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Visual Packaging and Perceived Emotional Value: A Study on Islamic Branded Cosmetics

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Visual Packaging and Perceived Emotional Value: A Study on Islamic-Branded Cosmetics in Indonesia

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Abstract

Research Aims - This study aims to examine the effect of visual packaging and perceived emotional value on purchase intention of Islamic-branded cosmetics.

Design/Methodology/Approach - The data were collected from an online survey of selected respondents. By using the purposive sampling technique, the respondents were limited to those who knew of or have used Islamic-branded cosmetics. The data were analysed using the PLS-SEM method.

Research Findings - Altogether, this study's sample comprised 257 respondents and found that visual packaging of Islamic-branded cosmetics positively affects perceived emotional value and attitude. However, the results also indicate that visual packaging exerts no significant effect on purchase intention. Moreover, this study also found that perceived emotional value and attitude strongly affected consumers' purchase intention with Islamic-branded cosmetics.

Theoretical Contribution/Originality - Most studies on halal or Islamic-branded cosmetics have focussed on religiosity, ingredients and safety, but little attention has been paid to packaging. Therefore, this study contributes to the literature by examining visual packaging's effect on perceived emotional value, attitudes and purchase intention.

Managerial Implications in the Southeast Asian Context - Managers of Islamic-branded cosmetics in Indonesia should consider developing strategies to make their packaging visually attractive. The managers also are encouraged to focus on creating emotional value in Islamic-branded cosmetics packaging.

Research Limitations and Implications - This study has a limitation in terms of questionnaire distribution. Most of the respondents in this study are students under 20 years old, and most are from Java island.

Keywords - visual packaging; perceived emotional value; attitude; purchase intention; Islamic-branded cosmetics

INTRODUCTION

Islamic-branded cosmetics are experiencing increasing demand in the marketplace (Krilla, 2010). *Islamic-branded cosmetics* are defined as all cosmetics in which the brand contains Islamic attributes in its branding, including name, logo, and design. Therefore, Islamic-branded cosmetics are more specific than halal cosmetics. *Halal* has an operational function that focusses more on product ingredients and processes, while *Islamic* is more attributive (Aji, Muslichah, & Seftyono, 2020), i.e., not every halal cosmetic product is branded Islamic. Some cosmetics brands in Indonesia – such as *Pepsodent*, *Pantene* and *Lifebuoy* – are halal in terms of their ingredients, but they are not Islamic in branding. Compare that with *Wardah*, *Mazaya* and *Safi* brands, which are more Islamic.

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The competition in Islamic-branded cosmetics is getting intense as new Islamic brands enter the market. Therefore, to be competitive, all Islamic-branded cosmetics producers have no other option but to improve product quality, including visual packaging quality (Olawepo & Ibojo, 2015). Packaging not only protects the product from dust, shocks and collisions but also functions as a means to attract buyers visually. Packaging also can be used to convey product characteristics and values to consumers (Underwood, 2003). In Pospisil et al.'s (2020) study, packaging successfully influenced consumers' perception of beer flavour, indicating that it is an important part of promotion (Mugge, Massink, Hultink, & van den berg-Weitzel, 2014). Promotional labelling on packaging demonstrates product symbolism (Akbari, Gholizadeh, & Zomorrodi, 2018; Elliott & Wattanasuwan, 1998) and imagery (Gil-Pérez, Rebollar, & Lidón, 2020; Visconti, 2010). A halal label is a must-have for Islamic-branded cosmetics packaging, as both informational and promotional labelling (Underwood, 2003), together with other Islamic designs, with the main purpose being to attract consumers, particularly Muslims. Halal labels and messages provide expectations as to what halal is and should be (Wilson, 2014).

Prior studies found that products' packaging strongly affects purchase intention (Benachenhou, Guerrich, & Moussaoui, 2018; Waheed, Khan, & Ahmad, 2018). However, packaging's effect on purchase intention varies based on dimensionality. For instance, Benachenhou et al. (2018) found that packaging's visual element significantly affects purchase intention, while the verbal element does not. Waheed et al. (2018) found that fonts and colours chosen for packaging positively influence purchase intention, but that packaging materials and design do not exert a positive effect on purchase intention. Furthermore, Yulianingsih, Syah and Anindita (2019) also found that product packaging in terms of its display design does not affect purchase intention. Bigoin-Gagnan and Lacoste-Badie (2018) found that consumers' purchase intention is stronger when they feel that the packaging is aesthetic. The present study focusses on packaging's visual element instead of its verbal element. The visual element comprises colours, attractiveness and design.

