

THE IMPACT OF ECONOMIC, SOCIAL AND HEALTH VALUES ON ATTITUDES TOWARD GREEN PRODUCTS AND HALAL COSMETICS: MEDIA AND GOVERNMENT MODERATION

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Received: 30 July 2025

Accepted: 30 September 2025

Published: 30 January 2026

DOI: <https://doi.org/10.33102/jfatwa.vol.31no1.723>

ABSTRACT

The rising consumer awareness of halal cosmetic products highlights the need for in-depth study on economic, social, health, and religiosity factors influencing the purchasing behavior of these products, especially with media exposure and government roles as moderating variables, which are rarely explored. This study emphasizes originality by integrating economic, social, health, and religiosity values and novelty in using media exposure and government roles as moderating variables in halal product studies. This quantitative research applies the Theory of Planned Behavior through an online survey and Structural Equation Model-Partial Least Square analysis on 271 respondents in Indonesia. Results indicate that economic, social, and religiosity values significantly affect attitudes towards purchasing green and halal cosmetic products, while health value has no significant influence. Media exposure enhances the influence of economic and social values, while government roles strengthen the influence of social and health values on purchase attitudes. The study concludes that positive attitudes are proven to enhance purchase behavior, providing implications for marketing strategies and policies to support environmentally friendly and halal products.

Keywords: Halal Cosmetics, Media Moderation, Economic and Social Values, Green Products, Government Role.

1. INTRODUCTION

The suboptimal ecological conditions are, in fact, conditions that have

implications for economic conditions. Dependence on food production, consistency in the utilization of non-renewable energy, alongside resolutions and the acceleration of industrialization in both developing and developed countries, clash with environmental health (Olalekan & Simmeon, 2015; Yudha et al., 2020). This situation is supported by the increasing global population, which is not accompanied by environmental literacy and awareness. The anthropocentric paradigm places humans at the highest level within the universe's system. With this paradigm, exploitative actions arise, along with an apathetic attitude toward nature, exacerbating the environmental crisis.

Efforts to support the implementation of preventive environmental degradation programs have been identified, one of which is innovation in eco-friendly products (Firmansah et al., 2023; Hakim et al., 2023; Ivantri et al., 2024). Eco-friendly products (Green Products) aim to minimize negative impacts on the environment from the pre-production to the post-consumption phases. Green products, as sustainable products, and the implementation of business ethics are, in reality, constructive in creating collective awareness regarding environmental sustainability. From raw material preferences to non-hazardous end-of-life stages, they maintain environmental safety (Rizka & Yudha, 2023; Yudha, Zidna, et al., 2024).

The increasing substance of the green lifestyle indicates promising prospects for business players (Afiq & Yudha, 2023; Atho'Illah & Yudha, 2022; Islamiati & Saputra, 2021). Additionally, stakeholders encourage minimizing the negative environmental impacts of products (Ivantri et al., 2024; Sukoco et al., 2020). This is evident from the level of green product purchases, one example being halal cosmetics, which show considerable growth (Yustika et al., 2023; Zustika & Yudha, 2020). This development can be observed from the 2024 Top Brand Index publication, which shows a dominance of purchases in cosmetic and beauty products (Sukesi & Akbar Hidayat, 2019):

The increasing trend in purchasing green products, such as halal cosmetics and beauty products, cannot be ignored (Sirclo & Ravenry, 2021; Yudha & Kafabih, 2021). This consumer behavior phenomenon provides a practical foundation, aligning with the theory of planned behavior. Essentially, a person's intention to purchase a product is partly driven by awareness (Al-Kamal et al., 2024; Zakariya & Yudha, 2024), and in this research context, this awareness emerges due to economic, social, health, and religious awareness. Alongside the rise in health-conscious lifestyles, health and beauty aspects have garnered attention,

especially among Gen Z. The Fear of Missing Out (FoMO) phenomenon also supports this lifestyle trend, impacting increased supply and bright future prospects (Rozalinna & Lukman, 2022).

Previous studies have discussed the importance of eco-friendly or green products (Jan et al., 2019; Rozalinna & Lukman, 2022; Sukesni & Akbar Hidayat, 2019), within the context of environmental degradation and sustainable business ethics. Research also shows that consumer awareness of halal products in the health and beauty sectors is rising, including halal cosmetics. However, there is limited research that delves into the relationship between economic, social, health, and religious values concerning purchasing behavior for these products. Additionally, although the role of government and media exposure is deemed essential in encouraging the consumption of eco-friendly halal products, few studies consider these factors as moderating variables in examining the determinants of purchasing behavior. In the existing literature, the combination of these factors in the context of halal health products, especially cosmetics, is still rarely explored comprehensively

This study addresses this gap by exploring the combination of economic, social, health, and religious values regarding purchasing behavior for halal health products, with the role of government and media exposure as moderating variables influencing this relationship. The novelty of this research lies in integrating religiosity and external factors within the context of eco-friendly halal cosmetics. The study aims to analyze internal determinants influencing the optimization of health value and how the roles of government and media exposure moderate consumer behavior. The benefits of this research are expected to provide recommendations for policymakers and business actors in formulating more effective marketing strategies to support the development of the halal product industry, especially in the health and beauty sector.

