope and use more

specific research objects other than halal cosmetics.

References

- Afendi, A. (2020). The Effect of Halal Certification, Halal Awareness and Product Knowledge on Purchase Decisions for Halal Fashion Products. *Journal of Digital Marketing and Halal Industry*, 2(2), 145. doi:10.21580/jdmhi.2020.2.2.6160
- Afendi, A., & Indriani, F. (2022). Purchase Behavior of Millennial Female Generation (Gen-Z) on Halal Cosmetic Products in Semarang. *Mix: Jurnal Ilmiah Manajemen*, 12(1). doi:10.22441/jurnal_mix.2022.v12i1.012
- Ajzen, I., & Fishbein, M. (1970). The prediction of behavior from attitudinal and normative variables. *Journal of experimental social Psychology*, 6(4), 466-487.
- Alfian, I., & Marpaung, M. (2017). Analisis pengaruh label halal, brand dan harga terhadap keputusan pembelian di kota Medan. *AT-Tawassuth: Jurnal Ekonomi Islam*, 2(1), 118-141.
- Apriliya, L. (2018). Pengaruh Word Of Mouth, Kesadaran Merek dan Kualitas Produk terhadap Keputusan Pembelian (Studi Pada Mie Akhirat di Surabaya). *Bisman-Jurnal Bisnis Manajemen*, 8(2), 237-252.
- Arifa, N., Hartono, H., & Robustin, T. P. (2018). Pengaruh Kualitas Produk dan Harga serta Word Of Mouth Terhadap Keputusan Pembelian Kosmetik Wardah:(Studi Kasus Mahasiswi STIE Widya Gama Lumajang). *Jobman: Journal of Organization Bussines Management*, 1(1), 54-63.
- Boyd, H. W., Walker, O. C., & Larreche, J. C. (2000). Manajemen pemasaran suatu pendekatan strategis dengan Orientasi Global.
- Fauzi, F., & Asri, R. (2020). Pengaruh Etnosentrisme, Citra Merek Dan Gaya Hidup Terhadap Keputusan Pembelian Batik (Studi Pada Konsumen Di Wilayah Jakarta Barat). *Jurnal Manajemen Pemasaran*, 14(2), 86-95.
- Harahap, A. J. J. (2018). Pengaruh Labelisasi Halal Terhadap Minat Beli (Studi Pada Konsumen Pizza Hut Kota Medan). 5(2).
- Kotler, P., & Keller, K. L. (2016). *A framework for marketing management*: Pearson Boston, MA.
- Kotler, P., & Keller, K. L. (2021). *Manajemen Pemasaran edisi 13 jilid 2*.
- Maghfiroh, K. (2019). Pengaruh Harga, Kualitas Produk Dan Word of Mouth Terhadap Kepuasan Konsumen Serta Implikasinya Pada Keputusan Pembelian Smartphone Xiaomi. *Business Management Analysis Journal*, 2(2), 34-44.
- Mowen, J. C., & Minor, M. (2002). *Perilaku konsumen*. Jakarta: Erlangga.
- Natsir, F. M., & Alwi, F. (2020). Pengaruh Gaya Hidup Terhadap Keputusan Pembelian Dan Kepuasan Konsumen Sepeda Motor Kawasaki D-Tracker 150 Di Kota Dumai. *Jurnal Economica*, 8(1), 54-68.
- Purwanto, H., Jati, S., & Rofiq, A. (2021). Policy Analysis of Enforcement of Halal Product Guarantee Regulations Through The Regulatory Impact Analysis (RIA) Approach. *Journal of Digital Marketing Halal Industry*, 3(2), 149-164.
- Rambe, Y. M., & Afifuddin, S. (2012). Pengaruh Pencantuman Label Halal Pada Kemasan Mie Instan Terhadap Minat Pembelian Masyarakat Muslim (Studi Kasus Pada Mahasiswa Universitas Al-Washliyah, Medan). *Jurnal ekonomi dan Keuangan*, 1(1),

14866.

- Risnawati, L., & Hasbi, I. (2015). Pengaruh Gaya Hidup terhadap Proses Keputusan Pembelian Produk Revlon (Studi pada Remaja Perempuan Kota Bogor). *eProceedings of Management*, 2(1).
- Siswandi, R. A., & Djawoto, D. (2019). Pengaruh Celebrity Endorser, Korean Wave, Brand Image, Word Of Mouth Terhadap Keputusan Pembelian (Kasus Pada Konsumen Produk Kosmetik Korea Selatan Nature Republic di kota Surabaya). *Jurnal Ilmu dan Riset Manajemen*, 8(9).
- Sukesti, F., & Budiman, M. J. I. J. o. B., Economics. (2014). The influence halal label and personal religiosity on purchase decision on food products in Indonesia. *International Journal of Business, Economics Law*, 4(1), 150-153.
- Syamsiah, S. N., Muttaqien, F., & Ato'illah, M. (2018). Analisis Pengaruh Brand Image, Brand Awareness Dan Word Of Mouth Terhadap Keputusan Pembelian Kosmetik Wardah Pada Toko SJ Tempeh Lumajang. *Journal of Organization Business Management*, 1(1), 73-81.
- Wahyuni, R., Irfani, H., Syahrina, I. A., & Mariana, R. (2019). Pengaruh Gaya Hidup Dan Literasi Keuangan Terhadap Perilaku Konsumtif Berbelanja Online Pada Ibu Rumah Tangga Di Kecamatan Lubuk Begalung Kota Padang. *Jurnal benefita*, 4(3), 548-559.

www.halalmui.org

<http://journal.walisongo.ac.id/index.php/JDMHI/index>
DOI: <http://dx.doi.org/10.21580/jdmhi.2022.4.1.10982>