



Original Article

Exploring Generation Z's Preferences for Halal Cosmetics in the Context of Halal Lifestyle

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Abstract:

This research article aims to explore the preferences of Generation Z towards halal cosmetics in the context of halal lifestyle, using a qualitative approach that is relevant to the development of research in the last five years. Generation Z, as a group of consumers who are critical and aware of ethical values, is the main concern in this study. The data was collected through in-depth interviews with Generation Z respondents who have an interest in halal cosmetics, as well as analysis of documents related to halal lifestyle trends. The study found that Generation Z's preference for halal cosmetics is not only based on the halal aspect of the product, but also includes the values of sustainability, transparency, and production ethics. In addition, social media and digital influences are significant factors in shaping their perceptions and purchasing decisions. This study makes an important contribution to the halal cosmetics industry in understanding the needs and expectations of Generation Z consumers, as well as supporting the development of marketing strategies that are in line with the modern halal lifestyle. The findings also emphasize the need for product innovation that not only complies with halal standards, but also considers aspects of sustainability and ethical values that are relevant to today's consumer preferences.

Keywords: Generation Z, Halal Cosmetics, Halal Lifestyle, Consumer Preferences

Introduction

In recent years, the halal industry has experienced rapid development, covering various sectors such as food, pharmaceuticals, fashion, and cosmetics. Halal products are no longer seen only as a need for Muslims, but also as a global lifestyle choice that reflects quality, safety, and ethics. According to the State of the Global Islamic Economy (2022) report, the global halal products market reached a value of USD 2.3 trillion in 2021, with halal cosmetics projected to grow to USD 95 billion by 2024 (Ahmadova, 2019). This growth is driven by increasing global consumer awareness of the values of halal, sustainability, and



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transparency, as well as an increase in the global Muslim population which is estimated to reach 1.9 billion people by 2022. This makes halal cosmetics one of the most dynamic sectors in the halal industry ([Awais et al., 2024](#)). The concept of halal in cosmetics reflects adherence to this command, where the products used must be pure, safe, and free from ingredients prohibited by Islamic law.

يٰۤاَيُّهَا النَّاسُ كُلُوْا مِمَّا فِى الْاَرْضِ حَلٰلًا طَيِّبًا وَلَا تَتَّبِعُوْا خُطُوٰتِ الشَّيْطٰنِ اِنَّهٗ لَكُمْ عَدُوٌّ مُّبِيْنٌ

Surah Al-Baqarah (2:168):

"O mankind! Eat from whatever is on earth [that is] lawful and good, and do not follow the footsteps of Satan. Indeed, he is to you a clear enemy."

Generation Z, which includes individuals born between 1997 and 2012, is an interesting consumer segment to study in this context. This generation is known to have unique characteristics compared to previous generations, including a high connection to digital technology, social awareness, and attention to ethical values in choosing products. A report from McKinsey & Company (2022) states that Generation Z tends to prefer brands that support sustainability, inclusivity, and production ethics. In addition, research from the Pew Research Center (2021) revealed that more than 70% of Generation Z stated that they prefer brands that align with their personal values, including the values of halal, sustainability, and transparency ([Krogstad et al., 2016](#); [Richards, 2023](#)).

Indonesia, as a country with the largest Muslim population in the world, has great potential in the development of the halal cosmetics market ([Mujahidin, 2020](#)). Data from the Halal Product Assurance Agency (BPJPH) shows that since the implementation of the mandatory halal regulation in 2019, the number of registered halal cosmetic products has increased by an average annual of 15%. In addition, a survey conducted by NielsenIQ in 2020 noted that more than 60% of Muslim consumers in Indonesia expressed a high interest in halal cosmetic products that not only meet halal requirements but also support sustainability and are free from animal testing. This shows a change in the consumption patterns of the Muslim community, especially Generation Z, which integrates religious values with aspects of sustainability and global ethics ([Abutaleb et al., 2021](#); [Susilawati et al., 2021](#)).

