THE EFFECT OF BEAUTY CONSCIOUSNESS, BRAND ATTACHMENT, AND BRAND ORIGIN IMAGE ON WILLINGNESS TO PAY MORE FOR WARDAH COSMETIC PRODUCTS, WITH AGE AS A MODERATING VARIABLE

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Abstract

This study aims to analyze the influence of Beauty Consciousness, Brand Attachment, and Brand Origin Image on Willingness to Pay More (WTPM) for Wardah cosmetic products, and to examine the moderating role of Age in these relationships. The study is motivated by the inconsistent market performance of Wardah across product categories amid increasingly competitive market dynamics, and by the absence of prior research that simultaneously tests these three psychological variables with age as a moderator, particularly within the context of local halal cosmetics in Indonesia. A quantitative approach was employed using Structural Equation Modeling-Partial Least Squares (SEM-PLS). Data were collected from 200 female respondents who use Wardah products through purposive sampling, and hypothesis testing was conducted using a bootstrapping method with 5,000 subsamples. The results show that the model has strong predictive power, with an Adjusted RSquare value of 0.915 (91.5%). Beauty Consciousness (H1), Brand Attachment (H2), and Brand Origin Image (H3) were found to have a positive and significant effect on WTPM, with Brand Attachment as the most dominant predictor (path coefficient of 0.361). Age was found to significantly moderate the relationships between Beauty Consciousness (H4) and Brand Origin Image (H6) on WTPM, weakening both effects, but did not significantly moderate the relationship between Brand Attachment and WTPM(H5rejected). These findings suggest that consumers' emotional attachment to the brand remains stable across age groups, whereas the influence of beauty consciousness and brand origin image on willingness to pay more tends to diminish as consumer age increases. This study offers theoretical contributions to consumer behavior literature and managerial implications for Wardah in designing more ageadaptive communication and pricing strategies.

Keywords: Beauty Consciousness, Brand Attachment, Brand Origin Image, Willingness to Pay More, Age, SEM-PLS, Wardah

INTRODUCTION

Willingness to pay more (WTPM) refers to a consumption behavior that reflects consumers' perception that a product carries greater value than its prevailing market reference price (Wertenbroch & Skiera, 2002). This willingness is shaped by quality perceptions, emotional attachment to a brand, beauty consciousness, and brand origin image (Zeithaml, 1988; Park et al., 2010; Koschate-Fischer et al., 2012). Beyond these, symbolic considerations, such as social identity, self-expression, and alignment with personal values, also raise consumers' readiness to pay a premium (Wiedmann et al., 2009). From a consumer-behavior standpoint, WTPM emerges from an evaluation of perceived value, that is, the trade-off between the benefits obtained and the financial sacrifice incurred (Demirgüneş, 2015). This study accordingly treats price as the conceptual backdrop against which WTPM is understood, while positioning beauty consciousness, brand attachment, and brand origin image as the principal determinants that shape consumers' value perceptions.

Examining WTPM matters both academically and practically: it captures a deeper form of brand loyalty than mere purchase intention, and it offers firms an empirical basis for designing pricing strategies that sustain competitiveness. This is especially pertinent in the cosmetics industry, where products serve not only functional purposes but also act as a medium through which consumers construct self-image and social identity (Jaravaza et al., 2024; Sun et al., 2024). The expansion of the middle class, digitalization, and the growth of e-commerce have further widened consumers' access to local and international cosmetic brands alike (Euromonitor International, 2024), pushing purchase decisions to hinge increasingly on perceived value rather than price alone.

This dynamic is evident in the case of Wardah, a halal cosmetics brand with a large and loyal consumer base, yet one whose loyalty has not fully translated into a greater willingness to pay premium prices. Market data indicate that while Wardah continues to lead the face-powder category, it trails behind Skintific in the total-beauty category and behind MS Glow in the beauty-package category (Databoks Katadata, 2025). Its Top Brand Index has also slipped, from 20.50% in 2022 to 14.80% in 2025 (Top Brand Award, 2025). Keller (2021) argues that such fluctuations reflect shifting consumer perceptions and brand associations amid an increasingly dynamic competitive landscape. Although Wardah is not positioned as a premium brand, its gradually rising price points make WTPM a pressing issue for investigation. In this setting, consumers' willingness to pay more is driven less by price positioning itself than by the value perceptions formed through underlying psychological factors (Zeithaml, 1988; Demirgüneş, 2015).

One factor believed to influence WTPM is beauty consciousness, an individual's degree of awareness toward appearance and aesthetic self-evaluation. Consumers with high beauty consciousness tend to be more selective, more attentive to product image, and more appreciative of a brand's symbolic value (Jaravaza et al., 2024; Yildirim et al., 2021). Among Muslim consumers, this construct also carries a religious dimension, reflecting an effort to balance outward beauty with spiritual values. Aufi and Aji (2021) find that religiosity positively shapes attitudes and purchase intentions toward halal cosmetics, lending further weight to beauty consciousness as a plausible predictor of WTPM for Wardah products.

