

The Hidden Influence of Halal Labeling and Product Knowledge on Customer Loyalty: Unraveling Religiosity's Role among Cosmetic Consumers in Malang

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ABSTRACT

Purpose: The purpose of this study is to examine the relationship between the Halal Label, product knowledge, religiosity, and customer loyalty in the thriving cosmetics market of Indonesia.

Design/Methodology/Approach: This research adopts an explanatory quantitative research design. A sample of 140 respondents was selected for data collection using the random sampling method. A closed questionnaire was used, facilitated through Google Forms. The collected data were analyzed using descriptive statistical analysis and the Structural Equation Model (SEM) with the Partial Least Square (PLS) approach.

Findings: The findings of this study demonstrate that both the Halal Label and product knowledge have a direct positive impact on religiosity. Furthermore, religiosity, product knowledge, and the Halal Label significantly influence customer loyalty. It is noteworthy that religiosity also plays an indirect role by mediating the relationship between the Halal Label, product knowledge, and customer loyalty.

Keywords: *Halal Label; Product Knowledge; Religiosity; Customer Loyalty*

INTRODUCTION

The development of Indonesia's rapidly growing cosmetics industry can be seen from data from the Ministry of Industry, the number of Indonesian cosmetics industries has increased to 153 companies, totalling more than 760 companies to date. Of these, 95 per cent consist of small and medium industries (SMEs), and the rest are large industries. Data from the Central Statistics Agency (BPS) shows that Indonesia's population reached 270 million people and 13 million Indonesian women in 2022. (Khasanah et al., 2021) (Surya et al., 2021). Cosmetic products usually target women as their target market. Looking at the entire population of Indonesian women, the growth

rate of cosmetic companies is directly proportional to the level of cosmetic consumption in Indonesia. Even now, young women are starting to use cosmetics to look beautiful and increase their self-confidence. The great interest in cosmetic products makes cosmetic manufacturers more competitive in creating new products (Rahman et al., 2020) (Wildan, 2022). The goal of creating new products is to gain more attention and market control (Qader et al., 2022) (Memon et al., 2020).

Cosmetic manufacturers offer a variety of product innovations ranging from ease of use, price innovations and raw materials. (Junaidi, 2021) (Ernasari et al., 2020). In addition, a mandatory innovation is the innovation of halal-labeled cosmetics. The birth of halal cosmetics cannot be separated from public demand as product users (Choi et al., 2020). The large number of Muslims in Indonesia is one of the reasons for the emergence of halal cosmetics. This trend is growing because many cosmetic products contain ingredients that are not allowed in Islamic law. Therefore, the Indonesian Ulema Council (MUI) cannot provide halal labelling for these products, and smarter consumers will eventually choose halal-labelled cosmetics (Sosanuy et al., 2021). Cosmetic products that want to compete in Indonesia must be labelled halal because halal-certified products can attract market share in Indonesia. Halal cosmetics are different from conventional cosmetics because halal cosmetics should not contain traces of by-products that are prohibited by Islamic guidelines (Shah et al., 2022). In terms of age, young Indonesian consumers are relatively more interested in cosmetic products. Cosmetic products are often used to create the desired appearance (Rusmita et al., 2021). Sigma Research conducted a study to investigate the factors that Indonesian women consider when buying beauty products, and the results showed that halal is an important factor for Indonesian women to choose and buy beauty products (Jaelani et al., 2021). In addition to updating established halal cosmetic products, cosmetic manufacturers must also continue to update their marketing strategies to increase the market share of the products they sell. Successful marketing is also indicated by the number of consumers who choose products over competing products, consistently using these products, better known as customer loyalty to the products offered (Al-Banna et al., 2022).

Increasingly fierce competition in the cosmetics industry will certainly affect consumers, where consumers are faced with many choices of cosmetics, where one product has advantages and uniqueness compared to other products. (Azam et al., 2020). The company's role in offering its products must be to follow the needs and desires of consumers so that they want to buy and use these products (Akter et al., 2022). This makes the study of consumer behaviour important for companies to understand what consumers think, feel and do, and to learn what kind of products they want and how to communicate product value to consumers in a very useful way

including consumer awareness in consuming halal products which include a variety of non-food items (Setiani et al., 2022).

