

Type Of Endorser And Media Modality In Halal Cosmetic Advertising On Instagram

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Abstract

The purpose of this study is to investigate the difference in consumer attitude toward brand and advertising, and purchase intention when consumers encounter halal cosmetic advertising on Instagram using different types of endorsers and presentation modalities. The halal industry is increasingly experiencing rapid development, including in the halal cosmetic industry. Halal cosmetics is starting to be liked by young people. To reach the young segment of the market, halal cosmetics use social media such as Instagram to do marketing. An experiment design was conducted involving 132 undergraduate students. This research used MANOVA and linear regression for analysing the data. The results of this study indicate that the use of influencers is more effective in generating positive consumer attitudes compared to celebrity endorsers. Halal cosmetic marketers who advertise on Instagram want to make consumers pay more attention to the advertisements posted by these marketers and not scroll to other feeds, it is suggested that they use influencer endorsers and rich modality strategies in their advertisements. This research has novelty in providing an overview of marketing halal products on social media, especially on Instagram.

Keywords: *halal cosmetic; Instagram; endorser; social media advertising*

INTRODUCTION

The Muslim population is predicted to increase every year (Ishak et al. 2020; Zaidun and Hashim 2018). Therefore, the halal market is a very profitable market for all types of consumer products and services, including cosmetics (Ayisy Y 2018). Overall, the halal cosmetic industry has grown worldwide both in developed and developing countries (Krishnan et al., 2017). In 2015, the value of the worldwide halal cosmetics market was approximately 20 billion U.S. dollars and is expected to reach 54 billion U.S. US dollars in 2022 (*Statista.com*, 2022). Muslim spending on cosmetics is estimated at 70 billion U.S. dollars in 2021 and is expected to reach 93 billion U.S. dollars in 2025 (Global Islamic Economy 2021). This shows that the halal cosmetic industry has a high prospectus and must be developed.

Halal cosmetics are starting to be liked by young people such as the millennial generation (Khan, Sarwar, and Tan 2021). This is because the younger generation today is more likely to look for cosmetics with high quality and guaranteed safety (Swidi et al. 2010). The younger generation is worried that many cosmetic products currently contain ingredients made from gelatin, collagen, collagen, lactic acid, and alcohol which can accumulate in the bloodstream and harm the body. (Mukhtar, A. and Butt 2012). Therefore, choosing halal products because they are safer because they contain ingredients that meet the requirements according to Sharia, such as not using ingredients that contain alcohol, and using the best and safest natural ingredients. (Khan, Sarwar, and Tan 2021). Halal products are also in demand by non-Muslims because halal products are believed to be of high quality, safe and hygienic (Maryati, Syarief, and Hasbullah 2016).

The halal cosmetic industry is growing rapidly as the trend of increasing global Muslim population recently. Malaysia, Indonesia and Thailand are among the three major halal cosmetic markets in

Southeast Asia (Suparno 2020). This development is due to the existence of social media as an effective communication and marketing platform (Doan 2019). In addition, halal cosmetics have unique characteristics compared to ordinary cosmetics in terms of ingredients and production processes. Indonesia is a country with the largest Muslim population in the world. Based on reports from (worldpopulationreview.com 2022), Indonesia's Muslim population ranks first with 231 million people. Other countries in population order are as follows: Pakistan – (212.3 million), India (200 million), and Bangladesh (153.7 million). With the large number of Muslim populations in Indonesia, making Indonesia a very prospective place to market halal products and has a high demand for halal products. A large number of Muslim populations in Indonesia, make Indonesia a very prospective place to market halal products and has a high demand for halal products. Indonesia has regulated regulations regarding halal products in Indonesia, namely with the Law of the Republic of Indonesia Number 33 of 2014 concerning Guaranteed Halal Products. Indonesian brands are expanding their portfolio and global footprint.

The halal cosmetic industry has started to use social media to advertise and promote its products. Companies use social media to communicate with consumers, increase their brand equity and carry out promotions (Zahoor, S.Z. 2017). One of the social media that is popular among young people and is used by companies to promote their products is Instagram. Instagram is a popular application used by internet users around the world and is visually based which allows private users, brands, and marketers to share content in the form of photos or videos on Instagram. (Kim, H. C., and Hyun 2016). Instagram is one of the social media that has the 4th largest number of users in the world with 1.96 billion users (Hootsuite.com 2022). In Indonesia, the number of Instagram users reached 104,175,200 users and was ranked 4th in the world (NapoleonCat. 2022), and dominated by users aged 18-24 (39.1 million). Instagram is becoming a popular application for marketers and companies as an advertising marketing channel and has high engagement with its users compared to other applications (Rietveld et al., 2020). This shows that Indonesia is a potential Instagram ad market. Instagram has a positive impact on MSMEs in Indonesia because customers come from various parts of Indonesia and abroad (Khair 2020). Instagram helps marketers to advertise their products in an easier, cheaper, and wider way (Kusumasondjaja 2020).

