



THE ROLE OF HALAL AWARENESS IN AFFECTING COSMETIC PURCHASE BEHAVIOR

Faiqul Hazmi^{1,2}, Cahyaning Budi Utami^{2*}

¹Chang'an University, China

²Nahdlatul Ulama Islamic University of Jepara, Indonesia

*Corresponding Author Email: utamicahtyaning@unisnu.ac.id



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Abstract: *The critical point of halal beauty products leads many consumers to prioritize the halal status of the products they purchase. In Indonesia, a country with a predominantly Muslim population, the demand for halal beauty products has made it the world's second-largest market in this sector. This study applied online questionnaire. The study retained a total of 114 valid responses. Findings from this study indicate that the halal label significantly influences both halal awareness and purchase intention. Additionally, halal awareness has a substantial effect on purchase intention, which in turn significantly impacts purchasing behavior. However, halal awareness does not moderate the relationship between the halal label and purchase intention. Future research could consider examining product characteristics as factors influencing purchase intentions and behavior. The practical implications of this study include: (1) beauty manufacturers are encouraged to certify their products as halal; and (2) fostering halal awareness should be a shared responsibility across stakeholders.*

Keywords: *halal label, halal awareness; intention to buy; purchase behaviour.*

Abstract: *Titik kritis ketidakhalalan produk kecantikan membuat beberapa konsumen memperhatikan status kehalalan produk yang akan dibelinya. Indonesia dengan penduduk mayoritas muslim juga menjadi negara terbesar ke dua dalam pembelian produk kecantikan halal. Penelitian ini menggunakan kuesioner online dalam pengumpulan datanya. Jumlah respon yang valid sebesar 114. Hasil penelitian ini menunjukkan bahwa label halal berpengaruh signifikan terhadap kesadaran halal dan intensi untuk membeli, kesadaran halal memiliki pengaruh signifikan terhadap intensi untuk membeli, intensi untuk membeli berpengaruh signifikan terhadap perilaku pembelian, kesadaran halal terbukti tidak mampu memoderasi hubungan label halal terhadap intensi untuk membeli. Implikasi praktis dari studi ini (1) produsen produk kosmetik agar mendaftarkan produknya untuk memperoleh sertifikasi halal; (2) peningkatan kesadaran halal menjadi tanggungjawab bersama.*

Keywords: *label halal; kesadaran halal; intensi membeli, perilaku pembelian.*

BACKGROUND

Indonesia, home to the world's largest Muslim-majority population with a high proportion of individuals in the productive age group, holds significant potential as both a producer and consumer of halal products. The halal lifestyle in Indonesia extends beyond food to include medicines, cosmetics, tourism, and more. According to the ZAP Beauty Index (Markplus, 2021), Indonesian men and women allocate at least 20% of their monthly expenses to fashion and beauty products. For those aged 18 and older, this spending can reach 40% of total monthly expenses, reflecting a more defined set of criteria for product selection at this age. Previous research has shown that a product's halal status plays a crucial role in influencing purchasing behavior (Handriana et al., 2020; Ishak et al., 2020; Jaiyeoba et al., 2020).

The critical point of cosmetic products is the ingredients used in the production process, including gelatin which can come from animal or vegetable fat. If animal fat is used, verifying that the animal source is halal—including ingredient sourcing and the slaughtering process—is essential. The high interest among Muslim consumers in halal-certified products has led many cosmetic manufacturers to seek halal certification early on. Additionally, Indonesia's Halal Product Guarantee Law incentivizes manufacturers to obtain this certification (Utami et al., 2022). This trend differs from the situation a decade ago, when few cosmetic brands sought halal certification. The demand for halal cosmetics has increased consumer scrutiny of product ingredients, with Indonesia now ranking as the second-largest consumer of halal cosmetics (Pahlevi, 2022).

