

The Role of Attitude in the Purchase Intention of Indonesian Muslim Men Towards Halal Personal Care Products

Sonia Citra Wijaya¹ Vita Briliana^{1*}

¹Trisakti School of Management, Kyai Tapa 20, Grogol Petamburan, West Jakarta 11440, Indonesia

*Corresponding author. Email: vita@stietrisakti.ac.id

ABSTRACT

The purpose of the study was to determine whether perceived value, religious belief, trust, brand image, halal certification and awareness of halal personal care products affect the attitudes of Muslim men, and whether the attitude of Muslim men towards halal personal care products affects their purchase intention. A survey method was used in this research. Data was collected using online instrumentation with a target population of Muslim men in Indonesia. The sample in this study amounted to 365 respondents, and the data collection technique was purposive sampling. Structural Equation Modelling Partial Least Square with PLS was used as the approach in testing the collected data. The results of the study indicate that perceived value, religious belief, trust, brand image, halal certification and halal awareness regarding halal personal care products influenced the attitudes of Muslim men and their intentions to use them.

Keywords: *Perceived Value, Religious Belief, Halal Certification, Halal Awareness, Attitude Toward Products Halal Personal Care, Purchase Intention*

1. INTRODUCTION

Recognising the huge potential in the halal product industry during the Covid-19 pandemic, where health and hygiene aspects are an absolute consideration for the community in choosing products, Sharia economic actors are expected to take the opportunity to develop the halal product industry, both in Indonesia and around the world. Indonesia had a population of 270.2 million people in 2020 [1]. The majority of Indonesia's population embraces Islam, with more than 229 million Muslims or 87.2% [2]. As a country with this large Muslim population, whether a product or service is halal is, of course, important for most Indonesians. Furthermore, according to Muslim teachings, it is very important to know from where raw materials originate and how goods are produced, whether consumed or used. This relates to the obligation according to Sharia that Muslims may only consume and use products that are halal and healthy. So, in this situation it is increasingly important to verify and authenticate halal products in order to maintain the sanctity of their religion. The halal logo is no longer just a symbol that can differentiate a product, but it has become a necessity for Muslims.

The cosmetic industry is one of the fastest growing industries. Despite the Covid-19 pandemic, the chemical, pharmaceutical and cosmetic industries experienced 5.59% growth in the first quarter of 2020. During the pandemic, it seems that not only women but also men are starting to

spend more on personal care products. The development of interest in personal care is due to consumer behavior currently changing to focus on health. This indicates a fairly large market potential for personal care products, particularly for men. In Indonesia, there are various types of men's personal care products, but none have claimed to be halal. Indonesia with its majority Muslim population is considered a fashion centre for Muslim fashion trends as well as halal cosmetics. Kahf is the first male personal care brand to be positioned as a halal and modern personal care brand specifically for men.

Several researchers have attempted to identify the factors that influence the formation of attitudes towards a halal product. Previous research has identified an interest in purchasing halal cosmetic products among Muslim women [3], especially the millennial generation of Muslim women [4]. This study aims to fill the research gaps that have emerged, with more focus on identifying the attitudes or behavior of Muslim men towards the first halal personal care products specifically for men in Indonesia, namely Kahf, by looking at the influences of perceived value, brand image, religious belief, halal certification, trust and halal awareness. What will also be measured is how attitude influences their intentions to buy Kahf products, which is being positioned as a halal and modern personal care brand for the needs of today's men. The brand is expected to repeat the success of Wardah, which

previously dominated the halal cosmetic market in Indonesia [3].

2. LITERATURE REVIEW

Referring to the Theory of Reason Action and Theory of Planned Behavior [5], attitudes influence people's decisions and how they act, and are based on their feelings and perceptions of something. Evaluating emotional feelings refers to the way consumers tend to act with regard to an object or idea when deciding whether it is useful or not [6]. Attitude is formed when a person evaluates particular behaviour as positive or negative ([7]. In the context of this study, attitudes towards halal personal care products are consumer evaluations or assessments of such products that can encourage consumers to make a decision to buy them. Research conducted Briliana and Mursito [3], Handriana et al [4] proves that attitudes towards halal products affect the purchase intention of cosmetic products.

