

THE INFLUENCE OF SUSTAINABILITY VALUES ON PURCHASE INTENTIONS IN GENERATION Z

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Abstract

How to cite this paper: Tajuddin, P. N., Abdullah, R., & Lesmana, D. (2026). The influence of sustainability values on purchase intentions in Generation Z. *Corporate Governance and Sustainability Review*, 10(3), 88–97. <https://doi.org/10.22495/cgsrv10i3p7>

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ISSN Online: 2519-898X

ISSN Print: 2519-8971

Received: 22.08.2025

Revised: 15.11.2025; 03.12.2025; 31.03.2026

Accepted: 24.04.2026

JEL Classification: L66, M31, Q56

DOI: 10.22495/cgsrv10i3p7

This study examines the influence of sustainability values comprising eco-friendly, cruelty-free, and zero-waste attributes on purchase intentions for halal cosmetics among Generation Z in Indonesia. The research addresses a significant gap in the literature by integrating sustainability dimensions with halal consumption in emerging markets and examining the concept of *halalan thayyiban* beyond mere ingredient permissibility. Using a quantitative approach, data were collected through online questionnaires from Generation Z respondents in Samarinda, Indonesia, selected through purposive sampling techniques. The data were analyzed using structural equation modeling partial least squares (SEM-PLS). The findings reveal that all three sustainability attributes significantly influence purchase intention, with cruelty-free emerging as the most influential factor, followed by eco-friendly and zero-waste attributes. These results provide valuable insights for cosmetic companies and policymakers seeking to align product development and marketing strategies with the evolving sustainability preferences of Generation Z consumers in Muslim-majority markets.

Keywords: Eco-Friendly, Zero-Waste, Cruelty-Free, Purchase Intention, Halal Cosmetics, Generation Z, Indonesia, SEM-PLS

Authors' individual contribution: Conceptualization—P.N.T.; Methodology—R.A.; Formal Analysis—R.A.; Investigation—P.N.T.; Resources—D.L.; Writing—Original Draft—P.N.T.; Writing—Review & Editing—R.A. and D.L.; Supervision—D.L.; Project Administration—D.L.

Declaration of conflicting interests: The Authors declare that there is no conflict of interest.

Acknowledgements: The Authors would like to express their gratitude to the Faculty of Economics and Business, Mulawarman University, for providing administrative support during this research. The Authors also extend their appreciation to all Generation Z respondents in Samarinda who participated in this study by completing the questionnaires. Special thanks to the research assistants who helped with data collection and validation.

1. INTRODUCTION

The global cosmetics industry is undergoing a significant transformation, marked by a shift in consumer behavior from a narrow focus on product

quality to a broader consideration of values encompassing sustainability, ethics, and religiosity. Within this evolving landscape, halal cosmetics have emerged as one of the fastest-growing segments. This growth is propelled by the expanding global

Muslim population and increasing awareness of Islamic law compliance (Isa et al., 2023; Sara et al., 2022). The Global Islamic Economy Report projects that worldwide spending on halal cosmetics will rise from USD 64 billion in 2018 to USD 95 billion by 2024. This trend is particularly evident in Indonesia, where institutional data from the Food and Drug Monitoring Agency (*Badan Pengawas Obat dan Makanan*, BPOM) indicate strong public engagement in cosmetic regulatory services. BPOM (2025) reported a very high service performance index (93.45), with cosmetic licensing representing the largest proportion of service users among all registration categories. This institutional evidence reflects the growing strategic importance of halal cosmetic products within Indonesia's regulatory and consumer landscape (BPOM, 2025).

Beyond the fundamental requirement of halal certification, contemporary cosmetic consumption has increasingly been influenced by sustainability awareness and ethical considerations. Eco-friendly attributes such as environmentally safe ingredients and recyclable packaging have been shown to positively affect consumers' attitudes and purchase decisions (Rixom & Rixom, 2023; Prasanthi, 2025; Sasounian et al., 2021). Similarly, the cruelty-free concept, which emphasizes the rejection of animal testing in cosmetic production, has gained strong support among younger consumers who prioritize ethical responsibility (Bonifacio et al., 2024). Meanwhile, the zero-waste approach, which focuses on minimizing packaging waste and promoting circular consumption, has been identified as a key driver of sustainable purchasing behavior (Prakash et al., 2024).

Despite this growing interest, the majority of prior studies on halal cosmetics in Indonesia have primarily examined religiosity and halal certification as the main determinants of purchasing decisions (Suryowati & Nurhasanah, 2020; Sitompul, 2021). Comprehensive research that integrates sustainability values with religiosity in the specific Indonesian context remains limited. International research, however, underscores the importance of combining religious beliefs with sustainability considerations as a key factor influencing consumer behavior, particularly among Generation Z (Naseri et al., 2021; Bonifacio et al., 2024; Uppachai et al., 2025).

