

The Influence of the Marketing Mix and Buyer Characteristics on Halal Cosmetics Purchase Decisions in Palembang City

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ABSTRACT

The growth of the halal cosmetics market highlights the need to understand the marketing and consumer-related factors influencing purchase decisions. This study examines the effects of the marketing mix, comprising product, price, distribution, and promotion, and buyer characteristics, represented by knowledge and lifestyle, on halal cosmetics purchase decisions in Palembang City. A quantitative associative approach was employed, involving 100 respondents selected through purposive sampling. Primary data were collected using questionnaires and analyzed through multiple linear regression. The results indicate that the marketing mix and buyer characteristics simultaneously have a significant effect on purchase decisions. Partially, product, distribution, knowledge, and lifestyle have significant effects, whereas price and promotion do not. These findings emphasize the importance of product strategy, distribution, consumer education, and lifestyle-based segmentation in halal cosmetics marketing.

INTRODUCTION

The halal cosmetics industry has become an important component of the global Islamic economy as consumers increasingly consider not only beauty benefits but also product safety, ethical production, traceability, and halal compliance. Global Muslim expenditure on cosmetics reached approximately USD 86.66 billion in 2023, while the revenue of the Indonesian cosmetics industry was estimated to increase from USD 1.31 billion in 2021 to USD 1.94 billion in 2024. Indonesia also had approximately 1,039 cosmetics companies in 2023, most of which were small- and medium-scale enterprises (DinarStandard, 2025). This development is further supported by Government Regulation of the Republic of Indonesia Number 42 of 2024 concerning the implementation of halal product assurance (Government of the Republic of Indonesia, 2024). As the largest population and economic center in South Sumatra, Palembang City represents a potential market for halal cosmetics. Purchase decisions in this market may be influenced by product attributes, marketing communication, distribution accessibility, halal knowledge, product image, and consumer lifestyle (Isa et al., 2023).

From a marketing perspective, purchase decisions result from consumers' evaluation of available alternatives. The marketing mix provides controllable stimuli through product, price, distribution, and promotion. In the halal cosmetics context, consumers evaluate product quality, safety, packaging, price fairness, availability, and the credibility of promotional information. Therefore, halal cosmetics marketing should not rely solely on halal labels but should also ensure consistent product benefits, reliable information, accessibility, and perceived value. The influence of each marketing-mix element may differ because consumers may prioritize product suitability, quality, and accessibility over price discounts or promotional exposure when evaluating product safety and halal integrity (Septiarini et al., 2023).

Purchase decisions are also shaped by consumer knowledge and lifestyle. Halal knowledge enables consumers to evaluate ingredients, production processes, certification, legal compliance, authenticity, and product safety. Lifestyle reflects consumers' activities, interests, opinions, identities, and self-expression through cosmetic consumption. Consumers with stronger halal knowledge tend to assess product information more critically, whereas lifestyle-oriented consumers may be influenced by beauty trends, prestige, online reviews, peer groups, and brand image (Shahid et al., 2023). Thus, knowledge and lifestyle influence how consumers interpret marketing stimuli before making purchase decisions.

A preliminary study involving 30 Muslim women who regularly used cosmetics was conducted to identify the purchasing phenomenon in Palembang City. All respondents stated that they considered halal status when purchasing cosmetics, although their reasons varied. Of the 30 responses, ten reflected consumer knowledge, including the ability to distinguish halal and non-halal cosmetics, awareness of product legality, authenticity, regulatory authorization, ingredients, safety, and the consequences of using non-halal products. Eight responses were related to promotion, such as positive reviews, recommendations

from friends or salespersons, brand ambassadors, and bestseller claims. Six responses concerned product factors, including expected benefits, product suitability, packaging attractiveness, popularity, and potential side effects. The remaining responses were distributed equally among price, distribution, and lifestyle, particularly affordability, online availability, ease of access, and prestige-oriented consumption. These preliminary findings indicate that halal cosmetics purchase decisions are influenced by a combination of marketing factors and consumers' internal characteristics.

