

Cosmetic Products with Halal Labels to Generation Z Does it Matter?

Eti Kusmiati

Fakultas Ekonomi, Universitas Garut, Indonesia

*corresponding author e-mail: etikusmiati@uniga.ac.id

Article Info

Keywords:

Purchase Decision;
Halal Label;
Z Generation;
Cosmetic Products

DOI:

10.33830/elqish.v3i1.7991.2023

Abstract

The demand for halal products in Indonesia is increasing and expanding. Not only for food products but has expanded to other product categories such as cosmetics, pharmaceuticals, financial services, and tourism. Indonesia is one of the cosmetic markets that are quite large so the business is prospective and promising. The potential of this domestic market includes the increasing number of young population or generation Z. This study aims to further analyze the factors that drive the behavior of consumers of generation Z towards purchasing decisions of halal cosmetic products. This study uses a qualitative approach with a descriptive survey technique. The analysis was carried out on primary data obtained from interviews with informants. From the predetermined criteria, 15 women were obtained as informants. **Findings.** The results of the study found that the consumption pattern of cosmetics in Generation Z was driven by product quality, price, halal labels, and brand ambassadors. Further findings state that although generation Z knows and believes in the truth in religion, these beliefs and knowledge are not internalized in consuming halal cosmetics.

1. Introduction

Global demand for halal products has increased significantly as a result of the rise in the number of Muslims throughout the world and the improvement in affluence in Muslim-majority nations (Haider, 2015). Prior to today, the halal goods industry was thought to be small and less lucrative, but it has managed to become the prima donna that many nations utilize to boost their foreign cash. According to the Global Islamic Economy Report 2020/2021, Muslim consumers spent US\$2.02 trillion on halal goods in 2019. Indonesia is a potential market for halal goods since more than 200 million people (80.2 percent) call it their home. The halal status of items is a sensitive topic for Indonesian Muslims since it relates to spiritual life (Nurhayati & Hendar, 2019). Customers think that breaking religious laws, such as by drinking non-halal items, will have repercussions both here on earth and in the hereafter (Rizkitysha & Hananto, 2020).

However, if one examines the recent phenomena of halal products, one will see that worldwide halal product manufacturers continue to favor food markets like those for meat, milk, and other processed animal products (Fuseini et al., 2020). This makes sense given that food is a basic human necessity and has a substantial market share. Along with maintaining a sizable market position in the food processing business, the halal industry nevertheless has poor consumer awareness of the halalness of non-food items (Setyaningsih & Marwansyah, 2019). Although it appears to be progressing slowly, Indonesia's demand for halal goods is rising. not only for food goods but has also evolved to include other product categories including travel, cosmetics, and medications. In 2019, Indonesia consumed 144 billion US dollars' worth of halal goods, making it the top

consumer in this market. Indonesia is now ranked sixth internationally in terms of the value of its Muslim-friendly tourist industry, which is worth US\$11.2 billion. With a global consumption of 16 billion US dollars, Indonesia ranks third among consumers of Muslim fashion. The halal pharmaceutical and cosmetics industries in Indonesia are ranked 6th and 2nd, respectively, with total expenditures of US\$5.4 billion and US\$4 billion. Other data show that the halal industry's contribution to the national economy has also grown, as seen by the sector's market share of GDP rising from 24.6% in 2016 to 24.6% in 2020. (kemenkeu.go.id). Cosmetics are one category of non-food halal items that is now attracting attention (Sugibayashi et al., 2019). Perfumes, toiletries, makeup, and numerous skin treatments are included in cosmetic items (H. Ali & Khan, 2019). The expansion of the cosmetic industry is seen in the rise in consumers and the quantity of cosmetics on the market. A significant obstacle is posed by the topic of halal substances in cosmetic items among young people (Sugibayashi et al., 2019). On the other hand, rising consumer awareness and the resulting demand for halal products have prompted both established and up-and-coming cosmetic firms to produce halal goods. The market share of these halal cosmetic goods will ultimately expand as Muslim consumers become more aware of the benefits of consuming halal products in all aspects of their lives (Khalid et al., 2021).

Out of various other halal industrial sectors in Indonesia, the cosmetics business was the only one to have positive growth during the Covid pandemic. While other industries, like tourism, food and beverage, fashion, media, and pharmaceuticals, had negative growth, Katadata saw a 0.71 percent increase in the cosmetics business sector. It is also known that cosmetic products for the lips are the most popular (97 percent), followed by those for the eyes (88 percent), and those for the eyelashes and eyebrows (86 percent) (Katadata.com). Given that Indonesia has a sizable cosmetics industry, there is opportunity and promise for growth. The growing number of young people, or generation Z, in this country's population, is one source of market potential (Zakaria & Desa, 2019). Based on the population census conducted in 2020, the Central Statistics Agency (BPS) estimates that there are 270.20 million people living in Indonesia, including 74.93 million members of Generation Z, or 27.94% of the overall population. Because they enjoy learning new things and constantly rely on technology and the immediate flow of information, Generation Z is a generation that is independent, highly inventive, and actively collaborative. The traits of Generation Z tend to be impulsive, where they have a mindset that tends to take any action without thinking about the implications of what they do. They are also more receptive to innovations and proponents of a hedonistic lifestyle (Rizkitysha & Hananto, 2020).

