

# CHAPTER I

## INTRODUCTION

### 1.1 Background of Research

Cosmetic is one of the top important needs for most women. The reasons to use cosmetic, but also cosmetics are often to implicated to look attractive. Therefore, using of cosmetics is a way to support women appearance. Cosmetics is not just a make-up, product that called bodycare is also used by women to treat their body. Cosmetics industry continues to strive to satisfy of consumers with range innovative cosmetics products to meet the demands and needs.

Those demands and needs are different will trigger the industry to create the best product with many variant that can fulfill the marker demand. The difference of demographics will make the industry trying harder to fulfill the demand with a special specification. In this era even though, they are the same female, bur Muslim customer have a tendency to choose halal cosmetics compare with non-muslim customers.

In State of the Global Islamic Economy 2014-2015 Report, global Muslim spending on cosmetics increased 1% to reach \$46 billion in 2013. This spending is 6.78% of the global sector expenditure and is expected to reach \$73 billion by 2019. Top countries with Muslim cosmetics consumers are United Arab Emirates (\$4.9 billion), Turkey (\$4.4 billion), India (\$3.5 billion), and Russia (\$3.4 billion) based on 2013 estimates. Top countries with Muslim cosmetics consumers are United Arab Emirates (\$4.9 billion), Turkey (\$4.4 billion), India (\$3.5 billion), Russia (\$3.4 billion) and Indonesia (\$3.4 billion) based on 2013 estimates.

In Indonesia, those international brands just can get in big city like Jakarta. National brand that also enliven the market is wardah. Muslim fashion trend helps to improve the development of cosmetics Wardah which declared as halal cosmetics. Moslems are required to always consume halal goods. Therefore, the Muslim consumers tend to choose products with the halal label compared with products that are not halal (Sumarwan, 2011). That is to say that the halal goods is the customer's needs, especially Moslems.

The Arabic word halal means “permissible” or “lawful”, while its opposite, Haram means prohibited or unlawful (Alam and Sayuti, 2011). The Attributes are intended as a media to increase knowledge and information of the consumer to gain the trust of the inner and outer products are halal. In fact there are many cosmetic products on the market have not been labeled halal. Because Indonesia is one of the countries that have Muslim majority, the halal label is needed in a product.

The reasons why consumer choosing halal cosmetics because Islamic thought is 62.3%, family/friends/doctors recommendation is 22.3% and more product quality and safety is 15.4% (Hajipour *et al*, 2015). Islamic thought and close relatives also part of subjective norm and the reason why they intent to choose halal cosmetics. In Pakistan, Muslims are conscious and have a very positive attitude towardshalal products that positively influence their intention to purchase those products. Their attitude heavily influence by subjective norms (Mukhtar and Butt, 2011).

In Indonesia,halal or not the product is regulated by LPPOM MUI (Indonesia Ulema Council). For cosmetic productshalal in Indonesia, the latest data LPPOM

MUI noted there are 15 products that are otherwise lawful and safe to use by anyone, especially Muslim consumers. The list of products that are otherwise lawful can be seen in the following table 1.1.

**Table 1.1**  
**halal Cosmetics According to MUI**

No.	Brand
1	Wardah
2	Ristra
3	La Tulipe
4	Marcks Venus
5	Sariayu
6	Biokos
7	Caring Colors
8	PAC
9	Mustika Ratu
10	Moors
11	Mustika Putra
12	Biocell
13	Rivera
14	Theraskin
15	Freya

*Resource: LPPOM MUI*

From the above table we can see that many cosmetics on the market, only 15 products were declared halal by the MUI. This means, cosmetic options for consumers who choose halal cosmetics based on whether or not the product is limited. While the previous table, we can see that the potential market for consumers who intend to buy a halal cosmetics is actually great.

The younger generation and the people those who live in the urban area tend to spend more on outside food, clothing and personal care products. In purchasing cosmetic products, according to Eze and Tan (2012) the female young generations are concerned on factors such as product quality, brand image and product

knowledge but not price promotion. Brand image is one of the important thing to purchase criteria as brand image reflect the better quality product. The consumer that educated, they tend to be more knowledgeable and well inform about the product that they will choose.