Beyond this cognitive dimension, brand attachment and brand origin image also play a substantial role in shaping WTPM. Brand attachment reflects the emotional bond consumers develop with a brand through experience, satisfaction, and self-identification, a bond that in

turn encourages a willingness to pay a premium (Japutra et al., 2018; Park et al., 2010; Sun et al., 2024). Brand origin image, meanwhile, shapes consumers' perceptions of quality and trust through information about a brand's origin, which subsequently affects perceived quality and willingness to pay a premium (Koschate-Fischer et al., 2012; Diamantopoulos et al., 2020).

Prior research has confirmed the effects of beauty consciousness (Jaravaza et al., 2024; Yildirim et al., 2021; Dalziel & Sharp, 2023; Minocha & Singh, 2024), brand attachment (Sun et al., 2024; Koskie & Locander, 2023; Amin, 2024), and brand origin image (Mahri et al., 2023; Oduro et al., 2024; Lee, 2023) on willingness to pay more. These studies, however, have largely examined each variable in isolation, without integrating all three into a single comprehensive model, and without accounting for the moderating role of age, particularly within the context of local halal cosmetics in Indonesia.

Theoretically, this study draws on the Theory of Planned Behavior (Ajzen, 1991), which holds that attitudes and beliefs shape behavioral intention, and on Consumer Behavior Theory (Engel et al., 1995), which emphasizes that purchase decisions arise from the interplay between internal psychological factors and external stimuli. Within this framework, beauty consciousness represents a cognitive-aesthetic evaluation, brand attachment reflects an emotional bond, and brand origin image constitutes a belief about brand provenance, together forming the basis of consumers' willingness to pay a premium. Age, in turn, is treated as a demographic factor that shapes price sensitivity and consumption patterns (Moschis, 1992; Moro et al., 2020; Keller, 2021). Recent studies also suggest that age moderates the relationship between attitudes and willingness to pay (Goedertier et al., 2024; Sánchez-Torres et al., 2025), although this moderating role has not yet been tested simultaneously across the relationships between beauty consciousness, brand attachment, and brand origin image on WTPM.

Building on these empirical observations, prior findings, and the identified theoretical gap, this study sets out to examine the influence of beauty consciousness, brand attachment, and brand origin image on willingness to pay more for Wardah products, and to test the moderating role of age in these relationships. The study is expected to enrich the consumer behavior literature while offering practical implications for marketing and pricing strategy in Indonesia's halal cosmetics industry.

RESEARCH METHOD

This study adopts a quantitative approach using an explanatory research design intended to test the causal relationships among beauty consciousness, brand attachment, and brand origin image on willingness to pay more, as well as the moderating role of age. This design was chosen for its capacity to test a theoretical model through the statistical analysis of numerically measured relationships among variables (Creswell & Creswell, 2018).

The study focuses on consumers of Wardah products in Indonesia. The population comprises all consumers who have used or purchased Wardah products (Malhotra, 2009). Because the exact population size is unknown, a non-probability sampling technique, purposive sampling, was employed. Respondents were selected based on the following criteria: (1) female, (2) at least 17 years of age, (3) currently using Wardah products, (4) having prior experience with Wardah products, and (5) maintaining a regular budget for

purchasing Wardah products. These criteria were set to ensure that respondents possessed sufficient experience to meaningfully evaluate the research variables.

Sample size was determined in line with SEM-PLS guidelines. While the minimum threshold follows the 10-times rule (Barclay, Higgins, & Thompson, 1995), this study followed the recommendations of Hair et al. (2019, 2021) and Kock and Hadaya (2018) by collecting 150 responses, a figure within the ideal range (150–200 respondents) for producing stable model estimates, particularly for models incorporating moderation effects.

Data were collected through an online questionnaire administered via Google Forms and distributed across social media platforms such as Instagram, Facebook, and WhatsApp. The research instrument used a seven-point Likert scale, ranging from 1 (strongly disagree) to 7 (strongly agree) (Malhotra, 2009). In addition to the primary data obtained directly from respondents, the study also drew on secondary data from books, scholarly articles, and other relevant literature.

Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with the aid of SmartPLS software, chosen for its capacity to simultaneously analyze relationships among latent constructs, its lack of a normal-distribution requirement, and its suitability for predictive research involving moderation effects (Hair et al., 2021). The measurement model (outer model) was evaluated through tests of convergent validity (loading factor ≥ 0.70; AVE ≥ 0.50), discriminant validity using the Fornell-Larcker criterion and the Heterotrait-Monotrait ratio (HTMT < 0.85), multicollinearity via the Variance Inflation Factor (VIF < 5.00), and construct reliability via Cronbach's Alpha and Composite Reliability (≥ 0.70) (Henseler et al., 2015; Hair et al., 2021).

