

MUSLIM Z GENERATION PURCHASE BEHAVIOR ON HALAL COSMETICS AND SKINCARE

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Abstract

Halal cosmetics have great potential to be a concern for Muslim Z Generation consumers. This study tries to explore the behavior of the Muslim Z Generation in purchasing halal cosmetics and skincare. This research was conducted using mixed research methods. From this research, it can be concluded that the Muslim Z Generation who are respondents to this research has started purchasing cosmetics and skincare. The results state that product quality and safety are the main reasons for purchasing and using halal cosmetics and skincare. Another reason of Muslim Z Generation uses halal cosmetics and skincare is because of religious beliefs. By studying consumer purchases behavior that can predict the need for halal-labeled cosmetics and personal care products, marketers can design appropriate marketing strategies to meet consumer needs that will drive the growth of halal industrial products in Indonesia.

Keywords: Behavior, Cosmetics, Halal, Intention, Skincare,

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Introduction

Allah commands Muslims to consume only halal and good things (Al-Quran 23: 51). Thus, Muslims are obliged to only consume and use halal products (Abd. Rahim & Junos, 2012; Salehudin & Luthfi, 2013). Halal products are products that comply with sharia. Sharia-compliant a product include; not involving the use of haram materials, exploitation of the labor of the environment, and are not harmful (Mohamed Omar et al., 2012).

The increased consumption of halal products will also encourage sharia economic growth in the world. As an illustration, the world's Muslim population in 2015 was 1.7 billion people and increased to 1.8 billion people in 2019. The increase in the Muslim population affects the consumption of halal products. In 2019, the world's consumption of halal products reached more than USD 2.2 trillion or grew 5.2 % per annum (KNKS, 2019).

Cosmetics are a type of product that based on Undang-Undang No. 33 Tahun 2014 concerning Halal Product Guarantee (JPH) must be certified halal. The development of the halal cosmetic industry is carried out so that national halal cosmetic products have competitiveness. National halal cosmetics also need to take advantage of the huge market potential both at home and abroad (Pamuji, 2021).

The rapid development of halal cosmetics has attracted the attention of women. Halal cosmetics are becoming a trend because they provide a sense of security and comfort for consumers. Halal cosmetics use ingredients and processing methods by the provisions of Islamic law (Widiastuti & Sunarti, 2017). This triggers the opportunity for Muslim consumers to increase their purchase of halal cosmetic products. The potential for the growth of halal cosmetic and beauty care products is driven by an increase in consumer demand that pays attention to issues of product safety and authenticity, as well as according to the level of religiosity and consumer culture (Yeo et al., 2016).

Z Generation is a population born between 1997 and 2012. Based on population census data in 2020, Z Generation is the largest number with a percentage of 27.95% of the total population in Indonesia (Badan Pusat Statistik, 2021). On the other hand, Indonesia is a country with the largest number of Muslims in the world. Based on the report of The Royal Islamic Strategic Studies Center (RISSC) in 2022, there are 231.06 million Indonesians who are Muslim. This amount is equivalent to 86.7% of the total population of Indonesia. The proportion of the Muslim population in Indonesia also reaches 11.92% of the total population in the world (The Royal Islamic Strategic Studies Center, 2021). Based on these

two facts, halal cosmetics have great potential to be a concern for Muslim Z Generation consumers.

Research on halal cosmetics and skincare has started along with the development of the halal industry. At the beginning of the emergence of this industry, consumers in Muslim-populated countries were not familiar with the terms halal cosmetics and skincare (Hajipour et al., 2015). On the other hand, younger residents such as students have started to care about the halalness of the cosmetics and skincare they use (Kit Teng & Wan Jusoh, 2013). The realization of awareness of halal cosmetics and skincare is reflected in how consumers check whether the product contains alcohol and non-halal animal fat (Islam, 2022). Consumer awareness of halal cosmetics and skincare is influenced by knowledge, attitudes, and advertising (Rahim et al., 2015). (Hasibuan et al., 2019) added that the awareness that will have an impact on a holistic brand is also determined by beliefs and information.