However, although the development of the halal cosmetics market shows a positive trend, there is a gap in understanding related to the preferences of Generation Z towards halal cosmetic products ([Pertiwi et al., 2024](#)). Factors such as the role of social media, digital influence, and the relationship between halal lifestyle and halal product purchasing decisions have not been fully explored. In fact, based on a report by Hootsuite and We Are Social (2022), 90% of Generation Z in Indonesia use social media as the main source to find information about products, including halal cosmetics. Social media such as Instagram, TikTok, and YouTube play an important role in shaping Generation Z's perception and preferences towards halal products, including cosmetics ([Fatimatuazzahro, 2023](#); [Putri & Education, 2022](#)).

Generation Z, known as the generation growing up in the digital age, has unique preferences that set it apart from previous generations. In the context of halal cosmetics, Generation Z not only considers the halal aspect of products as a fulfillment of religious obligations, but also as part of a lifestyle that reflects ethical values, sustainability, and inclusivity ([Twenge, 2023](#)). This is in line with research results that show that Generation Z is more likely to choose brands that actively support social and environmental values. They consider halal cosmetics to be products that are not only safe and ethical, but also relevant to the growing global need for sustainability. The halal factor is one of the indicators of product quality, which provides a sense of security in daily use ([Mabkhot, 2023](#); [Wandhe, 2024](#)).

Social media plays a significant role in shaping Generation Z's preference for halal cosmetics. Platforms such as Instagram, TikTok, and YouTube are their primary means of searching for information, comparing products, and getting reviews from influencers or peers ([Haenlein et al., 2020](#)). Generation Z pays great attention to brand transparency, including the ingredients used, the production process, and the halal certification obtained. They tend to believe more in brands that actively promote halal and sustainability through social media with an authentic storytelling approach. This trend shows how digitalization and access to information affect Generation Z's purchasing behavior, especially in choosing halal cosmetic products ([S. A. Putri et al., 2024](#); [Orfanidou, 2024](#)).

In addition, Generation Z also appreciates product innovations that are tailored to their modern lifestyle. They prefer halal cosmetics that are multifunctional, practical, and compatible with daily needs. In addition, eco-friendly packaging and sustainability in the production process are also decisive factors in their preferences. In this case, Generation Z shows interest in local and global brands that are able to integrate halal values with aspects of aesthetics, innovation, and sustainability ([Herdiana et al., 2024](#)). With their increasing purchasing power in the market, Generation Z is becoming a major driver in the growth of the halal cosmetics industry, making their preferences a strategic focus for manufacturers to remain relevant and competitive in the global market ([Evgenyeva, 2024](#); [Nasruddin & Hussin, 2014](#)).

This study aims to explore the preferences of Generation Z towards halal cosmetics in the context of halal lifestyle. The study not only aims to identify the factors that influence their preferences, but also to analyze how the growing halal lifestyle influences the decision to purchase halal cosmetics. Qualitative research methods are used to explore the perceptions, experiences, and expectations of Generation Z towards halal cosmetics through in-depth interviews and analysis of the latest literature.

By focusing on Generation Z as a future consumer group, this research is expected to make a significant contribution to the development of marketing strategies and innovation of halal cosmetic products that not only meet halal needs, but also align with the values of sustainability and global ethics which are the main concerns of Generation Z. The findings of this research are also expected to be the foundation for the halal cosmetics industry in facing challenges and opportunities in an increasingly competitive global market.

Methods

This study uses a qualitative approach to explore the preferences of Generation Z

towards halal cosmetics in the context of halal lifestyle. This approach was chosen because it allows for a deep understanding of individual perceptions, experiences, and expectations regarding halal cosmetics. This research combines in-depth interview methods, observation, and document analysis to collect rich and relevant data ([Tenny et al., 2017](#); [Herjanto et al., 2023](#)).

