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Milenials consumer behavior and it's influence on purchase decisions of halal cosmetic products

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Abstract

The stretching development of the global halal industry, including Indonesia, continues to receive consumers' attention. Among the many sectors that attract consumers' interest is cosmetics, especially with a halal label; product quality supported by promotions by public figures continues to encourage consumers' desire to use halal cosmetics. This study aims to confirm the influence of millennial consumer behavior on purchasing decisions for halal cosmetic products. A random confirmation process of the respondents accompanies this quantitative research method. There were 120 respondents who were dominated by women millennials, with the SmartPLS test tool and a Likert scale of degree 4. The research results were among the four independent variables. Halal labels and sales services had no effect, while product quality and consumer ratings affected purchasing decisions for halal cosmetics. At the confirmation level, it is known that halal labels and sales services get respondents' attention; even without knowledge about them, they immediately buy products because of brands, influencers, and friend recommendations. So, the halal label and sales service does not have a significant effect; instead, it is an attitude of 'ignorance' and is more due to brand or influencer education, as previously stated.

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Introduction

Understanding financial literacy and sharia business for millennials is important in aggregate national consumption (Yudha et al., 2021). This should ideally be common knowledge (Banna et al., 2023) because its presence has emerged in 1991-1992 since the founding of the first Islamic bank in Indonesia (Yalina et al., 2020). Not only that, the development of the Sharia economy in various lines so that literacy and public awareness emerged, in general, to adopt a healthy life by consuming hygienic products (Abdel, 2017), well-packaged and sustainable, has given rise to a new industrial era called the halal industry (Yudha & Kafabih, 2021).

This is reinforced by religious assessments that help consumers determine the products they use (Reuters, 2015). Specifically for the consumer segmentation from millennials, they have taken an interest in the sub-category of the halal industry, namely halal cosmetics. Halal cosmetics outperform other halal business products, such as halal pharmacy (Ab Rashid & Bojei, 2019), halal tourism (Shnyrkova & Predvoditeleva, 2019), and halal fashion (Murti, 2017). Under these conditions, it is necessary to have a study that reviews and analyzes the supporting factors of consumer behavior in deciding to buy (Barata, 2019; Rizka & Yudha, 2023). Because there is an opportunity for high demand, this is undoubtedly a positive signal for cosmetic manufacturers, especially local producers, to be competitive and able to offer their products to the market.

Indonesia has the largest Muslim population and is experiencing a demographic bonus (Afiq & Yudha, 2023; Ivantri et al., 2024). This is an extraordinary social and economic benefit (Siregar et al., 2020). There is a demographic bonus: the millennial generation, Generation Z, and after, along with the era of the Industrial Revolution and the halal industry. Making them a supporting factor for the development of the Indonesian economy in general, particularly in East Java.

The expansion of the halal industry supported the national economy in the last decade when this article was written. Variants of fields that are also concerned for the halal industry attract consumers' interest, consumption power, and investment power from investors.

The world's halal economic potential is expected to continue to increase along with the significant development of the world's Muslim population; this can be seen from the increasing demand for halal products by several countries worldwide, according to a report from the State of The Global Islamic Report (Reuters, 2018).

Around 1.8 billion Muslim residents are consumers of the halal industry. Consumer opportunities in the halal industry are increasing by 5.2% annually, with total consumer spending reaching USD 2.2 trillion. Where one of the halal sub-industries is the cosmetics market, this has outperformed other industrial fields, as previously reviewed. The market share for body care and cosmetics in the halal industry is one field with promising prospects to boost the halal economy. Currently, Indonesia is in the second position with the most significant amount of consumption of halal cosmetics after India; in 2023, it is estimated that the cosmetics market share will increase by 6.9 percent to USD 90 billion (Reuters & Standard, 2018). According to the (Firmansah et al., 2023; Reuters & Standard, 2018), the growth of the domestic body care and cosmetic industry was due to the great demand from the domestic and export markets along with the trend of society starting to pay attention to body care products as their primary need, especially for teenage women who are the main target of the body care and cosmetics industry.

