

# Factors Affecting Indonesian Muslim Women in using Korean Cosmetic Products

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**Keywords:** Religiosity; hedonic orientation; cosmetic; behavior

**Abstract:** The primary purpose of this study is to identify the factors that contribute to Indonesian Muslim women in using Korean cosmetic products. The sample size of this study was 1.015 students drawn from six State Islamic Universities (UIN) in Indonesia. Hedonic Orientation Scale and Religiosity Scale were used for data collection. The data was analyzed using Confirmatory Factor Analysis (CFA). The findings of the study indicate that hedonic orientation and Islamic religiosity are significantly affecting Indonesian Muslim women in using Korean cosmetic products. Product quality, generous price, and natural ingredients are also considered as an essential factor by Indonesian Muslim women in using the products. The findings of this study have practical implications for both Korean cosmetic producers and Indonesian Muslim women as consumers of the products.

## 1 INTRODUCTION

The use of cosmetics by women for aesthetic enhancement is a visibly prominent practice in the world as has been true in many cultures for centuries (Cash & Cash, 1982). Cosmetics use has been traditionally used by women to control their physical appearance and, presumably, their physical attractiveness (Cox & Glick, 1986). It is common that people judge the first impression by outward appearance. Hence, people are willing to spend money on appearance-related products, which will enhance their self-concept and make them feel, look, and smell good (Wan, Youn & Fang, 2001). People's concern with their appearance is not anything new, the history of cosmetics products spans at least 6,000 years of human history (Khrain, 2011).

That was the reason why the global beauty market has been growing stable and has the ability to be continuously growing even in some unfavorable economic conditions. Although having being affected by the global economic crisis in 2008-2009, beauty product industry easily boomed again in 2011. According to William Reed Business Media,

the market researchers predict that the market will reach \$630 billion in 2017 (Łopaciuk & Łoboda, 2005).

Since late 1900, Korean culture becomes popular among Asian countries, including Singapore, China, Hong Kong, Taiwan, Indonesia and Japan (Hong & Kim, 2013). The popularity of Korean culture starts from several TV dramas, such as *Winter Sonata*, *Daejanggeum*, and *Autumn in my heart*, which consider as the pioneer of Korean cultural products. This culture movement is known as the "Korean Wave," "Hallyu" or "Hanryu" (Moslehpour, Wong, Pham & Aulia, 2017), this culture also booming in Indonesia, especially in adolescence.

Since the last five years, Korean cosmetic products had attracted the attention of Indonesian Muslim women and are easily found in many places across Indonesian country in both an online store and offline store. These phenomena indicate that Korean cosmetic products experience fast growth and interests among the Indonesian population. Data from the Korea Health Industry Development Institute (KHIDI), suggest that Korean domestic production of cosmetics reached 7280 million dollars in 2013. The major export destinations of

Korean cosmetics are Southeast Asian countries (Park, 2015).

According to Park (2015), many factors make Korean cosmetic products popular among Asian people rather than people from other countries. Among those reasons are Korean companies' efforts in fulfilling consumers' satisfaction not only in the domestic market but also in the international market. Asian women have a similar concept of beauty and skin color. Finally, increasing advertisement on product brand image.

A study by Wulandari (2016) indicated specific cosmetic product brands that become popular and best seller in Indonesia. Based on her survey with 274 respondents, there are five cosmetics products brands regarded as a favorite product, namely Etude (71.7 %), Faceshop (39.05%), Nature Republic (14.96%), Mischa (12.77%), and Innisfree (9.12%).

In connection with the majority of Indonesia's population are adherents of Islam and South Korean cosmetics consumers do not rule out the possibility of being a Muslim and the spread of South Korean cosmetics in almost all major cities in Indonesia, then this study took samples from all UIN in Indonesia to represent the voice of cosmetic consumers who are Muslims. The relationships between different forms of faith, belief systems or existential views and the generic notions of quality of life have attracted considerable research attention (Tiliouinne, Cummins & Davern, 2009).