Garg and Joshi [8] explain that purchase intention occurs when consumer behavior pays attention to a brand, examines it and shows a willingness to buy. Purchase intention is a series of consumer actions in considering a brand that lead to purchase intention, and there is a possibility that consumers will buy that brand or switch to another brand [6]. So, purchase intention explains the consumer's action to make a decision, which is reflected in the desire to buy a certain product by considering the brand.

Chen and Chang [9] define perceived value as a potential consumer's evaluation of the overall benefits of a product that has already been rated by consumers. This perceived value is formed when the prospective customer evaluates the benefits and costs of the offer in comparison with the perceived alternative [6]. In the context of this research, perceived value is a person's assessment or evaluation of a product, based on the perception of the benefits that can be obtained, and compared to the costs that must be incurred when purchasing the product. Previous research (Cheah et al. [10], Hsu et al. [11], Handriana et al [4] confirms that perceived value affects attitudes.

Dwyer et al. [12] explain that trust is the expectation of one party that the other party will fulfil their promise and contribute their part in a relationship. It takes the form of a person's desire to depend on another party, because he or she has faith in that party. In conclusion, consumer trust in a particular product or service arises with the belief that the product or service can meet their needs and expectations. Previous findings (Al-Debei et al. [12] and Handriana et al. [4] prove that trust affects attitudes.

Religiosity can be defined as the way an individual practices their religion and implements its values and beliefs in their daily life [13]. The religious beliefs of Islam provide Muslims with a potential source of awareness and motivation to consume and use halal products [14]. For instance, Briliana and Mursito [3] found that highly educated Muslim women, who also have a high

level of religiosity, are very concerned that halal labels are used to identify halal cosmetics. Chinomona [15] explains that brand image is formed in the memories of consumers by the number of associations they make with a brand to develop specific perceptions about the brand. In this way, brand image forms perceptions about brands based on brand associations in consumers' memories (Keegan and Green [16]. How consumers think about a particular brand causes feelings about the brand to form in their minds Ansary and Hashim [17]. Therefore, in this study, brand image is the consumer's perception or belief in the brand associations with a particular product or service that are embedded in their memory. The previous research of Elseidi and El-Baz [18] and Handriana et al. [4] indicates that brand image has a positive effect on attitudes towards products.

Shafie and Othman [19] affirm that halal certification marketers can inform consumers and convince them that products and services are halal according to Islamic law. The product or service certification process is based on Sharia law (Noordin et al., [20]. Halal certification is a symbol of assurance for Muslim consumers, indicating that a product is made from halal raw materials and processed according to Sharia requirements (Jaiyeoba et al. [21]. In this study, halal certification is a means of product or service certification that is marked with a symbol on the product, indicating that it has been made in accordance with Islamic law. Balques et al. [22] confirm that halal certification has a significantly positive effect on attitudes towards halal products.

Shahid et al. [23] define halal awareness as what a consumer knows about halal products, their familiarity with and how well they understand the associated information. This happens through the process of consumer awareness about what can be eaten, drunk or used by Muslims Ambali and Bakar [24]. Muslims are able to understand the meaning of halal products, including being aware of how products are stored, sanitized and transferred in the distribution system Zakaria et al. [25]. In this study, halal awareness is the awareness of a consumer about halal products, knowing what can be consumed or used, and their knowledge of how a product is processed until it arrives in consumers' hands. Research by Handriana et al. [4] has found that halal awareness significantly affects attitudes towards products.

3. RESEARCH METHODOLOGY

Based on the description that has been discussed, the following hypotheses can be developed:

H1: Perceived value will have a positive impact on attitudes towards halal personal care products for Muslim men.

