

RESEARCH PAPER

# Factors to Develop Trust in the Quality of Cosmetics Product in Malaysia

Nurul Atikah Mohd Asri<sup>1\*</sup> & Farah Akmar Anor Salim<sup>2</sup>

Received 20 April 2022; Revised 21 May 2022; Accepted 7 June 2022;  
© Iran University of Science and Technology 2022

## ABSTRACT

Previous studies have reported that trust is the main issue that needs to be resolving. [9]. Trust proficiently leads people or organizations to acquire maximized benefits and potentially gives an organization a competitive advantage in markets, communities, and hierarchies. The extent of this study revolves around develop consumer trust in the quality of cosmetic product scope. Researchers have shown an increased interest in the cosmetics field as the average annual growth in the last twenty years is 4.5% and the rate of growth presume to continue over 3%. The objectives of this research are to (1) understand factor involves in the process of build consumers' confidence and trust virtually in offline and online business, (2) to determine the prominent information need to be an underline in marketing strategy, and (3) to understand how trust can affect consumer preference on cosmetics product. This study underlined cosmetic price, cosmetic brand name, and cosmetic country of origin are the prominent information that needs to underline in marketing strategy. Important issues addressed and recommendations made for prospect research.

**KEYWORDS:** Cosmetics; Trust; Quality; Brand.

## 1. Introduction

Previous studies have reported that trust is the main issue that needs to be resolving. Trust also extensively recognized as an essential part or even vital in a mutual attempt in all aspects of life [9]. giving significant prominence to an interpersonal trust topic. Trust proficiently leads people or organizations to acquire maximized benefits and potentially gives an organization a competitive advantage in markets, communities, and hierarchies.

This study proposes trust as a compelling element in marketing strategy because trust deems to be a substantial factor accounting for a customer's intention to purchase or repurchase the product from the same trader. The extent of this study revolves around develop consumer trust in the quality of cosmetic product scope. The preliminary researchers have proven that

there is a direct correlation between customer's perceived quality and trust to customer loyalty. Association of Southeast Asian Nations (ASEAN) integrates cosmetics as any element or preparation, aimed, to be applied to the external parts of the human body. It includes teeth, mucous membranes of the oral cavity. The consumption of routine cosmetics is essential for cleaning and perfuming purposes, maintaining, fixing, or improving the appearance, and rectifying body odor.

ASIAN present Malaysia is one of the five countries that hold market share value in the cosmetic industries to more than US\$70 billion. The value is the second-highest after the Western European Market. Recently, researchers have shown an increased interest in the cosmetics field as the average annual growth in the last twenty years is 4.5% and the rate of growth presume to continue over 3%. The previous study summarizes the cosmetics field or beauty market predominantly divided into five categories: (1) skincare, (2) hair care, (3) color cosmetics, (4) fragrance, and (5) toiletries.

Business dictionary.com defined quality as the superiority or the circumstance where the

\* Corresponding author: Nurul Atikah Mohd Asri

[012019071172@gsm.msu.edu.my](mailto:012019071172@gsm.msu.edu.my)

1. Faculty of Business Management and Professional Studies, Management & Science University, Malaysia.
2. Azman Hashim International Business School (AHIBS), Universiti Teknologi Malaysia.  
[farahakmar@utm.my](mailto:farahakmar@utm.my)

product or service delivery to the customer is unaffected by defects, deficiency, and significance variance. Additionally, product or service quality reflects the affirmation of one organization to specific standards in order to obtain uniformity of product and fulfill precise customer requirements. The characteristics of good quality product or service interpreted by quality management handbook are (1) gratification of a customer in respect to his/her expectation, in the aspect of specifications, standard, and reference value, (2) performance to the standard predicted by the consumer, (3) meet the consumer demand and necessity for the first time and for every time, (4) accomplishing the right thing at the first time, (5) continues seeking development and modification and (6) product or system always gratifying customers [6].

Even with a plethora of studies on the usage and types of cosmetic products and services. The determinant towards cosmetic price, brand name, and the country of origin, as well as the effective digital content which affects consumer trust towards cosmetic quality, is still lacking. This study connects the factors that have been fully accounted for in previous literature as essential factors contribute to building consumer trust on the cosmetic quality, and consumer purchase decision. proposed price range is an essential consideration to make a cosmetic purchasing decision. Price could reflect the quality of products and influence the product images. In addition, also claims that brand trust exerts more influence on consumer trust than system trust.

Then, Nellikunnel et al. believe the message of country origin in marketing strategy deems a necessary element. Reveal country of origin able to influence consumer perceptions and guide purchase decisions. This phenomenon serves as a heuristic and reduces consumer perceived risks. Trust that builds in positive perception exists when consumers presume that the manufacturer engages in producing the product can fulfill their promise [10].

Lastly, [8], elucidate effective digital content is important. Effective digital content has a great potential to magnetize consumer awareness of a new or standing product or brand. Instead of that, effective digital content also essential to grasp consumer trust, promote loyalty towards the firm or brand [8].

The objectives of this research are:

1. To understand factor involves in the process of build consumers' confidence and trust virtually in offline and online

business;

2. To determine the prominent information that needs to be an underline in marketing strategy;
3. To understand how trust can affect consumer preference for cosmetics products.

This research to seek to address the following questions:

1. What factors involve in the process of build consumers' confidence and virtually in offline and online business?
2. What prominent information need to be an underline in marketing strategy?
3. How trust can affect consumer preference for cosmetics products.
- 4.

## 2. Literature Review

### 2.1. The concept of trust.

Trust in a commercial range provides relevant knowledge in the buyer-seller relationship. Trust in business research is the subject that links the connection between trustor and trustee. Besides, the author illustrates to clarify the definition of trust in the context of business study. Trust in a business context is defined as an expectation, belief, reliance, on the subject that embraces specific characteristics. The characteristics of the subject are (1) benevolence, (2) honesty, (3) competence, and another antecedent, purpose to achieve a positive result. simplified trust evolves from a personal trait and become an attitude [4].

