

## Exploring a Consumption Value Model for Halal Cosmetics

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### **Abstract**

**Research Originality:** Halal cosmetics segmentation requires detailed analysis to enable stakeholders from the industry sector to optimize marketing and sales. The findings of this study are interesting, the market opportunity specifically for women is not only in consumption volume but also production, especially with market segmentation among millennials and Gen Z.

**Research Objectives:** This research aims to determine the simultaneous and partial effects of halal labeling, product quality, religiosity, and online consumer reviews on purchasing decisions regarding halal cosmetic products among female and male consumers.

**Research Methods:** This research employed an online survey method with 203 respondents. It also employed the SEM-PLS to evaluate models and validate hypotheses, and Multi-Group Analysis (MGA), which is employed to determine the gender effect's position on the hypotheses.

**Empirical Results:** The results with the SEM-PLS method show that product quality, online consumer reviews, and religiosity satisfactorily influence purchasing decisions, this is not the case with the halal label. It seems that online consumer reviews are more suitable for male consumers. Appearance and persuasive factors are more important for male consumers who value rational factors compared to female consumers.

**Implications:** The findings of this research are significant due to the comparison drawn between male and female consumers. Such a comparison aids practitioners and business professionals in effectively delineating market demands and preferences. When developing halal cosmetic products, manufacturers must consider not only the product's sales potential but also its efficacy and potential side effects upon usage.

### **Keywords:**

halal cosmetics; multi group analysis; gender; purchase decision; gen-Z

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## INTRODUCTION

There has been an increase in the purchasing of cosmetics during the post-COVID pandemic among the public (Salsabila & Ihsan, 2023), especially among Gen Z. Consumers of cosmetics are not merely female but also male (Juliana et al., 2022). The market share for body care and cosmetics in the halal industry is one area with promising prospects for encouraging the halal economy. Indonesia is second with the largest consumption of halal cosmetics, followed by India. By 2023, the cosmetics market share will increase by 6.9 percent to USD 90 billion (DinarStandart, 2021). This data demonstrates the huge potential of halal cosmetics to meet global consumer demand. Just as halal food is widely accepted, the same is valid for cosmetics.

Several big brands are continuing to experience increased sales. Data from the Ministry of Trade indicates that the growth of the domestic body care and cosmetics industry is due to high demand from both domestic and export markets. This trend aligns with society's increasing consideration of body care products as a primary need, particularly among teenage female consumers who constitute the main target demographic for the body care and cosmetics industry.

According to changes in purchasing patterns in the beauty market due to the post-COVID pandemic, while the focus has been on face-to-face services with testers and in-store samples, the COVID pandemic has forced the industry to offer a range of contactless services, either by delivery or online (Kim et al., 2022). Products in the cosmetics category have outperformed e-commerce sales transactions by 46.8 percent at the beginning of 2021. Then, the transaction value of this category in the online market exceeded IDR 40 billion in the same period.

The large sales of these products cannot be separated from the role of digital media (Rangel-Pérez et al., 2023). In today's digital era, social media can be said to have a strong influence so that consumers feel interested in buying a product promoted on social media (Tazlia et al., 2023). This condition is due to the ease of access to social media. Indeed, it can be accessed anywhere and at any time. Similarly, when consumers intend to purchase skincare products, they typically seek information by initially perusing reviews on social media platforms. This assertion supports survey findings regarding social media usage, encompassing platforms such as YouTube, Instagram, Facebook, and other similar social media.

Information about a product is a crucial factor that influences consumers' decisions (Nurfadilah & Samidi, 2021). Online consumer reviews are information presented in pictures, videos, or written content on the internet, providing feedback on a product from individuals who have utilized it (Nurcahyo & Hudrasyah, 2017). This reason is why the product is subject to unique market segmentation.

The segmentation of the Gen Z market for cosmetic products, which is the focus of this study, their level of awareness of halal cosmetics is remarkably high. Gen Z has a common characteristic of being accustomed to searching for themselves and experimenting to acquire information about cosmetics (Shakirah & Sapir, 2021). Since Indonesia has

already been facilitated by a Halal label issued by the Indonesian Ulema Council (MUI) printed on the packaging of cosmetic products, some of them will be significantly helped by finding cosmetic products that are guaranteed Halal just by looking at the Halal label on the cosmetic packaging. Thus, this phenomenon is considered worthy of research on this exciting ground. Not many will care about the halal label (Amalia, 2020). However, others will assume that their body care and cosmetic products are considered halal, with a one-sided statement that does not require a halal label and the ingredients in their body care and cosmetic products.