Although a study on Indonesian Muslim women's attitudes toward Korean cosmetic product had been done, the finding is still inconclusive as information on what factors affecting hedonic intentions of students from higher Islamic institutions are not revealed. For this reason, there is an urgent need to conduct a study involving Indonesian Muslim women across the country.

Theoretically, Indonesian Muslim women's attitude toward specific cosmetic products can be studied through the Theory of Planned Behavior (TPB). According to Ajzen (1991) "TPB predicts an individual's intention to engage in behavior at a specific time and place. It posits that individual behavior is driven by behavior intentions, where behavior intentions are a function of three determinations: an individual's attitude toward the behavior, subjective norms, and perceived behavioral control".

An attitude toward a behavior is a positive or negative evaluation of performing that behavior. Attitudes are informed by beliefs, norms are informed by normative beliefs and motivation to comply, and perceived behavioral control is

informed by beliefs about the individual's possession of the opportunities and resources needed to engage in the behavior (Ajzen, 1985). TPB also includes a direct link between perceived behavioral control and behavioral achievement. Given two individuals with the same level of intention to engage in a behavior, the one with more confidence in his or her abilities is more likely to succeed than the one who has doubts (Ajzen, 1991).

The present study is aimed to explore the factors that contribute to Indonesian Muslim women in using Korean cosmetic products. More specifically, this study aimed at identifying the reasons for Indonesian Muslim women from State Islamic University (UIN) for using the Korean cosmetic products. The findings of this study have practical implications for both customers of Korean cosmetic products and producers of the products.

## 2 METHODS

### 2.1 Research Design

This study used a descriptive quantitative research design. The primary purpose of using this design was to define better attitudes, opinions, and intentions held by a group of Indonesian Muslim women studying at State Islamic University (UIN) across the country. The critical point in the descriptive study is to measure and record variable accurately (Mitchell & Jolley, 2010). The research model is illustrated in Figure 1.

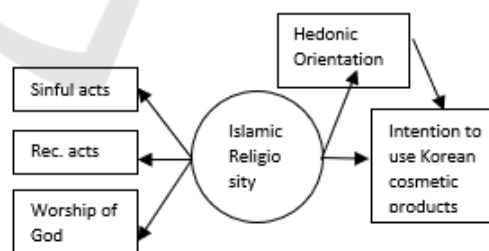


Figure 1. Research Design and Model

Figure 1 shows that Islamic religiosity consisted of three dimensions, namely sinful acts, recommended acts, and the worship of God. Islamic religiosity directly influences Indonesian Muslim women to use Korean cosmetic products. Similarly, Islamic religiosity directly affects hedonic orientation and eventually changes the intention to use Korean cosmetic products.

A total of 1.015 students aged 17-24 years old from six UINs in Indonesia took part in this study. The six UINs included UIN Medan, UIN Palembang, UIN Jakarta, UIN Surabaya, UIN Malang, and UIN Makassar. The sample of this study was selected using a nonprobability sampling technique. The breakdown of sample size based on the institution is presented in Table 1.

Table 1: The Sample Size Based on Institution

Institution	Frequencies	%
UIN Medan	155	15.3
UIN Palembang	153	15.1
UIN Jakarta	248	24.4
UIN Surabaya	150	14.8
UIN Malang	154	15.2
UIN Makassar	155	15.3
Total	1.015	100

A description of the number of research subjects based on age and semester as can be seen in the table below:

Table 2: The Sample Size Based on Age & Semester

Age	%	Semester	%
17	1.0	2	25.9
18	12.3	4	25.6
19	25.7	6	28.5
20	23.6	8	17.7
21	20.6	10	2.3
22	12.2		
23	3.8		
24	0.9		
Total	100		100

Based on the data in the table above, after calculating the mean of the age of all respondents it was found that the mean age of respondents was 20.07 with a range of 17-24 years and SD 1.433 which was based on the age characteristics of respondents with the highest age was 19 years, amounting to 271 people (25.7%), while the range from semester ranges from 2-10 where the highest number is semester 6 respondents as many as 300 people (28.5%) and the smallest number of respondents is 10 semester respondents as many as 24 people (2.3%).