The study on halal awareness, labeling, and purchase intention's impact on skincare buying behavior in Indonesia's Muslim community adds valuable insights to consumer behavior in the halal market. This research is particularly relevant given the increasing demand for halal-certified skincare products in Indonesia, a country with the largest Muslim population globally. (Aisyah, 2016) have highlighted the importance of halal labels in influencing consumer decisions, emphasizing that religious behavior significantly affects the purchase of halal cosmetics. However, while Aisyah's work focuses on cosmetics in general, this study narrows the scope to skincare, allowing for a more detailed exploration of this specific product category. This research could expand on this by investigating whether social media marketing strategies are effective in promoting halal skincare products specifically, thus bridging the gap between halal awareness and modern marketing techniques. Additionally, while previous studies have examined the relationship between brand awareness and purchase intention (Büyükdağ, 2021), this study uniquely integrates halal awareness and labeling as critical factors influencing the purchasing behavior of Muslim consumers in the skincare sector.

LITERATURE REVIEW

Halal Label

The majority of Indonesians are Muslim, presenting a substantial market potential for halal products. Prior studies have indicated that attitudes toward halal-labeled detergents are influenced by consumers' perceived benefits of the halal label and their knowledge about halal standards. Consequently, positive attitudes toward halal-labeled detergents significantly enhance the intention to purchase them. Additionally, this study demonstrates that the halal label increases consumer purchase intentions due to the perceived benefits and positive effects associated with halal detergents. (Rizkitysha & Hananto, 2022) further suggests that the image of halal cosmetics encourages consumer attitudes toward switching to halal cosmetics. While Indonesian consumers recognize the religious obligation to use halal products, the presence of halal certification alone does not necessarily motivate them to switch to halal cosmetics. According to (Usman et al., 2022), contradictory findings exist regarding the halal label; specifically, the direct relationship between spirituality and purchasing behavior for halal-labeled food is not significant. However, the relationship becomes significant when mediated by factors such as image, trust, and satisfaction, indicating that these elements play a crucial role in promoting halal-labeled food shopping behavior (Muflih & Juliana, 2021).

Halal Awareness

Awareness plays a crucial role in fostering the intention to choose a particular product. (Aziz & Chok, 2013) identified awareness as the most influential factor in Muslim consumers' decisions to purchase halal food. Awareness represents the initial stage in the purchasing process, where consumers move from unfamiliarity to familiarity with a product. In the context of halal products, consumer awareness significantly influences their purchasing decisions (Zakaria et al., 2018). Studies have shown that halal awareness positively and significantly affects consumer purchase intentions for halal food, and that awareness of halal standards influences decisions to buy halal products (Mutmainah, 2018; Zakaria et al., 2018). Therefore, increased awareness of halal food has a positive effect on consumer purchase intention.

Purchase Intention

Purchasing cosmetics with Halal considerations in mind is a deliberate decision-making process. This process begins with the formation of an intention, which can arise in two main ways: 1) by altering the primary determinants of intention, such as attitudes, subjective norms, and/or perceptions of a given behavior; or 2) by adjusting the relative importance of these determinants. A shift in intention typically leads to a corresponding change in behavior,

establishing a direct relationship between intentions and actions. Furthermore, individuals' awareness of their behavior suggests that intentions are stable and do not change until the behavior is performed.

Purchase Behaviour

Purchasing behavior refers to the decision-making process that consumers use when selecting goods to buy. This behavior is considered a key area of interest, as it directly reflects consumer preferences and desires. Interest, in this context, is a behavior that demonstrates a customer's inclination to engage in a specific action (Budiardjo, 2016). Purchasing behavior refers to the decision-making process that consumers use when selecting goods to buy. This behavior is considered a key area of interest, as it directly reflects consumer preferences and desires. Interest, in this context, is a behavior that demonstrates a customer's inclination to engage in a specific action (Budiardjo, 2016). Research has shown that, in addition to product characteristics, psychological factors also play a significant role in shaping purchasing behavior (Ali et al., 2021). Specifically, halal awareness has been found to negatively influence the intention to purchase non-halal products (Mohamad Disastra et al., 2020). Conversely, a heightened understanding of Halal principles tends to increase the intention to purchase halal products.

