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The roles of word of mouth, religiosity and behavioral control toward halal cosmetics' purchase intention: attitude as mediation

The roles of word of mouth


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Abstract
Purpose – This study aims at discovering the antecedent of halal cosmetics' purchase intention by conducting development on planned behavioral theory through adding the constructs of word of mouth and religiosity. Attitude plays the role as mediation variable which correlates word of mouth and religiosity toward purchase intention and mediation variable between religiosity and halal cosmetics' purchase intention.
Design/methodology/approach – The sample of this study was 196 Muslim women living in Indonesia. This research was conducted using online survey via google form. The collected data were analyzed using partial least square.
Findings – Based on the research findings, word of mouth did not directly influence halal cosmetics' purchase intention. Religiosity variable also did not directly influence halal cosmetics' purchase intention. Attitude played the role as the mediation between word of mouth and halal cosmetics' purchase intention. Attitude was also able to become the mediation between religiosity and halal cosmetics' purchase intention. Behavioral control and attitude directly influenced halal cosmetics' purchase intention.
Practical implications – This research findings supported business owners to make sure the cosmetics' safety for the usage of the users. Halal label is a guarantee that the cosmetics' process has been through the raw materials selection, the standardized product processing and also the hygienic distribution process.
Originality/value – The literature development of halal products, especially cosmetics, is pretty much needed, as cosmetics users tend to increase throughout the world. Business owners can elevate halal cosmetics' position through users' recommendation to increase the economic potential value of halal cosmetics.

Keywords Halal cosmetics' purchase intention, Word of mouth, Religiosity, Attitude, Behavioral control
Paper type Research paper

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understanding in using halal products (DinarStandard, 2022; Marmaya *et al.*, 2019; Öztürk, 2022). Population increase is followed by the awareness of using halal products. It is recorded that the market value of halal products reaches approximately \$2.3tn which includes food and beverage products; the value is not included in banking sector (Khazanah, 2018). The products value tends to keep increasing every year (Feizollah *et al.*, 2019; Haque *et al.*, 2018). Halal products are also able to attract non-Muslim because they have guarantee on the products' sanitation, purity, safety and quality (Nugraha *et al.*, 2022; Öztürk, 2022).

Cosmetics are numerous substances applied to the outer parts of human body such as epidermis, hair part, nails, lips and other outer parts of the body which aim to protect or change the appearance to get better (Rocca *et al.*, 2022). Cosmetics have the unique ability to overcome problems faced by women tangibly. The development of various cosmetics products comes from the consumers who use the products (Derda and Szalaty, 2020). Cosmetics can be made of animal, plant or other materials' element (Fytianos *et al.*, 2020; Sharmeen *et al.*, 2021). There is trend increase in using ingredients and additives which are processed naturally. This is based on the increase of awareness toward synthetic ingredients which can cause damage on health and environment (Amberg and Fogarassy, 2019; Sadiq *et al.*, 2021). Halal cosmetics give support toward the availability of qualified and safe cosmetics.

Halal cosmetics are a part of halal products which are free from harmful ingredients for the body. Halal cosmetics are made with a safe process without torturing animals (Ngah *et al.*, 2021). Halal cosmetics processed by cosmetics industry are not made of pig derivatives and alcohol. The making process of halal cosmetics does not break the established rules in Islam religion (Anubha, 2021; Suparno, 2020). The things that need to be notified are the concomitants of the halal cosmetics products such as bottle, brush, packaging and other components according to the Islamic rules. Cosmetics are allowed to use ingredients from the permitted animals such as cow, goat, chicken, buffalo and lamb (Hashim and Mat Hashim, 2013). The spreading cosmetics products are not only halal products but also nonhalal cosmetics products which are manufactured in huge capacity so that the situation leads to challenges in the distribution of halal cosmetics products. Nonhalal cosmetics products are considered from the raw materials ingredient, manufacturing process, the used distribution system in sending the cosmetics to the consumers' hands (Sugibayashi *et al.*, 2019).

The purchase intention of halal products has significant role in the purchase decision of the halal products (Nurhayati and Hendar, 2020; Abu-Hussin *et al.*, 2017; Aziz and Chok, 2013; Bashir, 2019). Product purchase intention is also influenced by several factors such as perceived behavioral control and attitude (Khibran, 2019; Khalek, 2014; Maichum *et al.*, 2017). Attitude has an important role in driving the intention of purchasing halal products. Positive attitudes enhance the consumers' intention in purchasing halal products (Legowati and Ul Albab, 2019). Positive attitudes are expected to encourage the consumers to purchase halal products. The findings are contradictory to the result of a study conducted by Marmaya *et al.* (2019) that attitude does not affect the purchase intention of halal food. The research on attitude mostly focus on halal food while the research focusing on cosmetics are still limited (Briliana and Mursito, 2017).

