The Effect of Halal Branding Dimension to Purchase Intention on Oriflame Lipstick

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Abstract

Purpose – The purpose of this paper is to elaborate the effect among halal branding dimension which include halal brand image, halal brand trust, halal brand loyalty, and halal brand satisfaction on consumer purchase intention of Oriflame lipstick.

Design/Methodology/Approach - A multiple regression analysis is tested with the help of SPSS version 25, and the sampling technique is non probability sampling. The research used the online questionnaire to collect data from 200 respondents in Bandar Lampung who meet the criteria.

Findings - The findings shows that halal brand image and halal brand trust does not have significant and positive effect to purchase intention on Oriflame lipstick. Meanwhile, halal brand loyalty and halal brand satisfaction has a significant and positive effect to purchase intention on Oriflame lipstick.

Research limitations/Implications - The sample in this research is limited to only mosleem female consumer in Bandar Lampung. Findings related to the effects of halal brand image, halal brand trust, halal brand satisfaction, and halal brand loyalty towards the purchase intentions may not be equally valid for female mosleem consumers in other region or countries and for other types of cosmetics or non cosmetics products.

Originality/Values - Although previous research has explored the relevant issues about halal brand image, halal brand trust, halal brand satisfaction, and halal brand loyalty, this study is the first to investigate the traditional construct of branding to an unexplored field of halal products in terms of cosmetics context in Indonesia.

Keywords - Mosleem, halal brand image, halal brand trust, halal brand loyalty, halal brand satisfaction

Introduction
In recent years, halal certification has attracted attention from both practitioners and academicians. Mosleem consumers are cautious in their buying behaviour in order to ensure that the products they purchase both halal (lawful) and tayyib (pure) according to their religion (Wilson and Liu, 2011). The halal concept is part of a belief system and moral code of conduct of mosleem consumers that touches every single facet of Islamic life (Baker, 2011). Although the perception of halal is generally limited to food products, the halal concept covers non-food products (Ibrahim *et al*., 2012). The halal brand incorporates a variety of products and services in hospitality, banking and finance, insurance, beverages and cosmetics (Talib and Johan, 2012; Borzooei and Asgari, 2013). Apart from the emergence of the halal concept as a mosleem brand identifier, halal is transcending from a religious issue confined to mosleem, to being a global symbol synonymous with quality in the mainstream market (Hanzaee and Ramezani, 2011). In the multi-racial and culturally-diverse society found in Indonesia, it is vital for the general public to be aware of the cultural and religious imperatives affecting mosleem, and this requires an emphasis being placed on the halal image based on the halal certification available for products or services.

When Halal trends emerged in recent years, various halal products competed to gain consumer trust. As reported in the State of the Global Islamic Economy report (2018/2019) issued by Thomson Reuters and the Dinar Standard, one the most promising opportunities in the economic sector for halal products is halal pharmaceutical and cosmetics. The top five mosleem markets with cosmetics expenditure were India ($5,4 billion), Indonesia ($3.9 billion), Russia ($3.6 billion), Turkey ($3.4 billion), Malaysia ($3,1 billion) (Reuters and Standard, 2018). Halal products that have become women's basic needs are cosmetics. Cosmetics themselves have become a woman's main needs. Cosmetics is used as a beauty aid to help build up the self esteem and confidence of an individual. Among the various cosmetics available on the market, lipstick is one of the most important cosmetics for Indonesian women with a percentage of 80% followed by compact powder 59% and loose powder 51% (www.id.yougov.com, 2016). There is a growing trend of "halal cosmetics in Indonesia" as mosleem women are halal conscious in their cosmetics purchase. The result showed that Indonesian mosleem female place a greater emphasize on halal by 85% over price 76.10% and country of origin by 59.30% (Yacob, *et.al* 2018). Along with the increasing trend of halal cosmetics in Indonesia, various cosmetics brands have begun to compete for market share in the halal cosmetics sector. Local and international cosmetic brands are fighting to steal the hearts of Indonesian women consumers.

