

Halal Cosmetics and Teen Consumers: A Conceptual Paper on Sustainable Marketing through Halal Awareness and Certification

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Abstract

This study explores the influence of halal certification and related factors on the actual purchase behavior of teenage consumers in the cosmetic industry. The research is motivated by the increasing awareness and demand for halal-certified products, particularly among young Muslim consumers, who represent a significant and growing market segment. The study focuses on teenage respondents aged 15–20 years, residing in the Jakarta, Bogor, Depok, Tangerang, and Bekasi areas. Using a conceptual paper approach, the study examines the relationships between halal awareness, halal certification, religiosity, trust, attitude, purchase intention, and actual purchase behavior. The objective is to test how these variables interact and contribute to shaping consumer purchasing decisions. Halal awareness and certification are considered critical factors influencing trust and purchase intention, while religiosity is expected to moderate consumer attitudes toward halal cosmetics. Furthermore, the study highlights the role of purchase intention as a mediating variable between consumer perceptions and actual purchase decisions. By analyzing these interrelationships, the research aims to provide a deeper understanding of consumer behavior in the halal cosmetic market. The findings are expected to contribute to academic discussions on consumer behavior and offer practical insights for cosmetic companies targeting the youth segment with halal-certified products.

Keywords

Consumer behavior, Sustainable marketing, Teen Halal Cosmetics, Halal certification, Islamic marketing

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Introduction

The halal cosmetics industry has been growing rapidly across the globe as a consequence of rising Muslim populations, increases in convergence of regulatory standards for halal certification, and increasing consciousness at the consumer level in relation to personal care products religious and ethical compliance (Naseri & Abdullah, 2022; Sudarsono et al., 2024). Consumption and purchasing by urban Muslim teenagers, and ensuring Generation Z, products not just halal certified, but also meeting sustainable marketing principles including transparency, ecologism, and social morality, have been increasingly noted (Sudarsono et al. 2024); Soliman et al. 2025) Their brand trust motivation and religiosity underlie preferences for products meeting Shariah principles, excluding haram elements such as impermissible animal derivatives or alcohol, and providing evidence of ethical production and origins (Koc et al. 2025; Amri et al., 2023).

Against this background, this study aims to derive and confirm a conceptual model interconnecting halal consciousness, halal certification, religiosity, trust, attitude, purchase intention, and actual purchase practice in the halal cosmetic marketplace. More specifically, it tries to determine how these variables individually and holistically promote sustainable consumption and long-term brand positioning of halal cosmetic brands by young Muslims. This way, it contributes theoretically by broadening discourses in consumer behavior, Islamic marketing, and theory of sustainability, and practically by encouraging cosmetic businesses to come up with strategies responsibly aiming at young people, in a way ensuring ethical, transparent, and Shariah compliant marketing communications.

The review shows that awareness of the halal, certification of the halal, and religiosity are key predictors of consumer behavior among young Muslim adults in the cosmetics market. Awareness of the halal pertains to levels of consciousness of consumers about the religious, moral, as well as quality aspects of the halal product, impacting value- and faith-incurring purchase behavior. Research such as that of Nawaz et al. (2024) and Setiawan et al. (2024) illustrates that enhanced consciousness spurts faith-incurring belief in the cosmetics and favorable attitudes towards the cosmetics. Certification of the halal, conversely, acts as institutional confirmation of compliance with the Shariah, doing away with ambiguity as well as substantiating product validity (Fathoni et al., 2025; Anugraheni, 2024). The appearance of trustworthy logos of certification instills confidence among consumers as cited by Wibawa et al. (2025), besides enhancing transparency as well as moral accountability within sustainability marketing systems (Buvaneswari, 2024). Religiosity, both intrinsic as well as extrinsic, conversely functions as the influential predictor as well as mediator that moderates consumers' assessment of the halal product as well as compliance with Islamic values in consumption (Umair et al., 2024; Idaman et al., 2024). It intensifies the relationship between awareness, belief, as well as purchase behavior, making the faith-incurring product choices among the consumers.

