



Factors Driving Moslem Purchasing Decisions Towards Halal Cosmetic

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Abstract

This study aims to analyze the factors influencing Muslim consumers' purchasing decisions towards halal cosmetic products, focusing on a leading local brand in Indonesia, Wardah. The variables examined include green marketing, consumer ethnocentrism, halal lifestyle, and Islamic consumption ethics. The research uses a quantitative approach, with purposive sampling, involving 385 respondents from Wardah's customer. Data analysis using IBM SPSS 27. Based on research results that consumer ethnocentrism, halal lifestyle, and Islamic consumption ethics have significant positive effect on purchasing decisions. Among these, Islamic consumption ethics is the strongest predictor, indicating that consumers highly value Islamic principles such as halal status, simplicity, and social benefit in their consumption behavior. Meanwhile, the green marketing no significant effect, which is suspected to be due to the respondents' low purchasing power, as the majority are students with limited income, making environmental aspects not yet a primary consideration in purchase decisions. This study emphasizes the importance of integrating ethical, religious, and cultural values in halal product marketing strategies. Especially in the context of Indonesia, where Muslim consumers make up a large and diverse market, understanding these driving factors is crucial for building trust and sustained loyalty in the halal cosmetics industry.

Keywords: Consumer Ethnocentrism, Green Marketing; Halal Lifestyle; Islamic Consumption Ethics; Purchasing Decision.

INTRODUCTION

In the era of modern lifestyle transformation, the meaning of human needs has expanded. No longer limited to clothing, food, and shelter, the need to appear attractive has now become an important part of supporting self-confidence and quality of life (Devandri et al, 2023). One way to look attractive is by using cosmetic products, as has become a trend recently (Miranda et al., 2023). Supported by the widespread use of social media and the rapid flow of digital information, physical appearance has become one of the representations of social identity, especially among the younger generation. This phenomenon directly drives the growth of the cosmetics industry as a strategic sector in the modern economy (D. P. Pratiwi & Falahi, 2023). Indonesia, as a country with a large population and a dominance of millennials

and Gen Z in the productive age demographic, has a highly promising cosmetics market potential (Purbowo et al,2023).

Based on BPS data from 2024, there are approximately 282 million people. Out of this total population, the female demographic contributes 139 million individuals, with 69% of them in the productive age group. This condition further strengthens the opportunity for the cosmetics industry to meet the needs of a continuously growing domestic market. The growth of the cosmetics industry in Indonesia is also reflected in macro data. The 2024 annual report by the Directorate of Cosmetics Supervision states that the cosmetics industry in Indonesia has experienced significant growth over the last 5 years. According to data from the National Agency of Drug and Food Control (BPOM) as of July 2024, there are 1,178 cosmetic industries in Indonesia, with 90% comprised of MSMEs. This shows that the cosmetics market in Indonesia is growing very rapidly. These facts confirm that the national cosmetics industry is becoming increasingly competitive and adaptive in responding to changes in consumer preferences. Indonesia, as the nation with the world's largest Muslim population, offers a distinctive pattern in consumer behaviour, particularly in relation to religious values (Asiyah & Hariri, 2021). Muslim consumers not only demand quality products but also pay attention to halal aspects and the product's compliance with ethical and sustainability values. In this context, halal cosmetic products are increasingly in demand. Wardah has become one of the cosmetic brands in Indonesia that occupies a strategic position in society. It is renowned for the philosophy embedded in its brand, namely "halal green beauty", a philosophy as well as a symbol of the integration between Islamic values and environmental sustainability.

