

Consideration Analysis of Muslim Purchase Intention on Korean Beauty Products

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ABSTRACT:

The purpose of this study is to analyze the considerations of Muslim consumers in buying Korean beauty products or commonly called Korean Beauty. The author also examines the effect of halal awareness, country of origin, and product ingredients on purchase intention. This research was conducted using mixed methods. The sample was obtained from primary data by distributing online questionnaires with 330 respondents and conducting in-depth interviews with four informants from West Java. For the data analysis, it employs IBM SPSS Statistics 22 for the quantitative data testing. Meanwhile, the qualitative data uses three qualitative paths: data reduction, data presentation, and conclusion. The results shows that product ingredients and country of origin have positive effects on purchase intention while halal awareness does not affect the purchase intention of Korean beauty products. These results have implications for the need of complete information in choosing products from non-Muslim countries.

Keywords:

Halal Awareness, Product Ingredients, Country of Origin, Purchase Intention

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1. INTRODUCTION

The popularity of Korean Beauty is due to the global influence of K-Pop culture and Korean Drama or commonly referred to as the "Korean Wave". Korean wave fans have spread all over the world, especially in Southeast Asia. Not only does of the Korean wave influence it, but the product quality, various innovations, good results, and affordable prices also make Korean Beauty become the choice of women consumers (Shalehah et al., 2019). Many beauty brands from South Korea are popular in Indonesia such as Innisfree, Nature Republic, Laneige, Cosrx, Ariul, Some By Mi, and Etude House (Inayah, 2019). However, these popular Korean beauty product in the Indonesian market have not yet registered for halal certification from BPJPH (Halal Product Assurance Organizing Agency). Many Korean Beauty companies have not registered halal certification on their products due to the selection of strict halal standards on cosmetic products, the high cost of changing the production process, and also the marketing process (Sohn, 2016). So far, only four Korean beauty brands have registered for halal certification and received the halal logo which are obtained from different countries: Talent Cosmetics from JAKIM Malaysia in 2014, Sunwoo Cosme from JAKIM Malaysia, JNH Halal GiMDES Turkey, and Cosmax from BPJPH (Herina, 2018).

Halal certification is very important since Indonesia is the largest Muslim country in the world with 87.17 percent of the total population or equivalent to 209.12 million people (Katadata, 2020). As one of the largest Muslim countries in the world, halal certification in a product is very important as the law is mandatory for Muslim people. It is common for Indonesian Muslims to check whether the product has already a halal label or not before consuming a product. Muslims believe that consuming halal food will be a blessing and healthy for humans. It becomes the indicator of halal awareness among consumers (Widyaningrum, 2019) since halal products does not contain ingredients that are harmful to health. Therefore, products that are guaranteed to be halal are very important to be consumed, especially for Muslims. To get the halal-guaranteed products, the halal logo can be seen in the product packaging as it is issued by BPJPH (Halal Product Assurance Organizing Agency). It is included in Law of the Republic of Indonesia number 33 of 2014 article 1 paragraph 10 which contains "Halal Certificate is an acknowledgment of the halalness of a Product issued by BPJPH based on a written halal fatwa issued by The Council of Indonesian Ulama (*Majelis Ulama Indonesia*, MUI)".

Halal product certification and labeling with logos are mandatory in halal product production, trade, and regulation. Halal products are not easy to verify and prove because it takes several requirements to check the product halalness (Bashir, 2019). According to Law of the Republic of Indonesia number 33 of 2014 article 1 paragraph 1 regarding halal product guarantees, it states that "Products are goods and/or services related to food, beverages, drugs, cosmetics, chemical products, biological products, genetically engineered products, as well as goods used, used, or utilized by the public".

Cosmetics and medicines are categorized as halal if the ingredients, starting from the raw material, pass certain procedures in Islamic law and have halal certification (Widyaningrum, 2019). According to MUI, materials or ingredients classified as unclean are products containing elements of pigs and dogs, elements of wild animals, elements of the human body, blood, carrion, halal animals whose slaughter process is not by Islamic law, and alcohol. Apart from being haram, there is also content that is doubtful or dubious, such as placenta, glycerin, collagen, lactic acid, hormones, vitamins, and various dyes, and fragrances. (Widianti, 2018).