Including Wardah as a market leader with a percentage of 21.30% followed by Pixy 9.80%, Red-A 9.50%, Oriflame 4.70% and Puteri 4.40% (www.topbrand-award.com, 2017). Interestingly, among the brands that compete in the halal cosmetics market in Indonesia is Oriflame. By using a multi-level marketing strategy without a physical store, in fact Oriflame is able to compete with local brands in Indonesia. Oriflame is an international brand, its wide portfolio of Swedish, nature-inspired, innovative beauty products that sell various kinds of beauty products that have been long operating in Indonesia. With the majority of Indonesia's population who are mosleem, making Oriflame issue halal products to be enjoyed by the Indonesian market. The problem faced by Oriflame when entering Indonesian market is halal certification from LPPOM MUI as a trusted institution that issues halal certification. The problem was that the MUI would not issue halal certificate for products that is not produced in Indonesia. Hence to overcome this, Oriflame cooperates with PT Cosmax Indonesia as the manufacturer of cosmetics by producing one of its cosmetic brands, namely "Oriflame The One Color Stylist Lipstick" with various color variants, with halal certification number 00150070831114 .

There are several reasons for focusing on the halal itself as an aspect or branding. First, halal is able to go beyond just the indication of a pure and healthy products, and halal currently has only an insignificant image relevance in Western consumer minds (Temporal, 2011). Second, it assist companies to penetrate new markets by adding value to its products in the competitive environment (Borzooei & Asgari, 2013). The research on the halal market segment and halal purchasing is at the nascent stage (Ali *et al*, 2018). Citation from it is statement, understanding the customer intention towards halal brands is important for the marketers, because most of the consumers in Indonesia are mosleem. Previous study has fact, that there is a relationship between halal brand image, halal brand trust, halal brand satisfaction and halal brand loyalty to customer purchase intention (Ali et.al, 2018) which only focused to predict on the consumer's responses towards halal products in the Pakistani milk brand contexts. However, none highlights the traditional construct of branding to an unexplored field of halal products in terms of cosmetics context in Indonesia. Therefore the current research wanted to fill the research gap. The remaining paper is organized as follows. The following section undertakes a brief review of literature and research hypotheses. The subsequent sections provide details of data and methodology and present the data analysis and results. The final section discusses the conclusions and implications, and limitations of the findings and provides suggestions for future research.

Literature Review and Hypothesis Development

Due to rising competition, it is increasingly difficult for businesses to create a differential advantage in order to attract new customers. One way to compete with competitors is to do brand differentiation. Brand differentiation is the means by which the brand is set apart from the competition, by associating a superior performing aspect of the brand with multiple customer benefits. To differentiate a halal brand from the traditional brand, companies get halal certifications and then use the specific label to tell potential customers that their brand encompasses halal features (Ali *et al*, 2018). In Indonesia itself, LPPOM MUI(Lembaga Pengkajian Pangan Obat-obatan dan Kosmetika Majelis Ulama Indonesia) play a crucial role; as not only a link between the halal producer and the halal sensitive consumer but they also function as a supply chain partner in the halal producer's (quality assurance) value chain. As for what is meant by halal products are products that meet the requirements of halal in accordance with Islamic law (Burhanuddin, 2011: 140), namely:

1. Does not contain pork and ingredients derived from pigs.
2. Does not contain prohibited ingredients, such as: human organs, blood, dirt, and others.
3. All materials derived from halal animals are slaughtered according to the procedures of Islamic law.
4. All storage places, places of sale, processing and transportation that do not use pigs.
5. All foods and drinks that do not contain khamr.

Meanwhile for lipstick, in reality it is not consumed in the context of the product will enter the body. However, lipstick are usually associated with sacred or unclean problems because they will stick with body parts. Based on this, lipstick will be haram if it contains the ingredients mentioned above.