RESEARCH METHODS

Research Design

This study uses a quantitative approach with a questionnaire as a data collection method. The questionnaire was compiled using a Likert scale consisting of 5 types of answers. The data analysis technique used a structural equation model (SEM) with SEM-PLS software.

Sampling and Respondent Selection

The population in this study was defines as a Muslim in Indonesia both male and female who have purchased cosmetics based on their own decisions, therefore this study applied purposive sampling. In this study, the authors generate the questionnaire by google form and distribute through online media. A total of 114 answer were valid.

Operational Definition of Variables

This study uses three exogenous variables (Halal Label, Halal Awareness, and Purchase Intention) and one Endogenous Variable in the Purchasing Behavior. The researcher developed question items for compiling the questionnaire by adopting several previous studies. Question items for Halal Labels, Halal Awareness, and Purchase Intentions were developed base on <https://ejournal.uinsatu.ac.id/index.php/arrehla/index> | 160

(Handriana et al., 2020) and Purchasing Behavior base on (Ishak et al., 2020).

Research Hypotheses

The purchase of halal-certified cosmetics is a planned behavior, beginning with an intention that can be shaped in two primary ways: first, by altering key determinants such as attitudes, subjective norms, or perceptions of behavior; second, by adjusting the relative importance of these determinants. Changes in intention typically lead to changes in behavior, as intention aligns closely with actual behavior. Awareness of behavior is integral, as intention remains stable until the behavior is executed.

Purchase behavior reflects consumer decision-making regarding product selection and is considered a form of profitable interest behavior. Interest is defined as a behavioral indicator of a consumer's desire to take action (Budiardjo, 2016). Numerous studies indicate that, beyond product characteristics, psychological factors also play a role in influencing purchasing behavior (Ali et al., 2021). For instance, halal awareness negatively affects the intention to purchase non-halal products (Mohamad Disastra et al., 2020), conversely, a stronger understanding of halal standards increases the intention to make a purchase. Based on these insights, the hypotheses proposed in this study are as follows:

Hypothetical Formulation

- H1 : Halal labels have a significant positive effect on halal awareness
- H2 : Halal labels have a significant positive effect on purchase intention
- H3 : Halal awareness has a significant positive effect on purchase intention
- H4 : Purchase intention has a significant and positive effect on purchasing behavior
- H5 : Halal awareness is significant in moderating the effect of halal labels on purchase intention

RESULTS AND DISCUSSION

Results

Average Variance Extracted (AVE)

The measurement of the reflective model aims to assess the validity and reliability of the instrument. According to (Hair et al., 2023) to measure convergent validity can be seen through the Average Variance Extracted (AVE) value. The minimum acceptable AVE value is 0.5, so that $AVE > 0.50$ indicates that the construct used in the study is able to explain more than 50% of the variable indicators in the construct.

Table 1. AVE Values

Variables	AVE
Halal Awareness	0,642
Halal Label	0,582
Moderating Effect 1	1,000
Purchase Behaviour	0,516
Purchase Intention	0,877

(Output of Analysis Results, 2024)

Outer Loading Value

The loading factor represents the correlation between the score of a question item and the score of the corresponding indicator construct. According to Ghozali (2015), an outer loading value between 0.5 and 0.6 is considered acceptable for demonstrating convergent validity. The outer loading values are presented in Table 2. As shown in Table 2, all variables have outer loading values greater than 0.5, indicating that the question items are valid.

Table 2. Outer Loading Values

	HA	HL	Mod	PB	PI
HA.1	0.837				
HA.2	0.772				
HA.3	0.793				
HL.1		0.687			
HL.2		0.828			
HL.3		0.767			
Halal Label * Halal Awareness			1.113		
PB.1				0.746	
PB.2				0.802	
PB.3				0.745	
PB.4				0.611	
PB.5				0.816	
PB.6				0.548	
PI.1					0.942
PI.2					0.930

(Output of Analysis Results, 2024)

Composite Reliability Test Results

The reliability of question items in this study is determined by their ability to yield consistent responses over time. In SEM-PLS analysis, reliability is assessed using composite reliability and Cronbach's alpha. Composite reliability indicates the reliability of indicators within a construct, with a minimum acceptable value of > 0.60 (Ghozali, 2015). Cronbach's alpha, on the other hand, measures the internal consistency of reliability; a value greater than 0.6 suggests that the variable is reliable (Sekaran & Bougie, 2016).