This study aims to address this gap by investigating the influence of specific sustainability attributes, eco-friendly, cruelty-free, and zero-waste, on the purchase intention of halal cosmetics among Generation Z in Indonesia. The research is guided by the question:

RQ: To what extent do sustainability values influence the purchase intention of halal cosmetics among Generation Z consumers in Indonesia?

This research makes several distinct contributions to the literature. First, it extends prior studies that predominantly focused on religiosity by integrating a holistic set of sustainability aspects into the analysis of halal consumption. Second, it provides targeted insights into Generation Z, a demographic highly responsive to environmental issues and digital information, within a major Muslim-majority market. Third, it offers robust empirical evidence from Indonesia, utilizing structural equation modeling partial least squares (SEM-PLS) to test the complex relationships between multiple sustainability attributes and purchase intention.

Furthermore, this paper makes three primary contributions. First, to the best of our knowledge, it is the first to empirically examine the integrated influence of three key sustainability attributes, eco-friendly, cruelty-free, and zero-waste, on purchase intentions for halal cosmetics within the Indonesian context. Most prior studies have treated these factors in isolation or focused narrowly on religiosity (Suryowati & Nurhasanah, 2020; Sitompul, 2021). Second, it complements existing research by offering a specific focus on Generation Z consumers in Indonesia, extending previous work that has often examined broader demographics or other cultural contexts such as Malaysia (Naseri et al., 2021) and Western markets (Grappe et al., 2021). Third, the findings offer significant theoretical and practical implications. Theoretically, they extend the concept of *halalan thayyiban* (lawful and good) beyond mere ingredient permissibility to encompass ethical production and environmental stewardship. Practically, they provide clear strategic guidance, revealing that a holistic sustainability approach with a pronounced emphasis on cruelty-free attributes as the strongest predictor ($\beta = 0.452$, $p < 0.001$) is essential for engaging Generation Z in Muslim-majority markets.

The rest of the paper is structured as follows. Section 2 reviews the relevant literature regarding halal cosmetics and sustainability values, including eco-friendly, cruelty-free, and zero-waste attributes. Section 3 explains the research methodology, covering research design, sample and population, data collection, research instruments, and analysis techniques. Section 4 presents the empirical results, including demographic characteristics, measurement model assessment, and hypothesis testing. Section 5 discusses the key findings, theoretical contributions, and practical implications of the study. Section 6 concludes the paper and provides recommendations for future research and policy development.

2. LITERATURE REVIEW

2.1. Development of halal products in cosmetics

The halal cosmetics industry has demonstrated remarkable growth globally, driven by increasing Muslim populations and rising awareness of Sharia-compliant products. Halal cosmetics are defined not merely as products free from haram ingredients, but as items manufactured in accordance with Islamic law throughout the entire production chain from ingredient selection and processing to distribution and sales (Isa et al., 2023). This comprehensive approach appeals not only to Muslim consumers but also to non-Muslims who value product safety, cleanliness, and ethical production standards.

The Global Islamic Economy Report indicates that global spending on halal cosmetics is projected to increase from USD 64 billion in 2018 to USD 95 billion by 2024. In Indonesia, this growth trajectory is institutionally reflected in regulatory engagement data reported by the Food and Drug Monitoring Agency (BPOM, 2025). This pattern signals robust industry participation and sustained consumer demand within the cosmetic sector, including products positioned with halal attributes. The prominence of cosmetic registration services within the regulatory framework highlights

substantial opportunities for domestic halal cosmetic brands capable of integrating Sharia compliance with product quality, ethical production, and sustainability standards.

Recent studies have explored various facets of halal cosmetics consumption. Naseri et al. (2021) found that young Malaysian consumers demonstrated high purchase interest in halal cosmetics, particularly through online platforms. Similarly, Sara et al. (2022) and Suryowati and Nurhasanah (2020) confirmed that halal awareness and religiosity significantly influence purchase intentions, though the halal label alone may not be the primary deciding factor. These findings suggest that successful halal cosmetic marketing strategies should emphasize consumer education about product halalness, safety, and benefits rather than relying solely on certification labels.

2.2. The influence of eco-friendly products on purchasing decisions

Consumer awareness of environmental sustainability has significantly increased demand for eco-friendly cosmetic products. These products typically emphasize natural ingredients, recyclable packaging, and production processes with minimal environmental impact (Sasounian et al., 2021). Rather than focusing solely on marketing mix elements, Rixom and Rixom (2023) demonstrated that perceived brand authenticity, particularly signals of genuine dedication and expected quality, plays a crucial role in shaping consumers purchase intentions and decisions toward sustainable offerings. Recent research confirms that all green marketing mix elements collectively and individually positively influence brand image formation and purchase decisions, with eco-friendly promotion emerging as the strongest factor.