The Positive Effect of Halal Brand Image on Purchase Intention

Halal Brand image is considered as one of the main factors influencing customers' perception of the product or services. Halal brand image is defined as a perception that is formed and held in the mind of the consumers that is linked with to mosleem faith and halal concerns and commitment (Ali *et.al*, 2018). Brand image is also used to create awareness among potential customers and to attract new customers. Moreover, brand image helps customers to choose a product or service in a situation where it is difficult to differentiate products or services based on tangible features of quality. Similar to the role of brand image for products in general, brand image for halal products becomes an added value and makes it easier for consumers to find

products that suit their preferences and it will build good relations between the company and consumers due to trust in the product's brand image, which in finally it is expected to have a positive influence on other products in the same brand. Previous researchers have examine the direct association between brand image and purchase intention, and have reported that managers can improve the brand image by increasing product variety, enhancing product quality, offering the products in the price worthy of value, and pleasantly providing after sale services, these improvements directly increase the purchase intention of the products (Jalilvand and Samiei, 2012). In addition, previous studies have also examined the effect between brand image and purchase intention, it indicates that brand image shows significant positive effect on purchase intention (Ali *et.al*, 2018; Kwandy, 2017). According to the previous studies, it is believable that when there is an increase in brand image it will positively and significantly influence the purchase intention. In accordance with the theory, therefore the researcher assume that brand image, and in this case is halal brand image may positively and significantly influence the purchase intention. The following hypothesis is proposed:

> H1. Halal brand image has a positive and significant effect to purchase intention on Oriflame lipstick.

The Effect of Halal Brand Trust on Purchase Intention
Trust, which is an essential part of any brand management strategy (Temporal, 2011), is a very important factor in today's business environment (Liza, 2011) to establish a strong relationship between a brand and its consumers. Halal brand trust is defined as a willingness to depend on a product, service, or brands, based on the expectation or belief resulting from its ability, benevolence, and credibility about its halal performance (Ali *et.al*, 2018). In the Halal context, according to a study by Wilson and Liu (2010), Halal plays some roles in mosleem life - part of a belief, essential daily living, ethical system, and emotional peace. Thus, building a trustworthy halal brand enables businesses to appeal emotionally to the consumers. In addition, in order to satisfy the rational side, businesses must pay great attention to the needs of consumers by faithfully complying with shariah regulations in their products. Accordingly, trust enhances consumer commitment to the brand (Mohamed & Daud, 2012). Trust is an essential element that focuses on the future relationship between brand and consumer because it is a guarantee for consumers that they will get value from the brand, while a lack of trust would negatively influence the relationship. Therefore, it is important for a brand to be perceived as trustworthy by customer to affect the purchase intention. Furthermore, the effect between brand trust and consumer purchase intention has widely been explored by the researchers, and reported that brand trust does have a positive and significant effect on purchase

intention of consumer (Kang and Hur 2012; Rahbar; Wahid, 2011; and Ali *et.al*, 2018).

In accordance with the theory, therefore the researcher assume that brand trust, and in this case is halal brand trust may positively and significantly influence the purchase intention. The following hypothesis is proposed:

    H2. Brand trust effect has a positive and significant effect to purchase intention on Oriflame lipstick.

The Effect Of Halal Brand Satisfaction on Purchase Intention
Halal brand satisfaction is defined as a pleasurable level of consumption-related fulfilment to satisfy a mosleem customer's halal desires, expectations, and needs (Ali *et.al*, 2018). Brand satisfaction usually associated with the perception of quality. Chen and Chang (2013) mentioned that the increase of perceived quality enhances consumers brand satisfaction along with brand trust. Previous study have examined the relationship between brand satisfaction on purchase intention, and have reported that there was a positive and significant relationship between those two variables (Ercis *et.al*, 2012). The idea is that customers' positive affect towards product or service is likely to stimulate them to purchase and recommend that particular brand to others. In the Halal context, when an organisation proclaims to deliver Halal products, the existing quality perceptions in consumer mind positively and significantly influence to enhance the Halal brand satisfaction, which in the end influence the purchase intention (Ali *et al*, 2018). Finally, the researcher assume that brand satisfaction, and in this case is halal brand satisfaction may positively and significantly influence the purchase intention. The following hypothesis is proposed:

    H3. Halal brand satisfaction has a positive and significant effect to purchase intention on Oriflame lipstick.

