

## Attitude, Repurchase Intention, and Brand Loyalty toward Local Cosmetic Brands in Indonesia: A Conceptual Framework

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### ABSTRACT

This study explores the relationship between attitude, repurchase intention, and brand loyalty towards local cosmetic brands in Indonesia. The cosmetic industry in Indonesia is rapidly evolving, with a growing number of local brands competing for consumer attention. Key factors influencing consumer behavior include brand image, trust, perceived value, and satisfaction. This research employs a quantitative approach, utilizing surveys to gather data from consumers who have previously purchased local cosmetic products. The findings indicate that positive consumer attitudes significantly enhance repurchase intentions, which in turn foster brand loyalty. Moreover, brand trust and perceived value are critical determinants of repurchase intention, while brand image has a less pronounced effect. These insights provide a conceptual framework for understanding consumer behavior in the local cosmetic market and highlight the importance of fostering positive brand relationships to enhance loyalty and repeat purchases.

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## **INTRODUCTION**

Cosmetics are various substances that are applied to the outside of the human body such as the epidermis, hair, nails, lips, and other external parts of the body that aim to protect or change the appearance for the better (Rocca et al., 2022). Cosmetics have a unique ability to address the problems that women face in real life. The development of various cosmetic products comes from consumers who use these products. There is an increasing trend in the use of naturally processed ingredients and additives. This is based on increasing awareness of synthetic materials that can cause damage to health and the environment

Based on data from (Statistika.com), the local cosmetics industry in Indonesia has shown significant growth in recent years. In 2024, this sector is predicted to be able to pocket revenue of IDR 30 trillion, reflecting a huge market potential. This growth is driven by increasing public awareness of the importance of appearance and self-care, as well as the increasing number of young people who are the main consumers of cosmetic products. According to data, the local cosmetics industry is experiencing annual growth of around 4.86% until 2029.

One of the key factors in the success of local cosmetic brands is their ability to utilize local raw materials and combine them with local cultural traditions (Basari, 2023). Brands such as Wardah and Sariayu have managed to create products that are not only high-quality but also reflect local wisdom. By blending modern innovation and traditional values, these brands are able to attract the attention of consumers who increasingly prioritize products that fit their cultural identity.

The digital age and social media have given a huge boost to the sales of local cosmetic products. Platforms like TikTok allow brands to reach a wider audience at a lower cost (Fitriani et al., 2023). Local brands are leveraging influencers and creative content to promote their products, which has a positive impact on increased sales. Data shows that cosmetic transactions on e-commerce platforms are on the rise, making beauty products one of the top categories in online shopping (Lestiyani & Purwanto, 2023).

Although the local cosmetics industry is growing rapidly, challenges from international brands remain (Atikah et al., 2024). Many Indonesian consumers still prefer products from global brands that are considered to have better quality. This requires local brands to continue to innovate and maintain quality standards to remain competitive. Local brands must be able to offer added value, such as halal or natural-based products, to attract consumers who are increasingly health and sustainability-conscious (Bahri et al., 2024).

The Indonesian government also plays an active role in supporting the development of the local cosmetics industry through various initiatives and regulations. Programs such as Cosmetic Day are held to introduce quality local products to the wider community and encourage collaboration between industry players. In addition, with halal certification being increasingly applied to cosmetic products, consumers feel safer using local products, thereby increasing trust in these brands.

The local cosmetics industry in Indonesia has huge potential to continue to grow (Nurgiyanti, 2019). With support from the government, continuous innovation, and the use of social media as a marketing tool, local brands can compete well in both domestic and international markets. Despite facing challenges from global brands, the success of local brands in combining local wisdom with modern trends provides optimistic hope for the future of the cosmetics industry in Indonesia.

The reasons for using local cosmetics and beauty brands in Indonesia in April 2023 are based on several factors that reflect consumer preferences as well as market dynamics. First, affordable prices are one of the main reasons, with 79% of respondents in the survey stating that they choose local products because they are more economical than international brands (Statistika.com). This is especially relevant given the diverse economic conditions among Indonesians, where local products offer a more pocket-friendly solution without sacrificing quality.

