

The Impact of Celebrity Endorsement Approach to Halal Cosmetic Purchase: A Qualitative Study

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Abstract. This study intended to explain the impact of celebrity endorsement on the purchase of halal cosmetics. Researchers used this qualitative research type to find out more specifically about consumers' beliefs, views, and opinions in purchasing halal cosmetic products. The approach used in this study is a Grounded theory, an analysis of a phenomenon that can explain the phenomenon specifically, from the phenomenon studied utilizing data collection by memoing against the beliefs, views, and ideologies of participants. This study interviewed as many as 12 respondents of halal cosmetic users with more than two years of use. This research indicated that Endorsement Celebrity endorsement has a significant impact on halal cosmetic purchasing decisions regarding external factors, including popularity and attractiveness. The number of social media followers and the ability to become a trendsetter become determining endorsers' popularity. The attractiveness of endorsers also affects consumers of halal cosmetics in the form of curiosity about their beauty, good looking looks, and Islamic branding attached to her. Social media is an alternative that makes it easy for people to find all the information they want; nowadays, almost all use social media, both young and old. Therefore, celebrity endorsements and social media have a significant impact on marketing a product in order to overgrow.

Keywords: Celebrity endorsement, halal cosmetic products, purchasing decisions

1 Introduction

The cosmetic industry is currently proliferating. Cosmetics are used not for the body but outside the body to increase attractiveness is one example [1]. The increasing public interest has influenced it in the use of halal cosmetics [2]. A company also uses a marketing strategy that attracts potential consumers by choosing Celebrity Endorsement that attracts and reassures the public. The endorsement strategy is a marketing communication strategy using famous figures [2].

Nafi and Hasan [4] researched several variables focused on halal label perception, brand image, and celebrity endorsement influence. The results showed a positive and significant impact on purchasing decisions. Celebrity Endorsement had a positive and significant impact on purchasing decisions.

Aqmarina, Kumadji, and Kusumawati [5] researched several focused variables, namely the influence of celebrity endorsement and the impact on purchasing decisions. The method used by researchers is a quantitative method with a total of 116 respondents. The results in the study the reason for the decision to purchase variable celebrity endorsement is because celebrity endorsement is beautiful. Celebrities can also convince the quality of the product to consumers.

Celebrities can also convince against the benefits of the product to consumers, endorser has its uniqueness in marketing or advertising a product; consumers have the product needs as advertised by celebrity endorsement.

Fitri [6] found that products promoted through celebrity endorsement are not following sharia principles. The research method used by the authors is the Socio-Legal Research method because the author sees from the environment or social conditions of society, the extent to which the public knows about the foundation of the Law on Endorsement. As a result of the research that endorsement practices are still not under the fatwa of DSN MUI No. 24 of 2017, because there are still many prohibitions violated by an influencer. There are still many social media celebrities posting products with models that violate the sharia of Islam and do not comply with the established Fatwa DSN MUI, namely celebrities promoting pornographic objects.

This paper focused on knowing the direct impact of celebrity endorsement and other factors, namely external and internal factors, on the purchase of halal cosmetics.

2 Literature Review

2.1 Celebrity Endorsement

In recent time marketing activities offer a product or service using a celebrity or well-known figure as an endorser. Celebrities are the characters of advertising stars who significantly impact society, such as; actors, entertainers, or athletes [6]. Celebrity images for a consumer are positively affecting and can be measured based on the suitability and ability of celebrities to attract the attention of consumers. Each celebrity has many meanings, including status, class, and gender, age, as well as personality and lifestyle [9].

The way celebrities can influence consumers, and there are three things, namely; compliance, identification, and internalization [10]. Compliance can occur when an individual receives influence from another person or a group because he or she hopes to achieve a favourable reaction from them [11]. Identification can occur when an individual adopts behaviour that comes from another person or group. This behaviour is associated with satisfactory self-definition, the individual is tempted to be like everyone else, which makes the consumer think that if he or she buys the product, it will look like a celebrity. Internalization can occur because when an individual receives influence due to induced behaviour satisfied with its value [12].

Celebrities are used as advocates to make ads more trustworthy and make communication from ads more effective, and other signs of support that celebrities in ads are considered brand ambassadors. Support from celebrities to advertise or promote a product can make it easier for consumers to find what they need or want [13].

Endorsers are ad supporters or known as ad stars to support a product to be. The endorsement is where celebrities act as spokespersons and support the brand with all attributes of popularity, personality, and social status of the celebrity [14]. So this endorsement has an impact on the brand of the product and influences the community. However, that impact can be seen from the popularity, personality, and social status of the celebrity. This endorsement can be said to be a business for celebrities. Besides, being his profession as an actor, entertainer or athlete. Endorsement becomes a side job of the primary profession because it has an impact on the brand of products from the popularity of the celebrity. Endorsers play a central role in the

latter scheme by drawing consumer attention to itself and advertising. Later, the ad became both an image and brand endorser.