The topic related to halal cosmetics and skincare which is also still being debated is the antecedents of intention to buy halal cosmetics and skincare. The intention to purchase halal cosmetics and skincare is determined by attitudes (Abd Rahman et al., 2015; Aufi, 2021; Haro, 2018; Putri et al., 2019; Sriminarti & Nora, 2018; Suparno, 2020), subjective norms (Aufi, 2021; Haro, 2018), knowledge (Aufi, 2021; Haro, 2018; Putri et al., 2019; Sriminarti & Nora, 2018), and religiosity (Abd Rahman et al., 2015; Aufi, 2021; Putri et al., 2019; Suparno, 2020).

Consumer behavior in purchasing halal cosmetics and skincare is influenced by religious knowledge, religious commitment, and the halal certification (Shahid et al., 2022). Furthermore, the intention to buy halal cosmetics and skincare is a determinant of consumer behavior using halal products and skincare (Aisyah, 2016; Shahid et al., 2022). Research on consumer behavior in purchasing and using halal cosmetics and skincare is still limited. Consumer behavior is very important to predict the need for halal cosmetics and skincare. Therefore, this study tries to explore the behavior of Muslims Generation Z in purchasing halal cosmetics and skincare.

Methods

This research was conducted using mixed research methods. Mixed research methods are a combination of quantitative and qualitative methods. The type of mixed method used in this research is a sequential explanatory (Sugiyono, 2016). The initial stage of this research was carried out with a quantitative approach that presented data in numbers and then described

it in the form of tables and diagrams. The next stage is to use a qualitative approach sourced from the results of customer questionnaires distributed via a google form. The sampling technique was carried out by purposive sampling with the respondent's criteria being Muslim consumers of the Z Generation who had purchased and used halal cosmetics and skincare. The number of samples in this study was 223.

Results and Discussion

Characteristics of Respondents

Respondents in this study amounted to 223 Indonesian Muslim Z Generation who had purchased halal cosmetics and skincare. Figure 1 regarding the classification of respondents based on gender identity. It can be seen that the female gender is 91% of the total respondents, while 9% are male of the respondents who have purchased halal cosmetics and skincare products. This means that those who pay the most attention to making decisions to purchase halal cosmetics and skincare of the Muslim Z Generation in Indonesia are still dominated by women.



Figure 1. Respondents by Gender

Figure 2 describes the domicile distribution of the respondents in this study. The largest respondents were on the island of Sumatra with a total of 129 respondents (57.84%). Furthermore, the second largest respondents were on the island of Java with a total of 62 respondents (27.8%). Other respondents are in the island of Sulawesi with a total of 11 respondents (4.93%), the island of Kalimantan with a total of 6 respondents (2.69%), Nusa Tenggara island with a total of 5 respondents (2.24%), Maluku Island with 2 respondents (0.89%) and Madura Island 1 respondent (0.44%). Meanwhile, 3.13% or 7 respondents are on other islands.

