



Do halal certification and cruelty-free labeling affect purchase decisions for local cosmetic products?

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ABSTRACT

Indonesian local cosmetic industry is expanding, driven by increasing consumer awareness of product quality, ethical considerations, and sustainability. The expansion further compels firms to adapt their marketing strategies to meet increasingly discerning consumer preferences. Therefore, this study aimed to examine the influence of halal certification and cruelty-free labeling on purchase decisions in Jakarta Special Capital Region (DKI Jakarta). Data were obtained through a questionnaire administered to 200 respondents who had purchased halal-certified and cruelty-free cosmetic products in the preceding 3 months. The survey was conducted between October 2024 and December 2025. A non-probability method using purposive sampling was adopted in selecting respondents. Data analysis comprised descriptive statistics, validity and reliability tests, and Structural Equation Modeling–Partial Least Squares (SEM-PLS), facilitated by SPSS 26 and SmartPLS 4. The results showed that the majority of respondents were young adult women. Additionally, both halal certification and cruelty-free labeling were found to have positive and statistically significant influence on purchase decisions with p-values less than $\alpha=0.05$.

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1 Introduction

The global cosmetic industry is experiencing sustained growth alongside increasing consumer awareness of self-care and health. Despite the influence of COVID-19 pandemic, the cosmetic market has maintained a consistent growth trend since 2004. In 2024, revenue from cosmetic segment in the beauty and personal care industry was estimated to reach USD 108.97 billion and is projected to increase through 2030, reflecting strong long-term growth prospects (Statista Research Department 2025). This trend indicates that the industry remains one of the most dynamic sectors in the global economy.

In Indonesia, the beauty and personal care market has also experienced significant expansion, with estimated revenues reaching USD 9.58 billion in 2025 and stable annual growth projected through 2030 (Statista 2026). The chemical, pharmaceutical, and textile (IKFT) sector, which includes cosmetic industry, continues to contribute substantially to the productivity of the non-oil and gas manufacturing sector and to the national Gross Domestic Product (GDP), accounting for 22.46% and 3.87%, respectively, in the third quarter of 2024 (Ministry of Industry 2024). Although K-beauty products have gained increasing popularity in Indonesia, local cosmetic brands, particularly those emphasizing halal claims such as Wardah, continue to dominate the market. Cosmetic industry contributes 6.8% to GDP of the non-oil and gas sector (Saifullah 2024). These increasingly competitive market conditions motivate consumers to evaluate multiple product attributes, including halal labeling, cruelty-free practices, and ingredient composition, thereby making purchase decisions-making process more complex (Syauki *et al.* 2020).

According to data from the Directorate General of Population and Civil Registration (Ditjen Dukcapil) of the Ministry of Home Affairs for the first half of 2024, the number of Indonesians who identify as Muslim reached 245,973,915, representing approximately 87.08% of the total population of 282.48 million (Muhamad 2024). This demographic composition indicates that Indonesia represents a substantial market for producers of goods and services, particularly products complying with halal requirements. However, levels of religious observance and interpretations of Islamic teachings among Muslim consumers may vary. In general, Muslim consumers tend

to show more favorable preferences toward products that adhere to halal standards. Halal certification issued by Indonesian Ulema Council (Majelis Ulama Indonesia - MUI) has become an important reference in consumer purchase decisions-making processes.

Beyond halal considerations, sustainability issues have increasingly influenced various industrial sectors, including cosmetic industry, thereby driving growing consumer demand for products that are produced ethically and sustainably (Rocca *et al.* 2022). Cruelty-free movement originated from opposition to animal testing practices, led by the British Union for the Abolition of Vivisection (BUAV), now known as Cruelty-Free International, since the late 19th century. In 1978, the organization introduced the Leaping Bunny logo as a symbol for products free from animal testing, enabling consumers to identify ethically responsible brands more easily. Animal testing practices have been associated with negative environmental impacts, including exposure to toxic chemicals, the generation of hazardous waste, and the contamination of air, soil, and groundwater (Radi 2023). Several international organizations, including People for the Ethical Treatment of Animals (PETA), founded in 1980, have also played an active role in advocating for animal welfare and promoting the consumption of cruelty-free products. These developments are correlated with the United Nations Sustainable Development Goals (SDGs), particularly those emphasizing responsible production and consumption practices (Bonifacio *et al.* 2024). In response to these evolving consumer preferences, cosmetic industry has incorporated cruelty-free labeling into its marketing strategies since the mid-1990s (Silva & Tamburic 2022), positioning ethical attributes as significant determinants of consumer purchase decisions. Figure 1 shows halal and cruelty-free logos used on cosmetic products in Indonesia.