Especially with the pandemic conditions, the activities of the world community have shifted online. The pandemic has changed the habits of people who tend to work from home and carry out activities online (Iriani and Andjarwati 2020; Siste et al. 2020). Some countries have provided concessions for physical activity outside the home. However, because they are used to online habits, consumers tend to buy products online, so the era of direct buying begins to decline and shifts to online. (Brightlocal 2022). Based on the E-commerce Indonesia Report (2022), 61.1% of internet users use social media to find information about brands or products. Not only that, as many as 60.6% of internet users in Indonesia make online purchases of products or services every week. This shows that consumers are used to searching for products to purchasing products through online media. With these conditions, marketers must advertise, and promote their products through online media to survive (Awali 2020). Thus, halal cosmetic manufacturers and marketers must use online media to promote their products. The advantage of Instagram is that it can reach a wide market with interesting forms of text, image, and video communication (Setiawati, S., & Aini 2019).

With more and more companies using Instagram as an advertising medium, it has created an advertising clutter environment, a situation where the number of ads is increasing and competing with each other for getting consumer attention (Kim, H. C., and Hyun 2016). Under these conditions, the company is difficult to create a unique position in the minds of the market (Min et al., 2019). Therefore, halal cosmetics marketers need to think of effective strategies so that consumers pay attention to their ads on Instagram.

The effectiveness of advertising on social media on anyone who delivers advertising content (Kusumasondjaja 2020; Min, J. H. J., Chang, H. J. J., Jai, T. M. C., & Ziegler 2019). Marketers use

celebrities to endorse their brands to make advertisements believable and increase brand recognition by consumers (Min et al., 2019). Recently, endorsers that companies use to support brands are not only celebrities, but also influencers. Celebrity endorsers are celebrities born from their activities through TV, music, and sports. Meanwhile, influencers are born from social media and build their reputation among their followers from their posts on Instagram (Schouten, Janssen, and Verspaget 2020). Marketing using influencers has become a powerful online instrument for persuading customers (Belanche, Flavián, and Ibáñez-Sánchez 2020). However, celebrities are also believed to be able to provide a positive buzz effect about brands and help brands to get market attention more easily (Thomas and Fowler 2016). The effectiveness of using endorsers using celebrities compared to influencers in advertising on Instagram has not been explored and proven empirically, moreover research on influencers on Instagram is still rare. (Casalo et al., 2018). This is the reason for researchers to examine the effectiveness of using celebrity vs influencer support in the delivery of advertisements on Instagram, especially in the context of marketing halal cosmetics on Instagram.

Instagram users have a habit of sharing photos or videos to get likes or for fun (Tian 2019). In delivering messages, marketers need to pay attention to the richness aspect. According to media richness theory, each communication medium is classified as lean or rich depending on its ability to convey knowledge and information (Kwak 2012). In the context of Instagram, the modalities used to present visual images posted on the media platform can involve single (lean) or multi-modal (rich) visual images (Kusumasondjaja 2020). In the context of halal cosmetics, marketers can deliver advertisements using a photo or video media.