Rapid body care and halal cosmetics growth have changed industry competition in Indonesia. Halal becomes one of the important considerations in purchasing decisions because a person's preferences in fulfilling the needs of halal body care and cosmetics will choose products that cause the highest feeling of satisfaction in the wearer, where the highest satisfaction will be felt not only outwardly, but also can be felt from the heart and manifested

through equanimity. When Muslim consumers decide to purchase a body care product, they will undoubtedly face many factors because they must continue to carry out what is prescribed in religion. (Srisusilawati, 2020; Yudha & Rijal, 2018). Every Muslim who tries to meet the needs of skin care products will choose products that generate the highest satisfaction, one of which is seeking information on the attributes of the halal label on the product (Ryandono & Ridlwan, 2020). The halal label attribute on the product is an element that is considered important by Muslim consumers and is used as a reference in considerations regarding purchasing decisions (Rahman et al., 2017) because users of body care and cosmetic products often do not know the ingredients of the product where in general body care and cosmetic products are made from active ingredients or ingredients and additives (additional ingredients) and not a few of these body care and cosmetic products come from plants, animals, synthetic chemicals, microbes, and tissues/organs of the human body. Halal labeling will make it easier for consumers to find products that have been certified halal without having to look at the ingredients that make up the product (Ratnasari, 2020).

Based on this background review, this study aims to confirm the influence of millennial consumer behavior on purchasing decisions for halal cosmetic products. Consumer behavior is explained in 4 exogenous variables: halal labels, product quality, beauty vlogger reviews, and post-sales services. This research can provide theoretical implications for further research studies and practical contributions for consumers of halal cosmetic products in maximizing the production strategy of the halal industry and improving post-sales services.

Literature Review

Halal label

The label is an item's attribute containing information related to the product. It is a brand as a name, term, sign, symbol, design, or combination. It is intended to identify the goods or services of one seller or group of sellers and differentiate them from competitors (Kotler & Keller, 2015). The label is closely related to the packaging and has its parameters. The main elements are language, government regulations, and consumer information (Al-Kamal et al., 2024; Firmansyah & Anwar, 2019).

The existence of a label on a product is crucial because the label is one of the determining factors in product purchasing decisions made by consumers. Labels provide information about product contents without opening the packaging, which is a means of communication between producers and consumers regarding what consumers need to know about the product. (Aristawati & Prasetyo, 2021), Especially for invisible things to the right instructions so that consumers can use them according to optimal product functions.

Online consumer review

Online consumer reviews are a form of Electronic Word of Mouth (e-wom). They can be regarded as a new marketing communication and can influence and play a role in the purchasing decision process. Information obtained from online consumer reviews can be used to identify and evaluate products that consumers need (Zaki et al., 2020).

Online consumer reviews conducted by beauty vloggers are one of the marketing communications carried out by making product reviews in the form of Video Logs (Vlogs). (Lenggogeni et al., 2022; Lestari et al., 2021) explains that "by viewing a video, a person will feel a more real interaction when viewing a video." Video Logs (Vlogs) can also function as a medium to make beauty vloggers feel closer to viewers or people who watch their videos. The emergence of beauty vloggers will impact the beauty industry for companies producing skin care products, beauty vloggers themselves, and consumers. There are three variables to measure or determine the effect of online consumer reviews conducted by beauty vloggers on purchasing decisions: attractiveness, trustworthiness, and expertise (Sukeksi & Hidayat, 2019).

Attractiveness relates to a person's social values, such as physical appearance and personality, and relates to the condition or state of the viewers. Then, trustworthiness relates to integrity, honesty, and how someone can be trusted. Trustworthiness depends on the viewer's preference for the vlogger so that it will affect the viewer's level of trust in the information provided by the beauty vlogger (Rouf & Akhtaruddin, 2018). Finally, expertise refers to the knowledge, experience, and expertise of a vlogger to prove the advantages and disadvantages of a product and provide overall product information.