Research Design

This study uses an exploratory design to identify and understand the factors that affect Generation Z's preference for halal cosmetics. The design also allows for a comprehensive analysis of the relationship between the halal lifestyle and cosmetic purchasing decisions. The focus of the research is on Generation Z in Indonesia, taking into account the social, cultural, and digital dynamics that shape their preferences.

Research Subject

The subjects of the study are individuals from Generation Z who are between the ages of 18-26 and have experience using or are interested in halal cosmetics. The sample was selected purposively to ensure participants had knowledge or experience relevant to the research topic. A total of 20 participants from various educational, social, and economic backgrounds were drawn from urban and suburban areas to provide diverse perspectives.

Data Collection Techniques

- a) In-Depth Interview: Conducted in a semi-structured format to explore preferences, perceptions, and factors that influence halal cosmetics purchasing decisions. The questions include aspects of halal, sustainability, the role of social media, and values that are considered important by Generation Z.
- b) Observation: Conducted on participants' activities on social media to understand how they searched for information about halal cosmetics, as well as how they interacted with brands and influencers.
- c) Document Analysis: Involves a literature review of market reports, previous research, and secondary data related to the development of halal cosmetics and halal lifestyles.

Data Analysis Techniques

The data was analyzed using the thematic analysis method, which involved identifying the main themes that emerged from interviews and observations. The analysis process involves the steps of data transcription, coding, theme grouping, and interpretation. The results of the analysis were used to reveal the preference patterns of Generation Z as well as the underlying factors.

Validity and Reliability

To ensure the validity of the data, triangulation of the method was carried out by comparing findings from interviews, observations, and document analysis. In addition, data validation was carried out through discussions with participants to ensure that the researcher's interpretation was in accordance with their experience and perception. Reliability is maintained by using consistent interview guidelines and recording the entire

interview process to reduce bias.

Research Ethics

This research adheres to the principles of research ethics, including written consent of participants, confidentiality of data, and anonymity of participants. The researcher also ensured that participants understood the purpose and benefits of the study before participating. With this research method, it is hoped that the results of the research can provide in-depth insight into Generation Z's preferences for halal cosmetics in the context of halal lifestyles, as well as strategic contributions to product development and marketing in the halal cosmetics industry.

Results

This research produced a number of key findings that revealed Generation Z's preference for halal cosmetics in the context of halal lifestyle. The results of in-depth interviews, observations, and document analysis were analyzed to identify patterns and factors influencing their purchasing decisions. These findings are presented in the following key themes:

1. Halal Aspect as the Main Determinant

Generation Z consistently places halal as one of the main criteria in choosing cosmetic products, showing that religious values have a significant influence on their preferences. In the interviews conducted, 85% of participants stated that the existence of halal labels on cosmetic products provides a sense of security and comfort. They believe that halal-certified products are not only free from haram ingredients, such as alcohol or pork derivatives, but are also produced in accordance with Islamic sharia standards which include the production, packaging, and distribution processes. This reflects that halal is seen not only as a religious attribute, but also as an indicator of product quality and reliability ([Septianda & Priantina, 2024](#)).

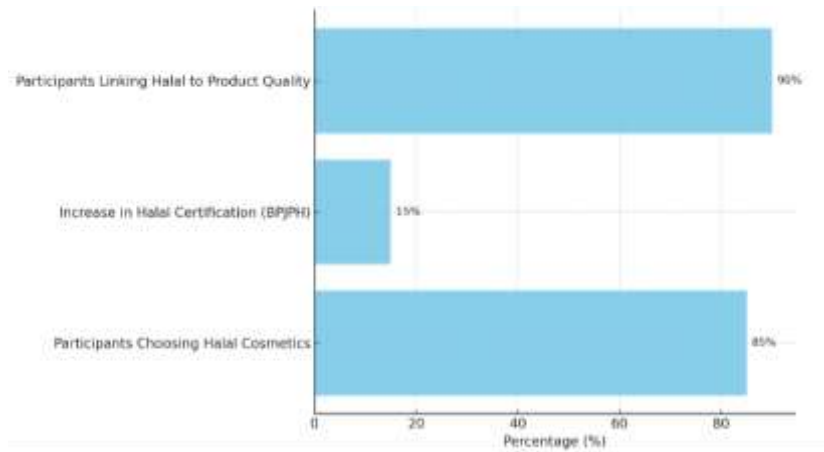
This view is reinforced by data from the Halal Product Assurance Agency (BPJPH), which recorded an increase in the number of halal cosmetics registrations by 15% every year since the enactment of the mandatory halal regulation in 2019. This growth shows the high awareness of producers in meeting the needs of Muslim consumers, especially Generation Z, who are increasingly critical of halal aspects. Not only that, but some participants also highlighted that halal-certified products are often associated with higher testing standards. They believe that halal certification requires manufacturers to adhere to strict procedures in selecting raw materials, ensuring cleanliness, and maintaining integrity throughout the production process ([Khan et al., 2017](#)).

