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Research paper

The Linking of Brand Personality, Trust, Attitude and Purchase Intention of Halal Cosmetic in Indonesia; A Conceptual Paper

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Abstract

The growth of Indonesian cosmetic industry opens the market opportunity for halal cosmetic. Most of cosmetic industry is dominated by international brands otherwise local brands take the opportunity of the niche market by offering halal cosmetic products. To strive in the competition among companies, they must have a good strategy in sell the product to consumers. A broad exploration of previous research was conducted, and found that it is important for company to understand the consumer purchase intention. It was found that brand personality, trust, and attitude were considered become significant factors influencing the purchase intention. It is hoped that this conceptual paper will trigger better understanding on what factors influence purchase intentions of purchasing Halal cosmetic products.

Keywords: *Brand Personality, Trust, Attitude, Purchase Intention.*

1. Introduction

Notwithstanding the halal industry is getting much attention today.[1] It has evolved from merely focusing on food to various other industries spanning a wider area of lifestyle, and driving demands in other non-food areas like consumer product such as cosmetics and toiletries, Islamic finance, and tourism.[2] One of the promising areas in the Halal industry is the cosmetic market.it is estimated that the current size of the Halal cosmetics market ranges from US$ 5 – 14 billion, with a growing number of consumer concerned with the Halal issues of the cosmetics they consume.[2] The halal cosmetic business estimated to be worth 560 million dollars globally. It's seen by analysts as next in line for growth after the lucrative halal food and Islamic finance sector.[3] The halal word is derived from Arabic, and it refers to the Islamic belief, is applied by Muslims and it is defined as things of actions permitted by the Islamic law without punishment imposed on the doer, as it means being allowed or permitted by the Sharia law[4].

Indonesia, whose 87.18 per cent of its population is Muslim, is known as a country with the largest Muslim population in the world.[1] Halal cosmetics are seeing an upsurge in popularity and demand, not just from Muslim population worldwide, but also from growing number of health-conscious consumer who are paying more attentions to the products they put on their bodies.5 The Halal Cosmetics and Personal Care market in the Asia-Pacific (APAC) region is currently growing at a steady rate, posting an annual growth rate of 15.42 percent during the period 2013-2030. In 2013, the market witnessed a huge demand for halal cosmetics and personal care products from Malaysia, followed by Indonesia and Pakistan, partly because of an increase in the Muslim population in these areas and growing awareness of halal certified products.5

Halal means lawful or permissible. To be Halal, products must not contain ingredients that are not permissible or questionable such as alcohol or toxic chemicals, fats, placenta or gelatin from swine or animals that were not slaughtered according the Islamic rules6.

In August of 2013, Indonesia added requirements to imported cosmetics. In addition to a distribution permit, companies must have an import certificate for each import they plan to sell in Indonesia. An assessment institution formed by MUI (Indonesian Ulama Council) is to run MUI function in protecting Muslim consumers in consuming Halal products of foods, drugs, and cosmetics. Their mission is to establish and develop Halal standard and inspection system in Indonesia.7 HAS (Halal Assurance System) is an integrated management system which is established, implemented, and maintained to manage materials, production processes, products, human resources, and procedures in order to maintain the sustainability of halal production process in accordance with LPPOM MUI requirements8.

2. Background of the Study

Halal cosmetic product also can be vital to economic growth. However, such challenges must be faced by the halal product manufacturers to convince the target market to use the cosmetics that based on the concept of Halal cosmetics.9

The purchase intention cannot be fully appreciated if the formation of the intention is not fully understood. It is important to understand consumer purchase intention and how it affects consumer decision making and understand the factors affecting purchase intention.10 Previous study describes the relationships between brand personality, brand trust and purchase intention.11-12 The present study will provide a framework on the determinants of purchase intention in Indonesian halal cosmetic industry for policy makers and halal cosmetic manufacturers.

