



## DOES YOUNG MUSLIMAH RELIGIOSITY REALLY SERVE A MODERATOR BETWEEN LIFESTYLE, MOTIVATION AND PURCHASE DECISION?

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### ABSTRACT

This research examined the influence of lifestyle and consumer motivation on purchase decision for halal skincare products and to know whether the young Muslimah religiosity moderated the lifestyle and consumer motivation effects on purchase decision or not. This study used primary data taken by distributing questionnaires to 305 respondents and by using a purposive sampling technique. The method of data analysis was Moderated Regression Analysis. The results indicated that the lifestyle and consumer motivation significantly influenced purchase decision for halal skincare products and the young Muslimah religiosity could moderate the effect of lifestyle and consumer motivation on purchase decision. This research can be meaningful for universities to develop curricula for marketing management, lecturers to develop teaching materials, students as references, and skincare companies to improve policies to increase customer satisfaction and expand the market. The purchase decision model for halal skincare products with young Muslimah religiosity as a moderator has been presented comprehensively and completely.

Keywords: *lifestyle, consumer motivation, purchase decision, young Muslimah religiosity*

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### 1. INTRODUCTION

Skin care is a tertiary need that every woman continues to look after to look beautiful. Young women in Indonesia always pay attention to quality beauty products (Fakhrunissa *et al.*, 2020). Halal skincare brands are increasingly popular in Indonesia (Rosida, 2018; Hidayati & Yuliandani, 2020) and are the second largest consumption in the world (Fahlevi, 2022). There are also many non-Muslim consumers who seek and buy halal skincare (Janah, 2020). The Minister of Cooperatives and Small and Medium Enterprises said that exports of Indonesian halal skincare products ranged from 3.8 percent of the total world halal product market (Putri, 2022).

Studies on purchasing decision for beauty products have been discussed by many previous researchers. The decision to purchase beauty products through online media is influenced by corporate image and sales promotions (Fan, 2019; Gorji & Siami, 2020). Consumer attitudes and behavior are also a determining factor in consumer decision in buying beauty products (Riane Cherylise Dalziel & Klerk, 2021; Khairunnisa & Jamiat, 2021; Kudeshia & Kumar, 2017). Study of Purnamasari (2020) found that effective decision can be formed from attractive testimonials, affordable prices, and quality products. Yu *et al.* (2022) and Lee *et al.* (2019) added that not only product quality but also brand awareness and brand association have a positive correlation with consumer decision. The halal logo is an important element in the decision to buy halal cosmetics for generation Y consumers (Bhutto *et al.*, 2022). Variable values, lifestyle, and mindsets have a relationship with buying decision (Lucian, 2017; Kaur *et al.*, 2022; Ko *et al.*, 2017; Matharu *et al.*, 2021; Aida Fitri *et al.*, 2018).

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The religiosity variable is an important element in increasing purchasing decision for halal products (Abalkhail, 2020; Razzaque & Chaudhry, 2013; Dekhil *et al.*, 2017; Bukhari *et al.*, 2019). In addition, this factor also acts as a moderator variable in strengthening relationships (Razzaq *et al.*, 2018). Studies by Muslichah & Sanusi, (2019) and Anggraini & Dewanti, (2020) found that religiosity can moderate the relationship between awareness of halal products and purchasing decision. Religiosity can moderate the construct relationship between the theory of planned behavior and interest in buying halal products Memon *et al.* (2020). While the study by Suhartanto *et al.* (2021) confirmed that religiosity cannot moderate the effect of emotional attachment and product quality on the loyalty of users of halal products.

Based on previous research studies, it shows that there are still limited studies on purchasing decision for beauty products. This study wants to see the influence of lifestyle and consumer motivation on purchasing decision for halal skincare products in the province of Aceh. In addition, this study wants to know the moderating role of the variable religiosity of young Muslim women in the relationship between lifestyle and consumer motivation towards purchasing decision.

## **2. LITERATURE REVIEW**

### **2.1. Halal Skincare Purchase Decision**

This study is based on the social learning theory by looking at the role of religiosity in influencing consumer buying decision. Purchase decision are influenced by customer attitudes and values as well as various factors in the customer's social environment (Brandão *et al.*, 2021; Chen *et al.*, 2021; Mulfachrizza *et al.*, 2021; Munandar *et al.*, 2022). Zak & Hasprova (2020) explain that decision are concepts about choosing, buying and using products and services to meet consumer needs. The many factors that influence consumer behavior in purchasing decision are cultural, social, personal, and psychological (Kotler & Keller, 2016; Qabiluddin *et al.*, 2018).

