Does Religiosity Mediate Gen Z's Cosmetic Product Purchase Decisions?

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Abstract

The size of the Gen Z segmentation, which reaches a range of 40 per cent in 2045 and the tendency to consume halal products, and the role of religiosity are interesting studies to be studied. With regard to this, the stimulus-organism-response (SOR) model is needed to see and analyse the credibility of the influencer and the role of religiosity in mediating the decision to purchase cosmetic products. This study was conducted with a quantitative approach of SemPLS method, with 100 respondents, most of whom are gen Z. This study found that the model obtained was valid, but the position of religiosity did not mediate the credibility of endorsers, popularity, and business ethics on purchasing decisions for cosmetic products. This is considered reasonable, considering that consumers use more rationality in deciding their purchases. In addition, the popularity, attractiveness, and credibility of endorsers increase the decision to purchase cosmetic products. Of course, in accordance with the findings, valuable input can be provided, especially in the halal beauty industry to continue to educate with improved marketing strategies and contribute to the theoretical literature of management and marketing science.

Keywords: Cosmetics, Religiosity, Gen Z, Purchase Decision.

Introduction

As everyone know, COVID 19 pandemic has caused almost most businesses to decline. But uniquely, the skin care industry was able to survive the pandemic and experienced an increase with the emergence of several new brands in the market (Hasibuan, 2022). Not all sales of cosmetic products are affected

by the COVID-19 pandemic. Beauty products for skin care have remained in demand throughout the pandemic (Mediana, 2021).

The sales trend of beauty and health products has increased during the pandemic. This is interesting, and data even shows that this category recorded the highest sales in 2020 with 30% growth. This means that in addition to the increase in consumption of health products (Laureti et al., 2023), the pandemic has also increased the consumption trend of beauty products (Trilatifah, 2022). Interestingly, the PPKM policy implemented during the pandemic has also changed the trend of choice in the use of beauty products, from previously dominated by decorative make-up to dominant skin care (Chitrakorn, 2015). Purchases of decorative make-up products increased again this year when a number of activities outside the home were relaxed again. At least it can be known that the increase or high demand for beauty and health products is a certain factor (Ngah et al., 2019). The Ministry of Industry revealed that the high growth of the sector is due to the increasing domestic demand for medicines and health equipment due to the COVID-19 pandemic (Trilatifah, 2022).

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The high demand for beauty products cannot be separated from the interest of gen Z, which is quite large in the market, reaching 22 percent (Yustika et al., 2023). The benefits offered by these beauty products seem to be the colour of business competition that involves not only local brands, but also imported brands, not only during the pandemic but also after the pandemic (Wulandari, 2022). A large market with a high level of consumption and relatively affordable prices (Sukesi & Akbar Hidayat, 2019), are some of the factors causing the entry

and increase of imported beauty product brands that flood the local market (Laureceno, 2019).

Among the many field facts that mention the stretching of the beauty and health product business, it is certainly necessary to compare it with theoretical studies. Similar theoretical studies discuss the phenomenon of the cosmetic product business. The existence of celebrity endorsers seems to affect the increase in interest in purchasing skincare (Tazlia et al., 2023). Then in addition, the level of belief and religious behaviour explained by the level of religiosity also seems to have an influence on purchasing decisions (Ishak et al., 2019) and (Adriani & Ma'ruf, 2020).

After the field study and data collection, at least this study contributes to 3 things; first, this study completes the gap in the marketing literature that focuses on the consumption of halal cosmetic products; second, this study adds endorser popularity as an independent variable and religiosity as a mediating variable. In accordance with this, this study adopts the stimulus-organism-response (SOR) theory (Yalina et al., 2020). Thus, this study offers a relatively new concept in the study of endorser popularity and credibility, as well as the attractiveness that influences the increase in the frequency of product purchase decisions through religiosity assessment.

