



RESEARCH ARTICLE

Impact of Susceptibility to Global Consumer Culture on Commitment and Loyalty in Halal Cosmetic Brands

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Abstract

Given that the market is becoming more competitive, it is imperative to understand what influences purchasing decisions of global consumers as consumer trends change regarding halal cosmetics for anti-aging, maintaining appearance and skin health. This study considers and examines susceptibility to global consumer culture (SGCC) (conformity to consumer trend, social prestige, and quality perception) and its effect on affective commitment, which in turn influences behavioral commitment and loyalty in the context of the halal cosmetic industry. The results are as follows. First, conformity to consumer trends has a significant effect on both emotional commitment and behavioral commitment. Second, social prestige has significant direct effect on emotional commitment, but is not positively associated with behavioral commitment. Third, quality perception has no significant impact on emotional commitment or behavioral commitment. Finally, both emotional commitment and behavioral commitment affect brand loyalty, and behavioral commitment in particular has a significant effect on brand loyalty.

Keywords

SGCC; Emotional commitment; Behavioral commitment; Loyalty.

1 | INTRODUCTION

Consumers around the world continue to have variety requisite and refinement that are not based on their distinctive culture and customs (Hernani-Merino *et al.*, 2021, Alden *et al.*, 2006). This global consumer is a new consumer class that displays a uniform lifestyle, namely buying patterns and preferences of consumers around the world as a barrier to trading in raised countries and increasing market opening (Czarnecka *et al.*, 2020). Leaving aside from a cultural perspective, it is undeniable that in the end a class of consumers who have an important role in the global market are born because they get data through online activities. Not only that, but in this case it is also about expeditions that are carried out abroad and are able to deal with homogeneous consumption patterns and are able to deal with various cultural differences. Therefore, current study in this vulnerabilities to global consumer culture seeks to explain how global consumers are able to dominate and allow the representative denotation of global brands (Zhou *et al.*, 2010). Due these inclination, Global consumer culture theory (GCCT) in this case has been able to transfer into a theory that has a significant influence in the field of business and international marketing (Arnould & Thompson, 2018). Proponents of this theory assume that worldwide in trade has been the biggest factor in why global consumer culture is linked to why many consumers value consumption regardless of where they come from (Taylor & Okazaki, 2015). When talking about this trend, it can be seen that the GCCT or Global Consumer Culture Theory is increasingly gaining power in business and international marketing (Arnould & Thompson, 2018). For those who agree with what this theory says have beliefs about the globalization of markets. That in this case its existence is able to cause a global consumer culture where they share values with other consumers in any part of the world (Taylor & Okazaki, 2015). In addition, the global consumer class intend to transform into part in global consumer cultivation. Every country including South Korea (Dawar & Parker, 2014) has increased in number, as a result of which GCCT has become influential in global consumer culture. Extending and verifying the scale for measuring the cross cultural vulnerability of consumers to global consumer culture (SGCC), including three dimensions: conformity of consumer trends, perceived quality and social prestige. If corporate globalization efforts do not increase, globalization will be difficult. Global consumer brand awareness in the market. In this context, multinational companies must be able to be aware or in the other hand, conscscious the impact of their marketing activities on consumer permitted of products at a global level.

In this case, SGCC can be described as a tendency or it could be a desire from consumers to make purchases and also Use the brand on a global scale (Zhou *et al.*, 2010). And in this case, there is an accelerated build up of SNS (Social Networking Services) which follows the current speed of internet development, where it has an impact that is not limited to emotional attachment only. The brands they chose to wear (Gustafsson *et al.*, 2005) but also influence user acquiescent to commit and guarded down for the brand (Pimentel & Reynolds, 2004). Commitment to a particular brand in this case leads to intentional consumer behavior, which is done in order to create a long lasting ship with that brand in the times to come. Then after the commitment is made, a strong belief will be able to determine a specific attitude towards the brand, which makes it difficult for the consumer to turn away and use a competitor's brand. (Kim *et al.*, 2008, Raju *et al.*, 2009). An emotional commitment which in this case is described as a positive attitude is generally a determinant factor that is able to influence the loyalty that is expressed by word of mouth. In this way, it will be able to make consumers make repurchases due to a sense of intimacy and psychological trust (Hennig-Thurau *et al.*, 2001). Behavioral participation in fact has the power and immediately impact on loyalty, but does not stop at that aspect alone. But in this case it also affects to strengthen the support that the brand has. Examples of this drive, are brand advocacy, brand recognition, and so on. The reinforcement in question is also not always looking at purchases made by customers (Pimentel & Reynolds, 2004). In addition, this research is also able to describe the mechanism.

