

### *Research Article*

## Do Consumer Lifestyle, Halal Labels, and Prices affect Purchasing Decisions?

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### **Abstract**

Lifestyles are increasingly modern, and the needs of consumers past and present are clearly different according to the lifestyle adopted by consumers. Currently, consumers follow developments in trends in all aspects of needs ranging from primary needs to secondary needs in accordance with the lifestyle they adopt, namely the halal lifestyle. This research aims to determine the influence of lifestyle, halal labels, and price on the purchasing decisions of Emina cosmetic products. The sampling technique used was Purposive Sampling. The number of respondents in this study was 100 respondents. Data collection was carried out using the Judgment Sampling method with a questionnaire instrument. The data analysis method used is multiple regression analysis, t-test (partial) coefficient of determination. The research results show that: 1) lifestyle has a positive and significant effect on purchasing decisions. 2) the halal label does not influence purchasing decisions. 3) price does not affect purchasing decisions. A managerial implication that may be relevant is lifestyle management. The company can conduct in-depth market research to understand the lifestyle of its target consumers and determine prices and a pricing strategy that suits the Emina cosmetics market segment, including considering consumer price sensitivity.

**Keywords:** Lifestyle, Halal Label, Price, Purchasing Decisions

**JEL Classification:** M31, D12, L66

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## 1. Introduction

Lifestyles are increasingly modern; the needs of consumers in the past and today are clearly different according to the lifestyles adopted by consumers. At this time, consumers tend to follow developments in trends for all aspects of needs ranging from primary needs to secondary needs in accordance with the lifestyle adopted, namely the halal lifestyle. According to Adinugraha et al. (2019), a halal lifestyle is needed by all human beings, not only Muslims, because the halal concept is universally applicable and philosophically and practically is an innovation from standard operating procedures (SOP) since fourteen centuries ago in Islamic sharia. According to Hesti et al. (2019), halal lifestyle is a market segment that is quite good for improving the economy. According to the Muslim Judicial Halaal Trust (MJCHT) in Adinugraha et al. (2019), a halal lifestyle is a person's behavior that is carried out according to his abilities correctly, honestly, with dignity and does not deviate from Islamic teachings. The importance of including a halal label on a product is because consumers are now increasingly critical and selective in assessing the halalness of a product. According to Stanton in Tjiptono (2013), price is the amount of value that customers exchange for the benefits of owning or using a product or service whose value is determined by the buyer or seller and is set by the seller at the same price for all buyers. Along with the development of increasingly modern lifestyles, people are more critical when buying a product, one of which is by looking at the halal label on a product to be consumed (Sumarwan, 2011). The purpose of providing this label is so that customers or consumers obtain security from expertise and comfort when using the goods or services (Yuswohady, 2015).

Amilia (2017), Purchasing decisions are the behavior shown by consumers in searching for, giving, evaluating, and spending on products and services that are expected to satisfy their needs. Consumer purchasing decisions are to buy the most preferred brand from the various alternatives available. According to Alfian (2017), taking85Purchasing decisions are a product to solve problems in human activities to buy a product to fulfill their wants and needs. A label is a simple display of a product or an intricately designed image that is an integral part of the packaging (Irawati, 2019). Another factor that consumers pay attention to before making a purchase is price. Price is also one of the consumer factors in deciding to purchase a product. The influence of price on purchasing decisions is very important because the price level set by the company can be a benchmark for demand for a product. This finding is in line with the theory which says that price is the amount of money charged for a product or service or the amount of value exchanged by customers to obtain benefits from owning or using a product or service (Kotler & Armstrong in Tilah Salsabila, et al. 2018). Purchasing decisions can be interpreted as choosing from two or more choices. Purchasing decisions mean that before making a purchase, several choices are available, so he must choose one of them. The manufacturing process also determines the halalness of cosmetic products. Even if you use animal parts that are categorized as halal, it must be ensured that the animal has been processed according to Islamic law, likewise, with product testing. Suppose done with the intention of hurting and killing. In Islam, all forms of animal abuse are prohibited. The factor that plays a role in the next purchasing decision is the brand. For a company, a brand is an identity. Without a brand, the relationship between the company and consumers will influence loyalty (Tjahyadi & Arlan, 2010).