Seeing the important context that affects consumer loyalty towards halal cosmetics users, this study plans to investigate more deeply the influence of halal labelling, product knowledge and religiosity as mediating aspects of consumer loyalty. In this study, religiosity was chosen as a factor that can be linked to other factors in creating loyalty (Sari et al., 2022). Loyalty creation is likely to occur when other factors can first influence the level of consumer loyalty, so religiosity is needed to mediate other factors so that these factors can create loyalty (Suhartanto et al., 2020).

Building consumer loyalty, especially in the field of halal cosmetics has significantly increased business in several regions of Indonesia, one of which is Malang city, Malang city has the second largest population after Surabaya city in East Java province where the proportion of female population is higher than male. In addition, the number of Muslims in Malang is more than non-Muslims. This certainly makes Malang City a large segmentation target for cosmetic manufacturers to sell their products and target women as a potential market, because the greater a woman's need for cosmetics or skincare, the more it affects the purchasing power of beauty care products and the more cosmetic manufacturers are born. Smart consumers choose products based on product quality and ingredients, if the product quality is good and the product ingredients come from halal ingredients, then consumers will automatically buy similar products repeatedly and become loyal consumers of the product (Yasin et al., 2020). The purpose of this study is to determine the effect of halal labelling, product knowledge, religiosity and on customer loyalty through hypothesis testing.

Customer loyalty is defined as the behaviour of purchasing or continuing support of a service or product. customer loyalty is a set of behavioural patterns that systematically support a single entity (Jaiyeoba et al., 2020). Customer loyalty can be assessed based on behaviour through insights into repeat purchases and purchase series, in addition, loyal customers want to make references, offer references, and provide word-of-mouth loyalty, which is defined as non-random purchases expressed by multiple decision units over time (Kim et al., 2021). Thus, it can be concluded that customer loyalty is a behavioural motivation to make repeat purchases. Customer loyalty is formed by attitudinal and behavioural components. Loyalty in the sense of behaviour can be described as momentary behaviour towards an attractive product. Then loyalty in the sense of attitude can be interpreted as positive behaviour towards a product or service (Acas et al., 2020).

A halal certificate is a guarantee of halal issued by the competent authority to ensure that a product does not contain ingredients that are considered haram in Islam. Muslim consumers need a regulatory body that can monitor product production activities to assure Muslim

consumers about their use. Based on Law No. 33 of 2011, the Halal Product Guarantee Agency (BPJPH) under the Ministry of Religious Affairs (MoRA) is authorized to issue halal certificates. The halal certificate issued by BPJH is an official certificate recognized by the state. BPJH makes halal product standards based on halal fatwas issued by the Indonesian Ulema Council (MUI). Halal certification is thus the benchmark for most Indonesian Muslim consumers to determine the halalness of a product (Johan et al., 2020). The existence of halal certification for domestic products shows that Muslim consumers have a significant influence on products marketed in Indonesia. Brands began to see the opportunities provided by this consumer growth, so they added halal certification to household products to attract the attention of Muslim consumers. The benefit of product halal certification is to increase product and brand awareness. Non-consumer products that advertise their halal assurance (through advertisements, social media content, etc.) are repeatedly rampant in cyberspace. Wide dissemination of product information is an advantage for brands and products (Rahmawati et al., 2022).

Customer knowledge has been defined as the amount of experience with and information about a particular product or service held by an individual. As an individual consumer's knowledge increases, it becomes possible for that consumer to think about products across a larger number of dimensions and make fine distinctions between brands (Rubiyanti et al., 2022). Product knowledge is a collection of various information about products. This knowledge includes product category, brand, product terminology, product attributes or features, product price, and beliefs about the product. Understanding consumer knowledge is very important for marketers. Information about what to buy, where to buy, and when to buy will depend on consumer knowledge. Consumer knowledge will influence purchasing decisions and even repurchases. When consumers have more knowledge, they will be better at making decisions, more efficient, more precise in processing information and able to recall information better. Indicators of product knowledge according to, among others 1) Knowledge of product components 2) Knowledge of the development of product variants, and 3) Knowledge of product usability (Husaeni et al., 2022).