The process of choosing what to buy or not to buy is part of the consumer's choice to make a purchase, and the decision is based on prior actions (Wang & Hariandja, 2016). Anggadwita et al. (2019) define a buying decision as the choice customers make to buy a product after realizing that their requirements and aspirations have been met. The process of knowledge integration that allows consumers to compare two or more alternative behaviors and select one is at the heart of decision-making. Consumers go through five phases in the buying decision process: issue recognition, information searching, information assessment, purchase decisions, and post-purchase behavior. Problem recognition occurs long before the actual purchase is completed and has long-lasting impacts. There are six factors that influence buying decisions and are used as indicators of buying decisions: (1) Product selection: In this situation, the business has to concentrate on customers who want to purchase a product and the alternatives they weigh. Consumers may decide which product to purchase by taking product benefits and advantages into account; (2) Brand selection; buyers must decide which brand to purchase. In this scenario, the business needs understand how consumers choose a brand; (3) Depending on how many purchases they make, shoppers may choose how many items to buy. The business needs in this instance prepare some items in accordance with the preferences of various customers (Kotler and Keller, 2016). From this justification, the author draws the conclusion that consumer activities that lead to product purchases are known as purchasing decisions. In other words, choosing among options

is the process of consumer decision-making. The choice to purchase has the potential to influence how a decision is made.

Product quality is one of the many elements that affect purchase choices. Product quality is the sum of a product's or service's features and qualities that depend on its capacity to meet explicit or implicit demands (Aransyah et al., 2019). Product quality is a product's capacity to carry out its intended duties. It comprises the product's general toughness, dependability, accuracy, simplicity of use and maintenance, and other desirable qualities (Anggadwita et al., 2019). Product quality is the whole of the features that come from marketing, engineering, production, and upkeep that allow the product to be used to satisfy customer or consumer expectations (Junaidi, 2020). A quality-tested product must be presented as the product being supplied. Since the quality of the actual product is what matters most to buyers. According to A. Ali et al. (2020), the physical appearance of the product is observed from the color, ornamentation, and shape. Additionally, the product's conformance to requirements is seen in terms of (1) the product's quality characteristics; (2) the physical appearance of the product. In order for this component to influence customer purchasing decisions, the quality of the items supplied must live up to the promises made; (3) the various varieties will be fascinating to see; (4).

The cost of a product is another element that affects customer purchasing decisions. According to Aransyah et al. (2019), a price is a requirement that customers must meet in order to purchase a good or service. In the meanwhile, price is the sum of value (potentially plus some items) necessary to achieve a certain combination of a product and the supplementary service, according to Padmavathy et al. (2019). Furthermore, Neda & Kambiz (2011) define pricing as the value that customers trade for a benefit associated with using, consuming, or possessing products or services. According to Aw (2019), price is the sum of money required to purchase a particular mix of products and services. The price has four characteristics: (1) Price accessibility, which means that customers can pay the price established by the business; (2) Price compatibility with product quality. Consumers frequently consider price as a barometer of quality; (3) pricing competition, where customers frequently compare a product's price to that of competing goods. When purchasing a product, consumers give careful thought to both the high and low price of the item; (4) Price compatibility with benefits is understood as the higher the benefits that consumers derive from a given good or service, the higher the exchange value of the good or service, and the greater the available exchange tools that are given up by consumers (Çavuşoğlu et al., 2020).

Today, a lot of businesses are choosing celebrities who have the ability to become speakers or communicators, one of which is by utilizing brand ambassadors, which is a consideration that's equally crucial to generating sales (Nisa & Pramesti, 2020). A brand ambassador is essentially a company's symbol. A brand ambassador is a type of marketing strategy that makes use of a reliable individual to help promote and raise awareness of a product (Schmidt & Baumgarth, 2018). According to Smith et al. (2018), a brand ambassador is someone who appreciates a product or service and is eager to talk about it and even spread knowledge about it. An individual who represents a brand is described as a brand ambassador by Wang & Hariandja (2016). The purpose of a brand ambassador, in his opinion, is to make a commercial more appealing. Companies use brand ambassadors to persuade customers to use their goods or to ask them to do so. Well-known celebrities are frequently used as brand ambassadors. In addition to raising brand recognition, using brand ambassadors will also increase sales. The brand ambassador of the products they use may inspire someone to align themselves with them, though. So, a brand ambassador with a positive reputation and high level of popularity is required. Smith et al. (2018) categorize the use of celebrities to promote goods or services into four categories: (1) Testimonials, which can be provided if celebrities use goods or services personally to attest to their quality; (2) Celebrity Endorsement, which allows for the use of his name in advertisements or products where he is not an expert in his field; (3) Actor, which refers to a celebrity who models for an advertisement while acting as though he were an average person who uses the product; and (4) As opposed to other

endorsements, becoming a spokesperson requires that you are well-liked and respected by the public.

According to Kotler and Armstrong (2016), managers must be able to position their products effectively in the market based on their product features since this is the secret to a successful product in the world of marketing. The presence of a label for certification from other reliable parties, such as halal certification, is one of a product's features in addition to design, packaging, and form. Halal items can provide community members, particularly Muslims, assurances if they are certified and labeled as such. For business actors to receive halal certifications, they must successfully complete a number of procedures. These procedures can be completed by both people and business entities in the form of legal entities or non-legal companies (Muneeza & Mustapha, 2020). To demonstrate that a company's raw materials, production methods, and product halal assurance system are in compliance with the requirements established by LPPOM MUI, halal certifications must pass various inspection phases. The manufacturer can obtain a halal certificate for their product if the necessary halal requirements are completed. Producers then utilize this halal certificate as a requirement to place the halal label and halal registration number on the product packaging. Business actors typically utilize this halal mark to satisfy their requirements to educate customers about the halalness of their products. This label aims to inform customers that the product is halal-certified (Setyaningsih & Marwansyah, 2019). Thus, halal labeling is the act of adding halal lettering or words on product packaging to identify the item as a halal product. Muslim customers can use halal information or labeling as a guide when selecting and purchasing products (Basri & Kurniawati, 2019).

