

# Advertisement and the extrinsic cues toward buying attitude: Case of Wardah halal cosmetics

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## Abstract

**Purpose:** The aim of this research was to determine the influence of effective advertisement (emotional response and environmental response), extrinsic cues (brand image, packaging, and price) toward the consumer buying attitude, and to analyze the influence of extrinsic cues on consumer buying attitude of Wardah through income as the moderating variable.

**Methodology:** The sample was taken by female university students who used the product of Wardah. The sampling technique used was a non-probability sample that is convenience sampling or accidental sampling. The analytical tool used multiple linear regression analysis with SPSS version 20.

**Findings:** The results of multiple regression analysis showed a positive and significant influence on the effective advertisement (emotional response and environmental response), and extrinsic cues (brand image, packaging, and price) toward the consumer buying attitude, and income was positively moderated the extrinsic cues toward the consumer buying attitude.

**Originality/Contributions:** This is the first study to find out, the researcher focused on female university students in Yogyakarta who were using Wardah cosmetic. There were five parts of questions based on the effectiveness of advertising variables, brand image variables, packaging variables, pricing variables, income variables and buying attitude variables

**Keywords:** Profitability, leverage, firm size, dividend policy, growth opportunity, managerial ownership, firm value, Indonesian stock exchange.

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## Introduction

Cosmetics are the part of women essential things. In Indonesia, the cosmetic industry grows fast and helps to develop the country to increase the economic growth of Indonesia. Furthermore, many of brands and products have their own image and position. The increasing of cosmetic about 15% since 2012 has a very strict and strong competition in Indonesia (Global Business Guide Indonesia, 2014). Wardah Cosmetic is the one of local brand that has a brand image as the halal cosmetic in Indonesia. It produces a lot of products from make-up, cleanser, fragrance, face and body treatment, and also offering the affordable price with good quality and elegant

packaging. Wardah has been succeeding in the market. It shows that it became the top brand of Indonesia in 2014 and became the pioneer of halal brand (Supriadi, 2014).

Wardah come in order to fulfill the demand of women in Indonesia who are seeking the halal product. This local brand has a halal certificate from LPOM MUI, which is becoming the image of the brand itself. Moreover, Wardah slogan is, “*Pure and save, beauty expert and inspiring beauty*”. Therefore, in creating the brand awareness, Wardah stressed on the *inner beauty*. Beside that, in advertising Wardah, the company chooses endorser who matches with their brand image. Yogyakarta has many universities which means, the number of students each year is increasing enormously. The students mostly comes from other city. However, because they got monthly income from their parents (pocket money), it becomes one of the factors for decision making to purchase the cosmetics.

Thus, the researcher would like to know the effectiveness of wardah in terms of advertisement, and its extrinsic cues toward buying attitude of female university students in Yogyakarta with their income (pocket money) as the moderating variables.

## **Literature Review and Hypothesis Development**

### **Consumer Buying Attitude**

Consumer buying attitude is a part of activities of buying process that involves belief, trust, and emotional feeling and behavior intentions to purchase the product or brand repeatedly (Poranki & Perwej, 2014). According to Hawkins *et al.*,(2004) cited in Carvalho (2013), those elements are explained as cognitive, affection, and behavior. Firstly, cognitive, component which is considered as the consumers' belief of the product as they finished to evaluate, for example, consumer trusts Wardah cosmetic as halal product and has a low price as an exclusive cosmetic. Secondly, affective component which is considered as the consumer reaction toward the product, for example the consumers are happy to have one of wardah products because it is fulfilling their need. Thirdly, a behavior component which is the action and the manner toward the object or the brand, for example the consumer purchases the product of the Wardah as their action to fulfill their need. (Abbasi, 2011; Brosekh. et al, 2011; Karbasivar &Yarahmadi, 2011).

### **Effective of Advertisement**

Advertisement is one of the promotional strategies. It creates brand image awareness of the brand in consumer's perspective in order to have an opportunity for persuading the consumer buying decision process (Kotler, 2001). However, choosing the advertisement is necessary to make a high influence on consumer which can be the greatest factor of buying decision making process (Malik *et al.*, 2013). Kumar, 2013; Kumar, & Kejrival, 2014)

The marketers need to consider about the response of consumers toward the advertisement. There are three ways to know the responses from consumers. They are through the audience, cognitive, affective and behavioral response (Kotler, 2001). Previous research (Abideen, 2012), the effectiveness of advertisements can be seen by two types of responses from the consumer. When the advertisement shows the effectiveness, emotional and environmental responses, it is showing its role to influence the consumer to purchase the product. Therefore, from this response, advertisement can change their perspective, the attitude of the consumer, and also can show the experience of consumer toward the product. (Lin, & Tsai, 2006; Rehman, 2014).