Table 3. Composite Reliability Value

Variabel Name	Composite Reliability	Cronbach Alpha
Halal Awareness	0,735	0,735
Halal Label	0,650	0,650
Moderating Effect 1	1,000	1,000
Purchase Behaviour	0,814	0,814
Purchase Intention	0,860	0,860

(Output of Analysis Results, 2024)

The table indicates that all exogenous, endogenous, and moderating variables have Composite Reliability and Cronbach's Alpha values greater than 0.60, confirming that all variables are reliable. The results from the outer loading and composite reliability tests demonstrate that the variables used in this study are both valid and reliable, allowing for progression to the hypothesis testing stage.

Descriptive Analysis

This section provides an overview of the characteristics of the respondents who participated in the study. The questionnaire was developed and distributed online, resulting in 144 valid responses. The descriptive analysis presents key demographic information, including gender, age, and education level. The gender distribution of the respondents is as follows:

Table 4. Gender

Gender	Total	Percentage
Male	19	16,7%
Female	95	83,3%

(Output of Analysis Results, 2024)

From the table above, it can be seen that the majority of respondents were women, as much as 83.3%.

Table 5. Respondent Age

Gender	Total	Percentage
15-24	107	93,7%
25-34	3	2,7%
35-45	1	0,9%
45-55	3	2,7%

(Output of Analysis Results, 2024)

Researchers divided the respondents' ages into 4 categories as shown in table 5.93.7% of respondents were aged 15-24 years when filling out the questionnaire.

Table 6 Respondents' Last Education

Education	Total	Percentage
Elementary School	0	0
Junior High School/Equivalent	0	0
Senior High School/Equivalent	87	76,3%
Diploma	0	0
Bachelor's Degree (S1)	26	22,8%
Master's Degree (S2)	1	0,9%
Doctorate Degree (S3)	0	0

(Output of Analysis Results, 2024)

Table 6 presents the highest level of education attained by the respondents. Of the 144 respondents, 87 have completed high school or an equivalent level of education, 26 hold a bachelor's degree, and 1 respondent has graduated from a master's program.

Hypothesis Test Results

This study examines the influence of five variables, specifically the effects of exogenous variables on endogenous variables. The results of the hypothesis tests conducted using the Smart PLS application are illustrated in the following figure:

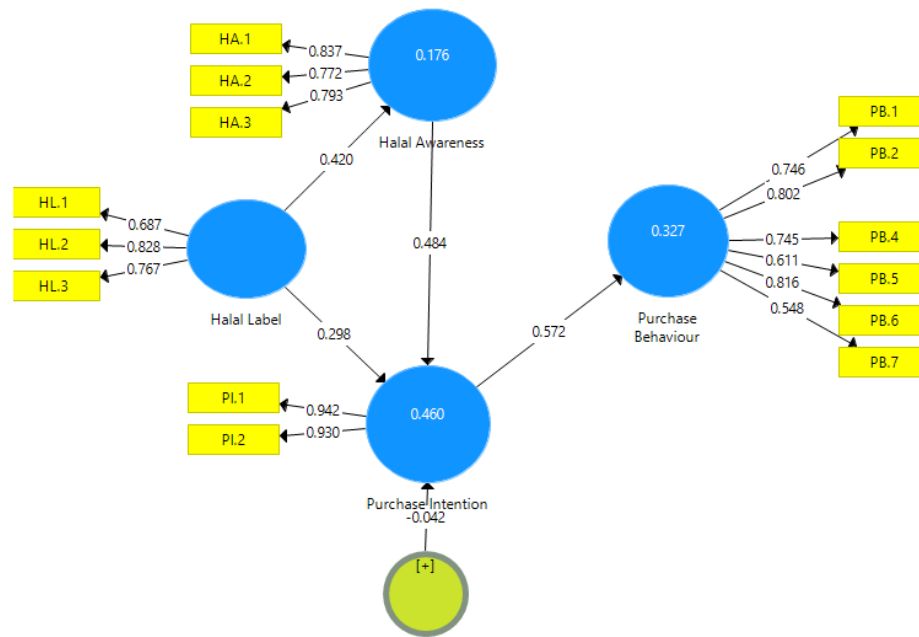


Figure 1 Smart PLS Test Results (Output of Analysis Results, 2024)