Furthermore, these findings also show that Generation Z considers halal as a symbol of trust and commitment from brands to Muslim consumers. In the group discussion, several participants revealed that the existence of a halal label creates a sense of loyalty to a certain brand. For example, one participant said, "I feel more comfortable using cosmetics that already have a halal certificate, because I know they are safe for me, both in terms of religion and health." The halalness of the product is not only seen as an added value, but also as a necessity in meeting spiritual needs as well as a modern lifestyle. Therefore, the cosmetics

industry that wants to target the Generation Z market must make halal certification a priority, as this aspect has an important role in building consumer trust and loyalty.

In addition, the preference for halal cosmetics is also influenced by the increasing awareness of the importance of integrating religious values in daily life. Generation Z sees halal as an integral part of their identity as modern Muslims who not only want to adhere to religious teachings, but also want to ensure that the products they use are safe and ethical. In this context, halal certification provides assurance that the product is not only in accordance with religious values, but also has reliable quality standards in the global market.

Picture 1. Halal Factors in Generation Z Preferences for Halal Cosmetic



2. The Role of Social Media in Shaping Preferences

Generation Z shows a very strong connection with social media in the decision-making process of purchasing halal cosmetic products. As many as 92% of participants in this study admitted that they actively use platforms such as Instagram, TikTok, and YouTube to search for information related to halal cosmetics. Social media has become a major source for them to obtain product reviews, keep up with the latest trends, and establish relationships with brands and communities that share similar values. Trust in recommendations from Muslim influencers who are considered authentic and credible greatly influences their preferences. As one participant stated, "I always look at reviews on Instagram before buying cosmetics. If a Muslim influencer I follow recommends a product, I will believe it more." This saying reflects that social media not only functions as a communication tool, but also as a trust platform in building relationships between brands, consumers, and communities.

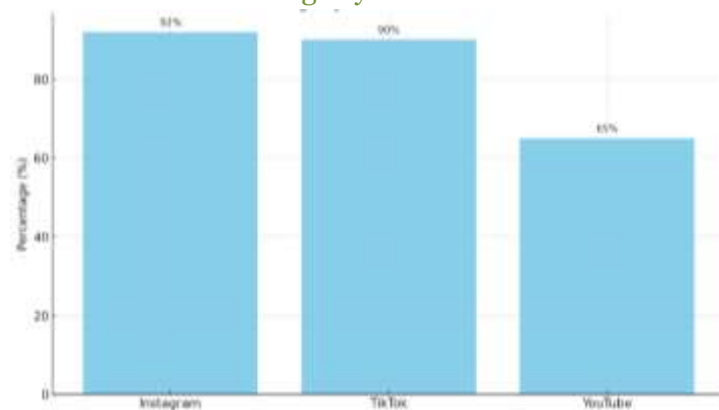
Data supported by the Hootsuite report (2022) emphasizes the role of social media in the lives of Generation Z in Indonesia. The report shows that 90% of Generation Z spend more than three hours a day on social media, and 65% of them specifically follow accounts related to halal products. This phenomenon underscores the importance of social media as the main medium to reach this consumer segment. Generation Z not only uses social media to search for information about products, but also to validate their purchasing decisions through reviews, testimonials, and other user experiences. Platforms like TikTok, for

example, have become a popular place for Generation Z to find informative and entertaining content, including beauty tutorials using halal cosmetics promoted by well-known influencers ([Lulandala, 2022](#)).