The decision to purchase beauty products can be influenced by consumer lifestyles (Zukhrufani & Zakiy, 2019; Fahmilia & Adinugraha, 2022; Oktaniar *et al.*, 2020). Consumer motivation is also of particular concern in making purchasing decision for beauty products (Arda & Manurung, 2021; Ab Talib, 2017; Sun *et al.*, 2019; Won & Kim, 2020). The decision to buy halal products can be influenced by the strength of intrinsic motivation (Syed *et al.*, 2021). Decision can be formed from the value felt by consumers (Hanaysha, 2018; Asrianda *et al.*, 2020; Khalisa *et al.*, 2022).

### **2.2. Lifestyle**

Lifestyle is a concept about individual interaction in a certain environment. Cheng *et al.* (2019) said that lifestyle is the lifestyle of individuals and groups in social activities. Belanche *et al.* (2020) explained that lifestyle is related to one's activities, interests, attitudes, consumption and expectations. Bala *et al.* (2021) explained that lifestyle is individual behavior in spending time, thinking about oneself and also the surrounding environment. Eskandarloo (2021) lifestyle relates to socio-cultural behavior and attitudes that apply in people's lives.

The decision to buy halal products can be influenced by lifestyle (Mohiuddin, 2018; Cheng *et al.*, 2019; Haro, 2020; Adnan *et al.* 2017). Empowered individuals can change their lifestyle so that it influences behavior patterns and desires to meet needs (Oktaniar *et al.*, 2020; Kala & Chaubey, 2018; Ovchinnikov, 2017). Study of Lin & Shih (2012); Zukhrufani & Zakiy (2019) found that lifestyle can increase women's buying decision behavior to own cosmetic products. Lifestyle has a significant and positive relationship to consumer attitudes (Kabeakan & Putra, 2019).

$H_1$  : *Lifestyle has a significant influence on the decision to buy halal skincare products*



### 2.3. Consumer Motivation

Motivation is the basic drive that moves individuals to take actions (Uno, 2021). Motivation in purchasing is based on the desired goals, activities in shopping, and motivation owned by consumers (Wagner & Rudolph, 2010). Internal conditions that encourage individuals to purchase products to meet their needs, both consciously and unconsciously. Satisfied needs encourage individuals to make repeat purchases. Bhatnagar & Kumra (2020) details that consumer motivators consist of personal innovation, enjoyment of helping, anticipated extrinsic rewards, moral obligations and venting negative feelings.

Consumer motivation can be a predictor variable for buying decisions (Filipović & Popović, (2019). The higher the consumer's motivation to buy, the more effective the consumer is in making decisions (Lubis et al., 2019; Rayi, 2021). Therefore, the variable of purchase motivation consumers have a positive correlation with the decision to buy beauty products (Amin & Yanti, 2021; Li et al, 2019; Won & Kim, 2020). The higher the motivation felt by consumers, the higher consumer loyalty (Xiaozhou, 2019). Consumer motivation also can be a predictor of consumer satisfaction (Agyeiwaah et al, 2019).

*H<sub>2</sub> : Consumer motivation has a significant effect on the decision to buy halal skincare products*

### 2.4. Young Muslimah Religiosity

Religiosity is a high level of individual belief in religion in making certain decisions (Mishra, 2017). The activity of consuming products and services that are based on religion to consider whether or not the consumption behavior that will be carried out is interpreted as the level of religiosity (Agarwala et al., 2019). Religiosity is an important driving factor and can influence consumer behavior (Abu-Alhaija, 2018). Meanwhile Waller & Casidy (2021) explain that religiosity is a way of behaving or as an emotion that has a special pattern.