Many types of researches on halal products have been carried out but those who research on the marketing of halal products on social media are still rare. Mostly about halal food and beverages (Ali, A., Xiaoling, G., Sherwani, M. and Ali 2018; Kawata, Y., Htay, S.N.N. and Salman 2018; Maichum, K., Parichatnon, S. and Peng 2017; Awan, H.H., Siddiquei, A.N. and Haider 2015), and partly about halal cosmetics (Shahid, Ahmed, and Hasan 2018; Handriana et al. 2020). Research on halal cosmetics that refers to social media marketing, especially on Instagram is still a bit (Jalil et al. 2021; Yulianto et al. 2021; Suparno 2020; Ainin et al. 2020). Research on halal cosmetics so far has focused on consumer attitudes (Ngah et al. 2021; Naszariah et al. 2021), and explored the factors that influence consumers' purchase intentions to buy halal cosmetics (Eze, U.C., Tan, C.-B. and Yeo 2012; Zaidun and Hashim 2018; Hashim A.J.C.M. and Musa R. 2014). Although more and more companies are using influencers to promote their products, academic understanding of the value of influencers is limited, while the effectiveness of celebrity endorsements has been studied extensively (Bergkvist, L., & Zhou 2016; Van Der Wielen 2022). Although recent qualitative research has shown that the effectiveness of influencers compared to celebrity endorsers is better in generating positive attitudes of young consumers (Djafarova, E., & Rushworth 2017), only a small number of studies explicitly compare the effectiveness of the two endorsers. Further research on the effectiveness of using influencers and celebrities as endorsers, needs to be done because it is useful for academics to develop knowledge about influencer effectiveness and useful for marketers to do marketing (Schouten, Janssen, and Verspaget 2020). The effectiveness of using endorsers using celebrities compared to influencers in advertising on Instagram has not yet been explored and proven empirically, firstly regarding influencers on Instagram, it is still rare (Casalo et al., 2018). So, this study tries to discuss the marketing of halal cosmetics using Instagram social media and its effectiveness to influence consumers' purchase intentions in buying halal cosmetic products on Instagram uses various types of endorsers and presentation modalities.

LITERATURE REVIEW

Halal Cosmetic

Cosmetics are treatments used on the human body, especially on the face, skin, eyes, hair, mouth, and nails, for cleaning, enhancing appearance, providing a pleasant fragrance, or providing protection (Shahid, Ahmed, and Hasan 2018). Halal cosmetics are cosmetics that have ingredients and processes according to Sharia provisions, have high-quality ingredients, and are safe to use (Grand View Research, 2017). Halal cosmetics are estimated at 25 Billion U.S. dollars in 2025 (Global Islamic Economy 2021). The demand for halal cosmetic products is increasing as the Muslim market feels safe regarding cosmetic ingredients, due to the suspicion that many international brands use enzymes extracted from pork or alcohol as preservatives (Mukhtar, A. and Butt 2012). For a Muslim, consuming halal products is a choice, but it is an obligation (Ngah et al. 2021). In addition, Islam is the fastest growing religion in the world, which promotes hygiene and high product quality, halal-certified cosmetics have a wider market appeal not only among Muslim consumers but non-Muslims as well (Ekowati et al. 2020). Halal cosmetic products include anti-aging creams, skin moisturizers, perfumes, lipsticks, eye, and facial makeup, shampoos, hair dyes, toothpaste, and deodorants (Aoun, I. and Tournois 2015).

Social Media Advertising

Social media advertising is the delivery of information about products or marketing delivered by companies using social media platforms (Tsimonis, G., and Dimitriadis 2014). Social media is an online service that provides two-way communication facilities and a place to share content (Zerrweck et al., 2020). Popular social media namely Instagram, Facebook, Twitter, etc (Klietz et al., 2020). Currently, social media is not only used as a medium of communication between individuals, but also as a marketing tool or vehicle that provides an audience of almost 3 billion people. (Murphy et al., 2020). In the last 5 years, advertising on social media has experienced growth (Chinchanachokchai & Gregorio, 2020). Instagram is expected to generate \$6.8 Billion and Twitter more than \$1.62 Billion in ad revenue by the end of 2020 (Statista, 2019). Social media provides a marketing tool that is inexpensive, easy to use, and provides a wide audience reach (Klietz et al., 2020).

Endorsement

Endorsement is an endorsement given by an influencer/celebrity/expert to a particular product (Liu et al., 2007). There are 3 types of endorsers, namely unknown people, celebrity endorsers, and experts (Kusumasondjaja 2020). However, with the development of technology and social media, endorsers are not only celebrities but also influencers who are well-known on social media through their content (Belanche, Flavián, and Ibáñez-Sánchez 2020). Influencers are different from celebrities. An influencer is born from building his reputation through the various content they share on Instagram with their followers (Schouten, Janssen, and Verspaget 2020). While a celebrity is someone famous for being a certain film artist, singer, or sports player (Tran et al., 2019). An influencer is an individual who can build a unique self-identity and garner a large number of followers who are interested in their brand image (Khamis, S., Ang, L., & Welling 2017). Influencers have stronger engagement with their followers because they are technically more approachable through various social media platforms, and influencers are famous on social media because they are built on their engagement on social media with their followers. (Jin, S. V., & Muqaddam 2019). Marketers often rely on influencers to introduce stronger brands and more profitable brand attitudes (Holmes, 2013). This is because influencers are closer to their followers than celebrities and fans. Influencers are often followed by their followers and are considered experts on certain things, for example hijab influencers with matters related to hijab. The followers of an influencer on Instagram, tend to like what they post and follow what they recommend (Ferchaud et al. 2018). When an influencer shares a post about a certain cosmetic recommendation, he or she will be more likely to have a positive attitude towards brands and advertisements than celebrities, because the influencer is considered to understand this and an influencer is considered to be closer to his followers than celebrities (Rakoczy et al., 2018). An influencer is also closer to his followers because he often shares his daily activities (Tian 2019). Therefore, a hypothesis is proposed:

H1: Consumer attitudes toward brands resulting from halal cosmetic advertisements on Instagram supported by influencers are better than celebrities

H2: Consumer attitudes toward advertisements generated from halal cosmetic advertisements on Instagram supported by influencers are better than celebrities

Media richness theory

Media richness theory states that every communication media classified as "lean" or "rich" depends on its ability to deliver knowledge and information (Kwak 2012). Video has the highest media richness (Alamäki, Pesonen, and Dirin 2019). Advertisements that are presented using rich media (audio and visual) generate positive responses to the advertisements (Weinberger et al. 2017). When the cosmetic advertisements are delivered using rich modality, the information obtained by consumers is more numerous and illustrates reality more complete because it involves various kinds of consumer senses. Therefore, the advertisements generate a higher positive response to the brand and advertising compared to advertisements that only use images (Han, T. I., and Stoel 2017; Xu and Yao 2015). Delivering a message using video is more persuasive and can deliver more complete information and channel positive emotions so that it is higher in generating positive emotions than lean media (Han, T. I., and Stoel 2017). Based on this explanation, some hypotheses are proposed below:

H3: When exposed to halal cosmetic advertising on Instagram, the consumer experiences a greater attitude toward the brand when ad using a rich modality than when using a lean modality

H4: When exposed to halal cosmetic advertising on Instagram, the consumer experiences greater attitude toward advertising when ad using a rich modality than when using a lean modality

Attitude toward brand

Attitude towards the brand is an important variable that affects the purchase intention of customers for the products advertised by the brand/company (Min et al., 2019). The results showed that the attitude toward the brand had a positive effect on consumers' purchase intentions toward the product of the advertised brand (Saupi et al. 2019). The more consumers like a brand, the greater the consumer's purchase intention for the product from the advertised brand, because consumers who like the brand will tend to maintain more positive behavior (Alansari et al., 2018). Consumer attitudes towards brands have a positive impact on consumer purchase intentions (Chetioui et al., 2020). This is also supported by the results of other empirical findings conducted by Chen & Peng (2012), Felix & Braunsberger (2016), Honkanen & Young (2015) which reported that consumer attitudes towards brands have a positive effect on consumer purchase intentions. From the explanation above, the hypotheses developed in this study is:

H5: Consumer attitudes towards brands have a positive effect on consumers' purchase intentions for products from advertised brands.

Attitude toward advertising

Attitude towards advertising is a key indicator of advertising effectiveness, hence predictive of purchase behavior or purchase intention (Ling et al., 2010). The results of the study indicate that consumer attitudes towards advertising have a positive effect on consumers' purchase intentions for advertised products (Raja et al., 2018; Park & Han, 2018). From the explanation above, the hypotheses developed in this study is:

H6: Consumer attitudes toward advertising have a positive effect on consumers' purchase intentions on advertised products

The research model is shown in Figure 1.