The preliminary findings are consistent with Maulani et al. (2022), who demonstrated that digital information, online shopping stimuli, knowledge, attitudes, certification, halal awareness, and product image influence consumer acceptance of halal cosmetics. Nevertheless, previous findings remain inconsistent. Advertising and halal certification do not always directly encourage consumers to switch products, while product image may exert a stronger influence on consumer behavior. Moreover, previous studies have frequently focused on non-Muslim consumers, Generation Z, cross-country settings, or purchase intention rather than actual purchase decisions (Ibeabuchi et al., 2024).

These limitations reveal a research gap in the simultaneous examination of product, price, distribution, promotion, knowledge, and lifestyle as determinants of actual halal cosmetics purchase decisions in Palembang City. Previous studies have generally emphasized the theory of planned behavior, the stimulus-organism-response framework, the elaboration likelihood model, halal awareness, religiosity, attitudes, brand image, certification, and purchase intention. However, integrated studies combining the marketing mix and buyer characteristics at the actual purchase-decision stage remain limited (Bhutto et al., 2023). Therefore, this study examines the simultaneous and partial effects of product, price, distribution, promotion, knowledge, and lifestyle on halal cosmetics purchase decisions. Theoretically, the study integrates firm-controlled marketing factors with consumers' internal characteristics. Practically, it provides a basis for developing product, pricing, distribution, promotional, halal-education, and lifestyle-based segmentation strategies.

LITERATURE REVIEW

Halal Cosmetics Purchase Decisions

A purchase decision refers to the consumer's actual selection of a product after recognizing a need, seeking information, and evaluating alternatives, including product, brand, seller, timing, quantity, and payment choices (Kotler et al., 2022). In halal cosmetics, purchase decisions are influenced by product quality, safety, price, accessibility, brand credibility, and halal compliance. Handriana et al. (2021) found that halal cosmetics purchasing behavior results from the interaction of personal and market-related factors. Attitudes, personal norms, and religiosity play important roles in shaping consumer behavior. Unlike purchase intention, which reflects a consumer's willingness to buy, a purchase decision represents the actual selection and purchase of a product. Therefore, this study focuses on actual halal cosmetics purchase decisions. The consumer behavior model is presented in Figure 1.

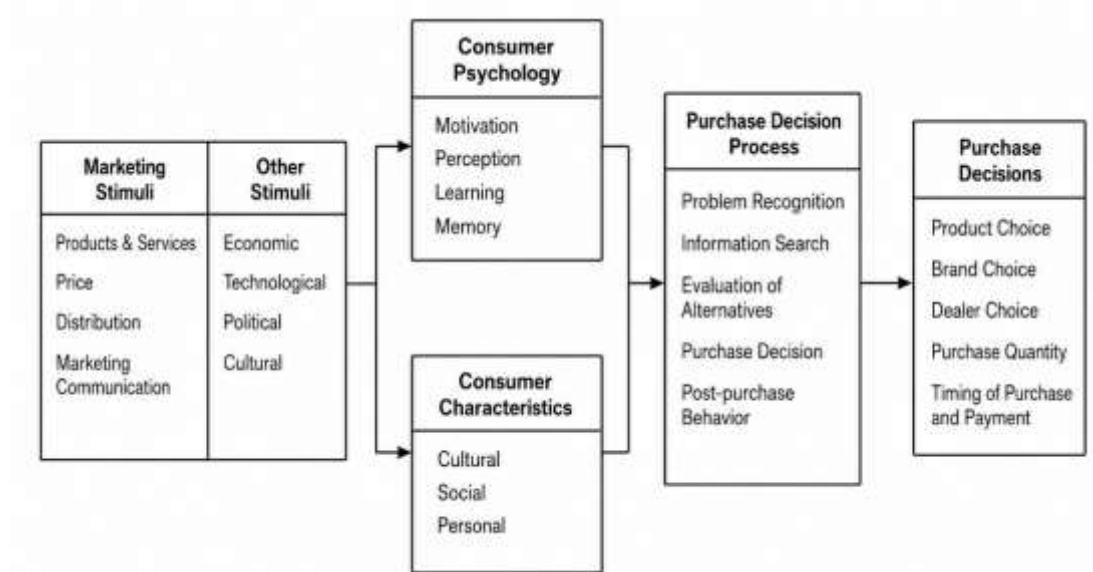


Figure 1. Consumer Behavior Model

Note: Adapted from *Marketing management* (16th ed.), by P. Kotler, K. L. Keller, and A. Chernev, 2022, Pearson, and *Consumer behavior: Buying, having, and being* (13th ed.), by M. R. Solomon, 2020, Pearson.