The Effect of Halal Brand Loyalty on Purchase Intention
Customer loyalty with its brands is one of the most valuable assets for any organizations, and is probably one of the best measures of success. Halal brand loyalty is defined as a deeply held attachment and commitment to rebuy or repatronise a halal brand over non-halal brand consistency in the future (Ali *et.al*, 2018). In the context of halal brand loyalty, this will be the main advantage for companies that operate their products in areas where the majority of the population is Islam, such as in Indonesia, especially in Lampung city. This is due to the tendency of mosleem to use halal goods. The tendency of mosleem to use halal goods that are in accordance with Islamic law will lead to this loyalty to other products that use halal brands, this is driven by perceptions and beliefs held by mosleem.

This is in accordance with the previous study conducted by Hameed & Kawal, 2018; Heidarzadeh & Andervazh, 2012; and *Ali et.al*, 2018 which proved the positive and significant effect of brand trust towards purchase intention. Therefore, the researcher assume that brand loyalty, and in this case is halal brand loyalty may positively and significantly influence the purchase intention. The following hypothesis is proposed:

> H4. Halal brand loyalty has a positive and significant effect to purchase intention on Oriflame lipstick.

Methodology

Sampling and Data Collection

This study applied the online questionnaire to verify the hypotheses and research framework. Questions on the questionnaire are guided by variable indicators, the process by selecting one alternative answer that is adjusted. Each question item is accompanied by five answers using a score. Scale measurement is using a Likert scale. With a Likert scale, the variables to be measured are translated into variable indicators. In addition, the indicator is used as a starting point to compile instrument items in the form of statements or questions that need to be answered by the respondent. The answer from each instrument that uses a Likert scale has a positive gradation to very negative. a Likert scale was used with a scale of 1-5 In this research, the sampling technique used is nonprobability sample. Non probability sampling is used because sampling is based on certain criteria. This is done in order to get precise samples according to the research objectives. Meanwhile, the selection of population members uses purposive sampling method. A representative assessment of respondents was determined based on the category of control. The control categories used by researchers in this study are as follows:

1. Female consumers above 17 years old.
2. Consumers that use cosmetic products, especially lipstick.
3. Consumers which have knowledge about halal skin care and cosmetics.
4. Aware of halal branding on Oriflame lipstick.

The population size in this study is very broad and can not be known with certainty. According to hair *et.al* (2010) at least five times as many observations as the number of variables to be analyzed, and the more acceptable sample size would have 10:1 ratio. From the results of the calculations, the number of samples studied was 200 respondents. 200 respondents are rounded from 170 because the researcher cannot estimate the total number of respondents, and to reduce the error.

Measurement of Variables

The current research referred to previous studies to design questionnaire items in the Halal brand context. Besides, the researchers adapted already developed, validated items of scales, and the language of items was, to some extent, customised to make the language understandable. As the questionnaire was modified, a pre-test was conducted to test the suitability of the instruments used in this study. A total of 47 respondents, apart from sample size, were collected from target respondents and analysed, to test respondents' understanding level with modified questionnaire items, and to secure high levels of reliability and validity. Based on 17 indicators available, all indicators met the criteria of validity and reliability, thus it can be proceed to retrieve data to 200 respondents. The measure of halal brand image consisted of four items which was adopted from previous studies (e.g Chen, 2010; Kang and Hur, 2012; Mourad and Ahmed, 2012). Halal brand trust was measured with four items (Ali *et al*. 2018; Chen, 2010). Halal brand satisfaction was adopted from previous studies (Kang and Hur, 2012; Mourad and Ahmed, 2012). Halal brand loyalty was adopted from the study of Kang and Hur (2012). Purchase intention was measured with two items, adopted from previous studies (Ali *et al*. 2018; Rahman, 2015).