Research finding showed that another factor which plays a role in purchasing is perceived behavioral control (Ajzen, 1991). Perceived behavioral control also takes part in purchase intention of halal products. The results of a study conducted by Memon *et al.* (2020), Sherwani *et al.* (2018) and Bonne *et al.* (2007) discover that perceived behavioral control affects the purchase intention of halal products. The increase on perceived behavioral control shows an increase on consumers' ability expectation in purchase intention of halal products. Different finding is shown from a research conducted by Bashir *et al.* (2019) and Bhutto *et al.* (2022) that perceived behavioral control does not influence purchase intention of halal products because

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the consumers consider the ability to make a decision independently. This becomes an opportunity for researchers to conduct further studies.

The attitude shaped by the consumers is influenced by the word of mouth. However, studies on word of mouth correlated with attitude toward halal products purchase intention are still limited. Word of mouth recommendation coming from families or close friends has stronger effect compared to word of mouth originated from online media in medical tourism service (Taheri *et al.*, 2021; Musa *et al.*, 2012). Contradictory research finding is shown by Podnar and Javernik (2012) that word of mouth does not influence attitude shaping. Word of mouth is a communication activity conducted informally to other consumers by sharing the perceived experience in using a product. Word of mouth also gives information on the characteristics of product and service used by the consumers (Baber *et al.*, 2016).

The attitude possessed by consumers in purchasing halal products is also shaped by religiosity (Widyanto and Sitohang, 2021). Using halal products is an obligation for every Muslim because it affects religiosity (Sugibayashi *et al.*, 2019). Religiosity will strengthen consumers coming from Muslim circle to have positive attitudes. Consumers will pay attention to products' rightfulness marked by halal label on the products. Strong religiosity will shape positive attitudes for Muslim people to use halal products (Memon *et al.*, 2020; Mohd Suki and Abang Salleh, 2018). Strong religiosity will also shape halal preference in purchasing something. Different result is presented by Rahmah (2021) that religiosity does not influence halal cosmetics' purchase preference in millennial generation. Halal cosmetics purchase is affected by lifestyle trend which is currently developing in millennial generation. It attracts the researcher's interest to find out the effect of religiosity on purchase intention of halal cosmetics.

The level of halal cosmetics development increases in several Islamic countries such as Indonesia, Malaysia and Pakistan (Khalek, 2014; Legowati and Ul Albab, 2019). Halal cosmetics users also increase in non-Islamic countries like America (Tuhin *et al.*, 2022). Cosmetics products which have wide range of segments play a part in encouraging non-Islamic countries to produce halal cosmetics. On the other hand, the halal products manufacturing increase is also accompanied by the manufacture of cosmetics which have no halal label. Halal cosmetics products compete with nonhalal cosmetics. This is considered as important to find out the factors affecting the consumers to use halal cosmetics. Research based on the theory of planned behavior has the opportunity to be developed (Mohd Suki and Abang Salleh, 2018). There is a distinction of the research findings on attitude, perceived behavioral control, religiosity and word of mouth which becomes a gap so that it is considered important to conduct further research. Research on the correlation among religiosity, word of mouth, attitude, behavioral control and halal cosmetics purchase intention is rarely conducted so that this research focuses on discovering the correlation among those variables. Research on halal cosmetics purchase intention becomes an important focus for Muslim consumers (Cheah *et al.*, 2022; Ngah *et al.*, 2021). This research is conducted to fill the gap in understanding cosmetics purchase intention by enriching the theory of planned behavior (attitude and behavioral control) with religiosity and word of mouth as the exogen variables. The role of attitude is as the mediator between religiosity toward halal cosmetics purchase intention. The variable of attitude is also able to play the role as the mediator between word of mouth and halal cosmetics purchase intention.

