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Halal Knowledge, Religiosity, and Halal Awareness: Determinants of Generation Z Consumers Purchase Decision

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Abstract:

Background: Recently, the demand for halal cosmetic goods has significantly expanded, particularly among Generation Z customers in West Sumatera, Indonesia. Notwithstanding their robust religious base, the understanding of halal cosmetics is still fairly confined.

Purpose: This study analyze the impact of halal knowledge and religiosity on consumer behavior, with halal awareness as a mediating variable.

Method: This research used a quantitative research design with a survey approach. The sampling technique applied purposive sampling based on certain criteria in accordance with the research objectives. The number of respondents collected was 384 people. Data were analyzed using Structural Equation Modeling (SEM).

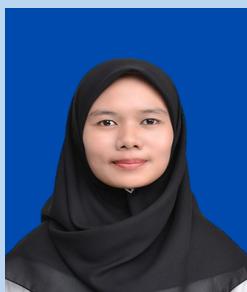
Findings: Halal knowledge and religiosity positively influence halal awareness, significantly impacting consumer behavior. Additionally, halal awareness mediates the junction of halal knowledge, religiosity, and consumer behavior.

Conclusions: The results highlight the need to educate Generation Z about halal certification and criteria to raise their knowledge and propensity toward halal cosmetics.

Research implications: This study provides important information for halal cosmetics producers, marketers, and legislators to help them develop effective strategies to reach young Muslim customers. Price sensitivity, brand loyalty, and the impact of online marketing on halal consumer behavior are further topics that should be explored in future studies.

Keywords: consumer behavior, generation z, halal awareness, halal cosmetics, halal knowledge, religiosity

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PUBLIC INTEREST STATEMENT

In the era of increasing awareness of halal products, understanding the factors that influence consumer behavior, especially among Generation Z, is becoming increasingly important. This study examines how halal knowledge and religiosity play a role in shaping consumer behavior in choosing halal cosmetics, considering halal awareness as a mediating variable.

One of the key challenges in this study is understanding the extent to which halal knowledge actually drives behavior change. Although Generation Z is known to have extensive access to information, not all information obtained has a direct impact on their preferences and purchasing decisions. In addition, the level of religiosity of individuals is often subjective and influenced by cultural factors and social environment, making it challenging to measure its influence on consumption decisions.

Another challenge is determining the role of halal awareness as a mediator. Halal awareness depends not only on cognitive aspects (knowledge) but also on emotional and social factors that shape a person's belief in choosing halal products. Therefore, understanding the complex relationship between these variables is crucial to formulate more effective marketing and education strategies for halal cosmetics manufacturers and marketers.

This research contributes to academics, industry players, and policy makers in understanding the main factors that influence the purchase decision of halal cosmetics among Generation Z. The results of this study are expected to help in designing halal cosmetics marketing strategies. The results of this study are expected to help in designing more targeted education and promotion strategies to increase awareness and consumption behavior in accordance with halal principles.



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1. Introduction

Halal products have lately grown fairly significant in many different spheres, including the cosmetics industry. This increase indicates an increasing consciousness of the need for halal items for modern ways of living and religious use. Halal standards knowledge and consumer demand for halal products have changed consumer behavior gradually. Among the countries with the most notable Muslim populations worldwide is Indonesia. Understanding the need to buy sharia-compliant items, the industry for halal cosmetics is expanding quickly. Halal cosmetics from Indonesia's market are rapidly expanding. The US\$1.94 billion Indonesian cosmetics industry will have expanded by 2025. Compound Annual Growth Rate (CAGR) 2025-2028 indicates that the Indonesian cosmetics market is predicted to expand annually by 5.35%. Growing middle-class demand for halal beauty items as well as cosmetics (including lipstick, mascara, and nail paint), drives its expansion (Statista, 2025).

People born between 1997 and 2010 are known as Generation Z and are currently the most influential group (Jayatissa, 2023). Unlike other generations, Generation Z behaves differently (Kim et al., 2022; Thangavel et al., 2021). This generation is known to be more logical thinkers, and they have great access to knowledge and technologies (Lev, 2021; Jayatissa, 2023). Generation Z has to be sure the cosmetics they use are free of elements contradicting Islamic principles. Halal cosmetics are products people use to clean, enhance, or change their look without affecting the structure or use of the body in line with Islamic law. Designed under Islamic law, their advantages surpass their drawbacks (Utami & Fetrina, 2025). Halal-certified products seem to customers to be safe (Maulani et al., 2022).

Many factors influence Generation Z's decision to pick halal makeup. Clearly important are product appearance and quality (Gumus & Onurlubas, 2023). Hasbullah et al. (2023) argue that religious views favorably correspond with purchasing behavior, hinting that customers are guided by beliefs and product quality, supporting the relevance of product attributes. Knowledge and religion are the two key elements affecting consumers' perceptions and intention to use halal cosmetics (Divianjella et al., 2020).

In the halal cosmetics sector, consumer behavior is highly influenced by knowledge of product halalness. Consumers who completely grasp halal and haram are more likely to buy products that meet Islamic ideals (Osman et al., 2022). Muslim customers' conduct toward halal cosmetics is much impacted by their values. Those who are more prone to purchase halal cosmetics have strong religious convictions, which make consumers more careful when choosing products and favoring those that fit their ideals (Nurhayati & Hendar, 2020). Rising consumer knowledge of halal rules is clearly associated with the expanding market for halal cosmetics. This knowledge influences personal customer decisions, trends in the halal cosmetics market, and claims (Suparno, 2020).

Though the demand for halal products is growing, Generation Z still lacks understanding. Sometimes, they overlook the necessity of product quality due to modern communication technologies and social media (Djunaidi et al., 2021; Rahman & Indra, 2024). Generation Z usually does not pay attention to halal labels, especially while completing online transactions (Soebahar et al., 2021). Many consumers, especially the younger generation do not completely grasp the idea of halal cosmetics and how these standards are applied to raw materials and manufacturing processes. Consequently, within the Muslim population as well, there is a discrepancy between the availability of halal cosmetics and the degree of consumer knowledge regarding their halalness.

Past studies indicate that Muslim halal cosmetics users still have difficulties and challenges. This research confirms this phenomenon. According to statistics obtained by Khalid et al. (2018) Many Muslim customers still prefer non-halal cosmetics even if awareness of halal products has increased. Product quality and more aggressive marketing from non-halal companies help explain this. Furthermore, research by Idris et al. (2020) revealed that a large number of Muslim patrons are unaware of the halal certification of cosmetic products. The findings also revealed that a large number of male buyers were unaware of the halal certification, indicating that halal knowledge is not only limited but also male-oriented. Moreover, studies by Clarita et al. (2020) found no relationship between consumers' impressions of halal cosmetics and the product. This suggests that while consumers understand the idea of halal, a more comprehensive understanding is needed to increase awareness and action in adopting halal cosmetics.