## 2.2 Instrument

Measurement is arguably the single most crucial component of any empirical research endeavor and is a critical component in establishing construct validity (Shadish, Cook & Campbell, 2002). Construct validity refers to the degree to which inferences can be made legitimately from the observed scores to the theoretical constructs about which these observations are supposed to contain information. In short, construct validity involves generalizing from our behavioral or social observations to the conceptualization of our behavioral or social observations in the form of the construct. The practice of validation aims to ascertain the extent to which an interpretation of a test is conceptually and empirically warranted and should be aimed at making explicit any hidden ethical and social values that overtly or inadvertently influence that process (Messick, 1989; 1995).

A Female Hedonic Orientation Scale with eight items and Religiosity Scale with 28 items and the Intention Scale with five items were used in collecting the data. All items were scored on a 4-point Likert model (1 = strongly disagree, 4 = strongly agree) (see, Furr & Bacharach, 2013; Raykov & Marcoulides, 2011). The measure of Intention of using Korean cosmetics products consisted of five items that measure intention as one aspect from four other elements including attitudes, subjective norms, perceived behavioral control, intention, and behavior which was based on Ajzen's Theory of Planned Behavioral (Ajzen, 1991; Ajzen, 2005) the measure was developed by study's author. The Female Hedonic Orientation Scale (Teo & Sidin, 2014) were used in this study and consist of eight items. The Religiosity Scale included of three dimensions, namely sinful action, recommended actions, and engaging in real worship of Allah which was based on Olufadi's work of Muslim Daily Religiosity Assessment (MUDRAS) (Olufadi, 2016).

## 2.3 Data Analysis

To describe respondents' demographic data descriptive statistics, such as frequency, percentage, mean, and the standard deviation was used. The analyses involved a confirmatory factor analysis (CFA) and structural equation modeling (SEM). First, a higher-order factor CFA model was specified for MUDRAS to test the proposed measurement structure underlying the data, for hedonic orientations and measurement of intention, the one-

factor model was used. Second, the structural models were tested using SEM.

Structural equation modeling (SEM) is a statistical methodology used by social, behavioral, and educational scientists as well as biologists, economists, marketing, and medical researchers. One reason for its pervasive use in many scientific fields is that SEM provides researchers with a comprehensive method for the quantification and testing of substantive theories. Other major characteristics of structural equation models are that they explicitly take into account measurement error that is ubiquitous in most disciplines, and typically contain latent variables while CFA is a measurement model of SEM (Raykov & Marcoulides, 2006).

The CFA and SEM analyses were performed using Mplus 7.4 developed by Muthen & Muthen (1998-2015). All CFA models were estimated using Robust Maximum Likelihood Estimation (MLR), and for the SEM analysis, Bayesian estimation was used, operationalized as the BAYES estimator in Mplus with so many advantages over another estimator (Muthen & Asparouhov, 2012).

Because this study will use statistical modeling-based methods that is by using the SEM method, the main hypothesis in this study is  $H_0 = S - \Sigma = 0$ , while  $H_1 = S - \Sigma \neq 0$  (see, Brown, 2015). The hypothesis means that if there is no difference between "data" "And" theory "then the model is fit, which means that what is theorized in describing the interrelations between variables has been correctly specified. Therefore, first, the information on the overall goodness-of-fit model is important to see because it is the one that answers the main hypothesis of the research.

An inclusive approach to the evaluation of model fit was used, incorporating an assessment of fit indices, parameter estimates, and alternative models using procedures that were suggested by (Muthen, 1984). There are two criteria that used to evaluate goodness-of-fit of the CFA model to the data which are:  $RMSEA < 0.05$  and nonsignificant chi-square (Hu & Bentler, 1999; Wang & Wang, 2012). For the SEM model, Posterior Predictive P-value (PPP) around 0.50 indicate a good fit of the model (Muthen & Asparouhov, 2012).