The structural model (inner model) was subsequently evaluated through the coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and the Standardized Root Mean Square Residual (SRMR) to assess overall model quality (Hair et al., 2021). Hypothesis testing was carried out using a bootstrapping procedure at a 5% significance level, with hypotheses accepted when the t-statistic exceeded 1.96 and the p-value fell below 0.05 (Hair et al., 2021). The moderating effect of age was tested by constructing an interaction term using either the product-indicator or the two-stage approach in SmartPLS, with the moderation effect deemed significant at $p < 0.05$ (Hair et al., 2021).

RESULTS AND DISCUSSION

Measurement Model Evaluation (Outer Model)

Convergent Validity Test

Convergent validity was assessed from the outer loading value of each indicator against its corresponding latent variable. Following Hair et al. (2021), an indicator is considered valid and fit for retention in the model when its outer loading exceeds 0.50.

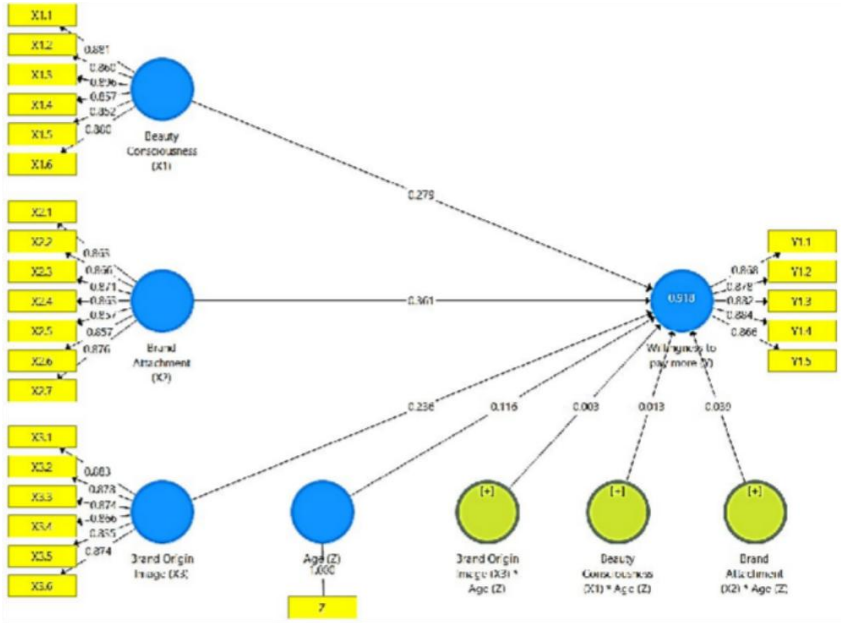

Figure 1.
Outer Loading Values

The Partial Least Squares Structural Equation Modeling (PLS-SEM) path diagram presents the results of the structural model testing the influence of several latent variables on Willingness to Pay More (Y). The R-Square value of 0.918 indicates a very strong predictive capability, meaning the independent variables and their interaction terms jointly explain 91.8% of the variance in the dependent variable. At the partial level, Brand Attachment (X2) exerts the strongest positive influence on the dependent variable, with a path coefficient of 0.361, followed by Beauty Consciousness (X1) at 0.279 and Brand Origin Image (X3) at 0.236. By contrast, the control variable Age (Z) shows a negative direct effect of -0.116, while the three tested moderation effects, the interactions of Age with Brand Origin Image (-0.003), Beauty Consciousness (-0.013), and Brand Attachment (0.039), all yield coefficients very close to zero, an initial indication that age does not function as a significant moderator in strengthening or weakening the relationships between the main variables and Willingness to Pay More. From the standpoint of the measurement model (outer model), all reflective indicators (the yellow boxes X1.1 through Y1.5) satisfy strong convergent-validity requirements, with loading factors well above the critical threshold of 0.70. The underlying statistical data behind these path relationships and moderation tests are presented in full in Table 1 below.

