

The Effects of Consumer Knowledge and Religiosity on Halal Cosmetics Buying Intention with Consumer's Attitude as the Mediation Variable

Tony Wijaya*

Department of Management, Yogyakarta State University, Indonesia

Tegar Pangesti Mahardika

Department of Management, Yogyakarta State University, Indonesia

Abstract

This study was aimed to determine the effects of consumer knowledge and religiosity on halal cosmetic buying intention with consumer attitude as the mediation variable. This is a causal associative research with quantitative approach. The sample of this study is woman that live in Yogyakarta who use Wardah Cosmetics. Purposive sampling was used as the sampling technique with 132 consumer as the sample. Data was collected through survey with online questionnaire. The regression analysis used as the data analysis technique. The research results shows that consumer knowledge positively affects consumer attitude, religiosity positively affects consumer attitude, consumer knowledge positively affects buying intention, religiosity positively affects buying intention, consumer attitude positively affects buying intention, consumer knowledge and religiosity positively affects buying intention with consumer attitude as mediation variable.

Keywords: Consumer knowledge; Religiosity; Buying intention; Consumer attitude; Halal.

1. Introduction

Indonesia is a country with a majority population of Muslims. According to data from the population census carried out by the Central Statistics Agency in 2010, 87.17% of the population of Indonesia are Muslim. Islam is a religion that guides Muslims in every aspect of life, not only in specific acts of worship (Alam and Sayuti, 2011). In the holy books of Islam, the Qur'an, and in the hadiths it has been explained how Muslims should live their lives. The rules or guidelines described in the Qur'an and hadith cover many things, for example regarding rules about buying and selling, dressing, socializing, and so on. One of the things that is also regulated in Islam is the rule of consuming a product or service. Muslims are required to consume halal products.

Halal is an Arabic word that is associated with Islamic beliefs. Halal in the general sense can be translated as means allowed, or permitted. A basic acceptance and understanding of what Halal is very important for the trust of every Muslim (Wilson and Liu, 2010). The concept of halal in Islam is not only limited to food, but also applied to products of body care, cosmetics, medicine, and services that include banking, investment, and business. Along with the increasing trend in the community regarding products that implement provisions in accordance with Islamic law, this raises various business opportunities. One of them is the popularity of halal cosmetics. The cosmetics industry in Indonesia has experienced a significant development. According to the Ministry of Industry, the growth of the cosmetics industry in 2017 in Indonesia amounted to 6.35% and rose to 7.36% in 2018. This growth was supported by increasing public attention to its appearance. The use of cosmetics and facial care products is not only limited by women, but also by teenagers and men. Community needs for cosmetics and facial care products that are more suitable encourage the emergence of local cosmetic brands with their respective market segments. Local brands include Mineral Botanica, Rollover Reaction, Beauty Story, BLP Beauty, Beauty Story, Goban, and many more.

Of the many cosmetic brands both local and imported, only 162 brands with various kinds of cosmetics and facial care products are marketed that have received halal certification from the Institute for Food, Medicine and Cosmetics Studies of the Indonesian Ulama Council (LPPOM MUI). Whereas the products that have obtained marketing approval from the Indonesian Food and Drug Supervisory Agency (BPOM) in December 2018 were 4,579. Although cosmetic products in Indonesia have obtained marketing authorization from BPOM, there are still many who do not have halal certification from LPPOM MUI. This needs to be a concern for cosmetic consumers in Indonesia.

One of the local brands that first appeared in 1995 was Wardah. Wardah is a local brand that pioneered halal cosmetics brands. The wardah cosmetic and facial care products use halal ingredients and are processed by halal methods. With the halal concept promoted by Wardah, this brand was able to win Top Brand Awards in Indonesia in 2016 for 10 categories and 2017 for 13 categories. Wardah managed to become the Top Brand of choice for the Indonesian people with the Top Brand Index which increases every year from 2015 to 2018.