### **Emotional Response**

The emotional response happens when the advertising influences the personal emotion of consumer to buy the product (Abideen, 2012). Emotional response is when the advertisement can influence the attitude of the consumer. Thus, the attitude can be the perception and idea.

According to Niazi *et al.* (2012) the consumer will be influenced by the advertisement through the *pleasure, arousal, dominance, and brand recall*. According to him, pleasure is an emotional feeling when people feel happy, enjoy, and satisfy; arousal is the emotional feeling varies which for every person, such as bored, sleepy, excited, and active; dominance is an emotional feeling which is more individual and is dominated by the other feeling, and it controls freely in certain situation.

The goal of advertising is to create and form the positive attitude and the advertising should have a positive emotional response in order to persuade the buyers to purchase the product (Goldsmith & Iofferty, 2002 as cited in Abideen, 2012).

From the above explanations, it can be concluded that people might get emotionally influenced by the advertisement when they trust and like the Wardah advertisement and impulse them to buy. Wardah cosmetic has many advertisements which can increase and persuade the consumer to intentionally buy the product as they believed the brand as shown in advertisements. In this case, the hypothesis was as follows:

H<sub>1</sub>: There was a significant relationship between emotional response and consumer buying attitude.

### **Environmental Response**

The environmental response is when the advertising can create the experience of the consumer through the opinion and comment about the product (Abideen, 2012). The cognitive will largely influence the consumer than attitude because it contains lots of opinions from another consumer who had experienced about the product (Greenley & Foxall, 1997 as cited in Abideen, 2012)

There are situational factors such as store environment (atmosphere, design, and employee assistance), the time pressure and also perceived crowding (Kebir, 2011). According to Kappas (2012) as cited in Arshad *et al.* (2014), environment can stimulate consumer by music, the design of the store, light, layout and employs of the stores. (Bashar, 2013).

From the above explanations, it can be concluded that Wardah stores can be affected by the environmental response when the buyers asks and tries the tester and at the same time the shopkeeper provided them information toward the brands. The researcher had found that the hypothesis of the relationship of advertisement which were an environmental and emotional response appear when people like the advertisement of Wardah and come to the Wardah stores. In this case, the hypothesis was as follows:

H<sub>2</sub>: There was a significant relationship between environmental responses and buying attitude.

### **Extrinsic Cues**

When women are looking for the cosmetics, as consumers, they would evaluate the product through the brand got influenced by the attributes of the information of the brand and turn to purchase the product. This is called as the cues (Pegis & Chowdhury, 2006).

There are two characteristic of cues, intrinsic and extrinsic cues (Olson & Jacoby, 1992 as cited in Acebro & Dopico, 2000). According to Pegis & Chowdhury (2006), the intrinsic cues are widely used to determine the physical characteristics which can influence the consumer perception about the product, while the extrinsic cues are the external characteristics of the product such as brand image, price, and packaging as the factors that can influence the consumer perception about the brand. (Saha, et al, 2010).

### **Brand Image**

Brand is an image that people can easy to remember, recall, and give the positive perception of the product (Aaker, 1997 as cited in Fianto, 2014). Brand image is the perception of the public, according to the product using their rational and sometimes more emotional (feeling and attitude)

toward the product and it gives the long term benefits for the company (Malhotra, 2010; Cannon, Perreault, & McCarthy, 2009; Assael, 2004 as cited in Fianto 2014).

Brand image occurred and created because the marketers would like to position the brand in consumer perception (Malik *et al*, 2013). Brand image can help the consumers to identify and recognize their needs in order to satisfy their needs, and it can be also distinguished from the other competitor (Hsieh, Pan, & Setiono, 2004 as cited in Anwar, 2011; Ayanwale, 2005; Yarahmadi, 2011).

When a positive brand image is created, the brand could form the brand association in order to make strong trust and retention of consumers who are satisfied with the brand as they also enable to create positive attitudes (Keller, 1993 as cited in Fianto, 2014). Brand image also represents the company on how the business or organization is able to describe itself by a symbol and slogan (Winarso, 2012 as cited in Fianto, 2014). The positive impression will arise when the brand has good reputation, trust worthy, and distinguish advantage (Kotler and Keller, 2012; Keller, 1993; Aaker, 1997 as cited in Fianto, 2014). In this case, the hypothesis was as follow:  
H<sub>3a</sub>: There was a significant relationship between brand image and consumer buying attitude.