According to the justification provided, it is crucial to examine and pay attention to the consumer's choice to purchase a product (Nisa & Pramesti, 2020). In other words, how consumers choose to purchase things affects how the business must implement its marketing plan. According to Anggadwita et al. (2019), halal labelling, product quality, and brand image are among the elements that influence customers' decisions to purchase halal cosmetic items. According to Zakaria & Desa (2019), factors that affect millennials' use of halal goods include: Attitude, behavioral intention, perceived behavioral control, and subjective norms. The findings of Haider's research (2015) show that religious beliefs, halal marketing, halal certification, and personal and societal views all have an impact on people's decisions to buy halal products. According to Aransyah et al. (2019), there is a considerable influence of factors including product availability, product ingredients, and product costs on non-Muslims' intentions to purchase halal food. The impact of brand ambassadors on consumer decisions was studied by Nisa & Pramesti (2020). This study seeks to further examine the elements that influence generation Z consumer behavior in terms of decisions to buy halal cosmetic items based on the data, phenomena, and pertinent studies mentioned above. With respect to the variables: product quality, price, brand ambassadors, and halal labeling, this research is distinct from earlier pertinent research in that it will concentrate on a more in-depth investigation of the purchase decisions made by generation Z for halal cosmetic items.

2. Research Method

This study uses a qualitative approach with a descriptive survey technique (Sugiyono, 2018). A qualitative approach was taken because this study did not use statistical calculations. This research is more exploratory in nature by exploring more in-depth information on informants about what factors encourage consumers to decide to buy cosmetic products (Creswell, 2014). The analysis was carried out on primary data obtained from interviews with informants. In this study, those who were categorized as informants were women aged between 12 to 20 years who had bought and used cosmetics. This research is specifically intended to see how far the generation Z group cares about halal labeling on cosmetics. Thus, the group of informants was selected from the age of 12 – 20 years with education levels ranging from junior high school to undergraduate

level. There are no domicile restrictions because the interviews were conducted through text message, WhatsApp Video, and other supporting facilities.

Data collection techniques were carried out through observation and in-depth interviews for primary data, and secondary data was obtained from documentation studies in the mass media. Data analysis was carried out by qualitative-verbalization analysis through stages such as data reduction, display, analysis, and concluding. The validity of the data in this study was carried out through triangulation. Triangulation of sources was carried out, starting with the selection of informants carefully and considering various factors such as honesty. Source triangulation is done by analyzing the responses of all informants on each research topic and then interpreting keywords that cross between one source and another (Sugiyono, 2018).

Through the use of a voice recorder, researchers captured the conversations they had with informants. Transcripts of the outcomes of the interviews were created using data and recordings. The data must then be interpreted, and any pertinent data must be chosen, with an emphasis on the criteria that customers pick when determining whether or not to purchase cosmetics, such as product quality, price, brand ambassadors, and halal labeling. The researcher can keep working on the summary of choosing the right data while the data is being reduced. In order to use the data as study results on the issues encountered, it is first confirmed. The transcribed interview findings are then processed and presented in tabular format to make it simpler to reflect on sparse or in-depth data. In order for the study to be able to address the formulation of the research topic, the researcher might use the following strategy to gather incomplete data.

3. Results and Discussions

The approach for selecting the informants is done purposefully by establishing the following criteria: (a) the informants are women between the ages of 12 and 20; and (b) they have purchased and used cosmetics. 15 ladies were chosen as informants based on the established criteria. Participant profiles are shown in Table 1 below:

Table 1. Profile of Participant

Criteria	Sub Criteria	Amount
Age	12 – 15 years	6
	15 – 20 years	9
Education	Junior High School	1
	Senior High School	4
	Diploma/Bachelor Degree	10
Source of funds	Others	10
	Own income	5

Source: Data processed

The findings indicated that the majority of informants, according to age group, were between the ages of 15 and 20. With a biological age that is judged to be sufficiently advanced, the informant is seen to be mature enough, capable of acting maturely, and knowledgeable enough about cosmetics, both generally and specifically, such as the components of the products he purchased. It is well known that most informants fall into the diploma/degree bachelor's group in terms of academic level. Only a tiny percentage of the informants have completed junior high and high school. Given this circumstance, it may be assumed that the informant has a basic education and is competent to grasp cosmetics as a whole. Indicated by this circumstance, the informant is thought to be fairly competent of comprehending cosmetics in general and has had a basic education. The utilization of social media and electronic media marketing are two more ways that informants might learn about cosmetics. When asked about their sources of funding, the majority of the informants said that they mostly utilized money from their parents or other family members to purchase cosmetics, and that they seldom used their own money to do so.