Based on the previous discussion, the objectives in this study are to identify what factors are considered when purchasing K-beauty products, to measure the effect of halal

awareness on the purchase intention of K-beauty products, to identify the effect of product ingredients on the purchase intention of K-beauty products, as well as to investigate the influence of the country of origin on the purchase intention of K-beauty products.

2. LITERATURE REVIEW

2.1 Halal Awareness

Halal refers to things that are permitted in Islam. Halal includes everything in products starting from the raw source stage until the product reaches the consumer (Suparno, 2020). As a Muslim, it is obligatory to consume halal products as contained in the following verses of the Quran Surah Al-Baqarah verse 168: "O people! Eat of (food) that is lawful and good that is on earth, and do not follow the steps of the devil. Indeed, Satan is a real enemy to you." And Quran surat Al- Baqarah verse 173 "Indeed, He only forbids you carrion, blood, pork, and (meat) of animals slaughtered by (naming) other than Allah. But whoever is forced to (eat it), not because he wants it and does not (also) transgress, then there is no sin for him. Indeed, Allah is Forgiving, Most Merciful".

These verses show the command to consume halal products because the importance of consuming halal products is not without reason but it will be good for our bodies. As a Muslim, consuming products that are not forbidden in the Quran is an obligation (Ardyanti et al., 2013). Therefore, a Muslim should know and be aware of the halalness of a product. This awareness will reflect the consumer's first step in the buying process, especially for consumers who are consuming the product for the first time (Bashir, 2019). Halal awareness is the level of understanding of a Muslim regarding halal issues and understanding how a product is processed based on Islamic halal standards (Nurcahyo & Hudransyah, 2017). Understanding or being aware of the importance of halal in a product will help Muslims when deciding to buy a product that is by their beliefs (Yunus et al., 2014). In addition, to find out whether the product is halal or not, it can be seen whether the product has a halal logo or not. The existence of a halal logo in a product is very important, especially if the product is to be sold in a country with a Muslim majority population. The addition of a halal logo in the manufacture of halal products is mandatory. With a halal logo, consumers can identify whether the product is halal or not and they will believe in the quality of the product (Bashir, 2019). The existence of a halal logo or certification on the product will represent that the product is in accordance with Islamic law and the product is fit for consumption because the cleanliness and safety of the product are guaranteed (Muhamad et al., 2017).

Awareness of halal in a product is very important when consumers determine and choose a product and is the first step when consumers buy a product. By concerning the halal aspect, consumer awareness will affect their purchasing decisions (Bashir, 2019). Based on other research (Bashir, 2019; Nurcahyo & Hudransyah, 2017; Yunus et al., 2014), it is found that halal awareness affects purchase intention.

H1: There is a positive relationship between halal awareness and Muslim's intention to purchase a Korean beauty product.

2.2 Product Ingredients

Product ingredients cover important issues that need to be considered such as ingredients, quality, and product safety. The role of composition information in a product is very important since it will determine what kind of product choices will be chosen by consumers (Yunus et al., 2014). In cosmetic products, consumers will pay more attention to

the ingredients and the effects of using the product. So, environmentally friendly products with organic ingredients are increasingly chosen by consumers, especially by reflecting the halalness of these products (Khan et al., 2019).

In addition, consumers prefer to consume good, healthy, and safe products for because halal products may not contain ingredients that are forbidden. Also, halal products include the safety and quality related to handling, processing equipment, tools, distribution, and retailing aids (Ahmad et al., 2013). Then, in Islamic perspective, there is a composition of product ingredients that need to be considered by consumers and producers including ingredients and product quality as well as the safety of the product contents. Knowledge of product ingredients is important because a product can be accepted or rejected during the purchasing decision process (Azam, 2016). Therefore, the role of product material information, knowledge, and products by Islamic sharia is very important for Muslims in choosing the product (Arlisa et al., 2019). Based on the previous research (Arlisa et al., 2019; Azam, 2016; Yunus et al., 2014), it was found that composition information on halal products is very important and product composition will affect their purchase intention. Therefore, based on the previous literature, the hypothesis is:

H2: There is a positive relationship between product ingredients and Muslim's intention to purchase a Korean beauty product.