Extant examinations of other determinants of purchase intention concerning product packaging have been conducted by Lee et al. (2019) in the context of Korean cosmetics. They demonstrated that perceived consumer value (social, emotional and quality) influenced purchase intention in both indexical and iconic authenticity conditions. Their study also found that in iconic authenticity packaging conditions, attitude significantly affects purchase intention. In the context of milk product packaging, Clark et al.'s experiment (2021) concluded that product-generated and product-associated (PA) emotions are important informational elements that connect with purchase intention. Kuo and Lai (2019) demonstrated a significant effect from packaging colour, size and design on a wireless-mouse product purchase intention. Religious symbols in a product's packaging also are effective in influencing purchase intention (Akbari et al., 2018).

Product packaging affects how consumers perceive products' value. Consumer-perceived value has three dimensions – quality, social price and emotional (Sweeney & Soutar, 2001). Consumers' overall assessment concerning a product's usefulness

is based on the perception of what is received and what is given from the product (Zeithaml, 1988). The present study focuses on perceived emotional value dimension. A person perceives emotional value from the emergence of feelings of pleasure and satisfaction generated by a product attribute or a whole product (Sweeney & Soutar, 2001). Previous studies generally have found a significant connection between emotional value and purchase intention (Asshidin, Abidin, & Borhan, 2016; Cronin, Brady, Tomas, & Hult, 2000; Lee et al., 2019; Sweeney & Soutar, 2001).

However, relatively speaking, the specific study of perceived emotional value on cosmetics packaging still has not received considerable research attention, except from a study by Lee et al. (2019). Koenig-Lewis et al. (2014), Magnier and Crie (2015) and Clark et al. (2021) conducted related studies, but those are not specific to perceived emotional value. It is even more difficult to find a related study in the context of halal cosmetics or Islamic-branded cosmetics. Most studies on halal cosmetics or Islamic-branded cosmetics focus on religiosity, knowledge (Rahman, Asrarhaghighi, & Rahman, 2015), ingredients or safety, with little attention paid to the topic of packaging. The present study also adds attitude to the model. Based on the theory of planned behaviour (TPB), attitude is a significant predictor of behavioural intention. Past studies found a significant relationship between packaging and attitude (Im, Bhat, & Lee, 2015; Ketelsen, Janssen, & Hamm, 2020; Theben, Gerards, & Folkvord, 2020). Therefore, this study contributes to the literature by explicitly examining visual packaging's effect on perceived emotional value, attitude and intention to purchase Islamic-branded cosmetics. Thus, the objective of this research is to answer the following research questions:

a. Does visual packaging positively affect perceived emotional value?
b. Does visual packaging affect consumer attitudes towards Islamic-branded cosmetics?
c. Does perceived emotional value positively affect consumer attitude towards Islamic-branded cosmetics?
d. Does perceived emotional value positively affect intention to purchase Islamic-branded cosmetics?
e. Does consumer attitude positively affect intention to purchase Islamic-branded cosmetics?
f. Does visual packaging positively affect intention to purchase Islamic-branded cosmetics?

LITERATURE REVIEW

Previous Packaging Studies

Packaging and consumer behaviour have been studied in different ways and contexts. Notable studies on packaging have been conducted between 2013 and 2021 (see Table 1), and all were distinct in terms of methods, sample respondents and variables. Most extant studies were conducted using only a quantitative survey methodology (Akbari et al., 2018; Bakar, Lee, & Rungie, 2013; Benachenhou et al., 2018; Bigoin-Gagnan & Lacoste-Badie, 2018; Im et al., 2015; Koenig-Lewis et al., 2014; Waheed et al., 2018). Nevertheless, two used quantitative experiments (Clark