Role of consumers in purchasing

Consumer purchasing decisions are influenced by consumer behavior. Companies must recognize consumer behavior to find out what consumers need so that companies are expected to be able to meet consumer needs, which will have an impact on loyalty; there is a role for consumers in a purchasing decision, namely:

- a. Initiator is an individual who has the initiative to buy a product or an individual who has needs and wants but does not have the authority to fulfill their own needs and desires.
- b. Influencer is an individual who can influence the decision to buy intentionally or not.
- c. Deciders are individuals who can decide whether they want to buy or not, what to buy, how, when, and where to buy it.
- d. Buyers is individuals who make purchases.
- e. Users are individuals who consume and use goods or services that have been purchased.

Product quality

Consumers want quality products to be made, especially in meeting consumer expectations to create satisfaction for each consumer. Quality is a dynamic condition that correlates with products, services, people, processes, and the environment that meet or exceed expectations (Sumarwan, 2015). If a product can be said to be able to meet consumer standards, then the product can be said to be a high-quality product. This is because the closer the product is to the predetermined criteria, the higher the quality of the product to be measured.

The quality of a product is determined by how well it functions properly. These capabilities include reliability, durability, ease of use, and accuracy in application. If the product can run according to its function, then it is considered to have qualified quality. Thus, product quality influences consumer decisions to use the product (Kotler & Keller, 2015).

Product quality is the primary thing for the company when competing in the market. This differs from the view of consumers who naturally want always to enjoy quality products (Ab Rahman et al., 2019). Thus, if the producer can fulfill these desires, then the producer can satisfy the hearts of his consumers to create an attraction for new consumers. Dimensions of product quality that can be used as a framework for analysis and strategic planning, namely:

- a. Performance is the characteristics of the core product and the operations purchased, such as ease, speed, and convenience of use;
- b. Features, namely additional characteristics that complement the primary benefits of a product, where these additional characteristics are optional for consumers. Features can improve product quality if competitors do not have these features as well;
- c. Reliability: There is less possibility of failure or damage, which can be achieved when design and quality are constantly monitored;
- d. Conformance with specifications (Conformance to Specifications), the extent to which the operating characteristics and design meet the standards of a product that has been previously set; and

- e. Durability indicates the age of the product, which is the quantity used before the product is damaged or replaced. The longer the durability, the more durable the product will be, and this product will be of higher quality than products that do not last long.

Purchasing decision

Purchasing decision is a process for solving problems that include analysis of wants and need analysis, seeking information and assessment from various sources (Kotler & Keller, 2015), selecting alternative purchases, purchasing decisions, and post-purchase consumer behavior (Lim & Santoso, 2019).

Purchasing decisions will occur when customers begin to know the problems they face, look for information and knowledge related to a particular product or brand, and assess the ability of each option to solve the problems that have been identified. A purchase decision will be made at the end of these various stages (Tjiptono & Chandra, 2011). Based on this perspective, buying a product is a decision-making process by knowing the problem and determining the product most suitable for one's needs through various brand, quality, and price considerations between various choices that can influence the decision to purchase the goods or services.

Methodology

The method used is quantitative. This approach is feasible given the research objectives, namely, examining and determining the direction of four variables in purchasing decisions for halal cosmetics. This study uses primary data from respondents in the millennial category (age 1982-2002). The study uses five variables, four exogenous variables, and one endogenous variable.

Post-sales service variables are additional variables tested in the hypotensive framework. The exogenous variables used are the variables resulting from the development of previous studies that do not include post-sales service variables (X_4), so X_4 becomes an alternative variable that allows for research contributions. This variable was chosen because it is believed to support the selection of consumer interests and purchasing decisions for halal cosmetic products.