### **Packaging**

Packaging become an important strategy of product preference which can be the factors of buying decision and become the essential parts when the selling process is happening (Silayoi & Speece, 2004 as cited in Dhurup, Afini, & Dumasi, 2014). Packaging activities are concerned and related to the activities of design, production, and filling, also how to keep the product in good quality and protect the product whenever it is put in the store or transported and identified in the store (Kent & Omar, 2003 as cited in Dhurup, Afini, & Dumasi, 2014).

Packaging is also one of the communication tools between the companies and the consumers that many guarantee for the quality of the product (Ahmed, Parmar, & Amin, 2014; Silayoi & Speece, 2007 as cited in Dhurup, Afini, & Dumasi, 2014). The purpose of packaging is to guarantee the quality of the product that the consumer minor experience, as logistic, communicate with consumers and maintain the sustainability of the product (Azzi *et al*. as cited in Hess *et al*., 2014.). Consumer experiences with the packaging will evaluate the product and have the perception of the brand (Hess *et al*., 2014; Abideen, Z. u. 2011).

Wardah cosmetic has its own standard of packaging, which is unique and different with other brand (Ciputra Entrepreneur, 2015). The packaging has a design with Tosca color and blue as the dominant color. The wardah concept shows the public that their packaging is simple but convenient and shows the image as nature and halal products. Usually wardah shows the halal label on the back side of the packaging.. In this case, the hypothesis was as follow:  
H<sub>3b</sub>: There was a significant relationship between packaging and consumer buying attitude.

### **Price**

Pricing is the crucial element in marketing. Price is a set of the monetary value of the product which are sold and offered for sale to consumers (Chatterjee, 2008 as cited in Dhurup, Afini, & Dumasi, 2014). Price has its role in marketing as an important strategy which is directly related to the company's goals and its variable with marketing elements (Yesawich, 2004 as cited in Dhurup, Afini, & Dumasi, 2014).

Price should be based on market demand because the price is a sensitive element which is concerned about the target of the brand itself (Kotler, 2001). Kotler (2001) also said that price is very sensitive when: 1) the product is distinctive; 2) buyers are less aware of subtleties; 3) buyers cannot easily compare the quality of substitute; 4) the expenditure is a lower part of buyer's total income; 5) the expenditure is small compared to the total costs of the end product; 6) part of the cost is borne by another party; 7) the product is used in related with asset previously bought; 8) the product is assumed to have more quality, prestige, or exclusiveness and; 9) buyers cannot

store the product. It defines the kinds of product, builds the incentives to consumers, and gives signals to company competitors (Atcharyachanvanich & itoshi, 2007 as cited in Dhurup, Afini, & Dumasi, 2014). In this case, the hypothesis was as follow:

H<sub>3c</sub>: There was a significant relationship between pricing and consumer buying attitude

### Income

According to Nguyen & Gizaw (2014), income can influence the attitude and style of consumers. Some researcher found that income has a positive relationship with buying attitude, but some others do not have a significant relationship between income and buying attitude (Waheed, Mahasan, & Sandhu, 2014). Therefore, income has become the superior determinant of the consumer purchasing power (Dorota, 2013 as cited in Nguyen & Gizaw, 2014).

In this research, the income of female university students is from their parents' salary. On the other hand, the pocket money is one of the income of the female university students that are able to support their living cost Yogyakarta. Therefore, this research used pocket money as the income of female university students. Women spend more to buy cosmetic because they are more cognitive than men (Shukre & Mishra, 2012). Pocket money, income of female university students could be moderating the extrinsic cues which were brand image, packaging, and price of the brand. In this case, the hypothesis were as follow:

H<sub>4a</sub>: There is a significant relationship between the extrinsic cues and consumer buying attitude.

H<sub>4b</sub>: Income (pocket money) significantly moderates the influence of the extrinsic cues toward consumer buying attitude.