Market Research Future projects that the value of cruelty-free cosmetic market will reach approximately US\$14.23 billion by 2030 (Singh 2023). Similarly, cosmetic industry in Indonesia shows significant potential for growth. According to BPOM, the beauty industry experienced growth, with the number of registered companies increasing from 819 in 2021 to 913 in mid-2022 (Nursyabani & Nurwahidin 2025). The results of a Statista survey conducted between October 14 and 18, 2022, as shown in Figure 2 (Statista 2023). A total of 1,883 respondents participated in the study, of whom 603, or approximately 32%, indicated that animal cruelty-free claims were among

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Figure 1: Halal logo issued by (a) Lembaga Pengkajian Pangan, Obat-obatan, dan Kosmetika Majelis Ulama Indonesia (LPPOM MUI) and (b) cruelty-free label by the Ethical Treatment of Animals (PETA)

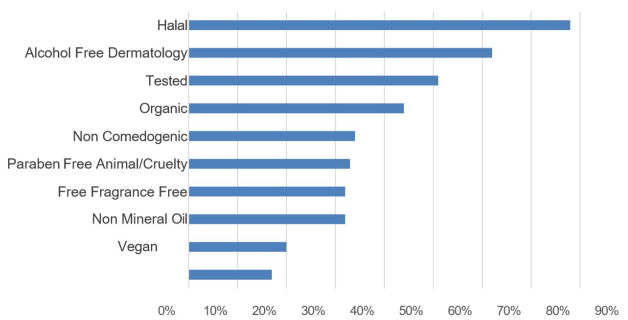


Figure 2: Factors influencing skincare product purchase decisions (Statista 2023)

the factors considered when purchasing skin care products. Although the three claims that consumers considered most important were halal, alcohol-free, and dermatologically tested, the aspect of animal cruelty-free still played a role in purchase decisions-making process.

Based on the previous explanation regarding the negative influences of animal testing on environmental sustainability and animal welfare ethics, a deeper understanding of consumer attitudes towards cruelty-free labels and their implications for purchase decisions is necessary. This study is relevant considering the rapid growth of cosmetic and skincare industry in Indonesia, accompanied by significant projected revenue potential. The results are expected to contribute to policymakers in formulating effective strategies to encourage the adoption of cruelty-free and halal-certified products as part of efforts to realize sustainable consumption patterns. Therefore, this study focuses on analyzing the influence of halal and cruelty-free labeling on purchase decisions for local cosmetic products.

2 Methodology

This study adopted a quantitative method using both primary and secondary data sources. Primary data were collected through an online questionnaire distributed to consumers of local cosmetic products certified as halal and cruelty-free in Jakarta Special Capital Region (DKI Jakarta) from October 2024 to December 2025. Secondary data were obtained from previous studies, literature reviews, and relevant academic journals to provide theoretical and empirical support.

The method adopted in this study was non-probability using the purposive sampling method. The criteria for respondents were as follows: (1) Respondents must reside in DKI Jakarta, and (2) Within the past 3 months, respondents must have purchased local cosmetic products that were halal-certified and labeled as cruelty-free. The minimum sample size was determined based on the guideline proposed by Hair *et al.* (2019), which recommended a sample size of a minimum of five times the number of indicators, resulting in a total of 185 respondents. The respondents were proportionally allocated across all regions of DKI Jakarta. The inclusion criteria required respondents to have purchased local cosmetic products with halal and cruelty-free labeling in the past 3 months and to be domiciled in DKI Jakarta. The selection of DKI Jakarta as the study location was justified by its status as a densely populated metropolitan region and the high availability of cosmetic drugstores in the Greater Jakarta region, which offers a comprehensive perspective on business strategies and consumer responses. Data analysis included descriptive analysis, validity and reliability testing, and Structural Equation Modeling–Partial Least Squares (SEM-PLS), conducted using SPSS version 25.