Previous literature has emphasized the importance of trust as a major asset in business circumstances. Trust is a key factor for (1) product acceptance, especially for new product innovation, (2) creating a positive environment, and (3) ensuring good relations with investors and others [4]. In conclusion, subjects that possess a specific quality that has been highlighted by previous literature generate trust in the buyer-seller relationship.

#### 2.1.1. Category of trust.

Previous literature outlined the category of trust into four (1) benevolence, (2) integrity, (3) competence, and (4) predictability [9]. This explanation is supported by Rotter (1967) by explaining that trust comes from a characteristic feature; include traits as written in the category above. The composite of four types of beliefs contributes to a foundation for trusting intentions and trust-related behavior [9].

#### 2.1.2. Benevolence

Benevolence refers to the consideration of one

person and being encouraged to fulfill another person's interest instead of working opportunistically [9]. Organization benevolence characteristics in the business field can be divide into two scenarios, (1) customers presume an organization will act honestly in producing the intervention before delivering to people [13], and, (2) the organization ready to give extra effort when the unexpected problem occurs. Flexibility and willingness organization to help customers create a good relationship between the organization and the customer [12]. Therefore, a customer experienced a safe to deal with an organization and establish trust in the relationship [2].

**2.1.2.1. Integrity**

Integrity refers to the accomplishment of an expectation of agreement between two parties, revealing the truth, completing promises [9], brand credibility, and trustworthiness. In recent studies, the integrity of an organization or brand is the view as the transparent signal in their marketing communication or advertising. The transparency that has been discussed in the literature referring to the organization which publicly disclosing information includes 1) decision process, (2) procedures, (3) functioning and performance [3].

**2.1.2.2. Competence**

According to [9], competence is the capability or ability of an organization to meet consumer needs. Organizations use communication as a medium to verify their competencies in providing a satisfactory product and service to customers. This has been outlined by [2] that the relationship between efficiency and trust is through effective communication with customers. In addition, the literature also highlights four particular subjects potentially

satisfy customers expectation towards organization competency, (1) great knowledge in the market of buyer product, (2) ability to give good advice on operating of the business, (3) proficiency help buyer plan procurements and (4) ability to deliver effective sales promotion material. Accordingly, satisfying the four components above is an imperative action to gain customer trust towards the competency of the organization in the particular field [2].

**2.1.2.3. Predictability**

[9] further describe predictability as a situation where a trustee acts consistently either in a good or bad way for the forecasted purpose. Previous research has drawn a correlation between trust and predictability in two ways.

First, at the early stage of trust development, a consumer has predictability about the products, then; the predictability turns up and fulfills customer needs absolutely. Finally, trust is formed in the product.

Then, in a second way, trust develops through predictability transpire by the positive response of another consumer with similar experience after utilizing the same products. Thus, trust that develops through predictability reliant on product attributes and product worth after gathering information from another consumer [1].

The author of previous literature agrees that these four categories of trust (benevolence, integrity, competence, and predictability) affect people's attitude, expectancy, intention, and behavior. The literature shows trust effect most on consumer belief or expectancy and follows by consumer behavior and consumer attitude - however, only benevolence and integrity influence consumer intention [9]. Table 1 below represents the summary of the effect of the trust category on the consumer [9].

**Tab. 1.**

Category of Trust Effect	Benevolence	Integrity	Competence	Predictability
Belief or Expectancy	✓✓✓✓	✓✓✓✓	✓✓✓✓	✓✓✓✓
Behaviour	✓✓✓	✓✓✓	✓✓✓	✓✓✓
Intention	✓	✓		

**2.1.2. Trusting belief.**

Most of the recent literature assent that trusts can influence consumer belief and expectancy. Trusting Beliefs refers to the situation where one person truly believes and feels relatively secure with the other party characteristics. In summary, trusting belief correlates with

interpersonal trust, which affects trusting intention and trusting beliefs at the same time [9].

Additionally, the authors also describe that trust also may include in the condition where trust is transpiring to object instead of trust on people, called **Institution-based Trust**. Institution based-trust describe consumer be dependent on

any organizations, structures, or situation that have a responsibility to assure that chain of the event provides mutual benefits [9].

There are two subcontracts **institution-based trust**,

**I. Structural Assurance:** Structural Assurance refers to the circumstances where people have confidence in the guarantees, contracts, regulations, promises, legal resources, or procedures involved in the business [9].

**II. Situational Normality:** Situation Normality refers to the situation where people confidences when they deal with a risky business given that a circumstance is regular or favorable and conducive to success [9].

In addition, Linda and Keith (2019) also develop the definition of trust in trusting belief context; consumer trust explained into two dimensions, (1) consumer's expectancy after identifying the word or promise made by the organization, and (2) consumer's belief that organization places their best endeavor to achieve maximum customers satisfaction towards their product and services [8].

### 2.1.3. Trust related behaviour

Trust related behavior describe the behavior when people voluntarily rely on other parties such as performing fiduciary obligation, even though the negative outcome is possible. The authors highlight the relationship between the trust of the trustor and the power of the trustee in influencing the trustor's decisions. The literature outline the capability of a trustee to has power in other to resolve the uncertainty of trustor in the existence of trust [9].

Below are the effects of trust-related behavior:

**I. Cooperation:** Cooperation occurs when one person or organization is interdependent aimed at achieving the goal rather than intended to deceive [9].

**II. Information Sharing:** Information sharing is reflected as trust-related behavior because the trustor exposes to the risk of misuse of information provided to the trustee [9].

**III. Informal Agreement:** An informal agreement is developed by both parties without the presence of authorities' enforcement and only depends on the mutual trust of both parties [9].

**IV. Reducing the Control:** Reducing the controls or rules is the situation where a person is exposing themselves to additional risk, as they only rely solely on the sincerity of an individual without authority to direct them or to

detect a breach of trust [9].

**V. Influence:** Influence occurs when one person agrees to the other person's opinion and engages it in making the right decision [9].

### 2.1.4. Trusting intentions

Trusting intentions is define as a willingness to certainty believe in other alliance, despite the deficiency of power to control over that party, and contrary results are possible to occur [9]. On the other hand, trusting intentions refer to the trust of people as a subject, and not be subject to the specific situation or specific person on the particular occurrence as a summary to explain the overall relationship between trustor and trustee [9].

