

The Preferences of Consumers' Halal Products in Cosmetics Market

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ABSTRACT

The various challenges faced by local industries have limited their performance in serving the halal market. This study aims to review consumer challenges and concerns, especially in consuming halal cosmetics. The development of a research model related to the determinants of halal products in the context of halal cosmetic products is important as a reinforcement of previous research. Therefore, this study aims to review the determinants of consumers in consuming halal products. Surveys through questionnaires are conducted by researchers to collect respondents to answer and the collected data is analyzed by quantitative research methods. A total of 150 questionnaires were coded and analyzed by statistical techniques. This research contributes to an understanding of how consumers view the sustainability of the consumption of Halal cosmetic products. Based on the results of the study, religiosity had no significant effect on behavior. Halal knowledge has no significant effect on behavior. Attitude has a positive and significant effect on behavior. Lifestyle has a positive and significant effect on behavior.

SARI PATI

Berbagai tantangan yang dihadapi industri lokal membatasi kinerja mereka dalam melayani pasar halal. Penelitian ini bertujuan untuk mengkaji tantangan dan kekhawatiran konsumen khususnya dalam mengkonsumsi kosmetik halal. Pengembangan model penelitian terkait determinan produk halal dalam konteks produk kosmetik halal menjadi penting sebagai penguat penelitian sebelumnya. Oleh karena itu, penelitian ini bertujuan untuk mengkaji determinan konsumen dalam mengkonsumsi produk halal. Survei melalui kuesioner dilakukan oleh peneliti untuk mengumpulkan responden untuk dijawab dan data yang terkumpul dianalisis dengan metode penelitian kuantitatif. Sebanyak 150 kuesioner diberi kode dan dianalisis dengan teknik statistik. Penelitian ini memberikan kontribusi untuk memahami bagaimana konsumen memandang keberlangsungan konsumsi produk kosmetik halal. Berdasarkan hasil penelitian, religiusitas tidak berpengaruh signifikan terhadap perilaku. Pengetahuan halal tidak berpengaruh signifikan terhadap perilaku. Sikap berpengaruh positif dan signifikan terhadap perilaku. Gaya hidup berpengaruh positif dan signifikan terhadap perilaku.

INTRODUCTION

As Muslims, the obligation that must be obeyed as a consumer is to consume halal products (Adriani and Ma'ruf, 2020). In recent years there has been a change in the behavior of Muslim consumers due to an increase in Muslim awareness of halal products (Swidi et al., 2010). Halal products that are of concern to Muslims are not only related to food but also pharmaceuticals, cosmetics, finance, tourism, fashion, and media impressions. Halal cosmetic products are one of the halal products that are of concern to the government in the development of the halal economy in Indonesia. Jumlah cosmetic products that have halal certification also continue to grow every year (Kadengkang and Linarti, 2020). Halal cosmetic products are recognized as clean, safe, and high-quality products. Halal cosmetics are different from cosmetic products in general because halal cosmetics do not contain ingredients that contain pork, their derivatives, and alcohol (Mohezar et al., 2016). Many local cosmetic products have begun to be halal-certified. This shows that local halal cosmetic manufacturers are aware of the importance of having halal certification so that their products can be accepted by consumers. The following is data on local cosmetics that are MUI certified in 2020 (Table 1).

Based on Table 1, it is known that one of the local halal cosmetic brands that are already famous in the world is Wardah. The demand for Wardah products in the world shows that the global trend has a high demand for products labeled halal. Moreover, currently, Indonesia occupies the 6th position based on the *Indicator Score Rank* for the halal pharmaceutical and cosmetic sector in the world (DinarStandard, 2020). The large Muslim population in Indonesia is an opportunity for halal cosmetic products to develop in Indonesia (Kadengkang and

Linarti, 2020). The opportunity is not only in terms of being the main market for halal cosmetic products but also the opportunity as the world's main producer of halal cosmetics.