2.3 Country of Origin

Country of origin is the association and consumer belief in products based on the country of origin and is usually known as 'made-in' or 'manufacture-in' (Tjoe & Kim, 2016). Country of origin can represent the strengths or weaknesses of a product or brand itself. Consumers can judge which countries are capable of producing good quality products based on their technological advances, and conversely, countries with low technology produce low-quality and cheap products (Moslehpour et al., 2017). Consumers have different beliefs and attitudes towards brands from different countries. In addition, COO can also influence consumer attitudes, buying behavior, and also competition from a brand (Devita & Agustini, 2019). Then, the factors that influence COO include the economic development of a country, culture, history, experience in making a product, and how the country's image in the eyes of the world (Muhamad et al., 2017).

When consumers have a good perception of the country of origin of a product, they will appreciate the brand and will ultimately enhance the brand's image. Conversely, if the consumer's perception is negative towards the country of origin of the brand, then the brand image will be low and this can prevent consumers from buying the brand (Haque et al., 2015). Based on previous research, country of origin will affect consumer purchase intentions, as based on research results (Falah et al., 2020; Hien et al., 2020; Tjoe & Kim, 2016). Country of origin has a positive effect on purchase intention. Then the hypothesis of this research is:

H3: There is a positive relationship between country of origin and Muslim's intention to purchase a Korean beauty product.

2.4 Research Model

This research model is an adaptation of the research model conducted by Yunus et al., (2014) on the purchase intention of Muslim consumers towards non-Muslim food producers.

This study aims to analyze the consideration of purchasing Korean Beauty products which can be seen from halal awareness, country of origin, and product ingredients. The variables from the model will be used for the purposes and outputs of the research. The following is a testing framework in this research:

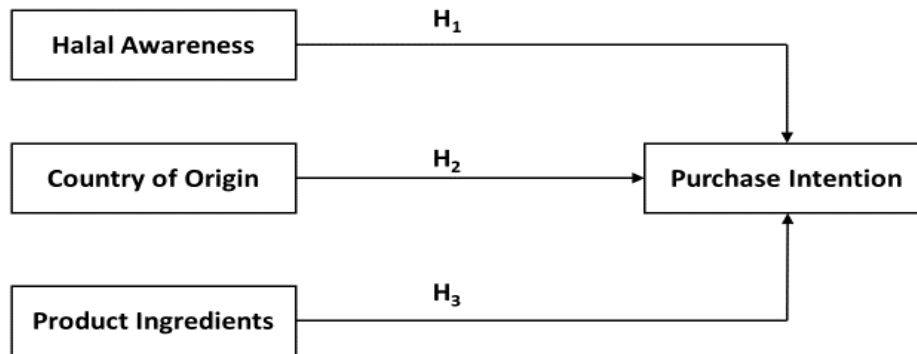


Figure 1. Research Model

3. METHODS

Research design is a plan for how the research will be carried out and describes the research procedures needed to solve problems to achieve the objectives of the research itself. In this study, a descriptive research design with a mix-method approach or quantitative and qualitative methods was used. The type of mixed-method research design is divided into three: convergent design, explanatory sequential design, and exploratory sequential design. Convergent design is the collection of quantitative and qualitative data simultaneously by combining the data, comparing the results, and explaining discrepancies in the results. The explanatory sequential design has two stages: collecting the quantitative data and collecting the qualitative data. To explain the results of quantitative data, exploratory sequential design has stages or two phases: collecting qualitative data and collecting quantitative data to be used to explain the relationships found in qualitative data.

The population takes 330 respondents from West Java with the age range of 18-30 years. The sample size is determined using the Slovin formula with the formula $n = \frac{N}{1+N(e)^2}$. n is the number of samples, while N is the total population of West Java with an age range of 18-30 years around 16 million people based on the Central Statistics Agency (BPS) West Java, and $e = 5\%$. There are 330 samples obtained. Then, this study used a sample of four informants with the criteria of each having bought or used Korean beauty products. Data analysis in this study use IBM SPSS 22 for quantitative data testing. For the qualitative data, it uses three qualitative paths: data reduction, data presentation, and concluding (Miles, Mathew B.; Huberman, 1992).

4. RESULTS AND DISCUSSION

4.1 Respondents Demographic

The respondents' demographic in this study is illustrated in Table 1. It can be seen that 93.9 % (310) of respondents are women and 74,24 % (245) of respondents are 21 until 23 years old, 70,9 % (234) of respondents are bachelor/diploma, and 75,8 % (250) of respondents are student. Moreover, 4% (229) of respondents' income are around IDR 500,000 to IDR 1,500,000 in a month.

