
DETERMINANTS OF HALAL COSMETIC PURCHASE DECISIONS AMONG GENERATION Y AND Z CONSUMERS: EVIDENCE FROM WARDAH USERS

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Abstract

The rapid growth of the halal cosmetics market has increased academic interest in understanding consumer behavior in halal-oriented consumption. Previous studies identify product innovation, brand awareness, and electronic word of mouth (e-WOM) as important determinants of purchasing decisions. However, existing findings remain fragmented, as these variables are often examined separately and rarely integrated within a single model to explain halal cosmetic purchasing behavior among digitally oriented consumers. Addressing this gap, this study investigates the influence of product innovation, brand awareness, and e-WOM on purchasing decisions for halal cosmetics, focusing on the Wardah brand among Generation Y and Generation Z consumers. This study employs a quantitative approach using a Likert-scale questionnaire distributed to 245 Wardah users in South Tapanuli. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3.0. The results show that product innovation, brand awareness, and e-WOM have positive and significant effects on consumers' purchasing decisions. The model demonstrates strong explanatory power, with an R-square value of 0.777, indicating that these variables explain 77.7% of the variance in purchasing decisions. Among the determinants, e-WOM shows the strongest influence, highlighting the importance of digital consumer interaction in shaping halal cosmetic consumption behavior. This study contributes to halal marketing and consumer behavior literature by providing an integrated empirical model explaining halal cosmetic purchase decisions among younger consumers.

Keywords: Halal cosmetics, product innovation, brand awareness, e-WOM, purchasing decision

1. INTRODUCTION

The growth of the halal cosmetics industry in Indonesia has shown very rapid development in the last decade. Indonesia as a country with the largest Muslim population in the world has a huge halal market potential, including in the beauty and personal care sectors. According to the State of the Global Islamic Economy Report 2023, Indonesia is the fifth largest country in the world when it comes to consuming halal products, and there has been a lot of growth in the areas of cosmetics and personal care. This trend shows that public awareness of the importance of halal products is not only related to compliance with religious teachings, but also related to quality assurance, safety, and ethical value of products (Isa et al., 2023).

Indonesia, which has the biggest Muslim population in the world, has a lot of opportunity to grow its halal cosmetics industry. Based on the State of the Global Islamic Economy report DinarStandard, (2023), the world halal cosmetics market value is estimated to reach US\$ 93 billion by 2025, with Indonesia being among the top five consumer countries. This condition has prompted many cosmetics companies, both local and international, to adapt marketing strategies based on halal values to attract Muslim consumers who are increasingly selective about the products used.

This is in line with industry developments and cosmetics sales in Indonesia show a rapidly increasing trend throughout the 2021–2025 period. In 2021, the market value of the Indonesian cosmetics industry reached around US\$ 1.31 billion or equivalent to Rp 21.45 trillion, with significant growth driven by increasing public awareness of personal care and halal cosmetic trends (Statista, 2025).

Entering 2022, Indonesia's cosmetics market continues to grow with an annual growth rate of around 7,2%, driven by the penetration of e-commerce and the increasing demand for natural products. In 2023, the number of cosmetics business actors will increase from 819 to 1,039 companies, which is predominantly small and medium industries (SMEs), showing a significant expansion of the local sector. In 2024, the value of Indonesia's cosmetics market is expected to rise to US\$ 1.94 billion (approx. IDR 31.77 trillion), with a large contribution from halal products and natural beauty trends (Mulyarahardja et al., 2023; Yana, 2025).