Based on this framework, purchase decisions in this study are reflected through consumers' product choice, brand choice, seller or distribution-channel choice, purchase timing, purchase quantity, and preferred payment method. These dimensions capture both the cognitive evaluation preceding a purchase and the practical form of the final consumer decision.

Product

Product refers to the attributes and benefits offered to satisfy consumer needs. In halal cosmetics, product evaluation includes quality, performance, safety, ingredients, packaging, authenticity, and halal compliance. These attributes are important because consumers consider skin compatibility, expected results, and potential health risks before making a purchase. In this study, product is measured through performance, durability, conformity with specifications, features, reliability, aesthetics, and perceived quality (Rukmana & Febrianti, 2023).

Price

Price represents the monetary and nonmonetary sacrifices consumers make to obtain a product. In purchasing halal cosmetics, consumers evaluate price based on affordability, product quality, expected benefits, and competitiveness. A reasonable price can encourage purchasing decisions, whereas a price that does not correspond to the product's quality and benefits may reduce consumer interest. Isnania et al. (2022) confirmed that price significantly influences consumers' decisions to purchase halal cosmetics. In this study, price is measured through price affordability, price conformity with

product quality, price competitiveness, and price conformity with product benefits.

Distribution

Distribution refers to the channels and activities used to make halal cosmetic products available to consumers at the right place and time. It includes marketing channels, market coverage, location accessibility, inventory availability, transportation, and delivery convenience. Halal cosmetics are distributed through physical stores, official outlets, online marketplaces, social media, and live-streaming platforms. However, broad distribution may increase the risk of counterfeit products, unauthorized sellers, and unclear halal claims. Therefore, effective distribution should ensure easy access, credible sellers, product availability, and reliable delivery. Virgiawan et al. (2024) showed that product presentation and marketing materials at the point of sale influence halal cosmetics purchasing behavior.

Promotion

Promotion refers to communication activities used to inform, persuade, and remind consumers through advertising, sales promotion, public relations, direct marketing, personal selling, influencers, online reviews, and social media. In the halal cosmetics industry, promotional messages should clearly communicate product benefits, safety, authenticity, and halal certification because consumers cannot directly verify ingredients or production processes. Social media marketing and electronic word of mouth influence consumers' intentions to repurchase halal cosmetics, while Fadilla et al. (2023) showed that beauty influencers contributed to cosmetic purchasing decisions. Virgiawan et al. (2024) also demonstrated the relevance of point-of-sale communication to halal cosmetics buying behavior. Therefore, effective promotion should be credible, clear, relevant, and consistent. In this study, promotion is measured through advertising, sales promotion, public relations, direct marketing, and personal selling.

Consumer Knowledge

Consumer knowledge refers to consumers' understanding of product attributes, purchasing procedures, usage, risks, and expected benefits. In the context of halal cosmetics, it includes knowledge of ingredients, halal certification, product authenticity, regulatory approval, safety standards, and proper use. Consumer knowledge consists of product, purchase, and usage knowledge, which help consumers evaluate products and reduce uncertainty. Osman et al. (2022) found that halal knowledge and awareness significantly influenced halal cosmetics purchasing behavior, halal awareness contributes to strengthening consumers' purchase intention.. However, knowledge does not always result in halal-consistent behavior, as educated consumers may still prioritize quality, convenience, familiarity, or brand attachment over halal certification (Ngah et al., 2023). Therefore, consumer knowledge should be examined together with marketing factors and lifestyle.

Lifestyle

Lifestyle reflects consumers' patterns of activities, interests, opinions, and consumption that express their personal values and social identity. In the halal cosmetics context, lifestyle influences product choices related to beauty, self-presentation, religious values, and modern consumption. Yusnidar et al. (2023) found that lifestyle had a positive and significant influence on halal cosmetics purchasing decisions. Similarly, Imung et al. (2025) confirmed that lifestyle significantly influenced consumers' decisions to purchase Wardah cosmetics. Therefore, lifestyle represents the role of personal preferences, social trends, and identity expression in consumer purchasing decisions. The psychographic dimensions used in this study are presented in Table 2.