From the image above, the coefficient value of each variable can be seen, while the results of the hypothesis test are as follows:

Table 2 Hypothesis Test Results

H	Coefficient	P Values	Conclusion
H1	0,420	0,000	H1 Accepted
H2	0,298	0,000	H2 Accepted
H3	0,484	0,000	H3 Accepted
H4	0,572	0,000	H4 Accepted
H5	-0,042	0,500	H5 Rejected

(Output of Analysis Results, 2024)

Of the five proposed hypotheses, four were supported, while one was rejected. The test results indicate that halal awareness does not significantly moderate the influence of Halal Labels on purchase intention.

Discussion

Halal Label towards Halal Awareness

The results support Hypothesis 1, as the p-value of 0.000 is below the significance threshold of 0.05, indicating that halal label significantly affects halal awareness. With a coefficient of 0.420, this result suggests that for each 1-unit increase in the halal label, halal

awareness rises by 0.420 units. This finding implies that consumers selecting cosmetic products based on halal labeling tend to exhibit a heightened level of halal awareness. The positive coefficient further confirms that the presence of a halal label enhances consumers' awareness of halal standards, making them more inclined to scrutinize the ingredients used in these cosmetics. Halal awareness thus encompasses more than knowledge of what is permissible according to Islamic principles; it reflects the application of this knowledge in personal choices and behaviors.

The findings from various studies indicate that the halal label significantly enhances halal awareness among consumers, particularly within the Muslim community. (Jannah & Al-Banna, 2021) emphasize that halal certification plays a pivotal role in influencing both consumer and business awareness regarding halal products. This assertion is supported by (Mahendri et al., 2020) which highlights the positive relationship between halal labels and consumer awareness, suggesting that the presence of halal certification informs consumers and reinforces their purchasing decisions.

Halal Label toward Intention to Purchase

Hypothesis 2 is supported, with a coefficient value of 0.298, indicating a positive relationship between the halal label and purchase intention. This suggests that for each 1-unit increase in the halal label, purchase intention rises by 0.298 units. The halal label on a beauty product thus serves as a significant factor influencing consumers' intention to buy, as it signals the product's quality and compliance with halal standards, fostering a stronger purchase desire among consumers.

This finding is consistent with previous research by (Aziz & Chok, 2013), which also underscores that a halal label on beauty products can enhance consumers' purchase intentions. The relationship between halal labeling and consumers' intention to purchase halal products has been extensively studied, revealing a significant positive correlation. (Memon et al., 2020) indicates that religiosity plays a moderating role in enhancing halal purchase intentions, suggesting that consumers with higher religiosity are more likely to purchase halal products. Furthermore (Bashir et al., 2019) confirm that awareness of halal products is a critical determinant of purchasing behavior, with consumers demonstrating a greater intention to buy when they are well-informed about halal standards.

Halal Awareness toward Purchase Intention

Islam provides clear guidelines on substances that are classified as halal (permissible) and haram (forbidden). Halal awareness reflects consumers' knowledge and their commitment to selecting and purchasing products that are permissible for consumption. Individuals with high halal awareness will choose only products that are confirmed to be halal. Consistent with the impact of

the halal label on purchase intention, this study finds that halal awareness also has a significant positive effect on the intention to purchase. Specifically, the halal awareness coefficient of 0.484 indicates that for each 1-unit increase in halal awareness, purchase intention increases by 0.484.

