Instagram Halal Cosmetics Reviews: Emotion Polarity and Presentation Modality Effects on Information Quality and Purchase Intention

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ABSTRACT
This study investigates the relationship between Instagram evaluations of halal cosmetics and Perceived Information Quality. This study also investigates how Perceived Information Quality influences the purchase of halal cosmetics. This quantitative study uses an experimental design to give 180 respondents a five-scale questionnaire with two emotional polarity and modality modifications. Neutral-mix internet reviews of halal cosmetics had a greater impact on information quality. Instagram halal cosmetics purchasing intention is positively correlated with perceived information quality. This study suggests that halal cosmetics marketers might utilize rich modalities like audio and moving visuals for Instagram marketing. They can also boost good and negative consumer reviews that explain the product.


Kata kunci: kosmetik halal, ulasan online, penasaran digital, polaritas emosi, modalitas presentasi

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INTRODUCTION
The COVID-19 pandemic has altered the lifestyles of the global population, including in Indonesia. Since the onset of the COVID-19 pandemic, Indonesian society has shifted towards online activities. It has been more than three years since the COVID-19 pandemic began, resulting in people becoming accustomed to online activities and online shopping. In Indonesia, a significant proportion of internet users, specifically 88.1%, have engaged in the utilization of e-commerce services for the acquisition of specific goods within recent months. This trend is further exemplified by an estimated monthly influx of approximately 100 million individuals using e-commerce platforms.

In the realm of online shopping, customers heavily rely on peer reviews before making purchase decisions. The number of customers checking online reviews has increased to 87%, up from 81% in 2019. After reading reviews, 94% of customers visit websites and make purchases. Online reviews are opinions and product consumption experiences shared by consumers on social media, websites, or other online platforms. Online reviews impact sales outcomes.

Given the significance of online reviews for customers, it is crucial for marketers to understand how online reviews are perceived to assist customers in product selection.

Consumers trust online reviews because they are considered honest, non-commercial, and authentic. In general, consumers view their peers on social media as relevant sources of information. Online reviews boost sales.
Instagram, as a widely-used social media platform, serves as a reference point for customers seeking product review before making purchases. In this digital era, many companies are transitioning to digital marketing and operations, including entrepreneurs in the halal cosmetics industry. On Instagram, business owners can provide product information through photos or videos.

Sharia Marketing science is revered in Islam as an academic discipline that is inextricably linked to the virtues of integrity and fairness, and abstains from any form of deceit. Sharia marketing is characterized by a minimum of four attributes: Rabbaniyah, Akhlaqiyyah, Al-Waqqiyyah, and Al-Insaniyyah. Similarly, the purchasing behavior of consumers is significantly influenced by the credibility of the product and producer, which is established through the provision of dependable information and confidence in the producer10. Consumers may obtain information regarding a product, in part, from online reviews.

The term "Halal" originates from the Arabic words "halla" and "yahillu," which mean permissible or allowed11. Something that is Halal is what is permitted or allowed by Allah as per the Quran and Hadith12. The halal business sector has been steadily growing year by year13. The halal product market is highly profitable across all sectors of the halal industry, including cosmetics 14. Halal cosmetic consumption in Indonesia reached $4.19 billion in 2020, while global halal cosmetics reached $65 billion in 202015. This indicates that halal cosmetics are increasingly preferred and growing. Furthermore, Halal-certified cosmetics have a broader market appeal, not only among

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Muslim consumers but also non-Muslims. Examples of Halal cosmetics include anti-aging creams, moisturizers, perfumes, lipsticks, makeup, shampoos, hair dyes, toothpaste, and deodorants. Many consumers believe that Halal cosmetics adhere to strict safety and quality standards compared to non-Halal cosmetic products, making them attractive to non-Muslim consumers as well\(^\text{16}\).