Ashraf et al.'s study. (2017) showed that religiosity is an important element in increasing consumer buying interest. Religiosity is a major predictor of consumer decision making (Iftikhar, 2017; Zeqiri, 2022; Bukhari et al., 2019). Personal intrinsic religiosity has a positive relationship with the decision to buy halal products (Nurhayati & Hendar, 2020). The religiosity variable can act as a moderator, as the study by Hidayati & Betria (2021) confirms that religiosity can moderate the relationship between consumer motivation and buying decisions. Razzaq et al. (2018) also found that religiosity can strengthen the relationship between fashion involvement and purchasing decisions.

*H<sub>3</sub>: Religiosity moderates the influence of lifestyle on the decision to buy halal skincare products*

*H<sub>4</sub>: Religiosity moderates the effect of consumer motivation on the decision to buy halal skincare products*

Framework development can be seen in the following figure.

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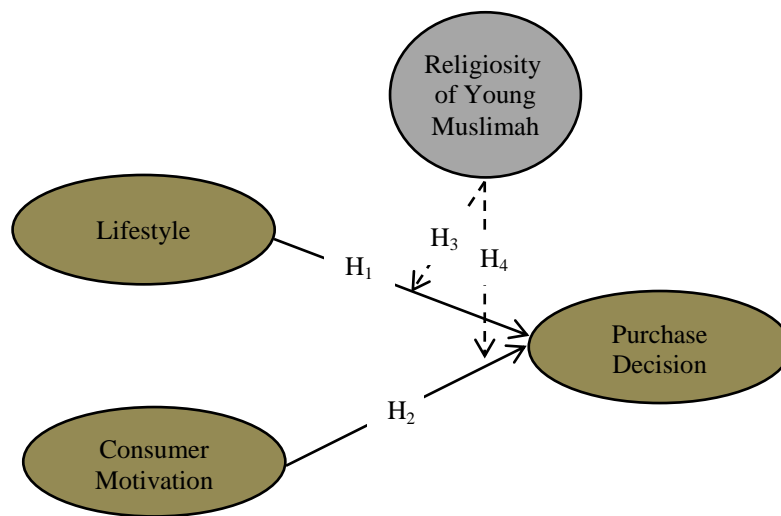


Figure 1. Framework

**Note:**

- > : Direct effects
- -> : Moderation Effects

**3. RESEARCH METHOD**

In analyzing the relationship between lifestyle and consumer motivation towards purchasing decision with religiosity as a moderating variable, the authors used 350 halal skincare customers in Aceh province. Respondents were selected using a purposive sampling approach, namely choosing a sample that fits the purpose of this study. The respondent's criteria are halal skincare consumers who use the product at least three times, the respondents are young Muslim women from the age of 15 to 35 years and live in the city of Lhokseumawe. Data in this study were collected from February to April 2021.

The measurement scale in this study used the Five-Point Likert Scale approach, ranging from 1 (strongly disagree) and 5 (strongly agree). Indicators for measuring research variables, researchers adopt and adapt the indicators of previous researchers. Lifestyle adopts and adapts the study of Kotler and Keller (2016) with three indicators, namely (1) activity, (2) interest, and (3) opinion. Consumer motivation adopts and adapts the indicators belonging to Kotler and Keller (2016), as many as three indicators, namely (1) selective attention, (2) selective distortion, and (3) selective retention. Purchasing decisions use Kotler & Keller (2016) indicators, namely (1) product selection, (2) brand selection, (3) purchase channel selection, (4) purchase time, and (5) payment methods. Meanwhile, indicators for measuring religiosity variables are: (1) Belief, (2) Practice, (3) Experience, (4) Religious knowledge, and (5) Consequences (Dienillah et al., 2020).

The hypothesis is tested using Moderated Regression Analysis (MRA). Before testing the MRA, the authors tested the validity and reliability of the research construct. All items have a value greater than 0.334. (Value for  $df = 33, \alpha < 0.05$ ). this means that all items used to measure variables are valid. While Cronbach's alpha values for all lifestyle variable, consumer motivation, purchase decisions and religiosity are 0.885, 0.869, 0.927, and 0.904. Thus, all the constructs used in this study are reliable.



## 4. RESULTS AND DISCUSSION

### 4.1 Demography

Demography in this study consists of gender, age, and occupation. A total of 350 questionnaires were distributed to respondents but only 305 samples were usable (87.1 percent of response rate). Table 1 shows that women are more dominant in using skincare products (87.9 percent). In terms of age, the category of 21-25 years old is the most dominant (36.7 percent). The most dominant professions in the study are carrier women (37.7 percent).