There is two sub-contract substitute in the context of trusting intentions which include:

**I. Willingness to Depends:** Willingness to Depends describe a person voluntarily depend on and prepare to make themselves vulnerable to another party with a feeling of relative security [9].

**II. Subjective Probability of Depending:** Subjective probabilities depend on the degree to which a person expected to be dependent on the other, with a sense of relative security. Subjective probabilities of dependence are more accurate and display more exceptional dependence attributes than a willingness to depends [9].

### 2.1.5. Disposition to trust

Disposition to trust expresses the amount to which one demonstrates a continuing tendency to depend on other parties at any circumstances and persons [9]. Two subcontracts are listed in the category of disposition to trust:

**Faith in humanity:** Faith in Humanity in the context of psychology refers to the one conclude others peoples are habitually honest, benevolent, competent, and predictable [9].

**Trusting stance:** Trusting stance defines, an individual or an organisation wholly trusts the capabilities and competency of a particular party to place their proficient efforts and achieving excellent results regardless of population speculation towards that particular party [9].

In the literature of online trust: concepts, evolving themes suggest that the theory of online trust and offline trust consists of many similarities, such an example, both are essential for exchange activity and it involves risk, fear, complexity, and costs. Since trust can alleviate the potential of risk, fear, complexity, and benefits in constructing coordination and

cooperation between two parties in the offline setting, it can likely do the same in the online setting [5].

[5]. focus on risk to define trust. Trust is the individual incline to behave in the means that believes another party responds following expectations in a risky situation. Besides, another literature seems to trust as a context of confidence, the confidence that no party is the cause of exploit to other parties vulnerability in exchange activity. Thus, this literature encapsulates trust constructs from two elements, (1) risk and (2) confidence [5].

### 2.1.6. Dimension of trust

The dimension of trust concept is expanding into describing five-dimensional of trust, (1) generality, (2) kind, (3) degree, (4) stage and (5) level [5].

#### 2.1.6.1. Generality of trust

Generality refers to the range of trust prevail from general to specific. General trust occurs when a person predominantly possesses trust towards another individual, group or technology, and specific trust occurs in a specific situation and in a particular way [5].

#### 2.1.6.2. Kind of trust

**a) Slow trust:** Slow trust needs more time to acquire; it retains for an extended time and be applicable for a specific trust [5].

**b) Swift trust:** Swift trust befalls when relationships are rapidly developed and then rapidly decline [5].

**c) Cognitive trust-** a person capable of identified why the object trusts worth to be trusted. Cognitive trust practically pertains at the macro-level or large setting situation [5].

**d) Emotional trust-** a person is influenced by intense positive feelings towards the trustee. Emotional trust representative in primary or small a situation phenomena [5].

#### 2.1.6.3. Degree of trust.

Degrees of trust measure the deepness of individual trust towards the object or other party. Three types of degree of trust:

(1) **Basic trust:** Basic trust describes the fundamental of trust experience from the prerequisite of social life [5].

(2) **Guarded trust:** Guarded trust refers to the trust supported by official and approved contracts, agreements and promises. Trust takes place in a fixed time, and the individual believes the object of trust serves to fulfil the agreement, contract and

promises [5].

(3) **Extended trust:** Extended trust is trust come from an openness of trustor towards the trustee, and formal contracts consider unnecessary for this degree of trust [5].

#### 2.1.6.4. Stage of trust

There are two stages of trust, (1) initial trust and (2) mature trust. Initial trust develops at an early stage of the trustor and trustee relationship, while mature trust generates when trustor satisfied with the response, effectiveness and capability of trustee work to fulfil their needs [5].

Recent studies support customer trust essential to encourage a willingness to buy behavior, secure loyalty and invent a long term for potential customers and existing customers. Most research emphasizes the advantage of customer loyalty is the inclination of the consumer to buy more at a higher price and spread useful review about the product. Consumer loyalty can be defined as the customer attitudinal precedence for the retailer when compared to the available competitive alternative. Thus, acquired consumer trust gives additional value to the organization's competitive advantage [8].

This study draws attention to the factors of consumer trust in the cosmetic quality. Because trust gives benefits to intention to buy a product and secures the royalty. Thus, the first hypothesis created for this study is below.

**H1: There is an association between consumer trust on the quality of cosmetic product and willingness to buy behavior.**

## 2.2 The factor of perceived quality on consumer trust on an offline business.

The definition of perceived quality is expression circumscribe in the consumer's mind without specific standards.

### 2.2.1 Cosmetic price

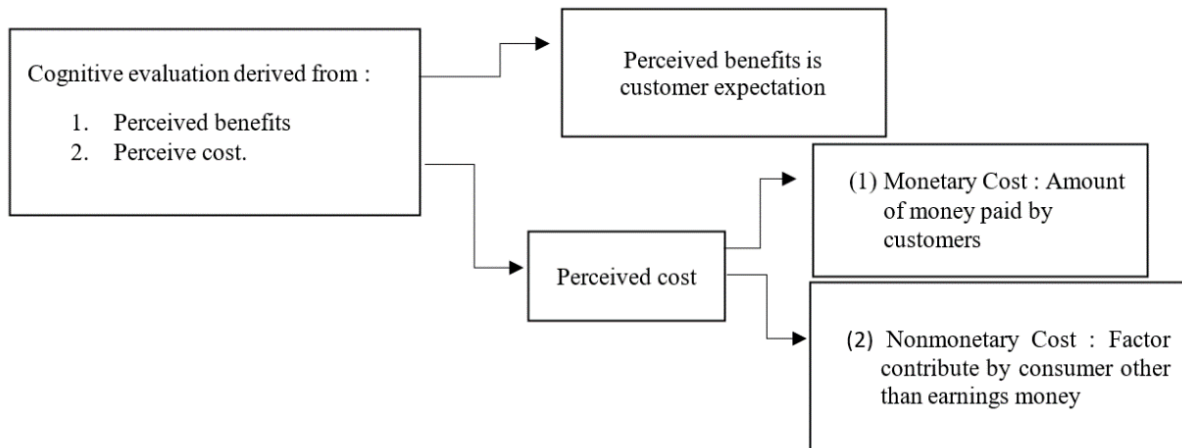
The previous study has defined price as a nominal cost charged to the customers aimed to believe in having an ownership value and freeing to utilize the products. Appropriate price range established by the organization is significant because (1) the price is one factor that reflects the quality of products and (2) influences the product images. However, the influence of price factor towards a willingness to buy is mediate by perceived value.