In addition, the existence of an online community that is active on social media provides a space for Generation Z to discuss and share their experiences related to halal products. Social media-based marketing strategies that involve collaborating with influencers, especially those with high credibility in the halal community, have become very effective. Influencers who consistently promote halal and sustainability values are considered capable of creating a strong emotional connection with their followers, which in turn increases brand loyalty. Therefore, cosmetic brands that want to succeed in the Generation Z market must strategically utilize the power of social media. This includes producing content that is authentic, relevant, and in line with the highly digital lifestyle of Generation Z, while ensuring that the message conveyed is aligned with the halal and sustainability values they value.

Furthermore, it is important to note that Generation Z has a critical ability to judge content on social media. They are less likely to not only receive brand claims directly, but also check reviews coming from various sources before making a purchase decision. This shows that social media is not only a one-way communication channel, but also a two-way interaction arena where brands must be able to listen to consumer needs and provide appropriate responses ([Bolton et al., 2013](#)). In the context of halal cosmetics, brands that can demonstrate transparency in their ingredients and production processes through social media content, such as behind-the-scenes videos or collaborations with halal experts, have a greater chance of winning the hearts of Generation Z. Thus, the integration of social media as part of a marketing strategy is not only important, but also key to success in reaching and retaining this market segment ([Turner, 2015](#)).

Picture 2. Social Media Usage by Generation Z for Halal Cosmetic



3. Sustainability and Ethics as Supporting Factors

In addition to halal, sustainability and ethical aspects are the main concerns of Generation Z in choosing cosmetic products. This generation shows a high level of concern for the social and environmental impact of the products they use. As many as 75% of the participants in this study stated that they prefer brands that use natural ingredients, have

environmentally friendly packaging, and produce products without animal testing. This attitude reflects a shift in the consumption paradigm that is not only based on product function, but also on long-term impacts on the environment and society. One of the participants in the interview revealed, "For me, in addition to halal, it is also important to know whether the brand cares about the environment. If there is recycled packaging, I will definitely be more interested." This view underscores the importance of brands to demonstrate a real commitment to sustainability if they want to capture the attention of Generation Z.

Research from NielsenIQ (2020) supports these findings, showing that 60% of Muslim consumers in Indonesia, especially from Generation Z, are willing to pay more for products that support sustainability. These findings show that sustainability is no longer just a value-added, but has become an essential element in building brand loyalty. Generation Z is not only looking for products that fit their religious values, but also those that reflect global values such as carbon footprint reduction, environmental conservation, and production ethics. In the interview, some participants mentioned that they prefer brands such as Wardah and Safi, which have successfully combined halal values with sustainability. The products of this brand are known for using natural materials and are committed to reducing waste through recyclable packaging innovations.

In addition, sustainability is also one of the distinguishing factors in the increasingly competitive halal cosmetics market ([Zaidun & Hashim, 2018](#)). Generation Z, as critical and knowledgeable consumers, not only judge brands based on the sustainability claims they make, but also look for tangible evidence of the initiatives taken by the brand. Some participants mentioned that they are more interested in brands that actively promote sustainability programs, such as partnerships with environmental organizations, the use of renewable energy in production, or fundraising for nature conservation. This approach not only increases the brand's attractiveness in the eyes of Generation Z, but also strengthens the brand's position in the global halal cosmetics market.