Furthermore, product quality is also an important consideration (Salsabillah et al., 2023). About 63% of respondents believe that local cosmetic products are of the same quality as well-known brands from abroad. Local brands such as Wardah and Sariayu have managed to build a solid reputation by offering high-quality products that suit the skin needs of Indonesian women, including the use of natural ingredients that are safer and more environmentally friendly.

Product safety is another significant reason, where 51% of respondents feel that local cosmetics are safer to use (Statistika.com). This is related to the increasing awareness of consumers about the health and safety of the products they use, especially amid the rampant issue of harmful chemicals in cosmetics. Local products are often more transparent in terms of ingredient composition, so consumers feel more comfortable.

In addition, support for local entrepreneurs and small and medium industries (SMEs) is also a motivation for many consumers. By choosing local products, they contribute to the growth of the domestic economy and help create jobs. Data shows that around 95% of the national cosmetics industry is SMEs, which absorb thousands of workers (Statistika.com). This creates a sense of pride for consumers when using domestically made products.

Recommendations from influencers and friends also play a role in purchasing decisions. Many consumers rely on reviews and recommendations from their closest people or public figures to choose cosmetic products. As many as 56% of respondents stated that they are more likely to buy a local brand if recommended by an influencer or friend (Statistika.com). This shows the importance of community-based marketing in promoting local products.

Finally, the trend of using halal products is increasingly encouraging consumers to choose local cosmetic brands. With the majority of Indonesia's population being Muslim, many local brands offer halal-certified products, providing additional assurance for consumers regarding the safety and halalness of the products they use. The awareness of the importance of the halal label

further strengthens the position of local cosmetic brands in the Indonesian market.

The skincare market revenue in Indonesia shows a significant growth trend from 2020 to 2029. In 2022, the skincare industry in Indonesia is estimated to reach a value of USD 8 billion, an increase of 7.29% compared to USD 7.46 billion in 2021. Projections for 2023 show that revenue will increase again to USD 8.6 billion, with an estimated annual growth rate (CAGR) of 9.3% through 2029. This growth is driven by increasing consumer purchasing power, especially among the growing middle class, as well as lifestyle changes that lead to the implementation of more comprehensive skincare routines (Statistika.com).

Moreover, factors such as urbanization and increasing awareness of skin health are also contributing to the growth of this market (Firdayanti et al., 2022). Data shows that searches related to skincare products have increased by 230% since the COVID-19 pandemic, reflecting the growing interest from the public in skincare products. With a large young population and increasing accessibility through e-commerce platforms, the skincare market in Indonesia is predicted to continue to grow rapidly in the coming decade. This makes Indonesia one of the largest markets for skincare products in the world, with huge potential for further exploration by local and international brands.

Interest in using or buying local beauty brands in Indonesia as of April 2023 shows a very positive trend, with statistical data supporting this phenomenon. According to a recent survey, around 54% of consumers choose local cosmetic products over international brands, reflecting the increasing awareness of the quality and value of domestic products. Brands like Wardah, which is the market leader, are used by 26% of respondents, followed by MS Glow and Scarlett Whitening with 7% each. This growth was driven by factors such as more affordable prices, with 79% of respondents stating that they prefer local brands for economic reasons. In addition, the quality of products that are considered to be on par with well-known brands is also an important consideration, with 63% of respondents expressing their confidence in local products. According to (Afifa & Ambarwati S, 2024) Another factor influencing interest in local beauty products is support for small and medium-sized entrepreneurs and awareness of product safety. As many as 51% of respondents believe that local cosmetics are safer to use. In addition, recommendations from influencers and friends also play a role in purchasing decisions, with many consumers feeling more confident choosing local products when getting advice from individuals they trust. With the growth in the number of local cosmetics companies increasing by 21.9% from the previous year and the total number of products licensed for distribution reaching more than 413,000 in April 2023, the local beauty industry in Indonesia is predicted to continue to grow rapidly in the next few years.

## **LITERATURE REVIEW**

### ***Attitude***

Attitudes towards local cosmetic brands in Indonesia have undergone significant changes in line with increasing awareness of sustainability and preference for environmentally friendly products. Brands like Wardah have

become prime examples in the industry, with many of them adopting the concept of Sustainable Beauty which attracts the attention of consumers, especially among the younger generation. Research shows that factors such as eco-labels, product attributes, and consumer perception effects contribute greatly to the purchasing behavior of cosmetic products at local (Djajadiwangsa & Alversia, 2022) (Fitri et al., 2018).