Table 2. Psychographic Dimensions of Lifestyle

Activities	Interests	Opinions	Demographic context
Work	Family	Self-image	Age
Hobbies	Home	Social issues	Education
Social activities	Employment	Politics	Income
Holidays	Community	Business	Occupation
Entertainment	Recreation	Economy	Family size
Club membership	Fashion	Education	Type of residence
Community participation	Food	Products	Geographic location
Shopping	Media	Future orientation	Urban environment
Sports	Achievement	Culture	Life-cycle stage

Note. Adapted from *Consumer behavior: Buying, having, and being* (13th ed.), by M. R. Solomon, 2020, Pearson.

In this study, the core lifestyle dimensions are activities, interests, and opinions. Demographic characteristics provide supporting context but are not treated as the primary lifestyle construct. Lifestyle indicators can include shopping habits, interest in beauty and fashion, use of social media, responses to cosmetic trends, prestige orientation, and opinions regarding halal consumption.

Synthesis of Previous Studies and Research Gap

Previous studies show that halal cosmetics purchasing behavior is influenced by religious, functional, social, and marketing factors. Handriana et al. (2021) demonstrated that personal and product-related considerations shaped millennial consumers' behavior. Suhartanto et al. (2021) further reported that product quality and emotional attachment could have stronger effects on consumer loyalty than religiosity. Digital factors, including social media marketing, electronic word of mouth, beauty influencers, lifestyle, halal labels, and point-of-sale communication, also influence purchase and repurchase

behavior. Halal knowledge, awareness, and attitudes contribute to purchasing behavior (Osman et al., 2022), although knowledgeable consumers may still select non-certified cosmetics because of quality, convenience, or brand preferences (Ngah et al., 2023). Product characteristics, price, brand image, social influence, and consumer innovativeness have also been identified as relevant determinants (Gümüş & Onurlubaş, 2023).

However, previous research has several limitations. Many studies examine purchase or repurchase intentions rather than actual purchase decisions (Kamaruddin et al., 2023). Other studies focus specifically on millennials or Generation Z, thereby limiting the generalizability of their findings (Handriana et al., 2021). Marketing variables and buyer characteristics are also commonly examined in separate models (Rukmana & Febrianti, 2023). Furthermore, findings remain inconsistent regarding the relative influence of religiosity, product quality, knowledge, and emotional attachment (Suhartanto et al., 2021).

Therefore, this study integrates product, price, distribution, promotion, knowledge, and lifestyle into a single model of halal cosmetics purchase decisions. It examines consumers in Palembang City without restricting the sample to a specific generation, brand, community, or digital platform. Thus, the study provides a broader explanation of how marketing stimuli and buyer characteristics jointly influence actual purchase decisions.

Conceptual Framework

The conceptual framework assumes that purchase decisions are shaped by marketing stimuli and buyer characteristics. Product, price, distribution, and promotion represent the marketing mix, while knowledge and lifestyle represent buyer characteristics. Each variable is hypothesized to influence halal cosmetics purchase decisions directly, while the marketing mix and buyer characteristics are also examined simultaneously.