In influencing consumer behavior towards halal products, religion plays an important role (Mukhtar et al., 2012). The extent to which an individual is committed to his religion (called religiosity) is reflected in his attitudes and behavior (Ahmad et al., 2015). Every Muslim should consume halal products only because it is an obligation in Islam (Aisyah, 2017). Religiosity can affect a person both cognitively and behaviorally (Simanjuntak and Dewantara, 2014). Religiosity has a positive and significant effect on consumer behavior toward halal products (Ahmad et al., 2015). Increasingly religious consumers, the more they make purchases of halal products.

Consumers will demand halal cosmetic products through increased knowledge and halal information (Farlina et al., 2015). Muslim individuals are guided by sharia law to uphold knowledge of halal principles that describe what is allowed to be consumed and what should not be consumed (Suki and Salleh, 2018). Knowledge of halal products positively affects the behavior of consuming halal products (Kadengkang and Linarti, 2020). Consumers who know more about halal products will have the potential to carry out the actual behavior of buying halal products directly. Adiba, However, Adiba (2019); Adiba and Wulandari, (2018); Ahmad *et al.*, (2015); Simanjuntak and Dewantara, (2014) showed that knowledge of halal products does not affect the consumption behavior of halal products. This shows that consumers who know about halal products can potentially do or not do the actual behavior of buying halal products directly.

Consumption behavior towards halal products is evaluated by consumers through

positive or negative attitudes. Attitudes towards halal products refer to the assessment of individuals who like or dislike performing or do not perform behaviors (Maichum et al., 2017). Behavior is positively influenced by attitude (Simanjuntak and Dewantara, 2014). Attitude has a positive effect on consumer behavior in buying halal products (Adiba and Wulandari, 2018). The more positive the consumer's attitude towards halal products, the more consumers will choose halal cosmetics and make purchases.

The consumption behavior of halal products is also influenced by the lifestyle of consumers. Along with the increasing consumer awareness of products or services that are safe, halal, and free from usury, the halal lifestyle is now increasingly being applied and becoming a necessity (Darajatun, 2018). Surya (2019) shows that lifestyle affects the consumption behavior of halal products. Consumers who always consider halal in every activity will influence their consumption behavior towards halal products.

Based on research studies-previous studies above, the behavior of consuming halal products can be determined based on religiosity, halal knowledge, attitudes, and lifestyle. The development of a research model related to the determinants of halal products in the context of halal cosmetic products is important as a reinforcement of these previous researches. This research is also expected to be additional information for local halal cosmetic manufacturers regarding consumer behavior studies of halal cosmetic products in Indonesia. Therefore, this study aims to analyze the determinants of consumer behavior of halal cosmetic products based on religiosity, halal knowledge, attitudes, and lifestyle.

Literature Review

Theory of Planned Behavior (TPB)

The Theory of Planned Behavior (SDGs) is a conventional model that is useful for predicting consumer purchasing behavior (Bashir et al., 2019). SDGs provide a socio-psychological framework for understanding and predicting determinants of human behavior and integrating some basic concepts in the social and behavioral sciences (Armitage and Conner, 2000). SDGs are conventional models that are useful for predicting consumer purchasing behavior (Bashir et al., 2019)

Behavior

Kotler and Keller, (2016) define consumer behavior as the study of how a person chooses to buy uses or no longer uses goods, services, ideas, or experiences to meet his needs and wants. Consumer behavior is a reflection of consumer decision-making and the physical activity that a person performs when evaluating, obtaining, using, or not a good or service (Shamser, 2016). The consumption behavior of halal products can be reflected through the regular use of halal products, regular purchases of halal products, purchases of halal products compared to non-halal products, and large budget allocations in the purchase of halal products (Adiba, 2019).