Of commitment and loyalty bonds towards the use of constructive attitude commitment. Commitment in this case refers to the attitudes, promises, and sacrifices that existed at that time (SanMartín Gutiérrez *et al.*, 2004). Some studies SanMartín Gutiérrez *et al.* (2004) it has received a call for the need to know the relationship and the effect of national commitment with attitude commitment and loyalty. This research answers that call and seeks to clarify how the emotional commitment generated by SGCC's presumption of continually influencing consumer expenditure or sacrifice and consequently on loyalty. From this point of view, it is instantly worth pursuing the influence of SGCC's perceived foreign halal cosmetics on commitment and loyalty in the Korean market, where the enquirefor halal cosmetics is growing. Thus, this research describes the commitment-loyalty bond mechanism based the attitude commitment construct. Attitude commitment refers to attitudes, vouw and forgo at present (SanMartín Gutiérrez *et al.*, 2004).

Some studies SanMartín Gutiérrez *et al.* (2004) has announced the importance of investigating the effect of emotional commitment on attitude commitment and loyalty. This research answers that call and seeks to clarify how the emotional commitment generated by SGCC's presumption of continually influencing consumer expenditure or sacrifice and consequently on loyalty. The growth of halal cosmetics from 3% to 22% in 5 years (Adapted from Survey Bizteka-CCI 2015, Marcomm Cases in Indonesia, BBC News). Likewise in Indonesia, the growth of halal products has increased the Indonesian economy from 8, 9% to 13,9% in 6 years. One of the most growing forms of halal products in Indonesia is cosmetic products (wardah). This cosmetic product experienced growth from year 2014 to year 2018 with the growth of 44%. There is even one halal product that has taken over the market leader in one of the markets in Indonesia.

Therefore, this research aim to investigate several driving forces of cosmetic consumer loyalty to particular product. Prior research shows SGCC, commitment, or loyalty differ between buyers and non-buyers. This study's initial goal was to investigate the association between SGCC and attitudes towards using GCCT as well as emotional commitment. Because our devotion to the product will increase as our opinion of its quality rises. However, some study has been attempted on the influence of SGCC on outcome variables like as commitment and loyalty. Several studies have demonstrated that SGCC may be used to determine global position, which in this case can take advantage of global consumer assumptions of global brands. Additionally, certain research by Akaka & Alden (2010) makes it necessary to investigate whether consumers from other cultures other than Western culture have different perceptions of the SGCC.

2 | BACKGROUND THEORY

Dholakia and Talukdar (2004) shows that, there is a consumer consumption patterns of consumer behavior . According to Holt & Quelch, Taylor (2004), in the 21st century, when cultures between countries become global due to a shift in mindset to an information society and when communication replacement with the scatter of mass media so that consumers have the same values and consumption culture when culture between countries to become global. As a criterion for purchasing decisions today, global consumers have a worldwide character which wears the icon of a worldwide brand. Similar to the current global consumer trend that has developed in line with the growth of SNS and the internet, and also in this respect has a significant impact on the emotional attachment to a brand that consumers use (Gustafsson *et al.*, 2005).

Hypothesis 1 (H1). Consumer trend fit has a positive effect on emotional commitment.

