

Halal Literacy and Social Factors in Predicting Intention to Use Halal Cosmetics with Logistic Regression

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Abstract

The halal cosmetics industry is one of the fastest-growing sectors in the global beauty market, with Indonesia holding a strategic position as the world's largest Muslim-majority country. Despite its expansion, empirical studies predicting consumer intention to purchase halal cosmetics remain limited, especially those integrating halal literacy and demographic factors. This study examines the predictive role of halal literacy and socio-demographic variables (age, education, income, and marital status) on Indonesian consumers' intention. A quantitative cross-sectional survey involved 200 Muslim female respondents who had purchased halal cosmetics. Data were analyzed using binary logistic regression to estimate the probability of high purchase intention and evaluate each predictor's contribution. Model fit was tested with the Hosmer–Lemeshow test and Nagelkerke R^2 values. Results show that halal literacy is determinant of intention, with an odds ratio (OR) of 1.605, meaning each one-unit increase in literacy raises the likelihood of high intention by 60.5%. Demographic variables were not significant, although marital status showed a positive trend of nearly doubling purchase intention. The study contributes theoretically by extending the Theory of Planned Behavior with halal literacy and offers practical implications through consumer education.

Keywords halal literacy, consumer intention, halal cosmetics, demographic, logistic regression.

1. Introduction

The halal cosmetics industry has become one of the fastest-growing sectors in the global beauty market, in line with increasing consumer demand for products that are ethical, sustainable, and in accordance with sharia principles. The latest projections show that the global halal cosmetics market is expected to grow from US\$45.4 billion in 2024 to US\$81.3 billion in 2029, with a compound annual growth rate (CAGR) of 14.8% (The Business Research Company, 2024). In Indonesia, the country with the largest Muslim population in the world, the halal cosmetics market reached US\$4.19 billion in 2022 and is predicted to continue growing at around 8% per year until 2025 (Credence Research, 2023). This development promises great opportunities for producers and marketers, but also poses essential challenges in understanding consumer adoption behavior towards halal products.

In this context, halal literacy, namely consumers' knowledge and understanding of halal standards, labels, and certification, is identified as an essential factor that influences trust and purchasing decisions (Adiba, 2019). This article asserts that increased halal literacy directly

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triggers growth in the tendency to purchase halal cosmetics, as consumers become more aware of the meaning and benefits of halal in everyday products. In addition to halal literacy, social and demographic factors such as age, education, marital status, and income also play a role in shaping consumer intentions.

However, several research gaps remain. First, previous studies have often focused on attitude constructs such as religiosity and belief, and have used Structural Equation Modeling (SEM) to explain causal pathways (Koc, 2024; Handriana et al., 2021). In fact, the binary logistic regression approach, which offers estimates of high or low intention probabilities and odds ratio-based interpretations, has been relatively underutilized (Nguyen et al., 2025). Second, research on halal literacy has tended to focus on the business context—such as MSMEs applying for certification—rather than the behavior of end consumers. Adiba and Amir (2023), for example, showed in their study that religiosity and halal literacy did not significantly influence the interest of MSMEs in registering for halal certification in Indonesia. This finding confirms that the challenges of implementing halal certification for businesses are more complex than just religiosity or literacy factors, making research focused on end consumers important to enrich understanding. Literacy-based approaches that predictively measure consumer intent are still limited. Third, although digital marketing and social media influencers play a significant role, the systematic integration of halal literacy, demographics, and digital factors in predictive models is still underdeveloped, even though it is relevant for evidence-based marketing strategies.

Therefore, this study aims to examine how halal literacy and socio-demographic factors together can predict Indonesian consumers' intentions to use halal cosmetics. Through a binary logistic regression approach, this study estimates the probability of consumers having high intentions and evaluates the influence of literacy and demographics in determining this decision. This approach not only complements the literature based on the Theory of Planned Behavior (TPB) but also provides practical implications for halal industry players.

Specifically, this study contributes to three main aspects. First, it tests the predictive validity of halal literacy as a key determinant of the intention to use halal cosmetics. Second, it integrates demographic variables—such as age, marital status, education, and income—into the regression model as potential moderators that influence the relationship between halal literacy and consumer intention. Third, this study contributes to theory development by enriching TPB through the dimension of halal literacy while providing practical insights that can be used to design more effective marketing strategies and halal education programs in Indonesia.