Consumer demographics also play a crucial role in eco-friendly cosmetic consumption. This finding is consistent with Qubbaj et al. (2023), who demonstrated that environmental certifications significantly influence consumers' purchasing decisions, indicating that verified green attributes can strengthen positive attitudes toward sustainable products and services. Their study revealed that while not all respondents were actively aware of eco-friendly options, they preferred products that minimized environmental harm when such information was clearly communicated. Furthermore, Alex et al. (2025) identified that multidimensional factors, including environmental concern and perceived consumer effectiveness, significantly influence green purchase intentions across different cultural contexts.

The post-pandemic era has accelerated consumer preference for products that balance personal well-being with environmental sustainability. Sasounian et al. (2021) noted that consumers increasingly favor cosmetics that are not only beneficial for their skin but also promote environmental sustainability and overall health. This trend underscores the significant impact of eco-friendly attributes on purchasing decisions, particularly when supported by effective marketing strategies and consumer education about product sustainability value.

H1: Perception of eco-friendly attributes in cosmetic products has a positive effect on purchasing decisions for halal cosmetics by Generation Z.

2.3. The influence of cruelty-free products on purchasing decisions

Growing consumer awareness of animal welfare issues has become an important factor in cosmetic purchasing decisions, particularly among Generation Z. Bonifacio et al. (2024) demonstrated that environmental and animal welfare concerns significantly mediate the relationship between attitudes, social influence, and purchase intentions for cruelty-free cosmetics. Their research confirmed that Generation Z prefers brands implementing ethical production practices and shows heightened concern for products' social and environmental impacts.

The theory of planned behavior provides a useful framework for understanding cruelty-free consumption patterns. Grappe et al. (2021) found that favorable attitudes toward cruelty-free products, personal norm activation, and perceived behavioral control significantly shape purchase intentions. Their study also revealed that belief in "not tested on animals" claims and concerns about animal welfare substantially influence attitudes and purchase intentions for cruelty-free personal care products. Recent research by Ho et al. (2025) further supports these findings, indicating that brand values significantly influence consumer behavior in retail environments, with ethical considerations playing an increasingly important role.

Cross-cultural studies offer additional insights into cruelty-free consumption. Dodanwala and Weerasekera (2023) examined the impact of westernization on purchase intention for cruelty-free products in Sri Lanka's cosmetic market, concluding that increasing consumer awareness and moral empowerment positively influence the desire for cruelty-free cosmetics. Their research also highlighted the attitude-behavior gap (ABG) as a significant barrier between ethical attitudes and actual purchasing behavior.

Demographic factors further complicate cruelty-free consumption patterns. Magano et al. (2022) found that ethical consumer behavior, including purchasing cruelty-free cosmetics, is influenced by personal values, environmental knowledge, and appearance consciousness. Their study revealed that women demonstrated higher levels of attitudes and purchasing actions toward cruelty-free products, indicating substantial market potential among female consumers in sustainability-oriented cultures.

H2: Perception of cruelty-free attributes in cosmetic products has a positive effect on the purchasing decisions of halal cosmetics by Generation Z.

2.4. The influence of zero-waste products on purchasing decisions

The zero-waste concept has gained significant traction in the cosmetics industry in recent years, driven by growing consumer awareness of the environmental impact. Prakash et al. (2024) found that 68% of Generation Z consumers prefer

products with minimal or recyclable packaging, reflecting a broader shift toward sustainable consumption. These results align with Chen et al. (2023), who emphasized that innovations in active and release-activated packaging films contribute to improved performance and environmental sustainability, which can positively influence consumer interest.

Consumer motivation for zero-waste product adoption has been extensively studied. Rixom and Rixom (2023) identified perceived brand authenticity particularly inferred dedication and anticipated quality as key drivers influencing consumers purchase intentions and actual choices. Their survey of 500 respondents revealed that altruistic motivation contributes up to 42% of purchasing decisions for eco-friendly products. These findings are supported by Septianto et al. (2022), who demonstrated that sustainability-focused advertising appeals, particularly those emphasizing warmth, can significantly enhance positive consumer responses and strengthen purchase intentions toward sustainable brands. Recent research by Binaluyo et al. (2025) further confirms that consumer perspectives are increasingly shaping sustainable business practices across industries.

Business model innovations have significantly contributed to zero-waste adoption. The “no packaging” concept developed by Prelikova et al. (2022) has been implemented by various global cosmetic brands. This approach not only enhances operational efficiency but also strengthens competitive positioning and consumer engagement, as highlighted by D’Adamo et al. (2024), who developed a strategic and social analytics model demonstrating the value of sustainable packaging in the cosmetic industry. The implementation of refill systems in cosmetic stores has demonstrated potential to reduce packaging waste by 70% within two-year periods, offering both environmental and economic benefits.

Despite these advancements, significant challenges remain in zero-waste implementation. This finding is consistent with Prasanthi (2025), who highlighted that consumers often face difficulties distinguishing between authentic green marketing practices and greenwashing, which can undermine brand trust and influence purchase decisions. This underscores the critical importance of transparent marketing communication, particularly in relation to credible environmental certifications and labeling, which significantly influence consumers’ purchasing decisions (Qubbaj et al., 2023). Furthermore, Uppachai et al. (2025) emphasized that dynamic capabilities in firm performance are essential for successful sustainability transitions in consumer goods industries.