The social prestige generated in stakeholder research can influence commitment (Carmeli *et al.*, 2006). In the case of civic behavior, social prestige can have an important effect on consumer commitment beyond basic needs such as economic prestige (Carmeli, 2005). In order to maintain or reinforce their positive outlook, consumers can fulfill their need for self-improvement by identifying brands with social prestige (Stokburger-Sauer *et al.*, 2012). In this case consumers find that they are with a group of people who use certain products or brands that are positioned on social prestige, and if this social motive is fulfilled, they will have positive emotions towards the brand or product.

Hypothesis 3 (H3). Emotional commitment can be positively influenced by social prestige.

According to Ruvio *et al* (2008) social prestige brands are considered to be unique to consumers, so that the use of these brands by consumers is an impetus to try to be the same as groups trying to use social prestige brands, and positive consumers. commitment to a brand or product that expresses its social image will increase. If their brand or product reflects their image or social goals then consumers will respond well to the brand or product (Snyder & DeBono, 1985). The question of whether consumers respond assuredly to their products if they have the social adjustment function they have in this case has the possibility of being familiar with known products or brands in a social context. Or in this case also about social expressions that are able to convey their values, beliefs, and attitudes towards others (Libai *et al.*, 2009). Therefore, this study can predict that halal cosmetics, which demonstrate user integrity and show immediate social signs, exhibit dedication and useful behavior. So in this study, the following searches depend on the results of previous searches.

Hypothesis 4 (H4). Commitment prestige can be positively influenced by social behavior.

Quality response is things for user to procure functional advantage through a global brand or product and that consumers' perceptions of quality for a global brand influence their commitment and buying intentions (Akram *et al.*, 2011). If the quality of the global brand perceived by user can influence the emotional attachment of user to global brands and increase buying intention for a product (Wang *et al.*, 2000). From a study on service quality that consumers' views of quality have a big influence on commitment and loyalty which mediate service contentment (Dai *et al.*, 2011).

Hypothesis 5 (H5). Perceptions of quality have a positive effect on emotional commitment.

Quality of service can influence commitment in customer center studies (van der Aa *et al.*, 2015, Dean, 2007). According Hennig-Thurau *et al* (Hennig-Thurau *et al.*, 2001), service quality is a part of increasing emotional commitment. Understanding the quality of cosmetics immediately or inmediately affects emotional commitment and behavioral commitment by discussing comprehensively the study of perceived quality and commitment. So in this study, the following searches depend on the results of previous searches.

Hypothesis 6 (H6). Perceptions of quality have a positive effect on behavioral commitment

According to Morgan & Hunt (1994), What plays a major role in this is the aspect of commitment, which affects the termination of positive word of mouth and how the intentions are in the future. Commitment to the brand certainly has a role as a central antecedent. The central antecedent will be able to build loyalty which in this case is a continuous purchase intention, an evaluation that contains benefits, and an assessment that has a specific purpose (Mcalexander *et al.*, 2002). Emotional commitment forms emotional bonds that generate behavioral commitments such as repeat buying and mastering ongoing commitment is the behavioral intention to continue the purchase (SanMartín Gutiérrez *et al.*, 2004).

Hypothesis 7 (H7). Behavioral commitment can be influenced positively by emotional commitment.

According to Richard (1999) emotional factors in consumer-brand interactions are the primary factors that affect

consumer behavior. Behavioral loyalty and attitude loyalty in telling long time relationships through customers with emotional commitment which is an important variable (Evanschitzky *et al.*, 2006). According to Rhoades, Eisenberger, Armeli (2001), emotional commitment is an important role that can affect loyalty.

Hypothesis 8 (H8). Loyalty can be influenced positively by emotional commitment

According to Dick & Basu (1994), emotional commitment can affect loyalty from an attitude point of view, while Davis-Sramek *et al* (Davis-Sramek *et al.*, 2009) emotional commitment is an antecedent of commitment, views of behavior and attitudes. As previously explained, emotional commitment, behavioral commitment and loyalty can immediately influence cosmetic brands. So in this study, the following searches depend on the results of previous searches.