However, research related to halal cosmetics is still limited and tends to be overlooked, with most halal research focusing on food and other halal industries\(^\text{18}\). Yet, research related to halal cosmetics is crucial, especially concerning digital marketing for halal cosmetics. Therefore, this study investigates halal cosmetics, particularly halal cosmetics reviews on Instagram, to enhance revenue and assist halal cosmetics marketers. Online reviews encompass positive, negative, and mixed-neutral reviews. Previous study has primarily focused on evaluating positive and negative reviews\(^\text{17} \; 18 \; 19\). However, negative reviews can deter consumers from purchasing a product\(^\text{20}\). In this study, we will only examine positive and mixed-neutral (pro and con) reviews because negative emotional messages do not affect purchase intentions\(^\text{21}\). Consequently, this research will examine how mixed-neutral vs positive reviews influence consumer perceptions of information quality and purchase intentions for halal cosmetic products on Instagram, aiming to determine which type of review can help reduce uncertainty about the quality of halal cosmetic products.

The Perceived Information Quality variable will be an intervening variable in this study. Perceived information quality relates to how consumers perceive information in reviews as accurate, relevant, useful, comprehensive,


credible, clear, and trustworthy\textsuperscript{22}. In online shopping, the uncertainty regarding product quality is higher because consumers cannot inspect product quality directly. Therefore, consumers heavily rely on reviews from other consumers who have purchased a product\textsuperscript{23}. Previous studies have shown that high perceived information quality affects consumer purchase intentions. When information is considered complete, credible, and trustworthy, it reduces the perceived risk associated with purchasing Halal cosmetic products, making consumers more confident in making a purchase\textsuperscript{24}. Therefore, this study will also measure the perceived information quality variable has effect on consumer intention for halal cosmetic products. The results of this study are expected to make a real contribution, especially to halal cosmetic marketers who market their products on Instagram, to help find out the factors that encourage consumers to believe in the reviews owned by halal cosmetic products.

METHODS

This research employs a quantitative research approach, involving hypothesis testing and verification through data collection and statistical analysis. Based on its objectives, this research falls under the category of causal research, aiming to explain cause-and-effect relationships among variables\textsuperscript{25}. The study utilizes an experimental design with two experimental variables. These two experimental variables are emotional polarity, manipulated at two levels (positive and mix-neutral), and presentation modality, manipulated at two levels (lean and rich). Two measurable variables in this study are trust in the review and purchase intention. A between-subject 2x2 factorial design is chosen for this research. Therefore, there are four treatment groups, each of which is exposed to specific stimuli.


Table 1. Experiment Design

<table>
<thead>
<tr>
<th>Emotional Polarity</th>
<th>Presentation Modality Lean</th>
<th>Presentation Modality Rich</th>
</tr>
</thead>
<tbody>
<tr>
<td>Positive</td>
<td>Stimulate halal cosmetics reviews on Instagram featuring text and images with positive emotions.</td>
<td>Stimulate halal cosmetics reviews on Instagram featuring text and video with positive emotions.</td>
</tr>
<tr>
<td>Mix-Neutral</td>
<td>Stimulate halal cosmetics reviews on Instagram featuring text and images with negative emotions.</td>
<td>Stimulate halal cosmetics reviews on Instagram featuring text and video with positive and negative emotions.</td>
</tr>
</tbody>
</table>

The population in this research consists of Muslim women in Indonesia who use Instagram. The sampling method used in this study is non-probability sampling with purposive random sampling technique. The sample for this research includes Muslim women who are at least 18 years old, have been actively using Instagram for at least 1 year, and have a minimum education level of high school. The minimum sample size for this research is 2*2*50=200 participants. The minimum sample size for using SEM is between 100-200 samples[26]. Data used for hypothesis testing consists of 180 participants who completed the questionnaires online and offline among those who meet the criteria.

This survey employs a questionnaire distributed to participants who meet the criteria. The questionnaire consists of closed-ended questions, and the measurement scale used is the Likert scale with a range from strongly disagree (1) to strongly agree (5). Before the main test, a pre-test was conducted to determine the halal cosmetic brand that would be used in this study, followed by creating scenarios and checking manipulations. All constructs were measured using scales adopted from previous related studies and adapted to the Indonesian context. The measurement of emotional polarity was adopted from a study[27], measurement of presentation modality adopted from a study[28], measurement of perceived information quality adopted from studies[29] 30, and

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purchase intention measurement consists of 5 items adopted from a study\(^{31}\). The data analysis technique used is ANOVA to test whether each factor (emotional polarity and presentation modality) affects the dependent variable (purchase intention). This research also employs simple linear regression analysis to test hypothesis.