### Theoretical Framework

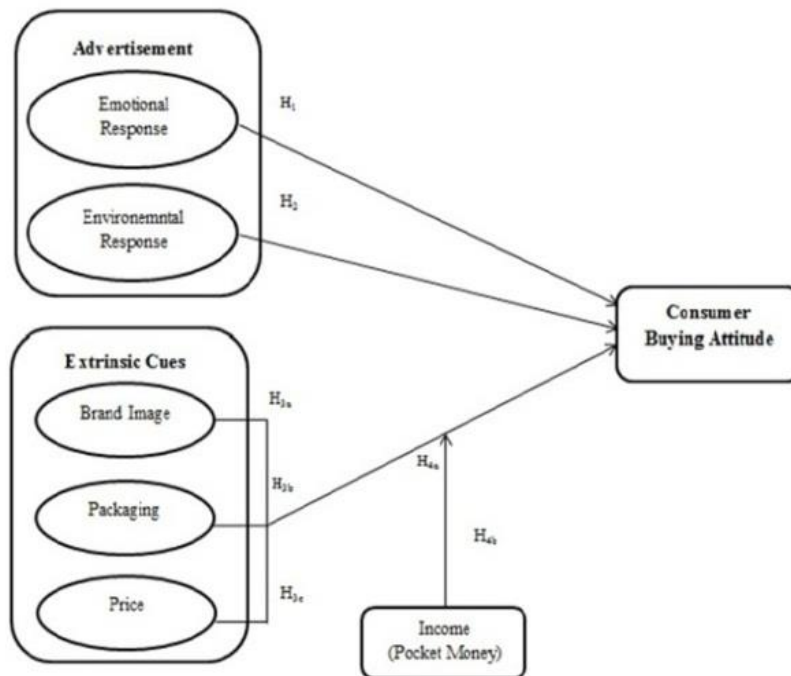


Figure 1. Theoretical Framework

### Research Method

#### Population and Sample

This research used the quantitative research. The data collection method is primary data. The primary data was collected by conducting surveys through the consumers. Population is a group of individual in a community and gathers in certain locations (Ghozali, 2005). In this research,

the researcher focused on female university students in Yogyakarta who were using Wardah cosmetic.

The researcher selected 200 samples which represented the population of female university students in Yogyakarta, but only 100 samples that had been shown as the representative of the population (Hadi, 2002 as cited in Habib, 2014). The method of sample was using non probability convenience sampling technique or *Accidental Sampling*. This method helps us to get the subject easiest and the sample was found in the location of the population (Battaglia, 2011). The questionnaires were given accidentally to the female university students in Yogyakarta who were using Wardah Cosmetic.

### Data Collection Method

This research used primary data. The source data were directly taken from the respondents involved in this research. This research used a questionnaire to gather the data from the consumers, which was distributed to 220 respondents in Yogyakarta. From 220 questionnaires, the researcher received 200 questionnaires in the field. The type of questionnaire was closed questionnaire. There were five parts of questions based on the effectiveness of advertising variables, brand image variables, packaging variables, pricing variables, income variables and buying attitude variables

**Table 1.** The Operational of Research Variables

Variable	Definition	Indicator	Measurement
Effective advertisement (Emotional Response) X <sub>1</sub>	The emotional response happens when the advertising influences the personal emotion of consumer to buy the product (Abideen, 2012)	<ul style="list-style-type: none"> <li>• Good advertisement of Wardah.</li> <li>• The information of the advertisement</li> <li>• The time and duration of advertisement</li> <li>• As reminder of the message in advertisement</li> </ul>	This scale used 1-5 Likert scale of agreement
Effective Advertisement (Environmental Response) X <sub>2</sub>	The environmental response happens when the advertising can create the experience of the consumer through the opinion and comment about the product (Abideen, 2012)	<ul style="list-style-type: none"> <li>• The good place</li> <li>• The availability of information</li> <li>• The Hospitality of the <i>Brand Ambassador</i> or the employees</li> </ul>	This scale used 1-5 Likert scale of agreement
Brand Image X <sub>3</sub>	Brand is an image that people can easily to remember, recall, and gives the positive perception of the product (Aaker, 1997 as cited in Fianto, 2014).	<ul style="list-style-type: none"> <li>• The brand image of Wardah as Halal Cosmetic</li> <li>• The naturality of Wardah products</li> <li>• The guarantee of Wardah quality products</li> </ul>	This scale used 1-5 Likert scale of agreement
Packaging X <sub>4</sub>	Packaging is done to guarantee the quality of the product that the consumer minor experience, as appearance of product performance in order to communicate with consumers and to maintain the sustainability of the product (Azzi <i>et al</i> as cited in Hess <i>et al.</i> , 2014)	<ul style="list-style-type: none"> <li>• The uniqueness of Wardah packaging</li> <li>• The convenience of Wardah Packaging</li> <li>• The good and safety of Wardah packaging</li> </ul>	This scale used 1-5 Likert scale of agreement



