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An Analysis on the Big-Five Personality of Consumers Affecting Halal Cosmetics Preference in Surakarta, Indonesia

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Abstract:

Objective – This research aimed to find out the effect of the big five personality consisting of neuroticism, extraversion, openness to experience, agreeableness, and conscientiousness on halal (rightful) cosmetics preference.

Design//Method/Approach – Data was collected through survey on women using cosmetics in Surakarta City. The sample of research consisted of 332 women in Surakarta City representing Indonesian women.

Findings - The result of research showed that there is a relationship between personality and halal cosmetics preference. From the result of research, it could be found that conscientiousness is a personality with largest factor value among other personalities. Conscientiousness personality paid comprehensive attention on halal cosmetics. The one with such personality had broad knowledge and paid attention to details of daily life. Another finding indicated that neuroticism is a personality not paying attention to halal cosmetics, and the one with this personality chose cosmetic impulsively.

Keyword: Big five personality, halal cosmetics preferences

1. Introduction

Cosmetic industry is projected to have big chance in 2020 after it successfully dominated domestic market and grew rapidly up to 100 trillion in 2016 (www.kemenperin.go.id). Cosmetic industry development features several foreign brands but does not discourage the domestic cosmetic producers to market their product. Such phenomenon can be seen from the consumers' high interest in domestic cosmetics amid the rapid growth of foreign cosmetics sale. One of domestic cosmetics products working on market currently and becoming rising star is Wardah. The strength of Wardah can be seen from the award it has gained to be top brand cosmetics of 2017 (www.topbrand-award.com).

Wardah cosmetic is the pioneer of halal-labeled cosmetics in Indonesia making distinctive appeal to consumers, particularly Muslim customers in Indonesia. Affordable price and product variation also affect consumer preference. In addition, an individual's personality also affects halal cosmetic preference.

Personality is human's psychological congenital characteristic in resulting in relatively consistent and durable response to its environment stimulation (Kotler, 2005). Personality can be defined as individual attitude pattern that can define behavioral response (Swastha and Irawan, 2008).

Personality has five dimensions: extraversion, openness to experience, agreeableness, consciousness and neuroticism (Hough and Ones, 2001). An individual with conscientiousness personality will be tidy, organized, diligent, and persistent with many things. Through personality, consumer preference affecting the marketing of a product can be found out (Wolburg and Pokrywczynski, 2001).

2. Literature Review and Hypothesis Development

2.1. Halal Cosmetic Preference

Word "halal" derived from Arabic verb "halla" meaning rightful, legal, or permitted (for Muslim). Halal label is an important to Muslim consumer marking that the product is permitted to consume (Borzooei and Asgari, 2013). Term 'halal' and halal market develops and increases more rapidly in many products in a number of industrial sectors, such as personal treatment (Wilson, 2012). Any product consumed by Muslims should be halal (Hanzaee and Ramezani, 2011), including cosmetics and personal treatment product (Talib and Johan, 2012; Borzooei and Asgari, 2014). The growth of Halal cosmetic market increases with the growth of Muslim consumer number. A survey on Muslim consumers in Malaysia found that the demand for halal cosmetic results in the increase in global cosmetic market significantly, more than 10% per year.

Most cosmetic products are developed or imported from non-Muslim producers and states deriving from biotechnology reengineering and produce new materials with unknown rightfulness (kehalalan). Tieman (2013) states that the investigation to define the halal material source can be done manually without complex and sophisticated mapping mechanism. However, all products and material used belonging to halal cosmetic product can be traced from its sources, so that it can be found out that all supply levels in every chain should be verified (Hunter, 2012).

A study on the factors affecting cosmetic purchasing by female Muslim consumers in Indonesia-Malaysia found that materials are the most influential factor (Hashim and Musa, 2014). Survey conducted during exhibition in Dubai World Beauty, Middle East in 2015, revealed that majority respondents showed that materials and seller's response are the main factors affecting purchasing (Hajipour et al., 2015). Halal cosmetics involve all aspects of supply chain including source and production using halal materials, production, storage, packaging, and logistic procedures (Jaafar et al., 2011; Husain et al., 2012; Salleh and Hussin 2013).

To maintain Halal integrity along cosmetic supply chain, Hashim and Hashim (2013) recommended Halal cosmetics to be produced under tight hygienic condition, including both manufacturing factor and community health regulation. Tools and workplace for processing and producing product should be Halal (Ambali and Bakar, 2014). Husain et al., (2012) emphasized that the guaranty of halal cosmetic quality is exemplified by consumers and organizations needing supplier to obtain halal certification.

2.2. Big-Five Personality

In addition to religious factor among consumers, it can be found that consumers' personality affects the halal cosmetic preferences. Only few studies have focused on the effect of the big-five personality on halal cosmetic preference.