Characteristics of the Respondents

Based on the questionnaire that has been processed, a general description of the respondents in detail can be seen in table 1. Table 1 describes that out of 200 respondents, and overall dominance of between 18 – 27 years old (39.60%) age group category respondents, followed by between 28 – 37 yeard old (26.70%) age group category respectively. In addition, the majority of the respondents are university graduates (73.30%). Out of 200 respondents, 39.60% are government employees, all respondents (100%) have heard and used halal cosmetics, and 80.70% used halal cosmetics due to guaranteed quality and safety of halal cosmetics

Table 1. Demographic Profile of the Respondents

	Frequency	Percent		Frequency	Percent
Age			*Have Heard of Halal Cosmetics*		
Between 18 – 27 Years Old	80	39.60%	Yes	200	100%
Between 28 – 37 Years Old	54	26.70%	No	0	0%
Between 38 – 47 Years Old	44	21.80%			
Above 47 Years Old	22	10.90%			
Educational Background			*Use Halal Cosmetics*		
Senior High School Graduates	52	25.70%	Yes	200	100%
University Graduates	148	73.30%	No	0	0%

Occupation			Reason for Using Halal Cosmetics		
Housewives	33	11.90%	Islamic Thoughts	22	10.90%
Government Employees	80	39.60%	Recommendation from family/friends/doctors	13	7.90%
Private Employees	33	16.30%	Guaranteed Quality and Safety of Halal Cosmetics	163	80.70%
Students	63	31.20%			

Tools for Analysis

This study applied the multiple regression analysis. The regression analysis is being calculated using IBM SPSS Statistic version 25. , after the result is revealed then the research will proceed to calculations of the multiple regression equation as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4 + e$$

Explanation:

Y   = Purchase Intention
a   = Constants
b (1,2,3,4) = Regression coefficient
X1   = Halal Brand Image
X2   = Halal Brand Trust
X3   = Halal Brand Satisfaction
X4   = Halal Brand Loyalty
e   = Standard error

Data analysis method in this research used validity and reliability test. The stages of looking at the validity test including the KMO, anti-image, and factor loading. Validity criteria for an indicator are stated valid if it is equal to 0.5 (0.5). While for reliability, The method used to test the reliability of the questionnaire inside this research is using the Cronbach Alpha coefficient formula (Malhotra 2014: 318). The indicator of each variables would be reliable, if the Cronbach's Alpha is > 0,6 and Cronbach's Alpha value is greater than the Cronbach's Alpha if item is deleted. As for the hypothesis test, t-test is conducted to discover significant effect of each independent variable on dependent variable in a partial way. In addition, Fisher test is is used to determine whether there is influence between independent variables and dependent variable. In testing the t-test and f-test, the significance value used is 95%. Finally coefficient of determination (R^2) is used to test measures the ability of the model to explain variations in independent variables. The coefficient of determination is between 0 and 1. If the value of R^2 is close to one, it means that the independent variables provide almost all of the information needed to predict variations in the dependent variable.

Results of Multiple Linear Regression Analysis

Based on the result of regression test in table 4, hence the regression equation for this research is as follows:

$$Y = 0.078\ X_1 + 0.005\ X_2 + 0.169\ X_3 + 0.617\ X_4$$

Table 4. Results of Multiple Regression Analysis

Coefficients[a]					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.220	.674		1.809	.072
Halal_Brand_Image	.084	.071	.078	1.182	.239
Halal_Brand_Trust	.005	.066	.005	.076	.940
Halal_Brand_Satisfaction	.201	.089	.169	2.268	.024
Halal_Brand_Loyalty	.439	.057	.617	7.659	.000
a. Dependent Variable: Purchase_Intention					

Interpretation of the results of this regression test is the coefficient of halal brand image (X1) is 0.078. This indicates if the better the management of halal brand image on halal lipstick in general on the market, the more it will affect the purchase intention of Oriflame lipstick by 7.80%. The coefficient is positive, but the value is relatively small, it can be said that there is no significant effect of halal brand image on the purchase intention of lipstick oriflame. The halal brand trust coefficient (X2) is 0.005. This could be interpreted that the higher the respondent's level of trust in the halal lipstick market, the more it will affect the purchase intention of Oriflame lipstick by 0.50%. The coefficient is positive, but the value is relatively small, it can be said that there is no significant effect of halal brand image on the purchase intention of lipstick Oriflame. The halal brand satisfaction coefficient (X3) is 0.169. The coefficient is positive, meaning there is an unidirectional relationship between the halal brand satisfaction and purchase intention of Oriflame lipstick.