2. LITERATURE REVIEW

2.1 *Theory Of Planned Behaviour*

The Theory of Planned Behavior (TPB), proposed by Ajzen in 1980, is an extension of the Theory of Reasoned Action (TRA). The Theory of Reasoned Action posits that individual behavior is shaped by intention, which comprises two aspects: attitude toward the behavior and subjective norms (Aiolfi et al., 2022; Ajzen, 1991). TPB adds a third factor, perceived behavioral control, resulting in three components: attitude toward the behavior, subjective norms,

and perceived behavioral control. However, in this study, the variable positions in TPB are expanded by including religiosity as an external variable, and the roles of government and media exposure as moderating variables.

2.2 *Economic Value And Buying Attitude*

Economic value encompasses the evaluation or benefit derived from a product, service, or resource, expressed in monetary terms. It is the perceived benefit or utility that an individual assigns to a specific good or service. This valuation is often influenced by factors such as demand and supply, utility, scarcity, and market conditions. Economic value plays an essential role in determining the pricing of goods and services in the market. Buying attitude is an individual's mindset or tendency when making purchasing decisions. It involves beliefs, preferences, and emotions that influence a person's choice in purchasing a product or service. Buying attitudes can be influenced by various factors, including personal preferences (Adiningsih et al., 2022; Maghfiroh et al., 2021), brand loyalty (Alysia et al., 2022), advertising (Izzuddin et al., 2022), environmental influence, or economic considerations (Anjani & Supartha, 2020).

The relationship between economic value and buying attitude is crucial for understanding consumer behavior. People often assess the economic value of a product or service based on their buying attitudes. For instance, a frugal individual may seek items with the best economic value, focusing on affordability and durability (Cho et al., 2019; Prihadyanti & Sari, 2020). On the other hand, another individual might prioritize prestige or luxury, placing more emphasis on brand reputation and social status rather than solely economic considerations. Economic value influences buying attitudes by shaping perceptions of value and cost-effectiveness. Therefore, we hypothesize the following:

H1 : Economic values positively influence the purchasing behavior of cosmetic and health products.

H2 : Social values positively influence the purchasing behavior of cosmetic and health products.

2.3 *Health Value And Buying Attitude*

Health value refers to the perceived contribution of a product or service to a consumer's well-being and health. Consumers increasingly prioritize their health and well-being, leading to a rise in demand for products that are believed to promote a healthy lifestyle. Health value may be influenced by factors such as nutritional content, ingredient transparency, health benefit claims, and alignment with personal health goals (Rodríguez et al., 2023;

Thesis, 2021).

Buying attitude is the overall mindset or approach that consumers have when making purchasing decisions (Jan et al., 2019; Rahmaddina et al., 2023). In the context of health-related products, buying attitude is influenced by various factors, including personal health goals, lifestyle choices (Susilawati et al., 2023), brand reputation, and perceived product effectiveness (Laureti et al., 2023; Thesis, 2021). Health value and buying attitude are interconnected concepts that play a significant role in consumer decision-making (Casado-Aranda et al., 2022; Shlikhter, 2020), especially in markets where health and wellness considerations are critical factors (Zaki et al., 2020). Therefore, this study posits the following hypotheses.

H3 : Health values positively influence the purchasing behavior of cosmetic and health products.

H4 : Religious values positively influence the purchasing behavior of cosmetic and health products.

2.4 Safety Value And Buying Attitude

Health value refers to the perceived contribution of a product or service to a consumer's well-being and health. Consumers are increasingly prioritizing their health and wellness, which leads to an increasing demand for products that are perceived to promote a healthy lifestyle (Aji et al., 2021; Cruz & Billanes, 2021). Health value can be influenced by factors such as nutritional content, ingredient transparency, health benefit claims, and alignment with personal health goals (Jan et al., 2019). Therefore, this study hypothesizes the following.

H5 : Media exposure positively moderates the influence of economic value, social value, and religiosity on the purchasing behavior of cosmetic and health products..