With backgrounds similar to those in the profile, there were 15 interviews. Verifying the veracity through triangulation is the initial stage in data analysis. 15 informants served as the source for the source triangulation used in this study, but only 3 informants were used for the presentation of triangulation, with the following details: the first informant was a 15-year-old high school student (abbreviated INF1); the second informant is an 18-year-old diploma level student (abbreviated as INF2); and the third informant is a student who is putting together a 20-year-old undergraduate final project (abbreviated as INF3). In the following table 2 are the findings of the validity test using source triangulation:

Table 2. Source Triangulation Test Results for Data Validity

First question: Product Quality. When buying cosmetics, do you pay attention to the composition of the raw materials and the use of the cosmetics?		
INF1: Skin care products are not cosmetics, despite their frequent purchase. first time around. I have no idea what the components in cosmetics are, but after a time, I find myself chatting with friends frequently, so I am aware that the purchase of cosmetics must be tailored to the kind of skin.	INF2: At first, it didn't matter since if the brand is strong, it seems like the outcomes will be strong as well. However, it turns out that the skin is so difficult to deal with that a doctor is required to treat it. I'm now more cautious while purchasing makeup. Examine the composition, the BPOM, and the expiration date as well.	INF3: Examine the information. I must constantly use cosmetics that are safe for the skin since my skin is sensitive. Social media is now a great place to learn about the ingredients in cosmetics and how to apply them. Really useful to me.
Interpretation: The three respondents up top speak for the majority of the other informants when they say that quality is a key issue to take into account when purchasing cosmetics. The composition (content) of the product, its compatibility for the informant's skin type, as well as its inclusion of the expiration date and the BPOM permission, were all factors considered by the informants when evaluating the product's quality.		
Second question: Price. Have you thought about how much it would cost you to purchase the item? Are your expectations for the goods and the amount you pay in line?		
INF1: Have you thought about how much it would cost you to purchase the item? Are your expectations for the goods and the amount you pay in line?	INF2: I often save up money before purchasing the cosmetics I want. Parents are the source of the cash. When a product's price is prohibitive, I often explore for alternatives. Don't push yourself to purchase pricey items.	INF3: I have been doing part-time job. I normally use my salary to pay for my own requirements. I also utilize the money from my earnings, for instance, to purchase cosmetics. I don't make myself spend a lot of money on cosmetics. So I'll look for less expensive alternatives to this product.
Interpretation: The majority of the informants agreed, indicating that price was a factor to be taken into account while purchasing cosmetics, much like the three informants above. Consumers will search for alternatives that offer the same quality but at a lower cost if the desired cosmetic product is priced above their budget. In order to offer more varied pricing variants, the cost element should be taken into account by cosmetic makers.		
Third question: Brand Ambassador. Is the artist who served as the model for the advertisement a factor when you choose to purchase cosmetics?		
INF1: It is regularly impacted. You are curious about the brand that influencers use when you watch their makeup tutorial videos. Despite the fact that occasionally it is inappropriate for our skin tone and color.	INF2: Occasionally affected as well. However, keep in mind to also consider the product's content and financial status. I can't apply cosmetics recklessly because my skin is usually sensitive.	INF3: Because they match the brands I've previously used, I often purchase cosmetics. Frequently observe YouTubers as they practice applying makeup. yet I'm not that eager to use the thing. In addition to the price, which is occasionally unsuitable, the product's choice of hue or kind is unsuitable for my skin tone.
Interpretation:		

The three informants' responses are quite dissimilar from one another. Some claim that the brand spokesperson serves as their ideal makeup wearer, while others disagree. The importance of the brand ambassador as a role model for wearing makeup declines with age, according to 15 informants. It is believed that customers are motivated to seek out additional references on the compatibility of cosmetics for their skin the older and more educated they are.

Fourth question: Halal Labels. Do you read the halal label on cosmetic items before purchasing them? Or, must you research whether or not a cosmetic product is halal before buying it?

INF1:	INF2:	INF3:
In fact, I was just informed that cosmetics have a halal label. Is there?	I never really looked at the halal label. I believe that the only component of high-quality cosmetics is BPOM.	As long as there is BPOM, the product is, in my opinion, good. I never purchase cosmetics by paying attention to the halal label since I don't consider cosmetics to be food. It can only be used outside of the skin.

Interpretation:

The majority of the informants, including the three people mentioned above, do not take the halal label into account while buying cosmetics. Considering the halal designation, only 3 out of 15 informants responded. The decision to purchase products with the halal label is made because consumers believe that these items are assured to be safe for skin sensitives, not because of the impact of religious values (religious norms).

Source: Results of the respondents' interviews

The validity of the qualitative data obtained from the three informants is described in Table 2 above. In other words, the triangulation employed in this study is source triangulation, which verifies the accuracy of the data by comparing it to how the interviewees' responses are comparable. The three informants' responses that cross over with one another demonstrate the validity of the data and allow for additional qualitative analysis. When compared to other similar items that may satisfy their requirements and aspirations, consumers will prefer and favor products that are of higher quality. In other words, even when the producer claims that the things they make have through reasonably acceptable work processes, the quality of the goods or services provided by the producer is still considered to be low quality if they are still unable to match the criteria demanded by customers. The ability to consistently satisfy the expectations and demands of the community is another indicator of the quality of the items produced, in addition to the ability to meet the standards demanded by customers. This statement underlines the need for quality assessments to be conducted on a regular basis so that the consistency of compliance above the standard may be seen. The comparison of product quality ratings, pricing, brand ambassadors, and halal labeling results of data processing are summarized in table 3 below:

Table 3. Comparison of Product Quality Assessment, Price, Brand Ambassador and Halal Label

