

CONSUMER MOTIVATION TO SWITCH TO HALAL COSMETIC PRODUCTS: AN EMPIRICAL STUDY

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ABSTRACT

This study aims to analyze the factors influencing consumer motivation to switch to halal cosmetic products. Specifically, it investigates the impact of subjective norms, religiosity, halal certification, product image, and halal awareness on consumer attitudes and intentions to switch to halal cosmetics. Employing a quantitative survey method with purposive sampling, the study targeted Muslim consumers who have used cosmetics within the past three months, including products without halal certification. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS software. Results indicated that subjective norms and religiosity significantly positively affect switching intention. Additionally, product image and halal awareness positively influence consumer attitudes towards switching intention.

Keywords: *halal cosmetics, consumer motivation, attitude, switching intention*

1. INTRODUCTION

The global cosmetics industry has witnessed significant shifts over the past few decades, with a particularly notable expansion in the segment of halal cosmetics. Halal cosmetics are beauty products that adhere strictly to Islamic Sharia law, which prohibits the use of specific animal-derived ingredients, alcohol, and other substances considered haram (forbidden). This sector's growth is driven largely by the increasing global Muslim population, heightened consumer awareness regarding ethical and religious compliance, and rising demand for products perceived to be healthier and safer. Consequently, companies worldwide are incorporating halal branding into their strategic frameworks, aiming to cater not only to Muslim consumers but also to broader markets interested in ethically produced products (Wisudanto et al., 2023).

Despite the rising popularity of halal cosmetics, consumer switching behaviors—moving from conventional or non-certified cosmetic products to halal-certified ones—remain complex and varied. Various factors influencing this consumer transition have been identified in previous research, including subjective norms, religiosity, product image, halal certification, and halal awareness (Usman et al., 2021; Farhat et al., 2019).

Subjective norms relate to the social pressures and expectations that significantly shape individual purchasing decisions. These norms are particularly potent in tightly-knit communities or societies where religious adherence plays a central role in everyday life (Farhat et al., 2019). Prior studies have indicated that subjective norms significantly influence consumer decisions by reinforcing the social acceptability and religious appropriateness of halal cosmetics, thus strongly affecting consumer intentions and attitudes towards switching to halal products (Farhat et al., 2019; Pasha et al., 2019).

Religiosity, defined as the degree of adherence and commitment an individual demonstrates towards religious teachings and values, significantly influences consumers' attitudes and purchasing decisions. For Muslim consumers, religiosity often dictates lifestyle choices, directly impacting preferences for products that align with Islamic teachings, such as halal-certified cosmetics (Usman et al., 2021). Prior studies have consistently shown religiosity to positively correlate with consumer preference for halal products, suggesting that religious commitment is a key driver in shaping attitudes toward and intentions to adopt halal cosmetics (Usman et al., 2021; Wisudanto et al., 2023).

Product image, another critical factor, encapsulates consumer perceptions regarding product quality, safety, and ethical standards. Halal cosmetics are generally associated with higher quality and safety standards, mainly due to stringent certification processes requiring meticulous adherence to specific production standards. Consequently, consumers increasingly perceive halal-certified products as not only religiously compliant but also superior in terms of health and safety (Wisudanto et al., 2023).

Halal certification, issued by authorized Islamic bodies, provides official confirmation that a product complies with Sharia law. The certification significantly influences consumer trust and purchase intention, especially among highly religious or ethically conscious consumers. However, perceptions and impacts of halal certification vary across different markets and demographic segments. Some studies suggest a robust positive relationship between certification and consumer trust, while others indicate that the certification alone may not strongly influence

consumers without accompanying positive brand perceptions or substantial religious motivation (Farhat et al., 2019; Sudarsono et al., 2023).

Lastly, halal awareness represents the extent of consumers' knowledge about halal products, their benefits, and the certification process. Higher halal awareness often translates into more substantial consumer demand, as informed consumers are more likely to recognize and value the religious and ethical dimensions of halal products. This awareness drives proactive choices, influencing both consumer attitudes toward and intentions to switch to halal cosmetics (Pasha et al., 2019; Wisudanto et al., 2023).

Given this complexity, there is a clear need to better understand the multifaceted factors driving consumer behaviour in the halal cosmetics market. This study aims to bridge existing gaps by comprehensively examining how subjective norms, religiosity, product image, halal certification, and halal awareness collectively influence consumer attitudes and intentions to switch to halal cosmetic products. By exploring these critical factors, this research intends to provide actionable insights for industry players, helping them to formulate targeted strategies, enhance market presence, and meet evolving consumer expectations effectively.

2. RESEARCH METHODS

This study utilized a quantitative research approach designed to empirically assess the relationships among key variables influencing consumer attitudes and intentions toward halal cosmetics. The study population consisted of Muslim consumers residing in Indonesia who had used cosmetic products within the past three months, including products without halal certification. This specific criterion ensured that respondents had relevant experience and could meaningfully evaluate factors influencing their intention to switch to halal cosmetics.

The sampling technique employed was non-probability purposive sampling, a method selected to ensure that the collected data reflected the targeted demographic characteristics. Using Slovin's formula with a 5% error margin, a representative sample size of 400 respondents was calculated, thus ensuring statistical relevance and robustness of the findings.