Based on this knowledge, religiosity has not been widely exposed, especially as a mediator in determining purchasing decisions on halal beauty products. So it is interesting to be studied further and raised as a field research.

Methods

The method used in this study is quantitative. Developing the Stimulant-Organism-Response (SOR) concept (Djawahir, 2018), whose full conceptual picture is in the figure below. The test method uses Sem-PLS, while there are a total of 5 variables, the arrangement of which is popularity, credibility, and attractiveness, respectively, as independent variables (X), religiosity as a mediating variable (Z), and purchasing decisions as a dependent variable (Y).

Determining the number of respondents in this study using purposive sampling. If the population is unknown, it falls into the saturated sample category (Hair Jr. et al., 2014). So based on the number of indicators as many as 13, and 5 variables. Then at least the number of respondents is 5n number of indicators, 10x the number of indicators. That is as many as 5 x 13, namely 65 respondents.

So that this amount according to (Hair Jr. et al., 2014) has been said to be representative data.

A total of 100 respondents were collected from an online survey. They were initially given screening questions consisting of several criteria such as gender, age, education and scarlett product preference. The questionnaire was distributed through the online platform google form, which was then asked to fill in personal information before they answered the questions in the questionnaire. The number of respondents of 100, based on the theory (Hair Jr. et al., 2019), is greater than 5x the total number of indicators, namely 65, so that the number of respondents is already in the normal and representative category.

In accordance with the background, objectives and approach chosen. It is necessary to elaborate on the development of the SOR model as shown below.
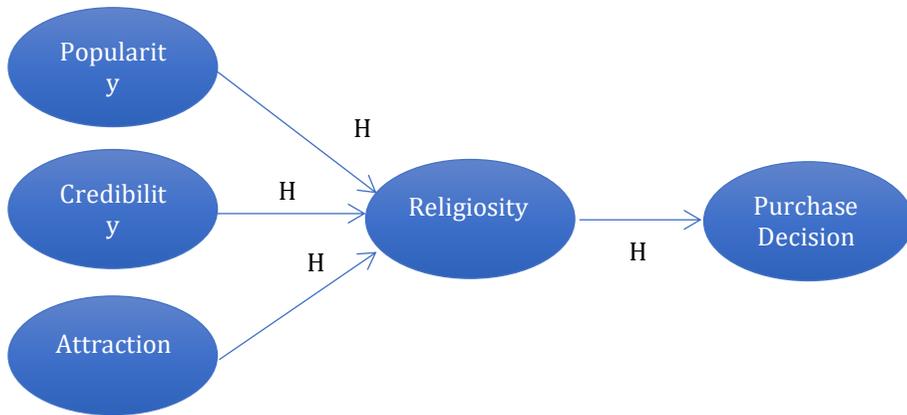

Figure 1. Conceptual Framework

Endorser credibility is at least proven to increase the religiosity of a consumer in choosing a product (Lou & Kim, 2019). Then regarding religiosity, as the results of research findings conducted by (Ishak et al., 2019) found that religiosity affects purchasing decision confidence.

Then attractiveness affects purchasing decisions, as a study conducted by (Atho'Illah & Yudha, 2022), and other studies that support the preparation of research hypotheses.

Variable	Code	Indicator	Source
Endorser Popularity	PE1	I use social media, one of which is Instagram, to find information and entertainment	(Jayanti & Siahaan, 2021)

	PE2	I follow someone on social media who has high popularity	
Credibility Endorser	KE1	I follow Celebrity Endorsers who often share ways and tips for using skin-care products.	(Venciute et al., 2023), (Schouten et al., 2020), (Tazlia et al., 2023)
	KE2	Celebrity Endorser membuat saya percaya bahwa produk *skin-care* bagus untuk perawatan kulit saya	
Attraction	DT1	I follow Celebrity Endorsers on social media who have creative and interesting content.	(Hassan & Sengupta, 2019)
	DT2	Celebrity Endorser displays a convincing speaking style in promoting Skin care products	
Religiosity	RL1	I try to adhere to the commandments of Islam in all aspects of my life	(Ishak et al., 2019)
	RL2	I have a strong belief in all aspects of Islam's fundamental ideology, including skin care and cosmetic products.	
Purchasing Decision	KP1	The existence of reviews from celebrity endorsers makes me believe in buying skin care products..	(Ashoer et al., 2019), (Ahyar, 2020), (Yudha et al., 2021)
	KP2	The good image of the skin care business makes me more confident to use the product.	
	KP3	The good quality of skin care products makes me accustomed to buying again	