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Literature review and conceptual framework

Word of mouth

Word of mouth is a communication performed among individuals informally. Word of mouth can be done both directly and indirectly without commercial purpose regarding a

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product or service (Kirk *et al.*, 2022; Westbrook and Black, 1985). Information dissemination through word of mouth can be divided into generating and transmitting stages. Generating stage is the dissemination of experience possessed by the consumers proactively related to a product and service. Transmitting stage is the dissemination of experience possessed by other people (Liao *et al.*, 2023; De Angelis *et al.*, 2012). Consumers often share the experience they have after using particular product to give recommendation to other people to use the mentioned product (Chen and Berger, 2016; Keller, E and Fray, 2009). The recommendation suggested by someone also shows the trust from the consumers; the stronger the trust from the consumers, the more often they recommend to the surrounding people (Guerreiro and Pacheco, 2021). A manager considers positive tendency between a product's success to word of mouth. Word of mouth can also drive the consumers to do the purchasing (Paley *et al.*, 2019; Sun *et al.*, 2021). Word of mouth has significant influence on consumers' behavior. Positive word of mouth can urge the consumers to do the purchasing and, vice versa, negative word of mouth can prevent the consumers to do the purchasing. Word of mouth also delivers positive effect on the attitude of small retail consumers and shopping community (Cuesta-Valiño *et al.*, 2022; Zhang *et al.*, 2019). Word of mouth also encourages an effect of shaping green purchase intention (Guerreiro and Pacheco, 2021):

- H1. Word of mouth significantly affects the attitude toward halal cosmetics.
- H2. Word of mouth significantly affects the attitude toward halal cosmetics purchase intention.

Religiosity

Religiosity is the level of belief possessed by an individual toward certain religion. Religiosity is the realization of a commitment possessed by an individual to obey his religion teachings which is reflected by his attitude and behavior. Religiosity will give encouragement to follow their beliefs and become a principle and is implemented in religious activities (Sadiq *et al.*, 2021). Religiosity consists of two parts, namely, intrinsic and extrinsic religiosities. Intrinsic religiosity refers to in-depth understanding on religious values regarding individual's lifestyle (Bhuiyan *et al.*, 2018; Chang *et al.*, 2019). Extrinsic religiosity refers to the actualization of an individual's behavior (Alkhowaiter, 2022). Religiosity also becomes a consideration for an individual to put an investment (Khedmati *et al.*, 2021). Religiosity can be influenced by attitude and behavior of the surrounding society. A research (Amalia *et al.*, 2020) shows the effect of religiosity on the purchase of halal food products. The consumers' trust toward the religious values followed can improve the consumers' perception on halal products (Kusumawati *et al.*, 2019). The stronger religious values will encourage the consumers to execute halal products' purchase. Religiosity has the influence on consumers' attitude to stay in green hotel. Attitude also has the influence on the intention to stay in green hotel in China area (Wang *et al.*, 2020). On the other side, religiosity directly influences Korean food purchase, but religiosity did not have the influence toward Korean food products purchase (Divianjella *et al.*, 2020). This reflects the gap to conduct a research on the effect of religiosity on attitude toward halal cosmetics and the effect of religiosity on the purchase intention of halal cosmetics:

- H3. Religiosity significantly influences the attitude toward halal cosmetics.
- H4. Religiosity significantly influences the attitude of halal cosmetics purchase intention.

Attitude, perceived behavioral control and halal cosmetics purchase intention

An action can be done when there is an intention possessed by an individual in doing something. The concept of theory of planned behavior was explained by [Ajzen \(1991\)](#). Theory of planned behavior focuses on the correlation among attitude, social norm and perceived behavioral control variables to construct the intention in doing an action ([Ajzen, 1991](#); [Bosnjak et al., 2020](#)). Some previous studies have discovered that there is correlation among the variables constructing theory of planned behavior, namely, attitude, subjective norm and behavioral control toward the purchase intention of halal products. The consideration to do an activity which gives significance values will shape positive attitudes. The pressure coming from the society to act is the realization of subjective norms while behavioral control overviews an individual's ability belief to act ([Ajzen and Kruglanski, 2019](#)).

Attitude is the aspect of the consumers' belief regarding the advantages and disadvantages which can appear from particular action ([Anshu et al., 2022](#); [Park and Lin, 2020](#)). The attitude reflecting positive value will be easier to be accepted by the group which has the positive perception regarding particular action. For an instance, an individual who send a message on the importance of preserving the environment to particular group will be easily accepted by the group which has the perception of it is important to preserve the environment ([Cabeza-Ramirez et al., 2022](#)). Consumers' interaction who share their good experience can give the reference for purchasing decision and shaping positive attitude ([Pleyers and Poncin, 2020](#)). The research conducted by [Rizkitysha and Hananto \(2022\)](#) showed the role of attitude toward halal detergent purchase. Most consumers have given the responses toward halal label in the context of food and cosmetics. Halal label has important value and is realized in the legal mandate ([Khan et al., 2022](#)). The research findings presented by [Lee and Chow \(2020\)](#) showed that attitude is consumer' intention predictor in online clothes renting. Contradictory result is shown by the research conducted by [Folkvord et al. \(2021\)](#) who pronounced that attitude did not influence consumers' purchase intention in the observation of food nutrition label. Consumers did not consider food nutrition label as the reference to decide the purchase so that, for the consumers, the existence of nutrition label did not become the main consideration.