Pricing X <sub>5</sub>	Price is a set of the monetary value of the product which are sold and offered for sale to consumers (Chatterjee, 2008 as cited in Dhurup, Afini, & Dumasi, 2014).	<ul style="list-style-type: none"> <li>The affordable price of Wardah</li> <li>The guarantee price of Wardah quality product</li> <li>The competitive price of Wardah</li> </ul>	This scale used 1-5 Likert scale of agreement
Consumer buying Attitude Y <sub>1</sub>	Consumer buying attitude is a part of activities of buying process that involves belief, trust, emotional feeling and behavior intentions to purchase the product or brand repeatedly (Poranki and Perwej, 2014).	<ul style="list-style-type: none"> <li>The halal ingredients of Wardah</li> <li>The naturality of Wardah</li> <li>The interest of affordable price</li> <li>The interest in Wardah advertisement</li> <li>The interest of Wardah Packaging</li> </ul>	This scale used 1-5 Likert scale of agreement
Income Z <sub>1</sub>	This demographic is related to the purchasing power of the area. The income of each student will contribute the purchasing power in an area. According to Nguyen and Gizaw (2014), income can influence the attitude and style of consumers	<ul style="list-style-type: none"> <li>The amount of money that female university students got monthly</li> </ul>	This scaled used multiple choice a-d of each amount that represents their monthly income

The researcher gave 220 questionnaires for respondents who were using Wardah cosmetic. From 220 questionnaires, the researcher received 200 questionnaires in the field. The type of questionnaire was closed questionnaire. There were five parts of questions based on the effectiveness of advertising variables, brand image variables, packaging variables, pricing variables, income variables and buying attitude variables.

The scale of each question used Likert scale by five levels of agreement (Vagias, 2006) as follow (*strongly disagree, disagree, neither disagree or agree, agree, and strongly agree*).

## Data Analysis Method

Before the data is being used for the calculation and analysis of this research, it is necessary to test the quality of the data first with the validity and reliability of data. The indicators and variable construct which qualified for further data quality test by using a two-stage regression analysis. The analysis tool once used to prove the hypothesis-hipotesis predetermined. The deduction is done through the testing procedure and the six criteria for testing the following hypothesis: normality test, multiple linear regression, Multicollinearity, Heteroscedasticity test, partial test (t-test) and R<sup>2</sup> (coefficient of determination). All calculations and analyzes were conducted this study using the help of a data processing program SPSS ver. 2.0.

## Regression Analysis

### Multiple linear regression analysis without moderating variable

Multiple linear regression models can be used to see the effect of some independent variable on the dependent variable. The dependent variable is assumed random/stochastic, which means having a probabilistic distribution. The independent variable is assumed to have a fixed value (in

repeated sampling). In this research, there were four independent variables used to test of each independent variables relationship with the dependent variables. The multiple linear regression equation used in this research was as follow:

$$Y: b_1x_1 + b_2x_2 + b_3x_{3a} + b_4x_{3b} + b_5x_{3c} + b_5x_{4a}$$

Description: Y is Consumer buying Attitude, X<sub>1</sub> is Effective Advertising (Emotional Response), X<sub>2</sub> is Effective Advertising (Environmental response), X<sub>3a</sub> is Brand Image, X<sub>3b</sub> is Packaging, X<sub>3c</sub> is Price and X<sub>4a</sub> is Extrinsic Cues

### Moderated regression analysis

This analysis is used to assume that there is an influence of moderating variable of the independent variable (pricing) on the dependent variable (consumer buying attitude). The multiple linear regression equation (with moderating variable) used in this research was follow:

$$Y: b_1x_1 + b_2x_2 + b_3x_{3a} + b_4x_{3b} + b_5x_{3c} + b_5x_{4a} + b_6x_{4b} + b_7x_{4a*4b}$$

Description: Y is Consumer buying Attitude, X<sub>1</sub> is Effective Advertising (Emotional Response), X<sub>2</sub> is Effective Advertising (Environmental Response), X<sub>3a</sub> is Brand Image, X<sub>3b</sub> is Packaging, X<sub>3c</sub> is Pricing, X<sub>4a</sub> is Extrinsic Cues, X<sub>4b</sub> is Income, and X<sub>4a</sub>\*X<sub>4b</sub> is Income as moderating extrinsic cues.

## Result and Discussion

In accordance with the problems and the formulation of models that had been raised as well as the interests of hypothesis testing the analytical technique used in this research included the Multiple Linear Regression Analysis. The data collection method was used the questionnaire distributed to the female university students in Yogyakarta. The amount of 120 questionnaires were distributed by google forms, and 100 questionnaires were directly distributed to consumers. However, after filtering the questionnaires, only 200 questionnaires were qualified to be processed.