Data Objectivity

As stated in the previous section, the variables of this research include endorser popularity, endorser credibility, attraction, and Islamic Business ethics, as well as religiosity and purchasing decision. In the settlement process, partial least squares structural equation (Sem-PLS) is required. The analysis consists of several stages. The stages are first checking the suitability of validity and reliability values, as well as the suitability of the model. According to (Hair Jr. et al., 2014), the acceptable value is in the range of 0.6 - 0.7, and the level of satisfactory to good reliability is in the range of 0.7 - 0.95.

Result and Discussion

The study found a number of demographic data consisting of gender, education and occupation of the respondents. In addition, the most favoured

cosmetic brands in the market were also obtained. In the initial section, a summary of the respondents' data characteristics is presented. Here is the complete data.

Respondent profiles

Characteristics	Amount	Percentage (%)
Gender		
Gentle	2	2
Ladies	98	98
Education		
Senior high school	12	12
Bacherlor	88	88
Occupation		
Businessiss	14	14
Students	82	82
Partimers	4	4

Source: primary data edited

Based on the mapping of the characteristics of respondents totalling 100. Consisting of 98 per cent women and only 2 per cent mans. Then the educational background is dominated by undergraduates as much as 88 per cent, or as many as 88 people.

Figure 2. Choosen Product by Respondent
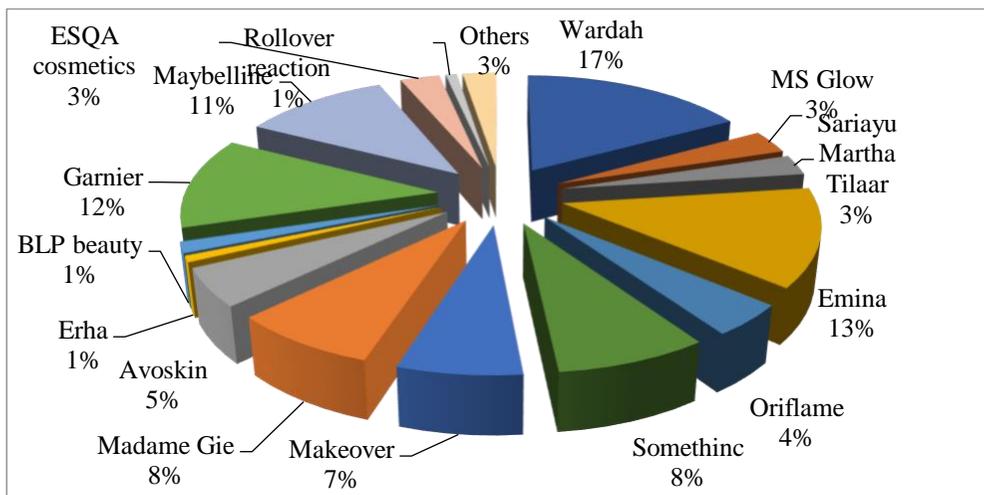
Based on the pie chart above, cosmetics users with the Wardah brand are still in the first position with 17 per cent or 21 respondents. Likewise, the Emina brand, which is still the same manufacturer as the Wardah brand, or known to the public as 'the younger brother of the Wardah brand', also still gets market acceptance at 13 per cent or 16 people. Then other brands that are not listed in the questionnaire but still have enthusiasts such as Erha, BLP beauty, Rollever raction also continue to get the attention of the halal consumer cosmetics market.