The purchasing behavior of Muslim consumers towards halal cosmetic products can be influenced by many factors. Several studies have shown that one of the main factors influencing the decision to purchase halal cosmetic products is green marketing. Green marketing is a promotional strategy that focuses on concern for the environment (Hasibuan et al., 2021). This aligns with the principles in Islam regarding human responsibility for environmental preservation in order to uphold God's trust as a steward (khalifah) on earth (Yayanriani & Wiguna, 2022). Some studies have also stated that green marketing has a positive influence on purchasing decisions. These findings were reported by Maria D. Kartika (2018), Ni Made Dhian Yulianti (2020), and Pei hsuan Tsai (2020). However, these results are in contrast to studies conducted by Agus Indra Purnama, dkk (2019), Tamara Izzani (2021), and Rizky Nurrochmad Ismail, dkk (2024), who found opposing results that green marketing does not influence purchasing decisions. This is the reason why further contextual research is still needed. In addition to green marketing, there are other factors that can influence purchasing decisions, such as consumer ethnocentrism. Consumer ethnocentrism can encourage

consumers to prioritize purchasing domestically produced products for moral reasons, national identity, and loyalty to local (Fernández et al, 2015). This tendency is a relevant factor in Indonesia, as a developing country. This is especially true for Wardah cosmetic products, with their ability to offer both quality and compatible spiritual values. Consumers tend to place their trust in domestic products on the grounds that their quality is better than foreign-made products. Thus, this variable is considered to influence consumers' purchasing decisions for a particular product. Several studies such as Firman Fauzi (2020), Alyssa Chairiena (2022), and Lailatul Qadri dkk (2025) show that consumer ethnocentrism positively influences purchasing decisions, although there are differences in findings from Dziqry Muhammad Haikal (2018) and Mayang Larasati, dkk (2021) which still need to be explored further in their contexts.

Another equally important factor is the halal lifestyle (*halal lifestyle*). Increasing religious literacy encourages Muslim consumers to choose products that are not only halal in terms of labels but also meet halal standards in their production processes. The halal lifestyle reflects the individual's commitment to sharia principles applied in daily life, including in the choice of cosmetic products. Several studies such as Fikri Irfansyah (2022), Marselina Angkola dkk (2023), and Sidanti et al (2024) demonstrate that the halal lifestyle significantly influences purchasing decisions, although there are still variations in results in certain social contexts as seen in research by Haro (2020). To gain a more comprehensive understanding of this phenomenon, this study also adds the role of Islamic consumption ethics as one of the influential factors affecting purchase decisions. The components used include the principles of justice, prudence, and social benefit in consumption. In this study, the role of Islamic consumption ethics serves not only as a moral guide but also as a normative framework that influences the preferences and behaviors of Muslim consumers in making purchase decisions. This is supported by several research findings from Pratiwi (2022) and Yayanriani (2022), which state that Islamic consumption ethics have a significant effect on purchase decisions. These results contrast with the research of Paturrahman (2023) thereby necessitating further in-depth study.

Wardah cosmetics were selected as the object of research because the brand ranked highest in community surveys regarding favorite local cosmetic choices. This is also supported by Wardah's commitment to providing the best quality, as evidenced by halal certification from BPJPH MUI and registration with BPOM. With its strong philosophy and market performance, Wardah represents the ideal combination of religiosity, sustainability, and innovation in the national halal cosmetics industry. Indonesia was selected as the research location due to its diversity in the consumption patterns of Muslims and its position as the country with the largest Muslim population in the world. This makes Indonesia a representative context for an in-depth

study of the driving factors behind halal cosmetic purchasing decisions, particularly through a case study of Wardah cosmetic product consumers, focusing on green marketing (X1), consumer ethnocentrism (X2), halal lifestyle (X3), and Islamic consumption ethics (X4).

LITERATURE REVIEW

Purchase Decisions

Purchase decision is a process that involves both rational and emotional considerations on the part of consumers when choosing a product or service. This process is not only based on logic, but is also influenced by feelings, experiences, and personal beliefs. According to Kotler (2009) and Engel et al. (1995), The process of consumer decision-making involves several crucial steps, beginning with the recognition of a need, then moving on to searching for information, assessing the various alternatives available, making the final purchase decision, and finally, engaging in behaviour after the purchase. Furthermore, Kotler and Armstrong (2008) explain that a number of factors influence purchase decisions, including information about the product obtained by consumers, the level of preference for a particular brand, the extent to which the product matches personal needs, as well as influence or recommendations from others, such as family, friends, or trusted figures. Therefore, understanding the process and factors influencing purchase decisions is very important for business actors to design more effective and targeted marketing strategies.