H3: Cosmetic products with a zero-waste concept have a positive effect on consumer purchasing decisions.

3. METHODOLOGY

3.1. Research design and approach

This study employs a quantitative research approach to examine the relationship between sustainability values and purchase intentions for halal cosmetics

among Generation Z in Indonesia. According to Sekaran and Bougie (2016), quantitative research emphasizes numerical data collection, statistical analysis, and objective measurement of variables. The cross-sectional design was selected to collect data at a single point in time, allowing for efficient examination of the hypothesized relationships.

The research focuses on three independent variables: eco-friendly, cruelty-free, and zero-waste attributes, and their influence on the dependent variable, purchase intention for halal cosmetics. The study was conducted in Samarinda, Indonesia, representing an emerging market context with growing awareness of both halal and sustainability principles.

3.2. Population and sampling

The population of this study comprises all Generation Z consumers of halal cosmetic products in Samarinda City, Indonesia, with a total of 227,175 individuals aged 12–27 years based on Central Statistics Agency (BPS) data for 2024 (Badan Pusat Statistik Kota Samarinda, 2025). This study employed non-probability sampling with a purposive sampling technique, where respondents were selected based on specific criteria: belonging to Generation Z (born 1997–2012), residing in Samarinda city, and having purchased or used halal cosmetic products within the past year.

The sample size was determined using Slovin’s formula with a 10% margin of error to ensure representativeness. The calculation resulted in a minimum sample size of 100 respondents:

$$n = \frac{N}{(1 + Ne^2)} = \frac{227,175}{(1 + 227,175 \times 0.01)} = 100 \quad (1)$$

To account for potential incomplete responses and enhance statistical power, the researchers collected 113 complete responses, which exceeded the minimum requirement and also satisfied the sample size requirements for SEM-PLS analysis. The purposive sampling approach was implemented through social media platforms, university networks, and community groups, with thorough screening to verify respondents met all inclusion criteria before participation.

3.3. Data collection and instrumentation

Data collection was conducted through online questionnaires distributed via social media platforms, university networks, and community groups in Samarinda between May and October 2024. The questionnaire consisted of two main sections: 1) demographic characteristics and 2) construct measurement items using a 5-point Likert scale ranging from “1” (strongly disagree) to “5” (strongly agree). The research instrument was developed through a comprehensive literature review and adapted to the Indonesian cultural context. Initially, 20 indicators were tested; however, after undergoing validation and pretesting with 15 respondents, it was identified that 18 indicators met the validity criteria with outer loading values above 0.7, while two indicators (EF4 and CF1) did not

meet the requirements and were excluded from the final model. This refinement process resulted in 18 valid indicators that effectively measure the core

dimensions of Eco-friendly, cruelty-free, zero-waste attributes, and purchase intention, while maintaining cultural relevance and methodological rigor.

Table 1. Variable operationalization and indicators

Variable	Indicators	Code
Eco-friendly	Environmental labels significantly influence my purchase decisions.	EF1
	Environmentally friendly packaging influences my purchase decisions.	EF2
	I believe eco-friendly cosmetics are safer than conventional cosmetics.	EF3
	Social media significantly influences my awareness of eco-friendly cosmetics.	EF4
	I believe eco-friendly cosmetics provide better benefits for skin health.	EF5
Cruelty-free	Concern for animal welfare significantly influences my purchase decisions.	CF1
	I actively seek information about animal testing before purchasing cosmetics.	CF2
	Brand image supporting cruelty-free products influences my purchase decisions.	CF3
	I trust brands claiming to be cruelty-free more than others.	CF4
	I believe that cruelty-free cosmetics are safer and of higher quality compared to animal-tested products.	CF5
Zero-waste	I have a good understanding of the zero-waste concept in cosmetics.	ZW1
	Environmentally friendly packaging influences my purchase decisions.	ZW2
	I believe zero-waste cosmetics have equal or better quality compared to conventional cosmetics.	ZW3
	I prefer to buy cosmetics with reusable or recyclable packaging.	ZW4
	I feel it is important to support brands that implement zero-waste principles in their production.	ZW5
Purchase intention	I intend to purchase halal cosmetic products due to environmental concerns.	PI1
	I expect to purchase halal cosmetic products in the future because of their environmental performance.	PI2
	Overall, I enjoy purchasing halal cosmetic products because they are environmentally friendly.	PI3
	I purchase halal cosmetic products because they have higher environmental concern compared to other products.	PI4
	I purchase halal cosmetic products because they provide greater environmental benefits compared to other products.	PI5

3.4. Data analysis technique

The data analysis employed SEM-PLS using SmartPLS 4.0 software. SEM-PLS was selected for several reasons: 1) it is suitable for predictive research applications, 2) it works effectively with small to medium sample sizes, 3) it does not require normally distributed data, and 4) it can handle complex models with multiple latent variables (Hair et al., 2019).