Brands can identify the benefits and characteristics for consumers of a product. Compared to an unbranded product, of course, a consumer will be more confident in choosing a product with a certain brand even though they have similar benefits. If consumers are satisfied, it will have an impact in the form of emotional attachment to branded products so that loyal consumers can be created (Haryono & Octavia, 2020). Halal certification is also often associated with life's needs, which for humans are the most important thing to fulfill because they will not be prosperous if their needs are not met (Sada, 2017). For a Muslim, being critical is indeed necessary, but still adhering to Islamic values, including in terms of fulfilling life's needs, every Muslim must be required to be in line with the main guidelines, namely the Al-Quran and As-Sunnah. In terms of quality, a selective attitude begins with a good understanding of religion for every Muslim, including in terms of selecting and assessing each product to be consumed (Alfian & Marpaung, 2017). In determining purchases, price is an important factor for consumers and measures the size of the consumer's satisfaction with the product to be purchased (Antari et al., 2014).

The increasingly high form of competition makes many consumers think about decisions regarding the price value of a product. If a product matches the quality and service, then consumers will easily accept it (Bayu et al., 2020). Consumers are more effective and careful in purchasing the products they will use. Brands have an important role in a product, service, or goods. Brands also often become a tool to help consumers make decisions. In addition, the existence of a brand can attract consumers to use the product. In fact, the existence of a brand is considered a business pillar that supports the success of the business itself. It cannot be denied that currently many companies are competing to make their brand number one or top of mind in customers' minds (Ranto, 2013). Purchasing decisions can be interpreted as choosing from two or more choices. Purchasing decisions mean that before making a purchase, several choices are available, so he must choose one of them.

The manufacturing process also determines the halalness of cosmetic products. The price set by the company affects the quantity sold, and it is a component that directly influences it (Dedy Kurniawan and Erni Widajanti, 2015). Lifestyle includes the pattern in which people live and spend their money and time and influences all aspects of a person's human consumption behavior. The approach to lifestyle contains 3 important dimensions, namely activities, interests, and opinions (Al-Dmour et al., 2017). Number of hours worked or daily activities. Many working hours or busy individuals feel tired and need more time for shopping, and most people find it difficult to leave their homes to shop (Mohamed et al., 2014). Spending time in physical stores or traditional shopping will take up quite a lot of energy and time, including having to face crowds, queues at the cashier, and fighting over parking spaces in busy malls (Ahmad Omar & Ramayah, 2010).

## **2. Literature Review and Hypothesis**

### **Buying decisions**

According to Kotler (2012) states that the purchasing decision is a stage of the decision process where consumers actually purchase products or services. Consumer purchasing decisions for a product are basically closely related to consumer behavior. Consumer behavior is an important element in product marketing activities that the company needs to know because the company basically does not know what is in a consumer's mind before, during, and after purchasing the product. The trend of influence, price, packaging, and promotion on purchasing decisions made by consumers suggests that company management needs to consider aspects of consumer behavior, especially the purchasing decision-making process.

### **Lifestyle**

Lifestyle is a person's lifestyle expressed in their activities, interests, and opinions in spending their money and allocating their time. Lifestyle describes a person's entire pattern of acting and interacting in the world. In general, it can be interpreted as a lifestyle that is identified by how people spend their time. Lifestyle is a person's behavior shown in activities, interests, and opinions, especially those related to self-image, to reflect their social status. At this time, lifestyle is greatly influenced by current developments by paying attention to current fashions or trends (Vienna, 2015). This style identifies that customers are always loyal to a store or brand that is similar or the same. These customers tend to have favorite stores or brands and have the habit of making repeat purchases.