No.	Authors	Method	Sample respondents	Variables	Results
1	Clark et al (2021)	Quantitative method by conducting an experiment and questionnaires	50 respondents of milk consumers, aged 18-65 in Virginia	Product-Associated (PA) emotions, Product-Generated (PG) emotions, consumer acceptance, purchase intent	• PA and PG emotions are influential towards consumer acceptance and purchase intent
2.	Lee et al (2019)	Quantitative method, specifically experiment, and questionnaire	687 respondents aged in the United States	Perceived value (emotional, social, quality), consumer attitudes, purchase intention, indexical and iconic authenticity	• Perceived emotional value affects attitude and purchase intention. • Attitudes positively affect intention • Indexical and iconic authenticity conditions moderates the model
3.	Akbari et al (2018).	Quantitative method by performing the elicitation survey	702 respondents of university students in North of Iran	Islamic symbol in food packaging, perceived religious symbolic-value, religiosity, purchase intention	High religiosity consumer : • Religious symbol in food packaging affects consumers' purchase intention • Religious symbol affects consumers' perceived religious symbolic-value • Perceived religious symbolic value affects consumers' purchase intention While consumer with low religiosity did not support all the relationships among variables
4.	Benachenhou et al (2018)	Quantitative method, specifically by conducting the questionnaire	140 respondents who consumed Coca Cola in Tlemcen City.	Visual and verbal on the packaging, marketing innovation, buying interest	Both visual and verbal on the packaging have a positive and significant effect on purchase intention.
5.	Gagnan & Badie (2018)	Quantitative method, specifically using the questionnaire	104 respondents from a European university	Symmetrical arrangement perceived complexity, perceptual fluency, aesthetic evaluation, purchase intention	• Symmetrical arrangement had a significant effect on perceived complexity • A decrease in perceived complexity will increase perceptual fluency • Perceived complexity insignificantly influence aesthetic evaluation directly • Perceptual fluency significantly affect the aesthetic evaluation • Aesthetic evaluation positively influence purchase intention
6.	Waheed et al (2018)	Quantitative method, specifically questionnaire	278 respondents in Pakistan	Package color, packaging material, font style, packaging design, printed information	• Color and font style on packaging positively influence purchase intention • Packaging design, printed information, & packaging materials have an insignificant effect on purchase intention
7.	Im et al (2015)	Quantitative method by collecting questionnaire	270 respondents of undergraduate students in U.S university	Novelty, coolness, perceived hedonic value, meaningfulness, perceived utilitarian value, attitude towards the product	• Coolness partially mediates the impact of novelty on perceived hedonic value • Perceived hedonic value had a significant effect on attitude towards the product • Utilitarian value partially mediates the effect of meaningfulness on attitude.

Table 1
Previous Studies Mapping on Packaging

et al., 2021; Lee et al., 2019), one used qualitative in-depth interviews (Magnier & Crié, 2015) and one combined experiments and a survey (Lee et al., 2019). Most of this research entailed examining non-religion-related product packaging. Only two focussed on religion-related products (Akbari et al., 2018; Bakar et al., 2013) and did not consider perceived emotional value as a predictor of purchase intention. Furthermore, Table 1 also demonstrates variations in terms of the variable and results. A more detailed summary of previous studies on packaging can be found in Table 1 as well.

Visual Packaging, Perceptions of Emotional Value and Attitude

Consumers evaluate products based on their packaging, which has both informational and promotional functions (Underwood, 2003). Product packaging can be categorised into visual and verbal forms (Benachenhou et al., 2018). Packaging's

No.	Authors	Method	Sample respondents	Variables	Results
8.	Magnier & Crie (2015)	Qualitative method, specifically by conducting eight in-depth interviews and ten ZMET interviews	8 respondents from convenient consumers in France	Packaging evocations, attitudes of FMCG packaging, environmental concern, perceived benefits, social influences, inferences in product quality	• Ecological attribute on packaging relates to both extrinsic (logo) and intrinsic (ingredients) attributes of the particular product • Ecological attributes on packaging influence perceived cost-benefit and favorable inferences
9.	Koenig-Lewis et al (2014)	Quantitative method, specifically using a survey questionnaire	312 Norwegians who have ever consumed bottled water	Environmental concern, cognitive beliefs, positive emotion, negative emotion, behavioral intention	• Environmental concern had an impact on the favorable assessment of cognitive beliefs related to ecologically responsible packaging • Environmental concern had a significant positive effect on purchase intention • Cognitive beliefs had no significant impact on purchase intention • Both positive and negative emotions of ecologically responsible packaging had a significant impact on purchase intention • Environmental concern and environmental benefits beliefs had a significant effect on positive emotions but not on negative emotions • Evaluation of ecological packaging benefit negatively influences negative emotions
10	Bakar, et al (2013)	Quantitative method, specifically using elicitation survey	300 respondents from students in Pakistani university	Islamic symbol on the packaging, product's perceived religious symbolic-value, religiosity, Muslim purchase intention	• Islamic symbol on packaging partially influences Muslim purchase intention • Islamic symbol on packaging positively affects product's perceived religious symbolic-value • Islamic symbol on packaging had a stronger effect on Muslim purchase intention with high religiosity only

