

The Moderating Role of Environmental Knowledge in Green Halal Cosmetic Purchase Intentions

Herianto¹, Tri Ulfa Wardani², Dian Septi Purnamasari³, Haslindah⁴

^{1,3}Universitas Gadjah Mada, Yogyakarta, Indonesia

²STEI Iqra Annisa Pekanbaru, Pekanbaru, Indonesia

⁴IAIN Bone, Bone, Indonesia

herianto97@mail.ugm.ac.id*, triulfa96@mail.ugm.ac.id, dian.septi@mail.ugm.ac.id, haslindah@iain-bone.ac.id

ABSTRACT:

The purpose of this study was to identify and analyze the purchase intention of environmentally friendly halal cosmetic products by millennial Muslim generations in Indonesia moderated by knowledge of the environment. This study used a quantitative approach, data were obtained by distributing questionnaires (google form) through WhatsApp and Instagram social media, sampling using a perceptive sampling technique, the number of respondents was 115 people with the withdrawal of the younger generation of women and men aged 15-30 years and living in Indonesia. The research model uses the structural equation modeling-partial least structural (SEM) model with the help of Smart-PLS 3 statistical software analysis. The findings of this study indicate that self-efficacy influences attitudes, eco-label influences halal-green awareness, normative belief variables influences on subjective norms, perceptual behavioral control influences the intention to consume environmentally friendly halal. Furthermore, the presence of environmental knowledge as a moderating variable indicates that this variable does not have a moderating effect on the relationship between attitude variables, green-halal awareness and subjective norms with the intention to consume environmentally friendly halal. However, these variables have a significant direct effect on the intention to consume environmentally friendly halal. This study is one of the comprehensive research on the intention to buy environmentally friendly halal products.

Keywords: *Environmentally Friendly Halal Cosmetic, Purchase Intention, Younger Generation, Halal-Green Awareness*

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^{*}Correspondence:
Herianto

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I. INTRODUCTION

The trend of halal cosmetics and environmental issues has driven massive innovation, including in the eco-friendly halal industry. The term 'sustainable beauty' has gained popularity and is increasingly adopted by society, including among Muslim communities in Indonesia (Maris, 2023). Nationally, the growth of the cosmetics industry has shown positive progress, with a growth rate reaching 7.23 percent, higher than the labor-intensive industries' national growth in 2019 (IKFT Kemenperin, 2022). The development of the cosmetics industry is also evident in the global market. According to a report by Dinar Standard (2021), the cosmetics sector experienced 0.71 percent growth in 2020, while other halal sectors faced declines due to the COVID-19 crisis. Herbal-based cosmetic products have become increasingly popular and widely available. The trend of integrating herbal remedies with cosmetics has boosted and energized the domestic market, realizing the demand for personal care products. As reported by the Indonesia Packaging Federation (2020), the performance of Indonesia's packaging industry continues to improve, with a realization value reaching IDR 98.8 trillion (Kemenperin.go.id, 2020).

Studies on the purchase intention of halal cosmetic products have been extensively explored by researchers. However, previous studies tend to focus on two perspectives. First, halal cosmetics are often examined in relation to the determinants of purchase and repurchase intentions for halal cosmetic products (K, 2022; Handriana et al., 2020; Hussain et al., 2023; Shahid et al., 2023; Khan, Sarwar, and Tan, 2021; Ishak et al., 2020). The attitude towards halal cosmetics partially mediates the influence of electronic word of mouth (eWOM), encompassing aspects such as eWOM quality, eWOM valence, and eWOM consistency within the framework of the elaboration likelihood model (ELM) (Anubha, 2023).

Second, the use of halal cosmetics is often examined from the perspective of switching intentions to halal cosmetic products (Khan, Sarwar, and Tan, 2021; Al-Banna and Jannah, 2022; Wisudanto et al., 2023). A study conducted by Irfany, Khairunnisa, and Tieman (2023) is the most closely related to this research, as it also investigates eco-friendly halal cosmetics. However, this study specifically focuses on the younger generation and incorporates environmental knowledge as a moderating variable, interacting with variables such as attitude, subjective norm, and perceived behavioral control.