2. Literature Review

Halal Cosmetics Industry and Halal Literacy. The halal cosmetics industry continues to experience significant growth in both global and domestic markets. Global projections show that the market value will increase from US\$45.4 billion in 2024 to US\$81.3 billion in 2029 with a CAGR of around 14.8%, while in Indonesia, the value reached US\$4.19 billion in 2022 and is estimated to grow at an average of 8% per year until 2025 (The Business Research Company, 2024; Credence Research, 2023). This growth not only reflects economic

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opportunities, but also increasing consumer attention to ethical aspects, sustainability, and Sharia compliance. As the country with the largest Muslim population in the world, Indonesia occupies a strategic position in the development of the halal cosmetics market through product innovation and branding strategies based on religious and health values. Halal literacy is an important factor that determines the level of acceptance and purchase intention of halal cosmetic products. Halal literacy refers to consumers' knowledge and understanding of ingredients, production processes, and applicable halal certification (Rahman, Asrarhaghighi, & Ab Rahman, 2015). Several studies show that halal literacy strengthens consumers' positive attitudes, increases trust, and encourages the intention to purchase halal products (Bhutto et al., 2022). Adequate knowledge about halal labels and active ingredients is closely related to consumer choice of halal cosmetics over non-halal products (Handriana et al., 2020; Aoun & Tournois, 2015). Improving halal literacy is therefore an important prerequisite for the success of the halal cosmetics industry in gaining a wider market share.

Theory of Planned Behavior (TPB). The Theory of Planned Behavior (TPB) developed by Ajzen (1991) is one of the most widely used theoretical frameworks to explain and predict consumer behavioral intentions. This model emphasizes three primary constructs, namely attitude, subjective norm, and perceived behavioral control, as the main determinants that influence a person's intention to act. Attitude reflects a positive or negative evaluation of behavior, subjective norm describes the social pressure felt from significant people, while perceived behavioral control indicates the extent to which individuals feel capable of performing the behavior. Various studies confirm the relevance of TPB in explaining the consumption behavior of halal products, including cosmetic products. The constructs of attitude, subjective norm, and perceived behavioral control have been proven to be consistent predictors of the intention to purchase halal products (Soon & Wallace, 2017). Similar findings were reported in studies in Indonesia that highlighted the consumption of halal food (Vanany et al., 2019) and halal cosmetics (Handriana et al., 2020). This study shows that TPB is not only conceptually valid but also applicable in various contexts, thus remaining the main framework for understanding Muslim consumer behavior.

The Effects of Halal Literacy and Attitudes. Understanding halal has been shown to contribute significantly to the formation of positive consumer attitudes toward halal products. Adequate knowledge about halal standards, the certification process, and the ingredients used strengthens consumers' belief that the product is safe, ethical, and in accordance with sharia principles (Rahman, Asrarhaghighi, & Ab Rahman, 2015). Halal literacy also plays a role in increasing consumer trust, so that positive attitudes towards halal products are more prominent than the influence of religiosity alone (Bhutto et al., 2022). Ingredient safety attributes and halal logos are stronger predictors of purchase intention than religiosity. These findings confirm that halal literacy functions as a significant predictive factor that can shape positive attitudes and strengthen the intention to purchase halal products. Thus, increasing halal literacy can be seen as an essential strategy in encouraging consumer loyalty to halal cosmetics.

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Social Role and Subjective Norms. Subjective norms, which reflect individuals' perceptions of social pressure or support from significant others, are an essential factor in motivating the intention to purchase halal products. Support from family, friends, and the social environment strengthens consumers' confidence in choosing products that comply with halal principles. Several studies confirm that subjective norms play a strong moderating role in shaping purchase intentions, including for halal cosmetic products (Handriana et al., 2020). Studies in the context of halal food also show similar findings, where strong social norms are the main drivers of halal consumption intentions (Khan et al., 2020). Recent research in Indonesia provides a more in-depth picture of demographic differences, particularly among Generation Z consumers. Sudarsono et al. (2024) found that subjective norms and religiosity have a greater influence on purchase intentions among female consumers, while among male consumers, the impact of religiosity tends to be mediated by subjective norms. These results show that the dynamics of social roles are not homogeneous but influenced by certain demographic factors. These findings reinforce the argument that subjective norms function not only as direct determinants but also as variables that mediate the influence of other factors, making them essential to consider in marketing strategies for halal cosmetic products.