Regarding labels, consumers need to obtain correct, clear, and complete information concerning the quantity, content, quality, and other relevant details regarding products circulating on the market. Information on product labels is crucial so that consumers can make informed choices before purchasing (Ivantri et al., 2024; Salsabila & Ihsan, 2023). Providing halal labels on products reduces consumers' doubts about the halal status of the products they purchase to some extent (Salman et al., 2019). Few will care about the halal label (Amalia, 2020). However, others will assume that their body care and cosmetic products are considered halal, with a unilateral statement that does not require a halal label and the ingredients in their body care and cosmetic products. Halal labels, product quality, and online consumer ratings are part of Islamic consumer behavior (Indrawan & Wahyuningsih, 2019). Then, academics still widely discussed religiosity in the quantification and measurement stages (Irfany et al., 2024).

It is interesting to see this phenomenon, where there is an increase in purchases and repeat purchases of cosmetic brands labelled with halal and starring influencers in Muslim clothing (Jalil et al., 2021). For some consumers, this exterior side represents religiosity (Ishak et al., 2020). This condition is confirmed by studies which state that the level of religious belief or consumers' religiosity influences interest in cosmetic products (Gunawan & Gaffar, 2021), but not purchasing decisions (Ahyar, 2020). However, studies indicate that halal labels and influencer credibility can influence religiosity (Venciute et al., 2023), before ultimately strengthening their choice to buy cosmetic products (Ashoer et al., 2019).

Trade among countries in exports and imports continues to fluctuate, especially concerning cosmetic products (Sugibayashi et al., 2019). Therefore, it is relevant to Indonesia's demographic conditions, as it is home to the world's largest Muslim population (Ratnasari, 2020). Naturally, the expectation is not solely to be a market destination but also to be actively involved as a player or producer (Yudha & Kafabih, 2021). Thus, all economic actors at various levels will gain the educational, social, and economic benefits being felt (Yudha et al., 2020).

In Indonesia, skin care has been constructed as a feminine beauty product. Unlike women, men tend to avoid all aspects that are feminine in order to maintain the value of their masculine identity, one of which is avoiding skin care products, even though it is common knowledge that cosmetics users are not only women but men as well (Juliana et al., 2022). Skincare products do not have a gender (Azuma, 2021), but it is common in the market for brands to release skincare products designed for men. However, over

time, men have begun to open up to trying new things, one of which is consuming skin care products but still trying to maintain masculinity within themselves. Thus, the emergence of cosmetic products for men also raises buying interest and ultimately increases sales of male cosmetic products. Specifically, this study is dominated by consumers of the Gen Z segment. This fact is an interesting finding of this research, from the study of planned behavior theory, which in previous studies only reviewed product purchase intention.

On this ground, this article contributes to providing some additional insights. *First*, it explores whether psychological values of consumption and religiosity play a role in influencing purchasing decisions. *Second*, this study incorporates gender as an additional factor in explaining differences in purchasing decision levels. *Third*, this study seeks to fill the research gap by examining the value of religiosity and gender in analytical studies.

Following the background explanation presented in the above section, this study is aimed at two objectives: *first*, to find out and analyze the presence or absence of psychological values of consumption and religiosity in the decision to purchase cosmetic products among Gen Z. *Second*, to examine the role of gender in influencing purchasing decisions. Based on the researcher's knowledge, the role of religiosity as a mediator and gender has not been explored in previous studies, most of which regarded religiosity as a general moderator.

## METHOD

The research used a quantitative approach and purposive sampling technique. It used primary data from an online survey intended explicitly for Gen Z people. The sample of respondents was selected based on several criteria. *First*, they were aged 16-25 years at the time of the research. *Second*, they were required to know and use at least two halal-labeled cosmetic brands. *Third*, they needed to be familiar with and recognize at least two beauty vloggers on various social media platforms.