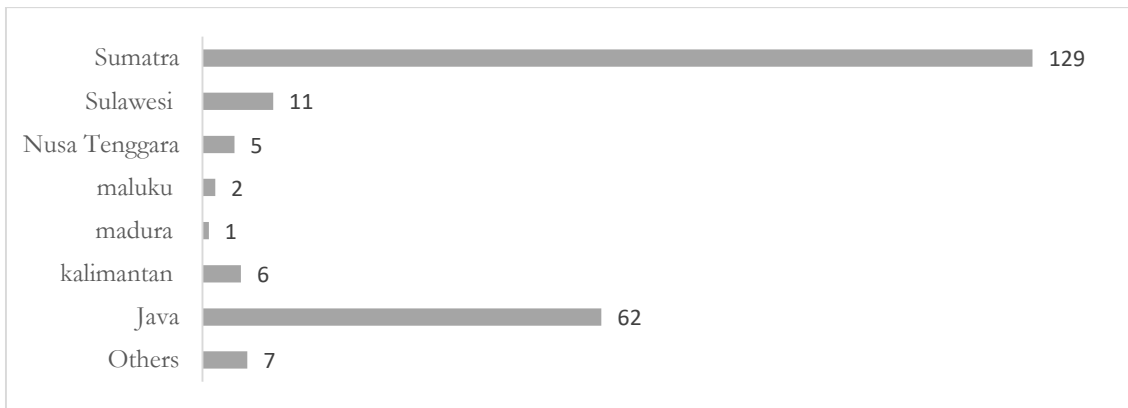


Figure 2. Respondents by Residency

Figure 3 describes the level of last formal education of the Muslim Z Generation in Indonesia who makes decisions to purchase halal cosmetics and skincare. Most respondents are high school education with a total of 125 respondents (55.15%). The second level with a total of 71 respondents (31,835%) dominated by respondents was a bachelor (S1). Other respondents are junior high school 21 respondents (9.41%), Diploma (D3) 3 respondents (1,34%), and Master's degree (S2) each as many as 3 respondents or 1.34%.

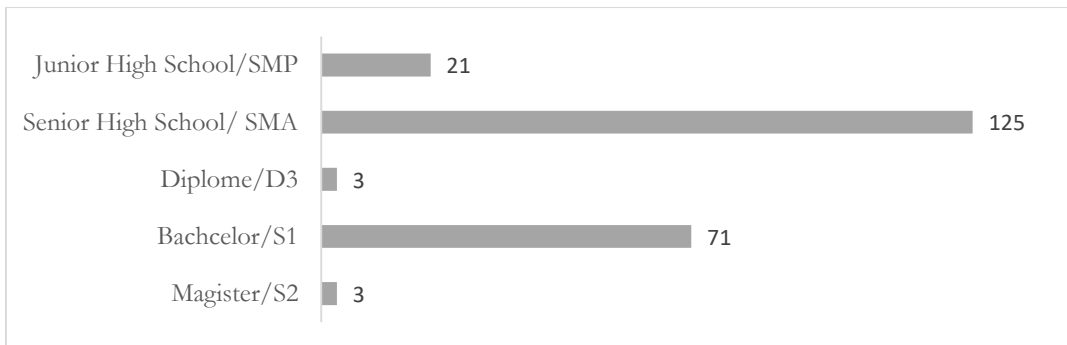


Figure 3. Respondents by Education

Figure 4 explains the classification of the Indonesian Muslim Z Generation who make decisions to purchase halal cosmetics and skincare based on daily activities. The first rank is dominated by students with a total of 151 respondents or 67.71%. The second rank is dominated by private employees 13 respondents or 5.82%, fresh graduates 13 respondents or 5.82%, teachers/lecturers 10 respondents or 4.48%, entrepreneurs 2 respondents or 0.89%. Spiritualists, freelancers, civil servants, and housewives as much as 0.44% with 1 respondent in each job. While 13.45% or as many as 30 other respondents work that was not previously mentioned.