In the midst of this increasing competition, Wardah emerged as a local cosmetics brand that managed to position itself as a pioneer of halal cosmetics in Indonesia. Since its inception by PT Paragon Technology and Innovation in 1995, Wardah has built a strong brand identity through its "Inspiring Beauty" campaign that highlights halal, safe, and natural values. This strategy has proven to be successful in increasing consumer loyalty and strengthening Wardah's position as the leader of the halal cosmetics market in Indonesia. Based on Top Brand Index (2024), Wardah ranked first in the cosmetics category with the highest index value for six consecutive years. The following is the table of top brand award survey data in 2024 (Top Brand Award, 2024):

Table 1. Top Cosmetic Brands 2024

No	Brand Name	Year 2024
1	Wardah	22,40%
2	Maybeline	19,30%
3	Revlon	4,20 %
4	Pixy	4,10%
5	Inez	3,80%
6	Make Over	2,80%
7	L'Oréal	2,70%
8	Viva	1,80%

Sources: *TopBrand, 2024*

Based on the data from the survey results above, Wardah won first place in the 2024 top brand award survey with a percentage value of 22.40%. Wardah's success is not only due to the quality of its products, but also because of continuous innovation that suits the needs of Indonesian consumers. Through the Wardah Innovation Centre, the company presents products with safe formulas, halal certification, and the latest beauty technologies, including active ingredients such as niacinamide, ceramides, salicylic acid, and hyaluronic acid, which were previously more commonly found in international brands (Herjanto et al., 2022).

Wardah further strengthens its market position through continuous innovation in product development. One example is the introduction of Colorfit technology, which offers a lightweight, long-lasting, and oil-controlling formula. In addition, the company adopts the Green Beauty concept by using natural ingredients, eco-friendly packaging, and minimizing the use of harmful chemicals (Liew & Karia, 2024). These innovations are designed to meet the evolving needs of modern consumers who increasingly value both product performance and environmental sustainability. Previous studies indicate that product innovation such as improvements in formula, packaging design, and product variation can positively influence consumer purchasing decisions by enhancing perceptions of product quality and superiority compared with competing brands (Zeng & Durif, 2019; Saputra et al., 2024).

From a theoretical perspective, consumer purchasing decisions are influenced by a combination of product-related attributes, brand perceptions, and information sources. Product innovation is widely recognized as a key factor in attracting consumer interest because it enables companies to introduce improved product features, formulations, and designs that enhance perceived value (Junaidi et al., 2024). Continuous innovation not only strengthens product competitiveness but also increases consumers' confidence in the brand. In addition to innovation, brand awareness plays an important role in shaping consumer decisions. High brand awareness enables consumers to recognize and recall a brand more easily, which reduces perceived risk and

strengthens trust in the product (Ajzen, 2020). As a result, consumers are more likely to choose products from brands they are already familiar with.

However, the rapid development of digital technology has significantly transformed the way consumers obtain and evaluate product information. In the digital era, electronic word of mouth (e-WOM) has become one of the most influential sources of information in consumer decision-making. e-WOM refers to online reviews, recommendations, and discussions shared by consumers through digital platforms such as social media, review websites, and online communities. These digital interactions play an important role in shaping consumer perceptions and purchase intentions (Ismagilova et al., 2020). In the beauty industry in particular, consumers frequently rely on online reviews, influencer recommendations, and community discussions before deciding to purchase cosmetic products (Lou & Yuan, 2019).

Although previous studies have examined the influence of product innovation, brand awareness, and electronic word of mouth (e-WOM) on consumer purchasing decisions, several important research gaps remain. First, prior studies report inconsistent findings regarding the influence of product innovation and brand awareness on purchasing behavior. Some studies suggest that product innovation significantly increases consumers' purchase intentions because improved product features, updated formulations, and packaging design enhance perceived product value and competitiveness (Purnomo et al., 2025b); Saputra et al., 2024). Similarly, brand awareness has been found to positively influence consumer trust and purchase decisions by reducing perceived risk and increasing brand familiarity (Goedertier et al., 2015; Prastowo & Rahmadi, 2023). However, other studies provide contradictory results. For example, Qiu & Zhang, (2024) found that brand awareness may not significantly influence purchasing decisions when consumers rely more heavily on price considerations or online information. Likewise, Kurtmollaiev et al., (2022) argue that product innovation does not necessarily lead to higher purchasing decisions when innovations fail to match consumer needs or expectations.