**RESULT AND DISCUSSION**

Corrected item to total correlation is an internal consistency test conducted on statement indicators in the questionnaire. Internal consistency will provide an indication of the similarity of indicators in measuring constructs that cannot be measured directly (unobserved). Items are declared valid if the r-count value or corrected item to total correlation has a value greater than the standard r value, which is 0.1166. In table 3, the r-count results for all indicators for perceived information quality and purchase intention variables have a value greater than the minimum requirement, so that these seventeen indicators are concluded to be valid.

<table>
<thead>
<tr>
<th>Variable</th>
<th>Corrected Item to Total Correlation</th>
<th>Cronbach Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived Information Quality</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PIQ1</td>
<td>0.793</td>
<td>0.954</td>
</tr>
<tr>
<td>PIQ2</td>
<td>0.812</td>
<td></td>
</tr>
<tr>
<td>PIQ3</td>
<td>0.794</td>
<td></td>
</tr>
<tr>
<td>PIQ4</td>
<td>0.826</td>
<td></td>
</tr>
<tr>
<td>PIQ5</td>
<td>0.847</td>
<td></td>
</tr>
<tr>
<td>PIQ6</td>
<td>0.798</td>
<td></td>
</tr>
<tr>
<td>PIQ7</td>
<td>0.838</td>
<td></td>
</tr>
<tr>
<td>PIQ8</td>
<td>0.807</td>
<td></td>
</tr>
<tr>
<td>PIQ9</td>
<td>0.825</td>
<td></td>
</tr>
<tr>
<td>PIQ10</td>
<td>0.826</td>
<td></td>
</tr>
<tr>
<td>PIQ11</td>
<td>0.809</td>
<td></td>
</tr>
<tr>
<td>PIQ12</td>
<td>0.827</td>
<td></td>
</tr>
<tr>
<td>Purchase Intention</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PI1</td>
<td>0.869</td>
<td>0.915</td>
</tr>
<tr>
<td>PI2</td>
<td>0.863</td>
<td></td>
</tr>
<tr>
<td>PI3</td>
<td>0.868</td>
<td></td>
</tr>
<tr>
<td>PI4</td>
<td>0.864</td>
<td></td>
</tr>
</tbody>
</table>


Cronbach's Alpha is used to calculate the reliability of measurement items. Reliability testing is useful to determine the extent to which items, scales, or statement instruments can provide constant results when repeated measurements are made with that scale. A construct or variable is said to be reliable if it gives a Cronbach's Alpha value > 0.70. In table 3, the values for the variables perceived information quality and purchase intention are greater than the minimum requirements so that each variable and dimensional factor is declared reliable and can be used in research.

ANOVA Result

The data analysis technique used is ANOVA to test whether each factor (emotional polarity and presentation modality) influences the dependent variable (purchase intention). Main Effect Test Results can be seen in table 3 below:

<table>
<thead>
<tr>
<th>Variable/Research Stimulus</th>
<th>Perceived Information Quality</th>
<th>Mean</th>
<th>SD</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Emotional Polarity</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Positive</td>
<td></td>
<td>4.3942</td>
<td>0.52168</td>
<td>0.036</td>
</tr>
<tr>
<td>Mix-Neutral</td>
<td></td>
<td>4.5408</td>
<td>0.48512</td>
<td></td>
</tr>
<tr>
<td>Presentation Modality</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lean modality</td>
<td></td>
<td>4.3475</td>
<td>0.55341</td>
<td>0.001</td>
</tr>
<tr>
<td>Rich modality</td>
<td></td>
<td>4.5875</td>
<td>0.42778</td>
<td></td>
</tr>
</tbody>
</table>

Based on the results of the main effect ANOVA in Table 3, it is shown that the mean value of perceived information quality generated from mix-neutral (Mean=4.5408; SD=0.48512) is greater than that of positive (Mean=4.3942; SD=0.52168) with a significant value of 0.036 (Sig. < 0.05). These results indicate that Halal cosmetic reviews on Instagram using mix-neutral emotion yield a higher perceived information quality compared to Halal cosmetic reviews on Instagram using positive emotion. In line with these findings, it can be concluded that hypothesis 1 (H1) is accepted.