Table 1
Previous Studies Mapping on Packaging (continued)

visual elements may include font and colour (Waheed et al., 2018), design (Yulian-ingsih et al., 2019) and attractiveness (Bigoin-Gagnan & Lacoste-Badie, 2018). The more visually appealing a product's packaging is, the more attractive it is to consumers. Visually attracted consumers might evaluate Islamic-branded cosmetics' value emotionally. Sheth et al. (1991) found that emotional value often is associated with aesthetic aspects, which are associated with packaging in this study. *Perceived emotional value* is defined as feelings of pleasure and satisfaction with a product attribute or a whole product (Sweeney & Soutar, 2001). Emotional value can be manifested as pleasure, comfort or satisfaction (Im et al., 2015; Lee et al., 2019). Wang (2013) found that visual packaging is connected positively with perceived product value in terms of quality. Esmaeilpour and Rajabi (2016) and Nørgaard Olesen and Giacalone (2018) found a significant link between packaging and perceived value. In the aforementioned experiment with milk products, Clark et al. (2021) reported different emotional responses after evaluating milk's packaging. These emotions were categorised as either product-generated or product-associated. Their study provides an empirical argument for the packaging-emotional value link. Magnier and Crie (2015) also found, in their qualitative study, that eco-friendly packaging resulted in emotional value benefits. A study by Koenig-Lewis et al. (2014) reported similar findings.

Another study found that visual packaging affects attitude towards the product, as does verbal packaging. In an environmentally friendly product setting, Ketelsen et al. (2020) summarised in their systematic review that several studies reported a significant relationship between eco-packaging and preference, liking and attitude towards packaging. Interestingly, Theben et al.'s (2020) experiment reported no considerable effect from packaging colour on attitude towards products. Im et al. (2015) demonstrated that visual creativity (coolness) indirectly affects attitude through hedonic (affective/emotional) value. Therefore, following prior research findings, it is believed that Islamic visual packaging might affect consumers' perceived emotional value and attitude towards Islamic-branded cosmetics significantly. Thus, this study proposes these hypotheses:

H1: Visual packaging of Islamic-branded cosmetics affects perceived emotional value.

H2: Visual packaging affects consumers' attitude towards Islamic-branded cosmetics.

Perceived Emotional Value, Attitude and Purchase Intention

Perceptions and attitudes are two important factors in predicting behavioural intention. Consumer perception of value should be examined multi-dimensionally (Sánchez-Fernández & Iniesta-Bonillo, 2007), covering social, emotional, functional, epistemic and conditional values (Sheth et al., 1991). Sweeney and Soutar (2001) divided the perceived value construct into four categories – quality, emotional, value and price. Empirically, numerous studies have examined the relationship between perceived emotional value, attitude and intention (Alam, 2011; Asshidin et al., 2016; Bashir, Bayat, Oladipo Olutuase, & Ariff Abdul Latiff, 2018; Pantari &

Aji, 2020; Ilicic & Webster, 2011; Jafaar, Siti Nurafifah, Pan Ein Lalp, 2012; Lee et al., 2019; Rahman et al., 2015). Lee et al. (2019) found a significant effect from perceived emotional value on attitude and purchase intention in the context of Korean cosmetics. They demonstrated that perceived consumer value (social, emotional and quality) influenced purchase intention in both indexical and iconic authenticity conditions. Similarly, Asshidin et al. (2016) also reported a positive effect between emotional value and purchase intention.

In the Islamic banking context, Pantari and Aji (2020) and Saptasari and Aji (2020) found a significant effect between perceived value (social and quality) and attitude. However, Pantari and Aji (2020) found that perceived social value has no connection with behavioural intention, but Saptasari and Aji (2020) proved that perceived value (quality) significantly predicts behavioural intention. In the ecological packaging context, Koenig-Lewis (2014) noted a significant relationship between positive and negative emotions on purchase intention. However, it is unfortunate that the empirical study specifically investigated perceived emotional value on attitude, and behavioural intention remains rare, particularly in the Islamic-branded cosmetics context. Nevertheless, it is generally logical to understand that perceived emotional value will lead to positive attitude towards Islamic-branded cosmetics. When Muslim consumers feel pleased, comfortable and satisfied with the visual packaging of Islamic-branded cosmetics, they will develop a positive attitude towards the products. In the end, both emotional value perception and positive attitude might influence intention to purchase Islamic-branded cosmetics. Thus, this study proposes:

H3: Perceived emotional value exerts a positive effect on consumer attitudes towards Islamic-branded cosmetics.

H4: Perceived emotional value exerts a positive effect on intention to purchase Islamic-branded cosmetics.

H5: Consumer attitude exerts a positive effect on intention to purchase Islamic-branded cosmetics.