Second, although electronic word of mouth (e-WOM) has been widely recognized as an influential factor in digital consumer behavior, empirical findings regarding its impact remain mixed. Some studies indicate that e-WOM significantly influences purchase intentions because online reviews provide credible product information based on real consumer experiences (Erkan & Evans, 2016; Ismagilova et al., 2020). However, other studies suggest that the influence of e-WOM may weaken when consumers already possess strong brand loyalty or rely more on personal preferences than online opinions (Cheung & Thadani, 2012).

Third, most previous studies tend to examine these variables separately rather than integrating product innovation, brand awareness, and e-WOM within a single conceptual

framework. As a result, the combined influence of these factors in shaping consumer purchasing decisions remains insufficiently explored. This limitation is particularly evident in the context of halal cosmetics, where consumer decisions are influenced not only by product attributes and brand perceptions but also by religious values and digital communication dynamics.

Furthermore, limited empirical research has focused specifically on digitally active consumer segments such as Generation Y and Generation Z, who are characterized by high engagement with social media, online reviews, and digital communities. These consumers are more likely to rely on digital information and peer recommendations when evaluating cosmetic products, making them particularly sensitive to product innovation, brand awareness, and e-WOM communication.

Therefore, addressing these gaps, this study investigates the influence of product innovation, brand awareness, and electronic word of mouth on purchasing decisions for halal cosmetic products, with a specific focus on Wardah among Generation Y and Generation Z consumers. By integrating these variables into a single empirical model, this research aims to contribute to the development of halal marketing and digital consumer behavior literature.

2. METHODOLOGY

This study employs a quantitative research approach to examine the relationships between product innovation, halal brand awareness, electronic word-of-mouth (e-WOM), and purchase decision-making. Primary data were collected through a structured questionnaire using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). The study was conducted among consumers in South Tapanuli, focusing on Generation Y and Generation Z individuals who have experience using Wardah products, as these cohorts are more actively engaged in digital environments and are more likely to be influenced by e-WOM.

A convenience sampling technique was utilized due to practical considerations, including accessibility to respondents and time efficiency in data collection. This approach is commonly applied in exploratory and prediction-oriented studies using PLS-SEM, particularly when the sampling frame is not clearly defined. However, it is acknowledged that convenience sampling may limit the representativeness of the sample and introduce selection bias, as respondents are not randomly selected. Consequently, the findings of this study should be interpreted with caution, particularly in terms of generalization beyond the studied population. Despite this limitation, the sample size of 245 respondents meets the minimum requirements for PLS-SEM analysis and is considered adequate for model estimation and prediction purposes.

The research instrument was developed based on established scales from prior studies in marketing and consumer behavior literature. Measurement items were adapted and modified to fit the context of Wardah product purchases through a process of content adjustment and language refinement. Prior to full-scale data collection, a preliminary review was conducted to ensure clarity, relevance, and contextual suitability of the items. The questionnaire consists of 26 items divided into four constructs: product innovation (IP1–IP6), halal brand awareness (KM1–KM8), electronic word-of-mouth (EW1–EW2), and purchase decision-making (KP1–KP10). Each construct was operationalized based on its conceptual definition in the literature, ensuring alignment between theory and measurement.

Data collection was carried out between September and October 2025 direct distribution of questionnaires to eligible respondents. To minimize response bias, respondents were informed about the purpose of the study and assured that their responses would remain anonymous and confidential. Participation was voluntary, and no personal identifying information was collected, thereby adhering to basic research ethics principles. Additionally, efforts were made to reduce common method bias by using clear and neutral wording in the questionnaire and by avoiding leading questions.

Data analysis was conducted using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS software. This method was selected due to its suitability for prediction-oriented research, its flexibility in handling complex models with multiple latent constructs, and its robustness with moderate sample sizes (Haryono, 2016; Hair et al., 2017). The analysis was performed in two stages. First, the measurement model (outer model) was evaluated to assess the reliability and validity of the constructs. Internal consistency reliability was examined using Cronbach’s Alpha and Composite Reliability, while convergent validity was assessed through Average Variance Extracted (AVE). Discriminant validity was evaluated using the Fornell–Larcker criterion to ensure that each construct is empirically distinct (Haryono, 2016; Hair et al., 2017).