Most of the people living in West Sumatera, among the provinces of Indonesia, are Muslims; about 97% of the population is Muslim (Lahpan, 2019). Moreover, shaping Islamic values in West Sumateran society is the conventional interpretation of "Adat Basandi Syara's, Syara's Basandi Kitabullah". This concept helps one see the connection between religious teachings and tradition, impacting people's viewpoints, way of life, and consumption (Dewi, 2024). Halal products are thus considered a religious need and choice. Though the inhabitants of West Sumatera are quite religious, understanding of halal cosmetics is rather lacking, especially among young people who regularly come across foreign goods and trends. A lack of information on manufacturers and official instructions, as well as the absence of halal certification for cosmetics, exacerbates this problem. Many customers consequently fail to see the significance of using halal cosmetics, guaranteeing morality and product safety (Sulaksono & Azizah, 2022).

The events described here imply that Generation Z in West Sumatera might not be using halal cosmetics. This could be the outcome of ignorance of the halal idea or bad knowledge about halal while choosing the things they buy. Although several studies have addressed the elements influencing the use of halal products, there are still few studies that examine how knowledge of halal and religiosity simultaneously influence Generation Z's behavior in using halal cosmetics, considering the role of halal awareness as a mediator.

Thus, this paper aims to study, using halal awareness as a mediator, how religiosity and halal knowledge among Generation Z in West Sumatera influence the customer behavior of halal cosmetics. This study is significant since it will help to create better marketing plans for halal cosmetics development. Moreover, this study will increase awareness among authorities, cosmetic manufacturers, and halal certification agencies about increasing consumer knowledge and awareness. Therefore, particularly in the framework of the younger generation living in a highly religious environment, this study will likely complement past research on the factors affecting halal product consumer behavior.

Halal knowledge, religious beliefs, and halal awareness have a significant effect on Generation Z consumers' behavior in choosing halal cosmetics. Theory of Planned Behavior (Ajzen, 1991) is a relevant theoretical framework to explain this behavior, because it relates individual intentions to three main factors: attitude towards behavior, subjective norms, and perceived self-control. In this context, attitudes towards halal products are influenced by halal knowledge and awareness, while subjective norms and self-control are influenced by the level of individual religiosity. Several studies have shown that halal knowledge and religious beliefs drive purchase intentions for halal products, including cosmetics (Shahid et al., 2023; Yastica et al.,

2020). Consumers who have knowledge about ingredients, processes, and halal certification tend to be more conscious in choosing products (Öztürk, 2022). In addition, halal awareness strengthens the influence between religiosity and purchasing decisions (Albra et al., 2023). Individuals who are more religious tend to be more disciplined and consistent in choosing products according to Sharia (Susilawati et al., 2023; Koc et al., 2025; Nora & Sriminarti, 2023). Thus, the combination of halal awareness and religiosity plays an important role in shaping halal cosmetic purchasing behavior (Hosseini et al., 2020), especially among Generation Z who also tend to care about ethical and sustainability issues (Tuhin et al., 2022).

Although various studies have discussed the factors that influence consumer behavior when choosing halal cosmetics, there remains a research gap regarding how halal awareness acts as a mediating variable in the relationship between halal knowledge and religiosity on consumer behavior. Some previous studies have only examined the direct relationship between these factors, but have not specifically analyzed the mechanism by which halal awareness plays a key role in shaping the purchasing decisions of Generation Z consumers. Using a data-driven empirical approach from Generation Z consumers in West Sumatera, this study provides theoretical contributions to understanding the dynamics of consumer preferences for halal cosmetics and practical implications for the halal beauty industry in developing more effective marketing strategies.

2. Literature Review

2.1 Theory of Planned Behavior

Theory of Planned Behavior (TPB) is a theoretical framework often used to understand consumer behavior, including in the context of halal product consumption. TPB states that behavioral intentions are influenced by three main factors: attitudes, subjective norms, and perceived behavioral control (Zulfikar et al., 2023). In the context of halal cosmetics, halal knowledge and religiosity contribute to shaping these three factors, thus impacting consumption intention and behavior. The addition of halal awareness variables in the TPB model is proven to improve the accuracy of predicting purchase intentions (Ahmmadi et al., 2021). Halal awareness also mediates the relationship between halal knowledge and religiosity on consumption intention. Religious individuals tend to follow social norms related to halal consumption (Abutaleb et al., 2022), and consumers who understand the concept of halal show a more positive attitude towards halal-certified products (Adiba, 2019; Bashir et al., 2019).

2.2 Consumer Behavior in Halal Cosmetics

The diverse process by which individuals, organizations, or groups perceive, assess, buy, utilize, and discard products, services, concepts, or experiences to suit their requirements and objectives is known as consumer behavior (Kotler & Keller, 2016; Šostar & Ristanovi, 2023). Consumer behavior is how people distribute resources, time, money, and effort toward available goods or services (Schiffman & Kanuk, 2015). According to Lahuri and Pranoto (2022), halal cosmetics, although made in line with sharia law and comprise halal components, have aesthetic purposes. Halal cosmetic goods remove haram, or forbidden elements, such collagen or placenta acquired from animals considered haram in Islam, along the whole value chain, from raw material selection to final product distribution. This complements halal, defining everything, including food (Azmi & Elgharbawy, 2022; Christine et al., 2025).

2.3 The Relationship Between Halal Knowledge and Halal Awareness

Halal knowledge refers to a person's level of understanding of halal, encompassing the requirements, regulations, and halal certification processes. This knowledge includes aspects such as the category of halal products, the terminology used, product characteristics, price factors, location, time of sale, and the level of trust in the halal nature of a product (Nurhayati & Hendar, 2020). Consumers who have broader knowledge about halal tend to be more careful in choosing products that are in accordance with Islamic teachings. This finding aligns with the notion that halal knowledge and awareness have a close relationship in shaping consumer perceptions and attitudes towards halal products. The higher a person's understanding of halal aspects, the more likely that individual is to have a higher awareness of the importance of choosing products that comply with halal principles (Usman et al., 2021). This is also in line with the research findings of Hashim et al. (2020) that individuals with a better understanding of halal are more likely to have a higher awareness of identifying and choosing products that meet halal standards. Awareness does not arise suddenly, but is influenced by the individual's level of knowledge about the concept of halal, both in terms of theory and practice. Individuals with a good understanding of halal tend to be more selective in consuming products, ensuring their halalness and understanding the impact of non-halal products (Efendi, 2020). Thus, based on previous research findings, it can be assumed that halal knowledge has a positive relationship with halal awareness, where the higher a consumer's knowledge of halal, the greater their awareness in choosing and consuming halal products.