### **Halal Labeling**

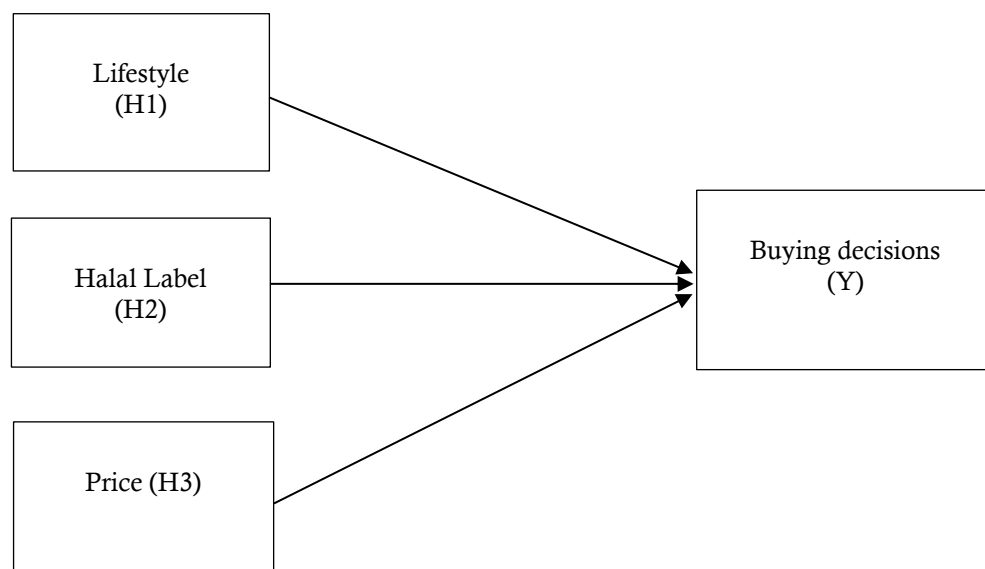
It is very important to carry out socialization and education to the community, apart from the administrative process in processing halal certification as specified by law. Halal certification is also often associated with life's needs, which for humans are the most important thing to fulfill because they will not be prosperous if their needs are not met (Sada, 2017). For a Muslim, being critical is necessary, but still adhering to Islamic values, including in terms of fulfilling life's needs. Every Muslim must be required to be in line with the main guidelines, namely the Al-Quran and As-Sunnah. In terms of quality, a selective attitude begins with a good understanding of religion for every Muslim, including in terms of selecting and assessing each product to be consumed (Alfian&Marpaung, 2017). In determining purchases, price is an important factor for consumers

and measures the size of the consumer's satisfaction with the product to be purchased (Antari et al. 2014). Based on the Global Futures and Foresights Study, as many as 70% of the Muslim population in 2050 will increase rapidly. For example, Mexico and China carry out halal certification for the meat they export to improve their reputation apart from aiming to expand the business (Talib, 2015). Indonesia is aware of the urgency of product labeling.

### Price

Buchari Alma (2011) defines price as the value of an item expressed in money. Then, according to Philip Kotler and Gary Armstrong (2012), price is the amount charged for a product or service or the amount of value exchanged by customers to obtain benefits from owning or using a product or service. In the current tight business competition, especially in companies that produce products, price perception is very important. Danang (2015) states that price perception is the sacrifice of a certain amount of money that must be spent by the customer to be used in order to obtain a benefit provided by the customer from a product or service.

### Research Conceptual Framework



**Figure 1. Research Conceptual Framework**

### Research Hypothesis

#### The Influence of Lifestyle on Purchasing Decisions

Lifestyle is a very important concept in analyzing the lifestyle behavior of the target market. Lifestyle begins with identifying behavior regarding the interests, desires, and opinions of the target market. Kasalli (2010) states that lifestyle will influence a person's desire to behave and ultimately determine a person's product choices. Lifestyle is a pattern that an individual has implemented to interact with his environment. Lifestyle will also influence purchasing decisions. Research conducted by Fathurrahman and Anggesti (2021) found that people's lifestyles have a positive influence on purchasing decisions. Sahir et al. (2016) also stated that lifestyle has a positive influence on purchasing decisions. Lifestyle has these 3 indicators that will cause someone to decide to make a purchasing decision finally. By referring to theory and also supported by previous research, the following hypothesis can be formulated:

**H1: Lifestyle has a positive influence on purchasing decisions**

#### The Influence of the Halal Label on Purchasing Decisions

The halal label is a series of requirements that must be fulfilled by actors operating in the field of food and beverage processing or what is termed food (Sudardjat, 2015). The halal label is a

guarantee provided by an authorized institution such as the Indonesian Ulema Council's Food, Medicine, and Cosmetics Assessment Institute to ensure that the product passes the halal testing of Islamic law. Sahir et al. (2016) state that halal labels partially have a positive and significant effect on purchasing decisions. This finding is in line with the results of Mayang, et al. (2018) research results show that the halal label and price simultaneously influence the decision to purchase Wardah cosmetic products. By referring to theory and also supported by previous research, the following hypothesis can be formulated:

**H2: The Halal label has a positive effect on purchasing decisions**

### **The Influence of Price on Purchasing Decisions**

According to Tjiptono (2016), price is one of the factors that influences purchasing decisions. Consumers will intend to buy a product whose price is in line with their capabilities. Price is the nominal amount charged to consumers for the products they will use or consume. The product owner sets this price before the product is ready to be sold to consumers. This opinion is in line with research conducted by Fadilah (2017), Fabriano, and Polla (2018), showing similar research results that price variables have a positive and significant effect on purchasing decisions. By referring to theory and also supported by previous research, the following hypothesis can be formulated:

**H3: Price has a positive effect on purchasing decisions**

### **Simultaneous Influence of Lifestyle, Halal Label, and Price on Purchasing Decisions**

The results of research conducted by Chaterina (2016) and Setia Tarigan (2016) show similar research results that lifestyle variables also have a significant positive effect on purchasing decisions. The results of research conducted by Njoyoto (2016), Imantoro (2018), and Wikinso et al. (2013) show similar research results that this variable has a positive and significant effect on purchasing decisions. The results of research conducted by Fadilah (2017) and Febriano and Polla (2018) show similar research results that the price variable has a positive and significant effect on purchasing decisions. With reference to support from previous research, the following hypothesis can be formulated:

**H4: Lifestyle, Halal Label, and Price simultaneously influence purchasing decisions**

## **3. Data and Methods**

### **Types of research**

The type of research carried out in this research is research that explains the causes and effects between variables (explanatory), which aims to explain the position of the variables studied by knowing the influence of one variable on other variables through hypothesis testing (Sugiyono, 2016).

### **Method of collecting data**

The data sources required in this research are primary data and secondary data. The primary data used in this research are the results of filling out questionnaires by respondents, namely consumers who have made purchases of Emina Cosmetic Products. Meanwhile, secondary data used in this research is from reference books, scientific journals, and data on Emina user followers and websites.

### **Data collection techniques**

The data in this research was collected using a survey method by distributing questionnaires to consumers who had purchased Emina cosmetic products. A questionnaire is a list of questions that includes all statements and questions that will be used to obtain data, whether done by telephone, letter, or face-to-face (Ferdinand, 2014). The questionnaire list includes dependent, intervening, and independent variables, namely Lifestyle, Halal Label, and Purchase Decision. The measurement scale uses a modified Likert scale. The Likert scale is a scale used to measure a person's responses or responses to social objects. The answers to each instrument that uses a Likert scale have gradations from strongly agree, agree, disagree, and strongly disagree (Suliyanto, 2018).



### Population and Sample

The population in this study were female students at YARSI University, Faculty of Economics and Business, who had purchased and used Emina products. The sampling technique used in this research was purposive sampling. The research subjects were taken by considering certain criteria that the researcher had determined, namely: students in the regular class of the economics and business faculty at YARSI University, students in the regular class of the economics and business faculty at YARSI University who had purchased and used Emina cosmetic products. The sampling technique used was Purposive Sampling. The number of respondents in this study was 100 respondents. Data was collected using the Judgment Sampling method with a questionnaire instrument.

## 4. Results

### Data Description

The data dissemination process was carried out in November 2020 with the respondents or research subjects being students at YARSI University, Faculty of Economics and Business, who had purchased Emina Cosmetics products. The questionnaire in this research consisted of 100 respondents with an independent variable and 1 dependent variable. For further clarity, below is presented data from the results of a questionnaire that has been distributed to consumers who have purchased Emina Cosmetics:

**Table 1. Descriptive Statistics of Lifestyle Variables**

		Mean
Interest	GH3	3.24
	GH4	3.24
Opinion	GH5	3.39

Source: Processed Primary Data (2020)

Based on the table above, the Lifestyle variable has the highest average with a value of 3.39. Meanwhile, the lowest are the third and fourth statements with a value of 3.24. This result shows that the opinion in the community is good so that it can support purchasing decisions. However, the interest in the community regarding Emina Cosmetics is still felt to be low when compared to other indicators.