Religion can have a necessary impact on building consumer behaviour, including food choices (Khan et al., 2020). However, the size of the impact may vary on a customer's willingness to adhere to his or her religion. In detail, religiosity is perceived as the degree to which a person adheres to his religion and the extent to which it is displayed in his behaviour. In other words, religiosity can tell us the degree to which a person complies with

religious laws. Where religiosity is operationally defined as having five dimensions: ideological, ritualistic, intellectual, consequential and experimental (Handriana et al., 2021). The belief/ideological dimension. Ritualistic dimension Intellectual dimension

Consequential dimension Experimental dimension. This is based on consumer decisions to buy products depending on their level of faith. Measuring religious levels with 7 indicators, namely performing mandatory prayers regularly, paying zakat according to specified criteria, always avoiding sin, following Islamic orders in all matters of life, staying away from haram income, reciting the Koran regularly, and understanding the pillars of faith and Islam (Yahya et al., 2020).

METHODS

Relationship model between variables of Halal Label, Product Knowledge, Religious and Customer loyalty.

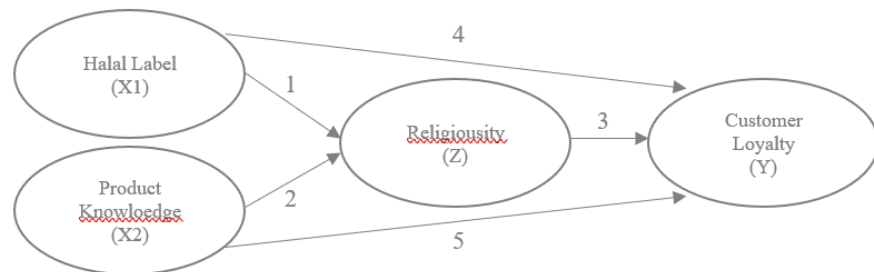


Figure 1. Conceptual Framework

The hypothesis built in this study is (1) H1, There is an influence between halal labelling on religiosity (2) H2, There is an influence between product knowledge on religiosity (3) H3, There is an influence between religiosity on customer loyalty (4) H4, There is an influence between halal labels on customer loyalty (5) H5, There is an influence between product knowledge on customer loyalty, (6) H6, There is an indirect influence between halal labelling on customer loyalty through religiosity, (7) H7, There is an influence between product knowledge on customer loyalty through religiosity. The research approach used to test the hypothesis in this study is quantitative. The location of this research was conducted in Malang City, East Java Province. In this study, the number of variables studied was 4 variables, namely religiosity, product knowledge, halal labelling, and customer loyalty. The minimum sample size is 10×4 variables = 40 respondents. However, with consideration that the level of representation of the population is getting higher, the researchers determined the sample size using the sample size calculation formula, which is four or five times the number of question items. The total number of questions in this study was 18 questions. So that the calculation is 5×28 question items used in each variable so that the number of respondents is 140 people, the number of samples is assumed to be able to provide accurate data so that the research results can approach the actual situation in the field. The instrument used is a Google form that is distributed via WhatsApp group (Herjanto et al., 2023). The results of the questionnaire were processed using Smart PLS.