Informant	Decision-Making Factors			
	Product quality	Price	Brand Ambassador	Halal Label
INF1	3	2	1	4
INF2	3	4	1	2
INF3	3	2	1	4
INF4	4	3	1	2
INF5	4	3	1	2
INF6	4	3	1	2
INF7	3	4	1	2
INF8	4	3	1	2
INF9	3	4	1	2
INF10	4	3	1	2
INF11	4	3	1	2
INF12	4	3	1	2
INF13	4	3	1	2
INF14	4	2	1	3
INF15	4	3	1	2
Score	55	45	15	35

Average	3,67	3,00	1,00	2,33
---------	------	------	------	------

Note: 4 is very important, 3 is important, 2 is not important, 1 is very unimportant
 Source: the findings of respondents' interviews

When asked to rate the four factors that affected their decision to purchase cosmetics, 10 out of 15 informants said that product quality was the most important factor, followed by price, halal labeling, and brand ambassador considerations. This indicates that for generation Z purchasers of cosmetic items, product quality is the most crucial motivating element. According to the findings of in-depth interviews, generation Z is quite sensitive about the ingredients included in the cosmetics they purchase. They also take note of the expiration date and the BPOM marking. They believe that cosmetics with BPOM accreditation have solid manufacturing practices and decent raw ingredients.

The pricing of cosmetic items is the second consideration for Generation Z customers. The price element is significant, according to the findings of in-depth interviews, as the majority of the Z generation still depends on their parents and other family members for financial support. According to the informant, the majority of informants would search for alternatives with similar content and composition if the desired cosmetic product is priced over their range. The majority of the informants will save money before buying the product if there are no other items with the similar composition. However, the informant said that there were frequently cheaper alternatives available with nearly identical materials and content. Only 2 out of 15 respondents chose items with the halal label in the category of product labeling. The two individuals reasoned that using halal cosmetics would be preferable than merely marking BPOM and that they must have undergone inspection stages. In light of this, selecting a cosmetic item with a halal label is really based less on the item's halalness and more on how the item was made and how it would affect skin health.

In the category of brand ambassadors, the informant views the brand ambassador as the very last element influencing his choice to buy. The informant said that he had viewed brand ambassadors' makeup tutorials merely as a guide to perform the makeup procedure correctly, not to understand the benefits of the items the brand ambassadors promoted. In other words, brand ambassadors serving as makeup role models do not influence Generation Z consumers' decisions to buy. According to the findings of additional interviews, the informant acknowledged that while brand ambassadors often promote high-quality items, those products weren't yet accessible. Without a doubt appropriate if utilized by informants.

The questions below are given through the lenses of awareness, religious belief, and halal labeling in items to gauge Generation Z consumers' understanding of using cosmetics.

Table 4. Results of Awareness Measurement of Halal Cosmetic Products

No.	Question items	Answer		
		Yes	No answer	No
Halal awareness				
Q1	You understand what is meant by the concept of halal	15	0	0
Q2	You keep in mind that the cosmetics you purchase must be halal when making your purchases.	2	2	11
Q3	You always use halal cosmetic products	2	1	12
Q4	Using halal cosmetics is important for you	1	1	13
Q5	Purchasing halal cosmetics has become a lifestyle for you.	1	3	11
Q6	Are you familiar with halal and non-halal cosmetics?	7	0	8
Religious Belief				
Q7	Because you are a Muslim, you eat halal foods.	15	0	0
Q8	Since they adhere to the Al-Qur'an and Al-Islamic Hadith's teachings, you consume halal items.	15	0	0
Q9	Islamic principles prohibit the consumption of non-halal items, thus you only eat halal foods.	15	0	0
Labeling of Halal				

Q10	You are aware that MUI is the organization responsible for issuing the halal certification in Indonesia.	10	1	4
Q11	Assuring that a product is halal requires the presence of the halal logo.	9	2	4
Q12	You must look for the halal logo on any cosmetics you purchase.	2	3	10
Q13	The priority when you buy cosmetic products is the halal logo	1	3	11
Q14	You can easily find halal cosmetic products in the store where you shop	8	2	5
Q15	You will not buy cosmetic products that do not have the halal logo on the packaging	2	2	11

Source: the findings of respondents' interviews

Results of interviews with informants utilizing three-dimensional assessments, including awareness standards, religious convictions, and halal labeling, are shown in Table 4 above. The informant demonstrates overall understanding of the halal concept in the first criteria (awareness criterion), but this understanding is not demonstrated in the informant's response when the halal idea is connected to cosmetic items. This is likely as a result of the dearth of cosmetics bearing the halal label, the sparse dissemination of information through product promotions, taglines, and advertising, and consumers' limited familiarity with halal goods outside of food and drink. In terms of religious belief, every informant agrees that eating and drinking haram is against the law. This assertion does not contain a disclaimer, indicating that all informants concur with it. When it comes to the usage of cosmetics, this notion is incorrect. In fact, several informants persuaded themselves by checking the packaging of the cosmetics they used for the presence of the halal mark. According to sources, halal labeling is exclusively present on food and drink goods. In the halal labeling category, the majority of the informants are aware of the significance of product labeling and are aware that the MUI is the official labeling authority for halal products. The informant, however, becomes perplexed once more when discussing cosmetic items since, in his mind, labeling is only applied to food and beverage products. Whether the cosmetics include the halal brand or not, informants often don't give a damn about what they wear. This may occur as a result of the lack of widespread socialization surrounding the usage of halal cosmetics and the dearth of businesses who promote their goods as being halal.