The main task of endorsers is to create a good association between endorsers and advertised products until a positive perception emerges from consumers, to create ads with the right image in the eyes of consumers [16]. Endorsement today we can feel its existence. Undeniably, with widespread promotion on social media, endorsements can be one of the advertising strategies that business people rely on upon through social media.

Celebrity endorsement is used to attract consumers and can increase product awareness [15]. The rise of celebrity endorsements can make an impression on selective consumers in choosing products with what a celebrity uses. The match-up theory which indicates a match between a celebrity endorser and a consumer must be a match between a celebrity and a product, which is to complement each other between celebrities, products, and advertisements. That results in celebrities being sought to influence consumers' desire to buy. Celebrity endorsers should also be able to promote products that they support, especially in their fans.

Promotion is a marketing mix activity that has a significant impact, broadly the meaning of promotion is activities that are actively carried out by the company (seller) to encourage the interest of consumers to buy goods or products that it offers [17]. Brand Endorseis used to explain endorsements like variations such as endorser who says directly that the celebrity is advertising a product, endorser using an advertised product, and endorser that advises people or potential consumers to use.

Celebrity endorsement has four indicators, namely; trustworthiness, attractiveness, celebrity popularity, and skilled in promoting a product [7]. The popularity of celebrity is very influential in the sale. The well-known celebrities will be more comfortable for the public and have a significant impact on product sales. The latter point is that celebrities must be skilled in promoting a product such as introducing a product, explaining the product, convincing consumers, and making consumers believe in the quality of the product.

2.2 The Impact of Celebrity Endorsement on Interest in Buying Halal Cosmetics

The intense competition of businesses seeks to advance their business by expanding the business network over the internet as one of the most influential media at the moment [18]. Economic growth and technological development in Indonesia, making the internet one of the favourite media by the public. Because the internet has a massive impact on everything, entrepreneurs use social media to promote their products using celebrity endorsement services which have been presented at the first point of discussion.

Cosmetic is one of the purchases that emphasizes emotional closeness or emotional engagement so that the figure of the brand or brand ambassador on a cosmetic advertisement can influence the purchase decisions. The role of celebrity endorsement has to impact in communicating or introducing a product to the brand to the public. In contrast, halal perception in a cosmetic becomes stimulation for consumers to use the product. In this day and age, halal products are very much in demand, mostly cosmetic types, the more the times of society begin to be conscientious in consuming a product. This current lifestyle leads more towards religious and the rise of products labelled halal people prefer halal products.

A halal label is the inclusion of halal writing on the product packaging to indicate that the product is halal [21]. The label is obtained after obtaining a halal certificate. The certificate is a requirement to obtain permission to include halal labels on the packaging of products from an authorized government agency, another condition of halal that is following Islamic [6].

Purchase decision consists of 5 stages, namely; introduction, need, information search, alternative evaluation, purchasing decision, and post-purchase [8]. Customers will know the product from the search for information found on social media that has been celebrity endorsement revealed about the product, which in the end, the consumer decided to buy a product.

Buying interest as a consumer's tendency to buy a brand or decide on a purchase that can be measured from the level of likelihood of the consumer making a purchase two factors affect internal and external factors. The internal factors are from the consumer in the form of motivation, perception, feelings and emotions. At the same time, external factors are from marketing business and socio-cultural factors [13].

Therefore, after some of the theories presented above, the correlation between celebrity endorsement and purchasing decisions is interconnected, because celebrity endorsements include supporting tools that influence consumers to make purchase decisions. Two internal and external factors are explained that from the internal impulses and outside influences make the consumer benchmark for purchasing decisions because of the encouragement of celebrity endorsement that explains a product that makes the consumer's perception of the product needed or sought after and imaginable by consumers who are obsessed with the celebrity.

3 Method

This research used qualitative methods as well a library research as support for the analysis of research data. Researchers used the Grounded Theory research approach, which is an analysis of a phenomenon that can explain the phenomenon specifically, from the phenomenon studied utilizing data collection by memoing against the beliefs, views, and ideologies of participants. The subject in this study is consumers of halal cosmetic products who have been using the product for more than two years of use. Sampling is aimed at consumers of halal cosmetic products based on activeness as a research subject to make it easier for researchers to find respondents to interview. The reason for taking the research sample is because researchers need credible data directly from consumers who have been using halal cosmetic products for more than two years of use, this is based on awareness of internal and external factors in every consumer. The description of respondent data is illustrated in Table 1.