Table 1. Demography of Respondents

Profiles	Frequency	Percentage (%)
<b>Gender</b>		
Male	37	12,1
Female	268	87,9
<b>Age (years old)</b>		
15 – 20	57	18,7
21 – 25	112	36,7
26 – 30	99	32,5
31 – 35	37	12,1
<b>Occupations</b>		
School Students	59	19,3
University Students	107	35,1
Carrier Women	115	37,7
Others	24	7,9

Source: Data analyzed (2021)

### 4.2 Data Quality

Data quality is an important requirement in conducting data analysis. Quality data meets several assumptions, such as normality, no multicollinearity and heteroscedasticity. The data in this study were normally distributed. This can be seen from the Asymp. Sig. (2-tailed) for Kolmogorov-Smirnov Z is 0.126 greater than 0.05 (Ghozali, 2010). The data does not have multicollinearity because the Variance Inflation Factor value for the two independent variables is less than 10 (Ghozali, 2010). Furthermore, the data does not experience heteroscedasticity. The Glejser test value shows that the analysis significance value for the two independent variables is greater than 0.05. The following three types of analysis show that the data has high quality.

### 4.3 Moderated Regression Analysis

After the data meets the requirements for analysis, the research hypothesis is tested using the Moderated Regression Analysis approach. This analysis was carried out in two stages. The first stage analyzes the influence of lifestyle on purchase decisions and examines the role of religiosity of Young Muslimah as a moderator in the relationship between lifestyle and purchase decisions for halal skincare products. The results of this analysis can be seen in Table 2.

Table 2. Value of R<sup>2</sup>, t test, and Level of Significance for Model Regression 1.

Relationships	t-test	Sig.
Lifestyle → Purchase Decision	6.012	0.000**
Interaction 1 (Lifestyle*Religiosity) → Purchase Decision	8.940	0.000**

R-squared = 0.943  
Sig. for Analysis of Variance = 0.000\*\*

Source: Data analyzed (2021)

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Note:

- \*\* : Signifikansi pada level  $\alpha = 1\%$
- \* : Signifikansi pada level  $\alpha = 5\%$

Regression model 1 shows that the R-squared value is 0.943 greater than 0.750 (Hair, 2011). The significance value for Analysis of Variance (ANOVA) of Model regression 1 is 0.000\*\* less than the significance of  $\alpha$  (1%). The author concludes that the regression model 1 in this study is appropriate.

The second stage analyzes the influence of consumer motivation on purchase decisions and examines the role of religiosity of Young Muslimah as a moderator in the relationship between consumer motivation and purchase decisions for halal skincare products. The results of this analysis can be seen in Table 3.

Table 3. Value of R<sup>2</sup>, t test, and Level of Significance for Model Regression 2.

Relationships	t-test	Sig.
Motivation → Purchase Decision	6.599	0.000**
Interaction 2 (Motivation*Religiosity) → Purchase Decision	9.330	0.000**
R-squared = 0.922		
Sig. for Analysis of Variance = 0.000**		

Source: Data analyzed (2021)

Note:

- \*\* : Signifikansi pada level  $\alpha = 1\%$
- \* : Signifikansi pada level  $\alpha = 5\%$

Regression model 2 shows that the R-squared value is 0.922 greater than 0.750 (Hair, 2011). The significance value for Analysis of Variance (ANOVA) of Model regression 2 is 0.000\*\* less than the significance of  $\alpha$  (1%). Regression model 2 in this study is appropriate.

The purchase decision model for halal skincare products can be seen in figure 2.