The value of Cronbach's alpha for the variable of income was 1.0, effective advertisement (emotional response was 0.662 and environmental response was 0.618), extrinsic cues (brand image was 0.619, packaging was 0.721, and price was 0.669), and consumer buying attitude was 0.666 which mean, all variables were greater than the value of 0.6. Thus, the answers of respondents of the research variables are reliable. Therefore, the questionnaire of the variables was reliable and could be used for further research.

In the multiple linear regression model, income as the moderating variable used to determine the income variable moderating the independent variable which extrinsic cues (brand image, packaging, and price) toward consumer buying attitude of female university students on Wardah cosmetic in Yogyakarta. The results of multiple regression calculation by using SPSS were presented in Table 2 and 3 below.

From the table, there were positive and significant influence of *emotional response* toward *consumer buying attitude* (p-value 0.002 < significant level 0.05). This means that if the *emotional response* is increasing, the consumer buying attitude will be increasing. The positive and significant influence of *environmental response* toward *consumer buying attitude* (p-value 0.009 < significant level 0.05). This means that if the *environmental response* is increasing, the *consumer buying attitude* will be increasing. The positive and significant influence of *brand image* toward *consumer buying attitude* (p-value 0.021 < significant level 0.05). This means that if the *brand image* is increasing, the *consumer buying attitude* will be increasing.

There were positive and significant influence of *packaging* toward consumer buying attitude (p-value 0.002 < significant level 0.05). This means that if *packaging* is increasing, the consumer buying attitude will be increasing.



**Table 2.** Multiple Linear Regression Analysis without Moderating Variable

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized	T	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	5.952	1.603		3.713	.000
	ER1	1.204	.378	.183	3.185	.002
	ER2	.168	.104	.086	2.610	.009
	BI	.598	.256	.320	2.331	.021
	Packaging	.341	.195	.212	3.749	.002
	Price	.396	.227	.201	3.745	.003
	Ec	.134	.184	.124	3.020	.004
	Income	.521	.325	.133	3.604	.010

a. Dependent Variable: Consumer buying Attitude

**Table 3.** Multiple Regression Analysis with Income Variable (Moderate Variable)

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized	T	Sig.
		B	Std. Error	Coefficients		
1	(Constant)	2.554	1.289		1.982	.049
	ER1	1.055	.290	.161	3.634	.000
	ER2	.097	.074	.070	2.816	.030
	BI	.186	.078	.141	2.393	.018
	Packging	.236	.084	.119	2.793	.006
	Price	.235	.118	.121	1.995	.048
	Extrinsic	.371	.149	.192	2.487	.014
	Income	.170	.285	.035	3.595	.003
	moderating	1.099	.168	.614	5.245	.000

a. Dependent Variable:  
Consumer buying Attitude

Source: primary data processed, 2015

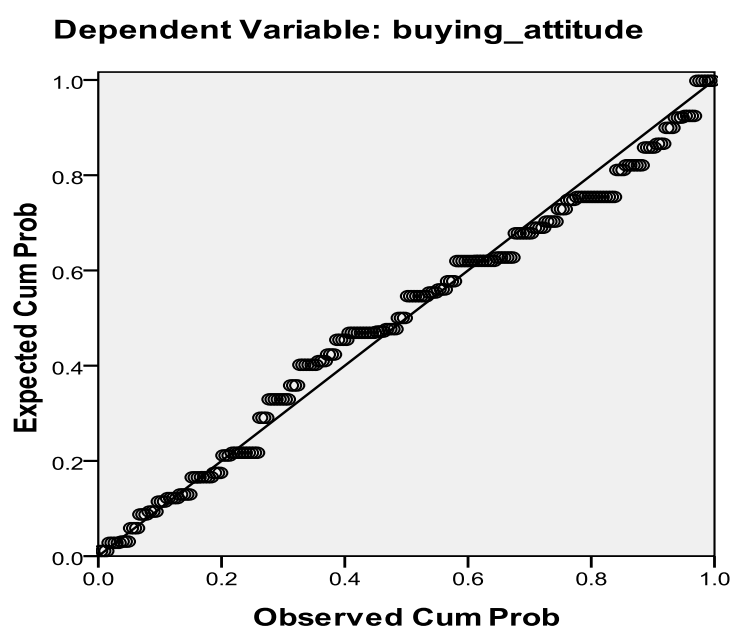
A positive and significant influence of *price* toward *consumer buying attitude* ( $p$ -value  $0.003 <$  significant level  $0.05$ ). This means that if *price* is increasing, the *consumer buying attitude* will be increasing. There were positive and significant influence of *extrinsic cues* toward *consumer buying*

*attitude* (p-value  $0.004 < \text{significant level } 0.05$ ). This means that if *extrinsic cues* is increasing, the *consumer buying attitude* will be increasing.

