

Determinant of Consumer Attitude towards Online Purchase Intention of Halal Cosmetic: Moderating Effect of Customers Experience

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Abstract

The rise of internet use in Malaysia has led to a shift in consumers' behaviour towards online purchasing, particularly the increasing trend observed in purchasing Halal cosmetic products. However, online shopping in Malaysia is constantly evolving and less familiar among consumers. Therefore, this study aims to examine the factors that influence consumer attitudes and their impact on the online purchase intention of Halal cosmetic products. This study utilises a cross-sectional data methodology and survey instrument for quantitative data collection. Responses from 400 consumers who have shopped online for a minimum of 6 months were derived. The EFA and pooled-CFA analyses were performed using IBM SPSS version 25.0 and AMOS Version 25, respectively. From the pooled-CFA measurement model, it was shown that web design, trust, perceived ease of use, as well as privacy and security had a significant and positive effect on consumer attitude, while consumer attitude and web design displayed a significant and positive relationship towards purchase intention.

Keywords: Consumer Attitude, Online Purchase Intention, Customer Experience, Cosmetic Products, Halal Industry

Introduction

Online purchasing is gaining popularity and growing rapidly among Malaysian consumers. The government has been committed in executing various efforts and programmes in promoting online businesses and in 'making the digital tangible', as a way of encouraging Malaysian businesses to transition into digitisation (Malaysia Digital Economy Corporation, 2020).

As a bigger range of goods are able to be purchased online nowadays, better and smoother technology has also contributed positively in a consumer's intention to purchase. A study by Malaysian Communications and Multimedia Commission (2018) showed that there are various products such as clothes, furniture, computer equipment and many more being sold on the internet. One of the growing online product purchases is Halal cosmetic products. It is indeed showing a very favourable growth and attracting a lot of interest from entrepreneurs in Malaysia (Ain et al. 2015). Thus, it has led to the demand for halal beauty and personal care products (Euromonitor, 2017).

There are several strategic plans by the government to support the trends in online shopping in Halal Industry. For instance, in the Halal Industry Masterplan 2030, Malaysia has stated their intention to embrace the 'internet of things' for a brighter future and to facilitate more competitive Bumiputera participation in the halal industry to become high income nation (Halal Development Corporation Berhad, 2020).

At present, Malaysia is listed among the key players of halal cosmetics in the world. Top local brands such as SimplySiti, Pretty Suci, Sol.ek, Nurrasysa, Duck Cosmetics, and Elhaji Halal have emerged, much to the delight of local consumers and are enjoying tremendous success (Nadia, 2019). Majority of these companies have either their own product website or use other online platforms to sell and promote their halal cosmetic products. Some of the websites include Didaforwomen.com (Dida for women), Prettysuci.com (Pretty Suci), SolekCosmetic.com (So.Lek) and Fashionvalet.com (Duck Cosmetic) (Khoo, 2018). However, Statista 2020 reported that the sales of these halal cosmetic products were still low as compared to other distribution mediums. It should be noted that while the percentage of total online retail sales is growing, most of the consumer purchases still occur in shops (Statista, 2020).

This may likely be due to the fact that some consumers are still in the dark when it comes to online shopping and are not aware of the marketing that was carried out (Chua, Khatibi and Ismail, 2006) as well as insufficient knowledge on factors that influences online shopping and consumers' attitudes (Muniandy, Al-Mamun, Permarupan and Zainol, 2014). This study used web design, trust, perceived ease of use and privacy and security to predict attitude. Therefore, this study aims to address the factors that could influence the online purchase intention of halal cosmetic.

Literature Review

Overview of Online Purchase Intention

The willingness to purchase is considered as the intention to purchase within a given term of time a particular product or service (Hair et al., 2011). The consumer's desire to buy from an online business (Salisbury et al., 2001; Ling, Chai and Piew, 2010) also has consequences in purchasing intention online. When consumers are familiar with a website or online trading, they are more likely to visit them with a the intention of making a purchase (Forsythe and Shi, 2003; Gefen and Straub, 2004; Sin, Nor and Al-Agaga, 2012). The fact that consumers know what they are in for and what their expectations are, are considered knowledge of e-commerce (Gefen, 2000; Gefen and Straub, 2004).

Making a purchase is not necessarily the action that comes after having the intention to buy. (Moghavvemi, Salleh, Sulaiman and Abessi, 2015). It cannot be assumed that a transaction will definitely follow an intention. This gap is known as the difference between behavioural intentions and actual behaviour (Bhattacharjee and Sanford, 2009).

