

DRIVERS OF MUSLIM GENERATION Z MEN'S PURCHASE DECISIONS TOWARD NON-HALAL-CERTIFIED LOCAL PERFUMES IN BANDUNG

Anita Yuliana Rahayu¹, A Jajang W Mahri¹, Ripan Hermawan¹, Rifka Aulia¹

¹Fakultas Pendidikan Ekonomi dan Bisnis, Universitas Pendidikan Indonesia, Jalan Dr. Setiabudi No.229
E-mail: anitayulianarahay@upi.edu; ajajangwmahri@upi.edu; ripanhermawan@upi.edu; rifkaaulia@upi.edu

ABSTRACT

The increasing use of local perfumes aligns with the growing attention of men toward appearance and self-personalization. Amid this trend, the existence of local perfumes without halal certification raises questions regarding the extent to which the halal dimension is considered in purchasing decisions. In response to this phenomenon, this study aims to provide an overview of halal awareness, product quality, price, social media influencers, and purchasing decisions of non-halal-certified local perfumes. Furthermore, this study analyzes the influence of halal awareness, product quality, price, and social media influencers on purchasing decisions using a quantitative approach with a causal design, complemented by descriptive analysis to explore data characteristics. The relationships among variables were modeled using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method with the assistance of SmartPLS 4 software. Data were collected from 220 Muslim male Generation Z respondents residing in Bandung City. The descriptive results show that product quality, price, social media influencers, and purchasing decisions fall into the high category, while halal awareness is in the moderate category. The hypothesis testing results reveal that halal awareness has a negative and insignificant effect on purchasing decisions of non-halal-certified local perfumes, while product quality, price, and social media influencers have a positive and significant effect. These findings highlight the paradox between halal awareness and functional factors among Muslim Generation Z men and encourage active collaboration between producers, the government, and society to strengthen halal strategies and industrial digitalization for the advancement of local industries.

Key words: Halal Awareness; Local Perfume; Price; Product Quality; Social Media Influencers

INTRODUCTION

Nowadays, taking care of your body isn't just something women do (Yang & Shih, 2019). According to Ngah and others in 2023, many men began to focus more on taking care of their bodies in order to improve their own performance. The cosmetics market for men grew bigger. A lot of men really enjoy using perfume, which is a common beauty product. Because more people can shop for various products now because of globalization, the sales of perfumes through online shopping increased in 2024, reaching a total value of around Rp 487 trillion (Katadata, 2024). Globalization helps link sustainability and responsible shopping with the Sustainable Development Goals (SDGs), especially goals 3 and 12, which were set by the United Nations in 2024. When people choose perfume, it's not only about their style or values, but also about supporting a better, more responsible, and eco-friendly way of buying products. A report from Fortune Business Insights predicts that the global perfume market will reach a value of \$52.4 billion by 2025, according to Perfume, 2023. In Indonesia, the sale of perfumes through online shopping increased by 69% in 2022, as reported by insights from 2024. In addition, the sale of fragrances in Indonesia's market in 2025 is likely to be mostly influenced by perfumes made locally, as reported by International in 2023. The local perfume industry supports the National Creative Economy, which is projected to create jobs for nearly 25 million people in 2024 (Antara, 2024) and generate export income of about US\$27 billion that same year (Tempo, 2024). According to a 2022 report, the men's perfume category is expected to grow in revenue by about 2.69% each year from 2023 to 2027. Sales of men's perfumes are growing quickly in major cities, and this is mainly due to the strong influence of social media and influencers (Insight, 2022). Most of the perfumes that people usually use in the community haven't been officially checked to see if they're halal. The manager of International Halal LPPOM MUI mentioned that in 2024, just 26% of Indonesian cosmetic products, like perfumes, have received halal certification. Many people don't pay enough attention to the halal products that are sold in stores today, as shown by Irfan and his team in their 2024 research. According to Ngah et al. in 2023, some products that haven't been officially certified as halal are still very popular among Muslim customers. Many people purchase items believing they are halal because they are made in countries where most people are Muslim and by Muslim producers (Dewi & Cuandra, 2023).

Local perfume products are not certified halal, which is a big issue because most people in Bandung are Muslim. In 2024, the city of Bandung has 2,591,763 residents, and out of these, 2,394,265 are Muslim, according to data from DISDUKCAPIL in 2024. Besides that, Bandung is known as a student city because there are many universities in the area, according to data from BPS Kota Bandung in 2021. This could lead to a possible market for men's perfume products. Students often worry a lot about how they look because their appearance has a big effect on their confidence levels (Nursela & Warastri, 2024). Right now, students are mostly from Generation Z, a group that has grown up with digital technology developing all around them (Kotler et al., 2024). Generation Z is seeking perfume suggestions that fit her personal style. This is supported by the first study involving 33 young men in Bandung, which showed that consumers usually care more about the quality of perfume products than about whether they are halal labeled. Most of the respondents also had some doubts about how much knowledge people have about halal products.