Framework

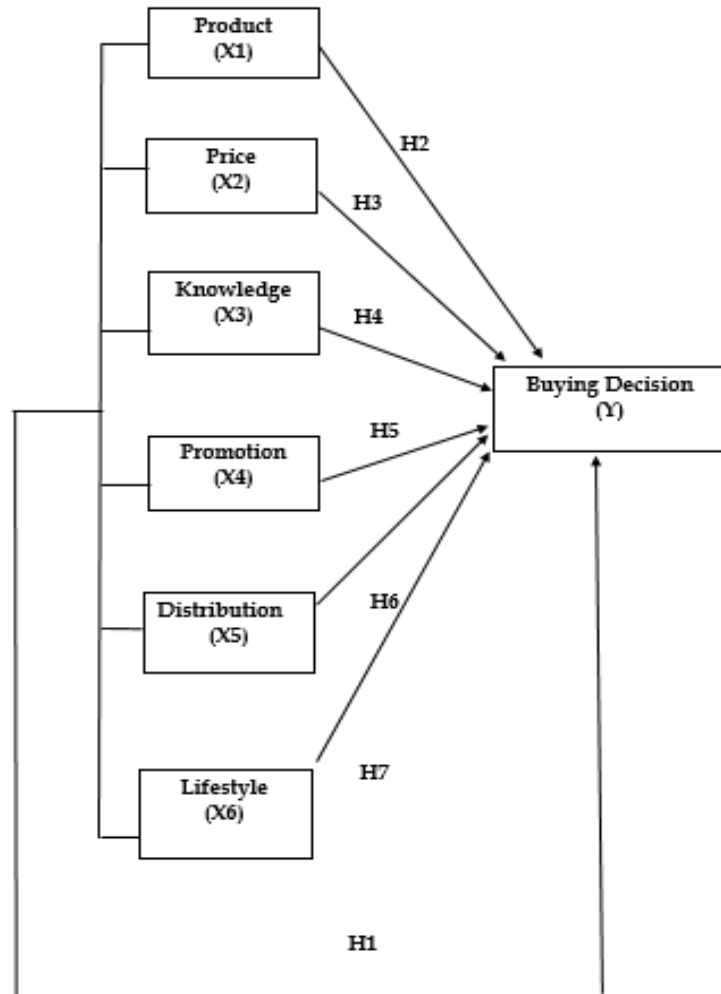


Figure 2. Conceptual Framework

Hypothesis Development

The conceptual framework proposes that halal cosmetics purchase decisions are influenced by marketing stimuli and buyer characteristics. Product, price, distribution, and promotion provide market value and information, while knowledge and lifestyle shape how consumers evaluate these stimuli.

H1: The marketing mix and buyer characteristics simultaneously have a significant effect on halal cosmetics purchase decisions in Palembang City.

H2: Product has a significant effect on halal cosmetics purchase decisions in Palembang City.

H3: Price has a significant effect on halal cosmetics purchase decisions in Palembang City. Accessible and trusted distribution channels reduce purchasing effort and concerns about product authenticity.

H4: Distribution has a significant effect on halal cosmetics purchase decisions in Palembang City.

H5: Promotion has a significant effect on halal cosmetics purchase decisions in Palembang City.

H6: Consumer knowledge has a significant effect on halal cosmetics purchase decisions in Palembang City.

H7: Lifestyle has a significant effect on halal cosmetics purchase decisions in Palembang City.

METHODOLOGY

Research Design

This study employed a quantitative approach with an explanatory associative and cross-sectional survey design. The design was used to examine the simultaneous and partial effects of product, price, distribution, promotion, consumer knowledge, and lifestyle on halal cosmetics purchase decisions in Palembang City. Data were collected from respondents at one point in time without experimental treatment. A cross-sectional design is appropriate for examining relationships among variables within a defined population during a specific period.

Operational Definition of Variables

The dependent variable was halal cosmetics purchase decisions, while the independent variables were product, price, distribution, promotion, consumer knowledge, and lifestyle. The questionnaire items were developed from the theoretical indicators presented in Table 1 and contextualized to halal cosmetics consumers in Palembang City.

Table 3. Operational Definitions of Research Variables

Variable	Operational definition	Indicators
Purchase Decision (Y)	Consumers' actual actions in selecting and purchasing halal cosmetics in Palembang City.	Product choice; brand choice; seller choice
Product (X1)	Halal cosmetic products offered to satisfy consumers' needs.	Features; aesthetics; perceived quality
Price (X2)	Consumers' financial sacrifice to obtain halal cosmetic products.	Price affordability; price conformity with quality; price conformity with benefits
Distribution (X3)	Channels and activities used to deliver halal cosmetics to consumers.	Marketing channels; market coverage; location
Promotion (X4)	Communication activities used to provide information about halal cosmetic products.	Advertising; sales promotion; direct selling
Consumer Knowledge (X5)	Information possessed by consumers regarding halal cosmetic products, purchasing, and usage.	Product knowledge; purchase knowledge; usage knowledge
Lifestyle (X6)	Consumers' patterns of activities, interests, and opinions related to cosmetic consumption.	Entertainment; fashion; self-orientation

Population and Sample

The population comprised consumers who had purchased halal cosmetics in Palembang City. Because the total population size was unknown, this study employed a nonprobability sampling method using a purposive sampling technique. Respondents were selected based on the criteria that they had purchased and used halal cosmetic products in Palembang City. Purposive sampling enables researchers to select participants whose characteristics are relevant to the research objectives. However, the findings should be generalized with caution because not all members of the population have an equal probability of being selected (Berndt, 2020).