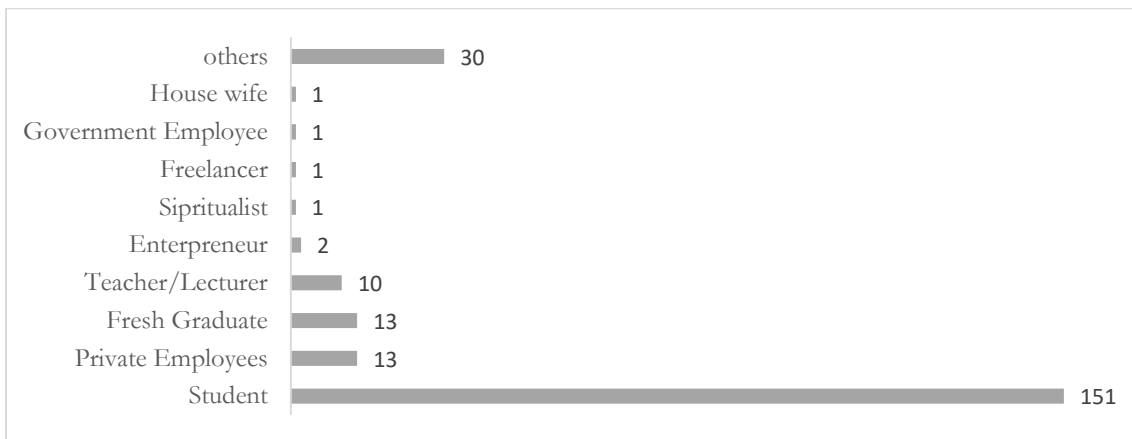


Figure 4. Respondents by Occupation

Figure 5 describes the characteristics of the monthly income range of the Muslim Z Generation in Indonesia which has purchased halal cosmetics and skincare. Most respondents are dominated by respondents who earn <Rp 2,000,000 with a total 199 respondent of 89.23%, 13 respondents or 5.82% respondents who earn Rp 2,000,100 - Rp 4,000,000, 2 respondents or 0.89% who a earn for Rp 4,000. 100 - Rp. 6,000,000 and respondents who are earning > Rp. 6,000,100 as much as 4.04% with a total of 9 people.

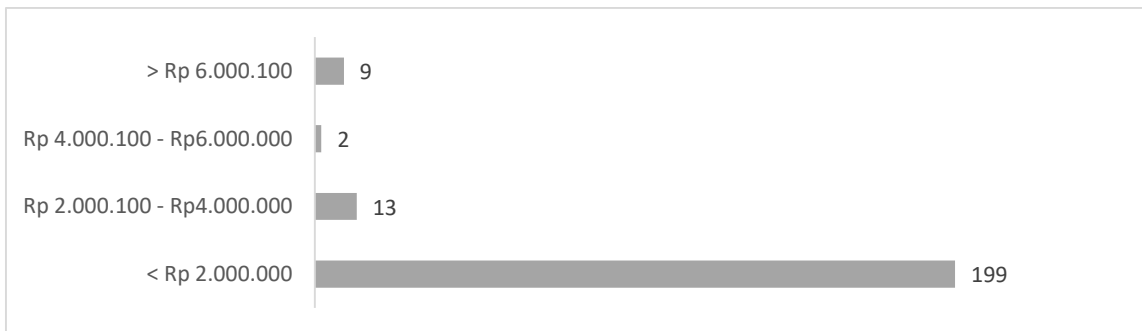


Figure 5. Respondents by Monthly Income

Figure 6 describes the spending characteristics of Indonesia's Muslim Z Generation to purchase halal cosmetics and skincare every month. Respondents who spent a range of < Rp 200,000 were 71.30% with a total of 159 respondents, who spent a range of Rp 200,100 – Rp 400,000 as many as 24.22% with a total of 54 respondents, who spent a range of Rp 400,100 - Rp 600,000 as much as 1.79% with a total 4 respondents and the respondent who spent > Rp 600,100 was 2.69 with a total of 6 respondents.

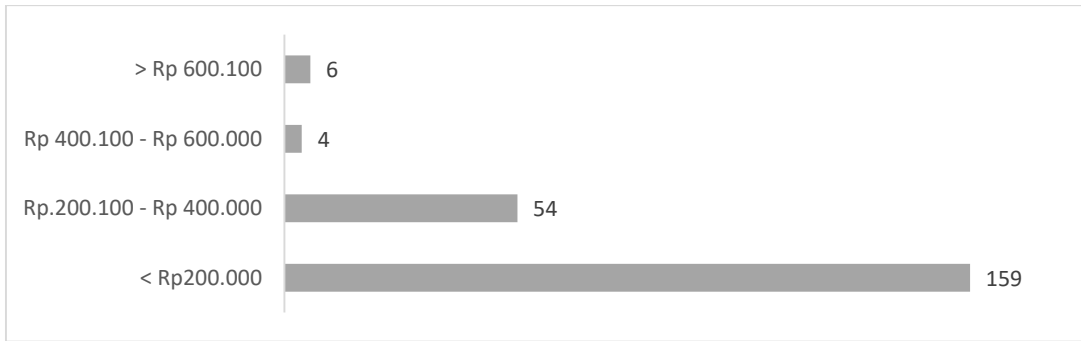


Figure 6. Respondents by Spending on Cosmetics and Skincare Monthly

Figure 7 describes the characteristics of the Muslim Z Generation in Indonesia based on where to buy halal cosmetics and skincare. Most respondents were dominated by respondents who bought halal cosmetics and skincare to direct cosmetic shops with a total of 76 people or 34.08%, respondents who bought at online shops with a total of 45 people or 19.28%, respondents who bought at minimarkets with a total of 25 people or 11.21 %, respondents who bought in the online marketplace with a total of 16 people or 7.17%, respondents who bought at supermarkets were 5.38% with a total of 12 people, respondents who bought at pharmacies were 2.69% with a total of 6 people and respondents who bought more than one place both online and offline were 19.28% with a total of 43 people. These results indicate that Muslim Z Generation prefers to purchase cosmetics and skincare online, both on online marketplaces and other online-shop channels with social media and online stores. The findings corroborate the results of Suparno's(Suparno, 2020) research which states that hedonic shopping affects increasing the intention to buy cosmetics online.