The multiple qualities of consumers' attitudes are viewed as a reason for the differences between intention and action (Bhattacharjee and Sanford, 2009). Since sales data is the only way to show the actual purchases, researching consumer intentions is viewed as an acceptable way to understand the attitudes and feelings of consumers in making an actual purchase (Moghavvemi et al., 2015). The traditional offline shopping will create different purchase intentions when compared to an online setting. It is crucial, therefore, to understand the differences of the two in order to understand the consumers better, particularly those participating in e-commerce (Escobar-Rodríguez and Bonsón-Fernández, 2017).

Web Design and Consumer Attitude

Aidil (2013) research shows that the websites that perform best in customer experience have a significant advantage in driving online sales. Other than that, the website design received the most consistent support as factors that influence online shopping satisfaction. Hasan (2016) indicated that the perception of website visual design, website navigation design and website information has a significant impact on shopping attitude among 111 undergraduate students in University of Liverpool whom experience with e-commerce website. Thus, researcher propose the following:

H1 : Web Design has positive and significant influence on the attitude

Trust and Consumer Attitude

Trust is a factor that can be the make or the break of an e-consumer's purchase intention. As mentioned by Al-Debei, Akroush, and Ashouri (2015) trust, perceived benefits and perceived web quality was the determinant of consumer attitude toward online shopping among 273 shoppers in Jordan. Thus, researcher propose the following:

H2 : Trust has positive and significant influence on the attitude

Perceived Ease of Use and Consumer Attitude

A study by Probowo and Nugroho (2019) proposed that the online food service delivery must pay attention to the ease-of-use factor can influence the attitude of consumer regarding their service especially the frequent user of their application technology to remain loyal toward their service. The current findings by Jiwassiddi, Adhikara, Adam and Triana (2019) examined that perceived ease of use shows a significant impact to the user of Financial Technology (Fintech) among young generation with less effort. Thus, researcher propose the following:

H3 : Perceived Ease of use has positive and significant influence on the attitude

Privacy and Security and Consumer Attitude

A recent study by Mills and Zheng (2019) involved 132 non user of online banking customer in New Zealand showed that account security was a crucial factor which gave positive influence on the attitude toward biometric identification. Anic, Škare, and Kursan, (2019) interviewed 1990 internet user in Croatia and the respondent voice out that they hope to have more control on their personal data and the researcher outline that online privacy

concern gave an affect attitude towards online shopping. Thus, researcher propose the following:

H4 : Privacy and Security has positive and significant influence on the attitude

Consumer Attitude and Online Purchase Intention

Lu, Chang and Chang (2014) studied the consumer attitude toward blogger's sponsored recommendations and purchase intention. It was discovered that a purchase intention may increase when an online influencer or blogger provides a positive recommendation and high brand awareness of a certain product, which leads to an increased positive impression of the product. A research conducted by Huang and Ge (2019) mentioned that attitude, cognitive status, behavior control, product perception and monetary policy incentive have a significant positive relationship toward consumer's purchase intentions to buy electronic vehicle in China. Park and Cheon (2019) concluded that attitude toward the parent brand has a significant effect on purchase intention among undergraduate students in Korea. Thus, researcher proposed the following :

H5 : Consumer attitudes has a positive and significant influence on purchase intention.

Web Design and Online Purchase Intention

Consumer conduct online transactions mainly through interacting with the website (Lu, fan and Zhou, 2016). Website appearance consists of links, texts, images, animation and audio or visual elements. Visitors use them to receive information and messages.. The color, text, style and graphics create the overall visual impression of the website. Researchers in the past have claimed that illustration is one of the most important factors that impacts consumers' attitude towards the website (Rubab, Shoukat, Shaheen and Sandhu, 2018). Thus, researcher proposed the following :

H6 : Web design has positive and significance influence on the online purchase intention

Trust and Online Purchase Intention

Riedl et al. (2014) states that trust of the seller is as equally important as the elements of technology use when making an online purchase . A study by Hsu, Chuang, and Hsu (2014) found a positive effect of trust toward consumer intention to purchase online. Another study by Ventre and Kolbe (2020), through online survey by 380 online shoppers, trust has positively influence online purchase intention and suggested companies should seek to enhance customers opinion in order to improve trust and encourage online purchase. Thus, researcher proposed the following:

