

The Influence Brand Image and Halal Awareness on Laneige Korean Cosmetic Purchasing Decisions: Using the Theory of Planned Behavior Model

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ABSTRACT

The cosmetics industry in Indonesia is currently experiencing rapid growth, characterized by the increasing presence of both local and international brands, such as Laneige, which continues to gain popularity among consumers. This study aims to examine the relationship between brand image and Halal awareness in shaping consumer purchase intentions and decisions. A quantitative research approach with the proposed model being tested and validated through structural equation modeling based on data from 250 respondents. The findings indicate that both brand image and Halal certification have a significant influence on Indonesian consumers' adoption of cosmetic products. In light of these results, it is recommended that cosmetic business managers and brand owners promptly obtain Halal certification to alleviate any consumer confusion regarding product usage.

Keywords: Brand image; Halal; Laneige; TPB model.

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INTRODUCTION

The cosmetics industry in Indonesia has seen significant growth, with the number of cosmetics companies expected to increase by 21.9% from 913 in 2022 to 1,010 in 2023 (Ferdinand & Ciptono, 2022). This growth is driven by rising public awareness of personal care and the increasing popularity of cosmetics across various age groups and genders. Brands like South Korea's "Laneige" are gaining traction, despite not always having Halal certification. Brand image and Halal awareness play a crucial role in purchasing decisions, especially among Muslim consumers (Djunaidi et al., 2021; Choi et al., 2022).

Brand image, which encompasses product quality, trust, reputation, and emotional associations (Benhardy et al., 2020), influences consumer decisions. A strong brand image, like that of "Laneige," can drive loyalty and purchasing behavior (Martin & Nasib, 2021). For "Laneige," its image as a premium skincare brand with superior quality is key in attracting consumers. However, consumer perceptions of this brand image are crucial in a competitive market.

Halal awareness is another important factor for Indonesian consumers, the majority of whom are Muslim (Genoveva & Utami, 2020). Halal certification ensures products are free from haram ingredients and processed according to Islamic principles (Asmuni et al., 2020). As Halal awareness increases, Muslim consumers are more selective about the products they purchase, including cosmetics (Usman et al., 2023). This growing awareness makes Halal certification a vital consideration in purchasing decisions.

This study explores the influence of brand image and Halal awareness on purchasing decisions for "Laneige" products using the Theory of Planned Behavior (TPB) model. TPB explains consumer behavior through attitudes, subjective norms, and perceived behavioral control (Aditya, 2020). In this study, we examine how these factors, especially brand image and Halal awareness, shape purchase intentions and decisions. Previous research has shown that TPB can predict consumer intentions and behavior, highlighting the role of attitudes, social influences, and perceived control (Indrayanti & Dinar Iskandar, 2020).

Understanding how brand image and Halal certification influence purchasing decisions is critical for brands like "Laneige" in the Indonesian market. This research aims to provide insights into how these factors interact and influence consumer behavior, helping brands formulate more effective marketing strategies tailored to local preferences. The study will use a quantitative survey and regression analysis to assess the impact of brand image and Halal awareness on purchase decisions, with mediation analysis to explore the role of purchase intentions.

Given the rapid growth of the cosmetics industry in Indonesia, particularly among international brands like "Laneige" (Mahri et al., 2024), this research is vital for understanding how Halal awareness and brand image impact consumer loyalty and product success in a competitive market. The results will help guide brands in developing strategies that resonate with Indonesian consumers' preferences.

RESEARCH METHOD

This study uses a quantitative method to determine the influence between variables by collecting data using a research instrument, namely a questionnaire. The population in this study is consumers in Indonesia, especially those who live in big cities such as Jakarta, Surabaya, and Bandung. This research is focused on consumers who have had experience buying and using “Laneige” products. Samples will be taken using purposive sampling techniques, with the criteria that respondents must be at least 18 years old, have basic knowledge of cosmetic products, and understand the importance of Halal products. The selection of these cities was based on the consideration that consumers in urban areas tend to be more exposed to international brands such as “Laneige” and have easier access to these research products are limited to a certain period, i.e. within a period of six months. This can affect the results of the study because consumer preferences can change over time, especially with the new trends in the beauty industry. The design of this study is explanatory research, which aims to explain the causal relationship between independent variables (brand image and

Halal awareness) and dependent variables (purchase decisions). Explanatory research was chosen because it is appropriate to understand the underlying mechanism of the relationship between these variables. This study also uses a survey as the main data collection method, where data is collected through questionnaires distributed to respondents who are consumers of “Laneige” products.