Table-1. Cosmetics Top Brand Index in Indonesia

Brand	Year			
	2015	2016	2017	2018
Wardah	9,48	17,5	20,40	27,54
Maybelline	8,19	6,49	6,84	4,39
Revlon	10,8	8,07	7,81	10,06
Oriflame	7,11	6,43	4,60	3,74
Sariayu	6,76	8,38	5,93	4,89
Pixy	3,52	4,64	6,19	2,68

Sources: <http://www.topbrand-award.com/top-brand-survey/survey-result/>

In the category of cosmetics and facial care, Wardah managed to excel with the highest Top Brand Index value among other cosmetic brands. These categories include lipstick, lip gloss, blush, body cream, foundation and powder. In several other categories such as body mist, facial cleanser, facial moisturizer, sun care and mascara, Wardah is still defeated by other brands from abroad whose halal status is still questionable by consumers due to the absence of halal certification from the Indonesian Ulama Council. Various factors can influence consumers before deciding to buy a product. This also applies to buying cosmetics. Sigma Research Indonesia a marketing research institute conducted research on 1200 Indonesian women with segments aged 15-55 years. From these studies it can be seen several factors that are considered by women in buying cosmetic products. The biggest factor in the presentation was the compatibility of the formula on facial skin (79.4%), then followed by products that were durable (67.4%), lightweight formulas (62.2%), as well as color selection, halal, price with percentage each above 50%.

From the research conducted by Sigma Research, the halal status of a product is still not a major consideration that underlies consumer decisions in buying cosmetics. The low level of public awareness in buying and consuming halal products, especially cosmetic products, can be caused by several factors. Adinugraha *et al.* (2017), in the study indicate that consumers' understanding and knowledge of the definition of halal products is still low. Knowledge possessed by someone can influence a person's actions. Knowledge is identified as an influential factor in determining consumer purchasing decisions (Hamdan *et al.*, 2013). In general, consumer knowledge refers to facts, feelings or experiences that are known by a person or group of people. Knowledge can also be defined as awareness or familiarity gained from experience or learning process. Specifically, knowledge means skills and abilities acquired by a person or group through understanding theory or practice about a subject (Che *et al.*, 2011; Sinclair, 2010).

Wijaya (2014), showed that organic knowledge had a positive and significant influence on attitudes to organic food. This means that the higher the organic knowledge, the better the attitude towards organic food. Attitudes on organic food have a positive and significant influence on the intention to buy organic food. This means that the better the attitude towards organic food, the higher the intention to buy organic food. Religiosity can be defined as an individual's commitment to his religion and how that commitment is reflected in the attitudes and actions of an individual (Mukhtar and Butt, 2012). Mukhtar and Butt (2012), found that Muslims who are in a country that is predominantly Muslim have a positive attitude towards halal products and this positive attitude affects the purchasing decisions of halal products. This positive attitude is influenced by subjective norms and religiosity possessed by Muslims in the country. Knowledge and religiosity that someone has is different from one another. It also has an effect on the attitude shown in daily behavior. Listyoningrum and Albari (2012), prove that attitudes, subjective norms and perceptions of behavioral control positively influence Muslim consumers' buying intention. Religiosity has a relationship positive attitude towards one's attitude towards halal cosmetics. The attitude possessed by someone can influence the buying intention in a product.

2. Empirical Literature

Said *et al.* (2014), stated that knowledge variables are divided into two, namely: objective knowledge, namely accurate information about stored products in consumers' long-term memory, and subjective knowledge, namely people's perceptions of what and how they know about a product based on their subjective interpretation. A person's knowledge of an object contains two aspects, positive and negative aspects. Both of these aspects will determine one's attitude, the more positive aspects of the object are known, the more positive the attitude of the object will be. Aertsens *et al.* (2011), found that subjective knowledge has a positive effect on consumer attitudes.

Johnson *et al.* (2001), suggested that religiosity is defined as the degree to which a person is committed to his religion and how his religion is reflected in the attitudes and behaviors of these individuals in daily life. It can be assumed that the higher the individual enters religion into his identity, the greater the impact on their values and behavior. Therefore, religion also affects individual choices and decisions. Overall, religiosity is found to have an influence on one's beliefs, knowledge, attitudes, likes and dislikes, and one's feelings about consumption (Farrag and Hassan, 2015).