This study aims to examine the purchase intention of environmentally friendly halal cosmetic products with moderation by environmental knowledge. Specifically, it seeks to answer the following research questions. The First, does self-efficacy influence attitude? Does eco-label impact halal green awareness, and do normative beliefs affect subjective norm?. Second, do attitude, subjective norm, and perceived behavioral control influence the purchase intention of environmentally friendly halal cosmetic products among the younger generation in Indonesia?. The last, do attitude, subjective norm, and perceived behavioral control, when moderated by environmental knowledge, influence the purchase intention of environmentally friendly halal cosmetic products among the younger generation in Indonesia?

II. LITERATURE REVIEW

Purchase intention is a fundamental concept in understanding consumer behavior. Based on the Theory of Reasoned Action (TRA) introduced by Madden et al. (1992), purchase intention is influenced by consumer judgments about their behaviors, including knowledge, religiosity, and subjective norms (Khan et al., 2021). The TRA theory helps predict purchasing behavior by considering attitudes toward a behavior and social influences on decision-making. Additionally, the Theory of Planned Behavior (TPB), developed by Ajzen (1991), extends the TRA by incorporating perceived behavioral control, which highlights an individual's ability to perform a desired behavior. This means that consumers' knowledge and control over their actions can influence their decisions more effectively.

In the context of purchasing environmentally friendly halal cosmetics, these theories can help identify the factors that affect consumers' decisions. Understanding these dynamics allows businesses to align marketing strategies with consumer needs and preferences, thus improving the effectiveness of marketing efforts. Previous research has explored halal cosmetics (Handriana et al., 2020; Ishak et al., 2019; Hussain & Fayyaz, 2023; Irfany et al., 2023; Septiarini, 2022; Studies, 2023; Ubaidillah & Mustofa, 2023), but few have connected this with environmental issues, highlighting a gap that this research aims to fill.

Attitude refers to an individual's feelings that align with the actions they are likely to take (Ajzen, 1991). It is a relatively stable and enduring tendency to act towards something (Putri et al., 2021). Self-efficacy, according to Rogelberg et al. (2006), is the belief in one's ability to perform specific tasks. The relationship between self-efficacy and attitude in the context of the intention to buy environmentally friendly halal cosmetics among young consumers reflects their confidence in making decisions about purchasing such products.

Eco-labels are symbols or certifications indicating that a product has been produced in an environmentally sustainable manner, considering all stages from raw material procurement to disposal (Alamsyah et al., 2019; Irfany et al., 2023). Environmental awareness drives changes in consumer behavior, encouraging the switch to environmentally friendly products (Alamsyah et al., 2019). Thus, eco-labels influence halal green awareness, shaping the decision-making process of young consumers when purchasing environmentally friendly halal cosmetic products.

Subjective norm refers to an individual's belief about how others perceive their actions (Alphonsa Jose & Sia, 2022), while normative belief is based on self-reflection rather than others' opinions (Briliana & Mursito, 2017). This study examines the relationship between subjective norms and normative beliefs in the context of purchase intention for halal, environmentally friendly cosmetics among young consumers.

Environmental knowledge influences pro-environmental behavior (Putri et al., 2021; Irfany et al., 2023). It significantly affects consumer attitudes toward eco-friendly products. Research by Gutierrez et al. (2020) indicates that consumers who care about the environment and understand it are more likely to pay attention to eco-friendly labels.

Attitude refers to how positively or negatively an individual evaluates a specific behavior (Alam and Sayuti, 2011). Alam & Sayuti (2011) found that attitude directly correlates with purchase intention. Pratiwi (2018) also found that customer attitudes and perceived behavioral control significantly affect the purchase intention of young Muslim consumers in Papua. However, subjective norms were not significant.

Consumer awareness of eco-friendly products, influenced by brand image, advertising, and marketing, affects purchase intentions (Wu et al., 2018). Consumer awareness of the importance of halal green awareness influences the intention to buy environmentally friendly halal cosmetic products (Rahmi et al., 2017).

Subjective norms tend to predict intentions better when perceived behavioral control is low (Khan, Sarwar, and Tan, 2021). Research by Kasri (2021) found that subjective norms do not influence the intention to consume halal pharmaceutical products. In contrast, studies by Rahmi et al. (2017) and Rahman & Rahman (2015) showed that others, such as family and colleagues, significantly influence the intention to consume halal products.

Perceived behavioral control influences purchase intention significantly, particularly in the case of halal products (Alam & Sayuti, 2011; Ubaidillah & Mustofa, 2023). Consumers' perceived control over their ability to engage in desired behaviors plays a key role in the decision to purchase environmentally friendly halal cosmetics.