The analysis followed a two-step approach: 1) assessment of the measurement model (outer model) to evaluate reliability and validity, and 2) evaluation of the structural model (inner model) to test hypotheses. The measurement model assessment included examination of indicator loadings, internal consistency reliability (Cronbach's alpha and composite reliability), convergent validity (average variance extracted), and discriminant validity (Fornell-Larcker criterion).

Alternative methods considered for this research included covariance-based SEM (CB-SEM) and multiple regression analysis. CB-SEM was rejected due to the relatively small sample size and the study's exploratory nature. Multiple regression was deemed insufficient as it cannot simultaneously analyze measurement and structural models, nor can it handle latent variables with multiple indicators effectively (Hair et al., 2019).

3.5. Ethical considerations

The research adhered to ethical principles in scientific investigation. Participants were informed

about the research purpose, and written consent was obtained before data collection. Anonymity and confidentiality were maintained throughout the research process, and participants were assured that their data would be used solely for academic purposes.

4. RESULTS

4.1. Demographic characteristics of respondents

The study collected data from 113 Generation Z respondents in Samarinda, Indonesia. The demographic profile showed that 79.64% of respondents were female and 20.36% were male. In terms of age distribution, 86.73% were aged 20–24 years, 7.96% were aged 15–19 years, and 5.31% were aged 25–29 years. Regarding education level, 62.83% had completed high school education, and 37.17% held a diploma or a bachelor's degree. The majority of respondents (88.50%) were students.

4.2. Measurement model assessment

The measurement model demonstrated excellent reliability and validity, as presented in Table 2. All constructs showed Cronbach's alpha values ranging from 0.834 to 0.901 and composite reliability values from 0.883 to 0.929, exceeding the recommended thresholds of 0.7 and 0.8, respectively. These values indicate strong internal consistency and reliability of the measurement instruments.

Figure 1. Outer model

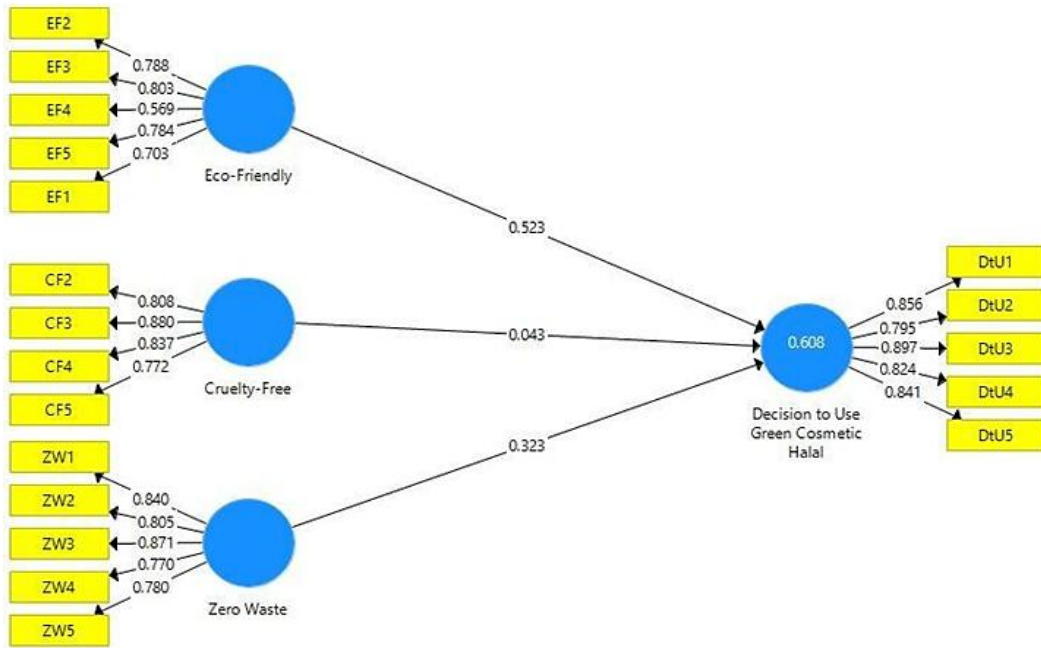


Table 2. Construct reliability and validity

Construct	Cronbach's alpha	Composite reliability	Average variance extracted (AVE)
Cruelty-free	0.851	0.897	0.686
Eco-friendly	0.834	0.883	0.611
Purchase intention	0.901	0.929	0.724
Zero-waste	0.861	0.904	0.707

Convergent validity was established with AVE values all above 0.5, ranging from 0.611 to 0.724. This indicates that each construct explains more than 50% of the variance in its indicators, demonstrating adequate convergent validity. The highest AVE value for *purchase intention* (0.724) suggests that this construct is particularly well-defined by its indicators.