**Table 2. Descriptive Statistics for Halal Label Variables**

		Mean
Picture	LH1	3.37
Writing	LH2	3.45

Source: Processed Primary Data (2020)

Based on the table above, it can be seen that the Halal Label variable has the highest average, with a value of 3.45. Meanwhile, the lowest is statement 1 with a value of 3.37. This finding shows that the opinion in the community is good so that it can support purchasing decisions. However, the interest in the community regarding Emina Cosmetics still needs to be felt to be lacking when compared to other indicators.

**Table 3. Descriptive Statistics for Price Variables**

		Mean
Price Affordability	LH1	3.47
Price compliance with product quality	LH2	3.27

Source: Processed Primary Data (2020)

Based on the table above, it can be seen that the Halal Label variable has the highest average, with a value of 3.47. Meanwhile, the lowest are statements 2 and 4 with a value of 3.27. This

result shows that the opinion in the community is good so that it can support purchasing decisions. However, the interest in the community regarding Emina Cosmetics is still felt to be lacking when compared to other indicators.

**Table 4. Descriptive Statistics for Purchasing Decision Variables**

		Mean
Disbursement of information	KP2	3.11
Evaluation of alternatives	KP3	3.49

Source: Processed Primary Data (2020)

Based on the table above, the Purchasing Decision variable has the highest average, with a value of 3.49. Meanwhile, the lowest is statement 2 with a value of 3.11. This result shows that the opinion in the community is good so that it can support purchasing decisions. However, the interest in the community regarding Emina Cosmetics is still felt to be lacking when compared to other indicators.

### Validity test

The correlation coefficient values for testing the validity of the instrument for each research variable are presented in the following table:

**Table 5. Validity Test**

No	Question Items	Table	Information
1	Question 1	0.3061	Valid
2	Question 2	0.3061	Valid
3	Question 3	0.3061	Valid
4	Question 4	0.3061	Valid
5	Question 5	0.3061	Valid
6	Question 6	0.3061	Valid

Source: Data processing results (2020)

Based on the SPSS 22.0 calculations in the table above, it can be seen that the rcount values of all questions for the Lifestyle variable (X1) are all valid where the valid rcount is  $> 0.3061$ . Thus, each questionnaire question in the Lifestyle variable (X1) has been aligned to be used as a primary data collection tool that can describe the concept being researched.

Based on the SPSS 22.0 calculations in the table above, it can be seen that the rcount values of all questions for the Halal Label variable (X2) are all valid where the valid rcount is  $> 0.3061$ . Thus, each questionnaire question in the Halal Label variable (X2) has been aligned to be used as a primary data collection tool that can describe the concept being researched.

Based on the SPSS 22.0 calculations in the table above, it can be seen that the rcount values of all questions for the Price variable (X3) are all valid where the valid rcount is  $> 0.3061$ . Thus, each questionnaire question in the Price variable (X3) has been aligned to be used as a primary data collection tool that can describe the concept being researched.

Based on the SPSS 22.0 calculations in the table above, it can be seen that the rcount values of all questions for the Purchase Decision variable (Y) are all valid where the valid rcount is  $> 0.3061$ . In this way, each questionnaire question in the Purchase Decision (Y) variable has been aligned to be used as a primary data collection tool that can describe the concept being researched.

### Reliability Test

Reliability testing is used with the SPSS program by selecting the analyze menu then selecting the Scale submenu, then selecting reliability analysis.