RESULTS

Respondents in this study were aged less than 25-40 years. From this data, it can be concluded that the majority of halal cosmetic users are in the age range of 25-40 years, whereas halal cosmetic users are adult women. This means that the majority of target consumers of halal cosmetics are adult women. Most consumers of halal-certified cosmetic products have jobs as entrepreneurs who tend to have more free time to choose beauty products that suit their circumstances, and entrepreneurs can determine for themselves when to buy a product after that followed by ASN, Students / Students, Private Employees, Housewives and others. Most halal cosmetic consumers have an income of Rp. 1,500,000-Rp. 5,000,000. The amount of income can be said to match the average price of cosmetic products in the range of Rp.40,000 to Rp.260,000 because there are still many funds left to meet other life needs even though they have bought halal cosmetic products. The majority of consumers buy one product 3-5 times, this means that consumers have an interest in halal cosmetics with a percentage of purchases above 3 times. Halal cosmetics do have a high level of sales than non-halal cosmetics, this is because halal cosmetics reach the majority Muslim community so halal cosmetics provide a good perception in terms of sales and usability.

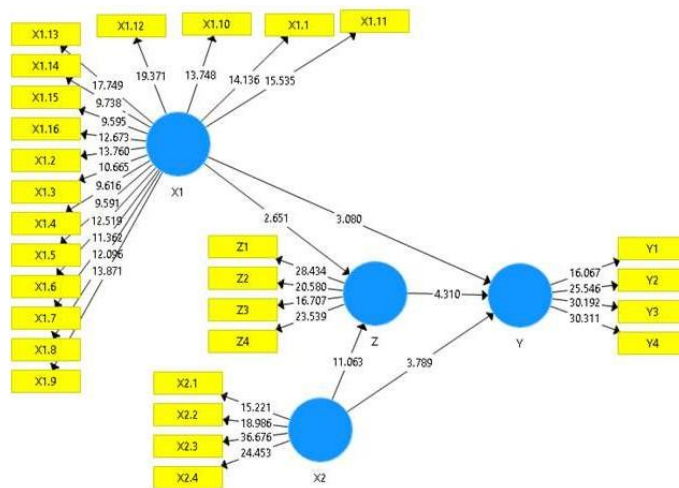


Figure 2. PLS Result

Table 1. The R-square value

Variables	R Square
Religiosity	0.542
Customer Loyalty	0.686

The R-square value for the religiosity (Z) variable which is influenced by the halal label (X1) and product knowledge (X2) variables is obtained at 0.542. The R-square value indicates that 54.2% of the Halal label (Z) variable can be influenced by the variables religiosity (X1) and Product knowledge (X2) while the remaining 45.8% is influenced by other variables outside those studied. The R-square

value for the Customer Loyalty (Y) variable which is influenced by the Halal label variable (X1), the Product knowledge variable (X2), and the Religiosity variable (Z) is obtained at 0.686. The R-square value indicates that 68.6% of the Customer Loyalty (Y) variable is influenced by the halal label variable (X1), the Product knowledge variable (X2), and the Religiosity variable (Z) while the remaining 31.4% is influenced by other variables outside those studied.

Table 2. Path Coefficient (Mean, T-Values)

Variable	Original Sample	T Statistic	P Values	Desc
Halal Label>Religiosity	0.205	2.651	0.008	Significant
Product Knowledge>Religiosity	0.641	11.063	0.000	Significant
Halal Label>Customer Loyalty	0.199	3.080	0.002	Significant
Product Knowledge>Customer Loyalty	0.339	3.789	0.000	Significant
Religiosity> Customer Loyalty	0.444	4.310	0.000	Significant

Table 3. Indirect Effect

Variable	Indirect Effect	T Statistics	P Value
Halal>Religiosity>Customer Loyalty	0.091	2.230	0.026
Product>Religiosity>Customer Loyalty	0.285	3.870	0.000

All of the results and discussions in the article are written in essay form. the results of hypothesis testing, the direct and indirect effects are obtained as follows Hypothesis Testing 1 (Halal label has a significant effect on Religiosity) The results of testing the first hypothesis show that the relationship between the Halal Label variable (X1) and Religiosity (Z) shows a path coefficient value of 0.205 with a t value of 2.651. This value is greater than the t table (1.960). This result means that religiosity has a positive and significant influence on the halal label. This means that Hypothesis 1 is accepted.