Green Marketing

Green marketing is a marketing strategy that emphasizes environmental responsibility at every stage of the business process, from product design to promotion (Manongko, 2018). This strategy aligns with the principles of sustainable development that balance economic and ecological aspects (Rahmawati et al., 2021). Research by Rudi Haryadi (2009) identified four main elements in green marketing, namely green product, green price, green place, and green promotion. The implementation of this strategy has proven effective in increasing consumer loyalty and creating positive impacts on both the environment and society (Genoveva & Samukti, 2020). In the context of halal cosmetic purchases, the green marketing approach is relevant because consumers tend to pay attention to ethical and sustainability aspects. Previous research by Maria Dewi Kartikasari dkk (2018), Ni Made Dhian Yulianti (2020), and Pei hsuan Tsai (2020), shows that green marketing has a positive impact on purchase decisions. Based on these findings, the author formulates hypothesis that Green marketing has a positive and significant effect on purchase decisions.

Consumer Ethnocentrism

Consumer ethnocentrism is an attitude or perspective in which individuals tend to prefer and prioritize local products over imported products. This attitude is based on the belief that domestic products are more moral, have good quality, and contribute directly to national economic progress (Fernández et al, 2015). Consumers with a high level of ethnocentrism generally refuse to buy foreign products because they are considered potentially harmful to local industries and may increase the risk of domestic unemployment (Prince, 2019). The rejection of imported products is not merely a matter of preference, but also a form of support for economic independence and national identity. In research conducted by Irpak Nasabi, dkk (2017) ethnocentrism is measured through several indicators, such as loyalty to local products and negative views toward the consumption of foreign products. In the realm of halal products, ethnocentrism can promote the buying of local cosmetic items that resonate with cultural and religious principles. Research examining the link between consumer ethnocentrism and purchasing choices has been conducted by Firman Fauzi (2020), Alyssa Chairiena (2022), and Lailatul Qadri dkk (2025), showed that consumer ethnocentrism positively influences purchase decisions. Based on these findings, the author draws the following hypothesis that Consumer ethnocentrism has a positive and significant influence on purchase decisions.

Halal Lifestyle

The halal lifestyle reflects the adherence of Muslim consumers in carrying out daily life according to Sharia principles, not only in worship but also in consumption (Hoiriyah, 2021). Research by Ulum et al. (2021) identifies indicators of a halal lifestyle as spending wealth in a Sharia compliant manner, practicing modest consumption, and using leisure time productively. This lifestyle has become a new social identity among the Muslim middle class and drives the demand for halal products, including cosmetics, which must be halal not only in substance but also in their processes and distribution (Aljufri & Muslim, 2023). Several findings regarding the relationship of halal lifestyle to purchase decisions have been studied by Fikri Irfansyah (2022), Marselina (2023), and Sidanti et al (2024), which show that a halal lifestyle has a positive influence on purchase decisions. Based on these results, the author draws the following hypothesis that Halal Lifestyle has a positive and significant influence on purchase decisions.

Islamic Consumption Ethics

Islamic consumption ethics emphasizes the principles of monotheism, justice, responsibility, and benefit in the management of wealth Muslim consumers are encouraged to avoid extravagance (israf) and excessive consumption (tabdzir), and to prioritize needs over

wants (Habibullah, 2017). Research by Zulni (2021) mentions indicators of Islamic consumption ethics such as concern for halalness, modesty, efficiency, and an orientation toward benefits (masalah). These ethics serve as a spiritual foundation in purchasing decisions and, in the context of this research, function as a moderating variable that reinforces the relationship between Muslim consumer values and halal cosmetic purchasing behavior. Previous research by Pratiwi (2022) and Yayanriani (2022), showed that Islamic consumption ethics has a significant influence on purchase decisions. Based on these findings, the author draws the following hypothesis that Islamic Consumption Ethics has a positive and significant influence on purchase decisions.