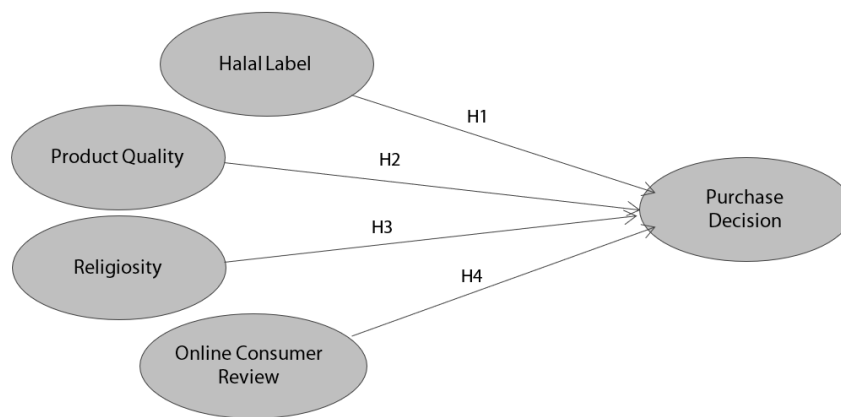
In addition, this study aims to explore the influence of halal label variables, product quality, religiosity and online consumer reviews on the purchase decision of halal cosmetics. The data for this study derived from primary data as mentioned earlier. We use SEM analysis to examine the relationship between latent variables (refer to Table 1). Furthermore, to see differences in hypotheses from a gender perspective, we use multi group analysis (MGA). Therefore, it can be emphasized that the analysis of hypotheses from the gender perspective constitutes a conceptual exploration in this study.

The characteristics of the samples from the population are unknown, making the samples of this study saturated. This means that the population cannot be calculated. Thus, the method for determining the sample size follows theoretical principles, which suggest that the sample size should be 5 - 10 times the number of research indicators. Then, after mentioning the research approach used, methods and respondent criteria, the following research instruments in the form of questionnaire items is also presented in Table 1.

**Table 1. Questionnaire Items**

Variable	Indicators	Sources	
<b>independent</b>	Halal Label (HL)	<ol style="list-style-type: none"> <li>1. The existence of the word "Halal" on the product or packaging helps me identify the product before purchasing halal cosmetic products;</li> <li>2. I always pay attention to the halal image on the packaging before purchasing cosmetic products;</li> <li>3. I clearly know the location of the "Halal" label on the packaging of cosmetic products, making it easier to provide information and confidence in the quality of the product;</li> <li>4. I know that there is a combination of images and writings of the official "Halal Label" from Indonesian Ulema Council (MUI) so that I can consider choosing skin care and other cosmetic products before making a purchase.</li> </ol>	(Ishak et al., 2016)
	Product Quality (PQ)	<ol style="list-style-type: none"> <li>1. Halal cosmetic products have a variety of products that suit my skin care needs to stay healthy;</li> <li>2. Halal cosmetic products are in accordance with what is offered through advertisements and product labels;</li> <li>3. Halal cosmetic products do not cause problems on my skin so I feel safe;</li> <li>4. Halal cosmetic products have durability in a certain period of time that is quite long;</li> <li>5. The packaging design of halal cosmetic products is attractive and functional to keep the product inside.</li> </ol>	(Ali et al., 2018), (Tazlia et al., 2023)
	Religiosity (R)	<ol style="list-style-type: none"> <li>1. I find it very important to make a shopping list so as not to over-consume;</li> <li>2. I feel in control of my spending on consumption, especially spending on cosmetics.</li> </ol>	(Gunawan & Gaffar, 2021), (Irfany et al., 2024)
	Online Consumer Review (COR)	<ol style="list-style-type: none"> <li>1. I see reviews from beauty vloggers that have a clear explanation of the advantages and disadvantages of the product;</li> <li>2. I trust the choice of halal cosmetic products that I will buy by first looking at the honest review of the beauty vlogger of my choice.</li> <li>3. I choose halal cosmetic products to buy by looking at reviews from beauty vloggers with the same skin problems.</li> </ol>	(Juliana et al., 2022), (Salsabila & Ihsan, 2023)
<b>dependent</b>	Purchase Decision (PD)	<ol style="list-style-type: none"> <li>1. By recognizing the need for halal cosmetic products, you hope to buy the right skin care products;</li> <li>2. Before buying halal cosmetic products, you feel the need to be active in finding information about the products offered.;</li> <li>3. After getting information about halal cosmetic products, you evaluate and consider several options before making a decision.</li> <li>4. You make a purchase of halal cosmetic products after evaluating product options;</li> <li>5. I will recommend halal cosmetic products to others.</li> </ol>	(Salsabila & Ihsan, 2023), (Jalil et al., 2021), (Hassan & Sengupta, 2019)