H2: Religious beliefs will have a positive impact on attitudes towards halal personal care products for Muslim men.

H3: Trust will have a positive impact on attitudes towards halal personal care products for Muslim men.

H4: Brand image will have a positive impact on attitudes towards halal personal care products for Muslim men.

H5: Halal certification will have a positive impact on attitudes towards halal personal care products for Muslim men.

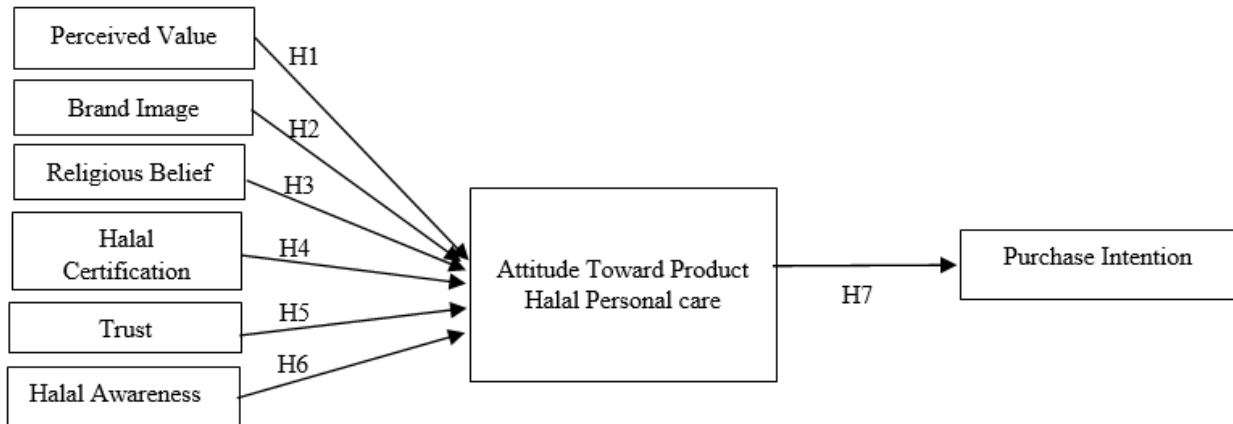


Figure 1 Framework

The population in this study is Muslim men who use personal care products in Indonesia which has two seasons, namely dry and rainy. Self-administered questionnaires were distributed to the respondents through face-to-face and online approaches from January to March 2021. The purposive sampling method was used with 365 male respondents, the sample criteria being: aged at least 18 years; Muslim; routinely using facial care products, such as facial wash, moisturizer or facial lotion after shaving; and having not previously bought or used Kahf

brand halal personal care products. The statistical method used was SEM with the SmartPLS 3.0 test tool.

4. RESULTS

The demographic characteristics of the participants are that more than half (64.9%) of the Muslim male respondents were employed. In terms of age, 65% were 23 to 27 years old, 18% were 18 to 22 years old, and the rest were aged 28-32 years and over.

Table 1 Measurement items of the study

		Loading
Perceived Value (PV) – adapted from Cheah et al.[10], Hsu et al.[11]		
PV1	I think these halal personal care products are reliable.	0.865
PV2	I think these halal personal care products have good functions.	0.814
PV3	I think these halal personal care products fulfill my needs well.	0.842
PV4	I think these halal personal care products are superior.	0.834
Religious Belief (RBE) – adapted from Briliana and Mursito[3]; Aziz et al.[13]		
RBE1	I use halal products because they suit my religious beliefs.	0.831
RBE2	I choose halal products because, according to my religion, they are preferable.	0.817
RBE3	I follow religious advice by buying products that are halal.	0.834
RBE4	I try not to buy products that are considered non-halal.	0.737
Brand Image (BI) - adapted from Elseidi dan El-Baz [18]		
BI1	I think that this halal product brand has a style that differentiates it from its competitors.	0.845
BI2	I think that this halal product brand satisfies its customers' expectations.	0.838
BI3	I think that this halal product brand is among the best brands in the cosmetics sector.	0.809
BI4	In think that this halal product brand really strengthens the halal image in market	0.816
Trust (TR) - adapted from Elseidi dan El-Baz [18]		
TR1	I feel the performance of these halal personal care products satisfies my expectations.	0.708
TR2	I feel these halal personal care products are trustworthy.	0.786

