

# THE IMPACT OF HIJAB TOWARDS SOURCE CREDIBILITY AND PURCHASE INTENTION: CASE STUDY OF HIJABI BEAUTY GURU REVIEW ON SAFI SKIN CARE IN YOUTUBE

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**Abstract.** *The beauty gurus on YouTube are becoming aspirational figures that suggested to have a strong influence on the minds of the consumers. As the Muslim market growth significantly, the usage of Islamic symbol to sell a product has become a thing that is very considered by the brand. This study aims to explore the impact of Islamic symbol, precisely beauty gurus who wear hijab on YouTube towards purchase intention by Indonesian Muslims women. Source Credibility Model was adapted to explore its impact on consumer attitude that leads to purchase intentions. The author has collected primary data through experimental study. Non-parametric Mann-Whitney test will also be conducted to gain insights for the Muslim market's preference between hijabi versus non-hijabi beauty guru. The results are summarized as follows: (1)there is a positive influence between perception towards appearance (hijab) to source credibility, (2)there is a positive influence between source credibility to consumer attitude, and (3)there is a positive influence between consumer attitude to purchase intention. Besides, beauty guru with hijab appears to be more favourable compared to non-hijabi beauty guru. The finding of this research is expected to enhance skincare brands' knowledge of the importance of hijab to win the enormous Muslim market.*

**Keywords:** *Hijab; Beauty Guru; Source Credibility Model; Attractiveness; Trustworthiness; Consumer Attitude; Purchase Intention*

## INTRODUCTION

### *Background*

The growth of social media users is very significant and growing directly proportional to internet users (Kemp, 2018). Followed by a number of the foremost widespread YouTube channels are not maintained by brands but by online personalities like beauty vlog that created by beauty vlogger or popularly called a beauty guru. The beauty gurus turn to have authority for excellence beauty lovers as a result of their practical effect in utilizing their video content (Bianchi, 2016). As Indonesia's beauty guru shows the significant growth, a variety of personalities and characteristics in appearance that differentiate Indonesian's beauty gurus is performing with hijab (Islamic head-cover). Hijab might affect customer behaviour by carries value that women with hijab are more religious, reliable, and trustworthy.

As people often make judgments about other people's characters through appearance using limited information. This fact can extrapolate to Muslim communities, they consider that hijab makes women have more positive or more favourable attributes (Pasha-Zaidi, 2014). However, they are not many studies about beauty gurus are available, especially Muslim community as brand's target market to make a future response about the video. This research will evaluate how would be the impact of beauty gurus with hijab in reviewing skincare product towards customer purchase intention. This study is essential for marketers to win the enormous potential growth promised by the Muslim market also contain the importance of two things, the impact of the appearance of beauty gurus and the phenomena of beauty gurus based on appearance.

### *Problem Identification*

Muslim occupied in the second position of the largest population worldwide and predicted to claim a large share of consumer spending. Muslim consumers have also successfully been in the spotlight that many brands and retailers are increasingly put concern into (Estrella, 2017). Meanwhile, many businesses choose beauty gurus as a professional brand endorser and an excellent strategy for marketing and promoting their product. The companies see this as an opportunity to emerge their product to their segment (Ananda & Wandebori, 2016). Considering that Indonesia is a country with a majority of the Muslim population, the product reviewed by beauty guru with the hijab as their appearance creates an impact on attractiveness and trustworthiness that influence Muslim consumer attitude and leads towards purchase intention. However, there is still lack of research related to the impact resulted of beauty gurus' unique factor such as appearance, especially in hijab to measure the effectiveness of beauty gurus as a professional endorser in order to win the enormous potential of Muslim market.

### *Scope and Limitation*

This research is limited to skincare user in Indonesia and focuses on Safi skincare professional endorser with hijab and Indonesian Muslim Women.

## LITERATURE REVIEW

### Safi Skin Care

Safi is a skincare product to fulfil the expectations of Muslim women to get real beauty and reach their potential (Mazian, 2018). Safi choose several beauty gurus to review their products on Youtube to market its product in Indonesia.

### Hijabi Beauty Guru

Seeing the significant growth of beauty gurus in Indonesia, one of the unique characteristics in appearance that differentiate Indonesian's beauty gurus is performing with hijab (Naseri & Tamam, 2012).

### Source Credibility Model.

Ohanian (1990) noticed the trend of endorsing celebrities as spokespeople of a particular brand. Therefore, Ohanian (1990) constructed the source credibility theory to model the tendency of people to be persuaded by a credible source.