When customers are satisfied, they show interest on other products that are perceived to have the same value or quality, which can be interpreted if the respondents were more satisfied with the quality of halal lipstick on the market, the more it will affect the purchase intention of Oriflame halal lipstick by 16.90%. The halal brand loyalty coefficient (X4) is 0.617. The coefficient is positive, meaning there is a unidirectional relationship between the halal brand loyalty and the purchase intention of Oriflame lipstick. Brand loyalty is a commitment that promises consumers will repurchase their

favorable brands in the future, and they will not change their loyalty under any circumstance. In this case, the more loyal respondent to halal lipstick, the more it will affect the purchase intention of Oriflame halal lipstick by 61.70%.

Results of Coefficient of Determination (R^2)
Based on the results of the analysis in table 7, 67.80% of purchase intention variable can be explained by the 4 independent variables which are halal brand image, halal brand trust, halal brand satisfaction and halal brand loyalty. The remaining 32.2% is explained by the other variables which is not examined in the research.

Table 7. Results of Coefficient of Determination (R^2)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.824[a]	.678	.672	1.29343
a. Predictors: (Constant), Halal_Brand_Satisfaction, Halal_Brand_Image, Halal_Brand_Trust, Halal_Brand_Loyalty				

Conclussion And Implications

Halal products are in great demand since consumers are very concern about the concept of halalan toyyiban in recent era. Especially in Indonesia, with the majority of the mosleem population reaching 87%. Halal awareness among mosleem has widened from being concerned with meat-based products, to a wide range of products such as pharmaceuticals, cosmetics, personal care, insurance, travel, and even entertainment. The demand for halal cosmetics is continuously growing, as consumer want to expand their awareness of cosmetics while remaining loyal to Islamic values. According to the trends, it is important for marketers to know the factors that influence the purchase intention of halal cosmetics in Indonesia. The empirical results suggest that halal brand image (H1) and halal brand trust (H2) does not has a positive and significant effect towards purchase intention on Oriflame lipstick, meanwhile halal brand satisfaction (H3) and halal brand satisfaction (H4) has a positive and significant effect towards purchase intention on Oriflame lipstick. The findings have significant implications which may help the marketers to develop suitable strategies for halal brands, especially Oriflame lipstick and its purchasing. With the rise of mosleem population and halal products demand, consumers nowadays are more willing to purchase products which are halal. In addition, it can help Oriflame to target new segments and implement effective marketing based halal communication strategies. A Communication messages regarding perceptions of Oriflame quality in accordance with the concept of halal and conformity with Islamic Sharia and improvement in the design and appearance of Oriflame lipstick

with emphasize on halal logo is also very important in shaping and enhancing the halal brand image for customer.

Limitation and Future Research
This research was conducted with Oriflame lipstick as research object, therefore there might be a different result if research is conducted with the other cosmetics brands or Islamic brand from other industries or in other countries. The sample in this research is limited to only female consumer in Bandar Lampung. Future research can choose other regions with wider consumer coverage, so the answers will be more varied. Besides, the sample in this study was only 200 people, so it was recommended to add samples for more accurate data, and the majority of the respondents in this research is student, therefore, it is recommended to focus on sample which fulfills the criteria to discover more information and in order to elaborate this topic even further. It is highly recommended for future research to expand the span of attributes that affects purchase intention as this study only considered halal brand trust, halal brand image, halal brand loyalty and halal brand satisfaction.

The insignificant effect of halal brand trust, and halal brand loyalty towards purchase intention could be cause because this research did not restrict the price and perceived quality of Oriflame lipstick. There might be other factors that should be considered, for instance, Islamic religiousity, and moral obligation in order to get an in depth and more clear picture about its effect on purchase intention. Further studies are needed to re-research the halal brand image and halal brand trust variables. This is because the author in this research has not found sufficient evidence to prove if halal brand image and halal brand trust to have significant influence toward Oriflame purchase intention. Thus, further research will help to prove whether halal brand image and halal brand trust on particular companies really does not have significant influence or not.

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