H7 : Trust has positive and significance influence on the online purchase intention

Perceived Ease of Use and Online Purchase Intention

In perceived ease of use, consumers always search for easier process to buy online such as easy access websites, then they have the intention to buy online (Pavlou, 2003). Study by Moslehpour et al. (2018) among online consumers, the perceived ease of use significantly influences purchase online intention and has the strongest positive impact on intention. Thus, researcher proposed the following :

H8 : Perceived ease of use has positive and significance influence on the online purchase intention

Privacy & Security and Online Purchase Intention

Study by Frik and Mittone (2019) found from an online survey of 117 adult, security and privacy have strong effect on trust and willingness to purchase through website. This study aligned with Fortes and Rita (2016) which data collected among 900 individuals and result shown privacy about internet has impact on the consumer's intention to make online purchase. Another study by Al-Shukri (2019), based on 104 respondents revealed that privacy is the factors that influence on consumers' online shopping intention. Thus, researcher proposed the following :

H9 : Privacy & security has positive and significance influence on the online purchase intention

Attitude as a Mediator Between Web Design and Purchase Intention

The extent to which the design of a website creates a positive experience amongst consumers is an important criteria that greatly impacts the success of an online shop and may increase the motivation to make the purchase. (Wakefield, Stocks and Wilder, 2004) A study by Shaouf, Lu and Li (2016) argued indirect effects by mediating role of consumers' attitudes between web design and purchase intention. As a matter of fact, the better the website looks or feels, the higher the consideration to buy will be. Thus, researcher proposed the following :

H10 : Attitudes mediates the relationship between web design and online purchase intention

Attitude as a Mediator Between Trust and Purchase Intention

Trust increases attitude toward online shopping, intention to purchase online and level of online shopping activity (Dutta and Bhat (2016). Previous studies have indicated that in an e-commerce setting, favourable trust and attitude goes hand-in-hand with making a purchase. (Verhagen, Meents and Tan, 2006). Online companies can build trust if they convince the consumer that online transactions will take place as expected by the consumer. A higher level of trust results in positive attitude which helps in maintaining committed relationships (Euijin and Tadisina, 2007). Thus, researcher proposed the following :

H11 : Attitudes mediates the relationship between trust and online purchase intention

Attitude as a Mediator Between Perceived Ease of Use and Purchase Intention

Kim and Song (2010) propose that perceived usefulness is related to purchase attitude among online shoppers. Consumers will have a better e-purchasing attitude if they find a website that is useful for shopping and is suited to their liking According to the TAM, perceived ease of use has a dual effect, direct as well as indirect, on consumers' intention to shop online. The indirect effect on intention occurs through attitude because the easier a technology is to use, the more useful it can be. Thus, researcher proposed the following :

H12 : Attitudes mediates the relationship between perceived ease of use and online purchase intention

Attitude as a Mediator Between Privacy & Security and Purchase Intention

Security and privacy have and will always be a concern for anyone, not necessarily just online shoppers, who participates in any type of activities online. Stolen financial and personal data has become more common especially in websites that drive high traffic to their e-premises and boasts a lot of users and followers. A report by World Pay (2016) confirmed that 31% of consumers were worried about the information that are entered and captured in the websites that they use to shop This shows that web security and online privacy are important factors that influence consumers' attitude and impact on consumer intention to shop online as evidenced by previous researchers (Mpinganjira, 2015; Sam and Sharma 2015; Matic and Vojrodic, 2014). Thus, researcher proposed the following :

H13 : Attitudes mediates the relationship between privacy & security and online purchase intention

Online purchase experience as a moderator between Consumer Attitude and Online Purchase Intention

The attitude toward online presentation of a product was influenced by purchasing intention more on males than female among undergraduate student in United States whom experienced in e-commerce purchases (Lin, Featherman, Brooks, and Hajli, 2019). The paper by Samuel, Balaji and Kok Wei (2015) determined that online experience influences purchase intention both direct and indirect relationship through attitude by the shopping users in retail context in Malaysia. Thus, the following research framework is proposed.