Hypothesis 9 (H9). Loyalty can be influenced positively by behavioral commitment

Quality perception can also be a problem for retailers, distributors, and other channel members, helping to increase sales. Perceived quality is a crucial dimension related to brand equity. The more user expect to buy a product from a brand, the greater their desire to spread the brand to other (Ewing, 2000). In general, when user distinguish high quality, the product meets the needs user or customer, which in turn leads to user contentment or fulfillment and loyalty (Juran and Gofrey, 1999). Hardware stores are more willing to place an order when there is a tendency to distinguish higher quality. Perceptions of product quality, end- user pressure and loyalty all influence buying decisions. Quality is crucial for retailer loyalty; If the consumer feels satisfied with the product, they are more likely to buy it repeatedly (Davis-Sramek *et al.*, 2009). Retailer or wholesaler awareness, wholesaler association, wholesaler perceived quality and wholesaler loyalty are assuredly related to buying intention (Das, 2014). As the opinion by Pappu *et al* (2005) perceived quality is related to brand loyalty.

Hypothesis 10 (H10). Quality Perception can be influenced positively by loyalty.

Based on the above hypothetical framework, the research model can be described as follows.

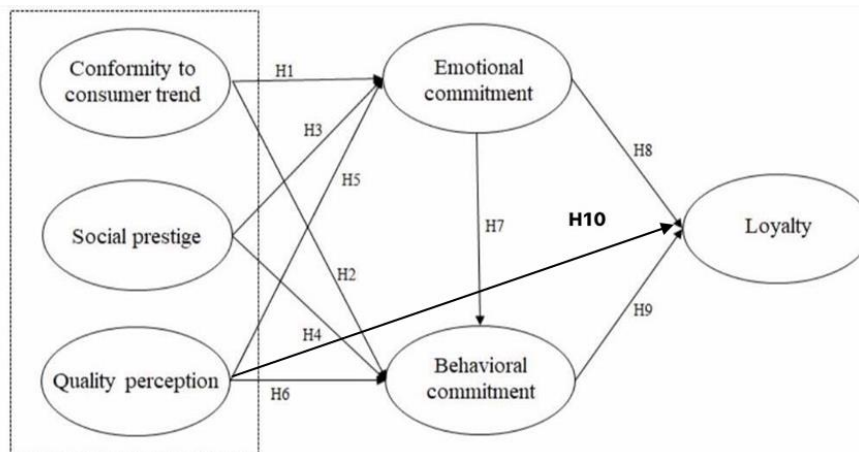


Figure 1. Research Model

3 | METHOD

SGCC is describe as the user willingly or tendency to buy and use the global brands (Zhou & Poon). In this research, SGCC is measured in 3 measures of conformity with consumer trends, social prestige, and perceived quality based on the research of Zhou & Poon (2008). If viewed from history, it can be seen that conformity to user tendency is described as the desire of user to explore consumption trends at the global level. And in this case, if it is based on previous research, it can be adapted to the context of this research with five items. Social prestige in this case is said to be a symbolic image of consumers towards an industry that has succeeded in gaining prestige and then measured using six items. Finally, perceived quality is described as a user's subjective quality of attributes or a product's usefulness itself with five items. Emotional commitment can be described as psychological attachment to the halal cosmetic brand they use (SanMartín Gutiérrez *et al.*, 2004) and is measured in 3 items modified to fit the context of this research based on previous research by SanMartín Gutiérrez *et al* (2004). Attitude commitment is defined as dedication and sacrifice to the brand they use (SanMartín Gutiérrez *et al.*, 2004) and is measured in 2 items adjust or adapt to fit the framework of this research based on previous research by Gutiérrez *et al* (2004). Loyalty is defined as buying intention and word of mouth or verbally of cosmetics (Klein *et al.*, 1998) and is measured as 3 modified items according to the context of this research based on previous research from Klein, Ettenson and Morris (1998).

