

## Will Interactive Social Media Influence Customers' Intention to Purchase Halal Cosmetics?

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### ABSTRACT

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*interactive social media, halal brand attitudes, purchase intentions, halal cosmetics*

Social media plays a crucial role in shaping the attitudes of halal brands, even motivating customers to pay a higher price for these brands. Muslim-segment consumers prioritize Islamic values when selecting and evaluating cosmetic brands. Many businesses in the cosmetics sector indicate that the market potential is promising. The objective of this study is to examine the impact of interactive social media (ISM) on halal brand attitudes and purchase intentions. Data were collected through a self-administered questionnaire distributed to Muslim consumers in Aceh Province, Indonesia, who utilize cosmetics bearing a halal logo, resulting in 256 valid responses. To ensure the validity and reliability of the study, convergent and discriminant validity analyses were conducted, and a structural equation model was employed using smart partial least squares 3.0 software to assess the relationship between variables. Mediation techniques were utilized to examine the mediating effect of halal brand attitude on the purchase intention of halal cosmetics. The findings indicate that ISM significantly influences halal brand attitude, and halal brand attitude demonstrates a significant relationship with purchase intention. Moreover, ISM exhibits a significant relationship with the purchase intention of halal cosmetics. Furthermore, halal brand attitude is found to have a positive and significant mediating influence on ISM and purchase intention. The study highlights that social media interactions provide a platform for consumers to evaluate the advantages and disadvantages of their purchasing decisions, with their attitudes serving as a crucial intermediary in this process.

## 1. INTRODUCTION

The expansion of the global Muslim population has exerted a significant influence on the growth of the halal market [1, 2]. This phenomenon indicates an increase in Muslim awareness regarding halal practices. Global expenditure on halal products and services continues to exhibit an upward trend [1], and this pattern aligns with the reports on the State of the Global Islamic Economy [3]. Among halal industrial sectors in Indonesia, the halal cosmetics industry is anticipated to expand the most. This illustrates the expansion of the halal cosmetics sector, particularly in OICs, which have become halal products' primary market. Muslim awareness of the significance of halal pharmaceuticals and cosmetics has raised demand among the world's 2.4 billion Muslim customers [4]. It is also maintained that the desire of women to always seem attractive can become a central reason for the growth of the halal cosmetics sector [5].

Halal cosmetics vary from conventional cosmetics in that they may not include traces of products derived from pork and its derivatives, alcohol, or other substances prohibited by the Islamic religion [5]. OICs and non-OICs are now striving to drive their customers toward halal-centricity within the context of providing halal products, facilities, and infrastructure to fulfill their halal requirements [6]. The halal

cosmetics guarantee implies safety, high quality, and permissibility for use during prayer [7]. The expansion of the halal cosmetics business has become one of the reasons behind customers' high commitment to purchasing halal cosmetics.

However, despite the increasing relevance of halal cosmetics, the influence of interactive social media (ISM) on consumer behavior, particularly in shaping attitudes and purchase intentions towards halal cosmetics, has not been extensively investigated. ISM provides a dynamic platform where consumers can engage with brands, exchange opinions, and receive immediate feedback, all of which can significantly impact their purchasing decisions. The theoretical framework for understanding this influence can be conceptualized within the Stimulus-Organism-Response (S-O-R) model [8], wherein ISM functions as a stimulus that influences consumers' internal states (organism), subsequently leading to specific behavioral outcomes (response), such as purchase intention.

In the past decade, both qualitative and quantitative research methodologies have been employed to investigate the intention to purchase halal cosmetics. Scholars and academicians have utilized the qualitative approach [4, 9], while others have implemented a quantitative approach in their investigations [5, 10]. Although previous research has focused on organic cosmetic products, studies examining the intention to purchase halal cosmetic brands remain relatively limited

[11], particularly when considering the role of ISM. Prior research has established that purchase intention serves as a significant predictor of actual purchase behavior [5, 12, 13]. Purchase intention denotes a conscious plan by an individual to acquire a product using a purchase schema [12-16]. Several scholars and academicians have previously investigated purchase intentions with a variety of predictors, including attitude [15, 17, 18]; religiosity [12], knowledge [19, 20], brand [13, 21-23], awareness [19, 24], trust [13, 25], promotion [26-28], ISM [24, 29-31], and perception [5].