Income had positive and significant influence on the extrinsic cues toward consumer buying attitude (p-value  $0.000 < \text{significant level } 0.05$ ). This means if moderating variable is increasing, the extrinsic cues and consumer buying attitude will be increasing.

The next data testing was normality data test. Normality test is a test done to determine the normality and aims to test whether both the dependent variable and independent variables both have a normal distribution or not. Therefore, when the data has a normal distribution, T-test can be done. While, if the normality assumption does not meet then the inference cannot be done with the T statistic. Normality test result with the Normal P-P Plot regression could be seen in the following figure:

### Normal P-P Plot of Regression Standardized Residual



**Figure 2.** Normal P-P Plot of Regression

Based on the normal P-P Plot graph above, it could be seen that normal p-plot of regression standardized residual pattern of data spread around the diagonal graph was a straight line. This data is said as normally distributed. Thus, the above normality test showed that the normality assumption of the data is fulfilled.

The partial data test (t-test) showed that there were a positive influenced of emotional response, environmental response, extrinsic cues (brand image, packaging, and price), and income toward consumer buying attitude. The p-value of each variables were greater than  $\alpha = 0.05$ .

Based on the table below, it showed that the value of VIF (Variance Inflation Factor) was  $< 10$ . The VIF of emotional response ( $X_1$ ) was 1.600; VIF of environmental response ( $X_2$ ) was 1.386; VIF of the brand image ( $X_{3a}$ ) was 9.113; VIF of packaging ( $X_{3b}$ ) was 7.063; VIF of price ( $X_{3c}$ ) was 6.377; VIF of extrinsic cues ( $X_{4a}$ ) was 3.161 and the Tolerance value  $> 0.10$  or  $< 1$  to the tolerance value of emotional response ( $X_1$ ) was 0.625; Tolerance of environmental value ( $X_2$ ) was 0.721; Tolerance value of the brand image ( $X_{3a}$ ) was 0.110; Tolerance value of packaging ( $X_{3b}$ ) was 0.142; Tolerance value of packaging ( $X_{3c}$ ) was 0.157; and Tolerance value of extrinsic cues ( $X_{4a}$ ) was 0.043. Thus, based on the value of VIF (Variance Inflation Factor) and Tolerance, it

could be concluded that the regression model did not contain multicollinearity. Therefore, the further testing can be continued because it has qualified classic assumption test that has not the case of multicollinearity.

**Table 4.** Partial Test (T-Test) with Moderating Variables

Model	Coefficients <sup>a</sup>		Beta	T	Sig.	
	Unstandardized Coefficients					Standardized Coefficients
	B	Std. Error				
1 (Constant)	2.554	1.289		1.982	.049	
ER1	1.055	.290	.161	3.634	.000	
ER2	.097	.074	.070	2.816	.030	
BI	.186	.078	.141	2.393	.018	
Packaging	.236	.084	.119	2.793	.006	
Price	.235	.118	.121	1.995	.048	
Extrinsic	.371	.149	.192	2.487	.014	
Income	.170	.285	.035	3.595	.003	
Moderating	1.099	.168	.614	5.245	.000	

The multicollinearity test also conducted in this research.