In addressing the research questions proposed, this study is based on 12 hypotheses:

H1: Self-efficacy significantly affects attitude.

H2: Eco-label significantly affects halal green awareness.

H3: Normative belief significantly affects subjective norm.

H4: Attitude significantly affects the intention to buy environmentally friendly halal cosmetics.

H5: Halal green awareness significantly affects the intention to buy environmentally friendly halal cosmetics.

H6: Subjective norm significantly affects the intention to buy environmentally friendly halal cosmetics.

H7: Perceived behavioral control significantly affects the intention to buy environmentally friendly halal cosmetics.

H8: Environmental knowledge significantly affects the intention to buy environmentally friendly halal cosmetics.

H9: Attitude significantly affects the intention to buy environmentally friendly halal cosmetics when moderated by environmental knowledge.

H10: Halal green awareness significantly affects the intention to buy environmentally friendly halal cosmetics when moderated by environmental knowledge.

H11: Subjective norm significantly affects the intention to buy environmentally friendly halal cosmetics when moderated by environmental knowledge.

H12: Perceived behavioral control significantly affects the intention to buy environmentally friendly halal cosmetics when moderated by environmental knowledge.

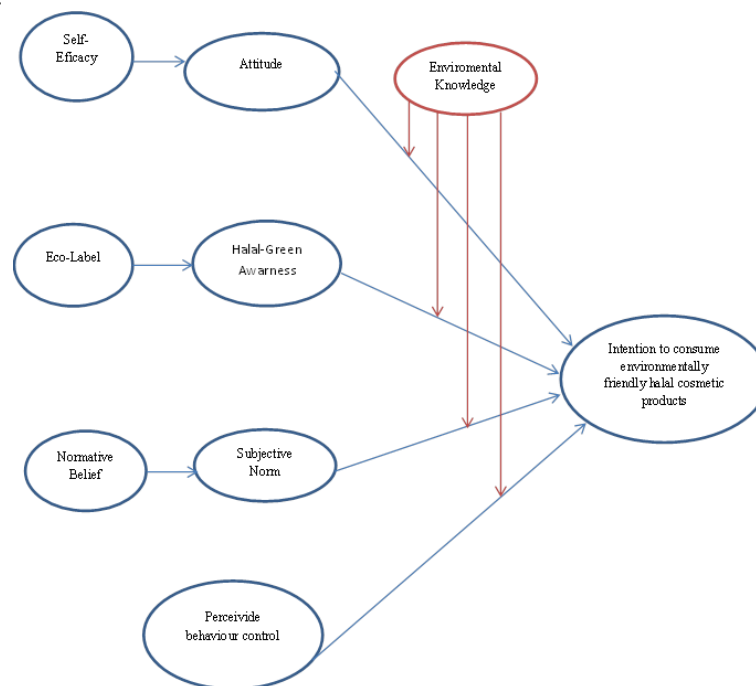
These hypotheses are designed to explore the various factors influencing the intention to purchase environmentally friendly halal cosmetics, with a particular focus on the moderating role of environmental knowledge.

III. RESEARCH METHODS

This study adopts a quantitative approach, collecting data through a questionnaire distributed via Google Forms. The population consists of young individuals aged 15 to 30 years. A purposive sampling technique was used to select a total of 115 respondents. The survey instrument includes demographic data, such as age, occupation, monthly income, education level, gender, and cosmetic spending. Additionally, the questionnaire includes items based on the variables being studied.

Once the data is collected, the analysis will be performed using Structural Equation Modeling (SEM-PLS), utilizing the SmartPLS 3.0 statistical software. This approach is based on prior research

(Briliana & Mursito, 2017; Handriana et al., 2020; Alphonsa Jose & Sia, 2022). The research framework is depicted below.



Source: Research framework
Figure 1. Adapted from Bhutto (2022)

IV. RESULTS AND DISCUSSION

Respondent Characteristics

The sample in this study consists of young individuals aged 15-30 years, with a total of 120 respondents who filled out the questionnaire distributed via Google Forms through WhatsApp and Instagram. However, due to certain considerations and a strict selection process, only data from 115 respondents were used.