Discussion

The loading factor figure below displays the loading factor analysis of each variable indicator. Each of the exogenous variables, which are influencer popularity, influencer credibility, and attractiveness, then the mediating variable, religiosity, and the endogenous variable, purchasing decisions, are all valid, because the value is above 0.6, as (Hair Jr. et al., 2014) said.
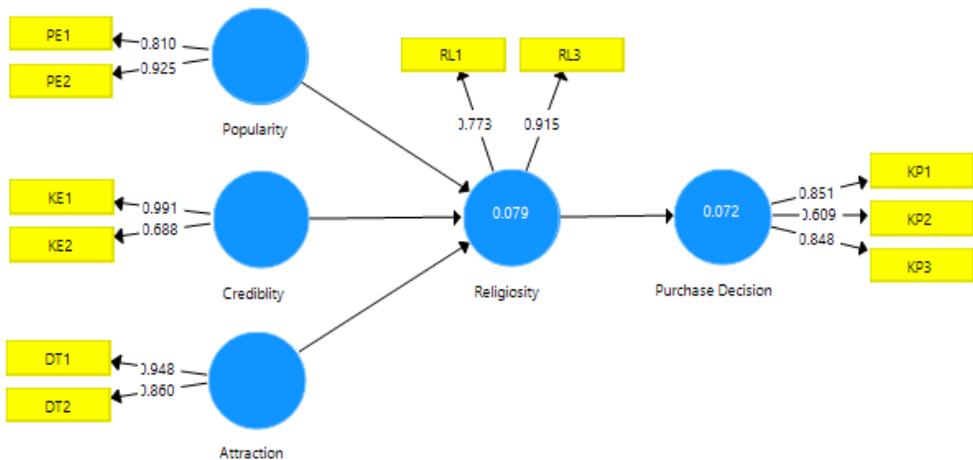
explains the variable in question. Likewise, the credibility and attractiveness variables, each indicator significantly explains each variable. However, there is an exogenous variable indicator that has the lowest value of 0.688, namely the second indicator of the endorser credibility variable while the highest value is the first indicator of the same variable, endorser credibility, which is 0.991.

Meanwhile, all measured variables of the endogenous variable explain the purchasing decision significantly with the first indicatorp having the highest value of 0.851, the second indicator with the lowest value of 0.609, and the third indicator with a value that is also high, namely 0.848.

Reliability and Validity Test

The reliability value is called good if the Cronbach alpha composite value is greater than 0.7, while the average variance extraction (AVE) result is considered acceptable if the test result value is greater than 0.5 (Hair Jr. et al., 2014).

Table 3. Reliability and Validity

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Attraction	0,790	0,916	0,900	0,819
Credibility	0,738	2,701	0,838	0,728
Popularity	0,689	0,779	0,860	0,756
Purchasing Decision	0,721	0,728	0,818	0,605
Religiosity	0,621	0,706	0,834	0,717

There are 2 variables whose Cronbach alpha value is below 7, namely popularity and religiosity, so it can be interpreted that these two variables still cannot be fully used as variables.

Discriminant Validity

The purpose of the discriminant validity test is to ensure that each latent variable concept is unique. The validity test aims to determine the accuracy of a measuring instrument(Choiriyah et al., 2020). SemPLS can be used to evaluate discriminant validity using the Fornell-Larcker and Cross-loading criteria.

Table 4. Discriminant Validity

	Attraction	Credibility	Popularity	Purchasing Decision	Religiosity
Attraction	0,905				
Credibility	0,557	0,853			
Popularity	0,574	0,501	0,869		
Purchasing Decision	0,552	0,318	0,342	0,778	
Religiosity	-0,192	0,063	-0,075	-0,268	0,847

The root AVE value of each variable is greater than the AVE of its correlation with other variables, so the conclusion is that the discriminant validity is fulfilled.