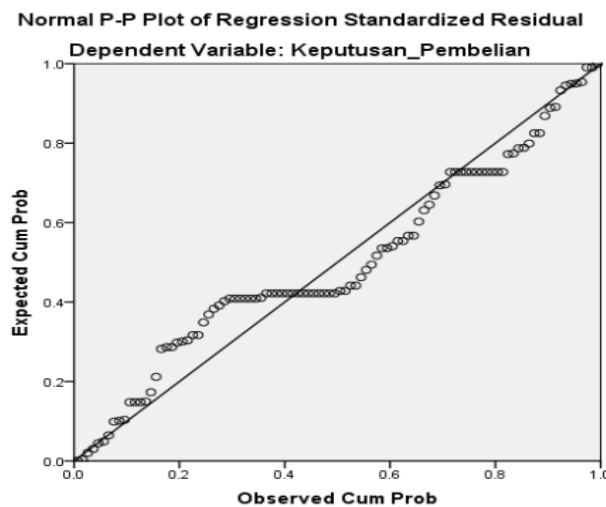
**Table 6. Variable Reliability Test**

Variables	Cronbach's Alpha	N of Items
Lifestyle	,842	6
Halal Label	,873	4
Price	,822	4

Source: Processed Primary Data (2020)

The Cronbach's Alpha value for all variables that can be seen in the table above is more than 0.60, which means it is good or can be assumed to be reliable. Thus, the questionnaire in this research can be trusted or relied upon as a primary data collection tool.

### Data Normality Test


**Figure 2. Data Normality Test**

In the normality of data with the Normal PP Plot, as in the picture above, it can be seen that the data points are spread around the diagonal line and the data points are spread in the direction following the diagonal line; this means that the data in this study meets the normality assumption. Meanwhile, the normality test is carried out using One-Sample Kolmogorov-Smirnov analysis. In that case, good data is data that has a probability above 0.05, and this data can be seen in the One-Sample Kolmogorov Smirnov Test table on the Asymp value. Sig.

**Table 7. One Sample Kolmogorov-Smirnov Test**

Unstandardized Residuals	
N	100
Mean	.000000
Std. Deviation	2.46689
Statistical Tests	,765

Source: Data Processing Results (2020)

Based on the table above, the One-Sample Kolmogorov-Smirnov Test can be seen in the asymp column. The two-sided Sig (2-tailed) results obtained are 0.765 or a probability above 0.05 ( $0.765 > 0.05$ ), then  $H_0$  is accepted, or the sample distribution of Consumer Lifestyle, Halal Label, Price, and Purchase Decision is normal.



## Multicollinearity Test

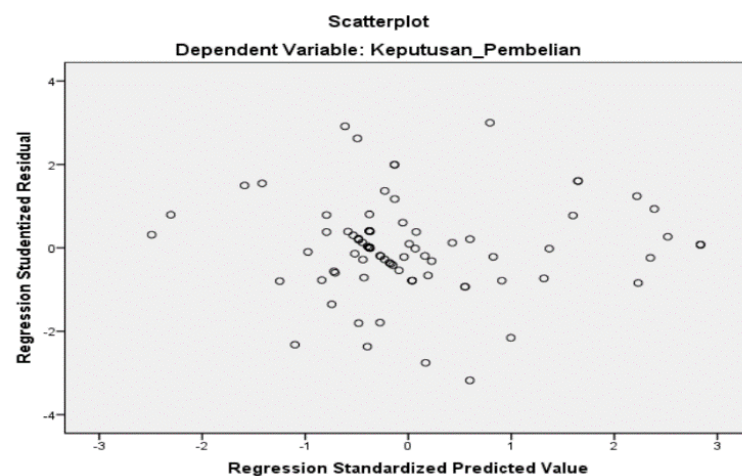
**Table 8. Multicollinearity Test**

Model	Collinearity Statistics	
	Tolerance	VIF
1 Lifestyle	,642	1,557
Halal Label	,863	1,158
Price	,656	1,524

Source: Data Processing Results (2020)

Based on the table above, it is known that the tolerance value for H1 is 0.642, H2 0.863 and H3 0.656. Thus, because the tolerance value is 0, there is no significant relationship between H1, H2, and H3.

## Heteroscedasticity Test



**Figure 3. Heteroscedasticity test**

Based on the image above shows that the data is scattered around the number 0 and does not form a particular pattern or trend line. Thus, the data is non-heteroscedastic and meets the requirements for regression analysis.