This study uses the theory of consumer behavior, which focuses on how people or groups make decisions about buying and using products or services to meet their needs and desires (Kotler et al., 2020). In this case, internal factors are shown through awareness of halal standards, external factors are shaped by social media influencers, and marketing is shown through the product's quality and price. Halal awareness means that customers are informed about halal products and ensure that these products meet Islamic guidelines (Nurhayati & Hendar, 2020). Some previous research shows that when people know about halal practices, they are more likely to purchase halal products (Hasan et al., 2024; Rachmawati et al., 2022; Rafiki et al., 2023). In 2020, Jaiyeoba and others found that not having enough knowledge about halal can lower people's understanding of it. The product's quality is a major factor in whether someone decides to purchase it. Product quality means how well a product can show what it is meant to do, as explained by Then and Johan in 2021. However, Rehman dan Elahi (2024) mentioned that consumers could end up choosing lower quality items just to save money. Price is the value a person gives up to get the benefits of owning or using a product or service (Kotler et al., 2020). Research shows that when it comes to price, studies by Misra (2024) and Al-Dmour et al. discovered that higher prices can make people more likely to buy something. In 2023, Usman and others found out that getting halal certification added more costs, which made the prices go up and caused people to buy less of the product. Social media influencers also play a role in influencing buying decisions by creating trust and sharing their own posts, as shown in studies by Tazlia et al. (2023) and Widyanto & Agusti (2020). Social media influencers are individuals who spend a lot of time on social media and have built a large following of people who share similar interests or characteristics. According to Borchers in 2025, they influence others by making content, spreading it a lot, interacting with their followers, and staying noticeable on social media. However, the research by Kumar et al. (2024) and Supriani et al. (2024) indicates that including content in authentication can lower the level of influence that influencers have on consumers.

So, research is important because perfume is more than just a beauty product; it also has a religious meaning and represents a person's way of life and how they express themselves. From an economic point of view, the local perfume industry, which is growing quickly and helping to boost the national creative economy, still has a problem with low halal certification. This can lower consumer confidence and make it harder for the industry to compete in the global market. If people are less interested in buying local perfumes, it could make it harder for the perfume industry to contribute to the creative economy. This might also lower the earnings of local businesses and let imported products take over more of the home market. This condition shows that significant research is taking place, as it covers both consumer religiosity and how the National Creative Economy stays competitive in a sustainable way. In addition, since the existing research and theories about the factors that affect buying decisions do not match the current findings, this study is important to closely examine the factors that influence the purchase decision of local perfumes that are not halal certified among Generation Z Muslim men in Bandung. The unique part of this study is that it focuses on the male consumer market, which is being looked at in a new way. This study will also look at how influencers affect men's choices when buying perfume, as men's preferences in this area are not often studied.

METHOD

The study used a quantitative research method. This approach is used because the study relies on surveys, which involve collecting data from multiple samples taken from the population using questionnaires as the main tool for gathering information. The study used a sample of Muslim men from Generation Z in Bandung, which included 220 individuals. The method of sampling uses a non-probability approach, specifically purposive sampling. The instruments created will be evaluated using a number scale from 1 to 5, based on 33 questions. To check if the instrument's measurement results are consistent, reliability tests were done by examining Cronbach's coefficient value (Hair et al., 2022). The instrument is considered reliable when Cronbach's Alpha value is more than 0.7. The analysis tool used is Partial Least Squares-Structural Equation Modeling with SmartPLS4.

RESULTS AND DISCUSSION

The results showed that each variable has a different level of influence on the decision to purchase local perfume is not halal certified. A summary of the results of the analysis is presented in Table 1.

Table 1. Path Coefficients Direct Effect

	Original sample	T statistics	P values
Halal Awareness -> Purchase Decision	-0.110	1.772	0.038
Product Quality -> Purchase Decision	0.230	3.381	0.000
Price -> Purchase Decision	0.193	3.077	0.001
Social Media Influencers -> Purchase Decisions	0.446	5.823	0.000

Source: SmartPLS Processing Results (2025)

Halal awareness has a negative and significant effect on purchase decisions, indicating that higher halal awareness reduces the likelihood of purchasing local perfumes without halal certification. Muslim Generation Z men who possess strong halal awareness tend to be more cautious in product selection and are inclined to avoid uncertified products. This finding aligns with consumer behavior theory (Schiffman & Kanuk, 2000), which explains that purchase decisions are influenced not only by knowledge and beliefs, but also by attitudes,

emotional responses, and marketing appeal. The decision-making process is shaped by social trends, lifestyle, and cultural values (Mothersbaugh et al., 2020).