Table 1. Demographic characteristics of the respondents

	Description	Frequency	Percentage %
Gender	Woman	310	93.9
	Man	20	6.1
Age	18 -20	73	22,12
	21 - 23	245	74,24
	24 -6	10	3,03
	27 - 30	2	0,61
	< Senior High School	1	0.3
Last education	Senior High School	234	70.9
	Bachelor/Diploma	91	27.6
	Postgraduate	4	1.2
	Student	250	75.8
Occupation	Civil Servant	3	0.9
	Private Employee	57	17.3
	Entrepreneur	11	3.3
Income/ month	Freelance	9	2.7
	IDR. 500.000 - IDR. 1.500.000	229	69.4
	IDR. 1. 500.000 - IDR. 2.500.000	46	13.9
	IDR. 2. 500.000 - IDR. 3.500.000	25	7.6
	> IDR. 3.500.000	30	9.1

4.2 Validity and Reliability Test

The Bivariate Pearson was used as the validity test. To measure whether an instrument is valid, the calculation of the comparison of the calculated value with the r-table is employed. If R-count is greater than the r-table, then the instrument can be said to be valid. Otherwise, it is invalid. Then, to find the r-table with N=330 at 5% significance in the distribution of the statistical r-table value is 0.113. Table 2 indicated the result of the validity of each indicator. It can be seen that all indicators on each variable can be said to be valid.

Table 2. Validity Test

No	Variables	Label	<i>Pearson</i>	Validity
1	Halal Awareness	HA1	0.729	Valid
		HA2	0.552	Valid
		HA3	0.661	Valid
		HA4	0.787	Valid
		HA5	0.710	Valid
2	Product Ingredients	P1	0.551	Valid

		P2	0.488	Valid
		P3	0.758	Valid
		P4	0.728	Valid
3	Country of Origin	COO1	0.799	Valid
		COO2	0.827	Valid
		COO3	0.788	Valid
		COO4	0.816	Valid
4	Purchase Intention	PI1	0.740	Valid
		PI2	0.661	Valid
		PI3	0.793	Valid
		PI4	0.565	Valid

The reliability test aims to see whether the questionnaire has consistency if the measurements are carried out using the questionnaire repeatedly. According to (Rajalahti & Kvalheim, 2011), as the basis for taking Cronbach alpha, a questionnaire can be said to be very reliable if the Cronbach alpha value has the following values. Table 3 is a reliability analysis on each variable with the highest score shown in the country-of-origin variable with a Cronbach alpha of 0.820. Meanwhile, the variable with the lowest Cronbach alpha is in the product ingredients variable with Cronbach's alpha of 0.515 which means it is quite reliable.

Table 3. Reliability Test

No	Variable	<i>Cronbach alpha</i>	statement
1	Halal Awareness	0.719	Reliable
2	Product Ingredients	0.515	Quite Reliable
3	Country of Origin	0.820	Very reliable
4	Purchase Intention	0.636	Reliable

4.3 Correlation Analysis

The correlation analysis measured by the largest r value is +1 which indicates a perfect positive relationship and the smallest r is -1 which indicates a perfect negative relationship. As for the interpretation value, namely the Pearson Correlation value 0 = No Correlation, Pearson Correlation value 0.01 – 0.20 = Very weak correlation, Pearson Correlation value 0.21 – 0.40 = Weak correlation, Pearson Correlation value 0.41 – 0.60 = Medium Correlation, Pearson Correlation value 0.61 – 0.80 = Strong Correlation, Pearson Correlation value 0.81 – 1 = Perfect Correlation (Usman & Akbar, 2006). The Table 4 below is a research correlation analysis:

Table 4. Correlation Analysis

Variables	HA	P	COO	PI
Halal Awareness				
Product Ingredients	0.389**			

Country of Origin	0.234**	0.272**	
Purchase Intention	0.075	0.186**	0.463**

Table 4 mentions that country of origin correlates with purchase intention, namely $r = 0.463$ at $p < 0.01$). Then, the product ingredients and purchase intention have a very weak correlation, namely $r=0.186$ at $p<0.01$. Meanwhile, halal awareness with purchase intention has $r=0.75$. In this case, halal awareness is not correlated with purchase intention.