Consistent with the results of the main effect ANOVA, the mean value of perceived information quality generated from rich modality (Mean=4.5875; SD=0.42778) is greater than that of lean modality (Mean=4.3475; SD=0.55341)
with a significant value of 0.001 (Sig. < 0.05). Based on these results, it can be concluded that Halal cosmetic reviews conveyed on Instagram using rich modality result in a higher perceived information quality compared to Halal cosmetic reviews conveyed on Instagram using lean modality. In other words, consumers perceive that Halal cosmetic reviews on Instagram using rich modality are considered to have higher information quality compared to lean modality. Therefore, hypothesis 2 (H2) is accepted.

**Linear Regression**

The regression coefficient for the perceived information quality variable is 1.017, and it has a positive regression coefficient. A positive regression coefficient indicates a positive relationship between the independent variable and the dependent variable. This means that the higher the perceived information quality generated from Halal cosmetic reviews, the higher the purchase intention for Halal cosmetic products, and vice versa. Therefore, hypothesis 3 (H3) is accepted. Based on the R-square results, the value is 0.710. This value indicates that the influence of perceived information quality (X) on purchase intention (Y) is 71%, while 29% of purchase intention is influenced by other unexamined variables.

**Tabel 4. Linear Regression Results**

<table>
<thead>
<tr>
<th>Coefficients</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Model (Constant)</td>
<td>B</td>
</tr>
<tr>
<td></td>
<td></td>
<td>-.096</td>
</tr>
<tr>
<td></td>
<td>PIQ</td>
<td>1.017</td>
</tr>
</tbody>
</table>

a. Dependent Variable: PI

**Table 5. Regression koefisien**

<table>
<thead>
<tr>
<th>Model</th>
<th>R (Square)</th>
<th>Adjusted R (Square)</th>
<th>Std. Error ofthe Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.842</td>
<td>.710</td>
<td>.33122</td>
</tr>
</tbody>
</table>

Based on the results of simple linear regression in Table 6, the regression equation can be formulated as follows:

\[ Y = e + 1.017x \]
Based on the research results, reviews of halal cosmetics that use neutral mix are higher in producing perceived information quality compared to those that use positive emotion. This happens because consumers believe more that products have positives and negatives. Consumers are more suspicious if the reviews submitted only relate to positive things about the product\(^{33}\). Positive reviews can damage the credibility of the message because they do not provide enough information about the product's strengths and weaknesses so they are not considered to have quality information\(^ {34}\). Reviews that are presented with positive information and are accompanied by a small number of negative reviews are considered to provide more quality information because they provide more complete and more candid information\(^ {35}\). Online consumers have been proven to prefer reviews that present complete product information (positive and negative) rather than subjective ones that only present positive information\(^ {36}\). The results of this research are also supported by research\(^ {37}\), that reviews that use mix-neutral will increase the benefits of the review (perceived information quality)\(^ {38}\).

Media richness is a form of transmission and interaction (visual, audio, etc. content) provided by the media in conveying certain information\(^ {39}\). Based on the results of research conducted\(^ {40}\), the level of richness of different modalities influences online consumers' perceptions regarding the quality of

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information conveyed through these modalities. Rich modality can shorten the psychological distance between consumers and the product, because it can create a high physical presence of the product\textsuperscript{41}. This is because rich modality is presented in the form of proximal sensory images consisting of audio and visuals which can display products in 3 dimensions. Additionally the online shopping experience needs to emphasize vivid sensory experiences\textsuperscript{42}. Information presented with various modalities (rich modality) produces better perceptions compared to lean modality\textsuperscript{43}. Information cues such as images, audio, and movement simultaneously help consumers decipher information cognitively, which allows consumers to remember it and assists them in decision making\textsuperscript{44}, so that rich modality is considered to provide more quality information in supporting consumer purchasing decisions. Several previous study also stated that rich modality was higher in producing perceived information quality compared to lean modality\textsuperscript{45} \textsuperscript{46} \textsuperscript{47}.

