STUDY ABOUT INDIVIDUAL ANTECEDENTS TO CHOOSE HALAL COSMETIC PRODUCTS THROUGH MEANS-END CHAIN THEORY APPROACHES

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Abstract

Halal cosmetics industry has become one of the leading sectors in the halal industry. This research attempted to analyse the antecedents of intention to choose halal cosmetics products with the approach of means-end chain theory. Participants within this study were 20 female students who are using, and or at least ever been trying to use, halal cosmetics. The result revealed that there were three main values which become the reason of why they choose halal cosmetics product. The first value was related to faith while the second and the third one were the value of trust and comfort.

Keywords: Intention, Means-end Chain Theory, Halal Cosmetics.

INTRODUCTION

Background

The concept of halal is an important foundation in every consumption activity in the Muslim community. The study of halal issues is considered important for practitioners and academics because the term halal is now not only synonymous with religious issues but also an important topic in the business and trade sector, and a global symbol in terms of quality assurance and lifestyle choices. In general, the concept of halal is known by the public as a norm governing food and beverage issues, even though this concept governs many things, such as in the case of beauty products, health services, body care services, and rules in terms of fashion style (Rahman, et al., 2015).

The existence of a Muslim population that has reached 1.6 billion worldwide (Ireland and Rajabzadeh, 2011; Lada et al., 2009) has made the halal product industry more attractive to many business people. The halal food industry and lifestyle is estimated to be worth more than $1.62 trillion, and it is even estimated that in 2018 it will increase to $2.47 trillion (State of the Global Islamic Economy 2013 Report).

One of the business sectors in the halal industry that is currently developing is the cosmetics industry. It is said that the level of consumption of Muslim consumers in this sector in 2012 has reached $26 billion, and is predicted to continue to increase to reach $39 billion in 2018 (State of the Global Islamic Economy 2013 report). Furthermore, the general market value of cosmetics in Indonesia in 2017 is estimated at Rp. 46.4 trillion. With this amount, Indonesia is a potential market for beauty industry entrepreneurs both from outside and within the country (Trends and Behavior of the Indonesian Cosmetic Market, 2017).

The study of consumption patterns of Muslim societies in the cosmetics sector is very important to be carried out given the existence of a new lifestyle trend that arises in the midst of the female consumer segment, Muslim women are no exception, and the emergence of awareness of the importance of halal cosmetics is one of the important reasons behind the trend changes in Muslim consumer behavior towards cosmetic products (Swidi, Hassan, Hosam, and Kassim, 2010).
Research Problem

In contrast to the study of cosmetic products in the perspective of consumer behavior in general, there is very little research on halal cosmetics and the literature on this topic is still very limited in availability. Among the studies that discuss halal cosmetics are those conducted by Rahman, Asrarhaghighi, and Suhaimi (2015a) who examined the differences in consumer attitudes toward halal food products and towards halal cosmetics. Then, other research also conducted by Rahman, et al (2015b) and Briliana and Mursito (2017) examined the attitudes and effects of consumer religiosity on halal cosmetic products viewed from the perspective of reasoned action theory. The lack of studies on halal cosmetics products and the limited literature on the topic make this research important to do. This study aims to explore consumer perceptions in responding to the development of halal cosmetics products from the perspective of means-end chain theory. The research questions raised in this study are: What factors are behind the individual in choosing halal cosmetic products compared to cosmetic products in general?

The Concept of Halal Cosmetics

Every activity carried out by a Muslim, including the activity of consuming everything, must be in the corridor of religious legality which is often referred to as halal (Berry, 2000; Eliansi dan Dwyner, 2002). Halal has a legal meaning or is legally permissible in this case Sharia law. The main sources of law in Islam are in the Qur'an (the Muslim holy book) and hadith (sayings and deeds of the Prophet Muhammad SAW), both of which have a very important role in terms of explaining and regulating all obligations, morals, and behavior of a people Islam in every aspect of life (Luqmani et al, 1987). Thus, halal product can be defined as a product in which there are no elements that conflict with sharia law (Al-Harran and Low, 2008) so it can be concluded that halal cosmetics is a cosmetic product that does not contain ingredients that are not halal like for example contain elements of pork, blood, and other illicit elements.

Means-End Chain Theory

In general, the concept of Means-End Chain Theory aims to explore the value attributes inherent in consumers when making purchasing decisions. Olson and Reynolds (2001) state that in the search process, this theory uses two main assumptions. The first assumption is that the purchasing decisions made by consumers depend on evaluations and the consequences that are relevant to themselves. The consequences that are relevant to consumers are built on the foundation of values held by each individual while for the evaluation process, an individual judges from the attributes inherent in a product. These various attributes, their values and consequences, and the relationships formed in them form a core of this theory. The second assumption relates to the level of desire and awareness of behavioral decisions in terms of consumption activities. Individuals are perceived as an agent who has full awareness and voluntarily chooses various alternative choices of products whose selection process is directed by the desire to seek positive values and avoid negative values. In the end, this theory tries to explain how a decision that has been made by an individual can be a tool to reach the peak of the individual's desires. (Gutman, 1981; Leao & Mello, 2001, 2002, 2003; Mulvey, Olson, Celsi, & Walker, 1994).