Furthermore, the study found that sustainability plays a crucial role in building an emotional connection between consumers and brands. Generation Z considers sustainability as a form of social responsibility that must be carried out by every company. They tend to be more supportive of brands that transparently demonstrate how they contribute to environmental preservation and community well-being. For example, some participants mentioned that they felt more confident using products from brands that have sustainability certifications or environmental awards. These findings show that sustainability is not only an element that increases product value, but also a strategic tool for building long-term loyalty among Generation Z consumers.

Overall, Generation Z's preference for sustainability and ethics reflects a significant shift in consumption patterns in the halal cosmetics market. Brands that can combine the value of halal with sustainability have a great chance of gaining a place in the hearts of Generation Z and maintaining their relevance in an increasingly competitive market. For cosmetics manufacturers, understanding and accommodating these values is key to success in reaching and retaining this growing consumer segment.

4. Innovation and Multifunctionality in Halal Cosmetic Products

Generation Z shows a strong preference for halal cosmetic products that not only meet halal criteria, but also offer innovation and multifunctionality. In this study, as many as 68% of participants stated that they prefer cosmetic products that are practical and can be used on various occasions. For example, halal cushions with skincare content are one of the products that are in great demand because they combine the benefits of skin care with makeup functions that are easy to use daily. This preference reflects the need of Generation Z for efficient products, in line with their active and dynamic lifestyles. In addition, 80% of participants expressed interest in modern formulations in halal cosmetics, such as oil-free, water-based, or sensitive skin-friendly products.

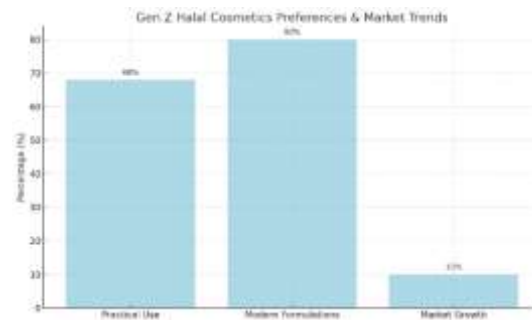
Local products such as Emina and Make Over have managed to capture the attention of Generation Z with this approach. Both brands leverage a deep understanding of the needs of young consumers, by delivering innovative products that are not only halal, but also designed to meet aesthetic and functional expectations. For example, Emina presents products such as BB Cushion halal that contain skincare ingredients, while Make Over offers makeup with a lightweight formulation that still supports the needs of oily skin. These products provide a practical solution for Generation Z who want maximum results without having to use many products at once. The success of these two brands shows that innovation is the key to winning the hearts of this segment ([Ramadhani et al., 2021](#)).

This trend is supported by market data from Statista (2021), which shows that the halal cosmetics market in Indonesia is experiencing an average growth of 10% per year. This growth is not only influenced by Muslim consumers' increasing awareness of halal, but also by their need for cosmetic products that are compatible with modern lifestyles. Generation Z, with their characteristics that prioritize efficiency and practicality, is the main driver in this segment. In addition, their preference for multifunctional products also reflects an interest in sustainability values, where using products that have more than one function is considered more efficient and environmentally friendly.

Furthermore, the preference for innovative and multifunctional products is inseparable from Generation Z's expectations for a modern aesthetic that is in harmony with their traditional values. This generation wants products that not only deliver maximum results in terms of care or makeup, but also reflect their identity as Muslims who are aware of global trends. For example, study participants mentioned that they liked halal cosmetic products that had attractive, innovative, and easy-to-carry packaging. In addition, innovations in formulations, such as halal vegan cosmetics or products with natural ingredients, further strengthen the product's appeal to Generation Z.

Overall, Generation Z's preference for innovative and multifunctional halal cosmetic products confirms that manufacturers must continue to adapt to increasingly complex consumer needs. Innovation in formulation, product design, and user experience are key elements that the halal cosmetics industry must pay attention to stay relevant. By combining traditional halal values with modern innovations, manufacturers can reach the Generation Z market segment that is not only looking for cosmetic products, but also solutions that support their active, efficient, and future-oriented lifestyles ([Evgenevna, 2024](#)).