Behavioral control is consumers' belief to realize an action based on the possessed capability ([Elseidi, 2018](#)). The components are viewed as able to drive the construction of an individual's intention to act. Behavioral control plays the role as the antecedent toward an individual's behavior in selecting food and acting to preserve the environment ([Govaerts and Ottar Olsen, 2023](#); [Yuriev et al., 2020](#)). The increase of consumers' trust can improve behavioral control. Consumers have sufficient belief to overcome the gap between the possessed attitude and the behavior which will be realized so that the possibility to realize an action becomes stronger. Trust increase is supported by the availability of adequate information for the consumers so that the consumers are facilitated in evaluating the action. Consumers who have done the evaluation are facilitated to determine a decision ([Aitken et al., 2020](#); [Babcock, 2009](#); [Thøgersen, 2009](#)). Behavioral control has an important meaning to realize numerous behaviors such as paying for the hotel cost through mobile payment, organic food consuming activity and purchasing in online store ([Sembada and Koay, 2021](#); [Sultan et al., 2020](#); [Sun et al., 2020](#)).

Halal cosmetics purchase intention is a prediction to realize an action, namely, halal cosmetics purchase done by the consumers ([Widyanto and Sitohang, 2021](#)). Consumers have the freedom to execute the purchase and get the information which is considered as relevant ([Folkvord et al., 2021](#)). Consumers who have the awareness and the responsibility will make the effort to purchase the products which have been determined ([Koay, 2018](#);

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Yaakop *et al.*, 2021). Purchase intention can be determined by attitude and behavioral control. A consumer who has positive attitude will put more effort in realizing the halal cosmetics purchase intention. Positive behavioral control will be able to encourage halal cosmetics purchase intention:

- H5. Attitude significantly influences halal cosmetics purchase intention.
- H6. Behavioral control significantly influences halal cosmetics purchase intention.

The role of attitude as the mediator

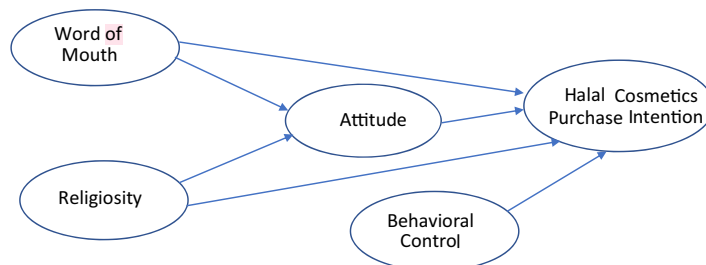
On the other side, religiosity has indirect influence on halal products' purchase through attitude, social norms and behavioral control (Khan *et al.*, 2022). Attitude is able to become the mediator between religiosity and halal products purchase behavior (Tuhin *et al.*, 2022). The research conducted by Garg and Joshi (2018) showed that the insignificant influence of religiosity toward halal brand purchase intention. Religiosity possessed by an individual is not able to construct the product purchase intention. Religiosity needs good perception for a consumer to do the purchase. Attitude plays the role as the mediator between religiosity and halal brand purchase intention. The consumers who have strong attitude will drive halal brand purchase intention. The role of attitude as the mediator in the correlation between word of mouth and the intention to act is not largely examined yet. There is separate correlation, namely, word of mouth affects the attitude shaping and attitude affects intention construction to use Uber (Cheah *et al.*, 2022):

- H7. Attitude plays the role as the mediator between religiosity and halal cosmetics purchase intention.
- H8. Attitude plays the role as the mediator between word of mouth and halal cosmetics purchase intention.

The conceptual framework of this research can be seen in Figure 1.