### 3 RESULTS

#### 3.1 Reasons for using Korean Cosmetic Product

Of 1.015 respondents of this study, 351 (34.6%) students used Korean cosmetic products, while the rest of the respondent with a total number of 664 (65.4%) students did not use the product. Based on their responses to the questionnaire, about 220 (62.7%) respondents said that they used Korean cosmetics product due to its quality. About 59 (16.8%) respondents used the product due to its natural ingredients, and 42 (12.3%) respondents said because of brand popularity. Only 12 (3.4%) respondents used the product because of its generous price and about 17 (4.8%) for other reasons. From this data, it is clear that three main reasons for using Korean cosmetic products are quality, natural ingredients, and brand popularity.

#### 3.2 Proportion of Cosmetic Users

But even though the number of users of Korean cosmetic products is far less than those who do not use, if grouping is done based on the university, the following information is available:

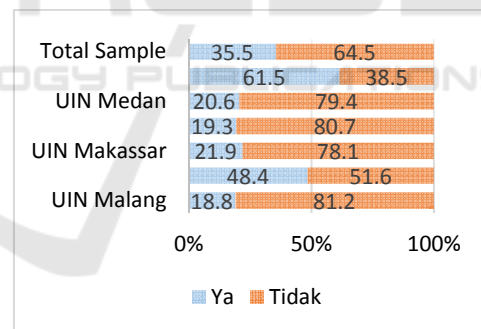


Figure 2. Proportion of users

In the picture above it can be seen that even though overall respondents found that the number of respondents who used Korean cosmetic products was only 35.5%, but if it was grouped at each university it was known that there were two universities with higher users of Korean cosmetic products compared to those who did not use where the two universities in question are UIN Jakarta and UIN Palembang.

This shows that the popularity of Korean cosmetic products is also influenced by the geographical location where even though other cities are provincial capitals such as Surabaya, Medan, and Makassar but it does not necessarily indicate how

Korean cosmetic products are known so that only large cities like Jakarta where accessibility to Korean cosmetic products are easy to get and Palembang needs to be studied further about the reasons why Korean cosmetic products are widely used.

### 3.3 Validity of Measurement Scale

Intention Scale. A 1-factor CFA was conducted on a new scale that we're developing to test the expected measurement structure underlying the observed indicators of Intention measurement based on TPB. This model provided an acceptable fit to the data, chi-square = 3.692, df = 4, p > .05, RMSEA = .000 (90% CI = .000, .046). The factor loadings were uniformly moderate to high and statistically significant at p < .001.

Female Hedonic Orientation Scale (FHOS). A 1-factor CFA that proposed by Teo and Sidin (2014) was conducted to test the expected measurement structure underlying the obvious indicators of Female Hedonic Orientation Scale. This model provided an acceptable fit to the data, chi-square = 55.216, df = 17, p < .001, RMSEA = .047 (90% CI = .034, .061). The factor loadings were uniformly moderate to high and statistically significant at p < .001.

Muslim daily religiosity assessment scale (MUDRAS). A Higher-order factor CFA that proposed by Olufadi (2016) was conducted to test the expected measurement structure underlying the obvious indicators of MUDRAS. This model provided a good fit to the data, chi-square = 389.422, df = 122, p < .001, RMSEA = .046 (90% CI = .041, .052). The factor loadings were uniformly moderate to high and statistically significant at p < .05.

### 3.4 Structural Equation Modeling (SEM) Analysis

An analysis was also conducted to fit the target structural models to the sample data. The final structural model is found fit to the data with PPP-value around 0.50. The presentation of the model with standardized parameter estimates is shown in Figure 2. Consistent with a hypothesized model, religiosity was found to be a significant direct predictor of intention and hedonism. Hedonism was not seen to be a significant direct predictor of intention.