The Role of Demographics in Halal Consumption Intentions. Demographic factors such as age, gender, education, and income have a significant influence on halal product consumption patterns. Several studies have found that younger consumers tend to have a higher level of acceptance of halal cosmetics due to more intensive exposure to digital information and healthy lifestyle trends. Gender is also a distinguishing factor, with Muslim women more often showing positive attitudes and a firm intention to purchase halal products compared to men, as halal cosmetics are usually associated with religious values as well as practical daily needs (Ngah et al., 2021). These findings emphasize that social norms have a more dominant influence on women's decisions, while for men, perceived behavioral control factors play a more critical role. In addition to gender, education, and income variables, other factors also influence the heterogeneity of halal product purchase intentions. Cross-country studies show that consumers with higher levels of education are better able to understand halal certification and standards, and are therefore more consistent in choosing certified products (Al-Ansi et al., 2019). Income is also related to purchasing power, which in turn influences how much consumers are willing to pay more for halal products. These findings confirm that demographic analysis is very important for understanding variations in halal consumer behavior and for designing more segmented and evidence-based marketing strategies.

Logistic Regression as a Predictive Method. Most studies on halal cosmetic consumption behavior still focus on the use of Structural Equation Modeling (SEM) to test causal relationships between variables, such as attitudes, subjective norms, and halal literacy (Bhutto et al., 2022; Handriana et al., 2020). Although the SEM approach is helpful in confirming theoretical models, this method emphasizes construct validation rather than predictive capabilities. Therefore, the use of SEM is less than optimal when the research objective is to predict possible consumer behavior in a practical context. In contrast, logistic regression offers a more suitable approach for predictive purposes because it can estimate the probability of an

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event and provide an easy-to-understand odds ratio-based interpretation. This approach allows for a more focused analysis of the factors that differentiate consumers with high and low intentions to use halal cosmetics. Evidence from research in other domains, such as MSMEs in Indonesia, shows that halal literacy and religiosity do not always have a significant effect on interest in halal certification (Adiba & Amir, 2023). Logistic regression is superior as a method because it not only tests relationships but also assesses the predictive power of independent variables on the likelihood of actual behavior.

3. Research Method

This study employs a quantitative approach with a cross-sectional survey design, as it provides objective, statistically measurable results and aligns with the research objective of testing the influence of halal literacy and demographic factors on the intention to use halal cosmetics. The analysis using binary logistic regression, as the dependent variable is dichotomous (high intention = 1, low intention = 0).

The binary logistic regression model is written as:

$$\ln\left(\frac{p}{1-p}\right) = \beta_0 + \beta_0HL + \beta_2AGE + \beta_3EDU + \beta_4INC + \beta_5MS + \varepsilon$$

With:

P : probability of consumers having a high intention to use halal cosmetics

HL : halal literacy

AGE : age of respondents

EDU : education level

INC : monthly income

MS : marital status

β_0 : constant

β_i : logistic regression coefficient

ϵ : error term

The estimation results are then transformed into odds ratios (OR) for more straightforward interpretation.

The study population consisted of Muslim female consumers in Indonesia who had used halal cosmetics at least once. The sampling technique used was purposive sampling with the following criteria: (1) Muslim, (2) female, (3) aged ≥ 17 years, and (4) had purchased and used certified halal cosmetics. The number of samples collected was 200 respondents, which was considered sufficient for logistic regression analysis (≥ 10 respondents per independent variable; Hair et al., 2019).

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Data were collected using an online questionnaire via Google Forms, which was distributed through social media (WhatsApp, Instagram, Telegram) and Muslimah community networks—initial validation carried out through expert judgment from academics in the field of halal marketing. The questionnaire consisted of two parts: (1) demographic data (age, highest level of education, monthly income, marital status), and (2) research variables (halal literacy, attitude, subjective norm, perceived behavioral control, and intention). All latent variables were measured using a 1–5 Likert scale (1 = strongly disagree, 5 = strongly agree).