**Table 5.** Multicollinearity Test

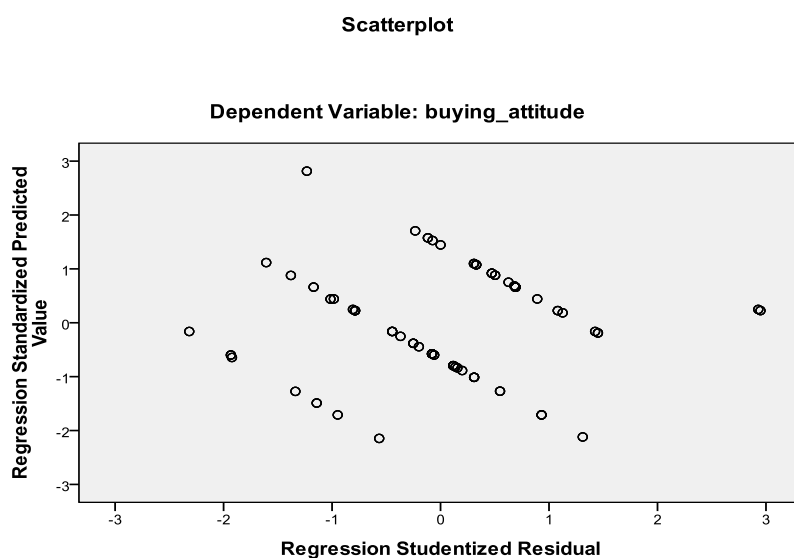
Model	Coefficients <sup>a</sup>		Beta	T	Sig.	Collinearity Statistics		
	Unstandardized Coefficients					Standardized Coefficients	Tolerance	VIF
	B	Std. Error						
1 (Constant)	5.952	1.603		3.713	.000			
ER1	1.204	.378	.183	3.185	.002	.625	1.600	
ER2	.168	.104	.086	2.610	.009	.721	1.386	
BI	.598	.256	.320	2.331	.021	.110	9.113	
Packaging	.341	.195	.212	3.749	.002	.142	7.063	
Price	.396	.227	.201	3.745	.003	.157	6.377	
EC	.134	.184	.124	3.020	.004	.043	3.161	
Income	.521	.325	.133	3.604	.010	.300	3.331	

Heteroscedasticity arises when the variance of the probability distribution is not a constant nuisance for the entire observation of the research variables. This heteroscedasticity test method in this research was using a *Scatterplot plot diagram*.

The Scatterplot graph in figure 3 showed that scatterplot pattern of the existing data. The spreading pattern of data as dots on a scatterplot was above and below the graph and the distribution did not form a specific pattern. It is resulting the spreading pattern can be inferred that the heteroscedasticity did not happen in this research.

The correlation and coefficient determination of all variables also conducted in this research. The result showed R value of 0.776 indicated that the variable of emotional, environmental, brand image, packaging, price and extrinsic cues had a positive correlation of 0.776 toward the consumer buying attitude. The rated R square was 0.588 indicated that the amount of the role or contribution of emotional variables, environmental, brand image,

packaging, price and extrinsic cues able to explain the variable of consumer buying attitude by 58.8% while the remaining 41.2% was explained by the main other variables used in this research.



*Figure 3.* Scatterplot of buying attitude

It was significantly increasing when the correlation and coefficient determination showed the result with moderating variable. The R value of 0.870 indicated that the variable of extrinsic cues and income as moderating variables had correlation at 0.870 toward the consumer buying attitude. Adjusted R-square (R<sup>2</sup>) of 0.747 showed that the amount of the role or contribution of the extrinsic cues moderated by income variable was 74.7%, while the remaining 25.3% was explained by other variables that used in this research.

The last result was partial coefficient of determination. It showed that The results of coefficients of the partial determination ( $r^2$ ) in the first equation which were known as the emotional response toward the consumer buying attitude was 22.4%, environmental attitude toward consumer buying attitude of 11.5%, the brand image toward the consumer buying attitude was 16.6%, packaging toward the consumer buying attitude was 12.5%, the price toward the consumer buying attitude was 12.5%, and the extrinsic cues toward the consumer buying attitude was 0.1%. Thus, from these six variable coefficients partial determinations ( $r^2$ ) were shown by the emotional response that had the largest amount of 22.4%. Thus, the emotional response had a dominant influence on the consumer buying attitude.

## Conclusion

Based on the discussion above, it seems that effective advertisement (emotional response and environmental response), and extrinsic cues (brand image, packaging and price) have a positive influence toward the consumer buying attitude as well as using income as the moderating variable of extrinsic cues toward the consumer buying attitude. The highest role of contributions each variables toward the consumer buying attitude was the emotional response.

Therefore, the researcher found a recommendation for marketer of Wardah company could use this research as consideration of the marketing decision making process. The emotional response showed that the advertisement of Wardah effectively persuaded the consumer to buy the product. It means that Wardah can maintain the concept of emotional response, the message in advertisement, to strengthen the consumer's perception and impulse them to buy the product.

For other researchers, this research, conducts causal study that shows the relationship between the effective advertisement and extrinsic cues that links to the consumer buying attitude.

In order to complement and enhance the research, the researchers can focus on other factors that might influence the consumer buying attitude or the factors which can increase the emotional response of Wardah consumers toward consumer buying attitude to be observed.

According to the recommendations above, the next research should be widely sampled to achieve the higher significant result and have different location or expand the population or sample of the research. As emotional response has bigger role in this research, the next research could be observed about the factors that might influence the emotional response toward consumer buying attitude or seeking other factors that may affect the consumer buying attitude which are not included in this research.

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