Knowledge refers to facts, feelings or experiences that are known by a person or group of people; it can also be defined as awareness or familiarity obtained through experience or learning. Awareness is the ability to interpret, feel and be aware of events and objects. Awareness has been hypothesized to have an important role in determining buying intention (Aziz and Chok, 2013). Aziz and Chok (2013), examined halal awareness that can be linked to consumer knowledge and its relation to consumer buying intention. In the study it was found that knowledge of halal food had a positive relationship with consumer buying intention.

Religious commitment is an important factor in one's life that shapes the individual's beliefs, knowledge and attitudes. Different religious groups such as Muslims, Christians, Buddhists and other groups with different religious orientations have different beliefs. This belief cannot be ignored when analyzing society (Fam *et al.*, 2002) Religious commitment and religious beliefs influence one's feelings and attitudes towards consumption (Jamal, 2003). Mukhtar and Butt (2012), in their research found that religiosity can influence consumers in choosing halal products.

Ireland and Rajabzadeh (2011), examined consumers in Saudi Arabia regarding their attitudes to products on the market such as food and body care products and cosmetics. In the study it was found that consumers in Saudi Arabia pay more attention to food than body care products and cosmetics. The attitude possessed by consumers can influence consumer buying intention. The buying intention of the consumer comes from the attitude and judgment of the consumer on a product and the external factors of the product. These attitudes, judgments, and other external factors are very important factors to predict consumer behavior. The intention of buying can measure how likely consumers are to buy a product, where the higher the buying intention the higher the consumer's intention to buy the product.

Thus,

Hypothesis 1: Consumer knowledge has a positive effect on consumer attitudes

Hypothesis 2: Religiosity has a positive effect on consumer attitudes

Hypothesis 3: Consumer knowledge has a positive effect on buying intention

Hypothesis 4: Religiosity has a positive effect on buying intention

Hypothesis 5: Consumer attitudes have a positive effect on buying intention

Hypothesis 6: Consumer knowledge and religiosity have a positive effect on buying intention through consumer attitudes

3. Methodology

The research design used was a causal association method and used a quantitative approach. The study was conducted in Yogyakarta-Indonesia. The sample of this study was Wardah cosmetic users who lived in Yogyakarta with 132 people. The technique used in this study was purposive sampling. The sample criteria taken in this study were women in Yogyakarta who had using Wardah cosmetics. Data collection techniques used aclosed questionnaires. All variables in this study were measured using a Likert Scale with a scale of 1-5. The results of the validity test indicate that 1 item question used to measure the religiosity variable is invalid because it shows a value smaller than 0.5. Reliability test results show that the instrument is reliable because it has a value greater than 0.7. The amount of Cronbach's alpha value of consumer knowledge is 0.820, religiosity is 0.737, consumer attitudes are 0.905 and buying intention is 0.936.

4. Results

4.1. Descriptive Analysis

The composition of respondents by age, the composition of respondents 66.7% aged 18-23 years, 30.3% aged between 24-29 years, 2.3% aged between 30-35 years, 0.8% aged between 26-40 years. The composition of respondents based on on income is respondents with income <Rp1,000,000.00 at 36.4%, respondents with income of Rp1,000,000.00-Rp.2,000,000.00 for 52.3%, respondents with income of Rp.2,000,000.00-Rp3 .000,000.00 in the amount of 9.8% and respondents with income> Rp. 3,000,000 for 1.5%.

4.2. Regression Analysis

Table 2. Regression Results

Hypothesis	β	Sig.	Adjusted R ²
Hypothesis 1	0,638	0,000	0,178
Hypothesis 2	0,623	0,000	0,175
Hypothesis 3	1,207	0,000	0,223
Hypothesis 4	1,157	0,000	0,211
Hypothesis 5	1,370	0,000	0,647

The first hypothesis in this study is that consumer knowledge has a positive effect on consumer attitudes. Based on the regression analysis that has been done, it is known that consumer knowledge has a positive effect on consumer attitudes with a regression coefficient of positive value of 0.638. The contribution of the influence of consumer knowledge on consumer attitudes is (ΔR^2) 0.178; it can be concluded that the first hypothesis is accepted. The second hypothesis in this study is that religiosity has a positive effect on consumer attitudes. Based on the regression analysis that has been done, it is known that religiosity has a positive effect on consumer attitudes with a regression coefficient of positive value of 0.623. The contribution of the influence of religiosity on consumer attitudes is (ΔR^2) 0.175; it can be concluded that the second hypothesis is accepted.