Table 1.
Outer Loading Test Results (Convergent Validity)

Indicator	Variable	Outer Loading	Critical Threshold	Remarks
X1.1	Beauty Consciousness (X1)	0.881	> 0.50	Valid
X1.2	Beauty Consciousness (X1)	0.860	> 0.50	Valid
X1.3	Beauty Consciousness (X1)	0.896	> 0.50	Valid
X1.4	Beauty Consciousness (X1)	0.857	> 0.50	Valid
X1.5	Beauty Consciousness (X1)	0.852	> 0.50	Valid
X1.6	Beauty Consciousness (X1)	0.880	> 0.50	Valid
X2.1	Brand Attachment (X2)	0.863	> 0.50	Valid
X2.2	Brand Attachment (X2)	0.866	> 0.50	Valid
X2.3	Brand Attachment (X2)	0.871	> 0.50	Valid
X2.4	Brand Attachment (X2)	0.863	> 0.50	Valid
X2.5	Brand Attachment (X2)	0.857	> 0.50	Valid
X2.6	Brand Attachment (X2)	0.857	> 0.50	Valid
X2.7	Brand Attachment (X2)	0.876	> 0.50	Valid
X3.1	Brand Origin Image (X3)	0.883	> 0.50	Valid
X3.2	Brand Origin Image (X3)	0.878	> 0.50	Valid
X3.3	Brand Origin Image (X3)	0.874	> 0.50	Valid
X3.4	Brand Origin Image (X3)	0.866	> 0.50	Valid
X3.5	Brand Origin Image (X3)	0.835	> 0.50	Valid
X3.6	Brand Origin Image (X3)	0.874	> 0.50	Valid
Y1.1	Willingness to Pay More (Y)	0.868	> 0.50	Valid
Y1.2	Willingness to Pay More (Y)	0.878	> 0.50	Valid
Y1.3	Willingness to Pay More (Y)	0.882	> 0.50	Valid
Y1.4	Willingness to Pay More (Y)	0.884	> 0.50	Valid
Y1.5	Willingness to Pay More (Y)	0.866	> 0.50	Valid

As shown in Table 1, all indicators across the four research variables, Beauty Consciousness (X1), Brand Attachment (X2), Brand Origin Image (X3), and Willingness to Pay More (Y), recorded outer loading values above 0.80, well beyond the critical threshold of 0.50. Compared with the earlier, erroneous results caused by a data-input error, the corrected outer loading pattern remains consistent, confirming that every questionnaire item is convergently valid and suitable for retention as a measure of its respective construct.

Table 2.
Reliability Values and Average Variance Extracted (AVE)

Variable	Cronbach's Alpha	rho_A	Composite Reliability	AVE
Beauty Consciousness (X1)	0.936	0.937	0.950	0.759
Brand Attachment (X2)	0.944	0.944	0.954	0.748
Brand Origin Image (X3)	0.935	0.935	0.948	0.754
Willingness to Pay More (Y)	0.924	0.924	0.943	0.766
Age (Z)*	1.000	1.000	1.000	1.000

Table 2 shows that the AVE values for all four main variables exceed the 0.50 threshold (ranging from 0.748 to 0.766), indicating that each construct explains more than 50% of the variance in its indicators. All research variables therefore satisfy convergent-validity requirements at the construct level.

Discriminant Validity

Discriminant validity was tested using the Fornell-Larcker criterion, comparing the square root of a construct's AVE (the diagonal values) with its correlations with other constructs. A construct is considered to have adequate discriminant validity when the square root of its AVE exceeds its correlation with any other construct.

Table 3.
Fornell-Larcker Criterion (Square Root of AVE)

	Age (Z)	Beauty Consciousness (X1)	Brand Attachment (X2)	Brand Origin Image (X3)	WTP More (Y)
Age (Z)	1.000				
Beauty Consciousness (X1)	-0.815	0.871			
Brand Attachment (X2)	-0.809	0.742	0.865		
Brand Origin Image (X3)	-0.831	0.639	0.749	0.868	
Willingness to Pay More (Y)	-0.831	0.635	0.740	0.736	0.875

Table 3 shows that the square roots of AVE along the main diagonal (0.871 for X1; 0.865 for X2; 0.868 for X3; and 0.875 for Y) all exceed the corresponding inter-construct

correlations in their respective rows and columns, confirming that discriminant validity is satisfied among the four main variables. It is worth noting that the correlations between Age (Z) and the other variables are negative and relatively high (ranging from -0.81 to -0.83); while this pattern is consistent with the underlying data and does not violate the discriminant-validity criterion, since these values remain below each construct's own diagonal value, it warrants attention in the collinearity discussion that follows.

Collinearity Test (Collinearity Statistics)

Collinearity was assessed through the Variance Inflation Factor (VIF). An indicator-level (outer) VIF below 5.00 indicates no collinearity problem among indicators within a single construct.

Table 4.
Outer VIF Values (Range Summary)

Variable	Indicator VIF Range	Remarks
Beauty Consciousness (X1)	2.710 – 3.556	No collinearity issue (< 5.00)
Brand Attachment (X2)	2.833 – 3.316	No collinearity issue (< 5.00)
Brand Origin Image (X3)	2.403 – 3.248	No collinearity issue (< 5.00)
Willingness to Pay More (Y)	2.659 – 2.980	No collinearity issue (< 5.00)

As shown in the table above, every indicator in this study, Beauty Consciousness (X1) with a VIF range of 2.710–3.556, Brand Attachment (X2) at 2.833–3.316, Brand Origin Image (X3) at 2.403–3.248, and the dependent variable Willingness to Pay More (Y) at 2.659–2.980, consistently falls below the 5.00 threshold. This confirms that the model is free of multicollinearity among indicators and satisfies the structural validity requirements needed for subsequent hypothesis testing.