Today's consumers are more likely to choose local products because they feel more connected to brands that reflect their cultural and environmental values. Despite the stiff competition with global brands, local products like Wardah have managed to gain a place in the hearts of consumers through innovation and effective marketing, including the use of influencers to boost brand credibility (Lia Iftitah Hasanah, Drs. Akhmad Suharto MP, Yohanes Gunawan, 2015). Overall, the positive attitude towards local cosmetics brands reflects a larger trend in Indonesian society, where consumers increasingly value quality, sustainability, and support for the local industry. This shows great growth potential for local cosmetic brands in facing the challenges of imported products that dominate the market (Lia Iftitah Hasanah, Drs. Akhmad Suharto MP, Yohanes Gunawan, 2015).

### ***Repurchase Intention***

Repurchase intention towards local cosmetic brands in Indonesia shows a positive trend, especially among consumers who are increasingly aware of the importance of the quality and value of the products they use. Research shows that brand trust plays an important role in shaping repurchase intent; The higher the consumer trust in the quality and safety of the product, the more likely they are to make a purchase again (Riski et al., 2022) (Raihana & Madiawati, 2024). Additionally, factors such as brand image, halal awareness, and customer experience also contribute significantly to this intent. For example, brands such as Emina and Wardah have managed to build a positive image that prioritizes halal values and good product quality, thus attracting the attention of consumers (Rumawung et al., 2024) (Makkiyah & Andjarwati, 2023) (Suziana et al., 2024). In the context of marketing, strategies such as promotion through social media and live commerce have also proven to be effective in increasing customer satisfaction and encouraging repeat purchase intent. Consumers tend to provide positive information about the products they like to others, which in turn can improve brand reputation and attract more new customers. Thus, to maintain and increase repurchase intent, local cosmetic brands need to continue to innovate in their products and marketing strategies, as well as maintain quality to remain relevant in this competitive market (Raihana & Madiawati, 2024).

### ***Customer Loyalty***

Customer loyalty is a customer's long-term commitment to a brand or product, which is demonstrated through repeat purchases and recommendations to others (Fahlevi & Febrianti, 2023) (Khofifah et al., 2022). This loyalty includes not only the emotional aspect, but also the rational, where customers feel satisfied with their experience and believe that the brand meets their needs and expectations. In the competitive business world, customer loyalty is very

important because loyal customers tend to provide stable and reliable income for the company. In addition, loyal customers also serve as brand advocates, helping to expand market reach through word-of-mouth recommendations (Amienah Atthahirah, 2024).

### ***Word Of Mouth (WOM)***

In the local cosmetics industry in Indonesia, Word of Mouth (WOM), especially in the form of Electronic Word of Mouth (e-WOM), has become an important factor in building brand image and influencing consumer repurchase intention decisions. Brands such as Something, BLP Beauty, and Y.O.U, and Wardah Cosmetic are leveraging social media platforms to spread reviews and user experiences. This creates a positive domino effect, where consumers are more likely to buy products that get good recommendations from other users. Research shows that e-WOM has a significant effect on buying interest, with consumers feeling more confident in products recommended by others compared to traditional advertising (Hapsari & Soebandhi, 2024).

An effective marketing strategy from a local brand also involves choosing the right brand ambassador and collaborating with influencers on social media. Relevant brand ambassadors can increase brand credibility and attract the attention of the target market. In addition, beauty trends inspired by Korean culture also contribute to the popularity of local cosmetics in Indonesia. With competitive product quality and affordable prices, these brands have managed to grab the attention of consumers and compete with international brands (Tarigan & Gunawan, 2024).

### ***Trust***

Trust in local cosmetic brands in Indonesia plays a crucial role in consumer purchasing decisions. Brands such as Looke Cosmetics and BLP Beauty have shown that consumer trust is greatly influenced by the quality of the products and the transparency of the information provided. Research shows that brand trust and brand awareness contribute significantly to purchasing decisions, where brand trust helps create an emotional connection between consumers and brands. For example, Look Cosmetics once faced a challenge when one of its products experienced a quality issue that went viral on social media, which negatively impacted consumer trust in the brand (Pratama & Riyanto, 2021).