In this case, a 7-point Likert scale is used to measure items. In this case, point one means strongly disagree to point 7 which means agree. The structured questionnaire was originally build in English, but was later developed

and translated into Indonesian using the back translation method. The original and translated types of questionnaires were then compared for the purpose of consistency. These measurement items were later confirmed by university researchers as well as those who are cosmetologists. Our research population is all users of halal cosmetics In Indonesia especially Jakarta area. This study was conducted in July 2021 during the Covid-19 pandemic. Based on the provisions of using SmartPLS analysis, the number of research samples is five times the number of questionnaire questions (Hair *et al.*, 2014), so that it requires 125 respondents (25x5). The questionnaire that we created uses a google form to be distributed to all respondents, with the minimum criteria of using halal cosmetics.

Based on the results of processed data from the pre-test results that have been carried out on 30 respondents, the researchers conducted a factor analysis to test the validity and reliability with SPSS software so as to find results for the Conformity to user tendency , Social prestige, Quality perception. Besides that, its about an Emotional commitment, Behavioral commitment, and Loyalty which are all declared valid. Thus, from the pre-test results obtained 25 valid questions. Therefore, researchers need a minimum number of research samples of 125 people (5x the number of questions) according to the formula (Hair *et al.*, 2014).

4 | RESULTS AND DISCUSSION

4.1 Results

Based on the distribution of questionnaires via google form, composed as many as 127 replayer who meet the criteria that have been set. From the data obtained, the number of pamale respondents was 80% and male respondents were 20%. Based on the type of product used, the number of Wardah brand users was 58%, 16% Safi brand users and 26% Ms Glow brand users. The motivation of this study is to try to assess the relationship that exists between the construct and its indicators, which in this case is achieved in two stages. The stages in question include the evaluation of convergent validity (see loading factor for each construct) and also discriminant validity (see output composite reliability or in this case it can also be called Cronbach's alpha). Here is the SmartPLS output display.