Research method

This research is an explanatory study. This research aims at testing the hypotheses on independent variables toward dependent variables. The population of this research are female cosmetics users. The sampling method in this study is nonprobability sampling, namely, purposive sampling technique. The use of nonprobability sample can be done to test the hypotheses related to the correlation among the variables (Berndt, 2020). The object



Source: Authors' own work

2 Figure 1. Conceptual framework halal cosmetics purchase intention

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of this study has specific characteristics. The research respondents are aimed for female consumers who are above 18 years old and have the experience in using halal cosmetics at least once. Respondents are Muslim women living in Indonesia. The initial questionnaire was filled by 20 people to make sure that the consumers understand the distributed questionnaire (Sherwani *et al.*, 2018; Bonne *et al.*, 2007). The research was conducted from August 2022 to October 2022.

Data collection was conducted by distributing questionnaire through google form. The number of respondents in this research was 201 people based on five to ten times of the observed indicator parameter number (Hermanda *et al.*, 2019). There were six respondents who had not completed the questionnaire so that the respondents' data that were analyzed were 196 people. The analysis tool used was structural equation modeling partial least square by using Smart PLS 3.0. The scale used in this research was Likert scale from scale 1 representing strongly disagree to scale 5 representing strongly agree. The research conducted content validity which was having the questionnaire assessed by the expert to make sure that the questionnaire was able to represent latent construction relevance (Taherdoost, 2018).

Word of mouth is aimed at assessing the communication done directly without any commercial purpose (Cheah *et al.*, 2022). The indicators used in this research were: I will state positive things to other people regarding halal cosmetics/I will recommend halal cosmetics to other people/I will recommend the use of halal cosmetics to my friends and relatives. Religiosity measures the commitment done by someone toward particular religion (Kasri *et al.*, 2021) which was reflected in the following indicators: I pay zakat on time with pleasure and willingly/I often attend religious speech in mosque/I often read religious books and magazines/I often watch religious programs on television/Religion teaching influences all of the businesses in my life/Religion is greatly important to me.

Attitude measures positive and negative perceptions which will be possessed by someone toward particular action (Cheah *et al.*, 2022). Several indicators used to measure attitude were: I like to choose halal cosmetics/I always look for halal label when I am trying to purchase cosmetics products/Halal cosmetics products are important/Using halal cosmetics products is my own choice. Behavioral control measures an individual's ability perception in realizing particular action. Several indicators used were (Haque *et al.*, 2015): I choose halal cosmetics because of the sanitation/I choose halal cosmetics because they are safe to use/I use halal cosmetics because they are well accepted by the society/Halal cosmetics have positive effects on my appearance/I believe that halal cosmetics come from safe raw materials.

Halal cosmetics purchase intention is a prediction on a consumer in purchasing halal cosmetics (Bashir *et al.*, 2019; Garg and Joshi, 2018; Rahman, 2015). The indicators used on assessing the halal cosmetics purchase intention were: Most likely, I will keep choosing halal cosmetics/I intend to repurchase halal cosmetics in the future/I am enthusiastic to repurchase halal cosmetics/Choosing halal cosmetics is a brilliant idea/I am willing to pay more for halal cosmetics products/I am willing to wait longer to purchase halal cosmetics products/I am willing to shop to purchase halal cosmetics/I am willing to travel further to purchase halal cosmetics products.

Findings

Model measurement

The purpose of measurement is to find out the validity and reliability retrieved by a construct. Validity refers to the measurement accuracy possessed by an instrument.

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Reliability refers to the consistency possessed by an instrument and the reliability for similar measurement.

Model measurement was examined from the retrieved values of factor loading, Cronbach's alpha, rho α , composite reliability and average variance extracted (AVE) which were attained by the indicators which can be seen in Table 1. The value retrieved from factor loading was above 0.708, showing that the used indicator fulfilled the reliability according to the minimum standard (Hair *et al.*, 2018). The next measurement which became the reference was reliability composite value and Dijkstra–Henseler's rho (ρA) with the retrieved composite reliability value of 0.876–0.947 and the value of Dijkstra–Henseler's rho (ρA) was 0.787–0.945. Those values met the requirement of the minimum value above 0.7, indicating that the observed variable construct had high level of internal consistency (Nunnally and Bernstein, 1994; Rafdinal and Senalasar, 2020). The value of AVE reflected that the validity value had the minimum value of more than 0.5 with the value of 0.622–0.859.