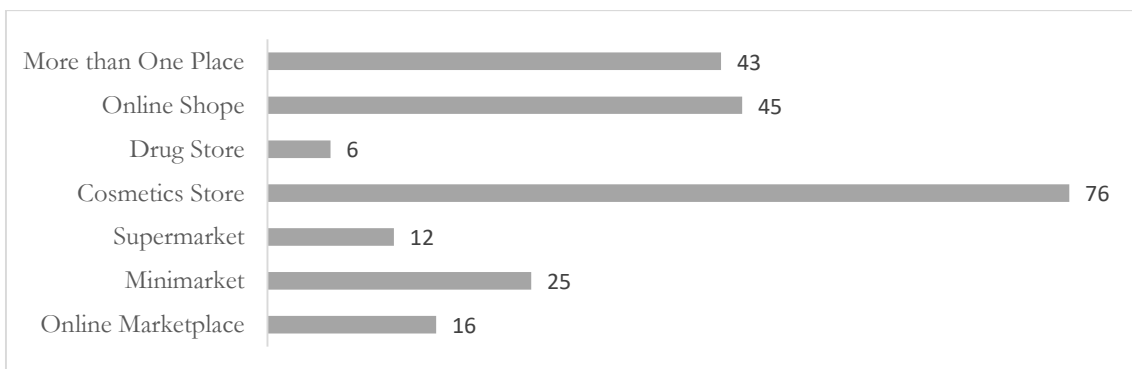


Figure 7. Respondents by Place to Buy Halal Cosmetics and Skincare

Figure 8 describes the characteristics of the marketplace used by the Muslim Z Generation of Indonesia to buy halal cosmetics and skincare online. Shopee became the number one marketplace most used by respondents to buy halal cosmetics and skincare with a total of 136 respondents or 56.50%, Lazada ranked number two with a total of 14

respondents or 6.28%, Tokopedia with a total of 2 respondents or 0.89%, respondents who bought in other marketplaces that were not mentioned were 22.87% with a total of 51 people and respondents who bought more than one marketplace or bought in many marketplaces were 8.96% with a total of 20 respondents.

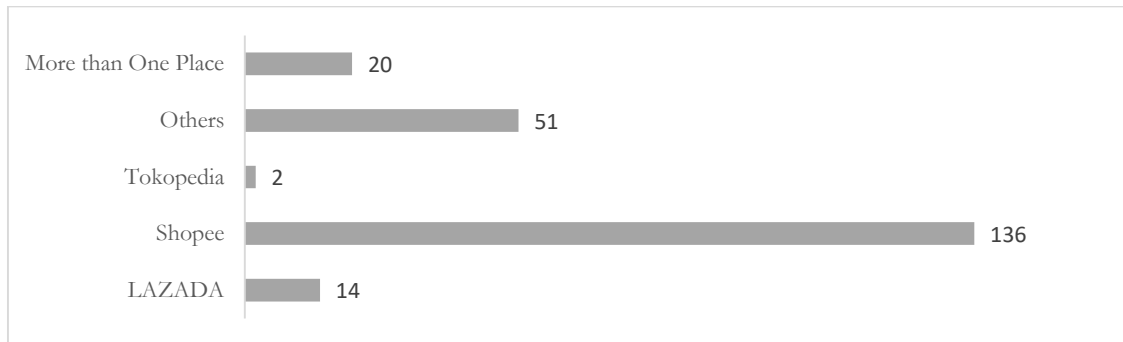


Figure 8. Respondents by Online Marketplace for Buying Halal Cosmetics and Skincare