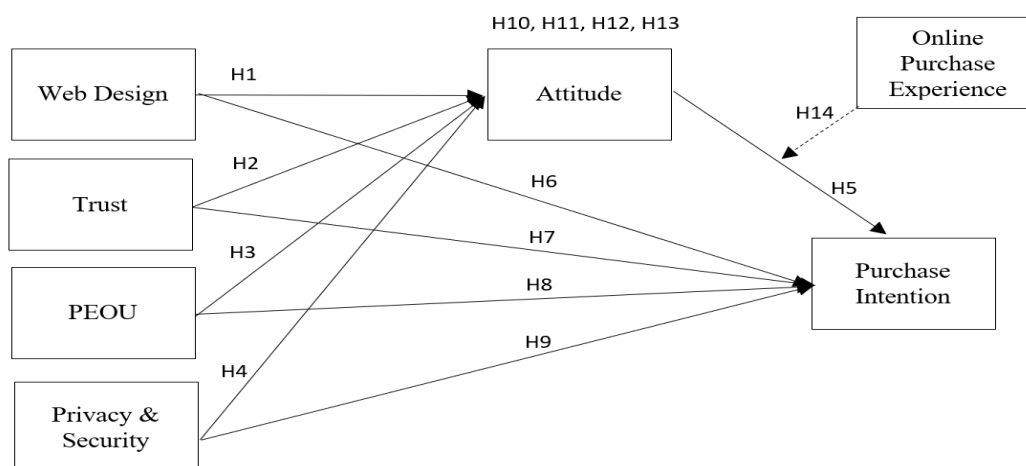


Figure 1: The Research Framework of the Study

Methodology

This study aims to understand the factors that affect consumer attitude towards an e-purchase intention and the data is derived quantitatively with consumers who are experienced and well-versed in the ins-and-outs of online shopping for at least 6 months, which is a suitable duration to begin assessing the behaviours and patterns of such consumers. (Awad and Ragowsky, 2008; Al-Debei et al 2015; Chin and Goh, 2017; Raman, 2019). (Han, Back and Barret, 2009; Han and Kim, 2010; Kilger and Romer, 2007),

To test the hypothesized framework using the structural equation modelling (SEM), Hair et al (2011) recommended a minimum of 100 to 500 as an appropriate sample size but

cautions that the size would increase depending on the model complexity and the basic measurement characteristics. Kline (2011), on the other hand, emphasizes a sample size of 200 as the critical sample size for testing a model using SEM. Being more specific, Bacon (1997) highlights that SEM applications typically use 200 to 400 sample size to fit a model with a minimum of 10 to 15 observed variables. To determine the number of participants that can represent an adequate sample size, this study used the data on the total target population of an online shopper in Malaysia that is 16,530,000, therefore based on the arguments above this study used a sample size of 400 as proposed by Bacon (1997) since this study would employ SEM for data analysis. The questionnaires were distributed to the respondents (a consumer who have purchased online) with 400 responses collected from the exhibitions.

Survey method has been employed and primary data have been collected from the respondents by distributing hard copies to online shoppers at various locations in the selected cities. In order to accomplish the objective as well as the research question, the primary data was gathered through the employment of a structured closed ended questionnaire. The cover page of the questionnaire provided respondents with an idea on the details of the research. The questionnaire comprises four sections. The summary of the key construct, sources of questions and number of items can be referred to in Table 1.

Table 1

Key Constructs, Sources of Questions and the Number of Items

Section	Variables	No. of Items	Source
A	Demographics	8	-
B	Web Design	7	Tandon, Kiran and Sah, 2018
	Privacy and Security	10	Riquelme and Roman, 2014
	Trust	5	Chin and Goh, 2017
	Perceived ease of use	6	Jun, Yang and Kim, 2004
C	Attitude	7	Butt et al. 2016
D	Online Purchase intention	4	Hsu and Chen, 2014

The IBM SPSS version 25.0 and SPSS Amos version 25 were employed to analyze the data from the questionnaire. The IBM SPSS Version 25.0 will be used to perform the descriptive and inferential statistical analyzes that computed frequency, percentage, mean and standard deviation. Meanwhile, AMOS 25.0 will be used to conduct the inferential statistical analysis that determines the predicting role of trust, security & privacy, web design and perceived ease use towards consumer attitude and the impact on online purchase intention. This software also validates the measurement model of a latent construct using Confirmatory Factor Analysis (CFA). Analyzing and testing the theory using AMOS is fast, efficient and user friendly (Awang, 2014, 2015; Awang et al. 2018).

Findings**Descriptive Statistics**

Table 2 illustrates the demographic characteristics of the respondents.