The findings from recent studies underscore the significant impact of halal awareness on consumers' intention to purchase halal products. (Muslichah et al., 2020) demonstrate that heightened awareness of halal foods among Muslim students in Brunei positively influences their purchasing decisions, indicating that awareness is a crucial factor in the decision-making process. Additionally, (Bashir et al., 2019) confirm that there is a strong correlation between halal awareness and buying behavior, with consumers exhibiting greater intentions to purchase halal food when they possess a high level of awareness.

Purchase Intention towards Buying Behaviour

Purchase intention can serve as a valuable tool for management to evaluate marketing networks, guide concept development, and inform strategies for consumer segmentation and marketing. The relationship between purchase intention and purchasing behavior has been examined by (Peña-García et al., 2020), whose findings align with this study's results, though their focus was on online shopping. Intention, or interest, reflects a consumer's desire to purchase a product, whereas purchasing behavior involves the actual purchasing activities undertaken by consumers. Respondents in this study with an intention to buy are likely to proceed with purchasing the beauty products they desire.

The relationship between purchase intention and buying behavior has been a focal point in consumer behavior research, with numerous studies indicating that purchase intention significantly influences actual buying behavior. (Arta & Qastharin, 2022) assert that purchase intention is a critical determinant of buying behavior among Generation Z consumers, supporting the Theory of Planned Behavior. Their research highlights that subjective norms significantly influence purchase intentions, which in turn affect actual purchasing actions. This is consistent with the findings of (et al., 2019) who emphasize that buying intention is a strong predictor of souvenir purchasing behavior in tourism contexts. Their study indicates that consumers with higher purchase intentions are more likely to engage in actual buying behavior, further validating the predictive power of purchase intention. (Tuhin et al., 2022) illustrates that while purchase intention does not always lead to immediate buying behavior, it remains a crucial factor in shaping consumer decisions. They argue that understanding the nuances of consumer attitudes and intentions can provide valuable insights for marketers aiming to influence buying behavior.

Halal Awareness in Moderating the Effect of Halal Label toward Purchase Intention

This hypothesis examines whether halal awareness can strengthen the effect of halal labels on purchase intentions. However, Hypothesis 5 was not supported, as indicated by a p-value of 0.500, which is greater than the significance threshold of 0.05. Thus, halal awareness does not enhance the influence of the halal label on purchase intention. The coefficient of -0.042 suggests that halal awareness may even weaken this influence. These results indicate that consumers primarily base their purchasing decisions on the presence of a halal label on the product, with their concern largely limited to the visible assurance of a halal logo. Halal awareness represents knowledge of what is permissible according to Islamic teachings, which ideally translates into informed consumer behavior.

Recent studies have highlighted the critical role of halal awareness in strengthening the effect of halal labels on consumers' purchase intentions. Recent studies have highlighted the critical role of halal awareness in strengthening the effect of halal labels on consumers' purchase intentions. Moreover (Oemar et al., 2023) provide evidence that training and socialization regarding halal awareness can lead to increased intentions to obtain halal certification among food enterprises. This indicates that as awareness grows, so does the likelihood of consumers engaging with halal-certified products, thereby reinforcing the importance of halal labels in the marketplace.

CONCLUSION

The purchasing behavior of Muslim consumers regarding beauty products, particularly those with halal labels, is a compelling area of study given the rapid growth of the beauty industry. Findings from this study reveal that halal labels significantly influence both halal awareness and purchase intention. Additionally, purchase intention significantly affects purchasing behavior, and halal awareness similarly impacts purchasing behavior. This study also explores the potential moderating effect of halal awareness in strengthening the relationship between halal labels and purchase intention; however, this hypothesis was not supported.

The implications of this study suggest that since halal labels and halal awareness significantly influence purchase intention and purchasing behavior, beauty product manufacturers are encouraged to obtain halal certification for their products. Increasing halal awareness in the community is also likely to enhance both purchase intention and purchasing behavior, underscoring the need for collaborative efforts from regulators, religious organizations, and manufacturers to educate consumers about halal products. Future research could consider additional variables related to product characteristics, such as price, brand, product quality, and other relevant factors.



Further research can add variables related to product characteristics including price, brand, product quality, and other appropriate variables.

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