In addition, local cosmetic brands are also trying to build trust through a more personalized and responsive approach to consumer feedback. Many of them use social media platforms to interact directly with customers, listen to complaints, and provide quick solutions. Thus, these efforts not only increase trust but also create loyalty among consumers. Brands such as Something and Y.O.U Cosmetic have managed to attract attention with high-quality products and open communication, which further strengthens their position in the local cosmetics market (Nastiti, 2024).

### ***Behavior Control***

Controlled behavior in the context of Indonesia's local cosmetics industry is closely related to the ways local brands use to ensure that their consumers feel

confident and comfortable in making purchasing decisions. One example is by providing transparent information about the ingredients and production process of their cosmetic products. For example, local brands such as Mineral Botanica ensure that all of their products are halal certified by the Indonesian Ulama Council (MUI) so that consumers feel safer and more confident in using these products (Samia et al., 2024). In addition, a responsive communication strategy is also important to build positive behavior control. Brands like Something often interact directly with customers through social media, helping to clarify questions and complaints, and provide timely solutions. This not only increases trust but also makes consumers feel more in control of the buying process. An effective marketing strategy is also included in efforts to strengthen behavioral control. For example, relevant brand ambassadors can be used to increase the credibility of local brands. The right brand ambassador can display local cosmetic products persuasively and authentically so that consumers feel more comfortable and confident in buying these products. In addition, local brands must also remain adaptive to global beauty trends and local culture. Thus, they not only compete with international brands but also create a unique identity that is relevant to the domestic target market. Therefore, controlled behavior is an important element in Indonesia's local cosmetics marketing strategy to ensure that its consumers feel confident and comfortable using these products.

## **METHODOLOGY**

This study uses a quantitative approach, namely research that uses mathematical methods with the aim of describing and explaining numerical research phenomena. Furthermore, this study examines the cause and effect between variables, commonly called causality research which is a study that shows the direction of the relationship between independent variables and bound variables (cause-and-effect relationship).

## **RESEARCH RESULT AND DISCUSSION**

Attitudes, buyback intentions, and brand loyalty to local cosmetic brands in Indonesia are important aspects in understanding consumer behavior in an increasingly competitive market. Research shows that consumers' positive attitudes towards local cosmetic brands can be influenced by a variety of factors, including product quality, brand image, and consumer trust. For example, products that have halal labels often attract the attention of Muslim consumers, who make repeat purchase intent one of the main indicators of brand loyalty. In this context, religiosity also plays a role as a moderation variable that can strengthen the relationship between consumer trust and repurchase intention (Mila Karmila, 2023).

Furthermore, brand loyalty can be defined as a consumer's commitment to continue buying products from a particular brand even if there are other alternatives. This is often driven by previous positive experiences and a strong brand image. Research shows that brand loyalty not only contributes to repurchase intent but also increases brand equity in the eyes of consumers (Anggraeni & Astuti, 2023). Thus, the development of effective marketing

strategies to improve brand image and consumer trust is essential for the success of local cosmetic brands in Indonesia.

### ***Conceptual Framework Development***

Electronic Word of Mouth (e-WoM) refers to the communication that occurs online regarding a product or service, which can affect consumer attitudes towards brands. Research shows that e-WoM has a positive and significant influence on consumer attitudes, where the more positive reviews received, the more positive consumer attitudes towards the brand. This is due to the fact that e-WoM can shape the perception and brand image in the minds of consumers, thus influencing their decision to buy products.

Proposition 1 (P<sub>1</sub>) "There is a significant positive influence between e-WoM on consumer attitudes towards brands, where the increase in positive e-WoM will be directly proportional to the increase in positive consumer attitudes."

Trust is a key element in shaping consumer attitudes towards products or services. Research shows that a high level of trust in a brand or company can result in stronger positive attitudes among consumers, influencing their purchasing decisions. When consumers have strong trust, they tend to feel more comfortable and confident in making decisions, so this positive attitude serves as a driver to make a purchase. This is in line with research (Manuella & Sander, 2022) that e-WoM plays an important role in shaping brand image, which directly affects consumer attitudes towards local cosmetic brands. The results of the analysis showed that the increase in positive e-WoM was directly proportional to the increase in positive attitudes of consumers, where the t-statistical value for this relationship reached 13.293 with a p-value of 0.000, which indicates strong statistical significance.