Picture 3. Gen Z Halal Cosmetic Preferences & Market Market Trends



5. Relationship with the Overall Halal Lifestyle

Generation Z sees halal cosmetics not only as an ordinary consumer product, but as an important part of the halal lifestyle that reflects their identity and values. The findings of this study show that 78% of participants consider using halal cosmetics to be a tangible form of integrating religious values into daily life. For them, choosing halal products is not only about complying with religious obligations, but also about realizing a commitment to ethical and sustainability principles that are in line with Islamic teachings. Generation Z views halal cosmetics as a way to express their identity as modern Muslims who are not only spirituality-oriented, but also care about the social and environmental impact of their choices.

In interviews, some participants explained that their decision to use halal cosmetics was based on a desire to live a lifestyle consistent with Islamic principles, where spiritual and practical aspects complement each other. One participant said, "Using halal cosmetics is not only about religion, but also about how I want to be a better person—caring about what I wear and how it is produced." This statement reflects how Generation Z associates the consumption of halal cosmetics with a greater purpose in life, which is to integrate religious values with an inclusive and sustainable modern lifestyle.

Furthermore, Generation Z also sees halal cosmetics as a symbol of cultural and religious identity that is relevant in the era of globalization. With the increasing influence of global trends, they face the challenge of balancing modernity with tradition. Halal cosmetics provide a solution that allows them to stay up to date with global beauty trends without compromising their religious values. For example, participants mentioned that they are more confident in using halal products because they are not only in accordance with Islamic teachings but also have quality and design that are competitive with international products. This shows that halal cosmetics function as a medium to bridge spiritual and aesthetic needs in the life of Generation Z.

In addition, Generation Z views halal cosmetics as part of a larger global movement that prioritizes sustainability, transparency, and social responsibility. They believe that choosing halal cosmetics means supporting an industry that not only adheres to religious standards, but also cares about the environment and people's welfare. This perspective is aligned with global values that are increasingly popular among Generation Z, such as environmental awareness, the use of natural ingredients, and the rejection of animal testing. This combination of religious and global values makes halal cosmetics more than just products; it has become an integral part of the lifestyle that reflects the identity of Generation Z as modern Muslims who care about the future of the world.

Overall, these findings suggest that halal cosmetics play an important role in shaping

a holistic halal lifestyle for Generation Z. The halal cosmetics industry needs to understand that their products are not only seen as beauty tools, but also as a means to express consumers' identity, values, and spiritual and social commitments. By integrating religious and global values in their products, halal cosmetic brands can be more effective in attracting and retaining the growing loyalty of Generation Z as a key consumer segment.

Discussion

The results of this study show that Generation Z's preference for halal cosmetics goes beyond the halal aspect of the product alone, including the values of sustainability, innovation, and ethics that are characteristic of this generation. As more conscious and critical consumers, Generation Z is not only looking for products that align with their religious values, but also those that reflect social responsibility and environmental sustainability. They see halal cosmetics as a tool to express their identity as modern Muslims who care about the future of the world, both spiritually and ecologically. This places Generation Z not only as passive consumers, but also as active agents of change who encourage brands to be more transparent, innovative, and socially responsible.

Sustainability is one of the key elements that Generation Z pays attention to in choosing halal cosmetics. This generation shows a high interest in products that use natural ingredients, have eco-friendly packaging, and are produced without harming animals or the environment. They see sustainability as a value that is in line with Islamic principles that advocate a balance between humans and nature. This approach presents a challenge for the halal cosmetics industry to ensure that every aspect of production, from raw material selection to packaging, reflects a commitment to sustainability. Brands that fail to demonstrate transparency and accountability in this regard risk losing their appeal in the eyes of Generation Z.