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3. Literature Review

Brand Personality

Brand personality plays and important role in differentiating one brand from others in the eyes of consumers; in building a strong consumer brand relationship, tied with brand commitment, trust and loyalty.13 Consumer readily assign both positive and negative human characteristics to products, interact with brands as if they were people, especially when the brands are attached to meaningful products.14 Consumer often love and see their favorite brands as partners or friends since they rely on the brands comprised of trust-evoking trait inferences.14 Thus, when human characteristic can be applied to a particular brand and qualities of the brand match those personality traits, then consumers are more likely to be able to form a stronger connection with a brand.15 Specifying the personality of Halal brand assist consumer to make solid connection with the Halal brand and express their own or idealized self-trough the brand that they buy and use.11 Brand Personality constructs in this study is classified into Purity, Excitement, Safety, Sophistication and Righteousness.16. Purity is related to the quality or condition of being pure and clean for the products and services; Excitement can be specified as the authentic advantage or excellence, while perceived excitement refers to the judgments of the whole quality and advantage or excellence of the product for intangible consumer service and their general opinions of the brand; Safety refers to consumer freedom from danger, injury and damage and to personal security; Sophistication is a process or change of an outcome from the simple or natural to the well- informed or cultural worldliness; Righteousness is in accordance with virtue or morality in Islamic perspective.16

Trust

Trust, which is an essential part of any brand management strategy, is a very important factor in today's business environment to establish a strong relationship between a brand and its consumers.[11] Some research shown that perceived as trustworthy as these actors can charge consumers for the assurance they lack and seek.[17-20] In the context of Halal, cultural and social contexts are clearly significant, and this draws attention to the ways in which product choice based on religious obligation require an investment of trust.[21]

Attitude

Attitude towards brand is defined as the a predisposition to respond consistently favorable or unfavorable manner to a particular brand, and the amount of affect for or against some object.[10] A research confirmed that familiarity with a brand has an influence on consumer confidence towards a brand, which, in return, affects the attitude toward the brand.[22] However, individual attitudes are influenced not only by one's own goal-directed motivations but also by the socialization process through which one learns social roles, attitude and behaviors.[23] Consumer attitudes are of major importance in determining marketing strategy. Attitude and intention model, most of the antecedents on behavioral intention would be channeled through the attitude construct.[10]

Purchase Intention

Purchase intention is a process to analyze and predict the behavior of consumers pertaining to their willingness to buy, use and their extensive attention toward the specific brand.[10] Purchase intention is a common effectiveness measure and often used to anticipate a response behavior.[24] Purchase intentions are an individual's conscious plan to make effort to purchase a brand and carry out a behavior based on abstract attitudes resulting from sensations received from the environment, culture or psychological aspects.[25] High level of intention to purchase was related to positive belief as compared to consumers with low level of purchase intention. It is the consumers' tendency to act toward and object and is generally measured in terms of intention to buy.[10] Thus, purchase intention is an important factor for an organization and was used routinely to make strategic decisions concerning both new and existing products and the marketing program that support them.[10]

4. Conceptual Framework Development

Trust and brand loyalty were treated as consequences to brand personality. The brand personality enhances trust level [14]. Brand personality enhances brand preference and choice, willingness to pay premium prices for a brand, and trust [14]. The trust-base commitment between customer and trust generally refers to the match of congruence between brand and its trust [19]. Similarly, brand personality has an impact on brand trust and it eventually helps developing consumer-brand relationship. Brand personality increases the level of trust in the brand [13]. Based on this, the proposition is suggested below:

Proposition 1(P_1): Brand personality will be positively related brand trust.

Research on brand personality suggest a connection between human characteristics and brands, and explains how the personality traits associated with a brand influence consumer decision [26]. Past research has found that the use of a brand with as well-developed brand personality allows customers the ability to express specific characteristics of self. Brand personality can be served as a mechanism to differentiate brands and may function as a key determinant of consumer preference and usage [27]. Most studies shown there is positive relationship between brand personality and attitude towards brand. Greater associations or similarity between a brand and a consumer can lead the consumer to animate, humanize, or somehow personalized the brand, consumer might hold highly positive attitude towards a brand and seek out like-minded consumer.23 In the view of consistency of the past results, this study will propose the proposition below:

Proposition 2(P2): brand personality will be positively influence the attitude towards brand.