Companies utilize social media to offer products, pricing, and sales locations in an interactive way. Marketing through social media that is successfully executed by the firm will have an effect on halal brand attitudes, eventually leading to their decision to purchase halal cosmetic brands [32]. Consumers evaluate the criteria for purchase decisions based on information obtained through social media, particularly perceived product quality, price, promotion intensity, business reputation, and brand [33]. Convenience is one of the indicators of ISM, as contemporary society prioritizes immediacy and efficiency. Consequently, ISM can influence consumer purchasing behavior.

Indonesia, while not officially a religious state, incorporates significant religious influence into its governance, especially in regions with a high Muslim population [34, 35]. Aceh Province stands out due to its unique legal status [36], which allows it to implement Islamic law more rigorously than other provinces in Indonesia. According to Article 23 of Qanun Aceh Number 8 of 2014, the Aceh government is mandated to enforce a halal guarantee system for products and services produced and distributed within the province. Despite this legal framework, a substantial gap exists between the regulatory requirements and the actual market conditions, as many foreign and domestic cosmetics in Aceh still lack proper halal certification.

This research addresses the critical gap in understanding how ISM influences consumer attitudes and purchase intentions towards halal cosmetics within this unique socio-religious context. While prior studies have explored various factors influencing halal product consumption, the specific role of ISM in shaping consumer perceptions and behavior towards halal cosmetics in a region with strict Islamic law implementation remains underexplored. The novelty of this investigation lies in its focus on Aceh Province as a case study, providing insights into the interrelationship between digital engagement and religious adherence in consumer decision-making processes. The objective of this research is to examine the correlation between ISM, halal brand attitudes, and purchase intentions for halal cosmetics in Aceh Province, Indonesia. Through this analysis, the study aims to contribute to the broader understanding of how digital platforms can be utilized to enhance consumer adherence to halal standards, particularly in regions where religious laws significantly influence market dynamics.

## **2. LITERATURE REVIEW**

### **2.1 Theory of Reasoned Action (TRA)**

Numerous studies examine the concept of action and behavior based on the theoretical framework developed by [37] as the Theory of Reasoned Action (TRA). While TRA is frequently conflated with the Theory of Planned Behavior

(TPB), they are distinct, with TPB incorporating perceived behavioral control as an additional factor influencing intention [38]. The fundamental premise of this theory posits that actions in an individual's behavior are antecedents to the formation of attitudes. According to TRA, the strength of behavioral intentions serves as a measure of an individual's determination to perform a specific behavior. A higher value of behavioral intention correlates with increased effort to realize the behavior [39, 40]. An individual's attitude towards behavior is influenced by their beliefs about said behavior, with a positive attitude exerting a positive influence on the behavior.

### **2.2 Interactive social media (ISM)**

ISM platforms facilitate the exchange of information between brands and consumers through various formats, including text, images, audio, and video [24, 41]. The high level of interaction afforded by social media enhances consumers' sense of identification with brands [42]. Furthermore, social media interactions between consumers and their preferred brands may influence individuals' cognitive, affective, and behavioral processes [43]. A study [24] illustrates the importance of social media interactive moderation in enhancing the association between brand equity and purchase decisions. However, despite the extensive research on social media interactions, there is a lack of critical analysis on how these interactions specifically shape consumer attitudes and behavior towards halal cosmetics, highlighting a gap that this study aims to address. Likewise, an empirical study revealed that interactions on social media have a significant impact on social credibility, homophily, and content quality [44]. Almost all facets of customers' activities, such as socializing, traveling, and shopping, commonly utilize social media [24, 45]. Various social media platforms, including Facebook, Instagram, blogs and websites, WhatsApp, Line, and Shopee, are frequently utilized by millennial consumers to acquire information, particularly regarding halal cosmetics [5, 24]. This phenomenon suggests that the utilization of the internet and social media significantly influences consumer purchasing behavior, as these platforms facilitate interpersonal interactions [46-48]. Furthermore, these platforms enable companies to engage with their current and potential customers. Zhang et al. [43] identified a significant correlation between social media interaction and the purchase intentions of Chinese consumers for luxury fashion products when engaging on social media platforms.