Religiosity

Religiosity is described as the degree to which a person adheres to religious values, and beliefs and uses them in everyday life (Worthington et al., 2003). Religiosity is a person's religious passion that concerns symbols, beliefs, values, and behaviors driven by spiritual forces which is a complex integration of religious knowledge, religious feelings, and actions in a person (Astogini et al., 2011). In Islam, the religiosity of a Muslim is shown from the level of knowledge,

understanding, beliefs, and behavior as a form of obedience to the teachings of Islam (Yanti, 2018). Religiosity can be reflected through the implementation of the five-time prayer, reciting the Qur'an, fasting in the month of Ramadan, and paying zakat (Adiba, 2019). Religiosity can also be reflected in reading religious books and watching religious-themed programs (Rahman et al., 2015).

Halal Knowledge

Knowledge refers to facts, feelings or experiences known to a person or a group of people (Rahman et al., 2015). Knowledge is the ability and expertise of a person, in theory, or practice received from others [25]. Muslim individuals are guided by sharia law to uphold knowledge of halal principles that describe what is allowed to be consumed and what should not be consumed (Suki and Salleh, 2018). An individual's halal knowledge will be different from the halal knowledge possessed by other individuals. Halal knowledge can be reflected through knowledge of halal and haram, knowledge sufficient to distinguish prohibited and permitted ingredients based on Islamic law, and knowledge of the inputs, processes, and impacts of halal products (Adiba, 2019). Halal knowledge can also be reflected through knowledge of halal certification (Rahman et al., 2015).

Attitude

An attitude is a positive or negative individual feeling about performing a behavior (Ajzen and Fishbein, 1972). Attitude is an expression of feelings, reflecting a feeling of pleasure or displeasure towards an object (Rohmatun and Dewi, 2017). Attitude toward an object can influence the processing of related information, the resulting judgment, and behavior (Larasati et al., 2018). Attitude can be reflected through the liking of choosing

halal products, looking for halal labels on products, and the assumption that halal products are important (Briliana and Mursito, 2017). Attitudes can also be reflected by one's own choice to use halal products and the use of halal products is carried out by important people in the surrounding environment (Adiba, 2019; Rahman et al., 2015).

Lifestyle

Lifestyle is a person's lifestyle outlined in his activities, interests, and opinions Kotler and Keller, (2016). Lifestyle can describe a person's mindset in activities and behaviors, including behavior when consuming a product (Zukhrufani and Zakiy, 2019). The halal lifestyle can be reflected through spending income on halal products, making decisions related to halal products, and always using halal products

Framework Development

This research focuses on analyzing the determinants of consumer behavior toward halal cosmetic products based on religiosity, halal knowledge, attitudes, and lifestyle. Religiosity can affect a person both cognitively and behaviorally (Simanjuntak and Dewantara, 2014). Religiosity has a positive and significant effect on consumer behavior toward halal products (Ahmad et al., 2015). Increasingly religious consumers, the more they make purchases of halal products. More knowledgeable consumers will influence their behavior when evaluating product attributes. Consumers who know more about halal products will have the potential to carry out the actual behavior of buying halal products directly. Knowledge of halal products positively affects the behavior of consuming halal products (Kadengkang and Linarti, 2020).

Behavior is positively influenced by attitude (Simanjuntak and Dewantara, 2014).

Attitude has a positive and significant effect on consumer behavior in buying halal products (Adiba and Wulandari, 2018). The more positive the consumer's attitude towards halal products, the more consumers will choose halal cosmetics and make actual purchases. Lifestyle can describe a person's mindset in activities and behaviors, including behavior

when consuming a product (Zukhrufani and Zakiy, 2019). Surya (2019) shows that lifestyle has a positive and significant effect on the consumption behavior of halal products. Consumers who always consider halal in every activity will influence their consumption behavior towards halal products.