Perceived value is a cognitive evaluation of customers derive from perceived benefit and perceive cost. Perceived benefits typically refer

to customer expectation concerning the organization prestige, reputation, and service performance, while, perceived cost separate into two, (1) monetary cost which represents the amount of money paid by customers to acquire products or service from the organizations and (2) nonmonetary cost such as time spent, mental stress and physical stress involved before, during and after procurement

products or services offered by the organization.

The author also outlined the characteristics of price policy that able to achieve exceptional customer satisfaction are (1) price stable, (2) price does not undergo abusive increase, (3) fair, (4) transparent, (5) reliable, and (6) contribute value to purchases when compare to the competitor.



**Fig. 1. The summary of perceived value definition.**

study reveal that perceived price denotes a negative result on willingness to buy behavior as the product with high cost will reduce intention to buy for potential customers and existing customers. However, summarized the attitudes toward cosmetics are transforming in the population of working woman and those with a higher salary. They more attractive to the premium product with high quality and provide promising benefits such as anti-ageing and whitening. The study affirms that the effect of perceived trust is more significant than perceive price. However, the price is one of the factors in perceived quality that stimulates consumer trust towards the product or services to deliver by the organizations.

Rubio et al. also confirm the constructive of the relationship between perceived price and trust. The study accentuates beneficial price policy alleviates consumers trust and loyalty towards the product or service offered by the organization. Trust and loyalty are take place due to customer satisfaction after collating information of price to quality ratio provided by the organizations and other competitors.

In summary, a review of the literature in these previous studies found that higher price range will reduce intention to buy. Though, underline working woman with high salary penchant to choose premium cosmetics product.

Besides, there were also study describe perceive trust is more significant than perceive price in other to influence intention to buy. Thus, this study aims to understand how a range of price factors affect consumer trust in the quality of cosmetics product. The hypothesis of this study is constructed as below.

H2: There is an association between cosmetic price and cosmetic trust in the quality of product

### 2.2.2. Cosmetic brand name

Recent evidence supports the interconnection between brand name and consumer trust. This study determines the relationship between a brand name and consumer trust on a quality product, through two trust models, (1) a two-factor trust model and (2) a three-factor model.

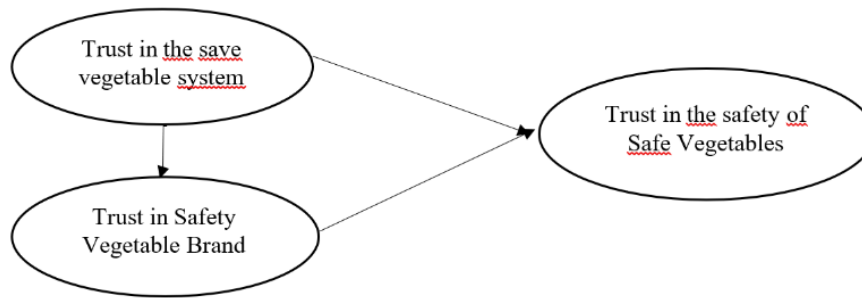


Fig. 2. Two-factor trust model Invalid source specified.

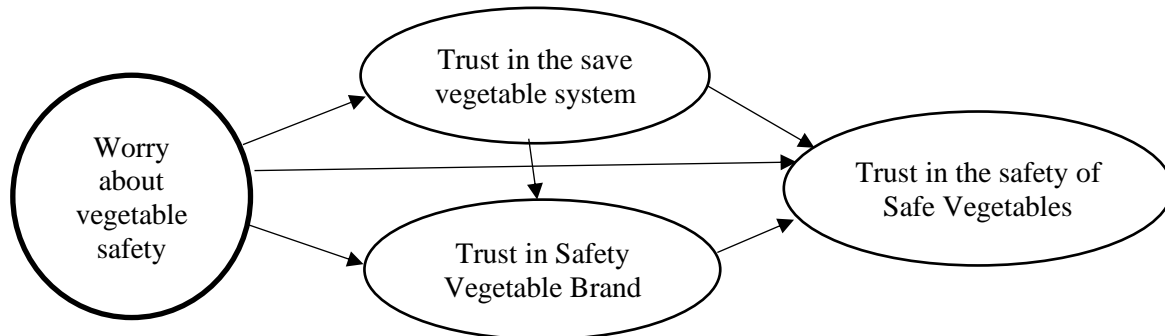


Fig. 3. Three-factor trust model Invalid source specified.

Trust in the safety of safe vegetable signify consumer belief or confidence that is eating Safe vegetable vend by the organization will not cause adverse their health condition, while system trust indicates the trust of a consumer on the ability of farmers/producers, retailers and government to guarantee food safety. Lastly, brand trust describes the trustworthiness consumer perception of the safe vegetable brand.

This study emphasizes the role of brand trust influence more as against system trust on evaluating of consumer trust in the safety of safe vegetables. Brand trust performs on consumer trust in two ways, either directly effect on consumer trust or be a mediating role between system trust and consumer trust. Thus, acquiring trust in a brand is an essential element that influences the willingness to buy.

**H3: There is an association between cosmetic brand name and consumer trust in the quality of cosmetic products.**

### 2.2.3. Cosmetic country of origin

They are three factors that influence consumer purchase intention for an imported product, that is (1) psychological, (2) economical, (3) cultural factor and (4) country of origin (COO) factor. Country of origin stated in this study delineate the country from where the products manufactured or the location of the company's corporate headquarter due to multinational sourcing. The massage of country origin in marketing strategy deems as necessary

elements since it is capable of influence consumer perceptions to guide purchase decision and serves as a heuristic to reduce perceived risks [10].