TR3	I feel these halal personal care products can be relied upon.	0.787
TR4	I feel confident about these halal personal care products.	0.816
Halal Certification (HCE) – adapted from Handriana et al. [4]		
HCE1	I think that halal certification can convince consumers that products and services are halal.	0.778
HCE2	Products that are certified as halal are important to me.	0.819
HCE3	I think that halal certification can improve product market capability.	0.694
HCE4	I think that products with the halal logo appeal more than products that do not.	0.784
HCE5	I know that sometimes halal logos that are not genuine appear on products	0.778
Halal Awareness (HAW) - adapted from Handriana et al. [4]		
HAW1	I realize and know that these personal care products are halal.	0.881
HAW2	I realize and know that these personal care products come from ingredients that are halal.	0.867
HAW3	I realize and know that these personal care products are processed in a halal manner.	0.805
Attitude toward halal personal care products (ATP) – adapted from Briliana dan Mursito[3],Handriana et al. [4]		
ATP1	I prefer to buy personal care products that are halal.	0.823
ATP2	I am always guided by the halal label when I buy personal care products.	0.752
ATP3	Personal care products that are halal are a priority for me.	0.804
ATP4	It is my own decision to use personal care products that are halal.	0.725
Purchase intention (PI) – adapted from Briliana dan Mursito [3], Handriana et al.[4]		
PI1	I plan to buy personal care products that are halal in future.	0.859
PI2	I will make choices to use personal care products that are halal.	0.835
PI3	I will tend to select personal care products that are halal in the future.	0.836
PI4	I will meet my personal care needs by purchasing cosmetic products that are halal.	0.831

Table 2 Reliability, convergence, and discriminant validity

	ATP	BI	HAW	HCE	PV	PI	RBE	TR	CR	AVE	R square
ATP	0.777								0.780	0.604	0.673
BI	0.278	0.827							0.848	0.684	
HAW	0.556	0.395	0.851						0.811	0.725	
HCE	0.656	0.391	0.508	0.770					0.753	0.509	
PV	0.487	0.365	0.389	0.380	0.839				0.860	0.704	
PI	0.538	0.399	0.504	0.425	0.641	0.840			0.863	0.706	0.290
RBE	0.726	0.286	0.484	0.588	0.344	0.441	0.806		0.819	0.649	
TR	0.548	0.473	0.525	0.475	0.503	0.702	0.461	0.775	0.779	0.601	

Table 3 Hypotheses testing results

	Path	Original Sample	Sample Mean	Standard Error	t-Statistics	p-value	Supported
H1	PV → ATP	0.168	0.168	0.040	4.206	0.000	Yes
H2	RBE → ATP	0.426	0.432	0.060	7.129	0.000	Yes
H3	TR → ATP	0.132	0.124	0.055	2.405	0.016	Yes
H4	BI → ATP	-0.121	-0.111	0.048	2.545	0.011	Yes
H5	HCE → ATP	0.259	0.263	0.062	4.142	0.000	Yes
H6	HAW → ATP	0.131	0.122	0.044	2.970	0.003	Yes
H7	ATP → PI	0.538	0.539	0.039	13.955	0.000	Yes

5. DISCUSSION

The study findings show that perceived value, religious belief, trust, brand image, halal certification and halal awareness have a positive and significant effect on attitudes toward halal personal care products, and

ultimately an attitude of purchase intention is formed. This is in line with previous research Briliana and Mursito [3], Handriana et al. [4].