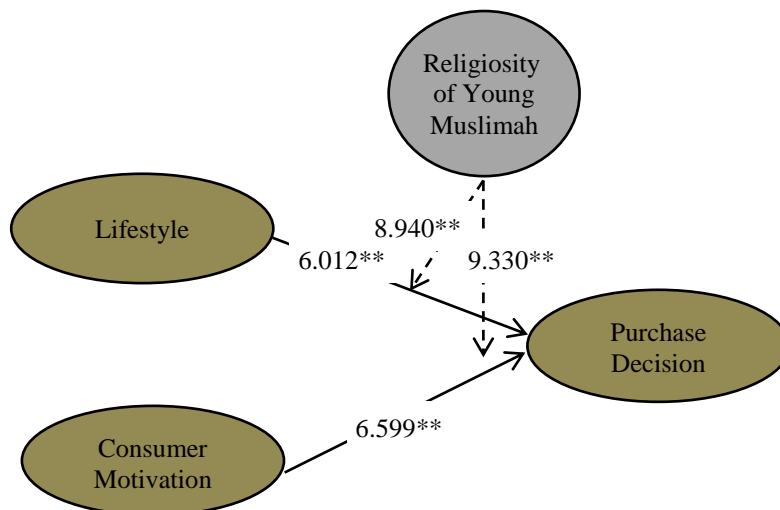


Figure 2. Relationships Estimation

4.4. Hypothesis Test

The first hypothesis which says that lifestyle has a significant effect on purchasing decision for halal skincare can be accepted. The value of the t statistic is 6.012 which is greater than the



value of  $t_{\alpha/2} = 1.960$ . The resulting significance value of  $0.000^{**}$  is smaller than the significance of  $\alpha$  (1%). This study is in line with Yildirim et al. (2020) & Al-Dmour et al. (2017) which states that lifestyle has a positive relationship with buying decision. There are several things that are considered by participants in choosing halal skincare products. Ease of using products that do not interfere with their busy activities is the basic reference for respondents. Furthermore, the wish to look healthy and beautiful is the respondent's desire to be maintained. Some respondents also considered the halalness of skincare products so that respondents were more confident about their faith.

The second hypothesis which states that consumer motivation has a significant effect on purchasing decision for halal skincare is acceptable. The value of the t statistic is 6,599 which is greater than the value of  $t_{\alpha/2} = 1,960$ . The resulting significance value of  $0.000^{**}$  is smaller than the significance of  $\alpha$  (1%). This study is in line with the research of Zhang et al. (2019) which states that consumer motivation can influence purchasing decision. The higher the motivation of consumers, the faster the reaction of consumers in making decisions to buy. Halal skincare products are not only to meet your needs but also to keep your skin healthy and beautiful. Halal skincare products offer their own charm. In addition, encouragement from friends and family is an important element in choosing halal skincare products.

The third hypothesis which states that religiosity moderates the effect of lifestyle on the decision to buy halal skincare products is acceptable. The value of the t statistic for interaction\_1 (lifestyle\*religiosity) is 8.940 which is greater than the value of  $t_{\alpha/2} = 1.960$ . The resulting significance value of  $0.000^{**}$  is smaller than the significance of  $\alpha$  (5%). The level of participant religiosity can strengthen the influence of lifestyle on the purchasing decisions of young Muslim women in buying halal skincare. The higher the belief in religion and the worship experience of young Muslim women can increase the influence of lifestyle on the decision to buy halal skincare products. The level of religiosity of young Muslim women can change behavior in consuming halal skincare products.

The fourth hypothesis which states that religiosity moderates the effect of consumer motivation on the decision to buy halal skincare products is acceptable. The value of the t statistic for interaction 2 (Consumer Motivation\*religiosity) is 9.330, which is greater than the value of  $t_{\alpha/2} = 1.960$ . The resulting significance value of  $0.000^{**}$  is smaller than the significance of  $\alpha$  (5%). The level of participant religiosity can strengthen the influence of consumer motivation on purchasing decisions for young Muslim women. The higher knowledge about Islam, young Muslim women can increase the influence of motivation on the decision to buy skincare products.

## 5. CONCLUSION

This study aims to examine the role of lifestyle and consumer motivation on the decision to buy halal skincare products and examine the moderator role of young Muslim women's religiosity variable on the relationship. The results of the study show that lifestyle and consumer motivation have a direct and significant effect on young Muslim women's decision in buying skincare products. The religiosity of young Muslim women can strengthen the influence of lifestyle and consumer motivation on buying decision.

There are suggestions that can be given in this study. Halal skincare companies should be able to improve their product distribution strategy by expanding business outlets and dealers, to make it easier for consumers to get products. In addition, companies can increase promotion with halal content through online media. It is hoped that this research can become a reference for further research by paying attention to green and halal topics. This study has implications for the development of consumer behavior theory with an emphasis on religiosity variable. The research limitation lies in the small number of independent variables used and is limited to young people only.

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