Besides, the study underlines consumer trust and reputation firm are two-component that establish the relationship between an organization and foreign consumers. However, a marketer needs to understand the level of consumer preferences regarding the particular country and stereotyping of consumer referring to the country before deciding to highlight the country of origin in their marketing strategy; this is because the information of country origin gives a supremacy perspective effect either being an attraction factor or avoidance factor [10].

Positive trust originates from pleasant travelling experience to begin trust on capability in manufacturing, while, the negative trust generally come from negative image of military, religious and emotional issues. In addition, the previous study expresses the trust can moderate a positive perception of the country and manufacturing capability. Trust that build in positive perception exist when consumers presume that manufacturer engages in producing product can fulfil their promise and provide their quality and truthfully their promise [10].

Nellikunnel et al. point up the influential of country origin awareness among consumers on purchase decision result from (1) it is a predictor for consumer thoughts, preferences

and trends, (2) stand as an extrinsic cue promote people in the involuntary judging process, (3) attribute for evaluating a product and accept the products and (4) it plays as an important role when consumer need to choose a wide range of products [10].

Several previous studies give prominence to some consideration marketer need to conceive in setting down the idea of communicating country origin at the early stage of the marketing phase. These elements are (1) consumers live in a developed country prefer domestic products, (2) consumers not only rely on the country of origin to evaluate the quality of products and (3) the knowledge of the country of origin competent to direct purchase decision when consumers not familiar with product or manufacturing company [10].

Consumers who prefer domestic products emerge from nationalistic emotions before forming a positive purchase intention and attitudes. Instead of that, another reason for choosing domestic products is (1) resemblance in culture as supported by the theory of individualist and collectivist culture psychological principle, (2) patriotism and loyalty towards their own country and (3) reliance of consumer on the sentiment that foreign-made products may harmful to industries and economy for their own country [10].

Next, the preliminary study stated that proclaim country of origin assists the consumer to measure the level of quality products or services. This circumstance result from the preconceived notions of consumers believes that product invents from a developing country possess a quality that meets their expectation. Instead of that, the evaluation of the quality level also transpires from a superior or inferior history of performance to generate product image inside consumer minds account of products or service from a specific country. Positive product image initiates positive consumer behavior attitude. Lastly, well-known products that bring a high level of prestige able to convince the customers that other products from the same country proficient at producing the same way quality even though in a different price range due to the high competence of country [10]. Thus, this study intends to understand the association of consumer trust factor towards the quality of the cosmetic product by revealing country of origin. The hypothesis constructs as below:

H4: There is an association between Cosmetic Country of Origin and Consumer Trust on the

quality of cosmetic products.

### 2.3. Effective digital content.

Effective digital content is an important marketing tool to magnetize consumer awareness of a new or standing produced brand in the market, grasp consumer trust, promote loyalty towards the firm or brand [8] and influence consumers behaviour [11]. Relevant digital contents are significant in the process of identifying, anticipating and satisfying consumer needs since Digital Content Marketing (DCM) is the preeminent medium for consumer engagement and foster long-term relationship between the organization and consumer. Thus, the organization manages to recognize the consumer's prerequisites and improve its products and services equivalent to consumer expectations [8].

An association between Digital Content Marketing and brand trust is transpiring when DCM influence cognitive and emotional engagement among consumers. The engagement then generates brand-related sense making and identification, which lastly result in consumer trust in the product and services offered by the organizations [8]. While a variety of definitions of the term Digital Content Marketing suggested, this paper will use the definition suggested by Hollebek & Macky as it is the information available in a textual or visual style inscribe in a website or other electronic medium [8].

The current study found that rich information content in a website able to eliminates uncertainty intend to reduced risks and increase consumer trust. The informing science philosophy emphasises the best approach to notify consumers of the message by using technology must be provided in form, format and schedule. Instead of that, the journalist highlight three contexts constitute in the philosophy of informing science is (1) client, (2) the informer and (3) transformation of messages between two, while the components involved in this section consist of the (1) informing environment, (2) the delivery system and (3) task-completion system [11].

The theory of informing science has thoroughly discussed in three theory model (1) Shannon and Weaver's model of the communication process, (2) Wilson's Model of information-seeking behaviour and (3) Tuersky & Kahneman's framing theory. The effective informing system is substantial to acquire consumers trust in the digital content marketing aspect. The effective informing system defines



as the reduction of risk and uncertainty level as well as complexity and effort. The effective informing system achieved depend on various aspect include (1) the quality and rigour of message on the various aspect, (2) the potential value, (3) relevance and usefulness concerning the task performed, (4) resonance and (5) explicitly addressing a messages impacts on consumer mental models [11]. Customer in the cosmetic industry commonly exploring information regarding on product standard, country of origin, production process, use of natural herbs or ingredients and dermatological testing approval, before making a purchase decision [6].

Furthermore, previous research has debated in

detail regarding the type, pattern and format of information to gain interest or trust of consumers. This research accentuates two judgement highlight by the antecedent study to accomplish an effective information system: (1) more information content capable of earning consumer trust, perceived value, persuasion and influence consumer decision, while (2) less content information proficient to obtain consumers attention due to clear, understandable and straightforward information, thus, reduced perceived effort and ease of use. Besides that, less content information generates liking and curiosity when consumer sense there is a knowledge gap exists [11].