Hypothesis Testing 2 (Product knowledge has a significant effect on religiosity). The results of testing the fourth hypothesis show that the relationship between the variable Product Knowledge (X2) and Religiosity (Z) shows a path coefficient value of 0.641 with a t value of 11.063. This value is greater than the t table (1.960). This result means that Product knowledge has a positive and significant influence on religiosity. This means that Hypothesis 2 is accepted.

Hypothesis Testing 3 (Religiosity has a significant effect on Customer Loyalty). The results of testing the fifth hypothesis show that the relationship between the Religiosity variable (Z) and Customer Loyalty (Y) shows a path coefficient value of 0.444 with a t value of 4.310. This value is greater than the t table (1.960). This result means that the halal label has a positive and significant influence on Customer Loyalty. This means that Hypothesis 3 is accepted.

Hypothesis Testing 4 (Halal Label has a significant effect on Customer Loyalty). The results of testing the third hypothesis show

that the relationship between the Religiosity variable (X1) and Customer Loyalty (Y) shows a path coefficient value of 0.199 with a t value of 3.080. This value is smaller than the t table (1.960). This result means that religiosity has a positive and significant influence on Customer Loyalty. This means that Hypothesis 4 is accepted.

Hypothesis Testing 5 (Product knowledge has a significant effect on Customer Loyalty). The results of testing the fourth hypothesis show that the relationship between the Product knowledge variable (X2) and Customer Loyalty (Y) shows a path coefficient value of 0.339 with a t value of 3.789. This value is greater than the t table (1.960). This result means that Product knowledge has a positive and significant influence on Customer Loyalty. This means that Hypothesis 5 is accepted.

Hypothesis Testing 6 (the effect of halal label on Customer Loyalty through religiosity). The results of testing the sixth hypothesis show that the relationship between the Halal Label variable and Customer Loyalty (Y) through Religiosity shows an indirect path coefficient value of 0.091 with a t value of 2.230. This value is greater than the t table (1.960). This result means that the halal label has a significant influence in mediating religiosity on Customer Loyalty. This means that Hypothesis 6 is accepted.

Hypothesis testing 7 (the effect of Product knowledge on Customer Loyalty through religiosity). The results of testing the sixth hypothesis show that the relationship between the Product knowledge variable and Customer Loyalty (Y) through religiosity shows an indirect path coefficient value of 0.285 with a t value of 3.870. This value is greater than the t table (1.960). This result means that religiosity has a significant influence in mediating Product knowledge on Customer Loyalty. This means that Hypothesis 7 is accepted.

DISCUSSION

The research findings shed light on several important aspects of the variables under investigation. To address the research objectives, the study explored the demographic characteristics, purchasing behaviour, and factors influencing customer loyalty in the halal cosmetics industry. Let's discuss each hypothesis and its implications without including statistical figures.

Hypothesis 1: The halal label significantly influences religiosity

The findings support the hypothesis that the halal label has a significant influence on religiosity. Consumers who prioritize their religious beliefs and values are more likely to be attracted to products that carry the halal label. This implies that the halal label serves as a strong signal for Muslim consumers, reinforcing their faith-based decision-making process. Halal cosmetic brands can leverage this finding by promoting and emphasizing the halal aspects of their products to establish trust and credibility with their target consumers.

Hypothesis 2: Product knowledge significantly influences religiosity

The results also confirm the hypothesis that product knowledge has a significant impact on religiosity. Consumers who possess a higher level of knowledge about halal cosmetics are more likely to make informed decisions based on their religious beliefs. This finding underscores the importance of educating consumers about the ingredients, manufacturing processes, and halal certifications of cosmetic products. By providing clear and comprehensive information, businesses can enhance consumer knowledge and understanding, thereby strengthening their religiosity and loyalty towards the brand.

Hypothesis 3: Religiosity significantly affects customer loyalty

The research findings provide support for the hypothesis that religiosity significantly affects customer loyalty. Consumers who place high importance on their religious beliefs are more likely to exhibit loyalty towards brands that align with those values. This emphasizes the need for businesses in the halal cosmetics industry to understand and cater to the religious sensitivities of their target consumers. By considering and respecting religious beliefs in their marketing strategies and product offerings, companies can foster stronger connections with consumers and drive customer loyalty.