Figure 3 showed the relationship between the independent and dependent variables as outlined in the study hypothesis. The independent

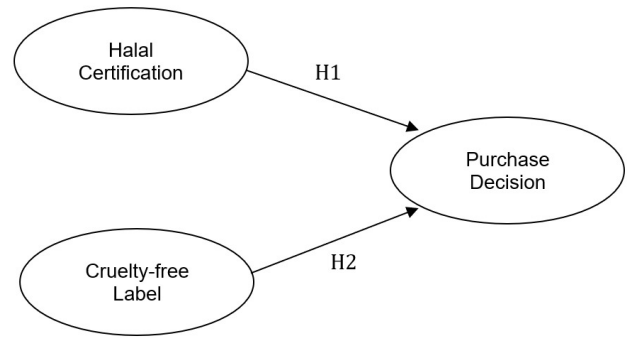


Figure 3: Hypothesis model framework

variables included halal and cruelty-free labeling, while the dependent variable was purchase decision. The hypothesis was based on the literature conducted by Rahayu & Athar (2025), stating that halal certification had a positive and significant influence on purchase decisions for cosmetic products. Additionally, analysis conducted by Wuisan & Februadi (2022) indicated that there was a positive and significant influence of cruelty-free label on consumer purchase decisions. The following initial hypotheses were formulated based on the findings:

- H1:** Halal certification had a positive influence on purchase decisions of local cosmetic products.
- H2:** Cruelty-free label had a positive influence on purchase decisions of local cosmetic products.

3 Results and Discussion

3.1 Respondent Characteristics

Based on the data from the survey results on 200 respondents, the majority were female (71%), while male consumers account for only 29%. This confirmed the dominant role of women in cosmetic consumption and purchase decisions-making. Previous studies have emphasized that female consumers showed substantial influence in marketing communication processes (Syauki *et al.* 2020). Moreover, Fadli *et al.* (2023) reported that women showed a high propensity for using cosmetic products to meet aesthetic standards shaped by mass and social media. This indicated that cosmetic have increasingly become a primary necessity for many female consumers.

In terms of age distribution, most respondents fell in the 23–27 age group (54.5%), followed by those aged 28–32 years (28.5%), representing millennials and young adult Generation Z. These age cohorts were generally characterized by higher religious awareness, greater consumer selectivity, and stronger tendencies to follow aesthetic and ethical product trends. The results were consistent with Anggraini *et al.* (2023), indicating that individuals in early adulthood showed the highest frequency of cosmetic usage, both for skincare and decorative purposes, positioning this group as the most active and dominant segment in cosmetic market.

Regarding place of residence, the majority of respondents resided in DKI Jakarta region, particularly East, West, and North. This geographical concentration reflected the characteristics of metropolitan regions as centers of cosmetic distribution and consumption. Febrilian *et al.* (2025) asserted that DKI Jakarta served as Indonesian hub for digital trade and cosmetic distribution, supported by strict regulatory oversight by the National Agency of Drug and Food Control (BPOM), intensifying cosmetic market activity in the Greater Jakarta region.

From an educational perspective, most respondents possessed higher education qualifications, indicating a relatively high level of product literacy. Consumers with higher educational backgrounds tended to show stronger awareness of product quality, safety, and halal certification. The results correlated with the study by Septiani & Indraswari (2018), which showed that highly educated consumers were more attentive to halal certification, ethical considerations, and the safety aspects of cosmetic products. In terms of employment status and income level, the majority of respondents belong to the middle-income group, with monthly incomes ranging between IDR 5,000,000 and IDR 7,500,000, and average cosmetic expenditures of IDR 500,000 to IDR 1,000,000 per month. This consumption pattern reflected rational purchasing behavior, where consumers prioritized product quality over price considerations alone, while also valuing ethical and religious attributes.

The distribution of halal and cruelty-free cosmetic brands indicated a strong dominance of local brands, particularly Wardah and Somethinc. This trend reflected high levels of consumer trust and loyalty toward locally produced cosmetic brands that have obtained halal certification. This finding is consistent with Dainy *et al.* (2024), who found that halal labeling positively and significantly influenced cosmetic product selection among female Islamic Economics students in Indonesia.

