

A REVIEW OF FACTORS INFLUENCING GENERATION Z AWARENESS OF HALAL COSMETIC PRODUCTS

Farida Diyan Pertiwi^{*1}, Sitira Novitasari², Baiq Elbadriati³, Sobihatun Nur Abdul Salam⁴

^{1,2,3}Universitas Islam Negeri Mataram, Indonesia.

⁴Universiti Utara Malaysia, Malaysia

²230404006.mhs@uinmataram.ac.id

ABSTRACT

This study explores the factors influencing the increase in halal awareness among Generation Z regarding halal cosmetic products. In the context of the global expansion of the halal product market, a profound understanding of the halal cosmetics market dynamics and consumer behaviour is increasingly essential. Therefore, a literature review was conducted using a qualitative methodology to identify the dominant factors affecting this awareness, such as advertising, knowledge, attitudes, product characteristics, and social influence. The findings indicate that advertising plays a crucial role in disseminating information and modifying consumer perceptions of halal products. Furthermore, we found that extensive knowledge of halal principles contributes to enhanced awareness and purchase intentions. Religious experiences and authentic product assessments reinforce positive consumer attitudes towards halal products. Additionally, product characteristics, including compliance with halal standards and safety attributes, significantly influence purchasing decisions. Finally, social influences from family and peer networks prove vital in strengthening awareness and preferences for halal products. This research aims to develop broader insights into the interactions among these variables and their impact on consumer behaviour, as well as to support marketing and promotional efforts for halal cosmetic products across various consumer segments, ultimately contributing to the growth of this industry.

Keyword: *Halal Awareness, Consumer Behaviour, Advertising Impact, Social Influence, Product Characteristics*

1. Introduction

The use of halal products has become increasingly significant in various aspects of life, not only as a sign of religious observance but also as a globally recognized symbol of quality and lifestyle choice. Halal cosmetics are an important part of the rapidly growing halal market ecosystem, following the growing demand from both Muslim and non-Muslim consumers around the world. With this development, understanding the factors that influence consumer awareness of halal cosmetic products has become increasingly important. By strengthening our knowledge on this subject, this study aims to provide deeper insights into the dynamics of the halal cosmetics market and its implications on consumer behaviour in choosing beauty products.

According to Abdullah et al. (2021), the concept of halal, which was previously closely associated with religious practices, has undergone a significant evolution into a paradigm that has profound implications across various economic sectors. Today, sectors such as tourism, hospitality, logistics, cosmetics, pharmaceuticals, finance, and healthcare recognize halal as a marker of quality and lifestyle that shapes consumer demand (Annual OIC Halal Economy Report, 2022). According to Ali et al. (2017), the Islamic principles underlying the halal concept not only appeal to Muslims but also garner a positive response from interfaith consumers, according to Bashir et al. (2018). The increasing demand for halal products, especially in the cosmetics and pharmaceutical sectors, driven by Muslim consumer preferences (Brim & Karim, 2011), is an attention-grabbing trend. With the global Muslim population expected to reach 27.5% by 2030 (Syaada, 2022), the halal products

market, valued at \$1.62 trillion in 2018, is poised to experience significant growth. However, despite this growth, scientific research on halal cosmetics is still limited, focusing mainly on halal food products (Septiarini et al., 2023).

Although Indonesia has become a leader in the halal market, particularly in the cosmetics industry, there is still a need for a comprehensive study on consumer awareness and preferences in this regard (Halal Development Company, 2014). On the other hand, competition and rapid product turnover in the beauty and personal care industry demand constant innovation to meet evolving consumer demands (Statista, 2022; Kumar, 2005). With these related discussions, halal cosmetics offer a niche market opportunity that fulfils the demand for products that are compatible with religious and cultural beliefs (Saqib Ali et al., 2016).

Abd Aziz (2021) and previous studies (Kamaruzaman, 2019; Bahman et al., 2015) identify challenges in the adoption of halal cosmetics, such as the dominance of non-Muslim companies in the sector and the limited concerns of a small proportion of Muslim consumers about the halalness of products. Market penetration is also hampered by limitations in the availability and awareness of halal cosmetic products, as well as consumer uncertainty about the composition of product ingredients. Therefore, this research aims to address this gap by identifying and studying the factors that influence consumer awareness of halal cosmetics, such as advertising, knowledge, attitude, product attributes, and social influence. This research is expected to provide strategic information to promote the use of halal cosmetics across various consumer segments, thereby advancing the halal cosmetics industry.