Based on the findings in this research, perceived information quality has a positive influence on purchase intention. Perceived information quality is the extent to which consumers consider the information in reviews to be accurate, relevant, useful and complete and supports the purchasing decision making process\textsuperscript{48}. In the context of online shopping, consumers rely on reviews from other consumers, because consumers cannot evaluate products directly. The results of this research are in line with several previous studies that stated perceived information quality is proven to be positively related to consumer purchase intentions\textsuperscript{48}.

Based on the findings in this research, perceived information quality has a positive influence on purchase intention. According to Imam Al-Ghazali's explanation, the human nature is such that it is not easily satiated and that it constantly desires more\textsuperscript{49}. Therefore, in order to avoid this, consumers must always give careful thought to their purchases before making them. These factors can be taken into account by obtaining as much information as possible from the various online reviews that are readily available. The legal requirements for buying and selling are the existence of a seller, buyer, and the goods being transacted. In online buying and selling, the presence of sellers and buyers is mandatory. If the buyer can see the goods he wants to buy, then he can know the form, shape, and nature of the goods. This activity is to prevent cheating or fraud that makes transactions prohibited according to Islam. It is explained in a Hadith Shahir narrated by Imam Muslim:

"And narrated to us Abu Bakr ibn Abi Shaibah} narrated to us 'Abdullah ibn Idris and Yahya ibn Sa'id and Abu Usamah from 'Ubaidillah. Another narration says: Zuhayr ibn Harb narrated it to me, and it says: Yahya ibn Sa'id narrated it to us from 'Ubaidillah, and Abu Az Zinad narrated it to me from Al A'raj from Abu Hurayrah, who said: The Messenger of Allah (blessings and peace of Allah be upon him) forbade buying and selling by means of hashah (throwing pebbles) and any other method that involves deception."

Perceived information quality is the extent to which consumers consider the information in reviews to be accurate, relevant, useful and complete and supports the purchasing decision making process\textsuperscript{48}. In the context of online shopping, consumers rely on reviews from other consumers, because consumers cannot evaluate products directly. The results of this research are in line with several previous studies that stated perceived information quality is proven to be positively related to consumer purchase intentions\textsuperscript{50}.

CONCLUSION

Overall, the results show that halal cosmetic reviews that use a neutral mix have a positive and significant influence on perceived information quality and will also indirectly affect consumer purchase intention towards halal cosmetic products. Based on the research findings, for marketers of Halal cosmetics who want to succeed in marketing their products on Instagram, they can optimize rich modalities such as audio and moving images. Additionally, they can optimize the presence of consumer reviews that provide both positive and negative explanations about the products. This approach can help

\textsuperscript{49} Nurillah and others.

consumers feel more confident about the reviews. Marketers can also provide incentives or bonuses to stimulate consumers to leave their reviews on Instagram.

This study has several limitations, including only focusing on halal cosmetic products as the research object. In addition, the independent variable used is online reviews originating from Instagram social media only. In the following research, the author suggests using other halal products or services, such as halal fashion or halal tourism. Future research can also use online reviews from other sales media, such as marketplace.

Author’s Contribution
Fitriyah Dwi Susilowati, Ahmad Ajib Ridlwan: Contribute to formulating research ideas, collecting data, processing data, and interpreting data.
Khusnul Fikriyah: Contributing to writing systematics, research methods.
Yan Putra Timur: Contributing to analyzing interpretation results, the language proofread.

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Declaration of Competing Interest
The author declares that there is no conflict of interest.

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