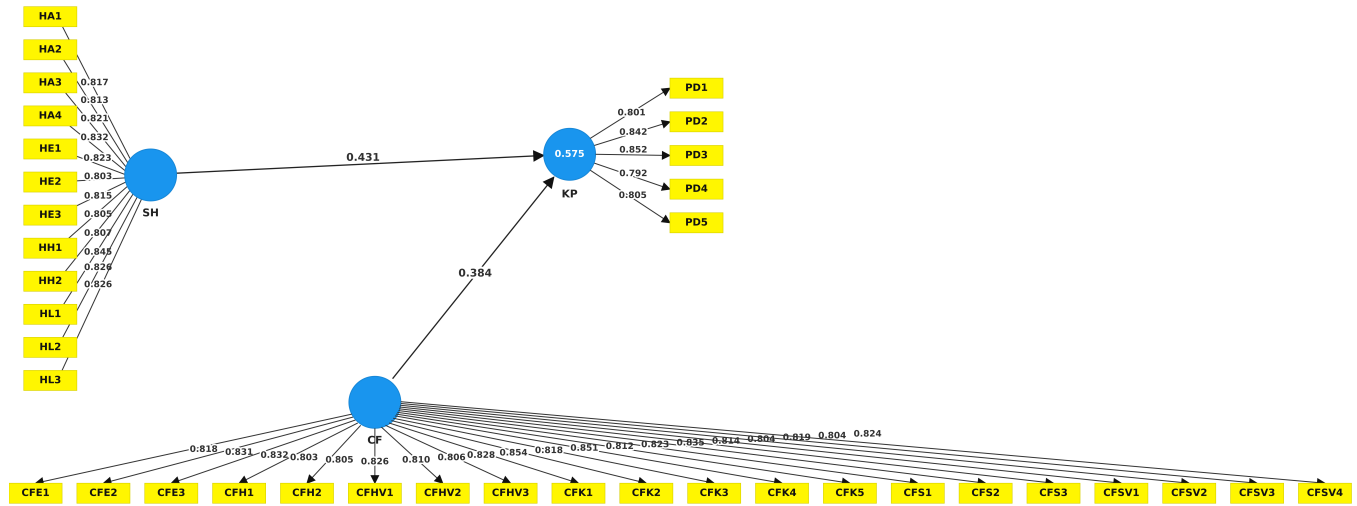


Figure 4: The analysis results of Structural Equation Modeling–Partial Least Squares (SEM-PLS)

3.2 Halal Certification

Products that have obtained halal certification showed an official halal logo, indicating that the materials used, production processes, and distribution practices comply with Islamic law (Fischer 2019). For Muslim consumers, the presence of halal logo provides reassurance and served as

Table 1: Inclusion and exclusion criteria

Hypothesis	Purchase Decisions (Original Sample)	T-statistics	P-values	Decision
Halal Certification (SH) -> Purchase Decisions (KP)	0.431	5.054	0.000*	Accepted
Cruelty-free -> Purchase Decisions (KP)	0.384	4.331	0.000*	Accepted

*Significance at alpha < 5%

a key reference in distinguishing halal from non-halal products. Beyond its religious significance, halal certification also communicated broader attributes of product safety, hygiene, and quality. Aziz & Chok (2013) argued that for non-Muslim consumers, halal-labeled products functioned as an assurance of cleanliness, safety, and quality standards. Accordingly, halal logo was widely regarded as a credible indicator that a product met requirements related not only to religious compliance but also to safety and hygiene (Ambali & Bakar 2014).

SEM-PLS analysis presented in Figure 4 and Table 1 showed the outcomes of the hypothesis testing. The empirical results indicated that halal certification showed a significant influence on consumer purchase decisions regarding local cosmetic products in DKI Jakarta. This influence was evidenced by a t-statistic value of 5.054, p-value 0.000 (less than alpha = 0.05), and an original sample coefficient of 0.431, as shown in Table 1. Since the t-statistic exceeded the critical threshold of 1.96, Hypothesis I was statistically accepted. The results confirmed that halal certification had a positive and statistically significant influence on purchase decisions for local cosmetic products. These were consistent with the study by Nopiyanti et al. (2023), showing that halal certification significantly shaped consumer preferences and purchasing behavior in cosmetic sector. The majority of respondents in this present study reported considering halal certification as a key criterion in purchase decisions and exhibited a strong preference for cosmetic bearing official halal certification. The acceptance of Hypothesis I reflected a heightened level of consumer awareness regarding the importance of halal compliance in cosmetic products, particularly in predominantly Muslim markets.