Table 1. Characteristics of Research Respondents

Characteristics	Total	Persentase
Age		
15-17	7	6,1
18-20	6	5,2
21-24	20	17,4
25-30	82	71,3
Gender		
Male	29	25, 2
Famale	86	74,8
Education Level		
Magister/Doctoral	26	22,6
Degree	68	59,1
Diploma	4	3,5
Senior High School	16	13,9
Junior High School	1	0,9
Income/Monthly Allowance Level		
Below Rp. 1.000.000	41	35,6
Rp 1.000.000 – Rp 3. 500.000	58	50,4
Rp 3.500.000 – Rp 5. 000.000	16	13,9
AboveRp 5. 000.000	10	8,7
Average expenditure for purchasing cosmetics per month		
Below Rp.100.000	30	26,1
Rp. 100-Rp.500.000	82	71,3

Characteristics	Total	Persentase
Rp. 500.000-Rp. 1.000.000	2	1,7
Above Rp. 1.000.0000	1	0,9
Marital status		
Married	31	27
Not Merried	82	71,3
Jobs		
Student	42	36,5
Employee	33	28,7
Entrepreneur	14	12,2
Others	26	22,6

Source: Output Google Form, 2023

From the 115 respondents, various types of cosmetics with different benefits and functions are used. The following table (Table 2) presents several cosmetic brands that are frequently used by the respondents.

Table 2. List of Halal Cosmetic Products Frequently Used by Respondents

Merek Kosmetik		
Kahf	Ms Glow	Belgie Pro
Wardah	Azarine	H & H
Garnier	Pixy	Cosrx
Emina	Somethinc	Kratindaeng
Hanasui	Npure	Tabita
Maybeline	NMW	Kelly
Safi	Avoskin	Biore
Nivea	Skintific	Jiera
Marina	Cosrx	White Story
The Originate	Skin1004	Viva
Skin Aqua	Implora	Celo
Hanasui	Focallure	Venus
Makeover	Benings	Innesfree & HNI

Source: Output Google Form, 2023

From Table 2, it can be seen that several cosmetic brands, including Garnier, Npure, and Somethinc (Hutan, 2023), as well as Wardah cosmetics (Marwan, 2020), have adopted the concept of environmentally friendly cosmetics. These products follow the principles of sustainable beauty, incorporating eco-friendly practices in their product creation processes. This approach not only emphasizes the use of natural and sustainable ingredients but also ensures that the production process aligns with environmental conservation efforts.

Outer Model test

Outer Loading value

The outer loading values reflect the relationship between indicators and the latent constructs of variables. These values are important for assessing how well a variable—such as self-efficacy, attitude, eco-label, environmental knowledge, halal green awareness, normative belief, perceived behavioral control, subjective norm, and intention to consume EPH—explains or captures information from the indicators. If the outer loading value is greater than 0.7, it is considered good and meets the required criteria (Herianto & Hasbi, 2022; Gio, 2022). Therefore, in this research data analysis, two indicators with outer loading values smaller than 0.7 were decided to be removed.

Results of Validity and Reliability Tests

Table 3. Validity and Reliability Test Results

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
AT*EC	1,000	1,000	1,000	1,000
Attitude	0,596	0,600	0,831	0,712
Eco Label	0,853	0,857	0,901	0,694
Environmental Knowledge	0,851	0,867	0,898	0,688

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
HGE*EC	1,000	1,000	1,000	1,000
Halal-Green Awareness	0,828	0,829	0,897	0,744
Intention to Consume EFH	0,899	0,913	0,937	0,831
Normative Belief	0,741	0,760	0,853	0,660
PBC*EC	1,000	1,000	1,000	1,000
Perceived Behaviour Control	0,799	0,816	0,879	0,708
SN*EC	1,000	1,000	1,000	1,000
Self-Efficacy	0,814	0,828	0,914	0,842
Subjective Norm	0,838	0,837	0,892	0,676