The next measurement was discriminant validity using Fornell–Larcker criterion. The results were obtained from the square of each AVE value which had higher value compared

Indicator construct	Loading	Cronbach's			
		alpha	α	CR	AVE
<i>Word of mouth</i>		0.918	0.922	0.948	0.859
Speaking positively toward halal cosmetics	0.917				
Recommending halal cosmetics to other people	0.936				
Recommending halal cosmetics to friends and relatives	0.928				
<i>Religiosity</i>		0.847	0.848	0.891	0.621
Contently paying zakat on time	0.739				
Contently attending religious speech in mosques	0.807				
Reading religious books and magazines	0.855				
Watching religious programs on television	0.798				
My belief affects my business	0.736				
<i>Attitude</i>		0.786	0.787	0.876	0.704
Like to choose halal cosmetics	0.757				
Always looking for halal label on cosmetics	0.892				
Halal cosmetics are important	0.861				
<i>Behavioral control</i>		0.917	0.922	0.938	0.751
Choosing halal cosmetics because they are hygienic	0.895				
Choosing halal cosmetics because they are safe to apply	0.893				
Halal cosmetics are accepted by the society	0.884				
Halal cosmetics do not bring harm for the health	0.796				
Halal cosmetics are produced from safe raw materials	0.861				
<i>Halal cosmetics' purchase intention</i>		0.936	0.945	0.947	0.690
Choosing halal cosmetic products	0.839				
Having an intention to repurchase halal cosmetics	0.889				
Considering halal cosmetic products	0.874				
Having an intention to purchase halal cosmetics in the future	0.885				
Choosing halal cosmetics is a good idea	0.848				
Willing to pay more for cosmetics with halal logo	0.746				
Willing to wait to purchase halal cosmetics	0.728				
Willing to shop to buy halal cosmetics	0.820				

Table 1.
The result of model measurement

Source: Authors' own work

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to the AVE construct value. The result showed that the discriminant validity value had been accepted (Hair *et al.*, 2018; Fornell and Larcker, 1981). The result of discriminant validity can be overviewed on Table 2.

The next stage in conducting model structural measurement was by conducting bootstrapping procedure with 5,000 repetition which aimed at evaluating the significance of indicators and path coefficients (Chin *et al.*, 2008). There was also a measurement on model quality toward determinant coefficient (R^2), effect size and redundancy cross-validation (Q^2). Determinant coefficient aimed at measuring the endogen structure which was categorized as weak ($R^2 = 0.19$), moderate ($R^2 = 0.33$) and substantial ($R^2 = 0.76$) (Chin *et al.*, 2008). The empirical analysis showed that religiosity and word of mouth variables influenced on attitude shaping as much as 0.389 (38.9%) while the variables of religiosity, word of mouth and behavioral control shaped halal cosmetics' purchase intention as much as 0.736 (73%). According to the category by Chin *et al.* (2008), the research findings tend to the moderate to substantial value.

There was influence measurement for each path model by calculating the value of f^2 with the criteria of 0.02 (weak), 0.15 (moderate) and 0.35 (substantial) (Hair *et al.*, 2018). Behavioral control had substantial influence (0.410), the moderate influence value was showed by variables of attitude (0.162), word of mouth (0.140) and religiosity (0.09). In the predictive measurement of independent variable toward dependent variable, Q^2 was used. Structural model evaluation examined model predictive relevance using Stone-Geisser (Hair *et al.*, 2018). The result showed that the Q^2 value above 0 indicating the strength in predicting.

Table 3 indicated the estimated path coefficients on the correlation among variables (direct effect), word of mouth toward attitude ($\beta = 0.380, p < 0.01$), religiosity toward attitude ($\beta = 0.308, p < 0.01$), attitude toward halal cosmetics' purchase intention ($\beta = 0.297, p < 0.01$) and behavioral control toward halal cosmetics' purchase intention ($\beta = 0.549, p < 0.01$). There were two variables which are insignificant, namely, the variable of word of mouth toward purchase intention ($\beta = -0.002, p = 0.484$) and the variable of word of mouth toward purchase intention ($\beta = 0.092, p = 0.100$). Attitude variable was able to play the role as the mediation between religiosity and halal cosmetics' purchase intention ($\beta = 0.091, p < 0.01$), attitude also played the role as the mediation between word of mouth and halal cosmetics' purchase intention ($\beta = 0.113, p < 0.01$).