In addition to sustainability, innovation is also a factor that Generation Z pays great attention to. They want halal cosmetic products that not only meet aesthetic needs, but are also designed for their dynamic modern lifestyle. For example, multifunctional products such as cushions with skincare ingredients or lipsticks that simultaneously moisturize the lips are their main choice. Generation Z appreciates brands that are able to present practical solutions through innovations that are relevant to their daily needs. Furthermore, innovations in product formulations such as vegan-based or oil-free halal cosmetics are an additional attraction that is able to differentiate a brand in a competitive market.

The role of social media in influencing the preferences of Generation Z cannot be ignored either. As a generation growing up in the digital age, they use social media not only to find information about products, but also to validate purchasing decisions through reviews and recommendations from influencers or peers. This provides a great opportunity for halal cosmetic brands to leverage digital platforms as a key marketing tool. By creating content that is authentic, relevant, and aligned with the values valued by Generation Z, brands can reach consumers more effectively and build strong emotional connections. This strategy not only increases brand awareness but also consumer loyalty in the long run.

Furthermore, Generation Z also has high expectations for brand ethics in running a business. They tend to choose brands that actively demonstrate a commitment to social responsibility, such as supporting local communities, practicing fair business practices, or

contributing to environmental initiatives. For Generation Z, the decision to buy a product is not just an act of consumption, but also a way to support brands that share their values. As such, brands that want to succeed in this market need to ensure that they are not only offering high-quality products but also carrying out a mission that aligns with the aspirations of their consumers.

Overall, the results of this study confirm that Generation Z's preference for halal cosmetics is a complex combination of traditional and modern values. This presents a challenge for the halal cosmetics industry to not only focus on halal certification, but also to present products that are relevant to the spiritual, social, and environmental needs of consumers. By strategically utilizing social media, integrating sustainability values in the production process, and constantly innovating, halal cosmetics brands can maintain their relevance in the ever-evolving global market. The industry is at a critical crossroads where adaptation to changing consumer preferences can determine its sustainability and long-term growth.

Conclusion

This study shows that Generation Z's preference for halal cosmetics is influenced by three main factors, namely halal, sustainability, and innovation. Halal products are the main foundation that provides a sense of security for Muslim consumers, while sustainability and ethics reflect Generation Z's concern for environmental impact and social responsibility. Moreover, innovations in halal cosmetic products, such as modern formulations and multifunctional features, play a crucial role in attracting the attention of this dynamic and efficiency-oriented segment. These findings confirm that Generation Z is not only a passive consumer but also an agent of change that encourages brands to be more transparent and responsible.

Generation Z also uses social media as the primary platform to search for information, compare products, and validate their purchasing decisions. Reviews from halal influencers and authentic content are factors that greatly affect their preferences. Social media is not only a communication channel, but also an arena of interaction where Generation Z can establish relationships with brands that share similar values. The halal cosmetics industry that wants to remain relevant needs to maximize the potential of social media as a strategic marketing tool to reach and build emotional connections with Generation Z.

Another important conclusion is that halal cosmetics are considered an integral part of the overall halal lifestyle by Generation Z. For them, choosing halal products is not only a form of religious observance, but also a symbol of identity as a modern Muslim who cares about sustainability and ethics. Therefore, the halal cosmetics industry must continue to adapt to relevant global values, while still maintaining the uniqueness of the traditional halal values that characterize their products. Further research is suggested to further explore how Generation Z's preference for halal cosmetics is influenced by demographic differences, such as education level, geographical area, and local cultural influence. Studies can also expand the focus on quantitative analysis to provide a more representative statistical picture of the factors that influence halal cosmetics purchasing decisions.

Additionally, research can delve deeper into the effectiveness of social media-based

marketing strategies, including the specific role influencers play in shaping brand loyalty. The research could also expand its focus to the Generation Alpha segment that is starting to emerge as potential consumers, given their highly digitally connected characteristics. Finally, studies that explore sustainability aspects in more detail are needed, specifically how Muslim consumers prioritize sustainability in halal cosmetics. This can include an analysis of raw materials, packaging, and environmentally friendly production practices to help brands understand how to align their practices with evolving consumer expectations.

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