RESEARCH METHODS

Data collection

This study uses a qualitative approach so that data collection in research is carried out using the method of focus group interviews with laddering techniques, namely by gathering a
group of specific individuals in order to discuss and provide opinions related to the research topic. This laddering technique is carried out in four steps. The first step, the researcher analyzes the content of the interviews and codifies the elements identified. The next step is to quantify the relationships between the elements that are then arranged in an imprint matrix. After that, the researcher makes a map of the hierarchical value map, and the final step is to determine the dominant perception orientations.

**Research Sample**

Samples of respondents or participants to conduct in-depth interviews were taken from female students at Jenderal Soedirman University who had or were using halal cosmetics. The total number of participants is 20 people.

**Data Presentation Method**

The data that has been processed will be presented in a narrative text, which is a description that is systematic, logical and rational in accordance with the order and position of data interests. In this means-end chain approach, respondents' answers are categorized into three main aspects, namely concrete attributes, consequences, and subjective values. The identities of all participants in this study will be represented in the form of numbers in accordance with the order of in-depth interviews.

**RESULTS AND DISCUSSION**

**Perception of Halal Cosmetics**

At the beginning of the In-depth Interview process, the researcher asked fundamental questions about the definition of halal cosmetics according to each respondent's understanding. In the process of discussion, all respondents in this study answered that the essence of halal cosmetics is "every type of cosmetics that has halal certification".

**Antecedents of Intention to Choose Halal Cosmetics**

Continuing to the next question, which is about the reasons why respondents chose to use halal cosmetics, the answers of the respondents began to vary.

a. **Concrete attributes**

The first question asked in the laddering process is the question of the initial attributes in the form of concrete attributes that are used as reasons by respondents to choose halal cosmetics. The form of the question is as follows. ‘What makes you interested in using halal cosmetics?’ Thirteen out of twenty participants answered that the main attribute attached to halal cosmetics was the presence of halal labels.

For example, the respondent answers this question as follows.
Participant 1
“I chose halal cosmetics because there was clearly a halal certification from MUI.”

Participant 2
“Because there is a halal label from MUI, I prefer to use halal cosmetics”

The other seven respondents chose halal cosmetics because they saw from the side of the composition that they thought was safe to use.
For example, participants' answers to these attributes are as follows.
Participant 12.
"I use halal cosmetics because the composition in my opinion is safer to use on my skin”

Participant 13.
“The main ingredients in halal cosmetics seem safer for me to use on my face”

b. Consequences Attributes
Continues to the second question which is about the reasons why participants choose these attributes. The form of the questions asked is as follows.
'Why did you choose these attributes as your reason for using halal cosmetics?'
The first thirteen respondents, who chose halal certificate as an attribute in choosing halal cosmetic products. Some examples of answers from participants are as follows.

Participant 5.
'For me, the halal label is a guarantee for us Muslims who want to exercise their faith’

Participant 7
’Halal label is important because I as a Muslim must be able to always use halal’

Participant 9.
‘Because I am Muslim, I want to avoid haram goods’

The seven other participants who made the composition of halal cosmetic ingredients as the main attribute for selecting halal cosmetics products, and some examples of the responses given by the participants are as follows.

Participant 16.
‘I feel safer if I use halal cosmetics, because the ingredients are more secure’

Participant 18.
‘Halal cosmetics use safer ingredients for my skin’

c. Subjective Norm
In the last phase of the interview, the questions asked are as follows “Why are the reasons that you have stated (consequences) important to you?” Thirteen participants who chose the halal label attribute responded that the value they got from using halal products was because they felt they had peace and felt closer to God. As for the seven other participants, answered that they felt more comfortable when using halal cosmetics.

Value-Map
Based on the results of content analysis from interview transcripts with all participants, it was revealed that several factors were used as material for their consideration in deciding to use halal cosmetics. Some of these considerations will be explained in the following value map.
CONCLUSIONS AND SUGGESTIONS

The means-end chain theory postulates that consumer purchasing decisions depend heavily on evaluation activities and consequences in a product that is relevant to the consumer. These relevant consequences are built on the foundation of values held by each individual. In the context of the selection of halal cosmetic products, as revealed in this study, the two attributes that emerged from the results of the study contained different perceptions about the consequences of the attributes chosen and considered important by the participants. Each of these consequences ultimately raises the main values that underlie an individual's intention to choose a product, and in the context of halal cosmetic products, it is found that the value of faith or spirituality is one of the main values held by an individual when making a purchasing decision. In addition to the value of faith, it was also found that the value of self-confidence and comfort can also be the basis for making a decision to purchase a halal cosmetic product. This study takes a sample of participants only from the students so that in future research, researchers are expected to expand the scope of individual segments to be able to reveal the possibility of other values which can be the main reason why a Muslim woman prefers halal cosmetics over cosmetic products other.

REFERENCES