H1: Halal knowledge has a positive effect on halal awareness

2.4 The Relationship Between Religiosity and Halal Awareness

Religiosity has a significant role in increasing halal awareness among Muslim consumers. According to Azam (2016), individuals who have a high level of religiosity tend to be more aware of the importance of consuming halal products because of their understanding of Islamic teachings that emphasize halal as part of sharia compliance. Then, according to Albra et al. (2023) religiosity contributes to increasing halal awareness among Muslims. This is in line with the Theory of Planned Behavior, which states that internal factors such as values and religious beliefs influence a person's consumption patterns, including the choice of halal products. This is supported by Rafiki (2024), who found that religiosity has a positive and significant influence on halal awareness, which shows that the higher a person's level of religiosity, the greater their attention to halal products. This is due to the close link between religious values and adherence to consumption rules in Islam. More religious Muslims tend to be more aware of the importance of ensuring the halal nature of the products they consume, both food and non-food products, such as cosmetics and personal care. This is in line with the finding that education and socialization related to halal, which is supported by religious values, can be an effective strategy in increasing halal awareness in Muslim communities. Thus, the higher a person's religiosity, the more likely they are to be more aware of the importance of halal products in everyday life (Muslichah et al., 2019).

H2: Religiosity has a positive effect on halal awareness

2.5 The Relationship Between Halal Awareness and Consumer Behavior

Halal awareness plays an important role in shaping consumer behavior when choosing halal products. Bashir et al. (2018) found that there is a positive and significant

relationship between halal awareness and halal product purchasing decisions. This study also reveals that halal awareness has a direct influence on purchasing behavior, which means that consumers who are more aware of halal not only have the intention to buy halal products but also actually realize it in their consumption decisions. This is in line with the research findings of Sari et al. (2023) that halal awareness has a positive and significant influence on consumer intentions and behavior in choosing halal restaurants. This study shows that the higher a person's halal awareness, the more likely they are to choose products and services that are halal-certified. This is also supported by the finding that a high level of halal awareness can increase consumer purchasing intentions for halal products, among both Muslims and non-Muslims. This study shows that factors such as education, halal marketing, and clarity of halal certification contribute to increasing halal awareness, which ultimately has an impact on consumption behavior. Consumers who understand the halal concept better tend to be more confident in choosing halal products, especially those that have received official certification (Saleh & Rajandran, 2024).

H3: Halal awareness has a positive effect on consumer behavior

2.6 The Relationship Between Halal Knowledge and Consumer Behavior

Knowledge of halal has a positive and significant relationship with consumer purchasing behavior towards halal products. A study conducted by Rahman et al. (2021) revealed that understanding the composition of food ingredients and trust in halal certification strongly influence the purchasing decisions of Muslim consumers, especially in choosing products that meet halal standards. Rachmawati et al. (2020) found that halal knowledge has a positive and significant effect on purchasing decisions, where consumers who have a better understanding of halal tend to be more selective in choosing products that comply with sharia principles. In addition, research shows that factors such as halal education and access to information through digital media contribute to increasing halal knowledge, which ultimately reinforces consumer decisions to consume halal products. This means that increasing halal literacy through socialization and stricter regulations can be an effective strategy for encouraging more conscious and responsible halal consumption behavior in Muslim communities (Jannah & Al-Banna, 2021).

H4: Halal knowledge has a positive effect on consumer behavior

2.7 The Relationship Between Religiosity and Consumer Behavior

Religiosity has a significant influence on consumer behavior, especially in purchasing decisions. Saini and Kumar (2023) found that consumers with high levels of religiosity tend to prioritize moral and ethical values in their purchasing decisions, thus being more selective in choosing products that are in line with their principles and beliefs. This finding is reinforced by Agarwala et al. (2019), who identified that religiosity influences various aspects of consumption behavior, including materialism, consumer ethics, awareness of religious products, and the tendency to shop economically. Religious consumers tend to prioritize ethical values when choosing products and are more willing to try new ones. In addition, research by Islam & Chandrasekaran (2019) shows that more religious individuals tend to be less interested in the latest fashion trends and famous brands because their religious values emphasize simplicity and self-control over materialistic consumption. This indicates that religiosity influences product preferences and shapes more selective and conservative consumption patterns. Meanwhile, Sarabdeen (2024) found that religiosity also impacts more ethical and sustainable consumption decisions, especially in countries with strong religious cultures

and values. Religious consumers tend to have a higher awareness of product sustainability, including halal food consumption, food waste management, and preferences for environmentally friendly products. Thus, religiosity plays an important role in shaping more conscious, ethical, and sustainable consumption behavior.

H5: Religiosity has a positive effect on consumer behavior

2.8 The Role of Halal Awareness as a Mediator of Halal Knowledge and Religiosity on Consumer Behavior

Halal knowledge and religiosity are two main factors that influence consumer behavior, especially in the decision to purchase halal products. Qurniawati et al. (2024) found that religiosity directly affects halal awareness, which then plays an important role in shaping consumer purchasing decisions for halal products. Halal awareness acts as a mediating variable because it bridges a person's religious values with concrete actions in purchasing decisions. Individuals who have a high level of religiosity tend to have a greater awareness of the importance of the halalness of a product. These findings are in line with research by Loussaief et al. (2023), who found that the relationship between religiosity and the intention to buy halal food is mediated by halal awareness, which shows that individuals with a high level of religiosity tend to have a stronger halal awareness, which in turn increases trust in halal products. Halal awareness not only increases consumer confidence in halal certification but also contributes to increased compliance with social norms that support halal consumption.