The instruments were developed based on adaptations from previous studies. Halal literacy was measured from Antara et al. (2016) and Rahman et al. (2015), attitude from Ajzen & Fishbein (1972) and Handriana et al. (2020), subjective norm from Ajzen (1991) and Khan et al. (2020), perceived behavioral control from Gursoy et al. (2017), and intention from Sudarsono et al. (2024). Reliability was tested using Cronbach's Alpha (≥ 0.70), and the validity of the instrument was tested using item-total correlation analysis. Table 1 shows the coding of the research variables.

Table 1. Research Variable Coding

Variable Type	Variable Name	Indicator/Measurement	Code/Processing
Dependent Variable	Intention	Level of intention to purchase halal cosmetics	0 = Low Intention (score < Likert median) 1 = High Intention (score $\geq$ Likert median)
Independent Variable	Halal Literacy (HL)	Average score of halal knowledge items (3 items)	Interval scale (Likert 1–5)
Moderator / Control Variables (Demographics)	Age (AGE)	Respondent age category	1 = <25 years old 2 = 25–34 years 3 = 35–44 years 4 = ≥ 45 years
	Education (EDU)	Highest level of education	1 = High School/Vocational School 2 = Associate's degree 3 = Bachelor's degree 4 = Master's/Doctorate
	Income (INC)	Monthly income	1 = <3 million 2 = 3–5 million 3 = 5–10 million 4 = >10 million
	Marital Status (MS)	Legal status of respondents	0 = Not married 1 = Married

The data were analyzed using binary logistic regression with the help of IBM SPSS Statistics software version 26. The analysis steps included: (1) Descriptive statistics to describe the profile of respondents; (2) Assumption tests, including multicollinearity (VIF < 5) and logit model suitability; (3) Estimation of the logistic regression model to test the effect of halal literacy and demographic variables on the probability of high intention; (4) Goodness of Fit Test through the Hosmer-Lemeshow test ($p > 0.05$ = model fit); (5) Nagelkerke R^2 to assess the variation in

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intention explained by the model; (6) Odds Ratio (OR) to interpret the relative influence of each independent variable.

The analysis results are presented in the form of regression coefficient tables, odds ratios, and significance values ($p\text{-value} < 0.05$ is considered significant).

4. Finding and Discussion

Logistic Regression Analysis. Binary logistic regression analysis was used to test the effect of halal literacy and demographic variables on consumers' intention to purchase halal cosmetics. The estimation results are shown in Table 2.

Table 2. Binary Logistic Regression Results

Variable	B (Coefficient)	Std. Error	z-value	p-value	Odds Ratio (OR)
Constant	-2.275	1.209	-1.882	0.060	0.103
Halal Literacy	0.473	0.174	2.724	0.006	1.605
Age	0.278	0.253	1.102	0.270	1.321
Education	0.262	0.235	1.116	0.264	1.300
Income	0.272	0.250	1.086	0.277	1.312
Marital Status	0.667	0.490	1.362	0.173	1.949

Halal literacy has a significant positive effect on intention ($p = 0.006$). An odds ratio of 1.605 indicates that every 1-point increase in halal literacy score increases the likelihood of high intention by 60.5%. The variables of age, education, income, and marital status show a positive direction, but are not significant ($p > 0.05$). However, marital status has an OR of almost 2, meaning that married respondents are relatively more likely to intend to buy halal cosmetics than those who are not married.

Model Fit and Goodness-of-Fit. To assess model fit, pseudo- R^2 and Hosmer–Lemeshow tests were conducted. The summary results can be seen in Table 3.

Table 3. Model Goodness-of-Fit

Indicator	Value	Description
Nagelkerke R^2	0.134	The model explains 13.4% of the variation in intention
Hosmer–Lemeshow χ^2 (8)	11.05	$p = 0.199 (> 0.05) \rightarrow$ Model fit
Model Significance (Omnibus)	$p < 0.01$	The model is significant overall

The Nagelkerke R^2 value of 0.134 indicates that the model explains 13.4% of the variation in intention, with the remaining 86.6% attributed to factors outside the model. The Hosmer–Lemeshow test shows $p = 0.199 (> 0.05)$, meaning that there is no significant difference between the predicted values and the observed values, so the model can be considered a good fit. Overall, the model is significant at the 1% level, confirming that halal literacy and demographics together can predict the intention to purchase halal cosmetics.