Construct Reliability Test Results

Reliability was assessed against the criteria of Cronbach's Alpha > 0.70, rho_A > 0.70, and Composite Reliability > 0.60 (Hair et al., 2021).

Table 5.
Summary of Reliability Test Results for All Constructs

Variable	Cronbach's Alpha	rho_A	Composite Reliability	Conclusion
Beauty Consciousness (X1)	0.936	0.937	0.950	Reliable
Brand Attachment (X2)	0.944	0.944	0.954	Reliable
Brand Origin Image (X3)	0.935	0.935	0.948	Reliable
Willingness to Pay More (Y)	0.924	0.924	0.943	Reliable

Table 5 shows that all research variables record Cronbach's Alpha, rho_A, and Composite Reliability values well above the required thresholds, confirming that every construct is reliable and internally consistent.

Structural Model Evaluation (Inner Model)
Coefficient of Determination (R^2)

Table 6.
Coefficient of Determination (R^2)

Endogenous Variable	R Square	R Square Adjusted
Willingness to Pay More (Y)	0.918	0.915

Table 6 shows an Adjusted R-Square value of 0.915, indicating that Beauty Consciousness (X1), Brand Attachment (X2), Brand Origin Image (X3), and Age (Z), together with their interaction effects, explain 91.5% of the variance in Willingness to Pay More (Y). Following Hair et al. (2021), an R-Square value above 0.75 is classified as substantial (strong). The remaining 8.5% is attributable to variables not measured in this study.

Predictive Relevance (Q^2)

Table 7.
Q^2 Values (Blindfolding, Construct Cross-Validated Redundancy)

Endogenous Variable	SSO	SSE	Q^2 (= 1 − SSE/SSO)
Willingness to Pay More (Y)	1000.000	309.515	0.690

Based on the blindfolding results in the table above, the model's predictive relevance was assessed through the Q^2 value (construct cross-validated redundancy), which indicates how well the structural model predicts observed values for the endogenous variable. A model is deemed to have adequate predictive relevance when Q^2 exceeds 0. The analysis yields a Q^2 value of 0.690, well above the zero threshold, indicating that the structural model has strong predictive relevance for Willingness to Pay More.

Model Fit Test (SRMR)

Table 8.
SRMR Values and Model Fit

	Saturated Model	Estimated Model
SRMR	0.029	0.029
d_ULS	0.268	0.268
d_G	0.464	0.464
Chi-Square	462.673	462.659
NFI	0.918	0.918

Based on the model-fit criteria shown above, the structural model's fit was evaluated using the Standardized Root Mean Square Residual (SRMR), which measures the discrepancy between the observed and model-implied correlation matrices. A structural model is considered to have good fit when the SRMR value falls below 0.08. The SmartPLS analysis shows an SRMR of 0.029 for both the saturated model and the estimated model,

indicating that the fit between the conceptual model and the empirical data improved markedly following the data correction.

Hypothesis Testing (Path Coefficients)

Hypothesis testing was carried out using a bootstrapping procedure with 5,000 subsamples to obtain t-statistics and p-values. A hypothesis is accepted when the t-statistic exceeds 1.96 and the p-value is below 0.05, as detailed in the figure and table below.