Visual Packaging and Purchase Intention

Benachenhou et al. (2018) and Waheed et al. (2018) found that visual packaging exerts a positive effect on purchase intention, but in Waheed et al.'s (2018) study, it was found that only packaging attributes such as font style and packaging colour exerted a positive effect on purchase intention, while material attributes and packaging design did not affect purchase intention. They concluded that unique packaging visuals, attractive packaging attributes and complete product information are important in increasing consumer purchase intention. Thus, attractive and aesthetic visual packaging on Islamic-branded cosmetics might affect consumers' intention to purchase them. Akbari et al. (2018) found that Islamic symbols on product packaging positively influence purchase intention of food products, and Bakar et al. (2013) found that symbols such as mosques, rosaries, and swords influence Muslim consumers' intention to purchase either high or low symbolic products. In this study context, visually attractive Islamic-branded cosmetics' packaging can influence Muslim consumers' intention to purchase products. Therefore, this study proposes:

H6: Visual packaging affects consumers' intention to purchase Islamic-branded cosmetics.

METHODOLOGY

Research Design and Data Collection

This study used a quantitative design in which the data were collected after distributing the online questionnaire, which was designed and distributed online to prevent COVID-19 transmission risks. The online questionnaire was made using Microsoft Forms and distributed to several social media platforms, such as Instagram, Line, WhatsApp and Twitter. This study focusses on popular Islamic-branded cosmetics in Indonesia, more specifically skincare cosmetics such as *Wardah*, *Safi* and *Mazaya*. As previously mentioned, Islamic-branded cosmetics in this study are defined as all cosmetics in which the brand contains Islamic attributes in its branding, including name, logo, design, etc. A purposive sampling technique was used in this study by determining certain criteria of the respondents studied (Etikan, 2016). The respondent criteria were women and men who know and/or those who have used Islamic-branded skincare cosmetics. Therefore, a filtering question was asked at the beginning of the questionnaire. Those who admitted not knowing about or using Islamic-branded cosmetics were rejected. A five-point Likert scale was used, ranging from 1=strongly disagree to 5=strongly agree.

Item Measurement

All variables in this study were measured using items adapted from previous studies. Visual packaging was measured through responses to five-item statements such as '*Islamic-branded cosmetic packaging has good colours*', '*Islamic-branded cosmetics packaging is attractive*', etc., adapted from Waheed et al. (2018) and Jaafar et al. (2012). The present study used five items modified from Lee et al. (Lee et al., 2019) and Im et al. (2015) to measure perceived emotional value from statements such as '*Islamic-branded cosmetic packaging gives me pleasure', 'Islamic-branded cosmetics packaging makes me comfortable',* etc. Attitude towards Islamic-branded cosmetics was measured using items modified from Rahman et al. (2015) and Jaafar et al. (2012). Finally, five items modified from Waheed et al. (2018) and Rahman et al. (2015) were used to measure intention to purchase Islamic-branded cosmetics. A complete item measurement statement is provided in Table 3.

RESULTS AND DISCUSSION

Respondent Profile

This study collected data on 257 respondents who knew about and have used Islamic-branded skincare cosmetics. The data were collected in October and November 2020. As mentioned in Table 2, most of the respondents were female (N=166, or 64.6%), with 91 male respondents (35.4%). This imbalance represents a social reality, i.e., in terms of appearance, females are more concerned with performance (Burton, Netemeyer, & Lichtenstein, 1995; Jackson, Sullivan, & Hymes, 1987). In terms of religion, most of the respondents were Muslim (N=250 respondents, or 97.3%), with only seven being non-Muslim (2.7%). Most respondents were < 20

years old (N=136, or 52.9%), followed by those ages 20–30 (N=114, or 44.3%). Only seven respondents were older than 30.

As many as 232 respondents were students (90.3%), with most having only a high school education (N=218, or 84.9%), while 31 were university/college graduates (12%). As for the respondents' marital status, 95.3% (N=245) of the respondents were single, and most were from Java (N=184, or 71.6%), with the rest from other areas of Indonesia, such as Sumatra (N =34, or 13.23%), Kalimantan (N= 20, or 7.78%), Sulawesi (N= 13, or 5.06%), Bali (N=5, or 1.95%) and Papua (N= 1, or 0.39%). When asked about Islamic-branded cosmetics preferences, Wardah was the most popular (N= 229), followed by Safi (N= 24) and Mazaya (N= 4). Respondents were allowed to choose more than one brand.