The sampling method used was purposive in this study. Primary data were obtained from millennial respondents whose characteristics were demographically born between 1982 and 2002; second, they had used and loyally used halal cosmetic products; and third, they were located in the East Java and Central Java areas. Respondents totaled 120 people, most of whom were women, or as many as 118 people, and the remaining two were men. The population of respondents includes all people who use cosmetics, which are distributed on campuses and domiciled in the provinces of East Java and Central Java; the age range is 18 – 40 years.

The research test kit uses SmartPLS and SPSS; this is optional because the test is carried out several times using the same data on different test kits. The aim is to ensure the consistency of the answers obtained. This study also uses a Likert scale of degree 4, eliminating neutral or zero-point values to obtain more accurate and precise answer options.

Results and Discussion

This study obtained demographic data from the questionnaires given to 112 respondents. In the first part, based on the gender of the respondents, the respondents of this study were dominated by 118 (98%) female respondents and the remaining 2 (2%) male respondents. As for the age range of respondents in the year this research was conducted, 62 percent were between 17-20 years old, and the rest were between 21-28 years old. This figure shows a wide gap between female and male respondents in this study. Cosmetics have become an inherent image among

women. Most of the respondents came from 96 (80%) students, and teachers were the respondents who filled out at least the questionnaire, namely two people (2%). As shown in Table 1

Table 1. Respondent Characteristics

Profile	Amount	Percentage (%)
<i>Gender</i>		
Male	2	1%
Female	118	99%
<i>The age range of respondents (years old)</i>		
17 – 20	74	62%
21 – 28	46	38%
<i>Status</i>		
Student	96	80%
Workers	8	7%
Lecturer	2	2%
Others	14	12%

Source: author's creation

Then, the distribution of halal cosmetic users also varies. The fifteen (15) brand options submitted in the research questionnaire are based on halal cosmetic brands released on social media and the women's coil (Ryandono & Wijayanti, 2019). The result can be seen in the pie chart below.