### Attractiveness

According to Ohanian (1990), attractiveness is related to social values and their overall perceptions, including personality, physical appearance, and similarity with viewers.

### Trustworthiness

According to Ohanian (1990), trustworthiness refers to the level of audience confidence that communicators provide information in a way that is honest, dependable, reliable, sincere, and trust.

### Purchase Intention

Purchase intention is consumer behaviour that appears as a response to an object that shows the customer's desire to make a purchase (Kotler & Keller, 2009).

### Conceptual Framework

Based on the Holy Qur'an (An-Nur 24: 30–31), veils or further identified as a hijab is an identity shows in the form of the outer appearance which represents Muslims' women dignity, modesty, obedience, and protection (IISNA, 2019). Based on the preliminary research to the 10 Muslims women, hijab is also defined as an appearance and has become their identity. The word "appearance" itself refers to the way that someone or something looks and an impression given by someone or something (Oxford, 2019). In this study, researcher excludes expertise as one of the variables to be measured. Based on two studies by Naseri & Tamam (2012) and Hasan et al. (2016) as the primary references, they unable to prove that hijab as appearance influence the knowledge delivered by beauty guru as a spokesperson that categorize them as an expert. In other words, the researcher concluded that expertise is a different factor that does not influence hijabi beauty guru directly.

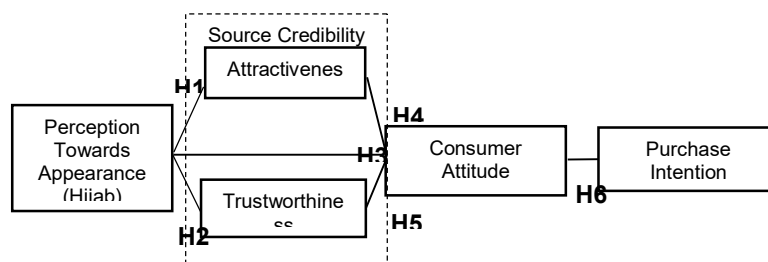


Figure 1. Conceptual Framework

*H1: Perception Towards Appearance positively influence the attractiveness of beauty guru*

The audiences tend to be more attracted and affected if they find some similarity with the source (Petty & Wegener, 1998). In communicating the product, Muslim consumers may search for some connection or relationship with the spokesperson who is wearing hijab.

*H2: Perception Towards Appearance positively influence trustworthiness of beauty guru*

Based on Nisa & Sujono (2017), Islamic branding, including hijab as communication strategy being done to gain the trust of Muslims audience.

*H3: Perception Towards Appearance positively influence consumer attitude*

Hasan et al. (2016) suggested that using Islamic symbol such as hijab would help contribute a positive attitude towards a product because it would affect the audiences to associate the product with *halal*.

*H4: Attractiveness of Hijabi Beauty Guru is positively influencing consumer attitude*

Based on Naseri & Tamam (2012) on their study, any advertising element such as source characteristics (i.e. attractive endorser) can influence consumer attitude.

*H5: Trustworthiness of Hijabi Beauty Guru is positively influencing consumer attitude*

Naseri & Tamam (2012) mentioned that honesty and truth are some of the values that Muslims should follow. Spokesperson's trustworthiness holds positive and significant influence on attitude (Pratidnya & Fachira, 2016).

*H6: There is a relationship between consumer attitude (favorability) based on skincare product reviews by hijabi beauty guru towards purchase intention.*

Hasan et al. (2016) stated that a positive attitude expresses towards Islamic symbols used in the advertisement would distinctly influence the purchase intention.

## METHODOLOGY

### *Research Design*

Since this study aims to examine the relationship between existing variables as well as testing the hypothesis based on the factors that have been found by other researchers in previous studies. Therefore, researchers use quantitative method through a preliminary survey in this study.

### *Method*

This study aims to determine the extent to which customer purchase intention is influenced by hijabi beauty gurus that measured through variables such as attractiveness, trustworthiness, and consumer attitude. The results are used to determine consumer's favorability towards hijabi beauty gurus that included in the study and the customer purchase intention.

### *Experimental Survey*

Experimental research is a study conducted with a scientific approach, where a set of variables is constant or fixed while the other set of variables is measure as a test subject (Bhat, 2018). The experiment will be conducted twice in the same group. First, the group tested will be shown a skincare video review with beauty guru without hijab as and the second one, skincare video review with beauty guru without hijab. The group tested will be given two post-tests, respectively, after watching different videos, and the results will further compare.