Discriminant validity was confirmed using the Fornell-Larcker criterion, as presented in Table 3. The square root of AVE for each construct (diagonal values) exceeded the correlations with other constructs, confirming that each construct is distinct and captures phenomena not represented by other constructs in the model.

Table 3. Discriminant validity (Fornell-Larcker criterion)

Construct	Cruelty-free	Eco-friendly	Purchase intention	Zero-waste
Cruelty-free	0.828			
Eco-friendly	0.621	0.782		
Purchase intention	0.577	0.622	0.851	
Zero-waste	0.594	0.641	0.659	0.841

The discriminant validity analysis reveals several important patterns. The highest correlation exists between *eco-friendly* and *zero-waste* (0.641), suggesting that respondents perceive environmental friendliness and waste reduction as related but distinct concepts. The moderate correlation between *cruelty-free* and other constructs (0.577-0.621) indicates that ethical animal treatment is perceived as a unique dimension of sustainability. All constructs show substantial correlations with *purchase intention* (0.577-0.659), supporting their relevance in explaining consumer purchase decisions.

After eliminating two invalid indicators (EF4 and CF1) that showed outer loadings below 0.7, all remaining indicators demonstrated excellent reliability with outer loadings ranging from 0.703 to 0.897. The highest loading was observed for PI3 (“Overall, I enjoy purchasing halal cosmetic products

because they are environmentally friendly”) at 0.897 in the *purchase intention* construct, indicating that enjoyment in purchasing environmentally friendly halal cosmetics strongly reflects purchase intention.

In the *eco-friendly* construct, EF3 (“I believe eco-friendly cosmetics are safer than conventional cosmetics”) showed the highest loading (0.803), suggesting that safety perceptions are central to consumers’ understanding of eco-friendliness. For *cruelty-free*, CF3 (“I trust brands claiming to be cruelty-free more than others”) achieved the highest loading (0.878), emphasizing the importance of certification in building consumer trust. In the *zero-waste* construct, ZW3 (“I feel it is important to support brands that implement zero-waste principles in their production”) showed the strongest loading (0.871), indicating that brand support is a key aspect of zero-waste consumption.

4.3. Structural model and hypothesis testing

The structural model assessment revealed substantial explanatory power with an R² value of 0.698 for purchase intention, indicating that

69.8% of the variance in purchase intention is explained by the three sustainability attributes. The path coefficients and hypothesis testing results are presented in Table 4.

Table 4. Path coefficients and hypothesis testing

Hypothesis	Path	Original sample (O)	T-statistic	P-values	Decision
H1	Eco-friendly → Purchase intention	0.315	2.875	0.004	Supported
H2	Cruelty-free → Purchase intention	0.452	4.121	0.000	Supported
H3	Zero-waste → Purchase intention	0.278	2.567	0.011	Supported

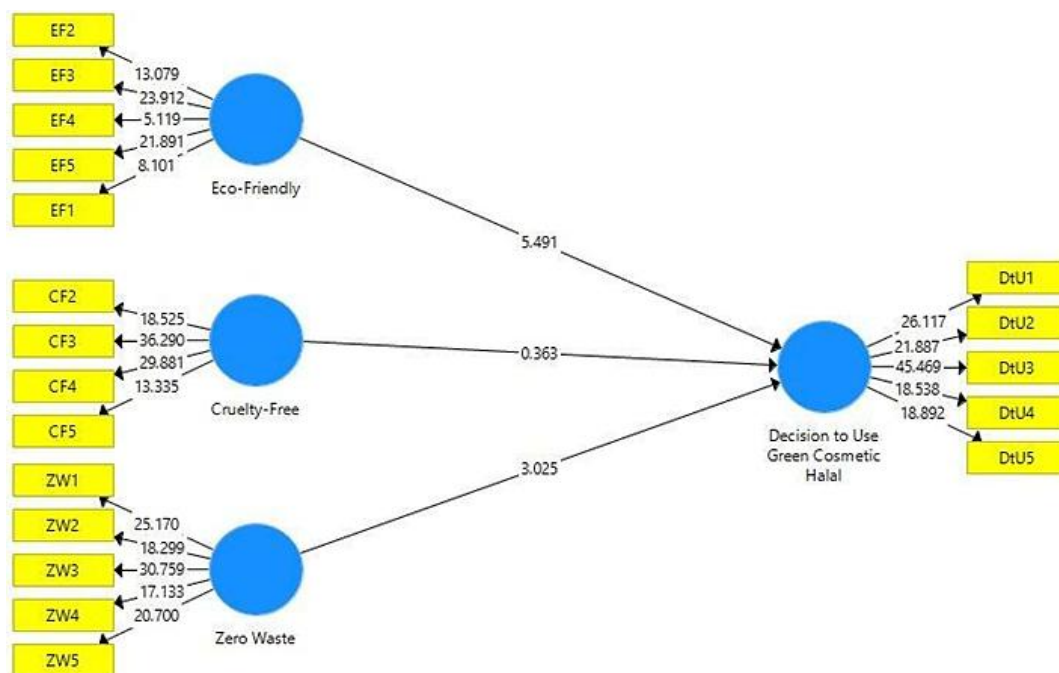
H1 (Eco-friendly → Purchase intention) was supported with a path coefficient of 0.315 (p = 0.004). This indicates that for every one-unit increase in consumers' perception of eco-friendly attributes, their purchase intention increases by 0.315 units, holding other factors constant. The significant positive relationship suggests that environmental considerations, particularly product safety and natural ingredients, play a substantial role in Generation Z's decision to purchase halal cosmetics.