The findings of this research showed the effect of correlation among religiosity, word of mouth, attitude and behavioral control toward purchase intention. The research findings reflected that word of mouth significantly influenced attitude. Word of mouth is a communication informally conducted directly or indirectly. The process of communication can happen individually and in group. Word of mouth is one of the important aspects for marketers to understand the consumers by processing the information affecting the decision making. Word of mouth which has positive values reflects high expectation of the consumers. Word of mouth plays the role for the consumers to use a product

Construct	1	2	3	4	5
1. Behavioral control	0.867				
2. Purchase intention	0.828	0.831			
3. Religiosity	0.398	0.439	0.788		
4. Attitude	0.798	0.787	0.551	0.839	
5. Word of mouth	0.470	0.520	0.641	0.577	0.927

Table 2. Fornell–Larcker criterion

Source: Authors' own work

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Path	β	t-value	Supported
<i>Direct effect</i>			
Word of mouth => attitude	0.380	4.780	Yes
Word of mouth => halal cosmetics' purchase intention	0.092	1.281	Not supported
Religiosity => attitude	0.308	4.065	Yes
Religiosity => halal cosmetics' purchase intention	-0.002	0.040	Not supported
Attitude => halal cosmetics' purchase intention	0.297	3.801	Yes
Behavioral control => halal cosmetics' purchase intention	0.549	6.346	Yes
<i>Indirect effect</i>			
Religiosity => attitude => halal cosmetics' purchase intention	0.091	2.637	Yes
Word of Mouth => attitude => halal cosmetics' purchase intention	0.113	2.974	Yes

Table 3.
Path coefficient

Source: Authors' own work

(Kundu and Rajan, 2016). Word of mouth which has positive values will drive the consumers to have positive attitude to purchase halal cosmetics. Consumers who discover positive experience are motivated to spread the information regarding the experience they have so that the consumers believe their attitude (Saenger and Thomas, 2021). Consumers give recommendation to the surrounding environment such as friend and relatives to give the signal as a smart elector and be able to make good decision on qualified products (Chen and Yuan, 2020). It is contradictory to the research conducted by Podnar and Javernik (2012) that word of mouth does not influence the attitude. On the other hand, this research finding reflects that word of mouth does not influence halal cosmetics' purchase intention. This is caused by the communication done through word of mouth does not give substantial influence on the consumers' belief because the information and recommendation delivered are not optimal (Pujiatuti et al., 2022).

Religiosity influenced attitude. This research finding supported the previous studies (Kasri et al., 2021; Rahman, 2015) that religiosity influenced the attitude. A consumer who conducts religious activities such as paying zakat on time, feeling content in attending religious speech in mosques, reading religious books and magazines and considering belief as the main priority. The increasing religiosity value will strengthen the attitude of cosmetics' consumers. The consumers who often conduct religious activities have strong urge to implement religion's teachings in choosing halal cosmetics. The consumers tend to choose halal cosmetics compared to nonhalal cosmetics. Consumers who are active in following their religion's orders will prioritize discovering halal label on cosmetics because choosing halal cosmetics is something that the consumers prioritize. Consumers consider an option based on the believed religiosity values. On the other hand, this research finding is contradictory to the research conducted by Khan et al. (2020) which shows that religiosity values have not yet been able to encourage the shaping of halal cosmetics' purchase intention. Religiosity values have not yet been able to drive the purchase intention which is in line with previous research (Garg and Joshi, 2018). The strong religiosity values are not able to encourage a consumer to do the purchase halal cosmetics. The obedience possessed by a consumer indicated the conformity not to use haram products. Muslim consumers only use halal products. A consumer does not only pay attention to the halal aspect but also the aspect of product performance benefit so that the development of halal cosmetic products considers product's ingredients and performance according to the consumers' need (Sugibayashi et al., 2019). Consumers use halal cosmetics by paying attention to the users' safety and health (Khan et al., 2020).

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The next research finding showed that there was influence of word of mouth in shaping attitude.

Attitude has the role in shaping cosmetics' purchase intention. The positive attitude possessed by the consumers will strengthen the shaped intention. Research findings showed that religiosity influenced halal cosmetics' purchase intention through attitude. There was influence of attitude as mediation between the variables of religiosity and cosmetics' purchase intention. The finding is contradictory to the research finding of [Khan et al. \(2022\)](#), and the study conducted by [Mukhtar and Butt \(2012\)](#) that religiosity did not influence halal products' purchase intention. This research showed the role of religiosity toward purchase intention can be mediated by attitude to strengthen the correlation among the variables. Attitude is able to mediate the correlation between religiosity and halal cosmetics' purchase intention and between word of mouth and halal cosmetics' purchase intention. It indicates that attitude plays the role as mediation.