Second, the structural model (inner model) was analyzed to test the hypothesized relationships between variables. This stage included the evaluation of the coefficient of determination (R^2) to assess the explanatory power of the model, as well as the examination of path coefficients to determine the strength and direction of relationships. The significance of direct effects was tested using a bootstrapping procedure based on t-statistics and p-values (Hair et al., 2017; Jannah & Indra, 2024).

Finally, several methodological limitations are acknowledged. In addition to the use of convenience sampling, the study is limited to a specific geographic area, which may affect external

validity. The reliance on self-reported data also introduces the potential for response bias. Furthermore, the study does not incorporate potential moderating variables such as religiosity or digital literacy, which may influence consumer decision-making. Acknowledging these limitations is essential to ensure transparency and to provide direction for future research.

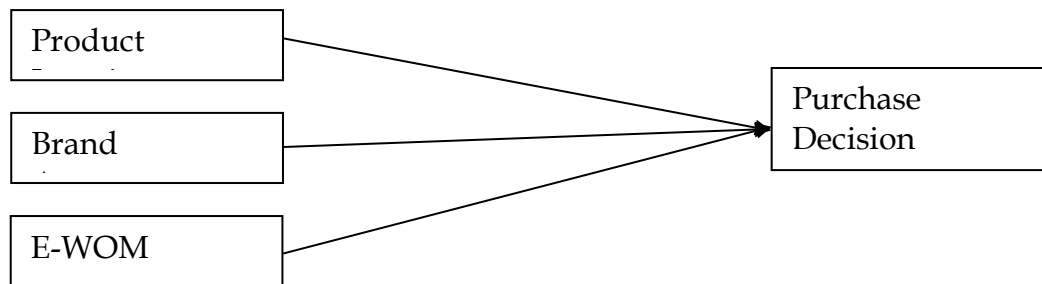


Figure 1. Frame of Mind

3. RESULT AND DISCUSSION

After the demographic data of the respondents is presented, some descriptive statistics from the data that have been collected will be presented. Given that the scale used is a *likert* scale with 5 scales, then the smallest and highest values are 1 and 5.

The hypothesis in this study was tested using the Partial Least Square (PLS) method. PLS testing is a technique based on Structural Equation Modelling (SEM) that focuses on variance. This study used the Smart-PLS 3.0 tool, which is specifically made for estimating structural equations using variance. Two methods were used in this study: the outer model and the inner model. The outer model was used to check validity and reliability. Validity was tested using AVE and discriminant validity, while reliability was checked with Cronbach's alpha and composite reliabilities. For the inner model test, the R Square test and the hypothesis test were used.

Before starting the structural model analysis, a measurement model is done first. The outer model, which has indicators that reflect the underlying constructs, is assessed using convergent and discriminant validity of the indicators that form the latent constructs, along with composite reliability and Cronbach's alpha for each set of indicators.