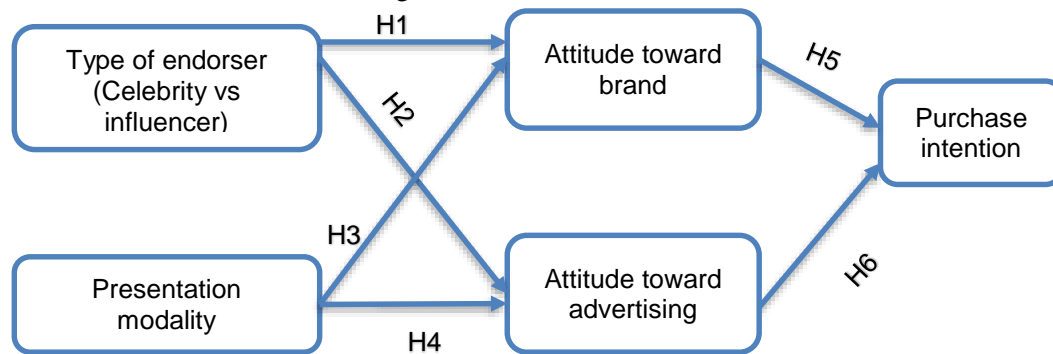


Figure 1. Research Model

METHODS

Research Design

For examining the hypotheses, this study applied an experimental design. It used a factorial design between subject 2 (celebrity vs influencer) x 2 (photo vs video). Participants were exposed to the original (online) version of halal cosmetic advertisements on Instagram endorsed by celebrity and influencer, weak and and presented with lean and rich modality (in the form of images vs audio and visual).

Stimuli Development

This study used stimuli manipulated by pre-testing brand cosmetic products, celebrity endorsers, and influencer endorsers previously preferred by prospective participants. The pre-test was conducted involving 20 female Muslim students before the main study to determine the halal cosmetic brand, influencer, and celebrity that would be stimulated in the main research. The pre-test showed that Wardah is the most preferred halal cosmetic product. The most preferred celebrity Endorser is Dinda Hauw dan the most preferred influencer is Ayana Jihye Moon. The next process was making 4 scenario Instagram posts with a combination of 2 independent variables namely celebrity endorser and photos, influencer endorsers and photos, celebrity endorser and video, and influencer endorser and video.

Participants

The participants were undergraduate students from Indonesia. University students are suitable for this study because they represent the age range of the largest Instagram users (NapoleonCat, 2022), and they have been used as participants in many studies on Instagram (Evans et al., 2017; Kim et al., 2017; Phua et al., 2017; Kusumasondjaja and Tjiptono, 2019). Indonesia has the fourth-largest number of active Instagram users in the world (NapoleonCat, 2022). Participants in this study were Muslim students, had Instagram, aged 18-24 years. The number of participants in this study was $2 \times 2 \times 33 = 132$ participants. In experimental research, the minimum number of samples in each treatment (experimental group) is at least 30 participants (Hair et al., 2014).

Research Instruments

The participant questionnaire consisted of three parts. The first part, to select participants, is for screening questions. The second part of the questionnaire is stimuli and questions to measure participants' attitudes toward the brand, attitude toward advertising, and purchase intention. The third part is about demographics, including age, income, and funds allocations for cosmetics. All items were measured on a five-point Likert scale with a set number of responses from strongly disagree (1) to strongly agree (5). All constructs were measured by how many measurements were quoted from several related studies and adapted to the Indonesian context. The attitude toward the brand variable consists of 4 items adapted from the research of Alansari et al. (2018) and Saupi et al. (2019). The measurement of attitudes towards advertising consists of 4 items adopted from Niazi et al. (2012). The purchase

intention measurement consists of 5 items adopted from research (Kusumasondjaja & Tjiptono, 2019). The Cronbach's α s for attitude toward the brand, attitude toward advertising, and purchase intention each are 0.905, 0.924, and 0.911, which shows good construct reliability. The convergent validity included factors for all items that approach > 0.50 and are significant ($p < 0.05$). Cronbach α values and validity are presented in Table 1.

Table 1. Validity and Reliability Test

Construct	items	Pearson correlation	Cronbach's Alpha's
Attitude toward brand	ATB1	0.848	0.905
	ATB2	0.878	
	ATB3	0.880	
	ATB 4	0.880	
Attitude toward advertising	ATA1	0.949	0.924
	ATA2	0.908	
	ATA3	0.836	
	ATA4	0.914	
Purchase Intention	PI1	0.862	0.911
	PI2	0.923	
	PI3	0.720	
	PI4	0.908	
	PI5	0.903	

RESULT AND DISCUSSION

Results

MANOVA test was conducted to examine the main effects of type of endorser and presentation modality on attitude toward brand and attitude toward advertising. The main effects that differ from the type of endorser (celebrity or influencer) on attitude toward the brand (H1) and attitude toward advertising (H2) were predicted. The results of the MANOVA main effect confirm a significant main effect for attitude toward the brand ($F = 12.467, p < 0.05$). Halal cosmetic advertisements on Instagram result in a higher attitude toward the brand when using influencers (Instagram influencer) ($M = 4.3598, SD = .618$) compared to celebrity endorsers ($M = 4.2841, SD = .677$). Likewise, the main effect, which was hypothesized for attitude toward advertising, was supported ($F = 7.785, p < 0.05$). Halal cosmetic advertisements on Instagram result in a higher attitude toward advertising when using influencers (Instagram influencer) ($M = 4.4735, SD = .65$) compared to celebrity endorsers ($M = 4.3371, SD = .70$). Therefore, H1 and H2 were supported (see table 2).