The third hypothesis in this study is that consumer knowledge has a positive effect on buying intention. Based on the regression analysis that has been done, it is known that consumer knowledge has a positive effect on buying intention with a positive regression coefficient of 1.207. The contribution of the influence of consumer knowledge to buying intention is (ΔR^2) 0.223; it can be concluded that the third hypothesis is accepted. The fourth hypothesis in

this study is religiosity has a positive effect on buying intention. Based on the regression analysis that has been done, it is known that religiosity has a positive effect on buying intention with a regression coefficient of positive value of 1.157. The contribution of the influence of religiosity to buying intention is (ΔR^2) 0.211; it can be concluded that the fourth hypothesis is accepted.

The fifth hypothesis in this study is that consumer attitudes positively influence buying intention. Based on the regression analysis that has been done, it is known that consumer attitudes have a positive effect on buying intention with a regression coefficient of positive value of 1.370. The contribution of consumer knowledge influence to buying intention is (R^2) 0.647; it can be concluded that the fifth hypothesis is accepted.

The sixth hypothesis in this study is that consumer knowledge and religiosity have a positive effect on buying intention with consumer attitudes as mediating variables. Based on the Sobel test that has been done, it is known that the indirect effect of consumer knowledge on buying intention mediated by consumer attitudes is 0.7987 and is significant at 0.0000, so it can be concluded that there is a mediation relationship. But the mediation coefficient value of 0.7987 is smaller than the direct effect value of 1.2065, so the mediating variable mediates partially. The indirect effect of religiosity on buying intention mediated by consumer attitudes is 0.7860 and is significant at 0.0000, so it can be concluded that there is a mediation relationship. But the mediation coefficient value of 0.7860 is smaller than the direct effect value of 1.1573, so the mediating variable mediates partially. Then it can be concluded that the sixth hypothesis is accepted.

5. Discussions and Conclusions

Knowledge refers to facts, feelings or experiences that are known by a person or group of people; it can also be defined as awareness or familiarity gained through experience or learning. To be more specific, knowledge means skills and skills acquired by a person or group of people through theoretical or practical understanding of a subject. According to [Elmubarak \(2008\)](#) attitude is a form of evaluation of feelings and potential tendencies to react which is the result of interactions between cognitive, affective and conative components that react to each other in understanding, feeling and behaving towards an object. Positive consumer attitudes are influenced by understanding and learning possessed by consumers who can influence consumer decision making. The results of this study reinforce the results of previous studies conducted by [Aertsens et al. \(2011\)](#) which showed that increased consumer knowledge has a positive effect on more positive consumer attitudes.

Religiosity is the whole of individual soul functions including beliefs, feelings, and behaviors that are directed consciously and sincerely to the teachings of religion by working on five religious dimensions which include the ordinance of obligatory worship and circumcision and religious experience and consumer knowledge in individuals. Attitudes are tendencies learned in behaving in a fun or unpleasant way towards a particular object. [Wilkes et al. \(1986\)](#), concluded that religiosity affects several aspects of consumer lifestyles, which in turn can influence consumer choice. In the religion embraced by individuals there are rules that will affect the lifestyle of individuals who are adherents of the religion.

Knowledge is the result of human sensing, or the result of knowing someone about objects through their senses. A person's knowledge of an object contains two aspects, positive and negative aspects. [Kinneer and Taylor \(1995\)](#), argue, buying intention is the stage of the respondents' tendency to act before the buying decision is actually carried out. intention in buying is obtained from a learning process and thought processes that form a perception. The buying intention that arises creates a motivation that continues to be recorded in his mind, which in the end when a consumer must fulfill his needs will actualize what is in his mind. A positive attitude can affect consumers' perceptions of a product so that it can affect consumers' desire to buy products. The results of this study support previous research conducted by [Aziz and Chok \(2013\)](#). In the study it was found that the level of consumer knowledge had an influence on buying intention in halal cosmetic products.