Problem Formulation

Based on the above background, several main problems need to be answered through this research:

- How does Lane Lane's brand image affect consumer purchasing decisions inIndonesia?
- To what extent does Halal awareness affect consumers' purchasing decisions for “Laneige” products?
- How do brand image and Halal awareness interact with each other in influencingconsumer intentions and purchasing decisions?
- What is the role of purchase intention as a mediator in the relationship between brand image, Halal awareness, and purchase decisions according to the Theory of Planned Behavior (TPB) model?

Research Objectives

This research aims to achieve several main goals related to Brand image and Halal awareness are influential. On the purchase decision of “Laneige” products in Indonesia. These objectives are as follows:

- Analyze the influence of Brand Image on the purchase decision of "Laneige"products in Indonesia.
- Identify the influence of Halal awareness on the purchase decision of "Laneige" Products in Indonesia.

- Analyze the quality of "Laneige" products in the influence of repurchases from the consumer.
- Identify the influence of the Halal Label on the quality of "Laneige" products on consumer improvement.

Report of Research Results

The population of this study is all consumers of "Laneige" products in Indonesia, especially those who have experience in buying and using "Laneige" products. Considering the very large population, this study uses a non-probability sampling technique with the purposive sampling method. Purposive sampling was chosen because it allows researchers to select samples that are considered representative and relevant to the research objectives.

Inclusion criteria for this study sample include:

- Consumers who have bought and used "Laneige" products.
- Consumers who are at least 18 years old.
- Consumers who understand and prefer cosmetic products.

Based on the purposive sampling technique, the sample size taken for this study was 250 respondents. The determination of this sample size is based on practical considerations, the ability of the researcher, and the need for statistical analysis.

Data Collection Techniques

Sampling was conducted using a purposive sampling technique, with the following criteria: respondents must be at least 18 years old, possess basic knowledge of cosmetic products, and understand the importance of Halal products. The data in this study was collected through a questionnaire compiled based on indicators relevant to the research variables. This questionnaire consists of several sections, namely:

- **Demographics:** contains questions about the respondent's demographic characteristics such as age, gender, education level, occupation, and income. This demographic data is important for understanding the characteristics of respondents and for descriptive analysis.
- **Brand image section:** measures respondents' perception of the brand image "Laneige". The questions in this section are developed based on the dimensions of brand image which include product quality, brand reputation, innovation, and brand association. Each item was measured using a 5-point Likert scale, where 1 indicated "strongly disagree" and 5 indicated "strongly agreed."
- **The Halal awareness section** measures the level of awareness of respondents about the Halal status of "Laneige" products. Questions include respondents' understanding of the importance of Halal products, their knowledge of Halal certification, and their perception of Halal or not "Laneige" products.
- **Purchase decision section:** measures respondents' purchase intent and behavior related to "Laneige" products. The items in this section include the frequency

of purchases, brand loyalty, and factors that influence purchasing decisions such as price, quality, and promos.

Validity and Realism of Instruments

Before the questionnaire was used in the main study, a questionnaire trial was conducted on 50 respondents to test the validity and reliability of the instrument.

- The validity test was carried out using the Pearson product-moment correlation technique to measure the extent to which the items in the questionnaire were able to measure what should be measured. Items that correlate below 0.3 will be eliminated or fixed.
- The reliability test was carried out using the alpha Cronbach coefficient to measure the internal consistency of the questionnaire. A Cronbach alpha score above 0.7 is considered sufficient to indicate that the questionnaire has good reliability.

Data Analysis Techniques

The data collected will be analyzed using descriptive statistical analysis and inferential analysis. The steps used in data analysis are as follows:

- Descriptive analysis: used to describe the demographic characteristics of respondents and the distribution of answer frequency on each questionnaire item. Descriptive statistics include mean, median, mode, standard deviation, and percentage.
- Classical assumption test: before conducting a regression analysis, a classical assumption test is performed to ensure that the data meets the necessary conditions for regression analysis, such as normality test, multicollinearity test, heteroscedasticity test, and autocorrelation test.
- Multiple regression analysis: used to test the simultaneous and partial influence of brand image and Halal awareness on purchasing decisions. The regression models used are:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon \dots\dots\dots(1)$$

Where:

- o Y is the purchase decision (dependent variable).
 - o X1 is the brand image (independent variable).
 - o X2 is Halal awareness (independent variable).
 - o α is a constant.
 - o β_1 and β_2 are regression coefficients.
 - o ε is an error term.
-
- Hypothesis test: The hypothesis test is carried out using the t-test to test the partial influence of each independent variable on the dependent variable, and the test to test the simultaneous influence of independent variables on the dependent variable. The level of significance used is 5% ($\alpha = 0.05$).