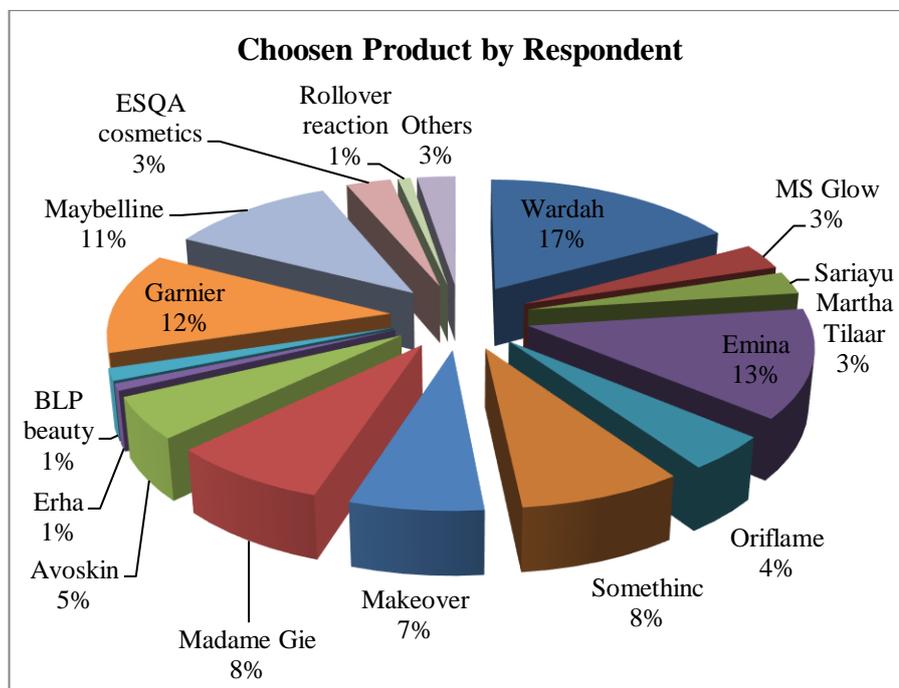


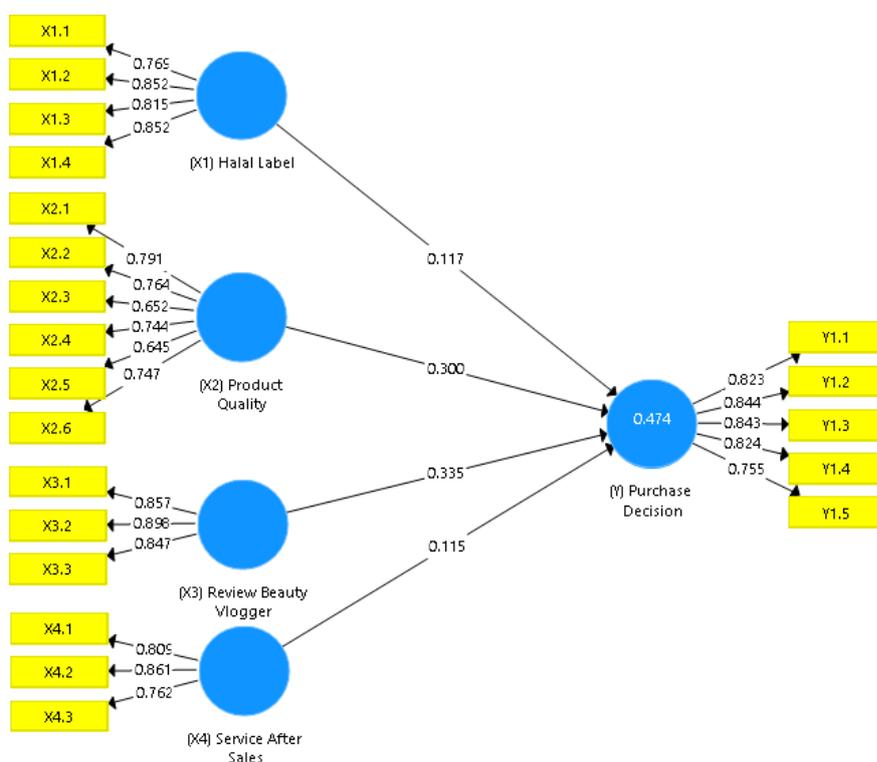
Figure 2. Selected Product by Respondent
 Source: author's creation

Based on the pie chart above, cosmetic users with the Wardah brand are still in first position, with 17 percent or as many as 21 respondents. Likewise, the Emina brand, which is still the same producer as the Wardah brand, or known to the public as the 'sister of the Wardah

brand,' still gets market acceptance of 13 percent or 16 people. Then other brands that were not listed in the questionnaire but still have enthusiasts, such as Erha, BLP Beauty, and Rollever Action, also continue to get the attention of the halal consumer cosmetics market.

Outer model test

If the data has an outer loading value above 0.7, it can be maintained to take the next test or is said to be valid and reliable (Sarstedt et al., 2020). On the contrary, if the value of outer loading data is below 0.7 (Tita et al., 2022), it is recommended that the data be deleted or deleted (Hair et al., 2014). However, in the results of this test, only two indicators still have an outer indicator value below 0.7, namely X.2-3 and X.2-5. This means that of the total number of indicators of 21, only 2 have an outer loading value smaller than 0.7. From testing the outer model using SmartPLS 3.0, all outer model values are > 0.7 (Ishak et al., 2016). Based on the outer model test results in Table 2, all outer model values in the data used have a value > 0.7 (Yudha et al., 2020). Hence, this indicator is valid and reliable.



Based on the path diagram, all loading factor values are above 0.7 (Rouf, 2017). Then, test results from the reliability and validity tests must be submitted, which can be observed in detail in the following table.