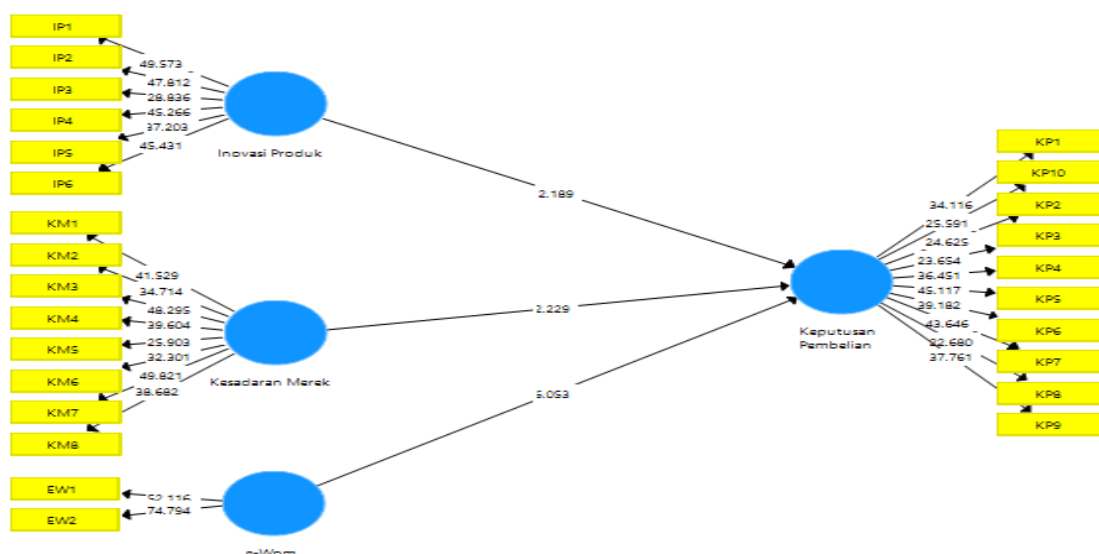


Figure 2 Structural Model

The figure above shows that the product innovation variables are measured using six indicators: IP1, IP2, IP3, IP4, IP5, and IP6. The brand awareness variable is measured using eight indicators: KM1, KM2, KM3, KM4, KM5, KM6, KM7, and KM8. For the e-WOM variable, it is measured by two indicators: EW1 and EW2. The purchase decision variable is measured using ten indicators: KP1, KP2, KP3, KP4, KP5, KP6, KP7, KP8, KP9, and KP10. The direction of the arrows between the indicators and the latent constructs shows that reflective indicators are used in this study to measure purchasing decisions. The relationships being studied, or hypotheses, are shown by the arrows connecting the different constructs.

Validity test is a test of the conformity of the measuring instrument to the object being measured. The validity test in PLS can be carried out by testing (Sekaran & Bougie, 2016) convergent validity and discriminant validity. Convergent validity in PLS can be identified through the outer loading value. If the outer loading value has a value equal to or greater than 0.5, this value indicates the item is said to be valid, on the other hand, if the outer loading value is less than 0.5, it indicates that the instrument used is invalid (Ghozali, 2014).

Furthermore, the discriminant validity value in PLS can be identified through the cross-loading value of each manifest. If the cross-loading value of a manifest with latency measured by the manifest is greater than the cross-loading with other latency, then the item is said to be valid, if the other way around, then the item is invalid. The Ghozali, (2014) outer loading values for each item are presented in table 2.

Table 2 Outer Loading Measurement Items

Item	Product Innovation	Brand Awareness	e-WOM	Buyer's Decision
IP1	0,900			
IP2	0,891			
IP3	0,852			
IP4	0,904			
IP5	0,884			
IP6	0,903			
KM1		0,899		
KM2		0,862		
KM3		0,906		
KM4		0,896		
KM5		0,870		
KM6		0,893		
KM7		0,903		
KM8		0,911		
EW1			0,927	
EW2			0,925	
KP1				0,870
KP2				0,812
KP3				0,815
KP4				0,850
KP5				0,887
KP6				0,859
KP7				0,884
KP8				0,815
KP9				0,859
KP10				0,849

Source: SmartPLS 3.0 Application Processing Results, 2025

Based on Table 2, all indicators have outer loadings above 0.70, thereby meeting the criteria for convergent validity and indicating that each indicator is capable of strongly representing the latent construct. Beyond mere statistical validity, these findings confirm that the constructs used possess conceptual validity within the research context.

Substantively, the high consistency in the product innovation indicator suggests that respondents view innovation as a holistic value, not merely related to features but also to relevance to the needs of modern consumers. Regarding halal brand awareness, the high loadings reflect that this construct encompasses both cognitive dimensions and trust grounded in religious values. Meanwhile, the very high loading value for e-WOM indicates the strong role of digital information as a credible reference source in product evaluation. Ultimately, the consistent purchase decision indicator demonstrates that this construct is capable of comprehensively reflecting the decision-making process.