### **2.3 Brand attitude**

Researchers have examined the relationship between attitude and purchase intention [18, 20, 39]. An individual's attitude significantly influences their actions and intentions [49, 50]. Brand attitude pertains to the degree to which consumers prefer halal cosmetic brands [13]. This study builds on existing research by critically examining how brand attitudes are formed and reinforced through ISM, offering a theoretical innovation by integrating these dynamics into the understanding of consumer behavior towards halal cosmetics. It implies that the most critical point prior to the purchase phase is one's attitude toward the brand. Customer positive brand attitudes will affect their purchase decisions, while negative attitudes will hinder them from making purchases

[13]. According to Ajzen [38], the cornerstone of attitude is the formation and direct application of beliefs that eventually shape the structure of customer behavior. In other words, attitude will become more important in the behavioral process. Individual attitudes reflect an assessment of certain customer behaviors and determine whether they are beneficial or negative. The evaluation is based on the evaluator's personal ideas regarding the outcome of a given activity. Additionally, attitudes may be determined by evaluating the product's profitability. Therefore, this study posits that attitude constitutes a fundamental component of consumer behavior. Brand attitude assumes a paramount role in customer-based brand equity. Marketing researchers consider it the most significant predictor of consumer behavior towards a product or service [51, 52].

## 2.4 Purchase intentions

Previous research on the purchase behavior of halal cosmetics by Muslim segments in global markets has been well documented, such as, in Malaysia [53, 54]; India [12]; Korea [55]; Germany [18], UK [56], China [57], Iran [58], Pakistan [59] and Indonesia [13, 20]. Intention is a critical predictor of such a person's actual purchase behavior [60, 61]. Purchase intention is indeed the consumer's deliberate decision to purchase a product [12-14]. Purchase intention reflects customer behavioral intentions. It also relates to a consumer's ideas, wants, and interests in a product that will result in an informed purchase decision. The objective of this study is to extend the existing body of literature by investigating the intricate manner in which ISM impacts purchase intentions in the halal cosmetics industry, an area that has not been adequately examined in previous research.

## 3. HYPOTHESIS DEVELOPMENT

### 3.1 The relationship between ISM and halal brand attitude

The relationship between ISM and brand attitude can be understood through the lens of the Stimulus-Organism-Response (S-O-R) framework [62]. In this context, ISM acts as a stimulus that influences the consumer's internal psychological state (organism), which in turn shapes their attitude towards a brand (response). ISM platforms provide consumers with rich, engaging content and direct interactions with brands, which can enhance perceived brand credibility, trust, and emotional connection. This heightened engagement often leads to more positive brand attitudes, particularly in the context of halal cosmetics, where trust and authenticity are critical. Online reviews can be very convincing in impacting the evaluation of products [51]. Social media interactions have a significant effect on halal brand attitudes. Social media provides information about halal brands through interactions with those who have owned them or through reviews written by those who have used them. This has a good effect on one's attitude, in particular toward halal brands. The more favorable a person's attitude toward halal brand purchases is, the more important the social media evaluations of halal brands become. This is consistent with the findings of Zhang et al. [43], who discovered a positive and statistically significant correlation between social media interaction and the customers' purchase intentions for luxury fashion brands. Accordingly, the hypothesized linkage is as follows:

**H1. ISM has a significant relationship on Halal brand attitude.**

### 3.2 The relationship between ISM and purchase intention

The theoretical justification for the influence of ISM on purchase intention can be derived from the TPB [38]. The TPB postulates that behavioral intentions are influenced by attitudes, subjective norms, and perceived behavioral control. ISM facilitates increased accessibility of information, social proof, and peer opinions, thereby influencing the subjective norms and perceived behavioral control of consumers. As individuals engage with social media content pertaining to halal cosmetics, they are more likely to develop purchase intentions based on the perceived endorsement and validation from their social network. This influence is particularly evident in the context of halal products, where adherence to religious norms and community acceptance plays a crucial role in shaping purchase intentions. Online reviews function as significant informants and recommenders, substantially influencing purchase intention and actual purchase [63]. Yaylı and Bayram [64] determined that reading reviews not only positively affects buyers' online purchasing decisions but also their purchase frequency. The customer's brand attitude is the most critical factor in the purchase decision. Brand attitude is considered to be an indicator of behavioral intentions [65]. The customer's brand attitude is the most significant determinant of purchase intention [51]. Numerous studies have been conducted to examine the relationship between attitude and purchase intention [12, 13, 59]. Customers are deliberate in their search for product information through different social media channels before making a purchasing decision. To do so, they evaluate the information offered by multiple sources. Customer decisions, for instance, may be influenced by reviews or user-generated content. Customer reviews are a more dependable source [66]. The usage of the internet and social media tends to impact customer behavior in terms of purchase decisions; the reason is due to the way customers interact with one another [48]. As a result, the following hypothesis is proposed:

**H2. ISM has a significant relationship with purchase intention.**

### 3.3 The relationship between halal brand attitude and purchase intention

The relationship between brand attitude and purchase intention is well-established in the Theory of Reasoned Action (TRA) [14], which posits that an individual's behavior is directly influenced by their intention, which is subsequently shaped by their attitude towards the behavior. In the context of halal cosmetics, a positive brand attitude, indicative of trust in the brand's adherence to halal principles, serves as a strong predictor of purchase intention. This relationship is particularly significant because consumers of halal products often seek assurance that their purchases align with their religious beliefs, and a positive brand attitude reinforces this assurance, thereby increasing the likelihood of purchase. The customer's brand attitude is considered the most significant determinant of purchase intention [51]. Numerous studies have been conducted to investigate the relationship between attitude and purchase intention [12, 13, 59, 66]. Customers are deliberate in their search for product information through different social media channels before making a purchasing decision. To do so, they evaluate the information offered by

multiple sources. Customer decisions, for instance, may be influenced by reviews or user-generated content. Customer reviews are a more dependable source [66]. The usage of the internet and social media tends to impact customer behavior in terms of the purchase decision; the reason is due to the way customers interact with one another [48]. Based on this, the following hypothesis is proposed:

**H3.** *Halal brand attitude has a significant relationship with purchase intention.*

**3.4 The mediating role of halal brand attitude between ISM and purchase intention**

The mediating role of halal brand attitude between ISM and purchase intention can be understood through the lens of the S-O-R model [62], which provides a structured way to analyze how external stimuli influence internal processes and, ultimately, behavior [62]. In this context, ISM serves as the stimulus that initiates the consumer's engagement. Through platforms like Facebook, Instagram, and various review sites, consumers interact with halal cosmetic brands, access user-generated content, and participate in discussions that highlight the brand's attributes, such as its adherence to halal standards, product quality, and consumer satisfaction [1]. As consumers engage with these interactive elements on social media, their perceptions begin to form, shaping their attitudes towards the brand. This stage represents the "organism" in the S-O-R model, where the consumer's internal processing takes place. Here, the information gathered from social media, such as positive reviews, brand endorsements, and interactive content, contributes to the development of a favorable or unfavorable brand attitude. For halal cosmetics, where trust and authenticity are crucial, the content encountered on social media can significantly influence whether the consumer views the brand as credible and aligned with their religious and personal values [43].

This newly formed brand attitude then acts as a critical intermediary that influences the consumer's purchase intention, the "response" in the S-O-R model. While ISM directly impacts purchase intention by providing information and social proof, the effect is partially mediated by the consumer's brand attitude. A positive brand attitude, shaped by engaging and trustworthy social media interactions, enhances the likelihood that the consumer will intend to purchase the halal cosmetic product. Conversely, if the brand attitude is negative,

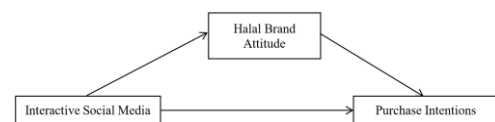
perhaps due to negative reviews or perceived inconsistencies with halal standards, the consumer's purchase intention can diminish [2]. Therefore, understanding the mediating role of halal brand attitude is essential as it provides deeper insights into the psychological processes that drive consumer behavior. It reveals that the influence of social media on purchase decisions is not just direct but also operates through the formation of attitudes, which can either amplify or weaken the consumer's intention to purchase. This insight highlights the importance for halal cosmetic brands to carefully manage their social media presence and the content shared on these platforms, as these elements play a crucial role in shaping consumer attitudes and, ultimately, their purchasing decisions [62]. Thus, the following hypothesis is proposed:

**H4.** *Halal brand attitude mediates the relationship between ISM and purchase intention.*

**4. CONCEPTUAL MODEL AND METHODOLOGY**

A quantitative methodology was used whereby online questionnaires were conducted with 256 potential consumers who bought halal labeled cosmetics from various brands, see Figure 1. The distributed questionnaires were 300 but only 256 questionnaires were found usable and comprehensive. The accidental sampling method was employed, and descriptive and inferential statistics were applied, with data processing supported by the Smart-PLS application [67, 68].