Table 2. Reliability and Validity

Item	Cronbach's Alpha	rho_A	Composite Reliability	AVE
(X1) Halal Label	0,841	0,843	0,893	0,677
(X2) Product Quality	0,821	0,837	0,869	0,577
(X3) Review Beauty Vlogger	0,836	0,841	0,901	0,753
(X4) Service after sales	0,840	0,849	0,852	0,659
(Y) Decision of purchasing	0,876	0,879	0,910	0,669

Source: Data processing with SmartPLS 3.0

Alpha cronbach test

The coefficient value on the Cronbach Alpha reliability test is 0 – 1 (Rouf & Akhtaruddin, 2018). This test is acceptable if it has a value of or > 0.80 (Ishak et al., 2016). Table 2 shows that all variable values, both exogenous variables (X) and endogenous variables (Y), have values > 0.80. So, the measurement of these variables is reliable.

Composite reliability test

Some researchers, like (Ishak et al., 2016), state that the values received in the Composite Reliability test range from 0 to 1. Acceptable values in the Composite Reliability test are equal to or more than 0.70 (Leite et al., 2019). Table 2 shows that all variable values are above 0.80. So, the measurement of these variables is reliable.

Average variance extract (AVE)

AVE test to test the validity and reliability of data. The AVE value is valid if the value is more significant than 0.5 and must also be greater than the cross-loading value. Table 2 shows that all variable values have values above 0.50. So, the measurement of these variables is reliable.

Table 3. Heterotrait-Monotrait Ratio (HTMN)

Item	(X1) Halal Label	(X2) Quality Product	(X3) Review Beauty Vlogger	(X4) Service After Sales	(Y) Purchase Decision
(X1) Halal Label	0,588				
(X2) Quality Product	0,668	0,913			
(X3) Review Beauty Vlogger	0,406	0,626	0,708		
(X4) Service After Sales	0,462	0,606	0,465	0,688	
(Y) Purchase Decision	0,512	0,684	0,671	0,525	0,628

Source: Data processing with SmartPLS 3.0

The coefficient of determination to assess the size of the endogenous construct through the value of the exogenous construct. The coefficient of determination or R² is between 0 and 1. The results show that the R² value of this study is 0.474, which indicates that the model used is moderate.

R² values of 0.75, 0.50, and 0.25 are strong, medium, and weak models (Sarstedt et al., 2020). So, this model still has the opportunity to be developed. After the statistical calculation process using SmartPLS 3.0, it was found that several indicators, such as the halal label, had no effect due to the attitude of the respondents who did not take the existence of a halal label seriously, and they tended to believe that the products they bought were safe and halal to use. In other words, consumers feel much calmer and more comfortable consuming the goods they buy. However, the rationalization of statistical test results that say it has no significant effect is also methodologically acceptable. Consumers, especially Muslim consumers, see the halal label not as a marker but as a top mind, especially if the brand ambassadors who offer cosmetic products are people who are considered close, fan-friendly, and worthy of emulation. So, it does not mean that consumers are not affected by the halal label but rather an attitude of 'ignorance.' Because the decision to purchase halal cosmetic products, with the existence of the halal designation, is then introduced by influencers, brand ambassadors, or even influencers, it has become one of the objects of religious marketing that is considered representative of ultimately deciding to buy halal products.

t test analyze

The Halal Label Variable (X1) with sig. 0.254 > 0.05 and Sales Services (X4) with sig. 0.93 > 0.05 had no significant effect on the dependent variable because sig > 0.05. Including a halal label on products has a positive impact on some Muslim consumers. For this reason, it is a potential market opportunity and niche for halal cosmetic brands. Another variable that has no effect is sales service (Ratnasari et al., 2023). Statistically, it shows no significant effect between sales services and purchasing decisions. This result can be scientifically accepted, accompanied by some critical assessments from the respondents. First, selling services are only provided by some brands, except for big brands whose users or consumers have reached millions. Post-purchase services are provided through usage guarantees, bags, and similar devices. Second, sales services certainly add to the cost of the product itself. So this is a consideration for a company whose capacity is as a competitor's product rather than a superior product (most in demand).