This result is consistent with Nurhayati and Hendar (2020), who found that halal awareness plays a role in purchase decisions through knowledge, information clarity, and halal labeling. However, Jaiyeoba et al. (2020) noted that partial understanding of halal standards may lead to inconsistent purchasing behavior, as consumers may recognize the importance of halal without fully prioritizing it due to limited information. Similarly, Mahri et al. (2024) reported that uncertainty regarding non-halal ingredients in cosmetics leads some consumers to continue purchasing uncertified products.

In contrast, marketing-related factors such as product quality, price, and promotion significantly influence purchase decisions (Kotler et al., 2020). Product quality, defined as consumers' subjective evaluation of product performance (Zeithaml, 1988), has been shown to increase preference and loyalty toward halal products (Trihudiyatmanto et al., 2022). Shafi et al. (2024) also emphasized the importance of perceived quality in purchasing health-related products. Price perception plays a crucial role, particularly for Generation Z consumers who seek products that offer high value at affordable prices. While higher prices are often associated with better quality (Kowalczyk & Mitchell, 2022), fair pricing and promotional incentives remain key purchase drivers (Kaur et al., 2021).

Social media influencers further strengthen purchase intentions among young Muslim men in Bandung. Influencers who present credible, informative, and relatable content are more persuasive, particularly when they demonstrate expertise and align with consumers' values (Tazlia, 2023; Widyanto & Agusti, 2020). Such alignment enhances trust and increases confidence in the promoted products.

Descriptively, halal awareness is categorized as relatively low, while product quality, price, and social media influencers are high. This imbalance highlights the dominance of functional and social factors over religious considerations in purchasing decisions. Product quality, price, and influencer marketing significantly encourage the purchase of non-halal certified local perfumes, whereas halal awareness tends to reduce such decisions. Theoretically, these findings reinforce the relevance of consumer behavior theory in the halal context, particularly among urban Muslim Generation Z males. Although halal perception remains influential, many consumers still purchase non-halal certified products despite having high halal awareness.

CONCLUSION

Based on the results of research through descriptive analysis, it was found that product quality, price and social media influencers showed a high level while halal awareness was at a low level. The characteristics of Generation Z muslim men in Bandung are dominated by the age range of 23-28 years, highly educated (D4/S1 and S2/S3), have a well-established job and middle to high income, especially those domiciled in IV. This shows that the majority of respondents with greater purchasing power, higher education levels, and better access to information as well as modern lifestyles are more encouraged to buy local perfumes even though they are not halal certified. Halal awareness is proven to have a negative and significant effect on purchasing decisions, meaning that the higher the halal awareness, the lower the tendency to buy perfume without halal certification. In contrast, product quality, price and social media influencers were shown to have significant positive effects, suggesting that marketing and social elements are more dominant in shaping consumption preferences. In the context of purchasing decisions for local perfumes that are not halal certified, these characteristics indicate that Generation Z muslim men in Bandung tend to consider more functional aspects such as affordable prices, aromas that suit their tastes, and promotional influences from social media than halal aspects of the product. The need for perfume as part of a modern lifestyle and self-expression are the main factors driving purchases even though they are not yet halal certified.

As a recommendation, local perfume manufacturers are advised to improve product quality as a whole, including in terms of aroma, packaging, and durability, in order to remain competitive in the market. On the other hand, although halal labeling is not yet a dominant factor, manufacturers should start considering halal certification to expand the market and build long-term trust, especially as religious awareness among consumers is expected to increase as well as to expand muslim market segmentation both domestically and abroad. The marketing strategy should be directed towards collaboration with social media influencers who are relevant to the lifestyle of the younger generation. Institutions such as BPJPH are also expected to expand education and socialization on the importance of halal products, especially in the non-food sector such as perfume, through digital media that are close to the lives of the younger generation. For people, especially Muslim Z generation men, it is important to start increasing literacy and awareness of the halal nature of products, so that consumption decisions not only consider the price or aesthetic aspects, but also the underlying spiritual values. Further researchers are advised to expand the coverage area, enrich the model with additional variables, and improve the measurement instruments so that the research results are more comprehensive and applicable.

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