Data were collected through an online survey questionnaire distributed via Google Forms, allowing for broad geographic reach and efficient data collection. The survey questionnaire was carefully designed to measure various constructs including subjective norms, religiosity, product image, halal certification, halal awareness, consumer attitudes, and switching intentions. Each construct was measured using a Likert scale ranging from strongly disagree to strongly agree, ensuring clarity and consistency in responses.

For data analysis, Partial Least Squares Structural Equation Modelling (PLS-SEM) was employed using the SmartPLS software. This method was selected due to its effectiveness in testing complex theoretical models involving multiple latent variables and constructs. The analysis comprised two main stages: assessing the measurement model's validity and reliability and evaluating the structural model to determine the strength and significance of the hypothesized relationships among variables. Through this rigorous methodological framework, the study aimed to provide comprehensive insights into the factors influencing consumer attitudes and intentions toward halal cosmetics.

3. RESULTS AND DISCUSSIONS

Table 1. Summary of Results

Variable	Path Coefficient	t-Statistic	p-Value	Significance
Subjective Norms Switching Intention	0.312	6.432	0.0	Significant
Religiosity Switching Intention	0.295	5.876	0.0	Significant
Product Image Attitude	0.402	7.213	0.0	Significant
Halal Awareness Attitude	0.388	6.957	0.0	Significant
Halal Certification Switching Intention	0.132	1.893	0.059	Not Significant
Attitude Switching Intention	0.427	8.124	0.0	Significant

The analysis revealed a significant positive relationship between subjective norms and religiosity on consumers' switching intentions toward halal cosmetics, confirming hypotheses derived from previous studies by Farhat et al. (2019) and Usman et al. (2021). This result highlights that social influences and religious devotion significantly contribute to shaping consumer decisions. Specifically, subjective norms, reflecting community standards and expectations, strongly influence consumer behavior by promoting conformity to accepted religious and cultural standards. Similarly, religiosity was found to profoundly shape consumer choices, reinforcing personal adherence to Islamic principles and consequently driving preferences toward halal products.

Furthermore, product image and halal awareness demonstrated substantial positive effects on consumer attitudes. These findings are consistent with arguments put forth by Wisudanto et al. (2023) and Pasha et al. (2019), suggesting that consumer perception of halal products' superior quality and safety standards directly influences attitudes positively.

Halal awareness further complements this dynamic by equipping consumers with necessary knowledge, thereby enhancing their positive attitudes towards halal products. This indicates that companies can effectively build brand loyalty and switching intention by improving communication and education about the benefits and values embedded in halal-certified products.

Interestingly, the study found that halal certification alone exhibited a comparatively weaker influence on switching intentions. This diverges from earlier findings by Farhat et al. (2019) and Sudarsono et al. (2023), which reported a strong link between certification and consumer trust. This discrepancy indicates the potential influence of moderating factors such as branding, education, and cultural nuances, suggesting a more complex dynamic that warrants additional research to identify underlying mechanisms influencing consumer trust and reliance on halal certification.

Moreover, this result addresses a critical research gap in halal marketing literature. While many prior studies have treated halal certification as a dominant variable influencing behavior, this study emphasizes the importance of accompanying variables such as awareness and perceived product value. Consumers may not be sufficiently aware of certification standards or may prioritize other aspects such as product performance, availability, or peer recommendations. Thus, marketers should consider integrating educational campaigns and product branding strategies to maximize the credibility and influence of halal certification. Future studies could also incorporate moderating variables such as trust, consumer skepticism, or cultural religiosity levels to better understand this complex interaction.

Overall, the findings reinforce the theoretical foundations of the Theory of Reasoned Action and broaden our understanding of how religiosity and social influence interact with modern brand image and information accessibility in determining halal consumer behavior. alone exhibited a comparatively weaker influence on switching intentions. This diverges from earlier findings by Farhat et al. (2019) and Sudarsono et al. (2023), which reported a strong link between certification and consumer trust. This discrepancy indicates the potential influence of moderating factors such as branding, education, and cultural nuances, suggesting a more complex dynamic that warrants additional research to identify underlying mechanisms influencing consumer trust and reliance on halal certification.

4. CONCLUSION

This study provides valuable insights into the multifaceted drivers of consumer behavior in the halal cosmetics market. The results indicate that subjective norms and religiosity significantly shape consumers' intentions to switch to halal-certified cosmetic products. These findings affirm the importance of social and religious influences in determining product choices among Muslim consumers. Moreover, the study highlights the critical role of product image and halal awareness in shaping consumer attitudes, which subsequently impact switching intentions.

One of the notable findings is the relatively weak influence of halal certification alone on switching intention. This challenges the conventional assumption that certification is the primary determinant of consumer trust. Instead, it suggests that halal certification must be complemented by consumer education, strong branding, and clear communication of value propositions. By addressing this research gap, the study contributes to the growing body of literature that emphasizes the interplay between certification, awareness, and perceived product value.

From a managerial perspective, companies in the halal cosmetic sector should not only obtain halal certification but also invest in awareness-building and strategic marketing to foster trust and loyalty. Future research could explore other moderating variables such as culture, trust, and consumer skepticism to gain a deeper understanding of consumer dynamics in this niche yet growing market. alone exhibited a comparatively weaker influence on switching intentions. This diverges from earlier findings by Farhat et al. (2019) and Sudarsono et al. (2023), which reported a strong link between certification and consumer trust. This discrepancy indicates the potential influence of moderating factors such as branding, education, and cultural nuances, suggesting a more complex dynamic that warrants additional research to identify underlying mechanisms influencing consumer trust and reliance on halal certification.

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