Structural of model

In the assessment of R2 testing criteria, the value of 0.75 is large and strong; 0.5 is moderate; and if it is 0.25, it is weak (small).

Table 5. R-square

	R Square	R Square Adjusted
Purchasing Decision	0,072	0,063
Religiosity	0,079	0,053

Based on table 5, path model 1 is worth 7.2 per cent. This means that the variables of popularity, credibility, and attractiveness explain religiosity by 7.2 per cent. These results can be said to be weak in the preparation of the model. Likewise, R2 on path 2 is 7.9 per cent, meaning that the variables of popularity, credibility, and attractiveness through religiosity are 7.9 per cent.

Figure 4. Bootstrapping Test

For hypothesis testing, it can be observed from the test results in the bootstrapping test. Here is table 6 for the complete data.

Table 6. Direct Effect

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
Attraction -> Religiosity	-0,322	-0,298	0,143	2,258	0,024
Credibility -> Religiosity	0,251	0,214	0,171	1,465	0,044
Popularity -> Religiosity	-0,016	-0,028	0,148	0,108	0,914
Religiosity -> Purchasing Decision	-0,268	-0,295	0,097	2,767	0,006

Based on the test results as shown in Table 6, there is one variable that does not have a significant effect, namely between the influencer's popularity variables on religiosity, while the others have a significant effect. Then for the influence of variables, there is only 1 variable relationship between influencer credibility on religiosity that has a positive or unidirectional relationship. This means that if the credibility of the endorser is higher, then the tendency will increase religiosity.

In addition to seeing the direction of the hypothesis directly as in table 6. It is also necessary then for the indirect effect, shown in the following table.

Tabel 7. Indirect Effect

Credibility -> Religiosity -> Purchasing Decision	(O)	(M)	(STDEV)	(|O/STDEV|)	P Values
Attraction -> Religiosity -> Purchasing Decision	0,086	0,090	0,052	1,671	0,015
Credibility -> Religiosity -> Purchasing Decision	- 0,067	- 0,063	0,056	1,201	0,230
Popularity -> Religiosity -> Purchasing Decision	0,004	0,011	0,042	0,101	0,920

Based on the results of calculating the indirect effect through the bootstrapping test, it can be concluded that:

a. The indirect effect of Attraction -> Religiosity -> Purchasing Decision is 0.086 (positive), with a P-value of 0.015 (significant). This means that the religiosity variable plays a role in mediating the effect of attraction on purchasing decisions;

b. The indirect effect of Credibility -> Religiosity -> Purchasing Decision is -0.067 (negative), with a P-value of 0.230 (not significant). This means that the credibility variable does not play a role in mediating the effect of credibility on purchasing decisions;

c. The indirect effect of Popularity -> Religiosity -> Purchasing Decision is 0.004 (positive), with a P-value of 0.9200 (not significant). This means that the popularity variable does not play a role in mediating the effect of popularity on purchasing decision.

Conclusion

This study explores the influence of popularity, endorser credibility and attractiveness on cosmetic product purchase decisions and the role of religiosity variables as mediating factors. The results of this study show that the model is still weak. Because the determination of variables based on previous studies does not fully involve theory, resulting in the unstable model obtained. Among a number of exogenous variables, there are significant variables of attractiveness and credibility, although for attractiveness it is not directly proportional. This means that the higher the attractiveness of consumers to halal cosmetic products, the more their religious beliefs and behaviours do not increase in deciding to purchase products. Religiosity cannot be said to be a variable that mediates purchasing decisions, because our findings suggest that gen Z consumers use their rationality more than religiosity in deciding to buy cosmetic products.

Based on these findings, there are several suggestions that need to be considered by future studies. First, there is no need to make the religiosity variable in testing its influence on purchasing decisions. Second, it is necessary to further study the determination of variables, especially if the research to be raised involves variables of credibility and attractiveness to religiosity.

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