### *Sampling*

The unit of analysis for this study defined as Indonesian Muslim women in the age range of 23 to 35 years as Safi's primary target market (Safi Research Institute, 2018). Based on the previous study done by Amanda Feb (2018), the convenience sampling technique chosen for this research with a total of 32 samples.

### *Data Collection*

Firstly, before the questions related to the video, the respondents will ask with questions about personal factors. Moreover, the respondent's experience with YouTube videos in general and especially beauty videos is essential to construct. Two beauty gurus selected based on three criteria, which are: (1)The beauty guru is Indonesian Muslim women both using and not using hijab, (2)The beauty guru needs to upload Safi skincare review video, and (3)The beauty guru should be famous and successful measured by her subscriptions. They are Harfrida Vindy (1,238,508 subscribers) and Tasya Farasya (1,440,230 subscribers).

The data analysis of this research using with PLS-SEM and SPSS Software, which through some phases below:

### *Validity Test*

Average Variance Extracted (AVE) used as a determining factor for construct validity and should be higher than 0.5 to be considered valid in order to confirm that the sample has a relationship pattern (Wong, 2013).

### *Reliability Test*

According to Wong (2013), evaluating the reliability of the data is by comparing the outer loading result with a minimum preferred score of 0.7.

### *Path Analysis*

In this study, path analysis is the sufficient method to use because the variables must be measure through some indicators that construct the variable. Path analytic method will examine the direct influence of hijab to attractiveness, trustworthiness, and consumer attitude; direct influence attractiveness and trustworthiness of hijabi beauty guru to consumer attitude and purchase intention; and consumer attitude (favorability) as the mediator between hijabi beauty guru's credibility and purchase intention.

### *Non-Parametric Mann-Whitney Test*

*In this study, the non-parametric test used by the researcher to compare the significant differences between the respondent's perception of hijabi and non-hijabi beauty guru. A non-parametric test chosen because not all the data acquired from questionnaires normally distributed*

## FINDINGS AND ARGUMENT

Consumer Preference of Hijabi vs Non-Hijabi Beauty Guru

Table 3. Mann-Whitney Test Result

Result	Perception Towards Appearance		Attractiveness		Trustworthiness		Consumer Attitude		Purchase Intention	
	Hijabi Beauty Guru	Non-Hijabi Beauty Guru	Hijabi Beauty Guru	Non-Hijabi Beauty Guru	Hijabi Beauty Guru	Non-Hijabi Beauty Guru	Hijabi Beauty Guru	Non-Hijabi Beauty Guru	Hijabi Beauty Guru	Non-Hijabi Beauty Guru
Mean rank	46.00	19.00	44.91	20.09	45.56	19.44	45.28	19.72	45.86	19.14
Asymp Sig. Value	0.000		0.000		0.000		0.000		0.000	

According to the finding, there are significant differences between hijabi beauty guru and non-hijabi beauty guru in the Muslim consumer’s perception proven by the null hypothesis that accepted because of Asymp. Sig. (2-tailed) value for all the variables that comparing hijabi and non-hijabi beauty guru are lower than 0.05 (p=0.000). The findings also show that the factors of attractiveness, trustworthiness, favorability, and purchase intention are all advance by hijabi beauty guru. These findings mean that the beauty-related videos especially skincare review practice will become more attractive and more trusted, also the brand will become more favourable and more influencing their buying intention if beauty guru reviews the skincare related video on Youtube with hijab.

Hypothesis Testing

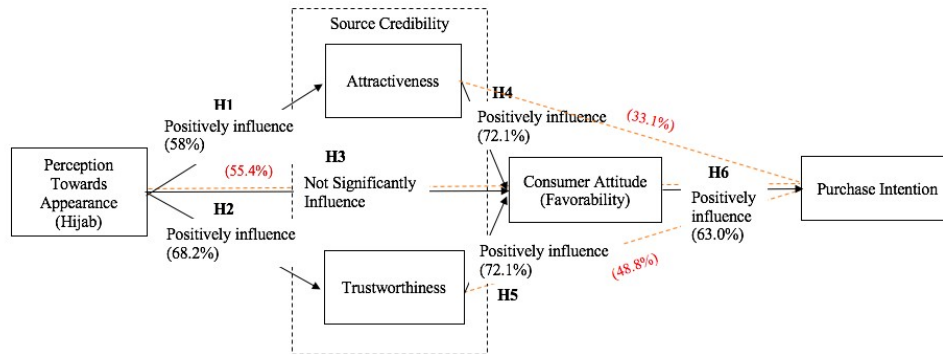


Figure 3. Framework Result Summary

Table 5. Bootstrapping PLS-SEM Result

Hypothesis	Structural Path	t-Value	Result
H1	Perception Towards Appearance (Hijab) -> Attractiveness	13.689	Accepted
H2	Perception Towards Appearance (Hijab) -> Trustworthiness	19.621	Accepted
H3	Perception Towards Appearance (Hijab) -> Consumer Attitude	0.844	Rejected
H4	Attractiveness -> Consumer Attitude	3.578	Accepted
H5	Trustworthiness -> Consumer Attitude	4.527	Accepted
H6	Consumer Attitude -> Purchase Intention	5.524	Accepted