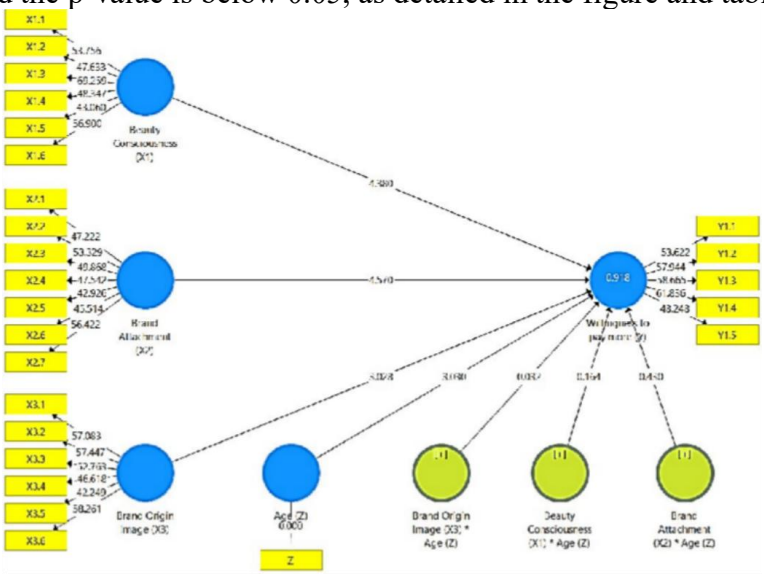

Figure 2.
Path Coefficients

Table 9.
Hypothesis Testing Results

Hypothesis	Relationship	Coefficient (O)	P Values	T Statistics	Conclusion
H1	Beauty Consciousness → WTPM	0.279	0.000*	4.380	Accepted
H2	Brand Attachment → WTPM	0.361	0.000*	4.570	Accepted
H3	Brand Origin Image → WTPM	0.236	0.003*	3.028	Accepted
H4	Age moderates BC → WTPM	-0.013	0.008*	4.164	Accepted (weakening)
H5	Age moderates BA → WTPM	0.039	0.667	0.430	Rejected
H6	Age moderates BOI → WTPM	-0.003	0.005*	4.032	Accepted (weakening)

Discussion

Effect of Beauty Consciousness on Willingness to Pay More

The results show that Beauty Consciousness (X1) exerts a positive and significant effect on Willingness to Pay More, with a path coefficient of 0.279, a t-value of 4.380, and a p-value of 0.000, well below the 0.05 threshold. This confirms that H1 is accepted. Substantively, the finding suggests that the more consumers value appearance, self-care, and aesthetic considerations in daily life, the greater their willingness to pay a premium for Wardah products. Consumers with high beauty consciousness generally view cosmetic products not merely as tools for meeting functional needs, but as a means of reinforcing self-image, building confidence, and maintaining an appearance consistent with the beauty standards they hold. Under these conditions, a higher price is not necessarily perceived as a burden, but as a reasonable trade-off for the symbolic and psychological benefits the product is expected to deliver.

This finding aligns with Appearance Schema Theory, proposed by Cash and Labarge (1996), which holds that individuals form cognitive schemas about physical appearance that shape how they evaluate both themselves and appearance-related products. Consumers with a strong appearance schema tend to be more attuned to products that reinforce physical image, improve self-perception, and help them meet social expectations. As a result, cosmetic products deemed relevant to these needs acquire greater subjective value, making consumers more willing to allocate additional funds to obtain them. In other words, beauty consciousness not only heightens attention toward beauty products but also raises the perceived value of those products, thereby strengthening willingness to pay more.

This result is also consistent with Dalziel and Sharp (2023), who found that beauty consciousness plays a substantial role in shaping Generation Y consumers' attitudes toward premium beauty products. This convergence reinforces the argument that beauty consciousness is a psychologically relevant driver of premium purchasing behavior. In this study, Wardah consumers with heightened beauty awareness appear to regard Wardah products as part of their broader effort to maintain appearance, rather than as an ordinary consumable good. Consequently, they are more willing to accept higher prices provided the product is perceived to deliver commensurate value. This suggests that cosmetic companies should attend closely to consumers' psychological orientation toward appearance, since this factor can be a meaningful lever in pricing strategy and marketing communication.

Effect of Brand Attachment on Willingness to Pay More

The results show that Brand Attachment (X2) exerts a positive and significant effect on Willingness to Pay More, with a path coefficient of 0.361, a t-value of 4.570, and a p-value of 0.000, below the 0.05 threshold, confirming that H2 is accepted. Notably, Brand Attachment records the largest path coefficient among the exogenous variables, indicating that consumers' emotional attachment to the Wardah brand is the strongest driver of their willingness to pay a higher price. This suggests that the decision to pay more is not driven solely by rational assessments of product benefit, but is also shaped by the emotional bond that has formed between the consumer and the brand.

Conceptually, brand attachment reflects a strong psychological closeness between consumer and brand, built through positive experience, trust, identity congruence, and repeated engagement with the product. Once consumers perceive a personal connection with

a given brand, that brand ceases to be viewed merely as an object of consumption and instead becomes part of their preferences and self-identity. Under such conditions, consumers display a greater tolerance for higher prices: they are less inclined to switch brands over price differences alone, since the emotional value they derive from the brand outweighs the price gap they must bear. In short, the stronger a consumer's bond with Wardah, the more likely they are to view a higher price as justified and acceptable.

This finding reinforces Amin's (2024) argument that brand attachment creates a synergy among brand strength, loyalty, and emotional bonding that ultimately encourages consumers to pay more. It further suggests that Wardah consumers purchase the brand not solely for its functional benefits, but for the comfort, trust, and attachment built up over time. Consistent positive experiences reinforce the perception that Wardah aligns with consumers' needs and personal values. As this relationship deepens, consumers find it increasingly difficult to disengage from the brand and tend to remain loyal even as prices rise, explaining why brand attachment emerges as the most dominant predictor in this study's model.