There are many media that can share the information about the cosmetics, like *Youtubers* or beauty blogger that share their experience using cosmetics and personal products. For the younger generation those media is the most useable to get an information. Usually *Youtubers* and beauty bloggers will having cosmetics that western people used like, *Makeup Forever*, *Shu Eumura*, *Urban Decay*, *Maybelline* and other international brands.

Female student is really care about their appearance, there are a lot of Indonesian cosmetic brands that develop in Muslim fashion in Indonesia. Nowadays, there are a lot of media that sale cosmetic in store and online. For some of the people that live in small city, it's quite hard to get any a famous brand of cosmetics. Using internet they can easily get information then will purchase it. Female student tend to use a cosmetics after second year of study in university. In that year they have started to think about important an appearance, because sooner or later they would finish college and enter the working world.

Those phase is the time when they starting to have interest with opposite gender, or just trying to do a self exploration. Female student usually will ask to her friend or her mother how to use cosmetic products and which cosmetic products is better one for her. According to the Theory Reasons of Action (Ajzen and Fishbein, 1980), a person's intention is a function of two basic determinants, one personal in nature and the other reflecting social influence. The personal

factor is the individual's positive or negative evaluation of performing the behavior. This factor is termed attitude toward behavior. The second determinant of intention is the person's perception of the social pressure put on him/her to perform or not to perform the behavior in question. Since it deals with perceived prescriptions, this factor is termed subjective norm.

Personal or nature factor also will be influenced by attitude toward the purchase intention. Not only the attitude but the external factor from family or friend that will influence the norm and the attitude that they have to purchase the halal cosmetic. Female students tend to get influenced by their friends, since at this age they decide what they want by their own. In this research, the researcher purposed to identify female student purchase intention to halal cosmetics by attitude and subjective norms.

## 1.2 Problem Statement

Based on the research background above, the problem researcher wants to analyze is the relationship among attitude, subjective norm and purchase intention to buy halal cosmetic. This problem statement produces 3 research questions:

1. How does the attitude influence intention to purchase halal cosmetics?
2. How does the subjective norm influence intention to purchase halal cosmetic?
3. How does the subjective norm influence the attitude to purchase halal cosmetic?
4. How does the role of attitude on the relationship between subjective norms on purchase intention to halal cosmetics?



### 1.3 Objectives of Research

Based on the problem statement above, the objective of the research are:

1. To analyze the influence of attitude to purchase intention.
2. To analyze the influence subjective norm to purchasing intention.
3. To analyze the influence subjective to attitude of purchasing intention.
4. To analyze the role of attitude on the relationship between subjective norm for purchase intention halal cosmetics.

### 1.4 Contribution of Research

This research is expected to contribution on:

1. Understanding the variable that influence on purchase intention to halal cosmetics.
2. This research provide analysis the influence attitude on purchase intention, subjective norms on purchase intention, subjective norms on attitude to purchase intention and subjective norms on purchase intention by using attitude as mediator.
3. The result of this research is aimed to be used as guidance or resources for the next researchers in any areas which related to attitude, subjective norms and purchase intention.

### 1.5 Scope of Research

The purpose of limitation problem is to make more targeted research, focused, and do not deviate from the main targets of research. The researcher focus on the main issues in the context of the problem is restricted in accordance with the purposed title: “The Role of Attitude and Subjective Norms in Influencing

Students' Purchase Intention to halal Cosmetics". Therefore, research cover only female student in UNAND, to analyze the influence of attitude and subjective norms towards halal cosmetics.

## **1.6 Outline of Research**

This chapter explains about the background of the research, problem statement, and objectives of research, contribution of the research and scope of research.



### *Chapter I: Introduction*

That is containing about background to the research, problem statements, objectives of research, contributions of research, and outline of research.

### *Chapter II: Literature Review*

In this chapter will explain the theoretical basis theories or concepts that underlie the conduct of research that support the objective of the research. There are reviews of previous study and showed the theoretical framework and hypotheses.

### *Chapter III: Research Methodology*

Explain about research method which discussing about research design, population and sample, type and source of data, data collecting method, data processing, research variables, operational definition, data analysis.

### *Chapter IV: Result and Analysis*

Explain about profile of respondents, characteristics of respondents, descriptive analysis, structural measurement of the influence of attitude and subjective norms in purchase intention.

*Chapter V: Conclusion, Implication and Recommendation*

On this chapter will explain about conclusion of research, suggestions of research, limitation of the location of research and recommendation for further research.