The research questionnaire is divided into two sections: one pertaining to the sample and the other concerning the research model. The measurement scale employed was a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). In Table 1, to assess Halal brand attitude, five instruments were adopted from Handriana et al. [13]. Four instruments were adapted from the prior research of Yulianto et al. [24] to evaluate ISM. For the measurement of purchasing intention, six items were adapted from Garg and Joshi [12].



**Figure 1.** Conceptual model

**Table 1.** Measurement scale

Constructs	Items Measurement	Sources
ISM	1. I am interested in reading information on halal cosmetic brands on the social media that I use.	[24]
	2. I am a follower of an account that sells halal cosmetic brands.	
	3. I interact on social media to read other people's experiences and tips.	
	4. I interact on social media to read other people's recommendations.	
Halal Brand Attitude	1. I like to choose halal cosmetic brands.	[13]
	2. I always look for halal labels when purchasing cosmetic brands.	
	3. Halal cosmetic brands are important to me.	
	4. Using halal cosmetic brands is my own choice.	
	5. Many influential people in my life use cosmetics that have the "Halal" brand logo.	
Purchase intention	1. I am ready to purchase "Halal" certified brands in the future	[12]
	2. When purchasing daily necessities, I prefer to purchase "Halal" certified brands.	
	3. I prefer to purchase "Halal" certified brands even if the brand is not very popular.	
	4. I purchase "Halal" certified brands even though they are more expensive.	
	5. I am willing to wait longer to purchase cosmetic brands that have the "Halal" logo	
	6. I am willing to shop around to find cosmetics that have the "Halal" logo	

## 5. DATA AND DESCRIPTIVE ANALYSIS

### 5.1 Data analysis

The results of the recapitalized questionnaire were analyzed using descriptive statistics. Then, to put our predictive model into practice, we use PLS-SEM [67]. There are many approaches for calculating the SEM model. The partial least squares (PLS) approach was utilized to analyze a causal network of latent variables for this investigation. The parameter estimates provided by PLS-SEM maximize the explained variance (R2 value) of the dependent constructs. As

a result, this method facilitates goal-directed prediction of target constructs in structural models. PLS outperforms other multivariate approaches such as normality and sample size reduction. Furthermore, Hair et al. [69] demonstrated that PLS is less sensitive to multicollinearity concerns. The significance level was set at 0.05 (i.e., the likelihood of incorrectly identifying an effect was less than 5%).

### 5.2 Data analysis

Table 2 below provides an overview of certain characteristics of the sample data (N=256).

**Table 2.** Respondent characteristics

Parameter	Category	Freq	Proportions	
Gender	Female	213	83.2%	
	Male	43	16.8%	
	<b>Total</b>	<b>256</b>	<b>100%</b>	
Education	High school or equivalent	92	36%	
	Diploma	10	4%	
	Bachelors	109	42.5%	
	Post Graduate	45	17.5%	
	<b>Total</b>	<b>256</b>	<b>100%</b>	
Age	17 - 20 years	93	36.3%	
	21 - 30 years	44	17.1%	
	31 - 40 years	64	25%	
	41 - 50 years	43	17%	
	> 50 years	12	4.6%	
	<b>Total</b>	<b>256</b>	<b>100%</b>	
Occupation	Student	107	41.8%	
	Private sector employee	15	5.8%	
	Civil servant	35	13.6%	
	Entrepreneurs	12	4.7%	
	Teacher	17	6.7%	
	Lecturer	34	13.3%	
	Housewife	36	14.1%	
	<b>Total</b>	<b>256</b>	<b>100%</b>	
	Cosmetics information is found on social media	Instagram	169	66%
		Facebook	53	20.7%
TikTok		24	9.4%	
Twitter		5	1.95%	
YouTube		5	1.95%	
<b>Total</b>	<b>256</b>	<b>100%</b>		
Considerations for purchasing cosmetics	Halal label	145	56.7%	
	Price	53	20.7%	
	Brands	58	22.6%	
<b>Total</b>	<b>256</b>	<b>100%</b>		