Based on Cochran's sample size calculation using a 90% confidence level and a 10% margin of error, the minimum required sample was 69 respondents. However, the final sample size was increased to 100 respondents to anticipate incomplete questionnaire responses and improve the adequacy of the data for multiple linear regression analysis. An adequate and clearly justified sample size is essential to ensure that the collected data provide sufficient information and statistical power for the intended analysis (Lakens, 2022).

Data Collection and Research Instrument

Primary data were collected through a structured questionnaire, while secondary data were obtained from scientific articles, books, regulations, and relevant reports. The questionnaire consisted of closed-ended statements based on the indicators presented in Table 1 and was measured using a five-point Likert scale: strongly agree (5), agree (4), neutral (3), disagree (2), and strongly disagree (1). The research procedure included problem identification, literature review, framework and hypothesis development, questionnaire preparation and testing, data collection, completeness checking, coding, tabulation, statistical analysis, and conclusion drawing. Respondents participated voluntarily, and all information was treated confidentially.

Validity and Reliability Tests

Instrument validity was tested using Pearson product-moment correlation, where an indicator was considered valid if $r_{\text{calculated}} \geq r_{\text{table}}$ (0.3061) and invalid if $r_{\text{calculated}} < r_{\text{table}}$ (0.3061). Instrument reliability was examined using Cronbach's alpha, with a coefficient of at least 0.70 indicating acceptable internal consistency and a value of 0.80 or higher indicating good reliability. Validity and reliability testing ensures that an instrument measures the intended construct accurately and consistently (Sürücü & Maslakçı, 2020).

Data Analysis

Data were analyzed using multiple linear regression with IBM SPSS Statistics version 26 to examine the simultaneous and partial effects of product, price, distribution, promotion, consumer knowledge, and lifestyle on halal cosmetics purchase decisions in Palembang City (Pallant, 2020).

RESEARCH RESULTS AND DISCUSSION

Respondent Characteristics and Research Instrument Quality

This study involved 100 halal cosmetics consumers in Palembang City, all of whom had used halal cosmetics. In terms of usage intensity, 50% always used cosmetics, 33% frequently used them, and 17% rarely used them. Most respondents were aged 20–30 years (41%), followed by those under 20 years (35%), aged 30–40 years (21%), and over 40 years (3%). University students comprised the largest occupational group at 45%, followed by homemakers at 30%. Most respondents lived in Seberang Ulu II (26%), Plaju (16%), and Jakabaring (12%). Thus, the sample predominantly represented young and active cosmetics consumers.

All questionnaire items measuring purchasing decisions, product, price, distribution, promotion, knowledge, and lifestyle were valid, with correlation coefficients ranging from 0.770 to 0.987, exceeding the reference value of 0.3061. Cronbach's alpha values ranged from 0.710 to 0.943, confirming that all constructs were reliable and internally consistent.

Table 4. Summary of Instrument Quality and Model Feasibility

Testing component	Result	Interpretation
Range of item correlation coefficients	0.770–0.987	All questionnaire items were valid
Range of Cronbach's alpha values	0.710–0.943	All variables were reliable
Model correlation coefficient	0.969	The relationship within the model was very strong
Coefficient of determination	0.939	The model explained 93.9% of the variation in purchasing decisions
Adjusted coefficient of determination	0.935	The adjusted explanatory contribution was 93.5%
Simultaneous test value	237.059	The overall model was significant
Model significance level	Less than 0.001	The marketing mix and buyer characteristics had a simultaneous effect

Although the internal quality of the instrument was considered adequate, the concentration of respondents among young consumers and university students should be carefully considered. Young consumers generally have greater exposure to beauty trends, digital media, peer groups, and identity formation through physical appearance. Research on halal cosmetics consumers has demonstrated that attitudes, social norms, brand image, and consumers' perceived ability to obtain products may differ across demographic groups (Ngah et al., 2021). Therefore, the demographic composition of the sample may partly explain the strong role of lifestyle in this study.