[Johnson et al. \(2001\)](#), suggested that religiosity is defined as the degree to which a person is committed to his religion and how his religion is reflected in the attitudes and behaviors of these individuals in daily life. buying intention is a consumer behavior where consumers have the desire to buy or choose a product, based on experience in choosing, using and consuming or even wanting a product. Religiosity possessed by individuals can be reflected in the product purchasing decisions that are in accordance with the individual's religious beliefs. The results of this study support previous studies conducted by [Bonne et al. \(2008\)](#). The study suggests that the level of consumer religiosity has a positive effect on consumers' buying of halal-certified food in Turkey.

Attitudes are evaluations in carrying out certain behaviors involving attitude objects, such as buying product. Attitude refers to the extent to which an individual has a good judgment about a behavior. As a general rule, the better the individual's judgment about attitudes and subject matter related to behavior, and the greater the perceived behavioral control, the stronger the individual's intention to carry out the behavior considered. The importance of relative attitudes, subjective norms, and behavioral controls that are felt in predictions of intention is expected to vary across behaviors and situations ([Ajzen, 2002](#)). According to [Assael \(2001\)](#) buying intention is the tendency of consumers to buy a brand or take actions related to buyings that are measured by the level of likelihood consumers make a buying. A positive attitude towards a product or service will produce a positive desire to make a product buying.

The results of this study support previous studies conducted by [Alam and Sayuti \(2011\)](#) on attitudes toward purchasing halal meat which confirms that attitudes, subjective norms and behavioral control have a significant impact on the intention to buy halal food. In addition, research using Theory of Reasoned Action (TRA) found that subjective attitudes and norms are positively related to the intention to choose halal products among consumers.

Knowledge refers to facts, feelings or experiences that are known by a person or group of people; it can also be defined as awareness or familiarity gained through experience or learning. To be more specific, knowledge means skills and skills acquired by a person or group of people through theoretical or practical understanding of a subject. Johnson *et al.* (2001), suggested that religiosity is defined as the degree to which a person is committed to his religion and how his religion is reflected in the attitudes and behaviors of these individuals in daily life. According to Assael (2001) buying intention is the tendency of consumers to buy a brand or take actions related to buyings that are measured by the level of likelihood consumers make a buying. According to Elmubarok (2008) attitude is a form of evaluation of feelings and potential tendencies to react which is the result of interactions between cognitive, affective and conative components that react to each other in understanding, feeling and behaving towards an object. Positive consumer attitudes are influenced by understanding and learning possessed by consumers who can influence consumer decision making.

Based on the results of the research and discussion in the previous chapter, some conclusions can be conclude, that consumer knowledge has a positive effect on consumer attitudes, religiosity has a positive effect on consumer attitudes, consumer knowledge has a positive effect on buying intention, religiosity has a positive effect on buying intention, consumer attitudes have a positive effect on buying intention, consumer knowledge and religiosity have a positive effect on buying intention with consumer attitudes as mediating variables.

By providing information about the ingredients that are halal used as ingredients for making cosmetics, it is expected that consumers' knowledge and awareness to use halal cosmetics will increase. Based on the results of the study, it is known that the assessment of Wardah cosmetic users in Yogyakarta on religiosity variables with religious commitment indicators got the lowest score. Therefore, Wardah is advised to hold activities that are in line with the values that the company wants to instill in the community. Wardah as a pioneer in creating halal-certified beauty products, shared a new understanding that halal ways of life and beauty products are able to blend elegantly. By conducting studies and seminars on halal cosmetics and about women as well as beauty in accordance with Islamic sharia, Wardah is expected to improve the understanding of its users to implement ways of life that are in accordance with Islamic sharia. Subsequent research can develop this research by examining other factors that can influence buying intention such as subjective norms, packaging, prices, and product characteristics. Further researchers can also use other methods in examining consumer buying intention, for example through in-depth interviews with customers so that the information obtained can be more varied.

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