**Tab. 2. The factor, definition and example of content highlight to accomplish effective digital content marketing [11].**

Factor	Definition	Content highlight
Trust	Trust is a beginning factor that causes the consumer to precedes the next steps in buying activity.	Customer review Shopping advice Product information and it's quality Availability of a website policy. Size of an organisation that provide the products Credibility and good reputation of the organisation.
Perceived value	Perceived value demonstrate appropriate information stated on a website.	Intrinsic product value Write product feature Write product picture Write product experience
Persuasion and Influence	The point composes in a massage aim to lead the consumer to the desired end state.	Information on authority Information on social validation Information on commitment and consistency

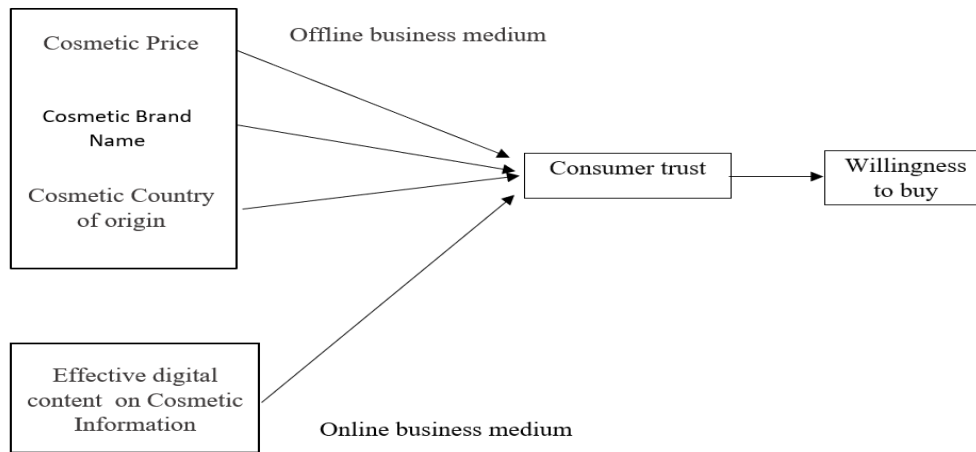
Finally, the finding of the study reported by Nim & Gafni indicates that consumer tends to provide their data for the website that gives less information. This finding supported by the theory of mental models on online decision making, which emphasise the lesser consumer informed, the more willing they corporate. However, the type of basic information design to grasp consumer attention and action still in an ongoing discussion [11].

Besides, [5] give prominence to the quality of digital marketing must be (1) favourable visual design elements, (2) professional impression of the product and overall website, (3) exemption of small grammatical and typographical error, and (4) facilitates the process of a transaction [5].

To date, there has been little debate in the previous literature on either aspect of website design or digital content have more capability in gaining user trust. discover that consumer tends to more attentiveness and trust on website design while other experts deduce that good content is a good strategy to capture customer contemplation [5]. Hence, this study proposes to apprehend the guidelines of the effective informing system in a digital marketing strategy to build consumer trust on the cosmetic quality. The hypothesis is below:

H5: There is an association between effective digital content (complete information provide) on consumer trust in the quality of cosmetic products.

### 3. Model Element



**Fig. 4. Model of trust development on quality of cosmetics product**

The design of this study is causal descriptive research because it tests the relationship between the variables being researched. The Model constructs into two main categories of factors that can affect consumer trust on cosmetic quality in offline business and online business. These Model propose cosmetic price, cosmetic brand name, and cosmetic country of origin are significance context to acquiring consumer trust on cosmetic quality in offline business medium, while effective digital content in an online business medium.

#### 3.2. Factor 1: cosmetic price.

Appropriate price range established by the organisation is significant because (1) the price is one factor that reflects the quality of products and (2) influences the product images. Even though, portrait that perceive price proficient to denotes a negative result on willingness to buy behaviour as the product with high cost reduce intention to buy for potential customers and existing customers. summarized the attitudes toward cosmetics are transforming in the population of working woman and those with a higher salary. They more attractive to the premium product with high quality and provide promising benefits. Thus, a review of the literature in these two studies found, which had a similar viewpoint where perceive trust is more significance than perceive price.

The connection between (1) price and trust and an association between (2) price and willingness to buy were reviewed by prior literature. Rubio et al. accentuate beneficial price policy alleviate consumers trust and loyalty towards the product or service offered by the organization. Trust and loyalty take place due to customer satisfaction after comparing information of price to quality ratio

provided by the organizations and other competitors.

Besides, the association between price and willingness to buy is mediate by perceived value. Perceived value is a cognitive evaluation of customers derives from perceived benefit and perceive cost. Perceived benefits typically refer to customer expectation concerning the organization prestige, reputation, and service performance, while, perceived cost separate into two, (1) monetary cost which represents the amount of money paid by customers to acquire products or service from the organizations and (2) nonmonetary cost such as time spent, mental stress and physical stress involved before, during and after procurement products or services offered by the organization.

In other to support perceived value or cognitive evaluation of customer towards the cosmetic product at a lower price range, an organization can improve consumer trust on the quality by promoting. That the cosmetic product receives an endorsement from the authorities such as ISO 22716:2007 (International Organization for Standardization) HALAL and GMP (Good Manufacturing Practice). This is because people have more confidence in regulations and legal resources assigned in the business sector.

#### 3.3. Factor 2: cosmetic brand name.

Previous literature emphasizes the role of brand trust influence more as against system trust on evaluating of consumer trust. Brand trust performs on consumer trust in two ways, either directly effect on consumer trust or be a mediating role between system trust and consumer trust. Brand trust emerges due to consumer believe that individual or an organization which provides the product or

service have strong characteristics of benevolence, integrity, competence and predictability.

Benevolence refers to the consideration of one person and being encouraged to fulfil another people interest instead of working opportunistically. The consumer assumes that an organization give a reasonable effort to ensure the consistency of product quality for every single unit produced. Benevolence in the context of supplier rule is, when the organization put an effort to achieve customer satisfaction and resolving unexpected predicament without the necessity of making promises.

In addition, brand integrity comprises consumer perception on reputation and the ability of an organization to practicing an alignment between words and deeds [3], achieving an expectation, revealing the truth or transparency in publishing the information, and completing promises [9]. Thus, consumer competent to generate favorable judgment by integrating and evaluating the information given to make a purchasing decision.

Lastly, competence refers to the capability or ability of an organization to meet consumer needs ([9] and predictability refers to the situation where organizations act consistently in a right way for the forecasted purpose [9].

### 3.4. Factor 3: cosmetics country of origin.

Country of origin delineates the country from where the products manufactured or the location of the company's corporate headquarter due to global sourcing. The message of country origin in marketing strategy deems as necessary elements since it is capable of influence consumer perceptions to guide purchase decision and serves as a heuristic to reduce perceived risks. Trust that build in positive perception exist when consumers presume that manufacturer engages in producing product can fulfil their promise [10].