The Effects of the Marketing Mix and Buyer Characteristics on Purchasing Decisions

The multiple linear regression equation was:

Purchasing decision = 0.003 + 0.159 product + 0.020 price + 0.377 distribution – 0.032 promotion + 0.113 knowledge + 0.329 lifestyle.

The simultaneous test produced a value of 237.059 with a significance level below 0.001, indicating that product, price, distribution, promotion, knowledge, and lifestyle collectively had a significant effect on halal cosmetics purchasing decisions in Palembang City. This confirms that purchasing decisions result from the interaction between marketing stimuli and consumers' internal characteristics.

The coefficient of determination was 0.939, while the adjusted coefficient of determination was 0.935. Thus, the six independent variables explained 93.5% of the variation in purchasing decisions, whereas the remaining 6.5% was explained by factors outside the model.

These findings show that purchasing halal cosmetics is a multidimensional decision involving product attributes, price, accessibility, knowledge, beliefs, lifestyle, and previous experience. These findings indicate that marketing mix elements collectively influence halal cosmetics purchasing behavior, while consumer knowledge and emotional attachment contribute to greater satisfaction, stronger brand trust, and higher purchase intention. However, the coefficient of determination of 93.9% is substantially higher than the 36%–42.1% reported by Ngah et al. (2021). This difference suggests the need to examine possible indicator similarities, multicollinearity, and common method bias. Therefore, the model's strong explanatory power should be interpreted as an important finding that requires further validation.

Table 5. Summary of the Partial Effects on Purchasing Decisions

Variable	Regression coefficient	Standardized beta coefficient	Statistical test value	Significance level	Decision
Product	0.159	0.190	2.704	0.008	Significant
Price	0.020	0.022	0.348	0.729	Not significant
Distribution	0.377	0.402	7.752	Less than 0.001	Significant
Promotion	–0.032	–0.035	–0.504	0.615	Not significant
Knowledge	0.113	0.117	2.563	0.012	Significant
Lifestyle	0.329	0.347	5.573	Less than 0.001	Significant

Based on the standardized beta coefficients, distribution had the strongest effect on purchasing decisions, followed by lifestyle, product, and knowledge. Price and promotion had very small contributions and were not statistically significant when examined together with the other variables.

Distribution as the Main Determinant of Purchasing Decisions

Distribution had a positive and significant effect on purchasing decisions, with a regression coefficient of 0.377, a standardized beta coefficient of 0.402, a statistical test value of 7.752, and a significance level below 0.001. As the largest standardized beta coefficient, this result indicates that product availability, marketing channel coverage, seller accessibility, and convenient sales locations were the strongest determinants of halal cosmetics purchasing decisions in Palembang City.

The descriptive findings support this result. A total of 54% of respondents stated that halal cosmetics were not easy to obtain, 51% questioned the ease of online purchasing, 53% considered the products insufficiently distributed, and 64% stated that halal cosmetics were not easily available from sellers. These findings indicate a gap between consumer demand and product accessibility.

Ngah et al. (2021) explained that perceived behavioral control is related to the availability of resources and products at purchasing locations. This study extends that finding by demonstrating that distribution was the strongest marketing determinant in Palembang City. Therefore, manufacturers should ensure adequate stock, clearly identified authorized sellers, easy product searches, and wider distribution through cosmetics stores, shopping centers, pharmacies, official outlets, online marketplaces, and electronic commerce platforms. Limited distribution may encourage consumers to choose more accessible alternatives, even when their halal status is less convincing.

Product as the Basis for Evaluating Benefits, Safety, and Suitability

Product had a positive and significant effect on purchasing decisions, with a regression coefficient of 0.159, a standardized beta coefficient of 0.190, a statistical test value of 2.704, and a significance level of 0.008. However, 56% of respondents considered the packaging impractical, 56% found it unattractive, 54% did not believe that all cosmetics could brighten facial skin, and 56% rejected the assumption that cosmetics were suitable for everyone. These findings indicate that consumers considered product suitability, benefits, ingredients, safety, and previous experiences. This supports Khan et al. (2021) and Handriana et al. (2021), who emphasized ingredient safety, halal logos, halal awareness, and product evaluation. Manufacturers should therefore provide clear product information and develop practical, attractive packaging with a modern halal identity.