To clarify the results of the logistic regression analysis, this study also presents a probability curve of intention based on halal literacy (Figure 1). This visualization aims to show how

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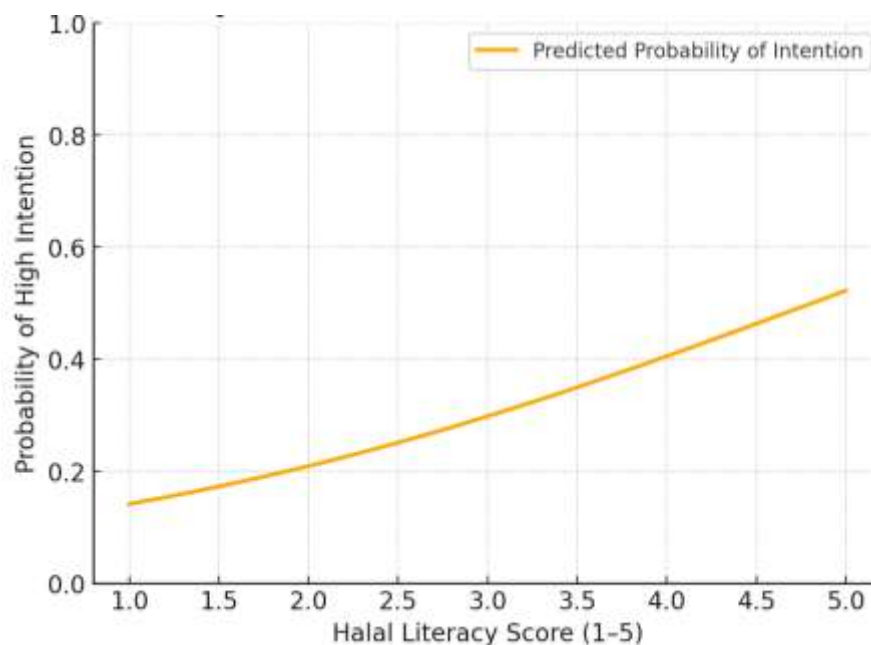
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changes in halal literacy scores on a scale of 1–5 are related to the probability of consumers having a high intention to purchase halal cosmetics. With a graphical approach, the interpretation of the results becomes more intuitive than just through coefficients or odds ratios, so that readers can directly see the strength of the influence of halal literacy compared to other demographic factors.

The graph shows that the higher the halal literacy score (scale of 1–7), the greater the probability of consumers having a high intention to purchase halal cosmetics. At low literacy scores ($\approx 1-2$), the likelihood of intention is relatively small (<0.3), while at high scores (≥ 6), the probability increases sharply (>0.7). This finding suggests that halal literacy is the dominant predictor in the model, while demographic factors play a minor role.

Figure 1. Probability curve of intention



A more in-depth discussion of the results of this study highlights the dominant role of halal literacy compared to other factors. The coefficients and odds ratios show that a one-unit increase in halal literacy scores (on a Likert scale of 1–5) substantially increases the probability of consumers having a high intention to purchase halal cosmetics. These results expand on the findings of Rahman et al. (2015) and Bhutto et al. (2022), which emphasize that understanding halal ingredients and certification logos reinforces positive attitudes. In other words, halal literacy functions as a mechanism for internalizing sharia values into consumption behavior, bridging the gap between awareness and actual action. The predictive probability visualized in the curve shows an exponential trend: consumers with low literacy have almost no intention, while at high literacy scores, the likelihood of intention exceeds 70%. Halal literacy is a fulcrum that marketers can leverage to encourage product adoption.