In addition, Jannah and Al-Banna (2021) found that halal awareness plays a significant mediating role in the relationship between halal knowledge and the intention to buy halal products. This study shows that the higher a person's level of understanding of the concept of halal, including the certification process, raw materials, and standards of halalness, the higher their awareness of choosing products that are in accordance with Islamic principles. This halal awareness then plays a role in encouraging more selective purchasing decisions based on sharia values. Thus, halal awareness becomes a key factor linking halal knowledge and religiosity to halal consumption behavior, strengthening consumer beliefs and preferences for halal products. Fathoni et al. (2023) also found that halal awareness acts as a mediating variable in the relationship between various factors, including halal knowledge, and the behavior of purchasing halal products through digital platforms. This study shows that individuals who have a better understanding of the concept of halal, including halal product certification and quality standards, tend to be more aware of the importance of consuming halal products. This awareness further strengthens consumers' intentions and purchasing decisions for halal-certified products.

H6: Halal knowledge has a positive effect on consumer behavior halal cosmetics mediated by halal awareness

H7: Religiosity has a positive effect on consumer behavior halal cosmetics mediated by halal awareness

3. Conceptual Framework

In this study, the main concept that forms the basis for developing a conceptual framework is the relationship between halal knowledge and religiosity to consumer behavior, with halal awareness as a mediating variable. This conceptual model was developed based on consumer behavior theory and previous studies examining the factors influencing purchasing decisions for halal products, especially among Generation Z in West Sumatera. Figure 1 presents the conceptual framework.

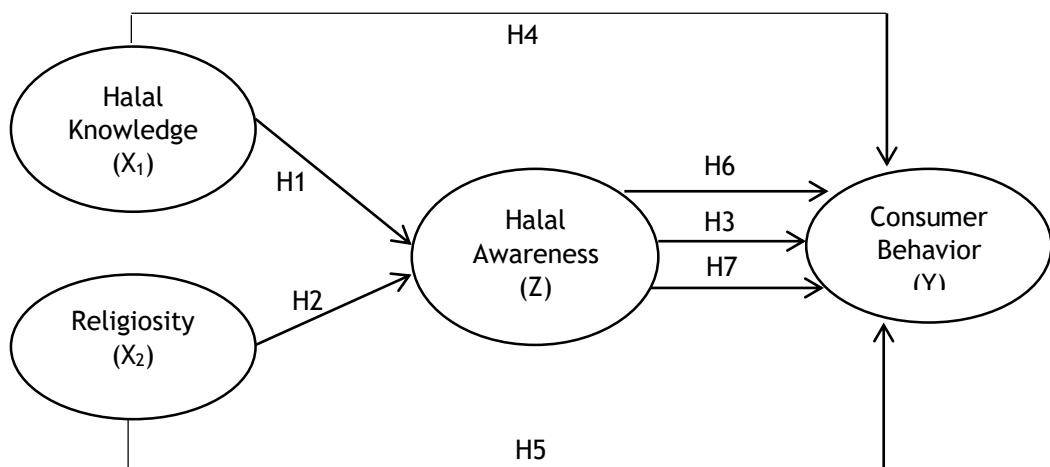


Figure 1. Conceptual Framework of halal knowledge, religiosity, and halal awareness in generation z consumers' behavior in West Sumatera

Based on Figure 1, the hypothesis formulated is as follows:

- H1: Halal knowledge has a positive effect on halal awareness
- H2: Religiosity has a positive effect on halal awareness
- H3: Halal awareness has a positive effect on consumer behavior
- H4: Halal knowledge has a positive effect on consumer behavior
- H5: Religiosity has a positive effect on consumer behavior
- H6: Halal knowledge has a positive effect on consumer behavior halal cosmetics mediated by halal awareness
- H7: Religiosity has a positive effect on consumer behavior halal cosmetics mediated by halal awareness

4. Methods

4.1 Research Design

This study used a quantitative approach with a causal explanatory method, which is a method that aims to explain the causal relationship between variables (Sugiyono, 2017). This study analyzes the effect of halal knowledge and religiosity on Generation Z consumer behavior in West Sumatera, with halal awareness as a mediating variable. Data were analyzed using inferential statistical techniques to test the relationship between variables objectively and measurably. The research was conducted in an area that represents the Minangkabau culture, which is known to be strong in the application of Islamic values, including in the selection of halal products such as cosmetics.

4.2 Sampling

Generation Z customers in West Sumatera are individuals born from 1997 to 2010 (Demirbilek & Keser, 2022). Purposive sampling is a technique for selecting data sources based on several criteria (Nyimbili & Nyimbili, 2024). This method was chosen because it allows the selection of respondents who truly represent the specific characteristics of Generation Z in West Sumatera, so that the research results can be more accurate in describing their preferences and consumption behavior towards halal products. Generation Z has unique mindsets, preferences and consumption habits, which are influenced by Minangkabau culture and strong Islamic values in West Sumatera. With purposive sampling, this study can ensure that only individuals who

meet certain criteria are sampled, namely those who are from Generation Z, come from the Minangkabau region in West Sumatera, are Muslim, and use cosmetics. This focused sample selection ensures that the data collected is truly relevant to the research objectives, thus capturing the relationship between halal knowledge, religiosity, halal awareness, and halal cosmetics consumption behavior among Generation Z. Since the exact population is unknown, the sample size was calculated using the Cochran formula (Sugiyono, 2017). With a 95% confidence level ($Z = 1.96$) and a sampling error rate (e) of 5%, the calculation yielded 384 respondents as an adequate sample for statistical analysis. Cochran's formula is a commonly used method in situations of large or unidentified populations, thus providing a solid basis for statistical sampling.

4.3 Measurement

This study used a structured questionnaire drawn from scores validated in past studies. Each quality was evaluated using a five-point Likert scale; 1 denoting severe dislike and five signifying strong affirmation. This research comprises four components and twenty-two indicators. Markers of knowledge, persuasion, decision-making, implementation, and confirmation of the use of halal cosmetic products evaluate halal knowledge (Sohail et al., 2022). Four elements derived from Handriana et al. (2020) measure religiosity. Five elements taken from Septiarini et al. (2023) help to measure halal awareness. Nine statement items from Osman et al. (2022) provide indicators of consumer behavior. Table 1 lists the items of the research statement matching every variable in this study.