According to Table 2, there were 213 females (83.2%) and 43 males (16.8%) among the participants. According to the statistics, the majority of participants in this sample are female. The data also illustrates the sample's characteristics depending on level of education, with participants who finished high school for 92 respondents (36%), followed by those with a diploma for 10 respondents (4%), bachelor's degree for 109 respondents (42.5%). Postgraduate education had 45 replies (17.5%). This study's sample included 93 respondents (36.3%) in the 17–20 year age range, 44 respondents (17,1%) in the 21–30 year age range, 64 respondents (25%) in the 31–40 year age range, 43 respondents (17%) in the 41-50 year age range and 12 respondents (4.6%) in the age range > 50 years. According to the study's sample, the most respondents were 107 students (41.8%), followed by 34 lecturers (13.3%), 36 housewives (14.1%), 35 civil servants (13.6%), respondents who worked as teachers totaled 17 (6.7%), private employees totaled 15 (5.8%), and entrepreneurs totaled 12 (4.7%). With 169 users

(66%), Instagram is the most popular social media site utilized by respondents while searching for cosmetic information. Facebook came in second with 53 individuals (20.7%), TikTok came in third with 24 participants (9.4%), while Twitter and YouTube came in last with 5 individuals (1.95%). Respondents are most likely to purchase cosmetics since they notice the halal label, which includes 145 people (56.7%), brands, which includes 58 people (22.6%), and pricing, which includes 53 people (20.7%).

## 6. RESULT

### 6.1 Measurement model analysis

We evaluated our measurement model using the four criteria established by Hair et al. [69]. First, the indicators' reliability was verified by ensuring that the loading of items

on their latent variables exceeded 0.6 [70, 71]. Second, construct reliability was determined by ensuring that each construct's Dillon-Goldstein's rho value exceeded 0.7 [70]. Third, convergent validity was assessed by ensuring that each construct's average variance extracted (AVE) exceeded 0.50 [72]. Finally, discriminant validity was evaluated by determining whether each item exhibited a higher loading on its associated latent variable compared to other constructs [73, 74].

**Table 3.** Convergent and discriminant validity

Constructs	Items	CA	CR	AVE	R <sup>2</sup>
ISM	ISM1	0.827	0.912	0.722	
	ISM2	0.808			
	ISM3	0.896			
	ISM4	0.866			
Halal Brand Attitude	HBA1	0.708	0.907	0.663	0.334
	HBA2	0.866			
	HBA3	0.857			
	HBA4	0.870			
	HBA5	0.758			
Purchase Intention	PI1	0.794	0.925	0.673	0.551
	PI2	0.791			
	PI3	0.752			
	PI4	0.835			
	PI5	0.892			
	PI6	0.849			

Note: CA: Conbrach's Alpha. CR: Composite Reliability. AVE: Average Variance Extracted.

Table 3 presents the results of the indicator reliability assessment, which was conducted by examining the loadings of individual items on their respective constructs. As demonstrated in the table, all item loadings exceed 0.6, with values ranging from 0.752 (PI3) to 0.896 (ISM3). This confirms that each item reliably measures the latent construct it is intended to represent, adhering to the recommendations by Chin [70] and Henseler et al. [71]. The construct reliability is evaluated using Composite Reliability (CR) and Cronbach's Alpha (CA). For all three constructs, the Composite Reliability (CR) values exceed the threshold of 0.7, indicating high internal consistency. Specifically, the CR values are 0.912 for ISM, 0.907 for HBA, and 0.925 for PI, which are all well above the recommended minimum, confirming the reliability of the constructs (Chin, 1998). The Cronbach's Alpha (CA) values, which range from 0.708 (HBA1) to 0.827 (ISM1), further corroborate this conclusion, indicating that the items consistently measure the underlying construct. The convergent validity is confirmed by examining the Average Variance Extracted (AVE) for each construct. All AVE values exceed the threshold of 0.50, with ISM at 0.722, HBA at 0.663, and PI at 0.673. These values suggest that a substantial portion of the variance in the items is explained by their respective constructs, as recommended by Hair et al. [69]. The discriminant validity is assessed by ensuring that the items load higher on their respective constructs than on others. This is indirectly confirmed by the values provided, although specific cross-loadings are not presented in the table. The R<sup>2</sup> values indicate the proportion of variance in the dependent variables (HBA and PI) explained by the independent variables. For instance, the R<sup>2</sup> value of 0.551 for PI suggests that 55.1% of the variance in Purchase Intention is explained by the model, indicating a moderate to strong effect.