4.4 Hypothesis Test

In testing the hypothesis, the researcher uses the T-test to determine whether or not a variable is present. Then, the significance value is less than 0.05. To find out how big the value of the t table is, it uses the formula $t \text{ table} = t (a/2: n-k-1)$. Based on the results of these calculations, the t table is 1,967.

Table 5. Hypothesis Test

Hypothesis	t	value of sig.	Result
H1: A positive relationship between halal awareness and Muslim's intention to purchase a Korean beauty product.	1.366	0.173	Rejected
H2: There is a positive relationship between Product Ingredients and Muslim's intention to purchase a Korean beauty product	3.433	0.001	Accepted
H3: There is a positive relationship between Country of Origin and Muslim's intention to purchase a Korean beauty product	9.457	0,000	Accepted

Based on Table 5, it shows the t-test results (partial) that the significance value of Halal Awareness on Purchase Intention is $0.175 > 0.05$ and the t-count value is $1.366 < t\text{-table}$ value of 1.967. In this case, H1 is rejected which means there is no effect of Halal Awareness on the Purchase Intention. In addition, the significance value of Product Ingredients on Purchase Intention is $0.001 < 0.05$ and the t value is 3,433 which is greater than the t table value of 1,967. In this case, H2 is accepted, which means that there is an effect of Product ingredients on Purchase Intention. Then, the significance value of Country of Origin on Purchase Intention is $0.000 < 0.05$ and the t value of 9.457 is greater than the t table or about 1.97. It means that H3 is accepted and there is an influence of Country of origin on Purchase Intention.

4.5 Qualitative Result

In the in-depth interview, the researcher conducted an analysis using the categorization of the data that had been presented previously. The analysis contains information from informants in the form of answers related to consumer purchase

intentions for Korean Beauty products. The in-depth interview analysis was carried out in the form of a narrative by citing the information provided by the informant. To maintain the trust of the informants, the identity of the informants will be kept confidential. However, for this research's credibility, the identities and transcripts of the informants' interviews are included as evidence in the appendix.

Background of knowing Korean beauty

Based on the results of interviews obtained from informants, the information obtained is in the form of background informants knowing Korean beauty or informants' sources knowing Korean beauty products. Most of the informants get information on Korean beauty products from reviews of beauty vloggers on social media such as Youtube and Instagram. This is supported by the opinion of the informants as follows:

Informant 1

"Because at that time, Korean products were booming, especially skincare and beauty vloggers were talking about Korean beauty, that's why I became curious about Korean products and the results were good,"

Informant 3

"Ummm I usually see it from Instagram, the program reviews from them"

Informant 4

"I've seen it from social media like YouTube channels, like people who have experience with Korean skincare, the reviews are really good and it's also interesting, it's interesting to buy"

From the two informants' answers, it can be concluded that the informants know that this Korean beauty product comes from a beauty vlogger review on social media. In addition, the clarity of the information conveyed by the beauty vlogger in the review of Korean beauty products and the satisfactory results made the informants interested in Korean beauty products. Apart from YouTube, the informants also know about Korean beauty through other social media such as Instagram. This is supported by the opinion of the informants as follows:

Informant 3

"...or not from one of the Korean dramas, it's like they are sponsored by them. At that time I watched the drama The King Eternal Monarch which was Lee Min Ho, from there"

Informant 2

"Of course, because it also carries the perception of the dramas that I watch"

Based on the opinions expressed by the informants, it can be seen that the background behind the informants knowing Korean beauty products is that they come from social media, especially social media content about beauty. Many beauty vloggers convey information about cosmetics clearly and in detail, so that it can lead to purchasing intentions for products reviewed by beauty vloggers. Apart from social media, Korean dramas also provide the background for informants' knowledge about Korean beauty products. This

cannot be separated from the popularity of the Korean wave as described in chapter 1 earlier.

Types and Brands of Korean beauty you are interested in

There are many types of cosmetics in Korean beauty, especially in skincare such as toner, serum, essence, moisturizer, sunscreen, facial wash, etc. In addition, there are also many well-known Korean beauty brands on the market such as Nature Republic, Innisfree, COSRX, Some by Mi, Ariul, and other brands. In this interview, the researcher asked the types and brands of Korean beauty that the informants were interested in after knowing Korean beauty as follows:

Informant 1

"Like the serum, exfoliating toner, mask... hmmm that's it"

Informant 2

"Oh, I like everything, like fw (facial wash), serum, toner..."