Source: Output Smartpls, 2023

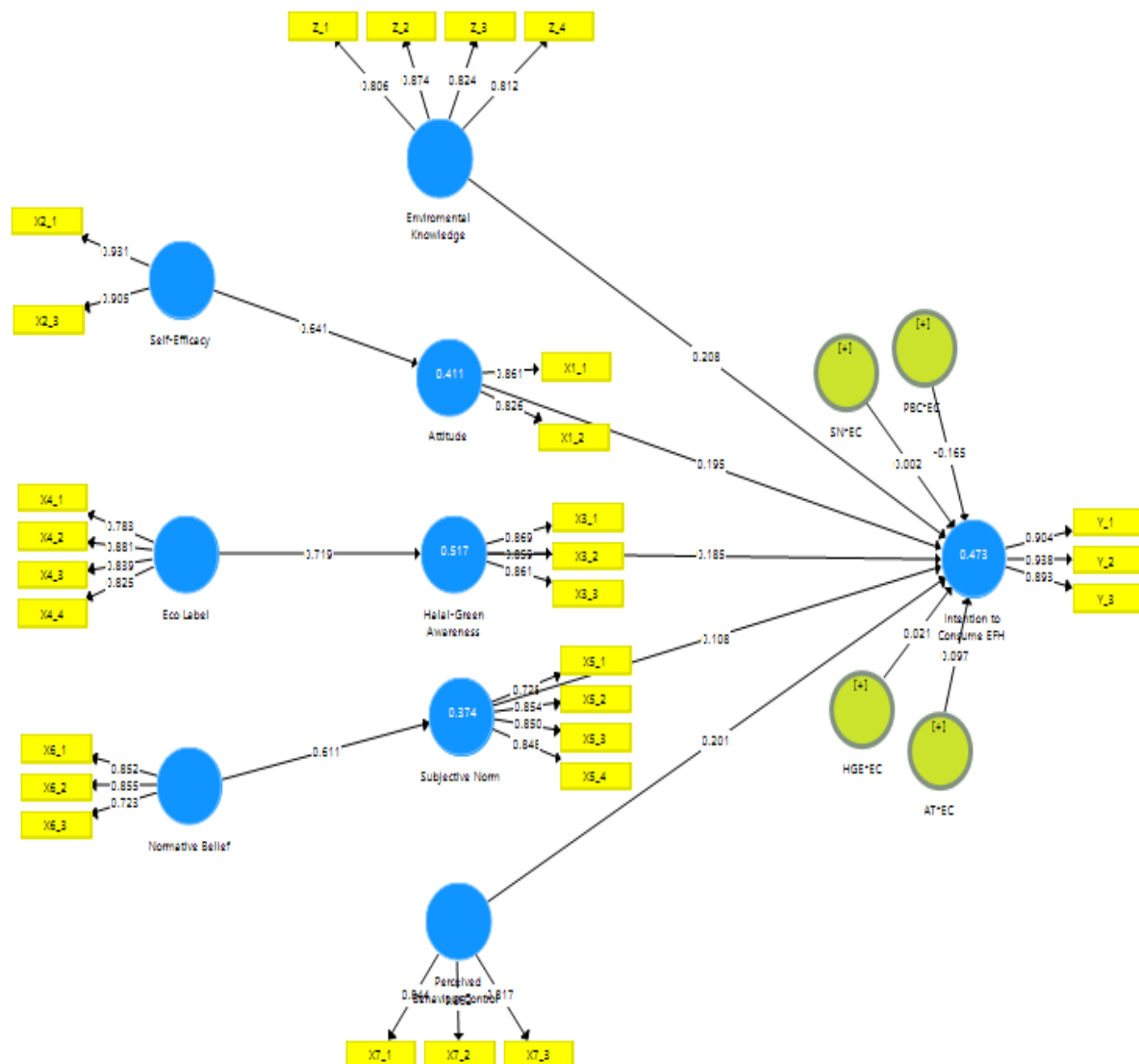


Figure 2. Diagram of Path Outers Loading

Discriminant Validity

Table 4. Discriminant Validity

	AT*EC	AT	EL	EK	HGE*EC	HGA	IC EFH	NB	PBC*EC	PBC	SN*EC	SC	SN
AT*EC	1,000												
AT	-0,344	0,844											
EL	-0,302	0,572	0,833										
EK	-0,323	0,485	0,719	0,830									
HGE*EC	0,619	-0,350	-0,157	-0,177	1,000								
HGA	-0,359	0,598	0,719	0,541	-0,481	0,863							
IC EFH	-0,232	0,525	0,582	0,528	-0,277	0,546	0,912						
NV	-0,070	0,403	0,519	0,549	-0,035	0,394	0,463	0,812					
PBC*EC	0,591	-0,230	-0,033	-0,060	0,677	-0,275	-0,239	0,054	1,000				
PBC	-0,218	0,424	0,448	0,514	-0,254	0,457	0,527	0,490	-0,215	0,841			
SN*EC	0,376	-0,088	-0,065	-0,181	0,249	-0,058	-0,056	0,085	0,343	0,055	1,000		
SC	-0,310	0,641	0,528	0,476	-0,282	0,544	0,580	0,404	-0,209	0,475	-0,041	0,918	
SN	-0,084	0,368	0,581	0,485	-0,054	0,400	0,416	0,611	0,055	0,411	0,080	0,357	0,822