Hypothesis 4: Significant impact of the halal label on customer loyalty in the context of halal cosmetic products

Religiosity plays a vital role in shaping consumer behaviour and attitudes. For individuals who have a strong religious commitment and obedience to Islamic principles, adhering to halal practices is of utmost importance. The halal label acts as a visible symbol of compliance with these religious requirements. When consumers encounter products labelled as halal, it reinforces their trust and confidence in the brand, creating a sense of assurance that the product is following their religious beliefs.

Customer loyalty refers to the willingness of consumers to repeatedly purchase products or services from a particular brand. In the context of halal cosmetics, customer loyalty is likely to be influenced by the halal label. Consumers who prioritize halal products will be more inclined to remain loyal to brands that provide them with these options. By displaying the halal label, companies demonstrate their commitment to catering to the needs and preferences of religious consumers, thereby strengthening the bond between the brand and its customers.

The acceptance of Hypothesis 4 suggests that when consumers perceive a cosmetic product as halal through the presence of a halal label, they are more likely to exhibit loyalty towards that product. This loyalty can be attributed to several factors. Firstly, the halal label serves as a reassurance of the product's compliance with religious

requirements, addressing the concerns of religious consumers. Secondly, the label acts as a differentiating factor, allowing halal products to stand out in the market and establish a unique identity. Lastly, the halal label enhances the credibility and trustworthiness of the brand, leading to increased customer satisfaction and loyalty.

The acceptance of Hypothesis 4 aligns with the theoretical understanding that religious beliefs and practices influence consumer behaviour. For consumers who prioritize halal cosmetics due to their religious beliefs, the presence of the halal label provides a clear and tangible indication that the product meets their requirements. This positively impacts their perception of the brand and strengthens their loyalty towards it

Hypothesis 5: Product knowledge has a significant effect on customer loyalty

The results support Hypothesis 5, indicating that product knowledge has a positive and significant influence on customer loyalty. This finding suggests that consumers who possess a higher level of knowledge about halal cosmetics are more likely to exhibit loyalty towards the brand. By understanding the ingredients, manufacturing processes, and halal certifications of the products, consumers can make informed decisions that align with their preferences and religious beliefs. Businesses can leverage this finding by providing comprehensive product information, educational resources, and clear communication to enhance consumer knowledge and drive customer loyalty.

Hypothesis 6: The halal label has an indirect effect on customer loyalty through religiosity

The research findings confirm Hypothesis 6, indicating that the halal label has a significant influence in mediating religiosity on customer loyalty. This means that the halal label serves as a signal for Muslim consumers, reinforcing their faith-based decision-making process. The halal label acts as a proxy for religiosity, and consumers who prioritize their religious beliefs are more likely to exhibit loyalty towards brands that carry the halal label. Businesses should focus on obtaining recognized halal certifications and effectively communicating the halal aspects of their products to strengthen the perception of religiosity and subsequently drive customer loyalty.

Hypothesis 7: Product knowledge has an indirect effect on customer loyalty through religiosity

The findings also support Hypothesis 7, indicating that religiosity acts as a significant mediator between product knowledge and customer loyalty. This means that consumers' religiosity, driven by their understanding of the halal aspects of cosmetic products, positively influences their loyalty towards the brand. By providing comprehensive product knowledge, businesses can empower consumers to make informed decisions that align with their religious

beliefs, leading to stronger loyalty. This finding emphasizes the importance of educating consumers about the halal aspects of cosmetic products and building trust and credibility with them.

The results of hypothesis testing validate the relationships between variables in the context of halal cosmetics and customer loyalty. Product knowledge is found to have a significant direct effect on customer loyalty, while the halal label and product knowledge both have indirect effects on customer loyalty through the mediating factor of religiosity. These findings have important implications for businesses in the halal cosmetics industry. They emphasize the significance of providing comprehensive product information, obtaining recognized halal certifications, and effectively communicating the halal aspects of products to strengthen consumer knowledge, and perception of religiosity, and ultimately drive customer loyalty.