Proposition 2 (P<sub>2</sub>) "There is a significant positive influence between consumer trust in their attitudes, where the increase in trust will be directly proportional to the increase in positive attitudes towards brands." Behavior control refers to an individual's perception of their ability to perform a certain action or behavior, which can affect their attitude towards the decision to be taken. In the context of marketing, if consumers feel they have enough control to make a purchase, they tend to have a more positive attitude towards the product or brand. This is due to the belief that they can overcome the obstacles that may arise during the purchase process, thus increasing confidence and purchase intention. This is in line with research conducted by Lau and Lee (1999) in (Lindawaty & Syawaluddin, 2022), which found that consumer trust in brands contributes significantly to forming positive attitudes towards the brand. The study confirms that when consumers have a high level of trust in a brand, they tend to develop a more positive attitude, which in turn increases their loyalty and purchase intent.

Proposition 3 (P<sub>3</sub>) "There is a significant positive influence between behavioral control and consumer attitudes, where the higher the perception of behavioral control, the more positive the consumer's attitude towards the product." Consumer attitude towards a product or brand plays an important role in shaping purchase intention. Research shows that a positive attitude towards a



product, which is influenced by an individual's experience, knowledge, and perception, can increase consumers' desire to make a purchase. When consumers have a good attitude, they tend to be more open to considering the product and are more likely to take a purchase action, This is in line with research (Susanto & Sahetapy, 2021) which reveals that behavioral control has a positive effect on consumer attitudes. In this study, it was explained that when consumers feel in control of their purchasing decisions, this will increase the positive attitude towards the products offered. The results of the analysis show that behavioral control variables function as important predictors in shaping consumer attitudes towards certain brands and products.

Proposition 4 (P<sub>4</sub>) "There is a significant positive influence between consumer attitudes towards purchase intentions, where an increase in positive attitudes will be directly proportional to an increase in purchase intentions." The results of the study support the idea that consumer attitudes contribute significantly to their purchasing decisions. Consumer attitude towards a brand or product has a significant impact on customer loyalty. When consumers have a positive attitude towards a brand, they tend to be more committed to making repeat purchases, as well as recommending the product to others. This positive attitude can be formed through positive experiences with products, quality of service, and good interactions with brands. Research shows that a strong relationship between positive attitudes and customer loyalty can increase long-term value for companies, as loyal customers not only make repeat purchases but also become brand advocates, This is in line with research (Dinda Yowanda, 2021) where the results of the study show that consumer attitudes have a significant influence on purchase intentions on online sales platforms. This study indicates that the positive attitude formed from experience and consumption value will significantly increase consumers' purchase intention Thus, an increase in consumers' positive attitude towards the product will contribute to an increase in their intention to buy.

Proposition 5 (P<sub>5</sub>) "There is a significant positive influence between consumer attitudes towards customer loyalty, where an increase in positive attitudes will be directly proportional to an increase in customer loyalty to the brand."

Purchase intention is an important factor that affects customer loyalty to a brand or product. When consumers show a strong intention to buy, it often reflects their satisfaction and trust in the brand, which in turn can encourage them to become loyal customers. Consumers who have a high purchase intent tend to make repeat purchases and recommend products to others, thus creating a long-term relationship between consumers and brands. Research shows that positive purchase intent not only contributes to current sales but also increases the likelihood of future loyalty This is in line with the research of Ishak and Luthfi (2011) in (Dwi Wahyuni, 2017) by stating that positive consumer attitudes contribute significantly to loyalty. They found that consumers who have a positive attitude towards a product are more likely to make repeat purchases and recommend the product to others, thus creating strong loyalty.

Proposition 6 (P<sub>6</sub>) "There is a significant positive influence between purchase intent and customer loyalty, where the increase in purchase intention will be directly proportional to the increase in customer loyalty to the brand."

In this study, the researcher aims to see the relationship between E-wom, Trust and Behavior Control on Attitude and Re-Purchase Intention of Consumers with Costumer Loyalty as a Mediating variable This is in line with research (Hermawan, 2023) finding that customer loyalty is related to consumer behavior, including repeat purchase intention. The Conceptual Framework is shown in Figure 1 below.