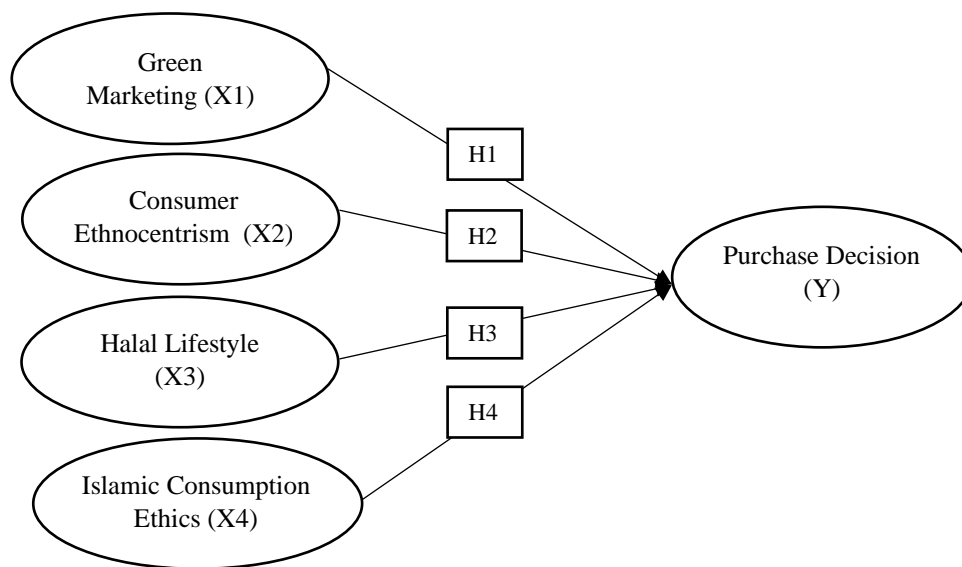


Chart 1. Conceptual Framework

METHODS

This research uses a quantitative approach that is systematically and structurally organized to examine the influence of green marketing, consumer ethnocentrism, halal lifestyle, and Islamic consumption ethics on the purchase decision of halal cosmetics. The data used are primary data obtained through the distribution of online questionnaires via Google Forms in April 2023. The questionnaire was developed based on indicators for each predetermined variable and used an interval scale of 1–10, ranging from “strongly disagree” to “strongly agree.” The research area covers all of Indonesia, based on the rationale that Indonesia has the largest Muslim population in the world and diverse Muslim consumer characteristics, making it considered representative of broader purchasing decision patterns. The study population includes all users of Wardah cosmetic products in Indonesia. As the exact number is unknown, purposive sampling was used to determine the sample, with the criteria that respondents must be Muslim, aged 17–40 years, and already familiar with Wardah

products. The formula from Sujarweni was used to calculate the minimum sample size (Sujarweni, 2015):

$$n = \frac{Z^2}{4(moe)^2}$$

Where:

n = sample size

Z = normal distribution rate at a 5% significance level or 1.96

moe = margin of error (the maximum allowable error of 5%)

Based on the calculation, the minimum required sample size is 385 respondents. A total of 385 respondents was successfully collected and all were used in the analysis process. Data collection was carried out using a closed questionnaire distributed online. The research instrument consists of five main variables: green marketing, consumer ethnocentrism, halal lifestyle, Islamic consumption ethics, and purchase decision, each measured using indicators validated in previous studies. The analysis of data was conducted using version 27 of IBM SPSS software. Instrument testing included validity testing with a Confirmatory Factor Analysis (CFA) approach and reliability testing using Cronbach's Alpha values. Prior to performing regression analysis, tests for classical assumptions such as normality, multicollinearity, and heteroscedasticity were conducted to verify the model's viability. The direct influence among variables was analyzed using multiple regression methods. The data used in this study was previously utilized in an earlier research that focused on green marketing, consumer ethnocentrism, and halal lifestyle. However, the present study differs in terms of analytical objectives, variable focus, and methodological approach. In this study, the emphasis is placed on the analysis of green marketing, consumer ethnocentrism, halal lifestyle, and Islamic consumption ethics, with modifications in the theoretical framework and interpretation of results.