The acceptance of all proposed hypotheses highlights the interplay between the halal label, product knowledge, religiosity, and customer loyalty in the context of the halal cosmetics industry. These findings have significant implications for businesses operating in this industry.

From a practical standpoint, companies can use these findings to inform their business strategies and marketing efforts. They can develop targeted marketing campaigns that emphasize the halal aspects of their products, appeal to the values and preferences of Muslim consumers, and build trust and credibility. By providing comprehensive product information, businesses can empower consumers to make informed decisions based on their religious beliefs. Furthermore, understanding the influence of religiosity on customer loyalty can guide businesses in developing loyalty programs, personalized offers, and superior product quality that align with the religious sensitivities of their target consumers.

In conclusion, the research findings validate the hypotheses related to the influence of the halal label, product knowledge, and religiosity on customer behaviour in the halal cosmetics industry. These findings provide important insights for businesses in the industry, guiding the development of effective strategies to target and engage with their primary consumers. By understanding the demographic characteristics, purchasing behaviour, and factors driving customer loyalty, companies can optimize their product offerings, marketing messages, and customer engagement activities to better meet the needs and preferences of halal cosmetic consumers.

CONCLUSION

The research findings suggest that consumers who have a high level of religious commitment and obedience to Islam are more likely to perceive a product as halal when it is labelled as such. In the context of halal cosmetics, the label is provided by the Indonesian Council of Ulama (MUI) and is depicted as a bright green label. This label serves

as a recognizable marker for consumers, helping them easily identify and choose halal cosmetic products.

The attitude of halal cosmetic consumers in Malang City is positively influenced when they encounter products labelled as halal. The presence of the halal label instils confidence in consumers, reassuring them of the product's compliance with their religious requirements. This confidence is likely to enhance their perception of the product's quality and encourage repeated purchases.

Halal cosmetic consumers in this study demonstrate a strong belief in religious teachings, particularly those that are fundamental and dogmatic. Their commitment and obedience to Islam are evident in their adherence to religious rituals and worship. Additionally, they possess a good understanding of Islamic principles and strive to exhibit behaviour that aligns with these teachings. Moreover, they express gratitude to Allah SWT for providing halal options in the cosmetics market.

The information available on halal cosmetic products significantly influences consumer repurchases. This information encompasses various aspects such as product categories, brands, terminology, attributes, features, and prices. By considering these factors, consumers are empowered to make informed choices that align with their specific needs and religious beliefs. The availability of comprehensive information aids consumers in evaluating products and strengthens their conviction in the halal status of their purchases.

The theoretical implications of this research highlight the importance of religious beliefs and commitment in shaping consumer behavior and attitudes towards halal cosmetics. It underscores the significance of incorporating religious dimensions into consumer studies, particularly in the context of Muslim-majority regions. Understanding the influence of religion on consumer behaviour can guide marketers and researchers in developing effective strategies to cater to the needs and preferences of this specific consumer segment.

From a practical standpoint, the findings suggest that cosmetic companies should pursue halal certification from recognized Islamic authorities, such as MUI, to tap into the growing market of halal cosmetic consumers. The bright green halal label serves as a powerful tool for differentiation and brand recognition, allowing companies to attract and retain customers who prioritize halal products. Furthermore, companies should invest in providing comprehensive and transparent information about their halal cosmetic offerings, including detailed product specifications, ingredients, and manufacturing processes. This information empowers consumers to make well-informed decisions and reinforces their trust in the brand.

In conclusion, this research sheds light on the positive impact of the halal label on consumer attitudes and repurchases in the context of halal cosmetics. It highlights the significance of religious beliefs, commitment, and obedience in shaping consumer behaviour. The

findings have theoretical implications for understanding the role of religion in consumer studies and practical implications for cosmetic companies seeking to cater to the needs of halal cosmetic consumers. By leveraging the halal label and providing transparent information, companies can build trust, foster customer loyalty, and capitalize on the growing demand for halal products in the market.

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