Thus, the measurement model is not only statistically valid but also conceptually relevant in explaining halal consumer behavior in the digital era.

Tabel 3 Average Variance Extracted (AVE)

	Average Variance Extracted
Purchase Decision	0,723
Product Innovation	0,791
Brand Awareness	0,797
e-WOM	0,857

Source: SmartPLS 3.0 Application Processing Results, 2025

Based on Table 3, all constructs have an Average Variance Extracted (AVE) value above 0.50, indicating that convergent validity has been met. This suggests that each construct adequately explains the variance of its indicators, thereby accurately representing the concepts being measured.

Conceptually, the high AVE values for all variables indicate that the constructs of product innovation, halal brand awareness, e-WOM, and purchase decision possess strong measurement quality and are not ambiguous. Thus, each construct is not only statistically valid but also has clear meaning in explaining consumer behavior, particularly in the context of halal product consumption.

Furthermore, construct reliability was tested using Cronbach's Alpha and Composite Reliability to ensure the internal consistency of the instruments used.

Table 4 Cronbach's Alpha and Composite Reliability Values

Variabel	Cronbach's Alpha	Composite Reliability
Purchase Decision	0,957	0,963
Product Innovation	0,947	0,958
Brand Awareness	0,964	0,969
e-WOM	0,833	0,923

Source: SmartPLS 3.0 Application Processing Results, 2025

Based on Table 4, all constructs showed Cronbach's Alpha and Composite Reliability values above 0.70, indicating that the research instrument possesses a high level of internal consistency. This suggests that the indicators within each construct are capable of measuring the same concept in a stable and consistent manner.

Conceptually, this high reliability reinforces that the constructs used are not only statistically valid but also possess good internal coherence in representing dimensions of consumer

behavior. Thus, the measurement results can be considered reliable for use in analyzing relationships among variables in the structural model.

Furthermore, the structural model (inner model) was evaluated through R-Square (R^2), Q-Square, and hypothesis testing to assess the model’s ability to explain and predict relationships among constructs.

Table 5. R Square Value

Variabel	R Square	Adjusted R Square
Purchase Decision	0,777	0,774

Source: SmartPLS 3.0 Application Processing Results, 2025

Based on Table 5, the R^2 value for the purchase decision variable of 0.777 indicates that product innovation, halal brand awareness, and e-WOM account for 77.7% of the variation in purchase decisions. This value indicates substantial explanatory power, meaning the model is highly capable of predicting consumer behavior. Meanwhile, the Adjusted R^2 value of 0.774 indicates that the model remains stable after controlling for the number of independent variables used. Conceptually, these findings confirm that purchase decisions in the context of halal products are influenced not only by functional factors but also by a combination of cognitive and social factors, particularly in a digital environment. Thus, the constructed model is capable of representing the complexity of consumer behavior more comprehensively.

Furthermore, hypothesis testing was conducted using the bootstrapping procedure, taking into account path coefficients (original sample), t-statistics, and p-values. These three indicators were used to assess the direction and significance of relationships between variables. The decision to accept or reject a hypothesis is based on a 5% significance level ($p < 0.05$), indicating whether the relationships between constructs in the model have strong empirical support. The structural model used in this study is shown in the table below:

Table 6 Hypothesis Test Results

	(OS)	(SM)	(STDEV)	(O/STDEV)	P Values
IP-> KP	0,305	0,336	0,144	2,117	0,035
KM-> KP	0,247	0,230	0,112	2,213	0,027
e-WOM -> KP	0,422	0,406	0,077	5,505	0,000

Source: SmartPLS 3.0 Application Processing Results, 2025

Based on the original sample, t-statistic, and p-values table above, the test results of each hypothesis are as follows:

1. The Influence of Product Innovation on Purchase Decisions

The first hypothesis to be tested is Hypothesis 1 (H1), which reads "product innovation affects purchase decisions". The test results obtained a beta coefficient value of 0.305, a *t-statistical* value of 2.117, and a *p-value* of 0.035. These results showed that the beta coefficient was marked positive, the *t-value* exceeded the critical value of 5 percent 1,960, and *the p-value* was less than the critical value for *alpha* 5 percent of 0.05. So, the results show that the product innovation variable has an effect on the purchase decision of wardah products and is significant at *alpha* 5 percent, so it can be concluded that Hypothesis 1 is accepted.