Table 1. Operational definition of variables and research instruments

Variables	Operational Definition	Questionnaire Statements
Halal Knowledge	Individual understanding of halal and haram in Islam related to products consumed or used (Öztürk, 2022).	<ol style="list-style-type: none">1) I understand what halal products mean and the importance of halal certification in cosmetics.2) I know the ingredients that are allowed and prohibited in halal cosmetic products3) I understand that cosmetic products must have halal certification to be considered safe in accordance with sharia principles4) I understand that halal-certified cosmetic products are safer than goods that aren't halal5) In choosing halal cosmetic products, I am not influenced by friends or family (Sohail et al., 2022).
Religiosity	The level of individual adherence to religious values, beliefs, and practices in daily life (Maulida & Hapsari, 2024).	<ol style="list-style-type: none">1) I use halal cosmetics due to my religious convictions2) I choose halal cosmetics because halal cosmetics are good products in my religion3) I follow religious advice to buy halal cosmetics

Table 1. Operational definition of variables and research instruments (Continue)

Variables	Operational Definition	Questionnaire Statements
Religiosity	The level of individual adherence to religious values, beliefs, and practices in daily life (Maulida & Hapsari, 2024).	4) I avoid buying cosmetics that are considered makruh (Handriana et al., 2020).
Halal Awareness	Individual awareness and commitment to the importance of using halal products according to Islamic teachings (Maryam & Sumar'in, 2022; Soebahar et al., 2021).	1) I am aware that the ingredients used to produce haram cosmetics include alcohol, pork, and other substances. 2) I am aware that cosmetic products have halal certification 3) I am aware that halal cosmetics are more guaranteed to be clean and safe 4) I am aware that halal cosmetics products from non-muslim manufacturers are illegal. (Septiarini et al., 2023).
Purchase Decision	The process of individuals choosing and deciding to purchase products to fulfill their needs and desires (Kotler et al., 2018; Šostar & Ristanović, 2023).	1) I choose cosmetic products with the halal logo 2) I pay attention to the halal logo when choosing the cosmetic logo 3) I buy cosmetic products with the halal logo recognized by MUI 4) I have never purchased cosmetics made with non-halal components 5) I will refrain from purchasing if I am uncertain about the components utilized in cosmetic items 6) I prefer halal-certified cosmetic products over well-known brands 7) I opt to purchase halal cosmetic items despite their considerable cost 8) I analyze the components of cosmetic products prior to purchase 9) I will refrain from purchasing cosmetic products if I have uncertainties regarding their halal status. (Osman et al., 2022).

4.4 Data Collection

The primary data for the study were collected through a survey approach, where participants answered questions using a data collection tool known as a questionnaire. Bahasa Indonesia presents the poll for accessibility and clarity. It is expected to take ten to fifteen minutes to complete the questionnaire. Participants were informed that their cooperation was optional and that confidentiality would be guaranteed to minimize response bias.

4.5 Data Analysis

Data were analyzed utilizing Structural Equation Modeling (SEM) through SmartPLS 4.0. The choice of SEM PLS over SEM AMOS or LISREL is primarily driven by the nature of the data and the objectives of this study. SEM PLS is preferred because this study provides valuable insights into the influence of halal knowledge and religiosity on purchase behavior, mediated by halal awareness. The use of SEM PLS is justified by the exploratory nature, data characteristics, sample size, and model complexity. The integration of TPB with PLS SEM is acceptable because TPB involves complex constructs and reciprocal relationships, thus requiring efficient methods such as PLS SEM. This method allows the examination of the mediating role of halal awareness between halal knowledge and religiosity on consumer behavior, in accordance with the exploratory and predictive nature of the research. Additionally, PLS SEM supports formative and reflective measurement models, maintains statistical robustness, and offers in-depth insights into the behavioral patterns of Generation Z in the Minangkabau context.

According to Owolabi et al. (2020) Structural Equation Modeling (SEM) is a multivariate statistical method that enables researchers to evaluate the relationships among variables by analyzing both observed and latent variables. The analysis follows a two-step approach. First, we might determine the structural validity and dependability by assessing the measurement model. These cover confirmatory factor analysis (CFA), average variance extracted ($AVE > 0.50$), and composite dependability evaluation ($CR > 0.70$). One investigated the mediating effects of the interactions among variables using a structural model evaluation. Hypotheses assured statistical rigor in outcome interpretation, evaluated in a 95% confidence interval ($p < 0.05$). The SEM approach was chosen since it could probe complex links and mediation effects inside the suggested model, so providing a full understanding of the consumer behavior patterns of Generation Z in Minangkabau, West Sumatera.

5. Findings

5.1 Respondent Characteristics

This study involved 384 Muslim respondents from various regions in West Sumatera, covering 10 regencies and seven cities. The majority of respondents came from Padang City (19.53%), followed by Agam and Pesisir Selatan Districts (9.37% each). Overall, the composition of respondents was dominated by women (88.02%), while men accounted for 11.97%. The broad regional distribution reflects a good representation of Generation Z in West Sumatera. The respondents' characteristics are reported tabularly as seen in Table 2.

Table 2. Demographic characteristics of Generation Z respondents in Sumatera Barat on halal consumer behavior

Category	Frequency (n)	Percentage (%)
Gender		
Male	46	11.97
Female	338	88.02
Origin		
Agam Regency	36	9.37
Lima Puluh Kota Regency	24	6.25
Padang Pariaman Regency	24	6.25
Pasaman Regency	28	7.29
West Pasaman Regency	15	3.90
Pesisir Selatan Regency	36	9.37
Sijunjung Regency	13	3.38
Solok Regency	29	7.55
South Solok Regency	13	3.38
Tanah Datar Regency	25	6.51
Bukittinggi City	22	5.72
Padang City	75	19.53
Padang Panjang City	7	1.82
Pariaman City	9	2.34
Payakumbuh City	15	3.90
Sawahlunto City	4	1.04
Solok City	9	2.34
Total	384	100

5.2 Outer Model Evaluation

We assess the outer model using the validity and dependability of the measures. Convergent and discriminant validity constitute the components of the validity evaluation. When the outer loading value surpasses 0.7 and the AVE value exceeds 0.5, the PLS-SEM model is regarded as having good convergent validity and hence shows validity. Table 3 indicates that every external loading value in the research model surpasses 0.7, so there is no construct for the absent variables.

Table 3. Outer loading results for each indicator variable

Code	Consumer Behavior (Y)	Halal Awareness (Z)	Halal Knowledge (X ₁)	Religiosity (X ₂)
CB1	0.779			
CB2	0.768			
CB3	0.780			
CB4	0.929			
CB5	0.925			
CB6	0.716			
CB7	0.723			
CB8	0.937			
CB9	0.935			
HA1		0.890		
HA2		0.867		
HA3		0.808		
HA4		0.776		
HK1			0.914	
HK2			0.919	

Table 3. Outer loading results for each indicator variable (Continue)

Code	Consumer Behavior (Y)	Halal Awareness (Z)	Halal Knowledge (X ₁)	Religiosity (X ₂)
HK3			0.905	
HK4			0.796	
HK5			0.812	
RLG1				0.835
RLG2				0.857
RLG3				0.863
RLG4				0.739

Note: CB (Consumer Behavior); HA (Halal Awareness); HK (Halal Knowledge); RLG (Religiosity)

Table 4 lists the model's average variance extracted (AVE) value. All variables in this study already have an AVE value above 0.5. Then, the composite reliability value is one indicator of data reliability in the PLS-SEM model. If a variable has a composite reliability value above 0.7, then the variable is said to have met the requirements. The composite reliability value of all variables has met the requirements, which is above 0.7. Thus, it can be stated that the measures used in this study are reliable.