Source: SmartPLS processed data, 2022

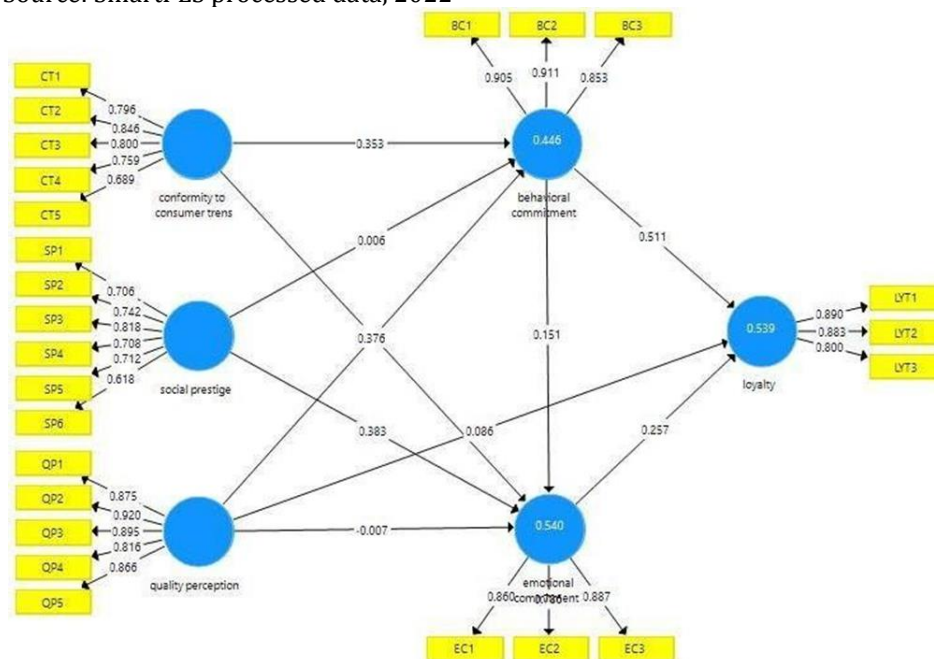


Figure 2. Outer Loading Algorithm Results

In this thesis, Unidimensionality in each frame is composed of several items from the SGCC, which include: According to consumer trends, social prestige, acceptance of existing quality, emotional commitment, behavioral commitment and loyalty were estimated using SmartPLS 3.3(Hai r *et al.*, 2012). First, reliability was accepted using Cronbach's and composite reliability (CR). Cronbach for the SGCC subdimension, consumer conformity trend, social reputation and perceived quality are (0.839), (0.819), (0.923), and the value of CR are (0.885), (0.865), (0.942). Cronbach for emotional commitment and behavioral commitment is 0.798, 0.869 and the CR value is (0.882), (0.920), which exceeds the commonly ask for standard of (0.70). Cronbach for loyalty is also 0.820, and the CR value is (0.894), indicating that there are no

problems in honourability.

For the sake of diversification of validity, this is done by becoming two validias. The validity in question is convergent validity and discriminant validity. The factor loading of each factor is 0.70 or more, and the AVE value is 0.50 or more. In this case which validated the unite validity of each frame. In order to check discriminant validity, there is discriminant validity between constructs if the square root of AVE in the Fornell-Larckercriterion is bigger than the correlation value. The square root of the AVE is greater than the correlation coefficient. And in this case, the square of the correlation between paired frame is smaller than the AVE. In this way, discriminant validity between frames is proven. Checking the validity of the convergent validity is done by see at the Average Variance Extracted (AVE) value. In the dependent variable is Loyalty, Behavioral Commitment, and Emotional Commitment variable, the root value of AVE (0.737), (0.792), and (0.714). While the independent variable is Conformity to Consumer Trends (0.885), Social Prestige (0.518), and Quality Perception (0.766). Even so, the visible results are still safe because nothing is < 0.50 , so it meets the requirements of good discriminant validity.

Furthermore, predictive relevance which is determined by R^2 , the coefficient of determination which is representative of the explanatory power of variety variables. In this case, emotional commitment 0.540 (54.0%), behavioral commitment 0.446 (44.6%), and loyalty 0.539 (53.9%), higher than 0.10 (10%). Although R^2 of behavioral commitment is rather low, R^2 of emotional commitment and loyalty is continuously more powerful, which in this case illustrates that there is no issues with the elucidative power of variety variables.

Table 1. Research Model Hypothesis Test

Hypothesis	Hypothesis Statement	T-Value	Information
H1	Consumer or user trend fit has a positive eff on emotional commitment.	2.686	Data support the hypothesis
H2	Consumer or user trend fit has a positive effect on behavioral commitment	3.010	Data support the hypothesis
H3	Emotional commitment can be positively influenced by social prestige.	3.684	Data support the hypothesis
H4	Behavioral commitment can be positively influenced by social prestige	0.057	Data don't support the hypothesis
H5	Perceptions of quality have a positive effect emotional commitment.	0.059	Data don't support the hypothesis
H6	Perceptions of quality have a positive effect on behavioral commitment	3.279	Data support the hypothesis
H7	Behavioral commitment can be influenc positively by emotional commitment.	1.429	Data don't support the hypothesis
H8	Loyalty can be influenced positively by emotional commitment	2.990	Data support the hypothesis
H9	Loyalty can be influenced positively by behavioral commitment	5.536	Data support the hypothesis
H10	Quality Perception can be influenced positively by loyalty.	1.026	Data don't support the hypothesis