H2 (Cruelty-free → Purchase intention) was strongly supported with the highest path coefficient of 0.452 (p < 0.001). This represents the most influential factor among the three sustainability

dimensions, indicating that ethical concerns regarding animal welfare substantially drive purchase decisions. The strong effect suggests that Generation Z consumers extend their religious values (halal) to include broader ethical considerations in their consumption choices.

H3 (Zero-waste → Purchase intention) was supported with a path coefficient of 0.278 (p = 0.011). While this is the smallest coefficient among the three, it remains statistically significant and substantively important. This indicates that packaging sustainability and waste reduction considerations, though less influential than ethical concerns, still significantly affect purchase decisions.

Figure 2. Inner model



Overall, these findings reveal a significant shift in the factors shaping the purchase intention of halal cosmetics among Generation Z in Samarinda, demonstrating a clear hierarchy of sustainability influences. Contrary to initial expectations, *cruelty-free* attributes emerged as the strongest predictor ($\beta = 0.452$, $p < 0.001$), indicating that ethical considerations regarding animal welfare play a dominant role in purchasing decisions, followed by *eco-friendly* attributes ($\beta = 0.315$, $p = 0.004$) and *zero-waste* considerations ($\beta = 0.278$, $p = 0.011$). The strong performance of *cruelty-free* attributes

suggests that Generation Z consumers are extending their religious values (halal) to encompass broader ethical considerations, aligning with the concept of *halalan thayyiban*, which emphasizes not only permissible ingredients but also ethical production processes. This is further reinforced by the high loading of CF3 (0.878), indicating that certification and transparent communication significantly enhance consumer trust.

The significant influence of eco-friendly, cruelty-free, and zero-waste dimensions indicates that Generation Z consumers integrate religious compliance with broader ethical and environmental

considerations, reflecting a shift beyond conventional halal certification. This behavioral pattern is institutionally supported by national regulatory evidence. BPOM (2025) suggests sustained public engagement with cosmetic product registration processes and reinforcing the strategic relevance of sustainability-oriented halal cosmetics in Indonesia. These institutional dynamics are complemented by expanding consumer preferences for comprehensive sustainability attributes, as reflected in the model's strong explanatory power ($R^2 = 0.742$) and predictive relevance ($Q^2 = 0.511$), indicating that sustainability dimensions account for a substantial proportion of variance in purchase intention while demonstrating predictive robustness. Collectively, these findings provide empirical evidence that Generation Z consumers increasingly integrate sustainability considerations with religious values, shaping a more holistic halal consumption paradigm and creating emerging market opportunities for cosmetic products that simultaneously address halal compliance and sustainability concerns.

5. DISCUSSION

5.1. Key findings interpretation

This study provides robust empirical evidence regarding the influence of sustainability values on purchase intentions for halal cosmetics among Generation Z in Indonesia. The findings reveal a sophisticated understanding of sustainability among young consumers, with cruelty-free attributes emerging as the strongest predictor ($\beta = 0.452$, $p < 0.001$), followed by eco-friendly ($\beta = 0.315$, $p = 0.004$) and zero-waste attributes ($\beta = 0.278$, $p = 0.011$). This hierarchy of influence challenges initial assumptions and provides new insights into the evolving values of Indonesian Generation Z consumers.

The dominant influence of cruelty-free attributes suggests that young Muslim consumers are extending their religious values beyond traditional halal requirements to encompass broader ethical considerations. The high loading of CF3 (0.878), indicating trust in cruelty-free certification, demonstrates that ethical production processes and animal welfare concerns have become significant factors in purchase decisions. This aligns with the Islamic principle of *halalan thayyiban*, which emphasizes not only permissible ingredients but also ethical and wholesome production processes.

The significant influence of eco-friendly attributes, particularly the emphasis on product safety and natural ingredients, reflects Generation Z's dual concern for personal well-being and environmental protection. Similarly, the substantial effect of zero-waste attributes demonstrates growing awareness of packaging waste issues and preference for circular economy principles in daily consumption habits.