Table 4. Average Variance Extracted (AVE) and Composite Reliability

Variables	AVE	Composite Reliability
Halal Knowledge (X ₁)	0.758	0.940
Religiosity (X ₂)	0.680	0.895
Consumer Behavior (Y)	0.701	0.954
Halal Awareness (Z)	0.699	0.903

5.3 Inner Model Evaluation

In PLS SEM, we evaluate the R-Square value for the dependent variable, the structural model, and the path coefficient or t-value. The research model design is presented in Figure 2, which explains that two independent variables affect the purchasing behavior of halal cosmetic products, namely halal knowledge and religiosity with one mediating variable, namely halal awareness.

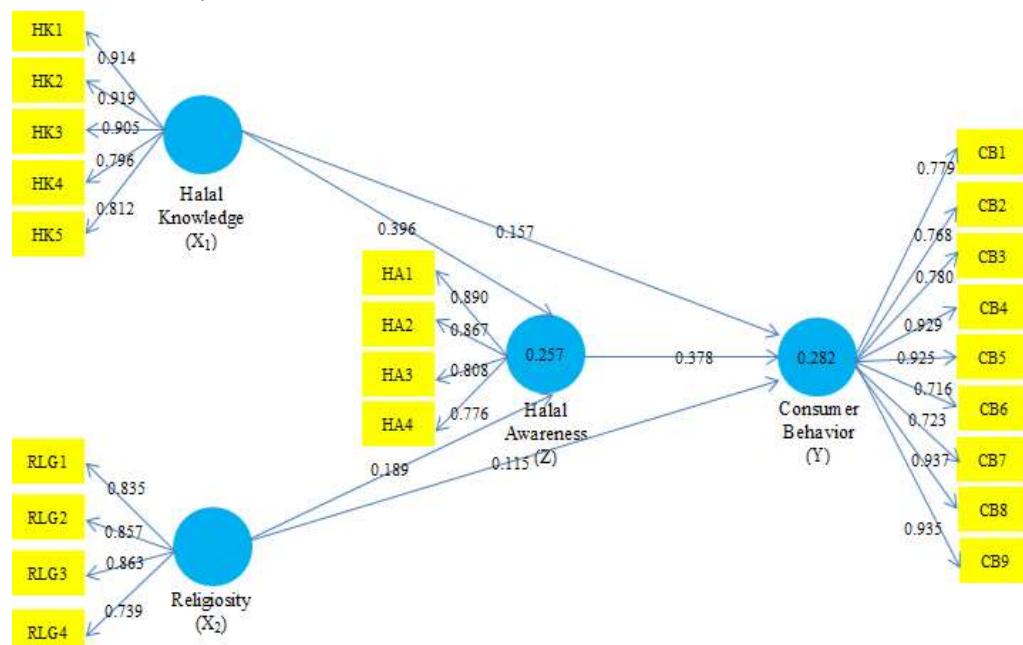


Figure 2. Structural model evaluation using SEM

Model assessment in PLS-SEM commences with the analysis of the R-squared value. The R-squared values obtained from data analysis are presented in Table 5. Table 5 indicates that the R-squared value for the halal awareness (Z) is 0.257. The halal knowledge (X₁) and the religiosity (X₂) account for 25.7% of the variance in halal awareness, with the remaining 74.3% attributed to other variables not included in the research model. The R-squared value for the consumer behavior variable is 0.282. The halal knowledge variable (X₁), religiosity variable (X₂), and halal awareness (Z) account for 28.2% of the variance in consumer behavior, with the remaining 71.8% attributable to other variables not included in the research model.

Table 5. R-Square for dependent and mediating variables

Variables	R-Square
Consumer Behavior (Y)	0.282
Halal Awareness (Z)	0.257

The route coefficients, intended for overall model analysis, indicate the connections between various concepts or elements. The Smart-PLS technique provides a framework for evaluation and aids in estimating the path coefficient of the link. The value of the route coefficient is positively correlated with oppositional influence and negatively correlated with unidirectional impact. By incorporating mediating components, structural models use the linkages between variables. The degree of influence of the independent variable is the direct impact it has on the dependent variable. The extent of influence is indirectly conveyed through the variable that facilitates that mediation.

5.4 Direct and Indirect Effects

The probability value, also known as the p-value, is determined to assess the structural model. A p-value of less than 0.05 indicates statistical significance. The direct and indirect effects of the research variables derived from data analysis results are displayed in Table 6.

Table 6. Result of direct and indirect effects

Hypothesis	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	p-value
Halal Awareness → Consumer Behavior	0.378	0.375	0.051	7.473	0.000*
Halal Knowledge → Consumer Behavior	0.157	0.162	0.056	2.795	0.005*
Halal Knowledge → Halal Awareness	0.396	0.401	0.049	8.042	0.000*
Religiosity → Consumer Behavior	0.115	0.119	0.051	2.244	0.025*
Religiosity → Halal Awareness	0.189	0.191	0.051	3.688	0.000*
Halal Knowledge → Halal Awareness → Consumer Behavior	0.150	0.150	0.027	5.537	0.000*
Religiosity → Halal Awareness (Z) → Consumer Behavior	0.072	0.071	0.021	3.437	0.001*

Halal awareness (Z) obviously affects customer behavior (Y), according to the data analysis, with a p-value of 0.000. Understanding of halal (X_1) and religiosity (X_2) greatly affect consumer behavior (Y) and halal awareness (Z). Moreover, the indirect impact demonstrates that halal knowledge (X_1) and religiosity (X_2) influence consumer behavior (Y) by halal awareness (Z), with p-value of 0.000 and 0.001, respectively, thereby demonstrating the mediating function of halal awareness in this association.

6. Discussion

This study aims to analyze the effect of halal knowledge and religiosity on consumer behavior, with halal awareness as a mediating variable for Generation Z consumers who use halal cosmetics in West Sumatera. The direct test results show that halal knowledge and religiosity have a positive and significant effect on consumer behavior. In addition, the indirect effect of halal awareness is also significant. Halal awareness acts as a bridge between knowledge and religiosity with consumer behavior.