Category	Frequency	Percentage
Gender		
Male	91	35.4%
Female	166	64.6%
Religion		
Muslim	250	97.3%
Non-Muslim	7	2.7%
Age		
<20 years	136	52.9%
20-30 years	114	44.3%
31-40 years	3	1.2%
41-50 years	2	0.7%
> 50 years	2	0.7%
Status		
Married	12	4.7%
Single	245	95.3%
Profession		
Student	232	90.3%
General employees	4	1.5%
Civil servants	4	1.5%
Entrepreneur	3	1.2%
Housewife	4	1.5%
Unemployed	2	0.7%
Others	6	2.3%
Last education		
Out of school	0	0
Elementary school or equivalent	0	0
Junior high school or equivalent	2	0.7%
Senior high school or equivalent	218	84.9%
D3 or equivalent	3	1.2%
Undergraduate or equivalent	31	12%
Graduate or equivalent	3	1.2%
Postgraduate or equivalent	0	0
Origin		
Java	184	71.60%
Sumatra	34	13.23%
Kalimantan	20	7.78%
Sulawesi	13	5.06%
Bali	5	1.95%
Papua	1	0.39%
Islamic Branded Cosmetics (respondents can select more than one option)		
Wardah	229	
Safi	24	
Mazaya	4	

Table 2
Respondent Demographics

Outer Model Testing: Validity and Reliability

The validity test was divided into convergent and discriminant validity tests. The outer model is free from convergent validity problems when the average variance extracted (AVE) score is greater than 0.50 (Hair et al., 2017). Discriminant validity is assessed following Fornell Larcker's (1981) approach, in which the square root AVE score for each construct in the diagonal section should be greater than the correlation with the other constructs. Tables 3 and 4 indicate that no AVE score was below 0.50, and the square root AVE score in the diagonal was greater than the correlation with other variables. Therefore, it can be concluded that the model was valid. Furthermore, Table 3 also indicates that all variables have composite reliability (CR) scores greater than 0.70; thus, the model also was reliable (Hair Jr, Sarstedt, Ringle, & Gudergan, 2017).

Inner Model Testing: Structural Model

The model was tested using PLS-SEM because it can estimate a complex model with a small sample size of less than 500 (Hair Jr et al., 2017). Larger sample sizes can increase estimation precision. Sample size becomes a sensitive issue in CB-SEM. PLS-SEM also is used for prediction purposes (Rigdon, 2012). The inner

Items	Loading	AVE	CR	Means
Factor 1: Visual Packaging		0.599	0.882	
Islamic branded cosmetic packaging has good colors	0.758			3.763
The color of the Islamic branded cosmetics packaging made me want to buy the product	0.737			3.428
Islamic branded cosmetic packaging has good quality	0.747			3.732
Attractive Islamic branded cosmetics packaging	0.821			3.782
Islamic branded cosmetic packaging has a great design	0.804			3.693
Factor 2: Consumer Attitude		0.606	0.884	
I have a positive impression of Islamic branded cosmetics packaging.	0.785			3.965
I like Islamic branded cosmetics packaging	0.856			3.693
I like the color of the Islamic branded cosmetics packaging	0.824			3.747
Using Islamic branded cosmetics is my own choice	0.705			3.704
I believe in the halal label written on Islamic branded cosmetics packaging	0.71			4.105
Factor 3: Perceptions of Emotional Value		0.726	0.93	
Islamic branded cosmetic packaging gives me pleasure	0.834			3.463
Islamic branded cosmetics packaging made me want to use these cosmetics	0.866			3.626
Islamic branded cosmetics packaging makes me comfortable	0.873			3.479
Islamic branded cosmetics packaging makes me feel better	0.82			3.412
Islamic branded cosmetics packaging makes me feel satisfied	0.865			3.428
Factor 4: Purchase Intention		0.713	0.908	
I will buy Islamic branded cosmetics in the future	0.848			3.646
I am willing to pay more for Islamic branded cosmetics	0.859			3.288
I will recommend Islamic branded cosmetics to those closest to me	0.746			3.716
I will consider buying Islamic branded cosmetics	0.463			3.514
I will buy Islamic branded cosmetics	0.896			3.638

Table 3
Outer Model Test

	Perceived emotional value	Purchase intention	Attitude	Visual packaging
Perceptions of Emotional Value	**0.852**			
Purchase Intention	0.725	**0.844**		
Attitude	0.724	0.681	**0.778**	
Visual Packaging	0.633	0.583	0.753	**0.774**

Table 4
Discriminant Validity

or structural model of PLS-SEM can be explained by evaluating R-Square and Q-Square. As Figure 1 illustrates, perceived emotional value appears to be predicted as much as 40.1% through visual packaging. While both visual packaging and perceived emotional value 69.9% predict attitude towards Islamic-branded cosmetics. Intention to purchase Islamic-branded cosmetics was 57.9% predictable through all exogenous variables. The model indicates that other potential predictors outside the model also were observed in this study. Figure 1 also indicates the Q-square score, which is used to test the model's predictive relevance. The model has good predictive relevance if the Q-square score is greater than 0. Considering that all variables have Q-square scores > 0, it can be concluded that the inner model has good predictive relevance.