Table 1. Respondent Data

No.	Gender	Age (year)	Job	Product User Length (year)
1.	Women	22	Coeds	± 3
2.	Women	22	Coeds	± 2
3.	Women	21	Coeds	± 4
4.	Women	22	Coeds	± 4
5.	Women	21	Coeds	± 5
6.	Women	23	Kindergarten Teacher	± 2
7.	Women	23	Broadcaster	± 4
8.	Women	24	Coeds	± 2
9.	Women	22	Coeds	± 2
10.	Women	22	Housewives	± 3
11.	Women	21	Coeds	± 3
12.	Women	22	Entrepreneurial	± 4

The reason why respondents were chosen is that respondents have been using halal products for more than two years. Besides, those who use halal products are on average students who are 20 years old – 25 years old, because the affordable price is pocketed and worth it at an affordable price, as for other professions that use because of the fit on the product. Researchers contacted respondents based on information that researchers got from the initial question of how long consumers wear halal products.

4 Results and Discussion

4.1 Impact of Celebrity Endorsement and Causative Factor in Halal Cosmetic Purchase Decisions

After conducting data analysis, this study summarizes the findings in Table 2. This summary categorized the findings into internal and external factors. Two kinds of factors are explained that from the internal impulses and outside influences make the consumer benchmark for purchasing decisions.

Table 2. Overview of the Impact of Celebrity Endorsement Halal Cosmetics Purchasing Decisions

External		Internal	
Factors	Description	Factors	Description
Popularity	- Follow many followers. - Can influence and give confidence to consumers.	Encouragement to use halal product	- Because it feels safe to use the product. - As a Muslim prefers his obvious halal.
Attractiveness	- Curiosity celebrity beauty endorsers - Good looking - Islamic Branding	Affordable price	- Affordable by students and workers income

Nowadays halal products are very much in demand mostly cosmetic types, the more the times of society begin to be conscientious in consuming a product, the lifestyle of the community is now more towards religious and the rise of halal products people prefer halal products. In addition to the low price and fit in the pocket of students from 12 respondents said not to worry about the ingredients used in the cosmetics. The purchase decision consists of 5 stages, namely; introduction, needs, information search, alternative evaluation, purchasing decisions, and post-purchase. Decisions can be measured from the level of likelihood of consumers making purchases. There are two affecting factors, namely; internal and external factors [12].

Celebrity Endorsement had a significant impact on purchasing decisions for consumers, out of 12 respondents mostly concluding that external factors of purchasing decisions on halal cosmetics influenced celebrity endorsement. The opinion of respondent H says:

“Celebrity endorsement can be said as a bridge or intermediary between products advertised with the public. Hence celebrity endorsement is mostly artists or public figures known by many people. Celebrity endorsement is very affecting purchasing decisions.”

The respondent's statement shows that celebrity endorsement has four indicators, among others; trustworthiness, attractiveness, celebrity popularity, and skill in promoting a product. As respondent I said:

"In order for the product to be well known in society, then a celebrity must have a good popularity and have a large active follower. This makes the influence factor of the product famous in the community. However, celebrities must give confidence when reviewing a product such for example, understand in the world of skincare and makeup, not origin so as not to disappoint manufacturers or brands and consumers."

Cosmetics is one of the purchases that emphasize emotional closeness or emotional engagement so that the figure of the brand or brand ambassador on a cosmetic advertisement can influence the purchase on the consumer. Therefore, consumers are most interested in what celebrity has said about the product or what is commonly called a product review. The celebrity has its appeal as an example; good looking or pretty. The psychological aspect sometimes influences purchasing decisions on consumers; when viewed psychologically, consumers do not realize it has been indirectly affected by the paras owned by the celebrity. Therefore, many people or people who want to know the beauty secrets of a celebrity when the celebrity promotes the product then indirectly a few per cent of consumers are thrilled and believe in the celebrity's review of the product he promotes. Respondent A's opinion of a student:

"There is a celebrity endorsement influence also to buy, when looking at celebrities we wonder if he wears what products can be beautiful? After learning he was using the product I consciously and unknowingly bought the product."

The respondent's statement above shows that indirectly interested in the beauty of a celebrity that can influence purchasing decisions. Reviews have given celebrities and beauty owned by the celebrity makes people interested in trying the product.

The theory of how celebrities can influence there are three things, namely; compliance, identification, and internalization. Compliance can occur when an individual receives influence from another person or a group because he or she hopes to achieve a favourable reaction from them. Identification can occur when an individual adopts behaviour that comes from another person or group. Since this behaviour is associated with a satisfactory self-definition, the individual is tempted to be like everyone else, which makes the consumer think that if he or she buys the product, it will look like a celebrity. Internalization can occur because when an individual receives influence due to induced behaviour satisfied with its value.