Salgado (2002) conducted meta-analysis on five personalities classified by Hough & Ones (2001). Those five personalities are: extraversion, openness to experience, agreeableness, conscientiousness, and emotional stability. Salgado's study connected personality dimension to productivity behavior measured through absenteeism, accidents, deviant behaviors and turnover. This study found that those with conscientiousness personality are most productive, because they spend much time to work on the existing chores, have deeper knowledge on work and good self-organization, and can follow, and have more qualification in working and habit of avoiding unproductiveness.

Extraversion personality is the one with high social tendency, with warmth, happiness, firmness, activity, cheer, and positive emotion characteristics (Goldberg 1990, Ashton et al., 2002). Those with such the personality will pay more attention to cosmetics they wear. Halal cosmetic product will likely be considered, but not the primary thing. Considering the elaboration above, the hypothesis formulated is as follows.

- H1: There is a positive effect of extraversion on halal cosmetic preference.

Those with agreeable personality are defined as individuals having social proximity and relation with many people (Borkenau & Ostendorf, 2008). Agreeableness is characterized as an individual with confidence, straightforwardness, altruism, obedience, modesty, and gentle thinking. This one tends to be neutral in cosmetic preference, but keeps paying attention to cosmetic preference such as paying attention to friendship. Considering the elaboration above, the following hypothesis is formulated:

- H2: There is a positive effect of agreeable personality on halal cosmetic preference.

The next personality is openness to experience, defined as an individual having large social relation and network, thereby enabling him/her to acquire much information (Ashton & Lee, 2001). An individual having openness-to-experience personality is characterized as the one having fantasy and esthetics, more sensitive to feeling, loving action, often generating idea, and oriented to values. This personality tends to open new thinking and knowledge, including in observing halal cosmetic. Considering the elaboration above, the following hypothesis is formulated.

- H3: There is a positive effect of openness to experience personality on halal cosmetic preference.

Conscientiousness personality is defined as individual having little social network, characterized to be competent, orderly, and scheduled individual who struggle in achievement, is disciplined within him/her self, and can always make discussion (Goldberg 1990, Ashton et al., 2002). An individual with such the personality will pay much attention to the details of cosmetics, particularly halal label. Considering the elaboration above, the following hypothesis can be formulated.

- H4: There is a positive effect of conscientiousness personality on halal cosmetic preference.

Neuroticism is defined as an individual with dramatically changing emotion. An individual with neuroticism personality is characterized as having excessive anxiety, predisposing to hostility and bad temper, depression, having self-consciousness, impulsiveness, and vulnerability to something. The one with such the characteristics may likely pay attention to halal cosmetic but has impulsiveness so that she usually chooses cosmetic impulsively and unpredictably (Sivastavan & John, 1999). Considering the elaboration above, the following hypothesis is formulated.

- H5: There is a positive effect of neuroticism personality on halal cosmetic preference.

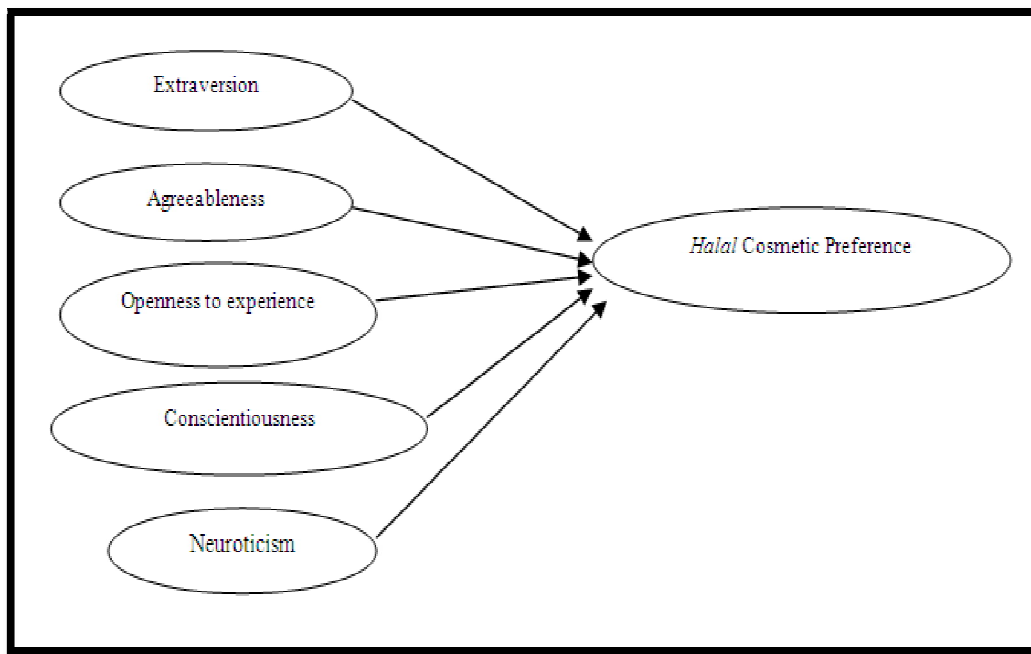


Figure 1: Framework

3. Methodology

3.1. Sample

This research focused on women tending to or intending to prefer halal-labeled cosmetics in Surakarta City. Surakarta City was selected as the population of research because it is one of cities in Indonesia that can represent Indonesian women. Thus, the population selected would likely support the respondent sampling corresponding to the criteria specified by the author.