Table 2. Variables Measurement

Latent Variable	Indicators	References
Religiosity	Routine performing 5-time prayers (RG1) Reciting the quran regularly (RG2) Pay zakat according to specified criteria (RG3) Always avoid sin (RG4) Follow the commandments of islam in all matters of life (RG5) Understand the pillars of faith and the pillars of Islam (RG6)	(Suhartanto et al., 2020)
Halal Knowledge	Understand Islamic law on halal and haram cosmetics (HK1) Have sufficient knowledge about halal and haram for cosmetics (HK2) Have sufficient knowledge to distinguish between halal and haram cosmetics (HK3) Know the current issues regarding cosmetic ingredients such as pork gelatin (HK4) Understand the rules of halal certification for cosmetic products (HK5)	(Aufi and Aji, 2021)
Attitude	Love halal labeled cosmetics (AT1) Have a positive impression of halal labeled cosmetics (AT2) Feel happy when using cosmetics labeled halal (AT3) Using halal labeled cosmetics is my own choice (AT4)	(Aufi and Aji, 2021)
Lifestyle	Products used in routine activities (LS1) Interested in using the product because it is used by friends (LS2) Characteristics of society that attach importance to quality (LS3)	(Miswanto et al., 2022; Ramadan and Maulana, 2019; Santoso, 2019)
Behavior	Routinely Buy Halal Products (BV1) Buying halal products is proof of religious compliance (BV2) Feel safe buying products labeled halal (BV3) Feel halal products have goodness (BV4)	(Gabriella and Kurniawati, 2021)

Based on previous studies above, the importance of this research is to analyze the determinants of behavior of consumption of halal cosmetic products based on religiosity, halal knowledge, attitudes, and lifestyle. This is because the research model has not been found in research in the context of halal cosmetic products in Indonesia. The importance of this research for the development of halal cosmetic products in Indonesia is expected to be an input for business people in the halal cosmetics industry to find out consumer behavior towards halal cosmetic products where Indonesia is the country with the largest Muslim population in the world and Muslims can give their best role through the halal industry in Indonesia.

Table 3. Demographics

Parameter	Number	Percentage
Domicile		
Jakarta	66	60.00%
South Tangerang	44	40.00%
Status		
Unmarried	57	51.82%
Live divorce	2	1.82%
Marry	51	46.36%
Age (years)		
22-32	76	69.09%
33-42	34	30.91%
Occupation		
Student	24	21.82%
Housewives	14	12.73%
Private Employees	45	40.91%
Entrepreneurial	3	2.73%
Civil Servants	8	7.27%
SOE Employees	8	7.27%
Teacher	8	7.27%
Education		
High School	47	42.73%
Diploma	9	8.18%
S1	41	37.27%
S2	12	10.91%
S3	1	0.91%
Total	110	100,00%

The influence of religiosity on consumer behavior depends on the degree of personal religious commitment, or how important religious values are in a person's life. Religiosity influences and plays an important role in shaping behavior and attitudes toward goods and services (Astuti and Asih, 2021). Religiosity can affect a person both cognitively and behaviorally (Simanjuntak and Dewantara, 2014). Religiosity has a positive and significant effect on consumer behavior toward halal products (Ahmad et al., 2015). Increasingly religious consumers, the more they make purchases of halal products. Based on this description, a hypothesis can be formulated as follows:

H1 = Religiosity positively affects the consumption behavior of halal cosmetic products.

More knowledgeable consumers will influence their behavior when evaluating product attributes. Knowledgeable consumers will depend on the attributes of kosher products and how much they feel they know those attributes (Wibowo et al., 2021). Knowledge of halal products has a post-positive effect on the behavior of consuming halal products (Kadengkang and Linarti, 2020). Consumers who know more about halal products will have the potential to carry out the actual behavior of buying halal products directly. The increasing demand for halal cosmetics is driven by increasing knowledge and information about halal products (Farlina et al., 2015). Based on this description, a hypothesis can be formulated as follows:

H2 = Halal knowledge has a positive effect on the consumption behavior of halal cosmetic products.

Attitudes towards halal products refer to the assessment of individuals who like or dislike performing or do not perform behaviors (Maichum et al., 2017). Behavior is

positively influenced by attitude (Simanjuntak and Dewantara, 2014). Attitude has a positive and significant effect on consumer behavior in buying halal products (Adiba and Wulandari, 2018). The more positive the consumer's attitude towards halal products, the more consumers will choose halal cosmetics and make actual purchases. Based on this description, a hypothesis can be formulated as follows:

H3 = Attitude has a positive effect on the consumption behavior of halal cosmetic products.