The result of path coefficient using two-tailed t-tests must be higher than 1.96 to states that the hypothesis was correctly proven which there is a strong relationship between variables. The result indicates that all hypothesis except H3 accepted of having significant influence because t value for H1, H2, H4, H5, and H6 are higher than 1.96 at a significance level of 0.05.

### H3. Perception towards appearance not significantly influence consumer attitude

Perception towards appearance has a positive influence towards consumer attitude is rejected because it wrote on the table above that t value for this relationship  $0.844 < 1.96$ . It means that perception towards appearance not significantly influenced consumer attitude. This failure to prove the hypothesis is because there is no empirical data as a foundation for the suggestion. Therefore, it becomes the newest finding that hijab as an Islamic symbol turns out not directly construct consumer's positive attitude towards the brand or product. The fourth and fifth hypothesis as the following will help to answer the result of the third hypothesis proposed that Muslim consumer should have had attracted and trusted feeling towards the review of the product that builds up by hijabi beauty guru to finally have a positive attitude towards the product. However, perception towards appearance hijab builds consumer's positive attitude towards the product **indirectly** through attractiveness and trustworthiness.

#### Discussion.

The acceptance of first hypothesis is because the person tends to believe that the spokesperson looks more attractive because she represents Islam and they have such the same connection in terms of belief. This result also supports the previous finding by Petty & Wegener (1998). The second hypothesis result supports the previous study done by Nisa & Sujono (2017). Hijab has a strong correlation with Islam, that is why Muslim consumers tend to trust hijabi spokespersons because they carried Islamic value of telling the truth and being honest in what they do because it is what Islam taught the followers to be.

The third hypothesis was constructed based on the suggestion by Hasan et al. (2016) that using Islamic symbol such as hijab would contribute a positive attitude towards a product. However, the suggestion has not significantly proven. The fourth hypothesis successfully supports the study from Naseri & Tamam (2012), which find that attractive endorser can influence consumer attitude. Since the perception towards appearance hijabi of beauty guru successfully attracts Muslim consumers, they are most likely to submit to hijabi beauty guru's opinion. As Naseri & Tamam (2012) mentioned that honesty and truth are some of the values that Muslims should follow, the fifth hypothesis is accepted most likely because Muslim consumers can respect the brand or product since they believe the spokesperson tells the product advantages honestly and sincerely as a Muslim. While for the sixth hypothesis, it stated by Hasan et al. (2016), that when Muslim consumers think, believe, and confident that the brand or product has a good quality, the products advertised would likely be purchased by them.

## CONCLUSIONS

### Conclusions

Muslim consumers perceive the skincare review videos by hijabi beauty guru to be more credible. That is why skincare review videos by hijabi beauty guru can use as a firm reference before Muslim consumers decide to buy skincare products. It proved that the beauty guru with hijabi happened to be more favourable to Muslim consumers compare to non-hijabi beauty guru. The result indicates that factors of attractiveness, trustworthiness, favorability, and purchase intention are all advance by hijabi beauty guru. In identifying the impact of hijabi beauty guru on source credibility, consumer attitude, and purchase intention, the PLS analysis result shows that perception towards hijab build both beauty guru attractiveness and trustworthiness, while it does not directly influence consumer's positive attitude towards the product.

### Recommendations

Using hijabi beauty guru for product endorsement on Youtube, especially in Indonesia, still becomes favoured by society. By choosing beauty guru who wears hijab and carried the attributes of attractiveness and trustworthiness, skincare brands will be able to maximize the use of social media endorsement through Youtube to build positive attitudes and stimulate purchase intentions of Muslim market. The researcher recommends future research to assess detail characteristics owned by hijabi beauty gurus such as accent, language, and use of humour. Implicate a match between the product price with the respondent's economic class. In addition, add another attribute of hijabi beauty guru such as expertise on source credibility and further exploration can be done in other and more diverse sample to find if it shows any differences.

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