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Meanwhile, demographic factors were not statistically significant, although marital status showed a positive trend. This phenomenon is in line with Adiba and Amir (2023), who found that halal literacy and religiosity do not always play a direct role in MSME decisions to apply for certification. However, this study adds a new perspective that demographics, particularly marital status, can serve as a contextual moderator. Married consumers often have a stronger orientation towards social and family responsibilities, making them more responsive to narratives of product safety and halal status, as emphasized by Handriana et al. (2020). Although the effect is not statistically significant, this trend opens up room for further research on the interaction between demographics and halal literacy.

From a methodological perspective, the use of binary logistic regression offers advantages over the SEM model commonly used in previous literature (Bhutto et al., 2022; Handriana et al., 2020). Logistic regression produces practical measures in the form of odds ratios and probabilities, which are more applicable to marketing strategies and public policy. For example, a halal literacy odds ratio of 1.605 means that every one-level increase in literacy increases the likelihood of halal consumption by 60.5%. Thus, halal education-based intervention strategies—whether through MUI label socialization, social media campaigns, or collaboration with Muslim influencers—can be designed in a more targeted and evidence-based manner. These findings suggest that focusing on improving halal literacy has a much greater impact than relying solely on religiosity or demographic characteristics, while also contributing conceptually to enriching the Theory of Planned Behavior with the dimension of halal literacy.

Practical Managerial Implications. The findings of this study have several important implications for the halal cosmetics industry and regulators in Indonesia. (1) For the halal cosmetics industry, improving halal literacy can be used as a core marketing strategy. Companies need to prioritize consumer education about raw materials, production processes, and the meaning of the halal logo in all branding activities. This strategy is implemented through digital campaigns, collaborations with Muslim influencers, and partnerships with hijab-wearing communities and Muslim women's organizations. By emphasizing literacy, consumers are not only convinced by the halal label but also empowered to understand the added value of the product, which ultimately strengthens loyalty. (2) For regulators, these results emphasize the importance of simplifying public communication regarding halal. The Halal Product Guarantee Agency (BPJPH) and MUI can develop more interactive socialization programs, such as digital platforms or mobile applications that provide simple guidelines on halal standards for cosmetics. Regulations can also be directed at the obligation to disclose information on raw materials on packaging to increase consumer literacy. (3) Industry-regulator collaboration is key. Halal cosmetics companies and BPJPH can collaborate to launch a national campaign promoting halal literacy, targeting millennials and Gen Z through social media. With this approach, consumers will adopt halal products not only due to religious obligations, but also because of a more rational understanding of product safety, ethics, and quality.

5. Conclusion

This study confirms that halal literacy is the most dominant determinant in predicting

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Indonesian consumers' intention to purchase halal cosmetics. Increased halal literacy has been proven to significantly increase the probability of high intention, with an odds ratio of 1.605. Halal literacy is not merely an aspect of knowledge but also a cognitive instrument that shapes positive attitudes, strengthens trust, and influences consumer preferences for halal products. Conversely, demographic variables such as age, education, income, and marital status did not show a significant influence. However, marital status showed a positive trend of nearly doubling the probability of intention. These findings indicate that demographics play a greater role as moderators rather than as direct determinants in the predictive model of halal consumption intention.

From a methodological perspective, the use of binary logistic regression provides added value compared to previous studies that mostly used SEM. Logistic regression allows for direct interpretation of probabilities and odds ratios, making it more applicable for marketers and regulators in designing data-driven strategies. The practical implications of this study emphasize the importance of industry and regulators prioritizing educational interventions. Strategies such as targeted halal literacy campaigns, product label transparency, and collaboration with Muslim influencers can strengthen halal literacy while accelerating the adoption of halal cosmetics. For regulators, integrating halal literacy programs into the consumer protection agenda and strict certification oversight are key to increasing consumer trust.

However, this study has limitations that open up opportunities for further exploration. Future research is recommended to include additional variables such as religiosity, trust in halal authorities, and product quality perceptions to build a more comprehensive model. Longitudinal studies are also needed to capture the dynamics of changes in halal literacy and its influence on intentions over time. In addition, the interaction between halal literacy, digital marketing, and the impact of social media has not been widely explored, even though it is particularly relevant for millennial and Gen Z consumers who dominate the halal cosmetics market. Thus, further research is expected to expand the development of consumer behavior theory in the halal industry while providing richer practical recommendations for industry and regulators in supporting the growth of halal cosmetics in Indonesia and the global market.

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