The attitude towards halal certification indirectly reflect the trust of Muslim consumer towards halal certification.28 Halal logo tent to have higher intent to purchase the products.2 Religious consumers have more favorable attitudes towards advertisements with religious symbols and likely to purchase the advertised product.29 Further, in the highly competitive market, brand trust is a significant competitive advantage which has a great impact on the behavioral intentions of consumers. Indeed, trust enhances the consumer's purchase intention and it affects consumer repetitive purchase behavior as well.11

Proposition 3(P3): trust will be positively related to attitude towards brand of Halal cosmetic.

Customer attitudes towards brands have a significant effect on consumers' purchase intention.30 The construction of attitude toward a brand as one of the most important determinants of consumers' behavioral intentions.31 Purchase attitude has been widely used in the literature as a predictor of subsequent purchase intention or actual purchase behavior.22 Attitude can be described as a learned predisposition to respond in consistently favorable or unfavorable manner with respect to a given object. Meanwhile, a behavioral intention refers to a person's subjective probability that they will perform some "specific" behavior.2 Thus, consumer purchase intention might be related to their attitude towards brand. Based on this, the following proposition is proposed as below:

Proposition 4(P4): The more positive attitude towards Halal Cosmetic results in higher Halal Cosmetic Purchase intention.

Previous study indicated that brands have higher symbolic meaning in collectivistic societies than in individualistic societies because brands enhance emotional rewards.32 It means consumer have more positive attitudes toward brands which might lead them to exhibit higher brand trust.32 Based on past results, this study proposes the role of trust as mediating variable in the following relationship:

Proposition 5(P5): Trust will mediate the relationship between Halal brand personality and Attitude towards brand

Attitude is often reported as a strong determinant of purchase intention [33-34]. According to Theory of Reasoned Action attitudes are a function of beliefs. A person who believes that performing a given behavior will lead to mostly positive outcomes will hold a favorable attitude toward performing the behavior, while a person who believes that performing the behavior will lead to mostly negative outcomes will hold an unfavorable attitude. The beliefs that underlie a person's attitude toward the behavior are termed behavioral beliefs (i.e. the act of consuming or buying halal or non-halal products).35 In view of the past results, this study will propose the role of attitude toward brand as a mediating variable in the following relationships:

Proposition 6(P6): Attitude towards brand will mediate the relationship between trust and purchase intention.

In this study, researcher aims to examine the relationship of Attitude towards brand, purchase intention and Halal Personality with trust as a mediating variable. The conceptual framework is shown in Figure 1.

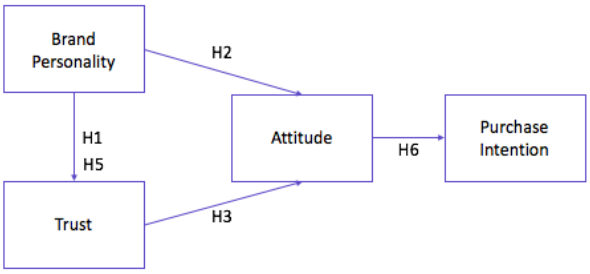


Fig. 1. Conceptual Framework

5. Conclusion

In view of the importance of growing Halal cosmetic industry the understanding Muslim consumer behavior from religious perspective is very important to concern about how brand personality influences the attitude and purchase intention, hence a conceptual model has been linking brand personality and trust as possible determinants purchase intention. Attitude towards brand has been purposed as mediating variable because brand personality and trust are postulated to influence purchase intention through their attitude towards brand. The ultimate goal of this conceptual paper is to provide a positive contribution to Indonesian halal cosmetic industry through measurable variables.

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