## 6.2 Structural model analysis

To evaluate our hypothesis [68, 72], we analyzed the structural path coefficients ( $\beta$ ) and t-values generated by the bootstrap process with 5,000 repeat samples, as well as the associated predictive power of the constructs using the R<sup>2</sup> of the endogenous constructs. Table 4 provides additional details.

**Table 4.** Direct and indirect effects

Hypothesis	Beta	T statistics	P Values	Status
H1: ISM -> Halal Brand Attitude	0.580	14,556	0.000	Accepted
H2: ISM -> Purchase Intention	0.349	14,419	0.000	Accepted
H3: Halal Brand Attitude -> Purchase Intention	0.486	8,647	0.000	Accepted
H4: ISM -> Halal Brand Attitude -> Purchase Intention	0.282	7,804	0.000	Accepted

Based on Table 4, the path coefficient ( $\beta$ ) for the relationship between ISM and Halal Brand Attitude is 0.580, with a t-value of 14.556 and a p-value of 0.000. This indicates a highly significant and positive relationship, suggesting that ISM exerts a substantial influence on shaping consumers' attitudes towards halal brands. The high  $\beta$  value implies that ISM is a critical factor in forming a favorable halal brand attitude, thus validating the first hypothesis (H1). Regarding the second hypothesis, the path coefficient between ISM and Purchase Intention is 0.349, with a t-value of 14.419 and a p-value of 0.000. This result also demonstrates a significant positive relationship, confirming that ISM directly influences consumers' intentions to purchase halal cosmetics. Although this effect is somewhat weaker than the effect of ISM on halal brand attitude, it still represents a substantial impact, supporting the acceptance of H2. The relationship between Halal Brand Attitude and Purchase Intention, represented by hypothesis H3, exhibits a path coefficient of 0.486, with a t-value of 8.647 and a p-value of 0.000. This indicates that a positive attitude towards the halal brand significantly enhances the consumer's intention to purchase the product. The strength of this relationship underscores the importance of brand attitude as a key determinant of purchase behavior in the halal cosmetics market. Hypothesis H4 examines the mediating role of Halal Brand Attitude in the relationship between ISM and Purchase Intention. The path coefficient for this indirect effect is 0.282, with a t-value of 7.804 and a p-value of 0.000, confirming the significance of the mediation. This result indicates that while ISM directly influences purchase intention, its effect is also mediated through the formation of a positive halal brand attitude, which further enhances purchase intention. This mediating relationship highlights the importance of brand attitude as an intermediary that augments the overall impact of social media engagement on consumer behavior.

Figure 2 demonstrates that all the structural paths examined were statistically significant, with p-values substantially below the conventional threshold of 0.05. Among these, the relationship between ISM and halal brand attitude (H1) exhibited the strongest effect, indicating that social media interactions play a crucial role in shaping consumer

perceptions of halal brands. The confirmed mediation effect (H4) also provides valuable insights, suggesting that social media strategies should not only focus on directly influencing purchase decisions but also on fostering positive brand attitudes to maximize their effectiveness. The structural model analysis demonstrates the robustness of the hypothesized relationships, confirming that ISM significantly influences both halal brand attitude and purchase intention, with brand attitude serving as a critical mediator in this process. These findings offer practical implications for marketers and businesses in the halal cosmetics industry, emphasizing the need for strategic social media engagement to build strong brand attitudes and drive purchase intentions.