The study's findings show that factors such as product quality, pricing, halal labeling, and brand ambassadors all have an impact on how Generation Z consumes cosmetic items. The composition of the product's constituents is the primary factor the informants consider when evaluating a product's quality. In addition to determining if the material's composition offers the benefits it should, one need also consider whether the product's composition is safe. In addition to these signs, Generation Z is concerned with BPOM labeling and the presence of an expiration date on the product. Consumers presume that goods that have received BPOM certification are ones whose safety has been investigated by the appropriate party. The findings of this study contradict the findings of Anggadwita et al. (2019), who claimed that while product quality has an impact on a brand's image, it has no bearing on consumers' choices to buy cosmetics. Other research' findings concur with those of Aransyah et al. (2019), who claim that consumers' responses to the food safety and quality of halal products are independent of their religious beliefs. However, this study's scope also covers food and drink items.

Consumers from Generation Z said that "there is always a more cheap price, with virtually the same product quality" in response to the pricing question. This claim says that customers in Generation Z take pricing into account when choosing which beauty goods to purchase. The majority of Generation Z customers are of school age and do not currently have a stable source of income. They choose for a less expensive pricing with almost same quality to other cosmetic manufacturers. The majority of the informants state that they "will save" initially if you still want to acquire your "ideal" cosmetic item (delaying the purchase). The findings of this study are consistent with those of Anggadwita's study (2019), which found that Indonesian women who want to experiment with different cosmetic brands due to their impulsive behavior continue to base their decisions mostly on pricing. Consumers of cosmetics in generation Z have a propensity to

not care about halal labeling. This indicates that Generation Z does not now regard the company's use of a halal mark to be a factor in their decision to buy cosmetics. This, apparently, results from the perception that halal items are still only available as food and drink. The findings of this study do not agree with studies by Rizkitysha & Hananto (2020), which found that attitudes toward detergents labeled halal have a positive effect on intentions to buy them, or Setyaningsih & Marwansyah (2019), which found that consumer interest is significantly impacted by halal certification.

The Generation Z generation is noted for being impulsive and having a tendency to act without carefully considering the effects of their actions. The Generation Z generation, on the other hand, is inventive and adaptable to change. Because of external influences like commercials, alluring taglines, and even brand ambassadors, members of Generation Z are consumers who want to buy something out of curiosity. This, however, runs counter to the research's conclusions. It turns out that brand ambassadors, who are supposedly capable of influencing the actions of Generation Z customers, really do the opposite. According to the source, a brand ambassador's suggested product may not always be appropriate for a certain situation. Research by Wang & Hariandja (2016), which demonstrates the impact of brand ambassadors on brand image and customer purchasing behavior, is in stark contrast to the findings of this study. Brand ambassadors do not, according to Schmidt & Baumgarth (2018), who also cite this research, ensure that a product will be well-liked by customers.

Further research from this study has shown that knowledge of halal cosmetic use has not yet been impacted by belief in the veracity of religious teachings. The majority of interviewees are unaware that the cosmetics they use do not include a halal certification. Low consumer knowledge and a lack of socialization on the significance of using halal cosmetics are the root causes of this. Consumers' lack of information underlies their low level of awareness. The only thing the informants are aware of is that only food and beverage goods need to be labeled as halal. The findings of this study are in direct opposition to studies by Nurhayati & Hendar (2019), which found that knowledge of halal products can mediate the relationship between religiosity and knowledge of those products, and by Setyaningsih & Marwansyah (2019), which found that halal certification and awareness have a positive impact on purchasing decisions.