Informant 3

"For now, I think moisturizer, essence, and serum, that's the only thing I am interested"

Informant 4

"It's more about the serum, eye mask, toner, the most important thing for Korean beauty is the sunscreen"

Based on the opinion of the informant, the most popular type of skincare is serum followed by toner. It is based on the reason that it matches the benefits of the serum and toner itself which is good for skin. In addition to the type of skincare, the author also asked what Korean beauty brands were in demand by the informants. Brands that are in high demand are Innisfree and Some by Mi as follows:

Informant 1

"Each Innisfree is the mask, then COSRX's exfoliating toner and some by mi's serum"

Informant 3

"Innisfree and Some by mi that I just found out now, even though there are so many haha"

Informant 4

"I interested with some by mi, Innisfree.. uhh forgetting hehe that's all"

Based on the opinion of the informant, the most popular types of cosmetics or skincare are serum and toner. Then, the most popular brands are Innisfree and Some by mi. There are many types of serums and toners on the market with different ingredients and benefits. For example, serums may contain anti-aging, anti-acne, moisturizing, hydrating, vitamin C, and many more. Then, toners are categorized into hydrating toners, exfoliating toners, and other type.

Background intending to buy K-beauty

After conducting in-depth interviews with all informants, various information related to the background or reasons for intending to buy Korean beauty were obtained. Many of the informants said the reason they bought Korean beauty was due to the efficacy and quality of the products produced by Korean beauty as expressed by the informants as follows:

Informant 1

"I like Korean beauty because I think the benefits are direct. If it's local, I've also tried Sari Ayu skincare, but it doesn't suit my skin. Maybe this is my perception that Korean beauty products are good, so the skincare absorbs faster, so many reviews too"

Informant 2

"Yes, because the quality is guaranteed, so even though the price is more expensive than local brands, the results are satisfying, right"

From the informant's statement above, the reason they intend to buy Korean beauty is because of the efficacy and quality of the Korean beauty product itself. In addition, reviews of beauty vloggers, beauty standards, and the influence of Korean celebrities influence the informant's purchase intention of Korean beauty.

Informant 3

"Because of the claim and the results of the reviews, people can be as beautiful as that and maybe like our beauty standards if we use products from Korea, we will follow the standards from the world."

Informant 4

"Because I like Korea like BTS so I want to be with Korean beauty, especially the flawless skin like Song Hye Kyo so I'm interested in Korean beauty"

Halal is not considered when having the intention to buy K-beauty and the way the informant convinces the purchase of cosmetics without the halal logo

After conducting in-depth interviews with all informants, various information related to halal attention was obtained when buying Korean beauty products. Informants were asked whether they always pay attention on halal certification if they are going to buy cosmetics, especially Korean beauty. Many informants do not pay attention to halal when they are going to buy cosmetics. The following are the answers of informants regarding the following questions:

Informant 1

"I don't pay much attention. If the beauty vlogger is Muslim, I will be sure about the halalness of the product"

Informant 3

"For now, it's a bit rare, it's like when I see a product, there are more claims about it, so halal matters are usually later, so it's better to claim first."

Based on the answers from the informants, many of them do not pay attention to halal when they are going to buy cosmetic, especially for Korean beauty products. There are numbers of Korean beauty brands that have not registered their halal certification since it is not an obligatory as stated by informant 2 as follows:

Informant 2

"I think it's because K-beauty is from Korea, so halal isn't that important, it means it's important, but maybe it's rare if K-beauty has halal certification"

Since many Korean beauty products are not halal-certified, there are several ways that informants can use to convince them to buy Korean beauty products that are not halal-certified. For example, they look at the ingredients and make sure whether they contain non-halal ingredients or not. To overcome this issue, they choose a brand with the vegan manufacturing process and no animal testing claim. This is supported by the opinion of the informants as follows:

Informant 3

"From the ingredients, the ingredients are vegan or not, which has no animal testing. Maybe it's calmer if you already know like that, already know the ingredients like that"

Informant 4

"If it's from me if the product is claimed to be vegan, I immediately bought it without seeing any halal certification. "