Figure 9 describes the characteristics of the types of halal cosmetic and skincare products that are often purchased by the Muslim Z Generation in Indonesia. 76 respondents or 34.08% more often buy products that fall into the skincare category such as facial cleansers, facial washes, toners, essences, serums, facial masks, moisturizers, sunscreens, and others. A total of 19.74% of respondents with 44 people bought perfume more often, 11.66% of respondents with 26 people bought the most types of makeup (Primers, Concealer, Foundation, Blusher, Bronzer, Highlighter, Eyebrow pencils, Eyeshadow, Eyeliner, Eyelashes, Mascara, Lip Products, Face Powder, Nail polish), Skincare (Cleansers, Toners, facial masks, moisturizers, Sunscreens) as many as 6.73% of respondents with a total of 15 people who most often buy types of haircare (Shampoos, Hair conditioners, Styling products), and 61.89% of respondents with a total of 138 respondents more often buy more than one type of halal cosmetics and skincare.

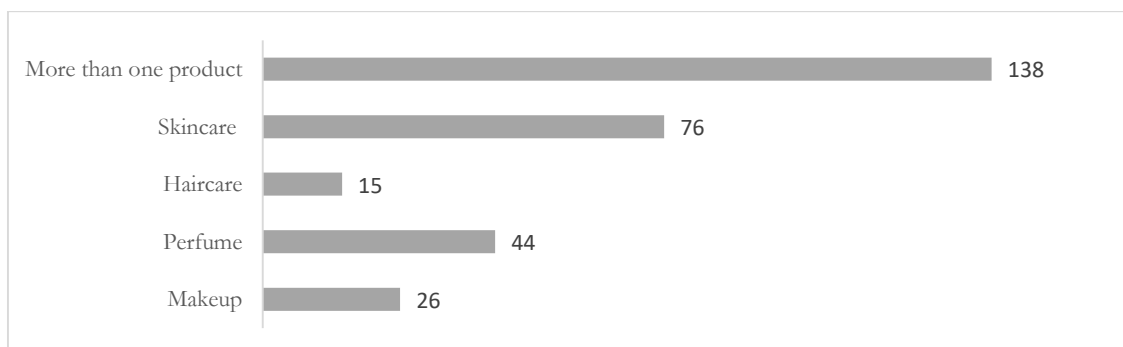


Figure 9. Respondents by Types of Halal Cosmetic and Skincare

Figure 10 describes the characteristics of the types of halal cosmetic and skincare product brands that are often purchased by the Muslim Z Generation in Indonesia. The Wardah brand is the most superior brand of halal cosmetic and skincare products and the most purchased by Generation Z Indonesia as much as 24.67% with a total of 55 respondents. This finding is in line with the findings of (Aisyah, 2016) who stated that Wardah is a consumer's favorite halal cosmetic and skincare brand. The Emina brand 13% with a total of 29 people, the MS Glow brand as many as 5.38% with a total of 12 people, Sari Ayu brand as many as 1.79% with a total of 4 people, while Herborist and Purbasari as many as 0.45% with each type of brand totaling 1 respondent, as many as 33.19% or as many as 74 people of the total respondents more often buy this type of brand other halal cosmetics and skincare not previously mentioned, such as Safi, Zoya, Jafra, Garnier and others. A total of 20.18% with 45 people are respondents who buy halal cosmetics and skincare from more than one brand.