This study identifies the influence of perceived value on attitudes toward halal personal care products. In accordance with the research of Hsu et al. [11] and Cheah et al. [10], the value perceived by consumers will help

create a positive attitude in Muslim men to trust that the halal personal care products they use are more beneficial than other products. Kahf products are marketed as being reasonably priced, using natural ingredients such as Moroccan argan oil and Moroccan mint extract, and being produced with HydroBalance technology, so that they are useful for moisturizing the skin. The advertised benefits will increase the positive attitudes of consumers towards halal personal care products.

This study also proves how trust influences the attitudes of Muslim men toward halal personal care products. These results are in accordance with the research of Al-Debei et al. [12] and Handriana et al. [4]. The formation of a positive attitude towards products that are halal is a result of the belief that using them fulfils religious expectations. This attitude can be maintained and improved if information is provided about the function of the product, such as in basic care tips for Muslim men.

It has been proven that religious belief has a very strong influence on attitudes toward the use of halal personal care products. In accordance with the research of Briliana and Mursito [3] and Handriana et al. [4], a person who has a high level of religious belief will prefer to use halal products. Kahf offers self-care products that are halal and, of course, safe for Muslim men to use. By choosing to use halal products with the Kahf brand, Muslim men can take care of their skin without violating the rules of their religion. In line with the findings of this study, there is an influence of brand image on attitude toward halal personal care products. These results are in accordance with the research of Handriana et al. [4] and Elseidi and El-Baz [18]. Another brand, Cafe, has just started to build its positive brand image, by adopting the concept of nature, halal, and tayyib or wholesome personal care. Supported by the success of halal cosmetic products specifically for Muslim women (Wardah brand), the Kahf brand image is increasingly being developed. Furthermore, to immediately repeat the success of previous products, education on the importance of halal products is a priority. This can be done by sharing the positive aspects on social media, in the form of information about self-care for men, as well as activities such as webinars and community challenges.

Our findings highlight the importance of the function of Halal Certification, which has been proven to have a positive impact on the attitudes of Muslim men. The findings are in accordance with the research of Balques et al. [22], indicating that Muslim men trust products that have been certified halal and have a halal logo stating that the product has been processed according to Islamic law and is therefore safe for use by Muslims. All Kahf brand self-care products are halal-certified and registered with the Food and Drug Supervisory Agency of BPOM Indonesia (Badan Pengawas Obat dan Makanan – The National of Drug and Food Control). The halal logo affects consumer attitudes towards halal products, because it indicates that personal care products are made from safe materials and processed in a halal manner.

In line with previous research Handriana et al. [4], this study identified the effect of halal awareness on the

attitudes of Muslim men toward halal personal care products. Kahf is building consumer awareness about using halal personal care products, one method being through a positive campaign titled #TheWayIChoose kahf [26]. The campaign collaborates with several communities with the aim of inspiring men to become better people. This is being done by Kahf continuing to persuade Muslims to switch to using halal personal care products.

The results of this study also support previous research findings that there is an effect of attitude toward halal cosmetic products Briliana and Mursito [3], Handriana et al. [4], and halal food Bashir [27]. The more positive the consumer's attitude towards halal products, the more likely is their intention to buy halal products. Kahf, which emerged with its positioning as a halal and modern personal care brand specifically for men, is expected to improve consumer attitudes towards Kahf personal care products. Cooperation with the Muslim community to spread the inspiration of goodness is expected to influence consumer attitudes towards halal personal care, so as to increase purchase intention.

6. CONCLUSION

Purchase intention is very important because it refers to the tendency of consumers to develop attitudes towards being interested in and then buying halal products in the future. The limitations of this study are in the number of respondents, 365, the majority being Muslim men, all living in the capital city of Indonesia with the same climate, specifically hot and dusty, which will affect the opinions given. It is recommended that a comparative research project be conducted using samples which are non-Muslim; in countries with a majority Muslim population as well as those where Muslims are in the minority, and in countries with different climates.

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