An examination of the relationships among variables also is illustrated in Figure 1. It can be concluded that visual packaging exerts a significant effect on perceived emotional value (t-statistic = 12,701> 1.96; p-value 0.000 <0.01) and consumer attitudes (t-statistic = 8.959> 1.96; p-value 0.000 <0.01). Therefore, these results supported H1 and H2. The statistical test also proved a significant relationship between perceived emotional value and attitude towards Islamic-branded cosmetics (t-statistic = 7,280> 1.96; p-value 0.000 <0.01). Thus, H3 was supported. A similar result also can be seen in the relationship between perceived emotional value and intention to purchase Islamic-branded cosmetics (t-statistic = 6,888> 1.96; p-value 0.000 <0.01), supporting H4. As hypothesised in H5, attitude towards Islamic-branded cosmetics significantly affects consumers' intention to purchase Islamic-branded
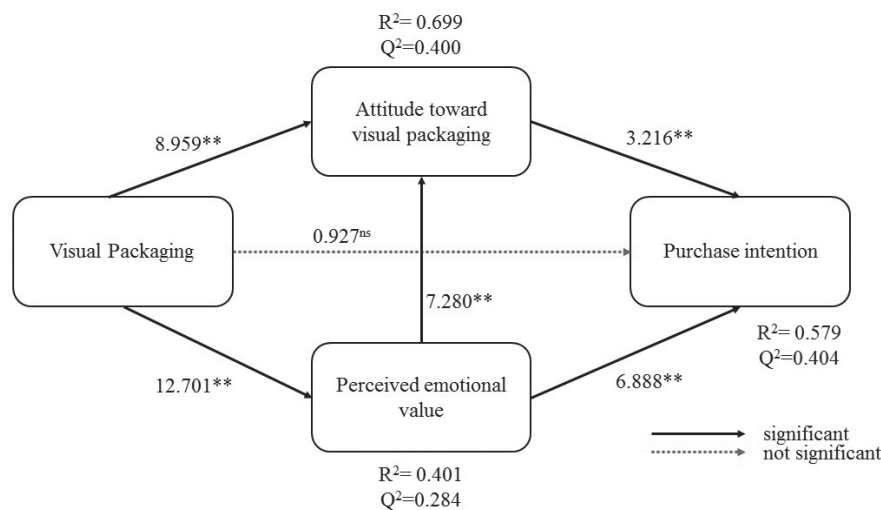

Figure 1
Inner Model Test Results

	Original Sample (O)	T Statistics (O / STDEV)	P Values	Conclusion
VP → PEV	0.633	12,701	0.000	H1 supported
VP → ATT	0.492	8,959	0.000	H2 supported
PEV → ATT	0.413	7,280	0.000	H3 supported
PEV → INT	0.476	6,888	0.000	H4 is supported
ATT → INT	0.287	3,216	0.001	H5 is supported
VP → INT	0.065	0.927	0.354	H6 is not supported

Note: VP= Visual Packaging; ATT = Consumer Attitude; INT = Purchase Intention; PEV = Perceived Emotional Value

Table 5
Result of hypotheses testing

cosmetics (t-statistic = 3,216> 1.96; p-value 0.000 <0.01). However, this result indicates that visual packaging does not significantly affect intention to purchase Islamic-branded cosmetics, as the t-statistic score was 0.927 <1.96 (p-value > 0.05). Therefore, H6 was not supported. More detailed information can be seen in Table 5.

As the statistical test indicates, all the hypotheses in this study were supported except H6, which concerns the relationship between visual packaging and intention to purchase Islamic-branded cosmetics. This insignificant finding contradicts Benachenhou et al. (2018), who found a significant effect from packaging's visual elements on purchase intention. Nevertheless, this study's results support Waheed et al. (2018), who also reported an insignificant effect from packaging design, material, and printed information on purchase intention. Product characteristics can be the best argument for this inconclusive finding. Underwood (2003) said packaging has both informational and promotional functions. Visual packaging examined in this study was related more to promotional (design or visual), not informational, function, which places more emphasis on product quality. Considering that Islamic attributes are connected strongly with halal quality, more emphasis should be placed on packaging in providing complete information about the halal quality of the products' ingredients and process.