2. The Influence of Brand Awareness on Purchase Decisions

The second hypothesis to be tested is Hypothesis 2 (H2), which reads that brand awareness affects purchasing decisions. The test results obtained a beta coefficient value of 0.247, a *t-statistical* value of 2.213, and a *p-value* of 0.027. These results showed that the beta coefficient was positive, the statistical value exceeded the critical value of 5 percent 1.960, and the *p-value* was less than the critical value for *alpha* 5 percent of 0.05. So the results show that the brand awareness variable has a positive effect on purchase decisions and is significant at *alpha* 5 percent, so it can be concluded that hypothesis 2 is accepted.

3. The Influence of e-WOM on Purchase Decisions

The third hypothesis tested is H₃ which reads "*E-Word Of Mouth* (E-WOM) affects Purchase Interest". The results obtained were a beta coefficient value of 0.422, a *t-statistic* value of 5.505, and a *p-value* of 0.000. The *t-statistic* was obtained, 5,505 was more than 1,960 and *p-values*, 0.000 was less than the value of 0.05. The test results showed that e-WOM had an effect on purchasing decisions. The results of the tests are carried out according to the hypothesis that has been built before, so that it can be stated that the third hypothesis is accepted.

The discussion section will describe the interpretation and arguments of various conclusions obtained from the results of the analysis. It will look at both the direct connection between the variables in the hypothesis and also the indirect connections through intermediate variables variables. Additionally, it will cover the overall effect of variables that influence each other through multiple paths.

1. The Influence of Product Innovation on Wardah Product Purchase Decisions

The research findings indicate that product innovation has a positive and significant impact on purchasing decisions. These findings suggest that innovation is not only perceived as an improvement in product features or quality, but also as a reflection of a brand's ability to adapt to evolving consumer needs.

In the context of Wardah, product innovation encompasses not only functional aspects such as safer formulations and better quality but also reflects symbolic values associated with a halal and modern lifestyle. This demonstrates that consumers view innovation as a multidimensional construct that enhances perceived value, encompassing functional benefits, emotional safety, and alignment with personal identity. Consequently, product innovation plays a role in strengthening consumer relevance and trust, ultimately driving purchasing decisions (Kotler & Keller, 2016).

Unlike previous studies that generally place product innovation in the context of satisfaction or quality perception, such as the study by Alif *et al.*, (2025) these findings suggest that innovation plays a more direct role in influencing purchasing decisions. This can be explained by the characteristics of the respondents, who are predominantly from Generation Y and Z, who tend to be more responsive to product updates and have high expectations for innovations that align with current trends and their personal values.

However, the relatively lower influence of product innovation compared to e-WOM indicates that in the digital age, innovation alone is not sufficient to optimally drive purchasing decisions. The impact of innovation becomes stronger when supported by social validation through digital interactions, confirming that consumer decisions are increasingly influenced by a combination of product value and social influence.

2. The Influence of Brand Awareness on Wardah Product Purchase Decisions

The results of the study indicate that halal brand awareness has a positive and significant influence on purchasing decisions. These findings suggest that brand awareness serves not only as a measure of product recognition but also as a mechanism for building trust in the decision-making process.

In the context of halal cosmetics, brand awareness has a more complex dimension because it encompasses consumers' understanding of halal attributes, brand credibility, and alignment with religious values. Thus, brand awareness acts as a cognitive shortcut that helps consumers reduce uncertainty and perceived risk when selecting products, particularly in categories sensitive to halal aspects (Herjanto *et al.*, 2022).