Moreover, different main effects of presentation modality (lean or rich) on attitude toward the brand (H3) and attitude toward advertising (H4) were predicted. Multivariate analysis confirmed a significant main effect for attitude toward the brand ($F = 11,391, p < 0.05$). Halal cosmetic advertisements on Instagram generate a higher attitude toward the brand when using rich modality ($M = 4.4167, SD = .613$) compared to lean modality ($M = 4.2273, SD = .672$). Similarly, the proposed main effect for attitude toward advertising was supported ($F = 5.28, p < 0.05$). Halal cosmetic advertisements on Instagram generate a higher attitude toward advertising when using rich modality ($M = 4.4659, SD = .615$) compared to lean modality ($M = 4.3447, SD = .679$). Therefore, H3 and H4 were supported (see table 2).

Table 2. Main Effect Test Results

Independent variables		Mean	Attitude toward brand F	Sig.	Mean	Attitude toward ad F	Sig.
<i>a. Type of endorser</i>	Celebrity	4.2841	12.467	0.000	4.3371	7.785	0.0006
	Influencer	4.3598			4.4735		
<i>b. Presentation modality</i>	Lean	4.2273	11.391	0.001	4.3447	5.280	0.022
	Rich	4.4167			4.4659		

This study predicted that attitude toward brand and attitude toward advertising would influence the consumer purchase intention (H5 and H6). To test these hypotheses, we conducted a multiple linear regression. The results of multiple linear regression can be seen in table 3. Based on table 3, The direct effect of attitude toward brand on purchase intention was significant ($p < 0.05$), and the result show significant direct effects of attitude toward advertising on purchase intention ($p < 0.05$). Therefore, H5 and H6 were supported.

Table 3. Multiple Linear Regression Report

Variabel	Koefisien Regresi	Signifikansi
Constanta	.741	0.000
<i>Attitude toward brand</i>	.545	0.000
<i>Attitude toward advertising</i>	.294	0.02

Discussion

Based on the results of the study, shows that halal cosmetic advertisements by influencers (Celebrity Instagram) produce differences in consumer attitudes towards brands and advertisements. Halal cosmetic advertisements using an influencer are higher ($M = 4.3598$) in generating attitudes towards brands compared to celebrities ($M = 4.2841$) and advertisements endorsed by influencers produce higher attitudes towards advertisements ($M = 4.4735$) compared to those endorsed by celebrities ($M = 4.3371$). Even though influencers have fewer followers than celebrities, their influence is bigger. This is because Influencers build their reputation through their content and their engagement on social media with their followers (Schouten, Janssen, and Verspaget 2020). While celebrity endorsers do not become famous through the internet, they are famous in a movie, singing, or in sports. Celebrity endorsers are simply building their way into social media (Van Der Wielen 2022). Influencers build good and more meaningful relationships with their followers because they are seen as more trustworthy and therefore able to influence the buying decisions of large audiences (Belanche, Flavián, and Ibáñez-Sánchez 2020; Djafarova, E., & Rushworth 2017). Influencers have also been shown to increase the number of likes and comments on brand posts on Instagram (Marques, Casais, and Camilleri 2021). Engagement rate (ER) is an indicator of how interactive the audience is with the content shared on Instagram (Biaudet 2017). The average ER influencer is higher than the average celebrity engagement level (Zeren & Kapukaya, 2020). So that makes influencer more persuasive than celebrities.