Supplementing these factors, trust, attitude, purchase intention, and actual purchase behavior comprise the psychological and behavioral aspects of the decision-process titling. Trust serves as a mediator between awareness and intention, establishing consumer confidence in halal brands where transparency and certification are prominent features (Saleh & Rajandran, 2025). Attitude, incorporating emotional and cognitive assessments, bridges religiosity to purchase intention by developing positive perceptions of cosmetics that are halal (Fiandari et al., 2024). Purchase

intention, as the Theory of Planned Behavior (TPB) hypothesizes, documents the preparedness to act, connecting consumers' beliefs with actual buying behaviors (Sudarsono et al., 2024; Soliman et al., 2025). Actual purchase behavior, finally, represents the culmination of such psychological and value processes, translating awareness, trust, and purchase intention into actual consumer support pertaining to Shariah-compliant as well as sustainable products (Isa et al., 2023; Suparno, 2020). The seven variables together build an integrative model that accounts for Islamic values, value consciousness, as well as sustainable marketing coming together to govern the consumption pattern pertaining to cosmetics that are halal among teen consumers.

Methodology

This research applies a conceptual research design founded on literature review to derive a model that accounts for teenage consumers' behaviors towards halal cosmetics. The study centers on Muslim teens between the ages 15–20 years in Jakarta, Bogor, Depok, Tangerang, and Bekasi (Jabodetabek). Adopting a deductive strategy and the Theory of Planned Behavior (TPB), the study synthesizes insights from existing research to unearth and interpret seven crucial variables: awareness of halal, certification of halal, religiosity, belief, attitudes, buying intent, as well as actual buying practice. The variables are explored within the Islamic marketing as well as the paradigm of sustainable marketing frameworks, with the accent on the adoption of ethical, religious, as well as responsible consumption behaviors.

Conceptual Model depicts the relationships between the aforementioned key variables affecting teenage customers' behavior in the halal cosmetic marketplace. The model features how halal awareness and halal certification operate as vital antecedents that develop trust that in turn stimulates purchase intention and finally culminates in actual purchasing behavior. Purchase intention is directly affected by attitude toward halal cosmetics, and religiosity regulates the relationship between attitude and purchase intention in such a manner as to fortify the impact of faith-based values in deciding the purchaser's choice. By incorporating the variables involved, the model captures the sustainable marketing principles in the form of openness, moral assurance, and moral consumption—and the Islamic marketing orientations with the essence of compliance with the Shariah, trustworthiness, and religiosity as key motivators of purchaser behavior. The combined model offers a basis to empirically test the links between the variables using quantitative techniques such as Structural Equation Modeling (SEM) to establish the links between the variables.