Source: SmartPLS processed data, 2022

H3 and H4 in this case seek to find a relationship between the influence of social prestige which in this case is compared with emotional and behavioral commitment. Then the fact that there is a factor that has a large influence between social prestige and emotional commitment (t-value = 0,057, $p = n.s.$), so it can be seen that H3 is supported, but in H4 it is not. In the analysis section, H5 and H6 analyze the effect of perceived quality on emotional commitment and behavioral commitment. Perceived quality was found not to have a significant effect on emotional commitment (t-value = 0.059, $p < 0.01$) but has a significant effect on behavioral commitment (t-value = 3,279, $p = n.s.$). H5 is not supported, but H6 is supported. In H7, trying to analyze the effect of emotional commitment compared with behavioral commitment. In this case, it is evident that emotional commitment does not have a significant impact on behavioral commitment (t-value = 1.429, $p = n.s.$). H7 in this case is not supported. Meanwhile, in hypotheses 8 to 9, an analysis of the effect of commitment (emotional and behavioral) emotional commitment (t-value = 2.990, $p < 0.01$) and behavioral commitment (t-value = 5.536, $p < 0.01$) have a significant influence or significant to loyalty, so H8, H9 are supported. But, H10 quality perception has no significant to loyalty (t-value = 1.026, $p < 0.01$) so this hypothesis not supported. More details about this can be seen in the appendix.

4.2 Discussion

This study demonstrates that the alignment of global consumer trends has a significant impact on the emotional commitment of consumers to halal cosmetic brands. Consumers who feel connected to global trends are more likely to develop a strong emotional attachment to the brands they choose, especially if the brand aligns with an international image that matches their desired lifestyle. This finding aligns with Akram *et al.* (2011), who stated that in emerging markets, the perception of brand globalness plays an important role in consumers' purchase decisions. This explains why consumers who are more open to global trends tend to select products that not only meet functional needs but also reflect evolving global standards. On the other hand, social prestige also proves to have a significant effect on emotional commitment, but it does not directly influence behavioral commitment. Brands associated with high social status tend to make consumers feel more emotionally attached. However, this emotional attachment does not always translate into actions like repeat purchases or brand advocacy. This finding supports Alden *et al.* (2006), who explained that while social status can enhance positive attitudes toward a brand, its influence on purchasing behavior is more complex and often dependent on other factors.

Perceived quality, although highly important in shaping purchase decisions, shows a greater influence on behavioral commitment rather than emotional commitment. Consumers who consider the quality of halal cosmetic products important for maintaining skin health or providing other benefits are more likely to make repeat purchases. However, perceived quality does not significantly affect consumers' emotional commitment to the brand. This underscores the importance of product quality in creating loyalty driven by actual consumer behavior, although emotional factors play a more substantial role in forming long-term bonds. Additionally, both emotional commitment and behavioral commitment were found to have a positive and strong influence on brand loyalty. Consumers who feel emotionally connected to a halal cosmetic brand are more likely to exhibit higher loyalty, reflected in repeat purchases and product recommendations to others. Behavioral commitment also proves to be a significant factor in building loyalty. This finding reinforces the view of Morgan & Hunt (1994), who argued that commitment forms the foundation for long-lasting relationships between consumers and brands. In this case, brand loyalty is not only shaped by product satisfaction but also by a deeper connection established through consumers' emotional and behavioral commitment.

However, product quality does not always influence loyalty in the same way. Although perceived quality can impact purchase decisions, consumer loyalty is more influenced by the relationship formed with the brand. Consumers who are emotionally connected and show behavioral commitment to a brand are more likely to remain loyal, even when competing products may offer better quality. This leads to the understanding that brand loyalty is not just about product quality; it is more about the long-term relationship built through emotional and behavioral commitment.

The study reveals the importance of global consumer trend alignment, social prestige, and emotional commitment in shaping brand loyalty for halal cosmetics. Halal cosmetic brands aiming to maintain and expand their market share need to pay attention to how their products are positioned in the global market and how they can leverage values associated with global trends and social status. Furthermore, brands must focus on building strong emotional relationships with consumers, which in turn will strengthen behavioral commitment and increase brand loyalty. These findings also provide valuable insights for developing marketing strategies. Halal cosmetic brands that aim to create long-term loyalty need to offer a brand experience that emphasizes not only product quality but also a deep emotional connection with consumers. Incorporating global trends and social prestige into marketing communications can be key to attracting consumers who are more conscious of global trends, ultimately driving higher loyalty and improving customer retention.