- Sobel analysis: if it is found that brand image and Halal awareness have a significant influence on purchase intention, then a Sobel test is carried out to test the role of purchaseintention mediation in the relationship between independent variables and purchase decisions.

Model Theory of Planned Behavior (TPB)

The TPB model is used to understand how brand image and Halal awareness can influence consumer purchase intentions and decisions. TPB assumes that behavioral intent is a key predictor of actual behavior and that this intention is influenced by three main factors:

- Attitude towards behavior: positive or negative attitudes towards the purchaseof “Laneige” products are influenced by consumer perception of brand imageand Halal awareness.
- Subjective norms: social pressures or expectations from others that are important to consumers, which may influence their decision to buy products that conform to Halal values.
- Perceived behavioral control: consumers' perception of their ability to purchase “Laneige” products, which may be affected by price, product availability, and accessibility.

The TPB model will be analyzed using path analysis to test the causal relationship between brand image, Halal awareness, attitudes, subjective norms, perceived behavioral control, purchase intent, and purchase decisions.

RESULTS AND DISCUSSION

Based on the research method in the form of the Model Theory of Planned Behavior (TPB), the resultsare presented in several tables and factors including:

Results based on Halal Certificate Awareness

Table 1. Respondents' Concern for Halal Certificates

| It | Number of Resonances (Age) | Care | No Care | Neutral |
|-----------|-----------------------------------|-------------|----------------|----------------|
| 1. | 18-25 Years (10 persons) | 15 % | 70 % | 15 % |
| 2. | 25-35 Years (150 persons) | 10 % | 85 % | 5 % |
| 3. | 35 Years Over (90 persons) | 5 % | 85 % | 10% |

Based on the results of the table above, the average vulnerable respondents aged 25-

35 years do not care about the Halal certification of hygiene products, and the respondents who have the highest level of concern for Halal certificates are respondents aged 18-25 years.

Results Based on Brand Image

Table 2. Respondents' Results Based on Brand Image

| It | Number of Resonances (Age) | Use | Price | Quality |
|----|----------------------------|------|-------|---------|
| 1. | 18-25 Years (10 persons) | 30 % | 20 % | 50 % |
| 2. | 25-35 Years (150 persons) | 40 % | 5 % | 55 % |
| 3. | 35 Years Over (90 persons) | 20 % | 10 % | 70% |

Based on the results of the table above, the response regarding product quality from each age category is very high. This proves that the product is highly recommended for repurchase. Then the response regarding the price of the product is very low. This is because the price of the product is not too important when the quality of the product is very good and recommended.

Results Based on Repeat Interest

Table 3. Respondents' Results for Repurchase

| No | Statement | Points | | | | | Sum |
|----|-----------------------------------|-------------------|----------|---------|-------|----------------|------|
| | | Strongly disagree | Disagree | Neutral | Agree | Strongly Agree | |
| 1. | Purchase from usage min 1 X Month | 0% | 0% | 0% | 20% | 80% | 100% |
| 2. | Purchase from first purchase | 0% | 0% | 20% | 20% | 60% | 100% |
| 3. | Buying from Ads | 0% | 0% | 10% | 20% | 70% | 100% |

| | | | | | | | |
|----|--------------------------------------|----|----|-----|-----|-----|------|
| 4. | Repurchases based on Product Quality | 0% | 0% | 5% | 5% | 90% | 100% |
| 5. | Purchase from Price | 0% | 0% | 50% | 20% | 30% | 100% |

Based on the table above, respondents have a high level of attraction to repurchase products, the highest response can be obtained from statements of interest in repurchasing based on good quality and safe products.

CONCLUSION

The approaches and methodologies outlined above are designed to provide an in-depth understanding of how brand image and Halal awareness influence consumers' purchasing decisions towards "Laneige" products. Using the TPB model as a theoretical framework, this study seeks to explain the mechanisms underlying consumer behavior in the context of the cosmetics market in Indonesia, especially in terms of Halal products and brand preferences. Through data analysis will allow researchers to draw valid conclusions and provide practical recommendations for marketers and brand management.

Based on the analysis of the data in the presentation of the table above, the "Laneige" product is concluded as follows:

- The high level of respondents concerned about Halal certification of products is 40%, so it is necessary to seek a Halal label as soon as possible, even though the sales level is affected by the quality of the product.
- The high number of respondents to the quality of very good and safe products is 90%. This also makes the interest in product repurchase power high.

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