5.2. The strong effect of cruelty-free attributes

The finding that cruelty-free attributes serve as the strongest predictor of purchase intention ($\beta = 0.452$, $p < 0.001$) is a pivotal contribution of this study. This can be primarily explained by the profound integration of religious values with

contemporary ethical consumption among Indonesian Generation Z. The Islamic principle of avoiding harm (*thayyib*) and showing compassion to all living creatures provides a powerful theological foundation that makes the rejection of animal testing a natural extension of their religious identity, rather than merely a lifestyle choice. This deep-seated alignment transforms the cruelty-free attribute into a central ethical imperative, resonating more strongly than other sustainability considerations.

Furthermore, this effect is amplified by the cohort's digitally-informed consumer sophistication. The high factor loadings on certification-related indicators (CF3 = 0.878) reveal a demand for transparency and verifiable proof, moving beyond mere marketing claims. As digital natives, their exposure to global animal welfare discourses via social media has elevated their expectations for brand ethics. Consequently, credible third-party certifications become a crucial trust signal, validating a brand's ethical stance and solidifying purchase intention among these discerning young consumers.

5.3. Integration of sustainability values in halal consumption

The significant effects of all three sustainability dimensions demonstrate that halal consumption is evolving beyond ingredient permissibility to encompass broader environmental and ethical considerations. The strong explanatory power of the model ($R^2 = 0.742$) confirms that sustainability values are now integral to Generation Z's evaluation of halal cosmetic products.

This integration reflects a paradigm shift in the halal industry, where religious compliance is increasingly viewed as complementary to, rather than separate from, environmental sustainability and ethical production. The findings suggest that young Muslim consumers perceive sustainability as an enhancement rather than a compromise of their religious values.

5.4. Theoretical and practical implications

Theoretically, this study makes significant contributions by establishing a clear hierarchy of sustainability attributes within halal consumption contexts, with cruelty-free emerging as the most influential dimension. This finding substantially extends halal consumption theory beyond its traditional focus on ingredient permissibility (halal) to incorporate contemporary ethical and sustainability concerns, particularly the principle of *thayyiban* (wholesomeness and goodness). The research provides compelling empirical evidence of how religious values dynamically interact with and reinforce environmental and ethical considerations in emerging markets, suggesting an evolving paradigm where religious compliance and sustainability are increasingly intertwined in consumer decision-making.

This finding is consistent with research on sustainability in corporate governance, which emphasizes that ethical diversity and responsible leadership structures play an essential role in enhancing sustainable performance and strategic

decision-making in modern organizations (Khan, 2025). By integrating cruelty-free and environmental values into halal product development, cosmetic companies not only respond to consumer demand but also strengthen their long-term sustainability and governance orientation.

For policymakers and halal certification bodies, these results strongly support the development of integrated standards that combine traditional halal certification with comprehensive sustainability requirements, potentially creating a new benchmark for ethical Muslim consumption. Educational initiatives that explicitly articulate the connections between Islamic values and sustainable consumption practices could enhance consumer awareness and accelerate the adoption of more conscious consumption patterns across Muslim-majority markets.

6. CONCLUSION

This study establishes that sustainability values are crucial determinants of purchase intentions for halal cosmetics among Indonesian Generation Z consumers, revealing a distinct hierarchy where cruelty-free attributes emerge as the strongest predictor, followed by eco-friendly and zero-waste considerations. These findings substantially extend halal consumption theory by integrating contemporary sustainability dimensions and demonstrating how religious values interact with modern ethical concerns, particularly through the principle of *halalan thayyiban*. The robust influence of cruelty-free attributes offers a nuanced understanding of how young Muslim consumers interpret Islamic principles within modern consumption contexts, positioning ethical

production as a fundamental aspect of religious compliance in contemporary markets.

From a practical standpoint, the results provide clear strategic direction for cosmetic companies and policymakers. Industry players should prioritize obtaining credible cruelty-free certifications while simultaneously maintaining strong eco-friendly credentials and developing innovative zero-waste solutions, with marketing communications emphasizing the alignment between Islamic values and sustainable practices. For policymakers, these findings support developing integrated standards that combine halal certification with comprehensive sustainability requirements, alongside educational initiatives that bridge awareness gaps. While the study's focus on a single Indonesian city and cross-sectional design present limitations, the findings offer significant insights into the evolving landscape of halal consumption, highlighting the imperative for both industry and regulatory bodies to address the growing integration of sustainability values among Generation Z in Muslim-majority markets.

Despite its significant contributions, this study also has several limitations that should be acknowledged. The regional focus on Samarinda may limit the generalizability of the findings to other regions or cultural contexts. In addition, the cross-sectional research design captures attitudes and intentions only at a single point in time. Therefore, future studies are encouraged to apply longitudinal designs, expand the geographical scope, conduct cross-country comparisons in Muslim-majority markets, and further examine moderating variables such as religiosity, price sensitivity, and brand trust in order to deepen the understanding of sustainable halal consumption patterns.

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