Figure 1. Hypothesis Framework



Source: Authors (2023)

This study relates to persistence and even increasing levels of cosmetics sales in the post-pandemic period. The approach adopted in several previous studies suggests that consumers' perceived value significantly influences their interest in purchasing cosmetics (Tazlia et al., 2023). There are also findings that brand ambassadors positively increase sales of halal cosmetics among Muslim millennials (Juliana et al., 2022). Additionally, religiosity influences consumers' purchasing psychology (Gunawan & Gaffar, 2021).

The concept they use does not include religiosity as an endogenous variable that is directly tested or gender as an analytical study. This study adopted the previously developed concept, which uses consumption theory to hypothesize that consumption, marketing, and psychological value influence purchasing decisions. Figure 1 is the complete hypothesis framework.

The method of choice for this study is PLS path modeling, a robust approach when the SEM contains both factors and composites. Testing on PLS enables us to develop a comprehensive model (Gotz et al., 2010), with variable categorization which is called multi-group analysis. Even in conditions that use respondents as primary data, we can still use a reference loading factor value in the range 0.3-0.4 as a valid value, ensuring the thoroughness of our methodology.

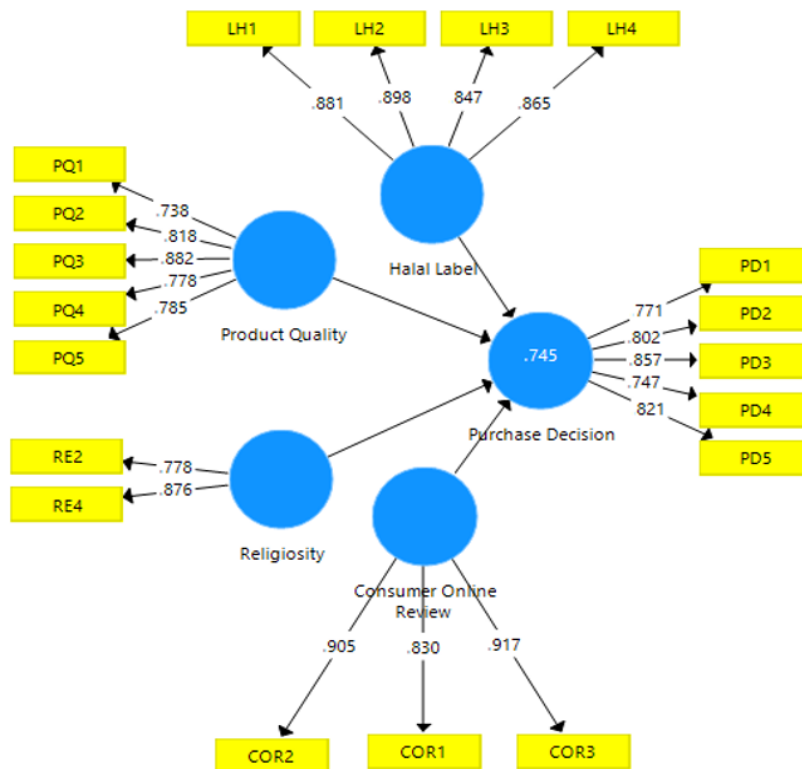
## RESULTS AND DISCUSSION

### Result

As explained in the data in the previous section, respondents for this research were selected with few screening items. The respondents in this study were predominantly female students, selected based on their familiarity with cosmetics, having used a minimum of 2 cosmetic products, and being acquainted with two beauty vloggers. The gender distribution of respondents indicates that 62 were male and 141 were female. Most participants fell within the age range of 21 to 24 years.

Figure 2 shows the loading factor analysis for each variable indicator. All measured indicators have values of more than 0.7. Thus, it can be concluded that they significantly

Figure 2. Outer Loading



explain each variable. The lowest value is 0.738 for the product quality 1 (PQ1) indicator, and the highest is 0.917 for the customer online review 3 (COR3) indicator. All measurable variables significantly influence purchase decisions.