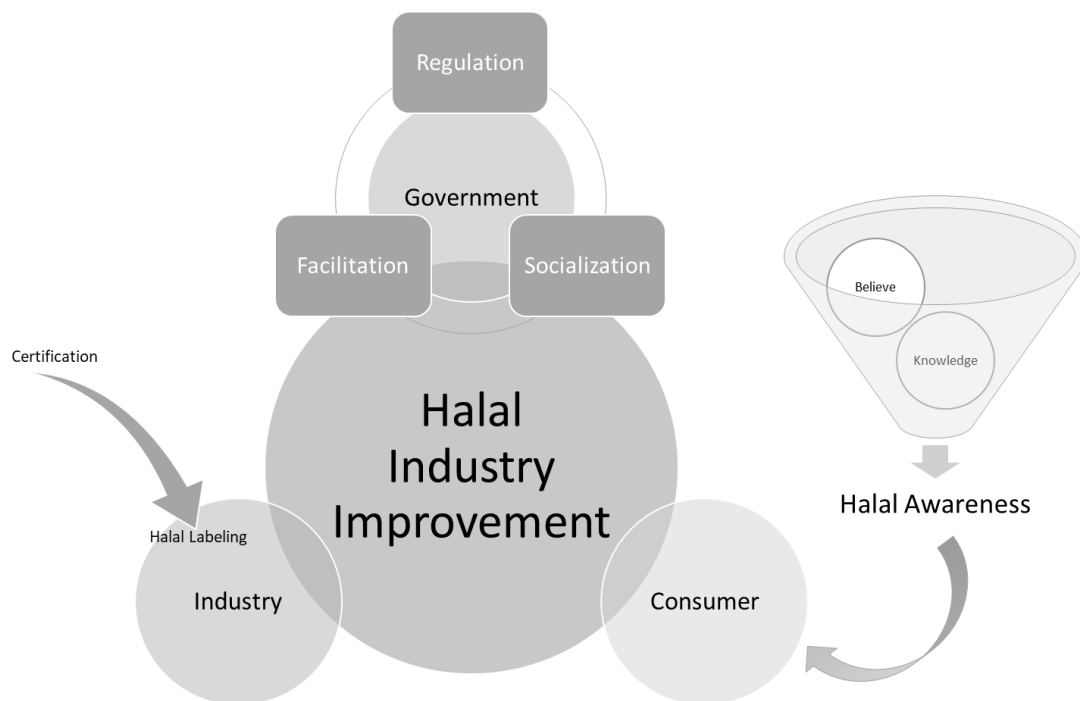


Figure 1. Halal Industry Development Process

In the end, more than simply the industry itself is responsible for the development of the halal sector. According to Figure 1, the government is in charge of developing the halal business through major socialization, regulations, and facility provision. The State is required to give protection and assurances about the halalness of goods used and eaten by the community in order to ensure that every devotee to a particular religion practices their religion and upholds its religious precepts (Vizano et al., 2021). Protection, fairness, legal clarity, accountability and openness, effectiveness and efficiency, and professionalism should all guide halal product regulations. Therefore, the law must seek to improve the added value for commercial actors that make and sell halal products while also ensuring the public's comfort, security, safety, and certainty of the availability of halal products (Nuraini & Sucipto, 2021). In addition to rules, the government also has a social responsibility to educate the people about halalness and *toyyib* of products. The public must thus get the information in an efficient and practical manner. When backed by proper infrastructure and facilities, this activity can be effective. Existence of a well-established, central, humanist, forward-thinking, and flexible legal institution is one of the key ways to supervise the in issue halal doctrine (Nurrachmi & Setiawan, 2020).

Investors should consider the certification and labeling of halal products from a strategic standpoint in the industrial setting. Halal product labeling and certification can make them more competitive on the international market, which will help the nation's economy develop and expand (Karia, 2019). Additionally, customers are directly impacted by the certification and labeling of halal items since they have legal assurance about the goods they are consuming. While this is going on, customer knowledge and trust (faith) are what cause consumers to be aware of halal items. The religion and awareness of consumers will create a mindset that is concerned with a product's halal status (Akin & Okumus, 2020). Customers need to understand that the halal label is crucial for giving them a sense of confidence and assuring them that the items they eat are free from non-halal ingredients and were manufactured in an ethical and halal way (Nurhayati & Hendar, 2019).

4. Conclusions

According to the study's findings, factors such as product quality, price, halal certifications, and brand ambassadors influence Generation Z's cosmetics consumption habits. The makeup of the product's components reflects Generation Z's opinion of the quality of the product. Price is also important to Generation Z, therefore when a product's price is prohibitive, they select alternatives with almost identical raw material contents. Generation Z tends not to care whether or not cosmetic products have been labeled as halal, and neither do brand ambassadors, in the domain of halal labeling. Further research shows that although generation Z is aware of and believes in religious truth, they do not absorb these values when using halal cosmetics. The presumption that labeling is solely applied to items for food and drink supports this idea. The study's shortcomings stem from the sample size being so tiny. Because of this, generalizing the study's findings is impossible. Another drawback is that this study does not evaluate the detrimental effects of halal certification and labeling on the sector. In order to enable generalization of the research findings, it is advised that future researchers explore the detrimental effects of halal labeling on industrial growth using a large sample.

References

- Akin, M. S., & Okumus, A. (2020). Shaping the consumers' attitudes towards Halal food products in Turkey. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-08-2019-0167>
- Ali, A., Sherwani, M., Ali, A., Ali, Z., & Sherwani, M. (2020). Investigating the antecedents of halal brand product purchase intention: an empirical investigation. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-03-2019-0063>
- Ali, H., & Khan, M. I. (2019). Modelling The Adoption of Halal Warehousing Services Among