Lifestyle is a person's lifestyle that is expressed in his activities, interests, and opinions (Kotler and Keller, 2016). Lifestyle can describe a person's mindset in activities and behaviors, including behavior when consuming a product (Zukhrufani and Zakiy, 2019). Surya (2019) shows that lifestyle has a positive and significant effect on the consumption behavior of halal products. Based on this description, a hypothesis can be formulated as follows:

H4 = Lifestyle has a positive effect on the consumption behavior of halal cosmetic products.

METHOD

Research Design

This research will use quantitative and qualitative approaches. This approach was chosen because it can provide an overview of the determinants of behavior in the consumption of halal cosmetic products based on religiosity, halal knowledge, attitudes, and lifestyle. The size of the variables in this study will use the *Likert* scale where the latent variables to be measured are described as indicators. The population of this research is a resident of Jakarta and South Tangerang who are included in the millennial generation category (born between 1980-2000). Due to the absence of a complete sampling frame, this study used a non-probability sampling technique, namely purposive sampling with the respondent's k criteria as (1) moslem (2) born between 1980-2000 (3) had bought and used halal cosmetics products at least 1 time. Due to the absence of a complete sampling frame and the analysis method to be used is SEM analysis.

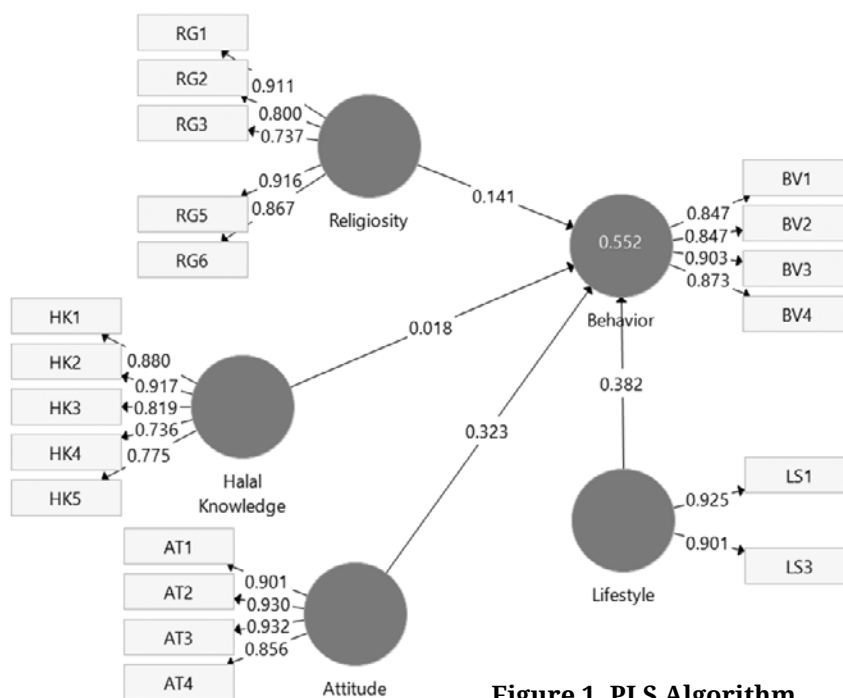


Figure 1. PLS Algorithm

Variable Measurement

The variables used are religiosity, halal knowledge, attitude, lifestyle, and behavior. The variables used in this study are latent variables, which are difficult to measure directly, and manifest variables, which are indicators of latent variables (Ghozali and; Latan, 2015). The variable measurement can be seen in Table 2.

Respondent Demographics

Based on the distribution of respondent profiles in Table 4, the majority of respondents aged 22-32 years are 76 people (69.09%), unmarried status as many as 57 people (51.82%). Most jobs today are private employees, 45 people (40.91%). The last educational background was dominated by high school education/equivalent, 47 people (42.73%). Detailed characteristics of respondents are shown in Table 3.