2. Materials and Methods

This systematic methodology adopts a qualitative approach by searching and analysing relevant literature in the domain of consumer awareness of halal cosmetic products. This approach aims to develop a comprehensive synthesis of the factors that influence consumer awareness of halal cosmetic products, particularly among Indonesian Muslim individuals from Generation Z. We conducted the literature search through academic databases and other reliable sources, using relevant keywords such as “halal awareness”, “consumer behaviour”, “advertising impact”, “social influence”, and “product characteristics”. Suitable literature was then selected based on certain inclusion and exclusion criteria, including relevance to the research topic, year of publication, and methodological quality. The data from the collected literature were systematically analysed, compiling a synthesis of the factors that influence consumer awareness of halal cosmetic products. The analysis was conducted by considering the findings of each selected study and identifying patterns, similarities, and differences between different research results. This approach aims to provide a comprehensive understanding of the factors influencing consumer awareness of halal cosmetic products, along with their practical and theoretical implications.

3. Results and Discussion

According to Wilson and Liu (2010), Ireland and Rajabzadeh (2011), and Ahmed et al. (2019), customers' comprehension of halal products influences their brand awareness. We will discuss the results of research on the various factors that influence consumer awareness and behaviour towards halal cosmetic products in this section. Based on a comprehensive

literature review, we will explore the important role of advertising, consumer knowledge, attitude, product characteristics, and social influence. Each of these factors plays a significant role in shaping consumer perceptions and purchase decisions. With a deeper understanding of how these factors interact, we can develop more effective marketing strategies that address the evolving needs of the halal cosmetics market. The study's results and discussion are detailed below:

Advertising

Advertising includes the process of disseminating information about halal products through various media channels such as television, radio, internet, and print media (Lee et al., 2018). Information from sources like TV and the Internet strongly influences customer purchasing decisions (Esfahani & Shahnazari, 2023). Syafiq et al. (2017) showed the positive role of media in promoting halal awareness and attention to non-food products. In addition, Vilcekova (2016) highlighted advertising as a source of knowledge that can increase or decrease the perceived risk associated with a purchase.

The role of advertising in raising consumer awareness of halal products cannot be ignored. In an era of globalization and increased market competition, companies must use effective advertising strategies to reach potential consumers. Strong advertising support can help increase consumer awareness of the existence of halal products and encourage their interest in seeking more information about them. For example, research by Syafiq et al. (2017) shows that media can play a positive role in the promotion of halal awareness. Esfahani and Shahnazari (2023) also highlighted that information sources such as TV and the Internet have a significant impact on purchasing decisions. In addition, advertising also serves as an educational tool for consumers. Vilcekova (2016) states that advertisements can increase consumer knowledge about products.

Knowledge

Knowledge of halal principles has a significant impact on Muslim consumers' perception and awareness of non-food halal products. As consumers become more religious, their demand for halal cosmetics increases due to increased awareness and information-seeking behaviour (Elseidi, 2018). Ahmad et al. (2015) noted that consumers with less knowledge tend to rely heavily on external cues to assess the halal status of products. Informed consumers are more likely to purchase halal products and realize the importance of the international halal logo (Marmaya et al., 2019).

Consumers' knowledge of halal products is the foundation for their attitudes and behaviours towards these products. According to Kzlkaya's (2017) findings, awareness of halal products in Turkey shows significant sensitivity among consumers. Deeper knowledge of halal criteria can increase consumers' tendency to choose products that comply with Islamic religious principles. Generation Z's knowledge of halal cosmetics also plays an important role in shaping consumer behaviour, according to the research findings of Irfany, Khairunnisa, and Tieman (2024). This is in line with the Elaboration Likelihood Model theory (Petty & Cacioppo, 1986), which shows that individuals who have better knowledge about products tend to have more positive attitudes towards them. In the discussion of halal cosmetics, knowledge about product conformity with halal regulations can influence Generation Z's attitudes and purchase intentions. Therefore, to promote halal products

among young consumers, we need to increase Generation Z's understanding and awareness about halal cosmetic products through education (Chen, 2007; Han, 2014).