Table 2

Demographic and Profile Details of Samples

Characteristic	Frequency	Percentage
Gender (n=400)		
Male	106	26.5
Female	294	73.5
Age (n=400)		
Below 20 years old	125	31.25
21 – 30 years	138	34.5
31- 40 years	85	21.25
41 – 50 years	52	13
Academic (n=400)		
Secondary School	91	22.75
Diploma	175	43.75
Bachelor's degree	109	27.25
Master's degree	25	6.25
Race (n=400)		
Malay	360	90
Chinese	21	5.25
Indian	6	1.5
Other	13	3.25
Employment Status (n=400)		
Employer	4	1.0
Government	69	17.25
Private	110	27.5
Self Employed	37	9.25
Unemployed	117	29.25
Others	63	15.75
Monthly Income (n=400)		
Less than RM2000	229	57.25
RM2001 – RM4000	96	24
RM4001 – RM6000	38	9.5
RM6001 – RM8000	37	9.25
Have you ever purchased from Online Shopping Website (n=400)?		
Yes	400	100
No	0	0
How Long have been making online purchase		
1 – 2 hours	159	39.75
3 – 4 hours	123	30.75
5 – 6 hours	83	20.75
7 – 8 hours	15	3.75
9 – 10 hours	14	3.5

Characteristic	Frequency	Percentage
11 hours and above	6	1.5

There were 400 survey respondents in which 73.5 per cent (n = 294) of the consumer were female, and 26.5 per cent (n = 106) of the consumer were male. Table 3 illustrates the demographic profile of the consumer at Malaysian. Most of the consumer were age, 34.5 percent (n = 138) were 21 – 30 years old, 31.25 percent were below 20 years old (n = 125), 21.25 percent were 31 – 40 years old (n = 85) and 12.7 percent were 41 – 50 years old (n = 52). Majority of the survey respondents have academic qualification which is diploma (43.75 per cent, N = 175), second highest is bachelor degree (27.25 per cent, N=109), third, secondary school (22.75 per cent, n=91) and lastly, master degree (6.25 per cent, n = 25).

As far as the race was concerned, almost all of the respondent was Muslim (90 per cent, n = 360), Chinese (5.25 per cent, n = 21), Indian (1.5 per cent, n=6) and others (3.25 per cent, n = 13) such as Bajau, Iban, Kadazan, Kelabit and Sikh). Out of the 400 respondents who completed the survey, 29.25 per cent (n = 117) of them were unemployed, 27.5 per cent (n = 110) working as a private employee, 17.25 per cent (n = 69) were work in government, 15.75 per cent (n = 63) were work as other such as student, 9.25 per cent (n =37) work self-employed and 1.0 per cent (n =4) work as an employer. In terms of monthly income, 57.25 per cent (n = 229) of the consumers has less than RM2000 income per month, 24 per cent (n = 96) of them has RM2001 – RM4000 income, 9.5 percent (n =38) has RM4001 – RM6000 and 9.25 per cent (n = 37) of them has monthly income RM6001 – RM8000.

Consumer for this study, 100 per cent is purchased a product from an online shopping website. Majority of them take 1 to 2 hours (39.75 per cent, n=159) in making an online purchase, 3 to 4 hours (30.75 per cent, n=123), 5 to 6 hours (20.75 per cent, n=83) and more than 7 hours (8.75 per cent, n =35).