5 | CONCLUSIONS AND FUTURE WORK

Finally, this study contains the following results and research implications. The first is that this study finds accordance with user trends has a major influence on emotional commitment, but on the other hand this is not immediately related to behavior commitment. This is in accordance with what has been found by Alden *et al.* (2006) in their research, which found a global consumption orientation that has been shown to assuredly influence consumer attitudes with the theory of cultural globalization. Or if expressed in other words, it can be seen that when user with a high level of accordance to user trends buy of halal cosmetics, they will build that emotional commitment to existing brands when they knowledge the recognition of consumption trends if compered with global consumers. In this case, for example, is whether the cosmetics are able to picture perfectly a modern lifestyle. That being so, fellowship engaged in halal cosmetics need to be able to provide a global company image in product advertisements, and these advertisements must enable consumers to feel that they are one step closer to the international lifestyle by adjusting to current trends. In global The Second is about social prestige which has a large and significant influence on emotional state, but in this case it does not significantly affect behavior commitment. Based on this, it can be assumed that the cosmetics used in this case are not exposed to other brands, so they are different from other products. And in this case, consumers of halal cosmetics will appreciate the function and quality of the product more than social prestige.

The third result is the finding that perceived quality has no significant effect on emotional commitment, but significant effect to behavioral commitment. There may be several reasons why, in this case, consumers ultimately choose halal cosmetics, but these cosmetics contain good qualities such as anti-aging, maintaining skin health and appearance, and so on that are able to provide psychological attachment to the cosmetics in question. Therefore, halal cosmetic companies need to carry out research and development on an ongoing basis on how to improve the quality of cosmetics. This can be achieved by continuing to carry out strategies in marketing communications that are able to emphasize the quality of cosmetics and their functions are the best when compared to halal cosmetic competitors, and consumers will be able to trust the brand continuously (Cater & Ater, 2010).

The fourth is both commitment, (emotional and behavioral) affect brand loyalty, and behavioral commitment in spesifict has a big impacton brand loyalty. These things are the same pages with Gutiérrez *et al* (2004). The findings of this study indicate that customer's emotional commitment can increase behavior commitment and also customer loyalty. Not only that, but also able to increase the company's profitability. On this basis, managers in halal cosmetic companies need to develop a different marketing strategy that is not only about strengthening the psychological interest of customers but also being able to reduce negative emotions towards the brand which can be done by strengthening the behavioral commitment and loyalty of the customer.

The fifth Quality Perception has no significant to loyalty, consumers who are loyal to a company's brand must be maintained. Because with brand loyalty, consumers will repurchase of a brand, and ultimately the company will benefit, because it can compete with its competitors. Good customer feeling pleasure or disappointment that arises after comparing the performance of a product thought of the expected performance is satisfaction a customer. In other words, a person feels satisfied if the results obtained at least able to meet his expectations while someone feels not satisfied if the results obtained are not able to meet their expectations.

And lastly, in the case of cosmetics, because the product immediately touches the skin and is also part of daily products, the user with frequent purchases will feel have committed to these cosmetics. This is gained by own experience as opposed to conforming to what others feel and being part of a group. Hence, it is essential to entrenched a promotions trick that permit the potential user to be continuously appear to new global user tendency and is also able to make them follow the trends made by consumers. Not only that, it is prominent to rebuild customer experience strategies that can take advantage of various online and offline marketing channels that can be adapted to consumer trends in society. For this reason, marketers are not only able to provide sustainability value, but are also able to provide benefits to add new customers, which is why it is necessary to implement specific purposes and scheme to prevent customer excrate and also expand new customers. If in this case new customers are in small numbers in terms of purchases, it is necessary to make sure that the product is a product that is very meaningful to consumers. And if this is the case, it can be seen by their positioningis successful, building a positive brand image which will be able to bring consumers to buy products on an ongoing basis.

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