Septianda (2024) research concludes that Generation Z, as consumers and businesspeople in the advanced era, significantly benefits from halal cosmetics selection literacy. As expressed by the author, “understanding and practicing halal cosmetic literacy and opening business opportunities for young women in the digital era” (Septianda, 2024). This finding demonstrates that a good understanding of adherence to halal principles in choosing cosmetics is not only relevant for religious practices, but also a significant factor in dealing with the increasing demands of the cosmetics market in the era of technology and digitalization. This suggests that halal cosmetic literacy can be an effective tool for meeting the needs of increasingly discerning and trend-setting consumers while still maintaining religious values and halalness in the products used.

In research by Mahri et al. (2024), it was found that halal product knowledge has a moderating role in the relationship between country of origin and brand image in purchasing decisions for South Korean skin care products in Indonesia. This finding shows that halal product knowledge significantly influences consumer purchasing decisions but does not moderate the effect of country of origin and brand image on purchasing decisions. This demonstrates that halal product knowledge is insufficient to strengthen the influence of country of origin and brand image on purchasing decisions for South Korean skin care products in Indonesia. This finding is consistent with previous findings that highlight the complexity of factors influencing consumer behaviour when highlighting halal cosmetic products (Sarstedt et al., 2020).

Attitude

Personal beliefs have a significant impact on attitudes, which in turn influence whether individuals choose to engage in activities aligned with halal consumption. The presence of halal ideas, the availability of halal labels, and strong religious beliefs all significantly contribute to consumers' positive feelings towards halal cosmetics. (Abd Aziz et al., 2017). According to Marmaya et al. (2019), having a positive outlook is a reliable indicator of intention to purchase halal personal care products. Zakaria (2017) established that religion has a substantial impact on the propensity to purchase halal products. In addition, attitudes are usually in line with behaviour, according to the principle of consistency. (Latiff et al., 2016).

Knowledge, experience, and belief in religious values influence consumer attitudes toward halal products. Previous research by Abd Rahman et al. (2015) demonstrated a positive correlation between consumer attitudes towards halal products and their knowledge of these products. Therefore, it is important for companies to understand consumer attitudes towards halal products and seek to strengthen their positive attitudes through appropriate marketing strategies.

Research by Irfany, Khairunnisa, and Tieman (2024) highlights the importance of Generation Z's attitude towards halal cosmetic products. This finding is consistent with related theories such as the Theory of Planned Behaviour (TPB) (Ajzen, 1991), which

emphasizes that individuals' attitudes towards products influence their intention to purchase them. The results show that religiosity and halal awareness influence Generation Z's attitude towards halal cosmetic products. A positive attitude can encourage Generation Z's purchase intention, in accordance with previous research findings (Ajzen & Fishbein, 1980; Armitage & Conner, 2001).

On the other hand, the study found that attitude towards the brand has a significant influence on the purchase intention of cosmetic products in Semarang City. This is consistent with theories that emphasize that consumer perceptions of brands have a strong impact on shaping purchase intentions (Keller, 1993; Aaker, 1991). This finding suggests that, in the case of cosmetic products, efforts to improve consumers' attitudes toward the brand can be an effective strategy for increasing purchase intention.

Product Characteristics

Halal cosmetics should not only be halal-certified but also safe, hygienic, and beneficial, adhering to Shariah guidelines throughout the production process. Krishnan et al. (2017) emphasized that halal cosmetics are high quality, safe, and clean due to compliance with hygiene standards. In addition, the lack of harmful components and the use of natural ingredients in halal cosmetics contribute to perceived benefits, increasing consumer satisfaction and potential repeat purchases. (Mohezar et al., 2016). Consumer awareness about the characteristics of halal products is important to ensure that consumers can distinguish halal products from non-halal ones.

Studies by Nurhayati and Hendar (2019) show that knowledge of halal product characteristics directly affects consumer attitudes towards these halal products. Consumers who have good knowledge about halal products tend to have a more positive attitude towards them because they can understand and appreciate the religious values contained in halal products. In addition, halal product characteristics also include the certification process and halal labelling.

According to Wilson and Liu (2011), Muslim consumers with a high level of knowledge and awareness of halal products tend to seek halal certification as proof of product halalness. This confirms that consumer awareness of halal products is not limited to understanding the ingredients used in the product; it also includes the entire production process and certification that guarantees its halalness. Consumers who have in-depth knowledge of halal principles will be more critical in choosing products, ensuring that every stage of production has met strict halal standards. This awareness covers various aspects, ranging from the raw materials used to the production process to the distribution system that maintains the product's halalness.