## Hypothesis Test Results

### Multiple Linear Regression Estimation Results

**Table 9. Multiple Linear Regression Estimation Results**

Model	Unstandardized Coefficients	Standardized Coefficients
	B	Std. Error
1 (constant)	.113	1,063
Lifestyle	,608	,055
Halal Label	,059	,080
Price	,054	,083

Source: Processed research results (2020)

Based on the table above, it can be concluded that the constant  $a$  is 0.113, indicating that if there is no change in Lifestyle, Halal Label, and Price, the Purchase Decision will be at a score of 0.113, every 1 increase in the lifestyle variable score has an effect on an increase in the Purchase Decision variable by .068. Score assuming other variables are constant. Every 1 increase in the Halal Label variable score does not have a significant effect on the increase in the Purchasing

Decision variable by 0.059 scores, assuming the other variables are constant. Every 1 increase in the price variable score does not have a significant effect on the increase in the purchasing decision variable by 0.054.

## 5. Discussion

### **The Influence of Lifestyle on Purchasing Decisions**

Based on Table 6, the results of this study state that partially, there is a significant influence between Lifestyle and Purchasing Decisions, which means that consumer lifestyles can shape or influence product and service purchasing decisions. This finding is because if the consumer's lifestyle is higher, the consumer's purchasing decisions will also be higher. This finding is confirmed by Fathurrahman and Anggesti (2021), which found that people's lifestyles have a positive influence on purchasing decisions. Sahir et al. (2016) also stated that lifestyle has a positive influence on purchasing decisions. Lifestyle has these 3 indicators, which will cause someone to decide to make a purchasing decision ultimately.

### **The Influence of the Halal Label on Purchasing Decisions**

Based on Table 6, the results of this research state that there is no significant influence between the Halal Label and the purchasing decisions for Emina products. This result is because in meeting food needs, changes in consumer behavior can occur due to the increasingly advanced consumer lifestyle of people who want everything fast and easy. Moreover, the increasing number of imported foods has more appeal to consumers in Indonesia. This result is different from the research conducted by Wijaya (2018), Fatmawati (2017), and Nasution et al. (2016) because the empirical research is different. This research shows that the halal label variable has a positive and significant effect on purchasing decisions, because the halal label provides a guarantee of being free from haram ingredients and provides confidence in guaranteed product quality.

### **The Influence of Price on Purchasing Decisions**

Based on Table 6, the significant level value is 0.521. This result means that partial price has little effect on purchasing decisions for Emina cosmetic products. This result is because price determines the quality of a product/service. The higher the price, the higher the quality of the product/service. This finding is not in line with research conducted by Wijaya (2017); Purwati et al. (2012) stated that price has a positive influence on purchasing decisions because from various empirical research and companies in setting prices need to pay attention to price affordability by consumers because affordable prices can influence purchasing decisions to buy.

## 6. Conclusion

Based on the results of the analysis and discussion, the research conclusions of Lifestyle, Halal Labels, and Prices on purchasing decisions are as follows: Lifestyle has a positive and significant influence on purchasing decisions. This discussion shows that the higher this lifestyle, the higher the purchasing decision itself because the majority of Yarsi University students feel that the halal logo on Emina cosmetic products is considered insufficient and, therefore, does not support purchasing decisions. Price does not have a significant relationship but has a positive relationship with purchasing decisions. This finding is because consumers feel that the prices offered by Emina Cosmetics products need to match the quality and benefits they feel/obtain, so they do not support purchasing decisions.

## Recommendations

In order to increase purchasing decisions for Emina cosmetic products, it is hoped that it will better adapt to developments in people's lifestyles with products that remain up-to-date or in line with current developments. This study aims to increase consumer interest further in order to maintain and increase purchasing decisions for Emina cosmetic products. They should pay more attention to the logo image and continue to maintain halal standardization on products. In setting prices to increase purchasing decisions for Emina cosmetic products, it is hoped that the quality of the product will be more adjusted to the price. This aims to make consumers more interested

in purchasing the products offered by Emina Cosmetics; it is hoped that from the research that the author has carried out, Emina cosmetic products will continue to maintain the halalness of the products that have been sold so far. If a product wants to release a new cosmetic product, the author continues to adapt to Islamic law in order to get a halal label from MUI and permission from BPOM.

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