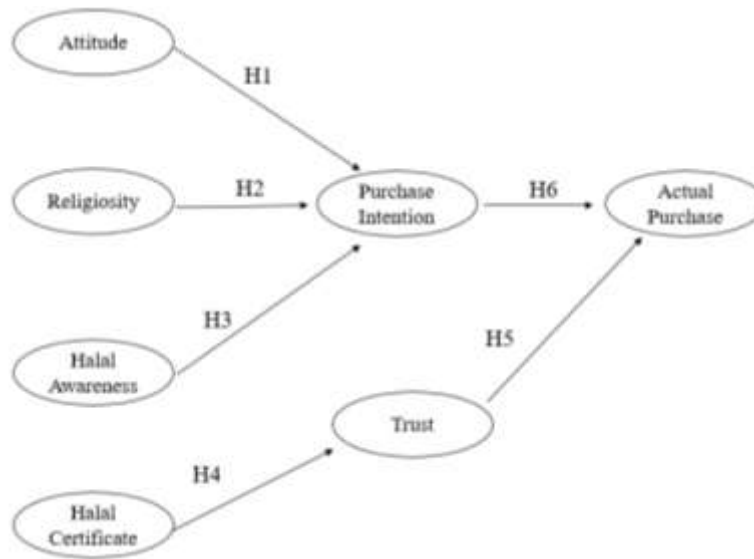


Figure 1 Conceptual Model

Results and Discussion

The research findings conceptually, through integrative review of literature, find that awareness regarding halal, halal certification, and trust are the most important antecedents affecting purchase intention as well as actual purchase behavior among young Muslim consumers. The model conforms to the paradigm of the adopted Theory of Planned Behavior (TPB) in the research methodology that accounts for consumer behavior along the lines of attitudes, intentions, as well as control perceived. The findings establish that with high awareness of the values of halal as well as recognition of known halal certification, young consumers achieve high levels of confidence towards cosmetic companies, developing positive attitudes towards halal products. The confidence alongside positive attitudes reinforce purchase intention that leads to actual purchase behavior. Besides, religiosity serves as moderators variable that intensifies the relationship between attitude as well as intention such that high levels of religious faith enhance ethical as well as Shariah-compliant purchase decisions. The findings conform to the purposes of research—to achieve the interaction of the factors of halal influencing sustainable as well as faith-informed consumer behavior among teens.

The discussion provides that the novelty of this research is the integration of Islamic marketing and sustainable marketing lenses within the single conceptual model transferable to teen consumers—the most neglected set of consumers in the literature on halal cosmetics. On the backdrop of existing research, the present study advances extant models by delineating religiosity as the mediator rather than a direct predictor, reaching a finer-grained understanding of the faith's role on the awareness–intention–behavior continuum. As one example, Bhutto et al. (2023) pointed out moderating effect of halal literacy among adult consumers, whereas this model adapts the construct to young individuals. Similarly, Sudarsono et al. (2024) and Soliman et al. (2025) confirmed that purchase intention is considerably predicted by the purchase of halal awareness as well as certification, yet this research advances their extension by linking the variables with final purchase behavior with the intermediary role of trusting behavior. Moreover, whereas Hazmi &

Utami (2024) as well as Purnomo et al. (2024) linked the certification of halal with intention, the existing model combines sustainable consumption motives to capture the preference among Generation Z to purchase from cosmetics that are offered with brands that are environmentally friendly, fair, as well as social as possible. Accordingly, the hypothesized framework introduces new integration—blending religious as well as psychological as well as sustainability-led factors—to account for young Muslim cosmetics consumers’ cosmetic ethic choices, filling the theoretical lacunas both in Islamic marketing as well as the literature on sustainable marketing.

Conclusion

This study highlights the interconnected roles of halal awareness, halal certification, religiosity, trust, attitude, purchase intention, and actual purchase behavior in shaping the consumer decision-making process among teenage halal cosmetic users. The conceptual model demonstrates how awareness and certification act as key antecedents that build consumer trust, which in turn drives purchase intention and leads to actual purchasing behavior, while religiosity strengthens the linkage between attitude and intention. These linkages not only clarify the pathways through which young consumers form ethical consumption patterns but also emphasize the dual relevance of Islamic marketing principles and sustainable marketing perspectives.

The research contributes to the broader sustainable marketing and Islamic marketing literature by showing that halal cosmetics function as more than compliance-based products; they also embody transparency, ethical assurance, and values-based consumption. This integration extends traditional consumer behavior theories, such as the Theory of Planned Behavior, by embedding religious and ethical constructs that better explain purchasing decisions in Muslim-majority contexts. In doing so, it enriches academic discourse on responsible consumerism and offers a framework for brands seeking to align with both Shariah principles and sustainability commitments.

Finally, the proposed model opens avenues for empirical research that can test and validate these conceptual linkages in real-world settings. Future studies could explore moderating effects of generational differences, cultural contexts, or digital platforms in strengthening the awareness–trust–behavior pathway. Similarly, quantitative and longitudinal studies could assess how religiosity and halal literacy influence sustainable purchasing over time, thereby deepening understanding of how Islamic values shape modern consumer behavior in the halal cosmetic industry.

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