3.3 Cruelty-free

Cruelty-free label signified that a product and its manufacturing practices did not include animal testing. In addition to addressing ethical concerns related to animal welfare, cruelty-free products were associated with environmental benefits, such as reduced chemical usage, which could contribute to a lower carbon footprint (Culliney 2022). Previous studies have shown that labels emphasizing health, environmental friendliness, hedonistic value, and food safety significantly influenced consumer purchasing behavior across global, local, and private brands (Bauer et al. 2013). Moreover, Ghazali et al. (2017) found that health values, consumer trust, and subjective norms played a substantial role in shaping purchase intentions toward ethically labeled products. Cruelty-free movement was actively promoted by international organizations aiming to eliminate animal testing practices. A product was considered cruelty-free when its raw materials were sourced without harming animals, and when no animal

testing was conducted at any stage of production. These products could also be registered with recognized certification bodies, including PETA, Choose Cruelty-Free, Coalition for Consumer Information on Cosmetics, and Cruelty-Free International.

Based on Figure 4, the analysis further showed that cruelty-free attribute significantly influenced purchase decisions regarding local cosmetic products in DKI Jakarta. Based on Table 1, the original sample coefficient of 0.384 and the corresponding t-statistic value of 4.331 and p-value less than alpha 0.05 indicated a positive and statistically significant influence, thereby supporting Hypothesis II. Since the t-statistic surpassed the critical value of 1.96, the influence of cruelty-free attribute on purchase decisions was empirically validated. The results correlated with the analysis conducted by Nurdin & Aprilia (2024), stating that consumer awareness and product knowledge regarding cruelty-free and animal-testing-free skincare products played a critical role in shaping purchase intention and decision-making. The acceptance of Hypothesis II underscored the growing importance of ethical considerations in consumer behavior, suggesting that ethical attributes such as animal welfare were increasingly integrated into the evaluation of cosmetic products by contemporary consumers.

3.4 Managerial Implication

In terms of planning, marketing strategies were expected to prioritize the most influential dimensions identified in the model, particularly halal certification, halal awareness, product knowledge, and environmental value. Companies were advised to strengthen the visibility of official halal certification on product packaging and promotional materials, while simultaneously developing educational campaigns that outlined halal ingredients, safe production processes, animal welfare practices, and environmental responsibility. Providing comprehensive and easily accessible product information was essential to support consumer evaluation processes and motivate repeat purchases.

Regarding organizing, firms were motivated to establish organizational structures that ensured the consistent integration of halal and cruelty-free values across both internal and external activities. The formation of cross-functional teams, including marketing, quality assurance, and product development, was recommended to correlate certification compliance, product quality, and brand communication. In addition, integrating educational content across digital platforms and offline retail channels was considered an effective method to facilitate consumer access to information and product comparison. Top management played a critical role in embedding halal and cruelty-free commitments into organizational culture rather than treating solely as marketing attributes. This objective could be achieved through continuous internal training programs, increased employee awareness of ethical and religious values, and transparent collaboration with halal certification bodies and cruelty-free organizations to enhance corporate credibility and consumer trust.

Finally, in the controlling function, companies were advised to establish relevant key performance indicators, including consumer awareness levels, digital engagement, certified product sales, and repurchase rates. Performance should be monitored regularly by comparing actual outcomes with predetermined targets. Whenever deviations occurred, corrective actions, such as refining educational content, strengthening promotional campaigns, or adjusting marketing strategies, should be implemented promptly to ensure the achievement of sales growth, consumer retention, and sustainable competitive advantage.

4 Conclusion

In conclusion, the empirical analysis showed that both halal certification and cruelty-free labeling exerted positive and statistically significant influences on consumer purchase decisions. These results underscored the importance of religious compliance and ethical attributes as salient determinants shaping consumer behavior in local cosmetic industry, particularly in urban markets such as DKI Jakarta. This study also asserted that respondents consisted of consumers of locally produced cosmetic products bearing halal certification and cruelty-free labeling in DKI Jakarta. Their profile was predominantly female, aged between 23 and 27 years, residing in East Jakarta, holding a bachelor's degree, and hired as civil servants. Most respondents reported monthly incomes ranging from IDR 5,000,000 to IDR 7,500,000, with average monthly expenditures between IDR 2,500,000 and IDR 5,000,000. Additionally, the majority reported purchasing locally produced halal- and cruelty-free-certified cosmetic products one to two times per month.

Conflict of Interest

The authors declare no conflict of interest.

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