The Assessment of Measurement Model

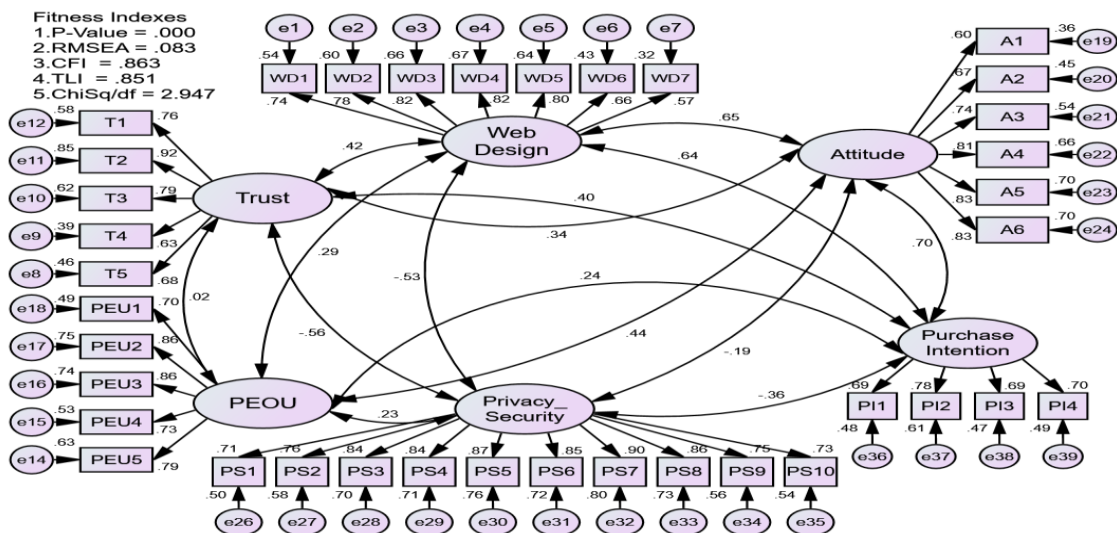


Figure 2: The Results for Pooled-CFA

The CFA results in Figure 2 has achieved the satisfactory level since the factor loading of all items are either close to 0.6 or higher than the threshold value 0.6 (Awang, 2014, 2015; Awang et al., 2018).

The Assessment for Construct Validity

The construct validity is assessed using the set of Fitness Indexes. The fitness Indexes obtained in Figure 2 have met the threshold values. The Absolute Fit index category namely RMSEA (Root Mean Square of Error Approximation) is 0.083 (achieved the threshold of less than 0.10), the Incremental Fit category namely CFI (Comparative Fit Index) is 0.863 (achieved the threshold of greater than 0.85). The Parsimonious Fit category, namely the ratio of Chisq/df is 2.947 (achieved the threshold of less than 3.0). Thus, the measurement model of all latent constructs in Figure 2 has achieved the requirement for Construct Validity (Awang, 2015; Awang et al., 2018; and Asnawi et al., 2019). (sorry susah nak tukar technical bits ni)

The Assessment for Convergent Validity and Composite Reliability

For the assessment of Convergent Validity, the study needs to compute the Average Variance Extracted (AVE). The construct achieved Convergent Validity if its AVE exceeds the threshold value of 0.5. As for assessing the Composite Reliability, the study needs to compute the CR, and its value should exceed the threshold value of 0.6 for this reliability to achieve (Kashif et al. 2015, 2016; Aziz et al., 2016). The AVE and CR for all constructs are computed and presented in Table 3.

Table 3

The Average Variance Extracted (AVE) and Composite Reliability (CR)

Construct	Items	Factor Loading	CR (above 0.6)	AVE (above 0.5)
Trust	T1	0.76	0.872	0.581
	T2	0.92		
	T3	0.79		
	T4	0.63		
	T5	0.68		
PEOU	PEU1	0.70	0.884	0.605
	PEU2	0.86		
	PEU3	0.80		
	PEU4	0.73		
	PEU5	0.79		
Privacy and Security	PS1	0.71	0.951	0.662
	PS2	0.76		
	PS3	0.84		
	PS4	0.84		
	PS5	0.87		
	PS6	0.85		
	PS7	0.90		
	PS8	0.86		
	PS9	0.75		
	PS10	0.73		
Web Design	WD1	0.74	0.912	0.601
	WD2	0.78		
	WD3	0.82		
	WD4	0.82		
	WD5	0.80		
	WD6	0.86		

Construct	Items	Factor Loading	CR (above 0.6)	AVE (above 0.5)
	WD7	0.57		
Attitude	A1	0.60	0.905	0.616
	A2	0.87		
	A3	0.74		
	A4	0.81		
	A5	0.83		
	A6	0.83		
Purchase Intention	PI1	0.69	0.841	0.573
	PI2	0.73		
	PI3	0.89		
	PI4	0.70		

With reference to the Average Variance Extracted (AVE) and Composite Reliability (CR) values in Table 3, the study found all AVE and CR exceeded their threshold values of 0.5 and 0.6 respectively (Awang et al. 2015, 2018). Thus, the study can conclude that the Convergent Validity and Composite Reliability for all latent constructs in the model have been achieved.