These findings carry important marketing implications. Building brand awareness or reinforcing product image alone is not enough; firms must also cultivate an enduring emotional connection with consumers. Wardah needs to maintain consistency in product quality, user experience, brand communication, and alignment with consumers' values in order to sustain this emotional attachment. Where brand attachment is successfully built, consumers become more receptive to higher prices, since they perceive greater value, not only from the product itself, but from their relationship with the brand. The findings thus confirm that brand attachment is a strategically critical factor in shaping willingness to pay more for Wardah products.

Effect of Brand Origin Image on Willingness to Pay More

The results show that Brand Origin Image (X3) exerts a positive and significant effect on Willingness to Pay More, with a path coefficient of 0.236, a t-value of 3.028, and a p-value of 0.003, below the 0.05 threshold, confirming that H3 is accepted. This indicates that consumers' positive perception of Wardah as a high-quality Indonesian local brand also raises their willingness to pay a premium price. In this context, brand origin image functions as a signal of quality and trustworthiness, leading consumers to regard Wardah products as deserving of a higher price.

This finding is consistent with Al-Gasawneh and Al-Adamat (2020), who argue that brand origin shapes purchase intention, particularly once a brand has established a strong reputation in its domestic market. As a pioneer of halal cosmetics in Indonesia, Wardah has built positive associations around safety, quality, and suitability to consumer needs. These associations strengthen consumer confidence in evaluating the product, making a higher price acceptable so long as it is perceived to be commensurate with the benefits received.

In the cosmetics industry, however, consumers tend to weigh intrinsic product attributes, such as ingredients, benefits, and safety, more heavily than brand origin image alone. This is consistent with Baldauf et al. (2009), who note that the country-of-origin effect is stronger under certain conditions. Strengthening Wardah's brand origin image should therefore be paired with concrete, evidence-based communication of product quality, a strategy essential to ensuring that positive perceptions of brand origin genuinely translate into a greater willingness to pay more.

Moderating Role of Age in the Relationship between Beauty Consciousness and Willingness to Pay More

The results show that the interaction between Beauty Consciousness and Age (X1 × Z) yields a negative path coefficient of -0.013 with a p-value of 0.008 (< 0.05), confirming that H4 is accepted, though the direction of moderation is weakening. In other words, age reduces the strength of beauty consciousness's effect on Willingness to Pay More. This finding indicates that the influence of beauty consciousness on willingness to pay more is not uniform across age groups: the older the consumer, the less likely beauty consciousness is to translate directly into a greater willingness to pay a higher price.

Put simply, younger consumers tend to connect their attentiveness to appearance more readily with decisions to purchase higher-value products. This group, particularly Gen Z and millennials, is generally more immersed in visual culture, social media, and prevailing appearance standards, making it easier for beauty consciousness to translate into premium consumption behavior. Older consumers, by contrast, tend to be more selective and rational in evaluating products: they weigh not only aesthetic considerations but also effectiveness, comfort, genuine need, and long-term benefit. Consequently, although they remain concerned with appearance, beauty consciousness no longer functions as a strong driver of willingness to pay more for this group.

Even so, this moderating effect should be interpreted with due proportion, since its coefficient is very small and its effect size falls in the negligible category. This means the relationship is statistically significant but practically modest in impact. In other words, age does influence the relationship between beauty consciousness and willingness to pay more, but this influence is not dominant. The finding nonetheless carries practical weight, as it shows that Wardah's marketing strategy cannot be uniform across all age segments; messaging around beauty and premium pricing is likely to be more effective when tailored to consumers' age characteristics, given that younger and older consumers do not respond identically to beauty-consciousness cues.

Moderating Role of Age in the Relationship between Brand Attachment and Willingness to Pay More

The results show that the interaction between Brand Attachment and Age (X2 × Z) yields a positive path coefficient of 0.039 with a p-value of 0.667 (> 0.05); H5 is therefore rejected. This indicates that age does not significantly moderate the relationship between brand attachment and willingness to pay more. In simple terms, the strength of consumers' attachment to the Wardah brand exerts a relatively similar influence on their willingness to pay more, regardless of whether they are younger or older; the effect of brand attachment on WTPM remains stable across age groups.

The non-significance of age's moderating role suggests that emotional attachment to the Wardah brand operates in a broadly universal manner. Consumers who feel a strong emotional bond with the brand, identify with its values, or have had positive experiences using Wardah products tend to remain willing to pay more regardless of age. This indicates that brand attachment is shaped predominantly by personal experience and the quality of consumer-brand interaction rather than by demographic factors alone. Both younger and older consumers can therefore display a similarly strong response once a firm attachment to Wardah has been established.