The theory is valid with what the researchers found, according to the opinion of the US respondents. Then celebrity endorsement has a significant influence on her beauty and trust. In addition, to the theory above that reinforces that about compliance when an individual receives influence from others, this influence aside from celebrities can be influenced themselves, as said by respondent V:

"Because of the influence of celebrity endorsement reviews, another factor that influenced me was the invitation and review of friends,"

Nowadays, it is straightforward to find information through social media; social media can be a potent and influential tool to connect with consumers. Social media is beneficial for consumers to know the review of a product from various celebrities that have different assumptions because it discusses a cosmetic product where everyone or human has a different type of skin. Consumers can know the reviews of several celebrities on social media. They seek information from a celebrity as well as the needs of the consumers.

Celebrity endorsements are used to attract consumers and can increase product awareness levels [3]. The rise of celebrity endorsements can make an impression on selective consumers in choosing products with what a celebrity uses. The match-up theory which indicates a match

between celebrity endorsement and the consumer must be a match between celebrity and product, which is meant to complement each other between celebrities, products and advertisements. That results in celebrities being sought to influence consumers' desire to buy. Celebrity endorsement should also be able to promote the products it supports primarily in its fans.

Promotion is a marketing mix activity that has a significant impact, broadly the meaning of promotion is activities that are actively carried out by the company (seller) to encourage the interest of consumers to buy goods or products that it offers.

Today's marketing strategy relies more on celebrity endorsement because it can be said that celebrity endorsement is a strategic thing to advertise a product. Because celebrities have more value and popularity towards marketing products, in addition to the reason celebrity endorsement is very suitable or appropriate as a marketing strategy of a product. Besides, celebrities have a visual appeal, many people know celebrities because of their popularity, and the social media that can be accessed by everyone and everyone to find needed information. Endorsements today can be felt in his presence. Undeniably, with widespread promotion on social media, endorsements can be one of the advertising strategies that business people rely on upon through social media.

Celebrity endorsements and social media have a significant impact on marketing a product to multiply. How smart to choose a celebrity who can be trusted and make promotions as attractive as possible so that consumers are more confident using the product. As AY respondents said:

"Yes it affects, if there is a new product in the review by trusted celebrity endorsement is also good, especially if it is explained in its ingredients also so I believe."

Internal factors to the decision to purchase halal cosmetic products, the results of the interview are based on a heart encouragement that takes into account the safety of the composition or content of the cosmetic. Because of the cosmetic product is said to be halal has been tested the feasibility of consumption to obtain halal certification from MUI. This process aims to ensure the product does not contain illegal elements, as in the theory of halalness of a product when consuming cosmetics is the same as consuming a food ingredient because cosmetics will absorb into the body. As respondent M said:

"During the use of halal products, so do not worry too much about the composition contained in this cosmetic. With halal certification, more believe that this skincare is safe to use and certainly tested quality."

Therefore, the opinion of respondent M states that today's consumers prefer halal products because cosmetics can be said to be consumed daily like food. In addition to the encouragement of faith or faith, adulthood is now because Islamic Branding is popular, so religious consumers who understand His prohibitions prefer to use products that are more obviously halal. Increasingly, halal products are growing, and people are starting to go religious, which is more aware of themselves to consume a product. Internal factors not only discuss the impulse of the heart or self-desire and the encouragement of faith that society is currently more towards religious, but some respondents say the price factor is worth it with the product obtained. The opinion of respondent A says:

"Desire in yourself because halal products are safe. Because as Muslims, we are required to use or choose halal products, and also those products are very friendly and affordable for students."

The US respondent's statement stated that they were also affected by halal labels because they had a construct of thinking that halal products were guaranteed the safety of the content in those products. Moreover, halal products are also more affordable among students.

Because almost all respondents are students, students prefer products that are worth it with the price offered, price comparison and quality being considered as a student, businessman, and worker. As if respondents said:

“The experience has no effect that gives rise to breakout continues its affordable price for the pockets of students, to be honest, the price is affordable, and there is no effect whatsoever on the face hence the repurchase. A good place to stay.”

5 Conclusion

Celebrity endorsement has a very significant impact on halal cosmetic purchasing decisions in terms of external factors, including popularity and attractiveness. The popularity of endorsers is also determined by the number of social media followers and the ability to become a trendsetter. The attractiveness of endorsers also affects consumers of halal cosmetics in the form of curiosity about beauty, good looking looks, as well as Islamic branding attached to her. Social media is an alternative that makes it easy for people to find all the information they want. Nowadays, almost all use social media, both young and old. Therefore, celebrity endorsement and social media have a significant impact on marketing a product in order to proliferate.

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