Table 4

The Hypothesis Testing for Direct Effect Relationships

	Direct Effect Hypothesis	P	Result
H1	Web Design has a positive and significant influence on the Attitude towards online	.001	Supported
H2	Trust has a positive and significant influence on the Attitude towards online	.002	Supported
H3	PEOU has positive and significant influence on the Attitude towards online	.005	Supported
H4	Privacy Security has a positive and significant influence on the Attitude towards online	.015	Supported
H5	Attitude towards online has a positive and significant influence on the Purchase Intention	.001	Supported
H6	Web Design has a positive and significant influence on the online Purchase Intention	.047	Supported
H7	Trust has a positive and significant influence on the online Purchase Intention	.239	Not Supported
H8	PEOU has a positive and significant influence on the online Purchase Intention	.463	Not Supported
H9	P & C has a positive and significant influence on the online Purchase Intention	.596	Not Supported
H10	Attitude towards online mediates the relationship between web design and the online purchase intention	.002	Supported
H11	Attitude towards online mediates the relationship between trust and the online purchase intention	.005	Supported

	Direct Effect Hypothesis	P	Result
H12	Attitude towards online mediates the relationship between PEOU and the online purchase intention	.042	Supported
H13	Attitude towards online mediates the relationship between privacy and security and the online purchase intention	.046	Supported

Regarding the relationship between the exogenous latent variables trust, privacy and security, perceived ease to use and web design, and the endogenous latent variable (consumer attitude), the findings of this study indicated that (H1, H2, H3, H4) were all supported. The H5, which is the relationship between attitude and online purchase intention, was supported. Besides, H6: web design and online purchase intention also supported. Hypotheses H7, H8 and H9 were not supported. In other words, the results of the path model showed that variables trust, privacy and security, perceived ease to use and web design were significantly and positively influence impact on consumer attitude and web design influence online purchase intention. Besides, for the mediating effect of consumer attitude, hypotheses 10, 11, 12 and 13, were supported. Thus, consumer attitude is a mediator in the relationship between trust, privacy and security, perceived ease to use and web design with online purchase intention.

Testing Hypotheses for Moderator Variable: Online Purchase Experience

Variable Purchase Experience is measured based on how many years the respondents have been using the online purchase. The study divided purchase experience data into two groups; group 1 is named as Low Experience level and group 2 as High Experience level as follows:

- i. Group 1 (Low Experience)
- ii. Group 2 (High Experience)

As the result in table 5 and 6 shows that the respondents' online purchase experience moderates the relationship between Attitude towards online business and Purchase Intention using online. The hypothesis is supported (significant) if the Chi-Square difference between the two models is greater than 3.84, which is equivalent to the Chi-Square value with one Degree of Freedom and types one error at 0.05 (Awang, 2014, 2015; Awang et al., 2018) in Table 5 and Table 6.

Table 5

The Test of Hypothesis for Low Experience

	Constrained Model	Unconstrained Model	Difference in Chi-Square	Result on Moderation	Result on Hypothesis
Chi Square	1267	1260	7	Significant	Supported
DF	610	609	1		
Ha: LOW EXPERIENCE respondents moderates the relationship between Attitude and Purchase Intention.					Supported

Table 6

The Test of Hypothesis for High Experience

	Constrained Model	Unconstrained Model	Difference in Chi-Square	Result on Moderation	Result on Hypothesis
Chi Square	1385	1368	17	Significant	Supported
DF	610	609	1		
Ha: HIGH EXPERIENCE respondents moderates the relationship between Attitude and Purchase Intention.					Supported

Conclusion

This study was conducted to examine the factors that influence the consumer attitude and impact on online purchase intention of halal cosmetic. From the pooled-CFA measurement model, it was proven that the variable of web design, trust, perceived ease of use and privacy security have a significant and positive effect on the consumer attitude. Meanwhile the effect of the attitude, web design showed significant and positive relationship towards purchase intention. Trust, perceived ease of use and privacy and security are not significant towards purchase intention. Besides, attitude is mediate in the relationship between trust, perceived ease of use and privacy & security and purchase intention. Lastly, online purchase experience moderates the relationship between consumer attitude and intent to purchase through online.

The results of current research have many practical consequences for internet retailers. The latest research shows a significant and positive influence on consumer purchasing decisions on web design and consumer attitude. The study gives the world's online retailers an idea of web design and attitude if they want to improve long - term online shopping. According to Sutton (1998), consumer intention alone cannot accurately predict consumer intention, as some other factors have a significant role in determining consumer online shopping intention. This is why the moderating variance was used in this study, for example, online buying experience between consumer attitudes and the desire to buy online. An online retailer needs to build consumer confidence in online shopping rather than offline purchasing because this research shows that trust has no significant influence on this study's on-line buying intention.

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