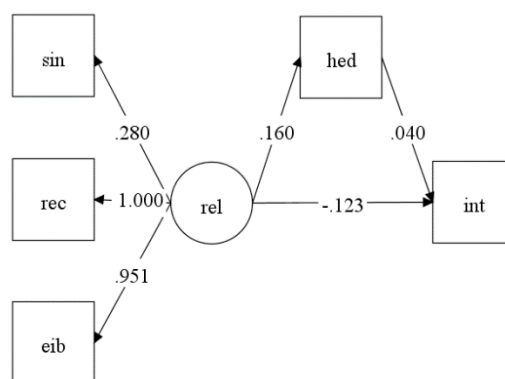


Figure 3. Fitted-SEM Model

**Note:** sin = sinful acts, rec = recommended acts, eib = engaging bodily in a worship of God, rel = Islamic religiosity, hed = hedonism, int = intention to use Korean cosmetic products

The results of the Structural Equation Modeling analyses of the direct effects and also measurement model are presented in Table 2. The measurement model is only used for the construct of Islamic religiosity; the other is only used the observed indicator to represent the variable that measured.

Table 2: The results of SEM Analysis

Variable	Est.	Posterior SD	P-value	95% C. I.	
				Lower 2.5%	Upper 2.5%
<b>Islamic Religiosity BY</b>					
Sinful Acts	0.280	0.022	0.000*	0.245	0.327
Recommended Acts	0.714	0.018	0.000*	0.675	0.753
Engaging Bodily Worship of God	0.951	0.013	0.000*	0.922	0.976
<b>Intention ON</b>					
Islamic Religiosity	-0.123	0.031	0.000*	-0.177	-0.051
<b>Hedonism ON</b>					
Islamic Religiosity	0.160	0.031	0.000*	0.090	0.219
<b>Intention ON</b>					
Hedonism	0.040	0.032	0.120	-0.027	0.106

\*significant

Data in Table 2 show that the three dimensions of Islamic religiosity (sinful acts, recommended acts, and engaging bodily worship of God) were suitable dimensions to measure the religiosity of Indonesian Muslim women. This is because the three dimensions are generated from Quran and Hadis as the guidance of Muslim society.

The data further show that Islamic religiosity negatively affected the intention of Indonesian Muslim women in using Korean cosmetic products. This means that the higher the religiosity, the lower the intention to use the Korean cosmetic products. As for the influence of Islamic religiosity on hedonic orientation, the data show that there was a positive correlation between the two variables. This means that the higher the Islamic religiosity, the higher the hedonic orientation. Finally, the data show that hedonic orientation is not significantly affected the intention of Indonesian Muslim women in using Korean cosmetic products.

#### 4 DISCUSSION

The results of this study indicate that product quality, natural ingredients, product brand, and reasonable price are considered as the main reasons for Indonesian Muslim women preferred to use Korean cosmetics products. This finding is consistent with a previous study by Hong and Kim (2013) who found that Korean beauty products become popular among Asian countries, including Singapore, China, Hong Kong, Taiwan, Indonesia, and Japan.

Based on the results of SEM analysis, the three dimensions of Islamic religiosity, namely sinful acts, recommended acts, and engaging bodily worship of God are suitable and appropriate dimensions for Indonesian Muslim women. This could be because Indonesia is the most populous Muslim country in the world. Given this fact, it is essential for Islamic Higher Institutions, especially UINs, to nurture Islamic values among students to be religious persons as reflected in their behaviors. This study is in line with the findings of a previous study done by Abdel-Khalek (2006) in Kuwait where he used the question of: "What is your level of religiosity?" with 2,210 undergraduate Muslims. He found that females scored significantly higher religiosity means than their male counterparts, the same as the current study sample characteristics.

Surprisingly, the findings of this study indicate that Indonesian Muslim women with a higher level of religiosity tend to have a higher hedonic orientation to use Korean cosmetic products. One possible reason for this could be a personal belief of Islamic teaching which says that Allah is beautiful and He likes beauty. The Qur'an contains only a few short passages concerning clothing, perfume, and other body adornments. Approximately half of these focus on the afterlife. Verse 35:33, for example,

describes Paradise as "gardens of perpetual bliss" where believers will be "adorned with bracelets of gold and pearls, and... raiment of silk." (Akou, 2010) These findings supported previous studies done by Wan et al. (2001) who found that people judge the first impression by physical appearance. For this reason, people are willing to spend a lot of money on cosmetic products as they believe it can enhance their self-concept and make them feel, look, and smell good. This study is also significant as it attempts to extend the hedonic construct by developing a female hedonic orientation scale to administer in Indonesian female sample.