Based on the opinion of informant 3 and informant 4, the way to convince them to buy Korean beauty products is by the content and process of making Korean beauty products. If the ingredients contained and in the manufacturing process of the product do not involve animals and only use plants in the ingredients, it can convince the consumers about the halalness of the product. In addition, product reviews submitted by beauty vloggers can also

convince informants in purchasing Korean beauty products that have not been certified halal, as revealed by the following informants:

Informant 2

"I always watch reviews on Youtube that are convincing"

Informant 1

"If the beauty vlogger is a Muslim, I'll be sure that the beauty vlogger knows more about all kinds of beauty, which items can be used for Muslims and which items can't be used for Muslims. So that's how it is from those who are reviewing. They must also be aware that followers whose majority are Muslims, it's impossible for them to recommend products that are haram, "

Based on the opinion of the informants above, halal certification has not become their priority in purchasing cosmetics. There are several ways to convince them that cosmetics do not contain ingredients that are forbidden, namely by choosing products that are made from plants or vegan and do not involve animals in the manufacturing process. In addition, the consumers can also look at reviews from trusted beauty vloggers, especially Muslim beauty vloggers.

Completeness of Ingredients Information on K-beauty products

When conducting in-depth interviews with informants, the researcher asked the informants about the clarity of the composition information on Korean beauty products. Many of the informants feel confident in the composition information on Korean beauty products, but they have difficulty in reading the composition of Korean beauty products. It is due to the language used is listed in the product composition. Then, if they find information that is not familiar, they can search for information on the material via Google as the opinion of the informant below:

Informant 3

"I'm still a little doubtful because we don't know what its function is, especially for ordinary people like us, we don't know what to do if the ingredients are familiar, maybe we are more confident to buy it"

Informant 4

"Uhh yeah it's difficult because Korean is really difficult to translate"

Based on the informant's statement above, the informants find it difficult to read the information on the ingredients in Korean beauty, especially if the composition information was in Korean language. However, this can be overcome by looking for composition information via the internet or through the google page as conveyed by the informant below:

Informant 1

"If it's from me from a small book or a barcode scan, the contents are about the pluses and minuses of the ingredients, like, for example, ingredient A, it's a minus, if the skin is dry, it will turn red, like that, so we who don't use this stuff can't too panic using that product"

Informant 2

"If the product doesn't have any information, I'll look for it on google reviews, for example, what tea tree is for, now I'm looking for information on the Korean beauty ingredients"

Informant 3

"In my opinion, for example, if the ingredients or composition use letters of the alphabet, it can still be read, and we can still search, like googling "what is this for", right now it's sophisticated, right?"

Based on the statements of the informants above, the informants still find it difficult to read or understand the content in Korean beauty, especially the scientific language used, or some are still using the Hageul letters or Korean language in the composition. However, to overcome this, you can look for more information through internet services or the Google page. Some brands also add composition information through the product barcode scans.

The Importance of "Made In" in K-beauty

"Made in" on a product or a brand will represent where the product is made from. In addition, the "made in" label is very important for a product because it will describe the identity and image of the country of origin of the product as stated by the following informants:

Informant 2

"I think it's important because it imaged a product or brought a representation of that product"

Informant 3

"Maybe for today's times it's important, because for a label it's like, "Oh, this is a product made by me." Well, that's it. Continue to symbolize the country's image."

Based on the opinion of the informant above, the "made in" label on a product is very important. Because the label will represent the identity or image of the country. South Korea is known for its popular entertainment worlds such as its music or better known as K-pop, and also Korean dramas. In addition to entertainment, South Korea is also known for its many beauty productions such as cosmetics or skincare. In addition, it is also supported by Korean beauty standards where Korean Beauty is focused on 'glass skin' look and healthy glow which means having skin that is free of pigment, hydrated, and not dependent on makeup so that it will produce a natural and youthful-looking skin appearance (Ingels, 2020). This is supported by some of the opinions of the informants as below:

Informant 2

"...So why is the image of Korea good in my eyes, because I often watch drakor like that, in my mind that Korean people are beautiful, smooth"

Informant 4

"More interested in Korea because many of them look young, even though they are old like the artists. Maybe why they look young even though they are already old, maybe because of Korean beauty itself.