Nellikunnel et al. point up the influential of country origin awareness among consumers on purchase decision result from (1) it is a predictor for consumer thoughts, preferences and trends, (2) stand as an extrinsic cue promote people in the involuntary judging process, (3) attribute for evaluating a product and accept the products and (4) it plays as an essential role when consumer need to choose a wide range of products [10]

Next, the preliminary study stated that proclaim country of origin assists the consumer to

measure the level of quality products or services. This circumstance result from the preconceived notions of consumers believes that product invents from a developing country possess a quality that meets their expectation. Instead of that, the evaluation of the quality level also transpires from a superior or inferior history of performance to generate product image inside consumer minds account of products or service from a specific country. Positive product image initiates positive consumer behavior attitude. Lastly, well-known products that bring a high level of prestige able to convince the customers that other products from the same country proficient at producing the same way quality even though in a different price range due to the high competence of country [10].

The characteristics feature of organization deploy country of origin in their marketing strategy is competence and predictability. Competence refers to the capability or ability of an organization to fulfil consumer needs, and Predictability refers to the situation where a trustee acts consistently either in a good or bad way for the forecasted purpose. The consumer takes advantage of the quality prestige product in the market as a benchmark to appraise the quality of the different type of product or brand that are manufactured in the same country. The consumer assumes the same country proficient at manufacturing product with equivalent quality even though in a different price range or different brand name. In addition, communicating country of origin in the marketing strategy take the benefits from situation normality (sub-contract of trusting beliefs) as a consumer be sure that an organization or circumstance is regular or favorable conducive to success.

### 3.5. Factor 4: effective digital content.

A variety of definitions of the term Digital Content Marketing suggested, this paper uses the definition suggested by Hollebek & Macky as it is the information available in a textual or visual style inscribe in a website or other electronic medium [8]. Effective digital content is an important marketing tool to magnetize consumer awareness of a new or standing product or brand in the market, grasp consumer trust, promote loyalty towards the firm or brand [8] and influence consumers behavior [11].

Relevant digital contents are significant in the process of identifying, anticipating and satisfying consumer needs since Digital

Content Marketing (DCM) is the preeminent medium for consumer engagement and foster long-term relationship between the organization and consumer. An association between Digital Content Marketing and brand trust is transpiring when DCM influence cognitive and emotional engagement among consumers. The engagement then generates brand-related sense making and identification, which lastly result in consumer trust in the product and services offered by the organizations [8].

The effective informing system is substantial to acquire consumers trust in the digital content marketing aspect. The effective informing system defines as the reduction of risk and uncertainty level as well as complexity and effort. The effective informing system achieved depend on various aspect include (1) the quality and rigour of message on the various aspect, (2) the potential value, (3) relevance and usefulness concerning the task performed, (4) resonance and (5) explicitly addressing a messages impacts on consumer mental models [11].

### 3.6. Consumer trust on willingness to buy.

Recent studies support customer trust essential to encourage a willingness to buy behaviour and secure loyalty for potential customers and existing customers. Most research emphasizes the advantage of customer loyalty is the inclination of the consumer to buy more at a higher price and spread useful review about the product. Consumer loyalty can be defined as the customer attitudinal precedence for the retailer when compared to the available competitive alternative. Thus, acquired consumer trust gives additional value to the organization's competitive advantage.

### 3.7. Model development of trust

publicise the evolution of trust development that contains a degree of trust and stages of trust. Degree of trust describes in this Model are (1) guarded and (2) extended of trust, while stages of trust portray in ancient literature are (1) initial and (2) mature stages of trust. This Model present that development of trust starts from a deterrence-based to a knowledge-based, to a shared identification-based trust [5].

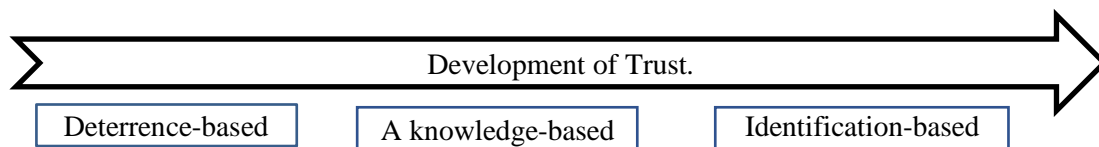


Fig. 6. Model of trust development as describes by Lewicki and Bunker [5]

**(a) Deterrence-based:** The definition of deterrence-based is a primary trust that controls by contracts, agreement and the threat of punishment [5].

**(b) A knowledge-based:** Knowledge-based trust is a middle stage of trust that is shown by understanding and perception of the object of trust and capability to estimate the behavior of the object of trust [5].

**(c) Identification-based:** Shared identification-based trust is a mature trust that is work comprehensively in the absence of formal contacts or agreements [5].

This study incorporates the Model of trust development as describes by with the four-factor to develop consumer trust on the quality of cosmetics product. The factors are (1) cosmetic price, (2) Cosmetic brand name, (3) Cosmetic country of origin and (4) Effective digital content.

An organization that provide the products need to highlight the endorsement of the authorities such as NPRA, GMP, ISO and HALAL to

guarantee the safety and consistency of quality cosmetics product. The declaration of approval by responsible authorities in cosmetics industry expands marketing strategy to determine a wide range of cosmetic price and target market. Thus, the affirmation of compliance with regulation and legal resources satisfy deterrence based stage, even though an organization choose lower range price as their marketing strategy.

Besides, cosmetic brand name and cosmetic country of origin attain a knowledge-based and identification based for the middle stage of trust and the final stage of trust. Brand trust emerges due to consumer believe that individual or an organization which provides the product or service have strong characteristics of benevolence, integrity, competence and predictability. While the promoting country of origin make the consumer takes advantage of the quality prestige product in the market as a benchmark to appraise the quality of the different type of product or brand that are

manufactured in the same country. The consumer assumes the same country proficient at manufacturing product with equivalent quality even though in a different price range and brand name.