The significant results on the relationship between visual packaging and perceived emotional value and consumer attitudes support Clark et al. (2021), Magnier and Crie (2015), Wang (2013), Koenig-Lewis et al. (2014) and Theben et al. (2020), who all found that attractive packaging visuals hold emotional value with consumers, consequently affecting consumer perception of products. This study's findings, to some extent, also correspond with Esmaeilpour and Rajabi (2016) and Nørgaard Olesen and Giacalone (2018), who found that visual packaging is an important factor that influences a consumer's perceived value and quality. Theben (2020) concluded that packaging design is an important factor affecting consumers' attitude towards the product. As for the present study, the aesthetic and attractive visual packaging of Islamic-branded cosmetics might elicit a feeling of pleasure and satisfaction. Most of the respondents in this study were under 20 years old, and on average, they agree that Islamic-branded cosmetics' visual packaging is attractive and aesthetics. Furthermore, the mean score for all visual packaging was greater than 3.00, indicating a need for more research to consider age in predicting perceived emotional value. According to Luckett and Seo (2015), attractive packaging design can influence younger consumers, while older ones focus more on products' usefulness.

The present study's findings also support those of previous studies (Lee et al., 2019 & Bashir et al., 2019) in terms of the relationship between attitude and purchase intention. From previous research findings in many research contexts, a consensus has formed that the attitude-intention link already has been established, i.e., a positive attitude will result in positive purchase intention. Perceived emotional value also was found to help determine intention to purchase Islamic-branded cosmetics in the present study. Consumers who perceived emotional values such as pleasure, comfort, or satisfaction from Islamic-branded cosmetics will have significantly

greater intention to purchase them. This finding corresponds with Asshidin et al. (2016) and Lee et al. (2019). The effect from perceived emotional value on purchase intention in the present study can be viewed as more representative of female consumers based on the sample's gender breakdown. When gender is taken into account, this study provides empirical support for Zellweger and Astrachan (2008), who found that women are more concerned with their emotions or feelings when doing something or choosing a product than men.

Finally, on the relationship between perceived emotional value and attitude, the present study adds empirical support for Pantari and Aji (2020) and Im et al. (2015). Specifically, in packaging literature, the present study's finding on a perceived emotional value-attitude link corresponds with Lee et al. (2019). Consumers who perceived Islamic-branded cosmetics as having an emotional value will have a positive attitude towards the product. Again, gender can be a stronger influence on consumers' attitude when choosing products (Zellweger & Astrachan, 2008), particularly Islamic-branded cosmetics. However, considering that gender's effect was not studied in this research model, it can be the focus of future research. Considering that the effects from perceived emotional value and attitude on purchase intention are significant, the possibility of an indirect effect exists between visual packaging and purchase intention. The indirect effect might explain why visual packaging does not influence purchase intention directly, and it is highly recommended that this aspect be examined in future research endeavours.

MANAGERIAL IMPLICATIONS IN THE SOUTHEAST ASIAN CONTEXT

Managers of Islamic-branded cosmetics in Indonesia should consider developing strategies to improve packaging to be visually attractive, considering that it significantly affects emotional value and attitude. For instance, managers can play with colours, logos and graphics to make the packaging more visually attractive. Managers also should try other forms of packaging in terms of style and materials. Managers also are encouraged to focus on creating emotional value in Islamic-branded cosmetics packaging. Certain graphics or pictures can strengthen packaging's emotional value, such as the use of a 'love' or 'sharing' symbol or icon. In an Islamic context, the use of *masjid* or the *Ka'bah* on packaging also might form a religious-emotional bond with consumers.

THEORETICAL IMPLICATIONS

Most of the studies on halal or Islamic-branded cosmetics focus on religiosity, ingredients and safety, but little attention has been paid to packaging. Therefore, this study contributes to the literature by examining visual packaging's effect on perceived emotional value, attitude and purchase intention. However, this study also has limitations that were identified during the research process. The distribution of respondents in this study is not proportional, as the sample comprised mostly students who lived on Java island. Therefore, a more proportionally distributed sample of respondents is highly encouraged in future studies. After estimating the research model, this study found that emotional value and attitude are potential mediators, another aspect for future researchers to examine.

CONCLUSION

Based on the aforementioned results and discussion, it can be concluded that consumers' intention to purchase Islamic-branded cosmetics is influenced significantly by their attitude and perceived emotional value placed on the products. This study also concluded that visual packaging exerts significant influence on perceived emotional value and attitude, but elicits no direct effect on purchase intention. Finally, this study argues that visual packaging's effect on purchase intention is indirect, so it would be beneficial for future research to examine the mediation role of perceived emotional value and attitude on the visual packaging-purchase intention link. Also, comparing the model based on gender would provide an insightful contribution to the literature.

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