5. DISCUSSION

This study aims to determine the consideration of the purchase intention of Korean beauty products on Muslim consumers which involves the variables of halal awareness, product ingredients, and country of origin. This research was conducted with a descriptive research design with a mix method approach and carried out with quantitative and qualitative methods. Based on the results of the previous data analysis, this section presents a discussion of the results of the previous analysis.

Halal awareness refers to a person's knowledge and awareness of halal. Halal Awareness is the level of understanding of a Muslim regarding halal issues and understanding how a product is processed based on Islamic halal standards (Nurcahyo & Hudransyah, 2017). For a Muslim, consuming halal products is an obligation as stated in the holy book of the Koran. In this study, it is found that the Halal awareness variable got the second-highest average value after the country of origin, with an average value of 4.32. It shows that the respondents have understanding and awareness related to halal. However, in testing the Halal Awareness hypothesis on Purchase Intention, the result is H1 is rejected, which means Halal awareness does not affect Purchase Intention. The results are in line with research conducted by Nurcahyo & Hudransyah, (2017) where Halal Awareness does not affect Purchase Intention. In addition, in the results of in-depth interviews, most of the informants argue that halal is not considered when they have the intention to buy Korean beauty. This is because there are still many Korean beauty products that are not halal-certified, so they are not mandatory. In addition, many Korean beauty brands claim that the ingredients and the entire manufacturing process do not involve animals, such as the A true, Benton, COSRX, Klairs, Mamonde, and Saturday Skin brands (Lee, 2019). A product or brand that claims the ingredients are made from vegan and does not involve animals in the production process or is cruelty-free, will make consumers more confident about the halalness of the product. In addition to choosing vegan or cruelty-free products, searching for more information via Google pages on the internet or through Muslim beauty vloggers on YouTube can also help informants to be more confident about buying Korean beauty products without halal certification.

Information on a product is very important, especially in cosmetic products. Each cosmetic product has different contents and benefits according to the needs of each person's skin. Before purchasing cosmetics, consumers will first pay attention to the composition of the cosmetics whether it suits their skin or not. Furthermore, the results of the descriptive analysis found that the product ingredient variable got an average score of 4,135 in the sense that respondents understood the importance of composition in a product, information on the composition of K-beauty products could be understood. Then, product ingredients can affect purchase intention, which means H3 is accepted. This is line with Azam (2016) and Yunus et al., (2014) which stated that product ingredients have a positive effect on purchase intention. In addition, in the interview results, the informant

admitted that it was a little difficult to read and understand the composition information on Korean beauty products, especially if the information on the product used a foreign or Korean language. However, this can be solved by looking for more composition information on the internet or by getting more information by reading reviews or watching beauty vloggers.

Furthermore, the results of the descriptive analysis found that the country of origin variable got the highest average value among other variables. It shows that the country of origin will develop a perception of whether or not a brand is good based on the country of origin of the brand so that it will affect consumers' purchase intentions (Tjoe & Kim, 2016). This is comparable to what Hien et al., (2020) which said that the country of origin will affect consumers' purchase intentions due to the perception of the good and bad of a country. A good image of a country will have a good influence on the country and vice versa. This is also supported by the statement of the informant that the image of a country is very important because it will represent the country itself. This is also the reason the informant intends to buy Korean beauty products because South Korea has a good image, especially for its beauty which has beauty standards on healthy skin. In addition, it is also influenced by South Korean entertainment such as Korean dramas and Kpop or commonly called the Korean Wave (Tjoe & Kim, 2016)

As the results of the interview analysis, many informants have proper knowledge about Korean beauty since many beauty vloggers review the cosmetics or skincare from South Korea on social media such as Youtube and Instagram. In addition, the influence of Korean entertainment such as Korean drama and Kpop also give them insight on Korean beauty. Lastly, types of cosmetics or skincare that take most informants' interest are serums and toners.

6. Managerial Implication

Companies can focus on factors that significantly affect consumer purchase intentions. In this study, the factors that have a positive effect on purchase intention are purchase intention and country of origin. Although halal awareness does not affect consumer purchase intentions, the halalness of a product is still important for consumers. If a product is not halal-certified, customers tend to check whether the product is vegan or cruelty-free. So, halal is still important even though it is not considered by consumers when buying Korean beauty products. In addition, the clarity of the composition information on the product is very important, especially in cosmetic. Before purchasing cosmetics, consumers will look for composition information to check whether it is fit with the consumer's skin condition or not.

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