Based on these two variables, the contribution that can be made is that there is no need for research or other scientific work that raises the variable halal labels and sales services to be developed. Because the results are slightly predictable to be similar, that is, no significant effect. Unless the number of samples, the respondents' age characteristics, educational background, and the region's scope are different and higher. So that it is possible to get different results. From that, the researcher's thinking can contribute to the results of his research.

The remaining analysis for consumers who come from millennials and Gen Z is that before making a purchase, some consumers search for information, be it through social media, such as YouTube, or read online writings of people who have bought and used these products. Apart from that, in making a buying decision for a Muslim, of course, many factors will be faced because they must continue to carry out what is prescribed in religion, with the existence of halal labeling on product packaging, high product quality and online consumer reviews by beauty vloggers on halal skin care products or cosmetics. In the future, it will add more attractiveness or make consumers believe that halal cosmetic products are safe because they are made of quality ingredients and are equipped with halal certification after seeing the uploads of articles or videos carried out by honest reviews uploaded online by beauty vloggers.

Conclusion

This research has practical and theoretical implications. As an Islamic marketing medium, the halal cosmetics industry is crucial in international business, especially in Indonesia. On the other hand, this potential cannot be maximized, as seen from the low user value of cosmetic products, which is still very far from the manufacturers and their products. The practical implications of this research require a comprehensive strategy that all stakeholders can carry out so that the literacy and education of the industry and halal products from the community can be maximized and sustainable. Using beauty vlogger reviews is a proven way to improve consumer purchasing decisions. This will also improve education for the halal industry, especially in the halal cosmetics business. Creating a good image is the success of Islam. On the other hand, marketers and halal labels must pay attention to the level of interest and suitability of the selected beauty vlogger and the product campaign offered to the market. In addition, beauty vloggers must also pay attention to the attributes brought by these celebrities, such as product education and revenue utilization, to effectively impact consumers' lives. Based on the reliability test, we found that the variable halal label and after-sales service had no significant effect. However, the reasons for this no effect were reviewed in the discussion chapter and the reliability and validity test tables.

However, marketers and halal labels must pay attention to the level of interest and suitability between the selected beauty vlogger and the product campaign offered to the market. In addition, beauty vloggers must also pay attention to the attributes brought by these

celebrities, such as product education and revenue utilization, to effectively impact consumers' lives. Based on the reliability test, we found that the variable halal label and after-sales service had no significant effect. However, the reasons for this no effect were reviewed in the discussion chapter and the reliability and validity test tables.

In selecting celebrities to become beauty vloggers, some criteria must be met, such as analyzing the celebrity's level of expertise, especially in religion. Beauty vloggers can try celebrities who also work as preachers or scholars. Celebrity preachers who frequently appear on television shows or have many followers have an advantage in knowledge and a better understanding of religion. Figures with these criteria can attract consumers' attention and, at the same time, be heard whatever is said so that it is not only oriented toward selling products but also toward obtaining education and literacy about halal cosmetic products.

The only type of endorser used in this study is a beauty vlogger. In future research, we can compare several types of beauty vloggers at once, such as those who come from experts (expert endorsers) such as preachers or scholars, even though they do not have as high a level of popularity as celebrities. In addition, even though millennials seem skeptical of the halal label. Generation Z Muslim youth, especially consumers of skincare and cosmetic products, should still pay attention to the halalness of skincare and cosmetic products because, unknowingly, the obligation to consume halal products is not only limited to food and beverage products. Because some skincare and cosmetic products that do not have a halal label contain unclean or non-halal ingredients in the heavy category, they cannot be washed with running water. Then, researchers who will examine matters that influence consumers in purchasing skin care products can use independent variables that have not been defined in this study and are expected to be able to choose a more comprehensive sample and use more complex data analysis.

Author Contribution

Ana Toni Roby Candra Yudha: Conceptor, Creating and designing analyses, Collecting data, Contributing data or analysis tools, and Writing paper.

Slamet Haryono: Contributing data or analysis tools, and Perform analysis.

All authors have read and agreed to the published version of the manuscript.

Declaration of Competing Interest

Author declare that have no conflict of interest

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