RESULTS AND DISCUSSION

Structural Model Evaluation

Discriminant validity can be seen from the value of the Fornell-Larcker Criterion. All constructs in the model meet the discriminant validity criteria (Table 4). Another test is to assess construct validity by looking at AVE values. Each construct has an AVE value above 0.5, so the model is good. In addition, another test is the construct reliability test. All constructs have good reliability because they

have composite reliability and Cronbach's alpha values above 0.7 (Table 5).

The model of the influence of religiosity, halal knowledge, attitudes, and lifestyle on behavior gives an R-Square value of 0.552, which means that the variability of behavioral constructs can be explained by the constructs of religiosity, halal knowledge, attitudes, and lifestyle by 55.4%. In comparison, 44.8% is explained by other variables outside the study (Table 6).

The next test is the hypothesis significance test, by looking at the parameter credit value and the t-statistic significance value (Table 7). The magnitude of the parameter coefficient of influence of religiosity on behavior is 0.141, and the significance of p-values is above 0.05, so H1 is rejected. The magnitude of the parameter coefficient of the influence of halal knowledge on behavior is 0.018, and the significance of p-values is above 0.05, so H2 is rejected. The magnitude of the coefficient of the attitude influence parameter on behavior is 0.323, and the significance of p-values is below 0.05, so H3 is accepted. The magnitude of the coefficient of lifestyle influence parameters on behavior is 0.382, and the significance of p-values is below 0.05, so H4 is accepted. These results show that two hypotheses are accepted while the other two are rejected. The value of the outer loading model can be seen in Figure 1

Table 4. Fornell-Larcker Criterion

Variable	Attitude	Behavior	Halal Knowledge	Lifestyle	Religiosity
Attitude	0,905				
Behavior	0,671	0,868			
Halal Knowledge	0,539	0,483	0,828		
Lifestyle	0,676	0,670	0,548	0,913	
Religiosity	0,573	0,500	0,582	0,429	0,849

DISCUSSION

The Effect of Religiosity on Behavior

Religiosity has a positive but not significant effect on behavior. Means can be seen from the rejected H1 test results. The higher the religiosity of consumers, the higher the behavior in consuming halal cosmetic products. This result contradicts previous research on religiosity's positive and significant effect on consumer behavior toward halal products (Ahmad et al., 2015). Even though it is considered that consumers are increasingly religious, the more they buy halal products (Simanjuntak and Dewantara, 2014).

the behavior in consuming halal cosmetic products. This result contradicts previous studies where knowledge of halal products has a positive effect on the behavior of consuming halal products (Kadengkang and Linarti, 2020). However, this result is supported by Adiba (2019); Adiba and Wulandari (2018); Awan et al., (2015); Simanjuntak and Dewantara, (2014), which shows that knowledge of halal products does not affect the consumption behavior of halal products. These results show that consumers who know about halal products can do or not do the behavior of consuming halal products.

Table 5. Composite Reliability, Cronbach's Alpha, and AVE

Constructs	Cronbach's Alpha	Composite Reliability	AVE
Attitude	0,926	0,948	0,819
Behavior	0,891	0,924	0,753
Halal Knowledge	0,887	0,916	0,686
Lifestyle	0,802	0,910	0,834
Religiosity	0,901	0,928	0,721

Based on the results of this study, religiosity is reflected by five indicators, namely routinely performing five daily prayers (RG1), reading the Quran regularly (RG2), paying zakat according to specified criteria (RG3), following Islamic commandments in all matters of life (RG5), and understanding the pillars of Faith and pillars of Islam (RG6). The indicator that contributes the most to religiosity is RG5 (which has the most significant *outer loading* value). These results indicate that consumers feel religious when following Islamic commandments in all life matters.