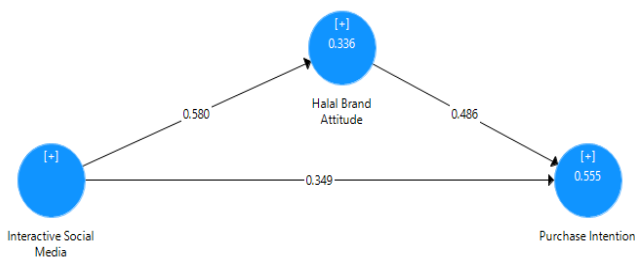


Figure 2. Structural model

## 7. DISCUSSION AND CONCLUSION

The results indicate a strong positive relationship between social media interactions and consumer attitudes toward halal brands. This finding supports the first hypothesis (H1), which posited that ISM significantly influences halal brand attitudes. When consumers engage with halal cosmetic brands through social media platforms, they are exposed to user-generated content, reviews, and brand communications that collectively shape their perceptions of the brand. This aligns with the findings of previous studies [22, 23, 43, 51], which suggest that effective social media marketing enhances brand perception and can lead to a more favorable brand attitude. ISM allows consumers to actively seek out information and engage with brands on their own terms, which enhances their confidence in the brand's authenticity and quality. This confidence is crucial in the halal cosmetics market, where trust in the brand's adherence to halal principles is a key determinant of consumer attitudes. The study's findings reinforce the idea that the structure of consumer attitudes, as explained by Ajzen [38], is deeply influenced by the embedded beliefs formed through these social interactions.

The study also corroborates the second hypothesis (H2), demonstrating that ISM exerts a direct influence on consumers' intentions to purchase halal cosmetic brands. The positive correlation between social media engagement and purchase intention underscores the significance of digital platforms in shaping consumer behavior. This finding aligns with previous research [29, 48, 66], which established that marketing communications via social media can effectively guide consumers through the decision-making process, ultimately culminating in purchase decisions. Moreover, the analysis reveals that halal brand attitudes mediate the relationship between social media interactions and purchase intentions [12, 13, 29, 43], supporting the third and fourth hypotheses (H3 and H4). Specifically, consumers who develop positive attitudes toward halal cosmetic brands

through ISM are more likely to exhibit stronger purchase intentions. This mediating role of brand attitude underscores its importance as a critical factor in the consumer decision-making process, particularly in the context of halal products where religious and ethical considerations play a significant role.

This research yields significant implications for both scholars and practitioners. From an academic standpoint, it enhances the existing body of knowledge on consumer behavior by demonstrating empirically how brand attitude mediates the connection between social media interactions and purchase intentions, specifically within the halal cosmetics industry. Additionally, the study broadens the application of Ajzen's theory to a particular market context, shedding new light on the cognitive processes that drive consumer behavior in digital settings. From a managerial perspective, the results suggest that halal cosmetic brands should prioritize their social media strategies to enhance consumer engagement and build positive brand attitudes. By fostering interactive and meaningful social media experiences, brands can strengthen consumer trust and drive purchase intentions. Managers should focus on creating content that not only informs but also resonates with the values and beliefs of their target audience, thereby reinforcing the brand's commitment to halal principles.

This research indicates that individuals' perspectives towards halal-branded cosmetics have experienced a substantial transformation due to the emergence of ISM. These platforms offer consumers the opportunity to engage with brands, which consequently influences their cognitive, emotional, and behavioral responses. According to the TRA, the intention to perform a behavior is a pivotal determinant of whether the behavior will transpire. In this regard, social media operates as a potent instrument that shapes consumers' attitudes by allowing them to evaluate the quality and legitimacy of halal cosmetic products based on the opinions and experiences shared by others. This study discloses that this favorable shift in brand attitude significantly raises the likelihood of consumers opting for halal cosmetic brands. Social media interactions not only provide information to consumers but also fortify their confidence and trust in the brand, which are vital factors in the halal cosmetics market. The emotions and evaluations that consumers associate with their social media interactions directly affect their purchase intentions, validating the close relationship between attitude and behavior as postulated by TRA. This research accentuates the role of social media in shaping consumer inclinations and purchase intentions. The study emphasizes that social media interactions serve as a platform for consumers to weigh the advantages and disadvantages of their purchasing decisions, with their attitudes functioning as a crucial intermediary in this process. The findings suggest that the assessments and sentiments formed through these interactions are essential drivers in the execution of purchase behavior.

The major shortcoming of this research is the restricted sample size, which comprises only 256 participants. Consequently, these findings can not accurately represent all Indonesian customers who use halal cosmetic products. Therefore, it is highly recommended to expand the study's scope to the national or even international level. Given the scarcity of studies on halal cosmetics, there is a pressing need for further research on the purchasing behavior of halal cosmetics. While this study uncovered several aspects of purchasing behavior, other relevant factors were not examined. Thus, future studies are expected to incorporate additional



factors related to the purchase of halal cosmetic products.

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