Out of 360 questionnaires distributed, only 332 were usable, meaning that the questionnaire's percentage of response was 92%. About 81.02% of respondents were single and 18.98% had gotten married. Majority respondents (75.90%) were in 21-30 year age group, followed with 19.88% in 16-20 year age group. Majority respondents (97.29%) were Muslim, 2.41 Christian and 0.3% Buddhist. By education, the respondents of research were dominated with D4/S1 bachelor graduates (71.99%), followed with Senior High School (18.07%), and D3 or undergraduate (4.22%). Table 1 summarizes the demographic profile of respondents.

3.2. Measurement Instrument and Reliability

The construct measurements were adapted from several sources. The measures were translated from English to Indonesian and then back-translated to ensure consistency. The big-five personality consists of 5 dimensions developed by John and Sivastava (1999). Respondents rated each behavior on a 5-point Likert-type scale ranging from 1=strongly disagree to 5=strongly agree.

The result of data validity conducted showed that all indicators are valid. Then, reliability test was conducted by seeing Cronbach's Alpha" and the following output was obtained with SPSS help.

Cronbach's Alpha	N of Items
0,846	49

Table 1: Reliability Statistics

Considering the output shown in table of Reliability Statistics above, it can be seen that Cronbach's Alpha is 0.846 (> 0.6). The reliability of a variable construct is considered as good when Cronbach Alpha > 0.6; thus it can be concluded that statement constructs of all variables were reliable.

4. Result and Discussion

4.1. Multiple-Linear Regression Analysis

Using SPSS computer program, the following result is obtained.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	59.6	5	11.92	8.835	.000 ^b
	Residual	427.697	317	1.349		
	Total	487.297	322			

Table 2: Result of ANOVA

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.842	0.592		3.112	0.002
	Conscientiousness	0.111	0.108	0.069	1.022	0.308
	Extraversion	-0.287	0.11	-0.188	-2.608	0.01
	Agreeableness	0.396	0.092	0.263	4.287	0
	Neuroticism	-0.102	0.11	-0.058	-0.926	0.355
	Openness	0.404	0.105	0.21	3.863	0

Table 3: Result of Multiple Regressions

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.350 ^a	.122	.108	1.16155

Table 4: Model Summary

4.2. Discussion

From table 4, it can be found F statistic value of 8.835 with significance level of 0.000. Because significance level is < 0.05, extraversion agreeableness, conscientiousness, neuroticism and openness-to-experience personalities affect halal cosmetic preference simultaneously.

Multiple regression analysis is used to find out the effect of personality variables including extraversion, agreeableness, conscientiousness, neuroticism and openness to experience on halal cosmetic preference. Table 6 shows coefficient of determinacy (R Square) of 0.122. It indicates that independent variables (extraversion, agreeableness, conscientiousness, neuroticism and openness-to-experience) contribute to dependent variable (halal cosmetic preference) by 12.2%.

From table 5, it can be found that coefficients of agreeableness (0.396), conscientiousness (0.111) and openness to experience (0.404) are below significance level of 0.05 (5%). It can be concluded that H2, H3, and H4 are supported. Thus, it can be proved that agreeableness, conscientiousness, and openness to experience personalities affect halal cosmetic preference positively.

The table also shows that extraversion personality has negative coefficient value of -0.287 with probability value of -0.188 below significance level of 0.05 (5%) and neuroticism has negative coefficient of -0.102, meaning that H1 and H5 are not supported. Thus, it cannot be proved that extraversion and neuroticism personalities affect halal cosmetic preference.

5. Conclusion

The result of research shows that not all of 5 personalities (extraversion, agreeableness, conscientiousness, neuroticism and openness to experience) affect consumers' halal cosmetic preference. Agreeableness, conscientiousness and openness to experience personalities affect halal cosmetic preference positively, while extraversion and neuroticism do not affect halal cosmetic preference positively.

Further studies on the effect of personalities on halal cosmetic preference should be conducted expectedly by referring to this research. This study of course gives important managerial implication to marketing management to improve cosmetic industry.

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Appendix

	Explanation	Frequency	Percentage
Status	Belum Menikah	269	81.02%
	Sudah Menikah	63	18.98%
Age	16 – 20	66	19.88%
	21 – 30	252	75.90%
	31 – 40	12	3.61%
	41 – 50	2	0.60%
Religion	Islam	323	97.29%
	Kristen	8	2.41%
	Hindu	0	0.00%
	Budha	1	0.30%
Garaduates	Junior High School	7	2.11%
	Senior High School	60	18.07%
	Diploma	14	4.22%
	Bachelor	239	71.99%
	Postgraduate	12	3.61%

Table 5: Summaries the Demographic Profiles of Respondents