The Effect of Halal Knowledge on Behavior

Halal knowledge has a positive but not significant effect on behavior. It can be seen from the rejected H2 test results. The higher the consumer's halal knowledge, the higher

Based on the results of this study, halal knowledge is reflected by five indicators, namely understanding Islamic law on halal and haram cosmetics (HK1), having sufficient knowledge about halal and haram for cosmetics (HK2), having enough knowledge to distinguish between halal and haram cosmetics (HK3), knowing the current issues regarding cosmetic ingredients such as pork gelatin (HK4), and understanding the rules of halal certification for cosmetic products (HK5). The indicator that contributes the most to halal knowledge is HK2 (has the most significant *outer loading* value). This result indicates that halal knowledge is possessed by consumers when consumers feel they have sufficient knowledge about halal and haram for cosmetics.

The Effect of Attitudes on Behavior

Attitude has been shown to have a positive and significant effect on behavior. It can be seen from the H3 test results received. The more positive consumer attitudes regarding halal cosmetic products, the higher the behavior of consuming halal cosmetic products. This result follows the results of previous studies where behavior is positively influenced by attitude (Simanjuntak and Dewantara, 2014). Attitude positively affects consumer behavior in buying halal products (Adiba and Wulandari, 2018). The more positive consumer attitudes toward halal products, the more consumers choose halal cosmetics and make purchases. Attitudes toward halal products refer to assessing individuals who like or dislike to do or do not perform the behavior (Maichum et al., 2017).

Based on the results of this study, attitudes are reflected by four indicators, namely liking halal-labeled cosmetics (AT1), having a positive impression of halal-labeled cosmetics (AT2), feeling happy when using halal-labeled cosmetics (AT3), and using halal-labeled cosmetics is my own choice (AT4). The indicator that contributes the most to attitude is AT3 (which has the most significant outer loading value). This result indicates that consumers have a positive attitude towards halal cosmetic products through feelings of pleasure when using cosmetics labeled halal.

The Effect of Lifestyle on Behavior

Lifestyle is proven to have a positive and significant effect on behavior. This can be seen from the results of the H4 test received. The more positive the lifestyle of consumers related to halal cosmetic products, the higher the behavior of consuming halal cosmetic products. This result is in accordance with the results of previous research where Surya (2019) showed that lifestyle affects the

consumption behavior of halal products. Along with the increasing consumer awareness of products or services that are safe, halal, and free from usury, halal lifestyle is now increasingly applied and becomes a necessity (Darojatun, 2018). Consumers who always consider halal in every activity will influence their consumption behavior towards halal products.

Based on the results of this study, lifestyle is reflected by two indicators, namely products used in routine activities (LS1) and characteristics of people who prioritize quality (LS3). The indicator that contributes the most to lifestyle is LS1 (has the largest *outer loading* value). This indicates that consumers have a positive lifestyle towards halal cosmetic products using products in routine activities.

CONCLUSION AND LIMITATION

Religiosity does not have a significant effect on behavior which means that the higher the religiosity of the related consumer, the higher the behavior of consuming halal cosmetic products. Halal knowledge does not have a significant effect on behavior which means that the higher the consumer's halal knowledge, the higher the consumption behavior of halal cosmetic products. Attitude has a positive and significant effect on the behavior of consuming halal products, which means that the more positive the consumer's attitude towards halal cosmetic products, the higher the consumer behavior in consuming halal cosmetic products. Lifestyle has a significant and positive effect on behavior which means that the more positive the consumer's lifestyle toward halal cosmetic products, the higher the behavior toward consuming halal cosmetic products.

The results of this study can be used by local cosmetic companies or manufacturers in Indonesia as a consideration in business

activities through the study of consumer behavior related to consumer confidence in the consumption behavior of halal cosmetic products. Related to the implications of attitude variables, companies can notice that consumers are positive towards halal cosmetic products by feeling happy when using cosmetics labeled halal. Related to the implications of trust variables, companies can notice that consumer consumers have a positive lifestyle towards halal cosmetic products using products in routine activities.

This study has limitations in its scope. Therefore, researchers can then add other constructs in addition to the constructs that have been used in this study. Researchers are further expected to examine the influence of religiosity and halal knowledge on consumer behavior such as adding moderation variables. Researchers can also compare with the context of other halal products such as pharmaceuticals, food, tourism, and so on.

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