Knowledge as the Basis for Informed Purchasing Decisions

Knowledge had a positive and significant effect, with a regression coefficient of 0.113, a standardized beta coefficient of 0.117, a statistical test value of 2.563, and a significance level of 0.012. Nevertheless, 53% of respondents questioned the legal clarity of halal-labeled cosmetics, 48% did not understand the consequences of non-halal cosmetics, 51% were uncertain about protection from prohibited ingredients, and 54% considered halal cosmetics insufficiently available. These results indicate that consumers still have a limited understanding of halal certification, product legality, safety standards, and overall product quality manufacturers should strengthen consumer education

through clear information on ingredients, certification, registration, expiration dates, and product use.

Lifestyle as a Strong Internal Determinant

Lifestyle had a positive and significant effect, with a regression coefficient of 0.329, a standardized beta coefficient of 0.347, a statistical test value of 5.573, and a significance level below 0.001. It was the second strongest variable after distribution. Although 52% of respondents did not consider cosmetics to add color to their lives and 55% did not always wear cosmetics in public, consumers with stronger lifestyle orientations showed stronger purchasing decisions. Consistent with Afendi et al. (2024) and Ngah et al. (2021), halal cosmetics should therefore be positioned as part of a modern, healthy, safe, ethical, and responsible lifestyle.

Price Was Not the Main Differentiating Factor

Price had a regression coefficient of 0.020, a standardized beta coefficient of 0.022, a statistical test value of 0.348, and a significance level of 0.729, indicating no significant effect. Although 59% considered cosmetics prices unaffordable, 54% questioned their consistency with quality, and 53% questioned their consistency with benefits, consumers appeared to prioritize product suitability, safety, accessibility, experience, and halal status. In line with Ngah et al. (2021) and Khan et al. (2021), companies should maintain prices that reflect product quality and benefits rather than relying solely on low-price strategies.

Promotion Did Not Directly Encourage Purchasing Decisions

Promotion had a regression coefficient of -0.032 , a standardized beta coefficient of -0.035 , a statistical test value of -0.504 , and a significance level of 0.615. Thus, promotion did not have a significant direct effect. A total of 62% of respondents did not trust favorable reviews, 48% were not influenced by brand ambassadors, 52% did not follow sales representatives' recommendations, and 53% were not influenced by peers. This difference may be attributed to variations in research location, respondent characteristics, promotional channels, and measurement indicators. Therefore, promotional strategies should emphasize authentic digital content, transparent ingredient information, credible user experiences, and the development of brand trust.

CONCLUSIONS AND RECOMMENDATIONS

This study concludes that the marketing mix and buyer characteristics collectively have a significant effect on halal cosmetics purchasing decisions in Palembang City. Distribution was the strongest determinant, followed by lifestyle, product, and knowledge, whereas price and promotion did not have significant direct effects. These findings indicate that consumers prioritize product accessibility, suitability, safety, halal-related knowledge, and alignment with their lifestyle more strongly than price incentives or conventional promotional activities.

Halal cosmetics manufacturers and retailers are therefore encouraged to expand distribution channels, ensure product availability, improve product

quality and packaging, and provide clear information regarding ingredients, safety, legality, and halal certification. Promotional strategies should focus on authentic digital content, transparent product information, consumer experiences, and brand trust rather than relying primarily on brand ambassadors, sales representatives, or peer influence.

ADVANCED RESEARCH

This study was limited by purposive sampling, the predominance of young respondents and university students, the cross-sectional design, possible common method bias, and several broad measurement indicators. Future studies should involve larger and more diverse samples, examine additional variables such as religiosity, halal awareness, brand trust, brand image, skin type, online reviews, and digital influencer credibility, and apply confirmatory factor analysis, structural equation modeling, longitudinal designs, or experimental approaches to validate the relationships identified in this study.

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