All four indicators (LH1 – LH4) significantly explain the halal label, with the third indicator (LH3) having the lowest value. Then, the measured variables (PQ1-PQ5) significantly explain product quality, with PQ3 obtaining the highest loading factor value, 0.889. Purchasing decision indicator 3 (PD3) has the highest loading of 0.857 in the model, while purchasing decision indicator 4 (PD4) is the indicator with the lowest value, 0.747.

Table 2. Reliability and Validity Test

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Online Consumer Review	.861	.880	.915	.783
Halal Label	.896	.902	.928	.762
Product Quality	.860	.865	.900	.643
Purchase Decision	.859	.861	.899	.641
Religiosity	.549	.573	.813	.686

Based on Table 2, Cronbach's alpha and composite reliability values are greater than 0.7, which is considered good (Gotz et al., 2010). The average variance extraction (AVE) results are good, considering the value is above 0.5 (Henseler et al., 2016). Discriminant

validity testing ensures that each latent model concept is unique. The validity test determines the accuracy of a measuring instrument. SMART PLS can evaluate discriminant validity using Fornell-Larcker criteria and cross-loading. Table 2 shows the results of the discriminant validity test.

**Table 3. Fornell-Cracker Criteria**

	Online Consumer Review	Halal Label	Product Quality	Purchase Decision	Religiosity
Online Consumer Review	.885				
Halal Label	.711	.873			
Product Quality	.656	.755	.832		
Purchase Decision	.707	.709	.803	.810	
Religiosity	.076	.188	.153	.190	.828

Based on the results of the Fornell-Larcker criteria test in Table 3, the square root of the AVE for the Halal Label of 0.873 is greater than the correlation value of 0.711, which indicates that the discriminant validity requirements have been met. The square root of AVE for product quality (PQ) is 0.832, which is greater than the correlations with Halal Label (0.755) and Customer Online Review (0.656), thus indicating discriminant validity. The square root of the AVE purchase decision is (0.810) greater than the correlation with product quality of 0.803, Halal Label (0.709), and Online Consumer Review (0.707). The square root of AVE Religiosity is 0.828, higher than the correlation with purchasing decisions (0.190), product quality (0.153), Halal Label (0.188), and Customer Online Reviews (0.076). This value proves discriminant validity.

**Table 4. VIF**

Item	Value
COR1	1.883
COR2	2.412
COR3	2.683
LH1	2.428
LH2	3.517
LH3	2.228
LH4	2.966
PD1	1.833
PD2	2.018
PD3	2.409
PD4	1.681
PD5	2.024
PQ1	1.927
PQ2	2.294
PQ3	3.250
PQ4	2.429
PQ5	1.955
RE2	1.167
RE4	1.167



**Table 5. R<sup>2</sup>**

	R-square	R-square Adjusted
Purchase Decision	0,745	0,739

Based on Table 4, this study passed the multicollinearity test because the VIF value was less than 5. Table 5 shows that the perceived value has a good R-square value of 0.745. This result means that HL (halal label), PQ (product quality), R (religiosity), and COR (Online Consumer Review) explain 74.5% of the variance in purchasing decision values. Meanwhile, 27.8 percent of the variation in purchasing decisions is explained by variables not included in the research model.

Figure 2 outlines four hypotheses: The first hypothesis (H1) is that online consumer reviews influence purchase decisions. The second hypothesis (H2) is that halal Labels influence Purchase Decisions. The third hypothesis (H3) is that product Quality influences Purchase Decisions. The fourth hypothesis is that religiosity influences Purchase Decisions.

Based on Table 6a of the test results of 4 hypotheses, the results obtained are 1 hypothesis was rejected, and three other hypotheses were accepted. The accepted and rejected hypothesis results are based on the t-statistic value and p-value. The rejected hypothesis is the second hypothesis, which tests the halal label variable on purchase decisions because the t-statistic value is 3.183 (>1.96). The P value for this hypothesis is 0.001, which indicates that this hypothesis is correct. This study found that Online Consumer Review positively affects purchase decision.

As for the accepted hypotheses, there are 3, namely hypotheses 1, 3, and 4. The relationship between these variables is online consumer review on purchase decision, product quality on purchase decision, and religiosity on purchase decision, respectively. The third of this is the accepted hypothesis. Regarding the influence of consumer review variables on purchase decisions, consumers' views on products due to the assessment of beauty vloggers and their trust in released products significantly influence their confidence to purchase cosmetics. This study certainly provides a review that strengthens the previous empirical study from Juliana et al. (2022).