RESULTS AND DISCUSSION

Table 1. Result of the Coefficient of Determination Test

R	R Square	Adjusted R Square	Std. Error
.669 ^a	.448	.442	3.73853

Based on the results of the coefficient of determination test shown in Table 1, the Adjusted R Square value obtained is 0.442. This value indicates that 44.2% of the variation in consumers' purchasing decisions for Wardah cosmetic products can be explained by the four

independent variables X1, X2, X3, and X4. Meanwhile, the remaining 55.8% is influenced by other factors not included in this research model (Ghozali, 2013). such as the influence of price, promotion, product quality, or socio-cultural factors that were not analyzed in this study. Thus, these results illustrate that the four variables make a significant contribution to the formation of purchasing decisions, as well as reinforcing the relevance of the regression model used in explaining consumer behavior toward halal cosmetic products, especially the Wardah brand.

Table 2. Results of F Statistical Test

	Model	Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	4312.237	4	1078.059	77.133	.000 ^b
	Residual	5311.103	380	13.977		
	Total	9623.340	384			

Based on the results of the F-test presented in Table 2, it is known that the significance value is 0.000, which is far below the predetermined significance level of $\alpha = 0.05$. This result indicates that the regression model used in this study is significant simultaneously. In other words, collectively, the four independent variables X1, X2, X3, and X4 are proven to have a significant influence on the dependent variable, namely Purchase Decision (Y). These findings reinforce that the constructed regression model is statistically feasible for explaining the relationship between these variables. Therefore, the modeling strategy employed in this research is pertinent and effectively offers a robust empirical depiction of the elements that affect consumers' decisions to purchase halal cosmetics, especially those from the Wardah brand.

Table 3. Results of T Statistical Test

	Model	t	Sig
1	(Constant)	2.770	.000
	X1GreenMarketing	1.185	.237
	X2ConsumerEthnosentrism	3.675	.000
	X3HalalLifestyle	4.435	.000
	X4IslamicConsumptionEthics	4.338	.000

Table 3 presents the results of the partial test (t-test) which measures the influence of each independent variable on the dependent variable, namely purchasing decisions. First, the Green Marketing variable (X1) shows a regression coefficient of 0.064 with a significance level of 0.237. Since this significance value is greater than the 0.05 threshold, it can be concluded that Green Marketing does not have a significant influence on Wardah cosmetics purchasing decisions. This indicates that the implemented green marketing strategy has not been strong

enough to influence individual consumer preferences. Second, the Consumer Ethnocentrism variable (X2) has a positive coefficient of 0.120 with a significance value of 0.000. As this significance value is well below 0.05, it can be concluded that consumer ethnocentrism has a significant and positive effect on purchasing decisions. This means that the higher the level of consumer ethnocentrism, the more likely they are to purchase local products such as Wardah.

Third, the Halal Lifestyle variable (X3) has a coefficient of 0.399 and a significance value of 0.000, which also shows a positive and significant relationship. This finding indicates that a lifestyle aligned with halal principles clearly influences consumers' purchase decisions for halal cosmetic products. Lastly, the Islamic Consumption Ethics variable (X4) obtained a coefficient of 0.273 with a significance value of 0.000. This result reinforces that the values of consumption ethics based on Islamic teachings have a very significant and positive effect on purchasing decisions. Thus, three out of the four variables in the research model are statistically proven to make a meaningful contribution to purchasing decisions, while one variable, namely Green Marketing, has not yet shown a significant influence in this context.

DISCUSSION

The Influence of Green Marketing on Purchase Decisions

The test results show that Green Marketing Green Marketing does not significantly influence purchase decisions, as evidenced by a significance level of 0.237, which exceeds the threshold of 0.05. Thus, the decision is to accept H0, or reject H1. This suggests that even though green marketing strategies are continuously being improved, they have not yet succeeded in encouraging consumers to make purchases. One of the reasons is the relatively low purchasing power of consumers, as reflected in the respondent profile, with the majority being students (122 people) with incomes below Rp 1,000,000 (131 respondents). This finding supports previous research by Agus Indra Purnama (2019), Tamara Izzani (2021), and Rizky Nurrochmad Ismail (2024) who also stated that green marketing does not have a significant impact on purchase decisions.