6.1 The Effect of Halal Knowledge on Halal Awareness

The analysis results show that halal knowledge has a significant effect on halal awareness, so H1 is accepted. The higher the knowledge of individuals regarding halal principles, the higher their awareness of the importance of choosing halal cosmetic products. This finding is in line with previous research, which shows that a good understanding of the concept of halal, including Islamic law related to product ingredients and benefits, increases consumer awareness in choosing halal products (Akbar et al., 2025; Kamaruddin et al., 2023; Öztürk, 2022). Particularly for Generation Z, who are known to have high digital literacy and strong social and ethical values, halal knowledge shapes their critical awareness of the cosmetics they use. They tend to actively seek information through social media, consumer reviews, certification labels, and brand transparency, which strengthens the relationship between halal knowledge and product awareness (Priporas et al., 2017; Shah et al., 2020). In addition to the halal aspect, Generation Z also pays attention to the safety, naturalness, and sustainability of products, strengthening the importance of halal awareness in their purchasing decisions (Nurhayati & Hendar, 2020). Thus, increasing halal knowledge not only encourages awareness of halal products from a religious perspective but also includes aspects of health, business ethics, and sustainability values that align with Generation Z preferences.

6.2 The Effect of Religiosity on Halal Awareness

The results of the analysis show that religiosity has a significant effect on halal awareness, so H2 is accepted. Individuals who have a high level of religiosity tend to make religious teachings the main guide in life, including in choosing halal cosmetic products. This is in line with previous findings which state that religiosity encourages understanding, information seeking, and preferences for products that comply with halal principles (Afendi et al., 2024; Handriana et al., 2020; Loussaief et al., 2023; Rafiki, 2024). In the Muslim Generation Z, strong religiosity drives awareness of product halalness not only as a ritual obligation but also as a reflection of Islamic life values. They are increasingly aware of the aspects of halal, product purity, ethical sourcing of materials, and adherence to Islamic law (Padli, 2023). This behavior shows that religiosity shapes a more conscious and selective consumption pattern. Moreover, Generation Z, who are tech-savvy, obtain information about halal products through social media platforms such as Instagram, TikTok, and YouTube. Halal influencers and online communities also contribute to their awareness in evaluating the authenticity of halal certification and recommending products (Irfany et al., 2023). This digital

exposure reinforces their commitment to consuming products that align with religious and ethical values.

Interestingly, Generation Z does not only view halal from the perspective of religious compliance, but also associates it with universal values such as environmental sustainability, production without animal cruelty, and business transparency. These findings strengthen the argument that religiosity can encourage more ethical consumption behavior (Septianda & Priantina, 2024), where halal awareness extends to social and environmental issues. Thus, cosmetic brands that integrate halal principles with sustainable and transparent business practices will be more appealing to this consumer segment. The industry needs to make the most of digital platforms to educate and reach Generation Z, who are active in seeking information before making purchasing decisions (Hakiki & Priantina, 2024).

6.3 The Effect of Halal Awareness on Consumer Behavior

The analysis results show that halal awareness significantly impacts consumer behavior, so hypothesis 3 is accepted. In the context of halal cosmetics, consumers with a high level of halal awareness tend to exhibit more selective and positive purchasing behavior towards halal-certified products. This awareness reduces risk perception and increases trust in the products consumed (Khadijatul et al., 2022; Temizkan, 2022; Yener, 2022). This is relevant to the characteristics of Generation Z, who live in the digital era and actively seek information through social media. Validation from online communities and beauty influencers plays an important role in shaping their halal awareness (Erwin et al., 2023). Besides religious factors, Gen Z also considers ethical and sustainability aspects, such as material safety, ethical production processes, and cruelty-free practices toward animals (Surmacz et al., 2024). Thus, the purchasing behavior of halal cosmetics among Generation Z is influenced by a combination of awareness of Islamic values, ethical expectations, and digital influences that shape their preferences and trust in halal products.

6.4 The Effect of Halal Knowledge on Consumer Behavior

The analysis results show that halal knowledge has a significant impact on consumer behavior, and hypothesis 4 is accepted. Halal knowledge encourages Gen Z consumers to be more selective when purchasing cosmetics, considering the ingredient content and the halal status of the products. The higher their understanding of halal, haram, and shubha, the greater their tendency to choose products that align with their religious principles. These findings reinforce previous studies that state that halal knowledge encourages careful and critical consumption behavior, where consumers actively seek information related to halal certification and avoid questionable products (Billah et al., 2020; Rahman et al., 2021; Yuksel, 2022). Purnasari et al. (2023) and Muslichah et al. (2019) also emphasize that halal knowledge contributes to more selective purchasing decisions, and suggests the importance of education and promotion based on halal information. Thus, halal knowledge not only becomes a conceptual understanding but also plays an important role in shaping the consumption patterns of halal cosmetics among Gen Z.

6.5 The Effect of Religiosity on Consumer Behavior

The analysis results show that religiosity has a significant influence on consumer behavior, thus hypothesis 5 is accepted. Religious Gen Z consumers tend to have a higher awareness of choosing products that align with Sharia principles, including halal cosmetics. These findings are consistent with previous studies that show religiosity

drives the intention and decision to purchase halal products, as individuals feel a moral and spiritual responsibility in choosing products (Afendi & Indriani, 2022; Husin et al., 2022; Singh et al., 2021). In the context of Gen Z, religious values are also reinforced by access to information through digital media, making them more selective and informed. Recent research by Sudarsono et al. (2024) also emphasizes that religiosity not only influences purchasing decisions but also shapes loyalty towards credible halal cosmetic brands. In the framework of the Theory of Planned Behavior (Ajzen, 1991), religiosity shapes positive attitudes and behavioral control toward halal consumption. For Gen Z, religiosity is not just a spiritual aspect, but is integrated into their lifestyle, including in choosing cosmetics. Therefore, halal product marketing strategies need to consider an approach that aligns with the religious values adopted by young consumers.