In addition, advertisements endorsed by influencers generate better attitudes than celebrity endorsers because of the tendency of consumers to be goal-oriented when using Instagram, which makes consumers more sensitive to explicit advertisements (Cho 2013). This is because influencers tend to naturally share their daily lives and act as a reference group, thus applying persuasion that is informative, aspirational, and not explicitly advertised (Campbell, C., & Grimm 2019). Consumers feel more connected to influencers because they perceive them to be more real than celebrities who are very well known and far from reach (Tran, G. A., & Strutton 2014). People imitate non-traditional celebrities (influencers) because of their perceived authenticity of influencer posts and their strong connectivity with influencers, thereby generating purchase intentions for the products they promote (Tran, G. A., & Strutton 2014). In addition, influencers often build strong and meaningful relationships with their followers, resulting in successful online communities and making them more persuasive about their followers' attitudes and behavior towards the products or services they endorse in their brand collaboration (Belanche, Flavián, and Ibáñez-Sánchez 2020; Jiménez-Castillo, D., & Sánchez-Fernández 2019). Influencers have a more specific market niche and focus on specific topics (Khamis et al., 2017). Influencers can attract followers who are looking for more honest and detailed product content or perhaps who are willing to interact with them.

This finding is also consistent with the results of previous research conducted by Bernazzani (2017) Djafarova, E., & Rushworth (2017) which found that influencers have a greater impact on young consumers' attitudes and buying behavior than traditional celebrities. Plus, influencers have originality and uniqueness in their posts and they can connect with their social media users (Marques, Casais, and Camilleri 2021). Therefore, many companies use influencers to promote their products and services (Gustafsson, V. & Khan 2017). Moreover, influencers have created “real” relationships with their followers and express themselves personally rather than traditional celebrities (Marques, Casais, and Camilleri 2021).

The findings also show that halal cosmetic advertising on Instagram with rich modality generates more favorable responses than those with lean modality. Consistent with the findings of prior studies (e.g. Sheng and Joginapelly, 2012; Aljukhadar and Senecal, 2017). Based on media richness theory, Instagram content with low media richness lead ambiguity, while high media richness stimulates consumers to engage more and it elicits positive emotional responses. On Instagram, most consumers are motivated by entertainment or sensation seeking (Deng and Poole, 2010). In this situation, content with rich modality is preferred, as information with richer visualization increases attention and interest. Conversely, Instagram content with lean modality decreases consumer's emotional or cognitive involvement with advertisement (Kusumasondjaja, 2019). Using rich modality helps halal cosmetic brands to stand out on Instagram. When the cosmetic advertisement is delivered using a rich modality (video), then the information obtained by consumers is more and describes reality more fully because it involves more of the various kinds of consumer senses, thereby resulting in higher consumer attitudes compared to advertisements which only using lean modality (figure) (Han, T. I., and Stoel 2017).

Consumers who have a favorable attitude towards brands advertised on Instagram tend to generate higher purchase intentions than those with less favorable attitudes. This happens because consumers think that the advertised brand is attractive, good, and useful for the product from that brand to be purchased and consumers feel like / happy / feel the brand is interesting so that it makes consumers want to buy products from the advertised brand (Srivasta, 2020). Consumers who like a brand will also tend to maintain more positive behaviors such as the intention to buy products from the preferred brand (Alansari et al., 2018). The findings of this study are also confirmed by many previous studies which explain that attitudes towards brands have a positive effect on consumers' purchase intentions for products from a brand (Farrah, 2017; Garg and Joshi, 2018; Ozer et al., 2018; Park & Cheon, 2019).

CONCLUSION

This study contributed to marketers, especially marketers who advertise halal cosmetics on Instagram. The findings of this study stated that halal cosmetic advertisements endorsed by the influencer (Instagram celebrity) generate a higher attitude toward the brand and attitude toward advertising. Thus, if halal cosmetic product marketers who advertise on Instagram want to make consumers pay more attention to their advertising and not scroll to another feeds, it is recommended to use influencers in advertising. This is also helpful beneficial for marketers who have limited funds to get support from celebrities, who can use influencers to market their products because usually endorsement prices from celebrities are much more expensive than influencers.

This study found that delivering halal cosmetic advertisements on Instagram using rich modality, generate higher positive response rather than using lean modality. Thus, marketers are advised to use rich modalities (audio and visual) to get better at generating attitudes toward brand and advertising for consumers of halal cosmetic advertising on Instagram. Marketers can share content about brands or products using the reels feature on Instagram, so they can provide rich information quality, and complete information and can deliver positive emotions related to products and brands for their markets.

As with any other research project, the current study has limitations which, in turn, provide opportunities for future research. The limitation of this study is that this study compares only endorsers from influencers vs celebrities, but has not provided specific criteria for classifying influencers such as micro influencers, macro influencers and mega influencers. So that further research is recommended to compare the effectiveness of advertising with various types of Instagram influencers.

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