Lastly, effective digital content encourages disposition of trust as relevant digital contents are significant in the process of identifying, anticipating and satisfying consumer needs since Digital Content Marketing (DCM) is the preeminent medium for consumer engagement and foster long-term relationship between the organization and consumer. Thus, the organization manages to recognize the consumer's prerequisites and improve its products and services equivalent to consumer expectations [8].

#### 4. Conclusion

The objectives of this study are to understand factor involves in the process of build consumers trust virtually in offline and online business, to determine the prominent information need to be an underline in marketing strategy and to understand how trust can affect consumer preference on cosmetics product.

This study concludes that organisation need to review the perception and preference of targeted consumer towards the Cosmetic Country of Origin (CCO) and Cosmetic Brand Name before deciding to include in a promotion campaign. These two elements give superlative benefits to merchandise with a good reputation and status of CCO and brand name. A trust exists due to the consumer believes trustee have strong characteristics of benevolence, integrity, competence and predictability. Besides, consumer confidence to the consistency of top-quality level transpires from historical performance and the same brand name and country proficient at producing the same way quality even though in a different price range. Thus, revealing CCO and brand name is an effective marketing strategy for a splendid position and status of consumer preference.

Furthermore, previous literature resolve perceived price have a constructive relationship with trust. Beneficial price policy alleviates consumers trust and loyalty towards the product offered by the organization. However, this study considers the perceived value in the relationship between price and trust. The finding of this study depicts that an organisation must consider to include a certification endorsed by authorities because the theory of Trusting belief explains that

consumer has more confidence in regulations and legal resources. Thus, incorporating a certification in marketing strategy widens price range and marketer target to an organisation.

Effective digital content is an important marketing tool to magnetize consumer awareness of a new or standing product or brand in the market, grasp consumer trust, and promote loyalty towards the firm or brand. Digital Content Marketing (DCM) is the preeminent medium for consumer engagement and foster a long-term relationship between the organization and consumer. An association between Digital Content Marketing and brand trust is transpiring when DCM influence cognitive and emotional engagement among consumers. Thus, reliable digital content marketing competent to acquire customer trust in a professional organization at producing satisfactory cosmetic quality.

In addition, this study relates the factor of trust highlight with Model of trust development as describes. This model point up the development of trust starts from deterrence based a knowledge-based and identification base. Since the degree of trust in this Model are guarded and extended of trust, this study infers acknowledgement of certification is important to make a campaign success. Thus, this study report, the affirmation of compliance with regulation and legal resources satisfy deterrence based stage, even though an organization choose lower range price as their marketing strategy, and cosmetic brand name and cosmetic country of origin attain a knowledge-based and identification based for the middle stage of trust and the final stage of trust.

#### References

- [1] Afzal, H., Khan, M. A., Rehman, K. u., Ali, I., & Wajahat, S. Consumer is Trust in the Brand: Can it Be Built through Brand Reputation, Brand Competence and Brand Predictability. *International Business Research*, (2010).
- [2] Almsalam, S. Antecedents and consequences of trust and relationships. *International Journal of Business and Management Invention*, (1995).
- [3] Cambier, F., & Poncin, I. Inferring brand integrity from marketing communications: The Effects of brand transparency signals in a consumer empowerment context. *Journal of business Research*, Vol.

- 109, (2020), pp. 260-270.  
Doi: 10.1016/j.jbusres.2019.11.060.
- [4] Castaldo, S., Premazzi, K. & Zerbin, F. The Meaning(s) of Trust. A Content Analysis on the Diverse Conceptualisations of Trust in Scholarly Research on Business Relationships. *J Bus Ethics* Vol. 96, (2010), pp. 657-668.  
Doi: [10.1007/s10551-010-0491-4](https://doi.org/10.1007/s10551-010-0491-4)
- [5] Corritore, C. L., krachera, B., & wiedenbeck, S. Online trust: Concepts, evolving themes a model. *International Journal of Human-Computer Study*, (2002), pp. 737-758.  
Doi: [10.1016/S1071-5819\(03\)00041-7](https://doi.org/10.1016/S1071-5819(03)00041-7)
- [6] Gudowska, B. The power of quality in product management of cosmetics. The case, halal beauty product. *Globalisation, the state and the individual*, (15), fifth ser., (2017), pp. 29-39.  
Retrieved from <http://www.gsjournal.bg/gsjournal/images/doi/GSI15/Gudowska.pdf>
- [7] Hassali MA, AL-Tamimi SK, Dawood OT, Verma AK, Saleem F Malaysian Cosmetic Market: Current and Future Prospects. *Pharmaceut Regulatory Affairs: Open Access* Vol. 4, (2015), p. 155.  
Doi: [10.4172/21677689.1000155](https://doi.org/10.4172/21677689.1000155)
- [8] Hollebeek, L. D., & Macky, K. Digital Content Marketing's Role in Fostering Consumer Engagement, Trust, and Value: Framework, Fundamental, Propositions, and Implications. *Journal of Interactive Marketing*, (2019), pp. 27-41.
- [9] McKnight, D. H., & Chervany, N. L. *Trust and Distrust Definitions*: Springer-Verlag Berlin Heidelberg, (2001), pp. 27-54.
- [10] Nellikunnel, S., Haldorai, K., Rahman, A., & Zangose, M. The Country of Origin Effect on Consumer Purchase Intention: PLS Modelling. *Int. J. Business and Globalisation*, (2017).
- [11] Nim, D., & Gafni, R. When Less Is More: Empirical Study of The Relation Between Consumer Behaviour and Information Provision on Commercial Landing Pages. *Informing Science: the international journal of an emerging trans discipline*, (2018), pp. 19-39.
- [12] Selness, F., & K. G. Effects of Supplier Reliability and Benevolence in Marketing. *Journal of Business Research*, (2000).
- [13] Viot, C., & Noailles, L. B. The Link between Benevolence and Well-Being in the Context of Human-Resource Marketing. *Journal of Business Ethics*, (2018).

Follow This Article at The Following Site:

Mohd Asri N A, Anor Salim F A. Factors to Develop Trust in the Quality of Cosmetics Product in Malaysia. *IJIEPR*. 2022; 33 (3) :1-14  
URL: <http://ijiepr.iust.ac.ir/article-1-1491-en.html>