6.6 The Effect of Halal Knowledge on Consumer Behavior Halal Cosmetics Mediated by Halal Awareness

The analysis results show that halal knowledge has a positive effect on the purchasing behavior of halal cosmetics among Gen Z, with halal awareness as a mediator, thus hypothesis 6 is accepted. Generation Z, who are information-savvy, tends to seek in-depth knowledge about the halal status of products before making a purchase. Good knowledge about halal encourages increased consumer awareness of the importance of choosing products in accordance with Islamic principles (Oemar et al., 2023; Maulani et al., 2022). This includes understanding halal certification, raw materials, and producer transparency. Additionally, critical Gen Z also considers ethical and sustainability aspects, such as animal welfare and environmental impact, in their purchasing decisions. Baltaci et al. (2024) asserting that halal knowledge plays an important role in shaping consumption behavior in line with moral principles and self-identity. Supported by high digital literacy, Gen Z verifies information through social media, consumer reviews, and online communities before purchasing products. Thus, halal awareness becomes the main link between knowledge and action, reinforcing value-based purchasing decisions for halal cosmetics. These findings underscore the importance of educational strategies in halal marketing targeting Gen Z as a potential market that prioritizes value alignment and identity in consumption.

6.7 The Effect of Religiosity on Consumer Behavior Halal Cosmetics Mediated by Halal Awareness

The results of the analysis show that religiosity has a positive effect on the purchasing behavior of halal cosmetics among Gen Z through the mediation of halal awareness, thus hypothesis 7 is accepted. Halal awareness becomes an important bridge that connects religiosity with consumption behavior, showing that religious understanding does not directly lead to consumption actions but through awareness of the importance of product halalness. Afendi and Indriani (2022) and Afendi et al. (2024) explain that individuals with high religiosity tend to have a positive attitude towards halal products, as they consider consumption in accordance with Sharia principles as part of worship. Religious Generation Z will be more selective, seeking in-depth information regarding the certification process, raw materials, and producer credibility. This is reinforced by Tuhin et al. (2022), who assert that halal awareness mediates the relationship between religious values and purchasing decisions, as Gen Z tends to associate consumption with their moral values and personal identity. These findings also align with the Theory of Planned Behavior framework (Ajzen, 1991), where halal awareness represents an attitude formed by knowledge and religiosity, which then influences consumption behavior. Thus, halal awareness not only strengthens the relationship between religiosity and behavior but also becomes a key element in shaping value-based consumption patterns among Gen Z.

Overall, the results of this study affirm that halal awareness is the most representative mediating variable, as it has been proven to significantly influence consumer behavior both directly and indirectly. Generation Z, with high religiosity and extensive digital exposure, makes halal awareness a crucial point in the decision to consume halal cosmetics that align with spiritual values, ethics, and self-identity.

6.8 Managerial Implication

The managerial implication of this research is that halal cosmetics business players in West Sumatera need to implement marketing strategies that specifically target Generation Z consumers with an interactive, authentic and sensitive approach to Minangkabau culture. Given that Gen Z is highly connected to technology and social media, it is important to utilize digital platforms as an interactive and educational tool, by inserting culturally relevant content such as telling stories about the halalness of products associated with Minangkabau traditional values. Cosmetics businesses can also collaborate with young influencers native to the Minangkabau region to promote products. Thus, marketing strategies that focus on halal values, local identity, and strong digital interaction will be more effective in attracting the attention and maintaining the loyalty of Generation Z consumers in West Sumatera.

6.9 Theoretical Contribution

This study expands the Theory of Planned Behavior (TPB) by demonstrating that halal awareness serves as a crucial mediating factor between halal knowledge, religiosity, and consumer behavior. While previous studies have primarily examined the direct effects of religiosity and halal knowledge on purchasing decisions, this research highlights that halal awareness is more influential in shaping consumer behavior. By positioning halal awareness as a mediator, this study provides new insights into the cognitive (halal knowledge), affective (religiosity), and normative (halal awareness) dimensions that drive Generation Z's consumption of halal cosmetics. Furthermore, this study challenges prior assumptions that religiosity or halal knowledge alone can strongly predict consumer behavior. Instead, it reveals that a heightened awareness of halal principles bridges the gap between knowledge, belief, and actual purchasing decisions, reinforcing the importance of subjective norms within TPB. This finding enhances existing theoretical frameworks by illustrating how globalization and digitization shape religious consumption patterns among Generation Z, who, despite external influences, maintain loyalty to religious values through increased halal awareness. By incorporating halal awareness as a mediator, this study offers a refined perspective on TPB in the context of halal consumption, paving the way for future research to explore additional mediating variables that may further enrich consumer behavior models in the halal industry.

6.10 Limitations

This study has certain shortcomings, even with its benefits. The fact that the sample consists exclusively of Muslim customers from West Sumatera influences the generalizability of the conclusions. Future research should include more geographically and demographically varied places to enhance understanding. Additionally, this study relies on self-reported data, which may introduce bias due to social desirability or subjective perceptions. To strengthen validity and reliability, future studies should incorporate methodological triangulation or mixed-method approaches, such as combining surveys with interviews or observational studies. Moreover, this study only examines the effect of halal knowledge, religiosity, and halal awareness on consumer

behavior, without considering additional factors such as price sensitivity, brand loyalty, or personal values. These elements provide a more comprehensive understanding of consumer behavior for halal products and should be explored in future research. This paper also does not specifically examine how digital marketing and social media influence halal consciousness. Given the significant role of online platforms in shaping consumer impressions and purchasing decisions, future research should investigate how customers assess halal products in the context of online reviews, social media engagement, and digital marketing strategies.

7. Conclusions

Based on the results of research conducted on Generation Z consumers in West Sumatera, the findings show that halal knowledge and religiosity positively influence halal awareness, which in turn significantly impacts consumers' purchasing decisions on halal cosmetics. In addition, halal awareness serves as a mediator that strengthens the effects of knowledge and religiosity on consumer behavior. These findings suggest that halal awareness is key in shaping Generation Z consumers' behavior towards halal cosmetics. Generation Z in West Sumatera, who grew up in a culture based on Islamic values, shows a tendency to choose products that comply with sharia principles. This finding emphasizes the importance of educative strategies and value-based marketing communications to increase halal awareness and encourage consumptive behavior in accordance with halal principles.

8. Recommendation

This paper investigates Generation Z's consumer behavior in choosing halal cosmetics. More research with a larger and more diverse sample, both geographically and demographically, would help improve the generalizability of the findings. Moreover, including personal values, brand loyalty, and price sensitivity helps us better understand consumer behavior dynamics. Later studies should examine how social media and digital marketing, including online reviews and influencer effects, might raise halal awareness. More important results can come from a mix of qualitative and quantitative approaches. On the other hand, analyzing cultural differences and halal regulations in different regions would help improve the whole understanding of market dynamics.

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