These findings align with the research by Handriana *et al.*, (2021), which demonstrated that brand awareness significantly influences purchasing decisions, as easily recognizable brands tend to be more trusted by consumers. Additionally, research by Islam *et al.*, (2023) on millennial Muslim consumers found that brand awareness has a strong relationship with cosmetic purchasing behavior, primarily because consumers consider religious aspects during the product evaluation

process. These results indicate that, within the context of the halal market, brand awareness is not merely cognitive but is also integrated with values of faith and belief.

However, unlike some previous studies that have emphasized the role of brand awareness in increasing preference or loyalty, the findings of this study indicate that brand awareness serves a more fundamental function: it acts as the foundation for building trust in a product before a purchase decision is made. This can be explained by the characteristics of the respondents, who are predominantly from Generation Y and Z, who tend to integrate aspects of identity and personal values into their consumption behavior (identity-based consumption).

On the other hand, although it has a significant influence, the strength of halal brand awareness is still lower than that of e-WOM. This indicates that in the digital era, brand awareness needs to be reinforced through social validation from other consumers. In other words, brand recognition alone is not enough; it must be supported by social interactions and digital information that shape consumers' collective perceptions.

3. The Influence of e-WOM on Wardah Product Purchase Decisions

The research findings indicate that e-WOM has a positive and significant influence on purchasing decisions and exerts the most dominant influence compared to other variables. These findings confirm that in the digital age, purchasing decisions are no longer solely influenced by corporate communications but are increasingly shaped by information based on other consumers' experiences (consumer-generated information).

Conceptually, e-WOM serves as a mechanism of social proof that helps consumers reduce uncertainty before making a purchase. In the context of halal cosmetic products, this role becomes increasingly important because consumers consider not only product quality but also halal and safety aspects, which are often difficult to verify directly. Therefore, the experiences and reviews of other users become a more trusted source of information compared to traditional marketing communications (Ismagilova et al., 2020).

These findings align with the research by Yulindasari & Fikriyah, (2022), which demonstrated that e-WOM significantly influences purchasing decisions for halal cosmetics, particularly through the dimensions of social interaction and information exchange among consumers. Additionally, research by Purwianti, (2022) also found that e-WOM makes a significant contribution to influencing purchasing decisions, alongside other factors such as product quality and brand image. However, the results of this study indicate that e-WOM has a relatively stronger influence, suggesting a shift in consumer decision-making patterns toward a more digital and social approach.

Furthermore, the dominance of e-WOM in this study can be explained by the characteristics of the respondents, who are predominantly from Generations Y and Z, who tend to rely more on online reviews, social media, and community recommendations when evaluating products. In this context, e-WOM functions not only as a source of information but also as a means of shaping collective perceptions that influence consumer trust and preferences.

Thus, these findings provide a theoretical contribution by affirming that e-WOM is a key factor in bridging the digital, social, and religious dimensions of halal consumption behavior. This indicates that in the modern halal market, purchasing decisions are increasingly determined by digital social interactions that collectively shape consumer perceptions and beliefs.

4. CONCLUSION

This study confirms that product innovation, halal brand awareness, and e-WOM are significant determinants in shaping purchase decisions, with e-WOM being the most dominant factor. These findings indicate a paradigm shift in halal consumer behavior, from a focus on product attributes and brand strength toward digital social influence as the primary source of trust formation.

Theoretically, this study contributes to the development of the literature on halal consumer behavior by integrating religious and digital dimensions into a single analytical framework, and confirms that e-WOM functions as a social validation mechanism that strengthens consumer trust in halal products. Thus, this research fills a gap in previous studies, which tended to place traditional factors as the primary determinants of purchase decisions without considering the dominance of digital social interactions, particularly among Generation Y and Z.

However, the limitations of this study lie in the use of convenience sampling and a limited geographical scope, which restrict the generalizability of the findings. Furthermore, the research model has not yet incorporated other contextual variables that could potentially influence purchasing decisions. Therefore, future research is recommended to develop a more comprehensive model using a cross-regional approach, probabilistic sampling techniques, and an exploration of the role of moderating variables such as religiosity, digital trust, or the intensity of social media use.

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