The Influence of Consumer Ethnocentrism on Purchase Decisions

The influence of consumer ethnocentrism on purchase decisions was found to be significant, as indicated by a significance value of 0.000 with a coefficient of 0.120. Thus, the decision is to reject H0 or accept H2. This finding indicates that Wardah cosmetic consumers tend to prefer local products as a form of support for the national economy. This preference is not solely influenced by considerations of quality, but is also rooted in a sense of pride and love for domestic products that reflect national identity. Consumers feel an emotional attachment to local products, which makes them more loyal and confident in using these

products. This result is consistent with studies conducted by Firman Fauzi (2020), Alyssa Chairiena (2022), and Lailatul Qadri dkk (2025), which consistently show a positive and significant influence between ethnocentric attitudes and consumer purchase decisions for local products. These findings reinforce the importance of understanding psychological and cultural aspects in marketing strategies targeted at domestic consumer segments.

The Influence of Halal Lifestyle on Purchase Decisions

The halal lifestyle has been proven to have a positive and significant influence on purchase decisions, as indicated by a coefficient value of 0.399 with a significance level of 0.000. Thus, the decision is to reject H₀ or accept H₃. This shows that consumers tend to choose products that support the halal lifestyle as a form of commitment to religious values as well as an expression of their religious identity. Such purchase decisions are driven not only by rational factors, but also by spiritual aspects and the belief that products in accordance with Islamic principles provide peace of mind and a sense of security in their use. Consumers feel that using halal products reflects harmony between their consumption behavior and their religious teachings. These findings are consistent with previous research by Fikri Irfansyah (2022), Marselina (2023), and Sidanti et al (2024), who affirm that a halal lifestyle is a strong and major determinant in driving consumers' decisions to purchase halal-certified products. Thus, understanding religious values and consumer lifestyle preferences becomes crucial in designing effective marketing strategies for halal products.

The Influence of Islamic Consumption Ethics on Purchase Decisions

Islamic consumption ethics have been shown to have a significant influence on decisions to purchase halal cosmetic products, as indicated by a significance value of 0.000 and a coefficient of 0.273. Thus, the decision is to reject H₀ or accept H₄. This finding reflects that consumers not only consider quality and benefits of a product, but also pay a great deal of attention to the principles of Islamic law in the process of making purchasing decisions. Aspects such as halal status, simplicity in use, as well as a focus on public welfare become key considerations influencing their choices. These ethics serve as moral guidelines that direct consumption behavior to remain within the corridor of Islamic teachings, avoiding wasteful, excessive, or unnecessary consumptive behavior. In other words, consumers tend to choose products that are not only safe and beneficial, but also align with the religious values they believe in. This finding strengthens previous studies by Pratiwi (2022) and Yayanriani (2022), who state that Islamic consumption ethics exert a positive and significant influence on purchase

decisions. Therefore, understanding ethical values in Islam becomes important in formulating effective marketing strategies to more deeply reach Muslim consumers.

CONCLUSION

Based on the empirical analysis in this study, it can be concluded that not all independent variables have a significant effect on Muslim consumers' decisions to purchase halal cosmetics. One important finding is that the green marketing variable does not show a significant relationship with purchasing decisions. This lack of significance is strongly suspected to be due to the limited purchasing power of the majority of respondents, most of whom are students with relatively low incomes, so that environmental factors have not yet become a primary consideration in their consumption decisions. On the other hand, the variables of consumer ethnocentrism, halal lifestyle, and Islamic consumption ethics show a positive and significant influence. This indicates that Muslim consumers tend to demonstrate loyalty toward local products while consistently adopting a lifestyle in accordance with sharia principles. Preference for domestic products is not only based on quality considerations, but is also a form of support for the national economy and an expression of both religious and cultural identity.

Furthermore, the variable of Islamic consumption ethics is proven to have the strongest and most significant effect on purchasing decisions. This indicates that core values such as halalness, modesty, and an orientation toward benefit become the main considerations in the consumption behavior of the Muslim community. Consumers who uphold Islamic ethics will be more selective in choosing products, ensuring that the goods they consume are not only physically beneficial but also spiritually appropriate. Thus, this study underscores the importance of integrating religious, ethical, and cultural aspects in halal product marketing strategies. This approach is believed to be able to reach and build consumer trust among Muslims more effectively, as well as foster sustainable loyalty toward halal products in the domestic market.

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