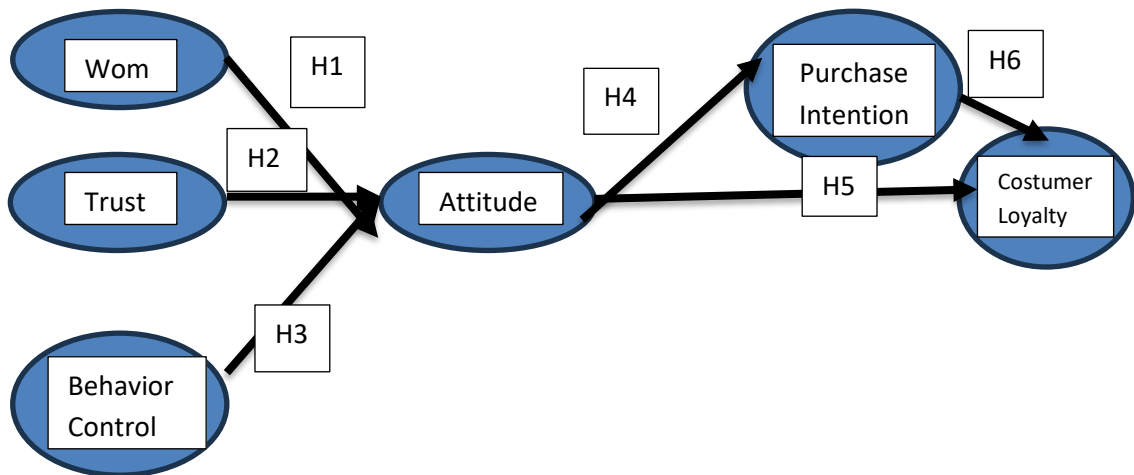


Figure 1. Conceptual Framework

## CONCLUSIONS AND RECOMMENDATIONS

### *Conclusions*

The findings of this study underscore the intricate connections between attitude, repurchase intention, and brand loyalty among consumers of local cosmetic brands in Indonesia. Positive attitudes towards these brands not only increase the likelihood of repurchase but also strengthen overall brand loyalty. Additionally, the study reveals that while brand trust and perceived value play significant roles in influencing repurchase intentions, the impact of brand image is comparatively limited. This suggests that local cosmetic brands should focus on building trust and enhancing perceived value to cultivate loyal customer bases. Overall, this research contributes to a deeper understanding of consumer dynamics within Indonesia's burgeoning cosmetic industry and offers practical implications for marketers aiming to improve brand engagement and retention strategies.

### *Recommendations*

For further research on attitude, repurchase intention, and brand loyalty towards local cosmetic brands in Indonesia, it is recommended that researchers expand the scope by considering additional variables that can affect the relationship between the three concepts. For example, incorporating factors such as e-WOM (electronic word of mouth), consumer trust, and customer experience as a mediator or moderator in a conceptual framework. Additionally, conducting field studies involving various demographic and geographic segments in

Indonesia can provide a more comprehensive insight into consumer behavior towards local cosmetic brands. Longitudinal research can also help understand changes in attitudes and buying intentions over time, especially in the context of rapidly changing market dynamics. With this approach, the results of the study are expected to provide more applicable recommendations for marketers and developers of local cosmetic products.

### **ADVANCED RESEARCH**

The drawback in this study is that it often relies on survey data that can generate bias if respondents do not provide honest or accurate answers. Additionally, focusing on cause-and-effect relationships may ignore broader contextual factors, such as social and cultural dynamics that influence consumer behavior. Second, a limited or unrepresentative sample size can affect the generalization of research results, so that it does not reflect the entire consumer population in Indonesia.

For further research, it is recommended that researchers consider using a mixed method, which is a combination of quantitative and qualitative, to gain a deeper understanding of the factors that influence brand attitudes and loyalty. Qualitative research can involve in-depth interviews or focus group discussions to dig into consumer perceptions and motivations in more detail. In addition, expanding the scope of the variables studied, such as the influence of social media or global trends in the beauty industry, can also provide valuable additional insights for stakeholders in the development of marketing strategies for local cosmetic brands in Indonesia.

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