Halal cosmetics are an important thing for women. Halal cosmetics have the superiority as cosmetics which are able to improve women's appearance which is safe to be applied. Halal cosmetics are made from selected ingredients which are suitable to women's need. Halal cosmetics are accepted by the society and are supported by the government's rules that cosmetics are categorized as the products that have to be certified as halal ([Kemenag, 2021](#)) so that it will give safety guarantee for the users. Halal cosmetics can be seen from the halal logo attached to the cosmetics' packaging. Respondents discovered the intention to select halal cosmetics' product and purchase halal cosmetics in the future opportunity. This research is in line with previous research ([Khalek, 2014](#); [Ali et al., 2017](#); [Bonne et al., 2007](#); [Memon et al., 2020](#); [Sherwani et al., 2018](#)) which showed that there was influence of behavioral control on halal product's purchase intention.

The demand of halal products shows the trend increase so that halal industry tends to grow bigger because the cosmetics which are certified as halal give safety guarantee. The halal reputation possessed by a cosmetic product facilitates cosmetics' manufacturer to shape the trust from the consumers; it supports many cosmetic manufacturers to proceed halal certification ([Fiandari, 2022](#); [Isnaini et al., 2021](#); [Islam, 2021](#)). Halal cosmetic products which have been through strict process also attracts non-Muslim consumers' interest ([Nur Azira Tukiran and Ahmad Anuar, 2022](#)). The interesting thing is that consumers are willing to pay more when they purchase cosmetics which have halal logo. Consumers are willing to wait to get cosmetics which are truly halal so that the consumers' readiness to purchase halal cosmetics is getting increased.

Research contribution, implication and limitation

This research is aimed to fill the gap in theory of planned behavior by adding word of mouth and religiosity as the variables which precede attitude shaping. There was unique contribution resulted that either religiosity or word of mouth separately were not able to directly influence halal cosmetics' purchase intention on the consumers. Information and recommendation need other support namely positive attitude toward halal cosmetics. The shaped attitude was able to mediate word of mouth and cosmetics' purchase intention. Attitude is also able to play the role as the mediation between religiosity and cosmetics' purchase intention. This shows the importance of attitude's existence.

It is important for companies to produce halal cosmetics which give safety and do not harm the users' health. The manufacturers can put halal label on cosmetics' packaging. Halal cosmetics guarantee the safety for the consumers so that it increases the consumers'

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trust to purchase halal cosmetics (Khan *et al.*, 2020). The manufacturers have to keep paying attention to products' benefits and it has important roles in answering consumers' need. Products' benefits are delivered interestingly and appropriately so that the message on product's benefits can be accepted well by the consumers. Business owners have to be suggested to do evaluation and improvement toward products' benefit regularly. The message is aimed to the consumers through various media which reach public audience. It is important for the manufacturers to state that halal cosmetics are not only for Muslim women but also for non-Muslim women because of the products' superiority possessed by halal cosmetics. This is to state that halal cosmetics are beneficial not only for Muslim women but also non-Muslim women.

This research was conducted only on Muslim women by focusing on the examination of religious activities based on the worshipping habit. The cosmetics observed were the cosmetics which had halal label both from local and import product. The researcher does not limit halal cosmetics to come from local only. This research focuses on the variables of word of mouth, religiosity, attitude, behavioral control and halal cosmetics' purchase intention. It is suggested that the future research should develop loyalty of halal cosmetics' consumers.

Conclusion

The researcher conducted an analysis on word of mouth, religiosity, attitude, behavioral control and halal cosmetics' purchase intention. Attitude becomes a variable used as mediation between religiosity and purchase intention and as the mediation variable of word of mouth which found as follow:

- Word of mouth had the role in shaping attitude. Word of mouth is a communication conducted by a consumer with other parties. Word of mouth which has positive value can strengthen attitude shaping.
- Word of mouth was proved to have direct correlation toward halal cosmetics' purchase intention.
- Religiosity had the role in shaping attitude. A consumer who has good religious values will shape good attitude. Religious values will shape positive information perception on the consumers.
- Religiosity did not have direct influence toward cosmetics' purchase intention. Attitude is the mediation variable between religiosity and halal cosmetics' purchase intention.
- Attitude as the realization of information perception has the role in encouraging purchase intention. Research finding showed the role of attitude toward halal cosmetics' purchase intention.
- Attitude is able to play the role as the mediation variable between religiosity and purchase intention. Attitude plays the role as the mediation between religiosity and halal cosmetics' purchase intention.
- Behavioral control is the consumers' ability perception to act. Positive behavioral control will play the role in shaping halal cosmetics' purchase intention. The consumers feel the ability to select halal cosmetics which are hygienic, safe to apply, do not harm the consumers' health and the cosmetics came from safe ingredients. Halal cosmetics are cosmetics product certified as halal which can be accepted by the society.

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