**Table 6a. Hypothesis Testing**

	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values	Result
Online Consumer Review -> Purchase Decision	.270	.085	3.183	.001	Acceptable
Halal Label -> Purchase Decision	.049	.100	.409	.341	Rejectable
Product Quality -> Purchase Decision	.607	.065	9.479	.000	Acceptable
Religiosity -> Purchase Decision	.070	.038	1.767	.039	Acceptable

Source: research finding

**Table 6b. Hypothesis Testing on Male**

	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>	<b>Result</b>
Online Consumer Review -> Purchase Decision	-.391	.241	1.501	.067	Rejected
Halal Label -> Purchase Decision	.386	.173	2.099	.019	Accepted
Product Quality -> Purchase Decision	.885	.287	3.068	.001	Accepted
Religiosity -> Purchase Decision	.100	.053	1.976	.040	Accepted

Source: research finding

**Table 6c. Hypothesis Testing on Female**

	<b>Sample Mean (M)</b>	<b>Standard Deviation (STDEV)</b>	<b>T Statistics ( O/STDEV )</b>	<b>P Values</b>	<b>Result</b>
Online Consumer Review -> Purchase Decision	.334	.098	3.370	.000	Accepted
Halal Label -> Purchase Decision	-.030	.113	.254	.400	Rejected
Product Quality -> Purchase Decision	.652	.055	11.809	.000	Accepted
Religiosity -> Purchase Decision	.038	.061	.660	.255	Rejected

Source: research finding

When it comes to the effect of product quality on purchasing decisions, this hypothesis stands out as the strongest. This is evident from the statistical value, which is the highest among all the hypotheses at 9.479. The logical relationship between these variables, as well as the alignment with business law, further strengthens this hypothesis. According to business law, product quality is directly proportional to consumer interest, which in turn influences their purchasing decisions. This logical connection makes the hypothesis compelling and worthy of further exploration.

Finally, the fourth hypothesis tests the religiosity variable on purchasing decisions. It can be seen in Table 6a and the hypothesis model in Figure 1, which concludes that this hypothesis is accepted. A sense of restraint not to consume excessively and being economical in shopping, especially in cosmetic products, still gives them savings to decide to buy halal cosmetics. This result aligns with studies conducted by Hakim et al. (2023) and Salsabila and Ihsan (2023).

Based on the multi-group analysis (MGA) test, there are differences in the hypothesis results between male and female consumers (see Tables 6b and 6c). In hypothesis testing for male respondents, 1 hypothesis was found, which had no significant effect. Namely, a hypothesis that measures the influence of Online Consumer Reviews on purchasing

decisions. Meanwhile, in testing the hypothesis with female respondents, it was found that two hypotheses had no significant effect—namely, hypothesis 2, halal labels on purchasing decisions, and hypothesis 4, religiosity towards purchasing decisions. Meanwhile, the other two hypotheses (H1 and H3) were proven significant.

## **DISCUSSION**

This study determined that online consumer reviews, religiosity, and product quality can positively influence purchasing decisions. However, a halal label does not negatively impact purchasing decisions. In practice, consumers selecting cosmetic items often note that beauty vloggers possess considerable expertise in reviewing beauty products (Handriana et al., 2020), and people who are followers consider the beauty vlogger to be competent. Moreover, post-pandemic, the government is still implementing social restrictions, albeit gradually. This condition benefits people in choosing beauty products by relying on beauty vlogger reviews rather than purchasing from offline stores (Sukoco et al., 2020). The presence of influencers, such as beauty vloggers, will undoubtedly offer diverse perspectives and references for potential consumers, allowing them to compare product reviews and quality across different sources. Naturally, beauty vloggers' extensive knowledge and insights, coupled with their heightened commitment, carry persuasive value in convincing consumers to purchase cosmetic products (Yudha & Basya, 2024).

Product quality is a primary consideration for consumers when choosing cosmetic products, alongside price. Consumers expect the products they receive to meet their standards, a fact supported by the quality of cosmetic products and skin care advertised and endorsed by user testimonials. This emphasis on product quality and the trust it fosters among consumers are key factors in the cosmetic industry.