Previous findings show that the specific religiosity can be incorporated into TPB (Graafland, 2017) where in this study a new theory was found that Islamic religiosity was successfully modeled into TPB but to be first mediated by hedonism. In addition to Islamic religiosity is the latest concept of religiosity (Graafland, 2017; Olufadi, 2016), this research shows that Islamic religiosity is a theoretical model that is very suitable for research on a sample of Muslim women in Indonesia. Therefore other studies are expected to begin to shift to the concept of Islamic religiosity instead of using the concept of general religiosity which is actually far from the social context in Indonesia. In this study, the findings show that the behavior of using Korean cosmetics is significantly influenced by hedonism.

This was previously expressed by Teo and Sidin (2014) who said that a consumer culture in which consumers seek pleasure in having something had become a picture of hedonism which has become a common thing in people's lives today, especially women who perceive that cosmetics is one of the important things in it. But the findings in this study show the opposite direction where hedonism has a negative influence which means that the higher the hedonism, the lower the chance of becoming a Korean cosmetics user. This is certainly an interesting thing, because in Indonesia and especially Muslim women, hedonism is not only a bad thing, hedonism seems softer than consumptive behavior which is clearly negative. Hedonism can sometimes be in the form of a desire to have something, but it has not been ascertained whether it is achieved or not, this happens when a wide cultural difference in Indonesia shows that hedonism is not only viewed equally in all cultures. Therefore interesting findings such as the need to be explored further by including other variables such as personality types and peer attachments that can answer these findings.

This study overcomes the limitations expressed by Cox and Glick (1986) which reveal that research on aspects of intention and behavior that underlies how a person uses a cosmetic product is still lacking, so this research seems to be the answer to those needs which have the advantage of being a sample of Muslim women can make the latest contribution that is increasingly interesting to the development of research in this field. In addition, this study has succeeded in describing the specific intentions and behaviors of Korean cosmetics use using modified theories of planned behavior that have been widely used in describing other contexts such as online purchases (George, 2004), readiness to use online learning via mobile phones (Cheon, Lee, Crooks & Song, 2012) and modeling of cheating behavior on students (Mayhew, Hubbard, Finelli, Harding & Carpenter, 2009).

The above three studies have in common, the similarity in question is that items that describe the dimensions of TPB to answer problems in a specific context are prepared in advance by the researcher, which is the main similarity in this study where to measure the intention and behavior of using Korean cosmetics this research also compiles TPB-based measuring tools such as some of these studies. Another similarity is that these studies have used modeling with SEM in describing TPB so that it needs to be replicated in this study because the procedure is the right one.

This research also complements previous findings regarding repurchase intention in Korean cosmetic products carried out in Taiwan where in the study it was mentioned that Southeast Asia had become a potential market for the development of Korean cosmetic products (Moslehpour et al., 2017) which can be proven in this study considering the number Korean cosmetic product users among Muslim female students are quite numerous and are spread in big cities in Indonesia. In line with these findings, previous research has found that the Korean Wave has benefited greatly from exports specifically for Korean-made beauty products (Park, 2015) so that it can be seen that Indonesia is one of the biggest contributors to this development.

## 5 CONCLUSION

To conclude, as a preliminary study, the findings of this study have practical implications for both Korean cosmetic producers and Indonesian Muslim women as the product consumers. There are 5 significant influences are obtained from the

structural model which means that the hypothesized model has captured the problems that have been formulated in advance where the variable that has the greatest influence is hedonism on the behavior of using Korean cosmetic products. This study also has indirectly produced various measuring instruments that have tested their psychometric characteristics well to be later used in future research. The next section will discuss the interrelations between the findings of this study and various previous studies that discuss the same problem.

In this study, there are still many variables related theoretically with TPB theoretic models that are not analyzed, such as self-concept, personality type, and social support. Even though this variable becomes very important, especially the study of the same problem, to do complete data processing where the 'traditional' variable in the psychology field can be included.

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