- Halal Pharmaceutical and Cosmetic Manufacturers. *Modelling The Adoption of Halal Warehousing Services Among Halal Pharmaceutical and Cosmetic Manufacturers*, 14(6), 88–101.
- Anggadwita, G., Alamanda, D., & Ramadani, V. (2019). Halal Label vs Product Quality in Halal Cosmetic Purchasing Decisions. *IKONOMIKA: Jurnal Ekonomi Dan Bisnis Islam*, 4(2), 227–242.
- Aransyah, M. F., Furqoniah, F., & Abdullah, A. H. (2019). The Review Study of Halal Products and Its Impact on Non-Muslims Purchase Intention. *IKONOMIKA: Jurnal Ekonomi Dan Bisnis Islam*, 4(2), 181–197.
- Aw, E. C. X. (2019). Understanding the webrooming phenomenon: Shopping motivation, channel-related benefits and costs. *International Journal of Retail and Distribution Management*, 47(10), 1074–1092. <https://doi.org/10.1108/IJRDM-01-2019-0026>
- Basri, Y. Z., & Kurniawati, F. (2019). Effect of Religiosity and Halal Awareness on Purchase Intention Moderated by Halal Certification. *International Conference on Economics, Management, and Accounting, 2019*, 592–607. <https://doi.org/10.18502/kss.v3i26.5403>
- Çavuşoğlu, S., Demirağ, B., & Durmaz, Y. (2020). Investigation of the effect of hedonic shopping value on discounted product purchasing. *Review of International Business and Strategy*, 31(3), 317–338. <https://doi.org/10.1108/RIBS-04-2020-0034>
- Creswell, John W. (2014). *Research Design* (V. Knight (ed.); Fourth Ed.). Sage Publications, Inc.
- Fuseini, A., Hadley, P., & Knowles, T. (2020). Halal food marketing : an evaluation of UK halal standards. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-02-2020-0037>
- Haider, H. M. A. A. N. S. Z. (2015). Factors affecting Halal purchase intention-evidence from Pakistan's Halal food sector. *Management Research Review*, 38(6).
- Junaidi, J. (2020). Halal-friendly tourism and factors influencing halal tourism. *Management Science Letters*, 10(2), 1755–1762. <https://doi.org/10.5267/j.msl.2020.1.004>
- Karia, N. (2019). Halal logistics: practices, integration and performance of logistics service providers. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-08-2018-0132>
- Khalid, N. R., Wel, C. A. C., & Mokhtaruddin, S. A. (2021). Product Positioning as a Moderator for Halal Cosmetic Purchase Intention. *Iranian Journal of Management Studies (IJMS)*, 14(1), 39–60. <https://doi.org/10.22059/ijms.2020.279978.673617>
- Kotler, P., & Keller, K.L. (2016). *Marketing Management (15th edition)*. New Jersey: Pearson Prentice Hall.
- Muneeza, A., & Mustapha, Z. (2020). Halal certification process for fisheries products in Maldives. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-02-2019-0035>
- Neda, I., & Kambiz, H. H. (2011). The effects of Iranian consumers buying tendencies on utilitarian and hedonic shopping value. *African Journal of Business Management*, 5(17), 7449–7460. <https://doi.org/10.5897/ajbm11.257>
- Nisa, C., & Pramesti, D. A. (2020). How Do Effective Digital Marketing and Brand Ambassador Stimulate Purchase Intention Today? *1st Borobudur International Symposium on Humanities, Economics and Social Sciences*, 436, 365–367. <https://doi.org/10.2991/assehr.k.200529.075>
- Nuraini, S., & Sucipto. (2021). Comparison halal food regulation and practices to support halal tourism in Asia: A review. *International Conference on Green Agro-Industry and Bioeconomy*. <https://doi.org/10.1088/1755-1315/733/1/012044>
- Nurhayati, T., & Hendar, H. (2019). Personal intrinsic religiosity and product knowledge on halal product purchase intention: Role of halal product awareness. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-11-2018-0220>
- Nurrachmi, I., & Setiawan, S. (2020). Motivation For Purchasing Halal Products: The Influence Of Religiosity, Trust, And Satisfaction. *Humanities & Social Sciences Reviews*, 8(5), 210–218. <https://doi.org/10.18510/hssr.2020.8520>
- Padmavathy, C., Swapana, M., & Paul, J. (2019). Online second-hand shopping motivation –

- Conceptualization, scale development, and validation. *Journal of Retailing and Consumer Services*, 51(February), 19–32. <https://doi.org/10.1016/j.jretconser.2019.05.014>
- Rizkitysha, T. L., & Hananto, A. (2020). “Do knowledge, perceived usefulness of halal label and religiosity affect attitude and intention to buy halal-labeled detergent?” *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-03-2020-0070>
- Schmidt, H. J., & Baumgarth, C. (2018). Strengthening internal brand equity with brand ambassador programs: Development and testing of a success factor model. *Journal of Brand Management*, 25(3), 250–265. <https://doi.org/10.1057/s41262-018-0101-9>
- Setyaningsih, E. D., & Marwansyah, S. (2019). The Effect of Halal Certification and Halal Awareness through Interest in Decisions on Buying Halal Food Products. *SYI'AR IQTISHADI Journal of Islamic Economics, Finance and Banking*, 3(1), 64–79.
- Smith, B. G., Kendall, M. C., Knighton, D., & Wright, T. (2018). Rise of the Brand Ambassador: Social Stake, Corporate Social Responsibility and Influence among the Social Media Influencers. *Communication Management Review*, 03(01), 6–29. <https://doi.org/10.22522/cmr20180127>
- Sugibayashi, K., Yusuf, E., Todo, H., Dahlizar, S., Sakdiset, P., Arce, F. J., & See, G. L. (2019). Halal Cosmetics: A Review on Ingredients, Production, and Testing Methods. *Cosmetics*, 6(37), 1–17. <https://doi.org/10.3390/cosmetics6030037>
- Sugiyono. (2018). *Metode Penelitian Kualitatif: Untuk Penelitian yang Bersifat: Eksploratif, Enterpretif, Interaktif dan Konstruktif*. Alfabeta.
- Vizano, N. A., Khamaludin, K., & Fahlevi, M. (2021). The Effect of Halal Awareness on Purchase Intention of Halal Food: A Case Study in Indonesia. *Journal of Asian Finance, Economics and Business*, 8(4), 441–453. <https://doi.org/10.13106/jafeb.2021.vol8.no4.0441>
- Wang, F., & Hariandja, E. S. (2016). The Influence Of Brand Ambassador On Brand Image And Consumer Purchasing Decision : A Case Of Tous Les Jours In The Influence Of Brand Ambassador On Brand Image And Consumer Purchasing Decision : local or international brands in the market market in Indon. *International Conference Od Entrepreneurship, March*, 292–306.
- Zakaria, Z. A., & Desa, M. N. M. (2019). Gen Y consumers' intention to purchase halal food in Malaysia: a PLS-SEM approach. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-08-2018-0136>