Then, apart from product quality, online consumer reviews also play a significant role in decision-making. These reviews, particularly those from beauty vloggers perceived as clear, honest, and aligned with the product profile, ultimately foster consumer trust and influence purchasing decisions. Beyond product quality and online consumer reviews, another factor that influences purchasing decisions is religiosity. For Muslim consumers, it is essential to choose halal products that align with the beliefs and teachings of the Islamic religion.

However, among the four independent variables, the halal label does not significantly impact purchasing decisions. Statistically, its P-value is insignificant. However, random interviews conducted with several respondents revealed that they considered products bought and sold in Indonesia, where the majority of the population is Muslim, to be inherently halal. This perception diminishes the importance consumers place on the halal label. (Arieffiandi et al., 2016; Goranda et al., 2021). The basis for purchasing decisions is more due to product rationality, such as usefulness, price, and durability. However, further study observing the influence of endogenous variables on exogenous variables revealed several interesting things. One finding is that there are differences in

assessments and test results from a gender perspective. This result means that male and female respondents have different views on cosmetic purchasing decisions.

Following the background that reviews differences in gender views (men and women), the results of the hypothesis of the influence of halal labeling on purchasing decisions and the level of religiosity on purchasing decisions can be accepted in the view of male respondents. However, this is different for female respondents who refuse. In tracing through confirmation interviews with several respondents, this finding is logical and in line with the actual conditions in the field. Based on this, an assessment was obtained that for men, the cosmetics they use require spiritual factors such as religiosity and halal labels before they finally decide to use them. However, it is different with female consumers, who are more rational in purchasing decisions by only considering product quality and online consumer reviews.

Once again, these findings confirm differences in results from a gender perspective. The answers to the hypotheses for males and females were found to be unique. Male respondents who use cosmetic products strengthen the hypothesis that halal labels, product quality, and religion can influence decisions to purchase cosmetic products. Meanwhile, online consumer reviews do not increase their confidence in cosmetic products. This result is considered a market opportunity.

Then, for female consumers, different results were also found in proving the hypothesis. When deciding to purchase cosmetic products, female consumers prioritize online consumer reviews and product quality, with a psychological and rational background similar to the condition of females in general when deciding to purchase products. Meanwhile, female consumers need to fully consider the halal label and religious values in deciding to purchase cosmetics. This finding confirms that female consumers find it easier to follow trends and trendsetters of new things. The issue of halal cosmetics and the halal industry, in general, is attracting market share, predominantly female consumers of a particular age group, millennials, and Gen Z.

Thus, the difference in the results of this study when viewed with previous studies is the influence of related variables as compiled in the hypothesis model from a gender perspective. This review from a gender perspective is seen as interesting for several reasons. First, cosmetics are commonly associated with women but are unfamiliar to men. This study found that men and women have similar views and interests in cosmetics. Second, cosmetics are considered genderless among millennials and Gen Z. Thus, there has been a shift in interest and paradigm towards cosmetics from the previous to the current millennial era. Third, the findings of this study can be a strategic material and study in product mapping and segmentation for local cosmetic companies in particular. Where the position of Gen Z and millennials who view halal cosmetics, and mainly male Muslim consumers, is a potential segmentation to continue to be developed.

## CONCLUSION

This study shows that online consumer reviews, religiosity, and product quality positively impact purchasing decisions, while the halal label is not so significant. This condition is because some respondents tend to believe that cosmetic products in Indonesia, where the majority of the population is Muslim, are safe and automatically halal. An interesting finding from this study is that there are differences in gender perspectives regarding cosmetic purchasing decisions. Male consumers show greater attention to halal labeling, product quality, and religiosity. In contrast, female consumers prioritize online consumer reviews and product quality and place less emphasis on religiosity and halal labels when purchasing.

This result suggests different market opportunities for women in terms of consumption volume and production, especially with market segmentation among millennials. This research also found that differentiation from a gender perspective certainly offers benefits for stakeholders. This result presents a significant concern for male consumers indifferent to online reviews, particularly in the beauty industry. The industry can address this concern by continuing to provide education through advertising featuring beauty vloggers as influencers. Male consumers represent potential market segments that need to be fully optimized and strategically targeted. Conversely, this situation also catalyzes encouraging local entrepreneurs to enter the market by offering halal cosmetic products currently in high demand. This result aligns with the demand-supply theory; when there is a high demand, it presents an opportunity for producers to introduce their products to the market.

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