Source: Output Smartpls, 2023

Inner model test

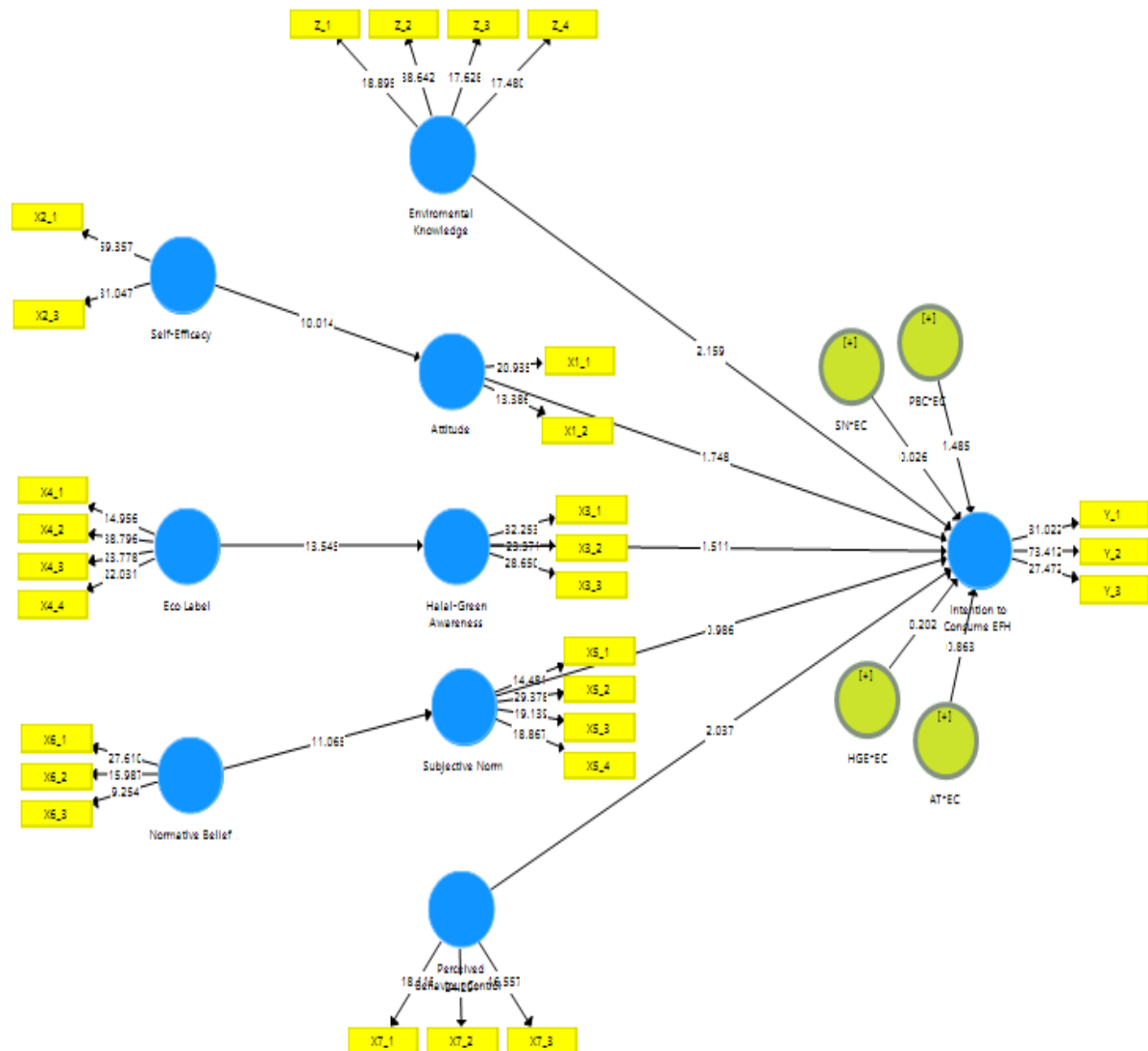


Figure 3. Diagram of Path Innermodel

Coefficient Determinant (R-Square)

Table 5. R-Square

	R Square	R Square Adjusted
Attitude	0,411	0,406
Halal-Green Awareness	0,517	0,513
Intention to Consume EFH	0,473	0,429
Subjective Norm	0,374	0,368