Furthermore, this awareness encourages consumers to not only see the halal label as a sign of halalness, but also to research deeper into the product's origin and manufacturing process. They will tend to choose products from companies that are transparent about their production processes and can demonstrate internationally recognized halal certification. This creates pressure for manufacturers to ensure that all stages of their production, from raw material procurement to distribution processes, adhere to strict halal standards.

Manufacturers also need to provide clear and detailed information regarding the process to meet the growing expectations of consumers.

Social Influence

Social influence refers to the impact of interactions with others on a person's thoughts, feelings, and behaviours. According to Pavlou & Chai (2022) and Nasution et al. (2017), social influence plays a significant role in shaping a person's thoughts, feelings, and behaviours. The expectations of family or friends can influence even individuals with a neutral attitude towards halal cosmetics. (Mohezar et al., 2016). Ali et al. (2019) highlighted the role of community beliefs and peer opinions in shaping behavioural intentions. Social influences from family, friends, and the community contribute to the adoption of views on halal cosmetics (Suki & Salleh, 2016). This social pressure may cause individuals to choose halal cosmetics based on their compliance with Shariah principles.

Social influence, research by Golnaz et al. (2010) highlights the importance of social factors in shaping consumer awareness and attitudes towards halal products. Their findings show that social influences from the surrounding environment can affect consumer behaviour toward halal products. For example, social norms in society that prioritize adherence to religious teachings can raise consumers' awareness of halal products and encourage them to choose them.

In addition, research by Aziz and Chok (2023) shows that social factors such as peer and family influence also play an important role in shaping consumer attitudes and intentions to buy halal products. The views and preferences of those closest to them tend to influence consumers when choosing halal products, thereby increasing social influence on their purchasing decisions. The results of this study indicate that social influence has a significant role in increasing halal awareness of cosmetic products, especially among women.

As mentioned by Merton (1957), individuals tend to follow the norms and behaviours that their social groups highlight. In halal cosmetics research, the influence of peer groups and influencers directly influences consumer perceptions and attitudes towards halal products, as observed by Ajzen (1991) in the framework of the TPB. Social support and endorsement from family, friends, and public figures play an important role in shaping consumer preferences for halal cosmetics, in line with previous research findings. According to studies conducted by Brown & Krishna in 2004 and Hussain et al. in 2018, social support and endorsement from family, friends, and public figures significantly influence consumer preferences for halal cosmetics. This research has identified social influence as a key factor that strengthens halal awareness of cosmetic products, thereby strengthening consumer intentions to use halal products in their daily activities.

Aprilliani and Aquinia's (2024) revealed that the intention to purchase cosmetic products in Semarang City was not significantly influenced by social media influencers. It suggests that although influencers have a strong influence on consumer behaviour in many contexts (Hajli, 2014), they do not significantly shape purchasing intentions related to this specific information. It emphasizes the importance of understanding the dynamics of different social influences on a specific product language and target market. (Khammash et

al., 2018). Other factors, such as product quality and brand experience, may have a greater influence on purchasing intentions than social media influencers, according to this research.

4. Conclusion

The research findings on the variables influencing consumer awareness of halal products lead to the following conclusion: 1. Consumer Awareness: Influenced by knowledge of halal product characteristics, advertising exposure, and social influences, this awareness helps consumers make decisions according to religious values. 2. Marketing through Advertising: Effective advertising increases consumer awareness of halal products by conveying information in a clear and attractive manner, expanding market share. 3. Consumer Knowledge: Knowledge of Islamic rules related to halal products affects attitudes and purchase intentions, increasing trust and interest in products. 4. Consumer Attitudes: Influenced by knowledge, experience, and social influence, positive attitudes increase purchase intentions, while negative attitudes inhibit. 5. Product Characteristics: The halalness of raw materials and the production process according to religious rules are important in shaping consumer awareness; halal products are more desirable. 6. Social Influence: Community norms and the influence of family and peers shape consumer awareness; a supportive social environment strengthens purchase intentions.

Recommendations for future studies are to focus on further understanding consumer preferences for halal products. Studies can focus on comparisons between halal and non-halal products to understand the factors that influence consumer preferences. In addition, research can further explore the influence of social media and the role of influencers in shaping consumer perceptions of halal products. It is also necessary to analyse the impact of product quality and brand experience on consumer purchase intentions. Studying halal cosmetic literacy among Generation Z can provide insights into young consumers' preferences and behaviour towards halal products. It is anticipated that this research will assist manufacturers and marketers in creating products and marketing strategies that better align with the market.

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