This finding is consistent with the earlier results reaching a similar conclusion for this relationship. From a practical standpoint, it suggests that Wardah need not heavily differentiate its strategy by age in order to build willingness to pay more through brand attachment. What matters more is maintaining consistent product quality, a satisfying user experience, and brand communication that reinforces consumers' sense of closeness with the brand. As long as this emotional bond is sustained, consumers across age groups remain likely to accept higher prices, viewing the brand as one whose value is worth preserving.

Moderating Role of Age in the Relationship between Brand Origin Image and Willingness to Pay More

The results show that the interaction between Brand Origin Image and Age (X3 × Z) yields a negative path coefficient of -0.003 with a p-value of 0.005 (< 0.05); H6 is therefore accepted, indicating that age significantly moderates the relationship between brand origin image and willingness to pay more in a weakening direction. This suggests that the influence of brand origin image on willingness to pay more is not uniform across age groups; the older the consumer, the smaller the role brand origin image plays in encouraging a willingness to pay a higher price.

More specifically, younger consumers tend to be more responsive to brand origin image as a factor in evaluating product value. They more readily associate a local brand's identity with national pride, social trends, and lifestyle preferences, so that Wardah's image as a local Indonesian cosmetics brand can heighten perceived value and encourage a greater willingness to pay more. This pattern aligns with the growing interest among younger generations in local products they view as relevant to their identity and social values. Older consumers, by contrast, tend to adopt a more rational, experience-based approach: rather than relying on brand origin image, they focus more on tangible evidence such as product quality, effectiveness, ingredient safety, and long-term results. Consequently, the influence of brand origin image becomes comparatively weaker in shaping their willingness to pay more.

This finding is consistent with Koschate-Fischer et al. (2021), who note that the country-of-origin effect can vary depending on consumer characteristics, including age and experience. However, as with the previous moderation results, the very small path coefficient and the negligible effect size indicate that this influence is not practically strong. The statistical significance of H6 is best understood as evidence of differing behavioral patterns across age groups rather than as a decisive factor in willingness to pay more. Although age is shown to moderate this relationship, its role therefore remains limited and should be interpreted cautiously in strategic decision-making.

CONCLUSION

This study set out to examine the influence of beauty consciousness, brand attachment, and brand origin image on willingness to pay more for Wardah cosmetic products, with age as a moderating variable. The SEM-PLS analysis shows that all three variables exert a positive and significant effect on willingness to pay more, with brand attachment emerging as the most dominant predictor. These findings indicate that greater appearance consciousness, stronger emotional attachment to the brand, and a more positive perception

of Wardah's brand origin are each associated with a greater willingness among consumers to pay a premium price.

The moderation tests show that age weakens the effects of beauty consciousness and brand origin image on willingness to pay more, meaning both factors carry greater weight among younger consumers. By contrast, age does not moderate the relationship between brand attachment and willingness to pay more, indicating that the influence of emotional brand attachment remains relatively consistent across age groups.

Overall, this study confirms that psychological factors, brand attachment in particular, are the principal determinants of willingness to pay more for halal cosmetics. These findings contribute to the consumer behavior literature and offer practical guidance for Wardah in designing marketing and pricing strategies that account for the age characteristics of its consumer base.

Recommendations

The recommendations below draw on respondents' lowest-scoring indicators for each variable, offering Wardah practical guidance for shaping its future marketing strategy. For beauty consciousness, the comparatively low score on habitual product use points to a need for interventions that embed the product into consumers' daily routines, for example, a short-form, routine-based digital campaign such as a "7-Day Wardah Routine" series on TikTok and Instagram Reels, consistent-use demonstrations led by micro-influencers, and daily-routine product bundles on e-commerce platforms, all aimed at increasing usage frequency and building habitual consumption. For brand attachment, the lower score on affective enthusiasm calls for strategies that deepen consumers' emotional connection to the brand, including community-based initiatives such as offline beauty classes and periodic online skin-consultation sessions, a personalized membership program built on purchase history, and incentivized user-generated content that invites consumers to share authentic brand experiences, with the aim of fostering emotional closeness rather than transactional engagement alone.

For brand origin image, the relatively modest perception of local-product quality suggests the need for evidence-based communication, such as a "Behind the Formula" campaign presenting R&D processes, clinical testing, and active ingredients through educational content, supported by dermatologists and beauty experts to strengthen credibility and reposition Wardah from a "local product" to a "verified, high-quality product." Finally, for willingness to pay more, the score on actual payment willingness indicates that value justification should precede any price increase; campaigns that highlight comparative product benefits, genuine user testimonials, and demonstrated efficacy, paired with premium or limited-edition bundling, can strengthen consumers' perceived value and their acceptance of premium pricing, rather than relying on price adjustment alone.

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