Source: Output Smartpls, 2023

Hypothesis Test

Table 6. Hypothesis Test

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Keterangan
AT*EC -> Intention to Consume EFH	0,097	0,113	0,113	0,863	0,388	Ditolak
Attitude_ -> Intention to Consume EFH	0,195	0,209	0,112	1,748	0,081	Ditolak
Eco Label -> Halal-n Green Awareness	0,719	0,722	0,053	13,545	0,000	Diterima
Environmental Knowledge -> Intention to Consume EFH	0,208	0,214	0,096	2,159	0,031	Diterima
HGE*EC -> Intention to Consume EFH	0,021	0,005	0,104	0,202	0,840	Ditolak
Halal-Green Awareness -> Intention to Consume EFH	0,185	0,168	0,122	1,511	0,131	Ditolak
Normative Belief -> Subjective Norm	0,611	0,621	0,055	11,065	0,000	Diterima
PBC*EC -> Intention to Consume EFH	-0,165	-0,149	0,111	1,485	0,138	Ditolak
Perceived Behaviour Control -> Intention to Consume EFH	0,201	0,214	0,098	2,037	0,042	Diterima
SN*EC -> Intention to Consume EFH	0,002	-0,003	0,093	0,026	0,979	Ditolak
Self-Efficacy -> Attitude_	0,641	0,645	0,064	10,014	0,000	Diterima
Subjective Norm -> Intention to Consume EFH	0,108	0,101	0,109	0,986	0,324	Ditolak

* p-value < 0,05 = Signifikan

Source: Output Smartpls, 2023

Table 6 shows the results of hypothesis testing, where out of the twelve hypotheses, only five were accepted. These hypotheses are: The influence of eco-label on halal green awareness, the influence of environmental knowledge on purchase intention of environmentally friendly halal cosmetics, the influence of normative belief on subjective norm., the influence of perceived behavioral control on purchase intention of environmentally friendly halal cosmetics, the influence of self-efficacy on attitude.

The presence of eco-labels on cosmetic products increases consumer trust in using environmentally friendly products, including cosmetics. The relationship between eco-labels and halal green awareness among the public, especially the younger generation, is reinforced by the findings of this study, where the p-value of 0.00, which is less than 0.05, indicates a significant effect. This aligns with the findings of Alamsyah, Hariyanto, and Rohaeni (2019). Additionally, attitude is influenced by self-efficacy.

Environmental knowledge has influenced the younger generation's purchase intention of environmentally friendly halal cosmetics. Knowledge of environmental health issues, terms related to sustainable cosmetics, raw materials, and the production process of cosmetics become factors in determining the choice to use eco-friendly cosmetic products. Similarly, normative belief significantly influences subjective norm, and perceived behavioral control influences the purchase intention of environmentally friendly halal cosmetics.

V. CONCLUSION

Currently, environmental health has become a serious concern for the global community. The environmental crisis has caused significant impacts and concerns about the sustainability of the Earth. As a result, various parties, including industry players, particularly in the cosmetic industry, have not remained passive but have contributed, with the movement for environmentally friendly halal cosmetics reflecting their efforts. The findings of this research indicate that environmental knowledge has a significant direct effect on the purchase intention of environmentally friendly halal cosmetics. However, when environmental knowledge is integrated as a moderating variable with attitude, subjective norm, and perceived behavioral control, no significant effect was observed.

The researcher acknowledges that this study has limitations, such as the number and type of variables used, the duration of the research, which influenced the number of respondents, and the uneven distribution of questionnaires across Indonesia. These limitations provide opportunities for future research in this area. Furthermore, this study is expected to contribute to supporting sustainable development and environmental protection initiatives.

AUTHOR CONTRIBUTIONS

Conceptualization, H.; methodology, H., T.U.W., D.S.P., and H.; software, H.; validation, H.; formal analysis, H.; investigation, H., T.U.W., D.S.P., and H.; resources, H.; data curation, H.; writing – original draft preparation, H.; writing – review and editing, H., T.U.W., and D.S.P.; visualization, H.

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INFORMED CONSENT STATEMENT

Informed consent was obtained from all subjects involved in the study.

DATA AVAILABILITY STATEMENT

The data that support the findings of this study are available on request from the corresponding author, [H].

CONFLICTS OF INTEREST

The authors declare no conflicts of interest.

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