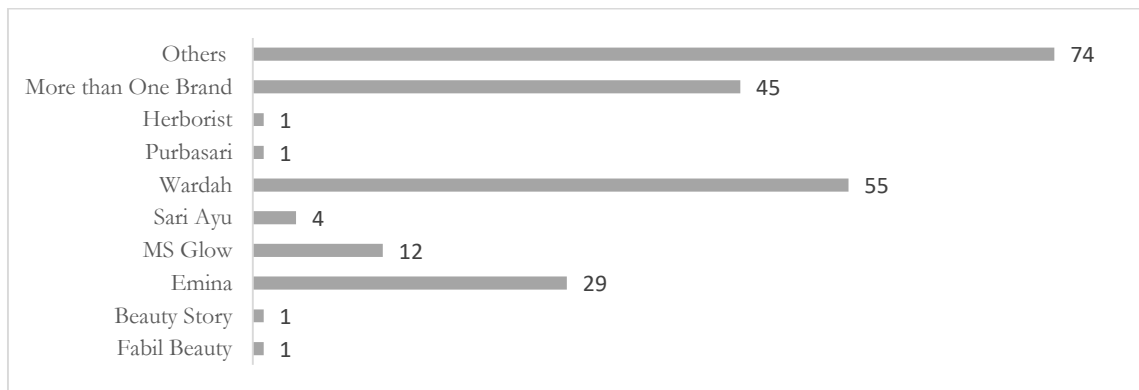


Figure 10. Type of Halal Cosmetic and Skincare Brands

Figure 11 explains the reasons for Indonesia's Muslim Z Generation to use halal cosmetics and skincare. The majority of respondents are dominated by those who buy and use halal cosmetics and skincare because halal cosmetics and skincare have high quality and safety with a total of 98 people or 93.95%, respondents because the teachings of Islam are 51 people or 22, 87%, respondents who bought and used halal cosmetics and skincare due to suggestions from family/friends/doctors were 12 people or 5.39% and respondents who answered more than one reason were 62 people or 27.80%.

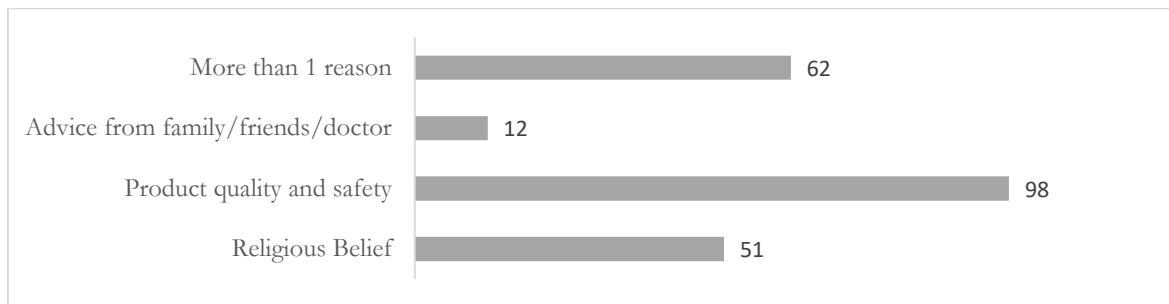


Figure 11. Reason to Buy and Use Halal Cosmetics and Skincare

The results of this study state that product quality and safety are the main reasons for using halal cosmetics and skincare. This is also in line with the lifestyle of people who care about ethical beauty products, which of course are very concerned about product quality and safety (Choi & Lee, 2020). Another reason that the Muslim Z Generation purchases and use halal cosmetics and skincare is because of religious beliefs. This finding is in line with the results of previous studies which stated that religiosity affected the intention to buy halal cosmetics and skincare (Abd Rahman et al., 2015; Aufi, 2021; Putri et al., 2019; Suparno, 2020). While the intention itself is the main determinant of how consumer behavior is carried out (Aisyah, 2016).

Conclusion

From this research, it can be concluded that Muslim Z Generation who are respondents to this research has started buying cosmetics and skincare. The most frequently purchased cosmetic and skincare products are skincare which include Cleansers, Toners, facial masks, moisturizers, and sunscreens. They prefer to buy halal cosmetics and skincare at cosmetic stores. However, Muslim Z Generation has also started to get acquainted with online shopping. It can be seen that for the purchase of halal cosmetics and skincare online, they prefer to carry out transactions through the marketplace. The marketplace that has become the idol of generation z Muslims in buying halal cosmetics and skincare is shopee. Meanwhile, in terms of halal cosmetic and skincare brands, the favorite is Wardah.

The results of this study state that product quality and safety are the main reasons for using halal cosmetics and skincare. Another reason the Muslim Z Generation purchase and use halal cosmetics and skincare is because of religious beliefs (Taufiq et al., 2022). By studying consumer purchases that can predict the need for halal-labeled cosmetics and personal care products, marketers can design appropriate marketing strategies to meet consumer needs that will drive the growth of halal industrial products in Indonesia.

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