H6 : The role of government positively moderates the influence of economic value, social value, and religiosity on the purchasing behavior of cosmetic and health products.

H7 : Buying attitude toward cosmetic and health products positively affects the purchase of cosmetic and beauty products.

3. METHODOLOGY

This study employs a quantitative approach. The tool used for testing and analysis is SemPLS. This approach was chosen as it aligns with the research objective, which is to develop a representative model that can further generalize the study's findings.

3.1 Theoretical Model and Hypothesis Development

There are eight variables in this study: economic value, social value, health value, religiosity, exposed media, role of government, buying attitude, and purchase behavior. The research model is an extension of the Theory of Planned Behavior.

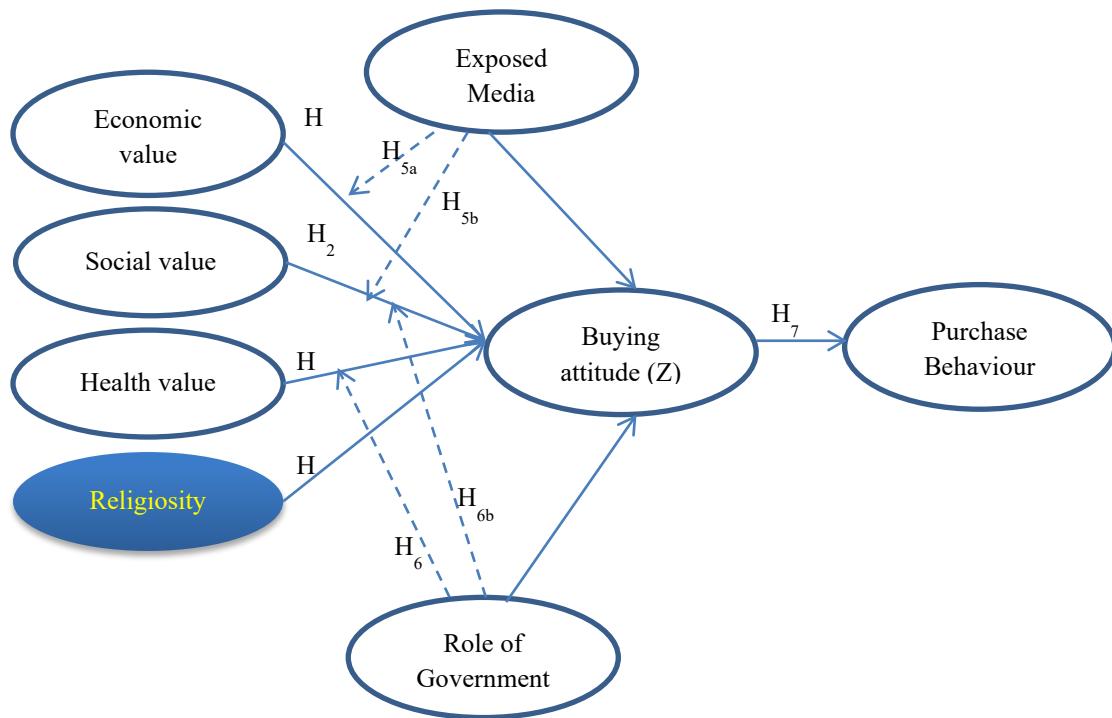


Figure 1. Conceptual Framework

Source: developed from (Jan et al., 2019; Yalina et al., 2020; Yudha, Huda, et al., 2024)

3.2 Measurement

In line with the research concept, theoretical review, and hypothesis framework, the research measurement instrument, in the form of a questionnaire survey, is presented in the following table.

Table 1. Variables and Research Indicators

Economic Value (X1)			
1	X1.1	I consider the effectiveness of the care products I choose	Yudha (Yudha et al., 2021), Ezlika (Ghazali et al., 2017)
2	X1.2	I evaluate the economic value (price and benefits) of environmentally friendly cosmetic products	
Social Value (X2)			
3	X2.1	Buying and using personal care products makes me feel	Ihsan (Jan et al.,

		more accepted by society	
4	X2.2	Using environmentally friendly care products boosts my confidence	2019), Ezlika (Ghazali et al., 2017)
5	X2.3	I feel that using personal care products makes others appreciate me more	
Health Value (X3)			
6	X3.1	I consider environmentally friendly products to improve my health quality	Nittala (Nittala & Moturu, 2023),
7	X3.2	I believe that environmentally friendly products should prioritize health benefits	el Haffar (ElHaffar et al., 2020)
8	X3.3	I believe that herbal-based personal care products improve my health quality	
Religiosity (X4)			
9	X4.1	I believe that hygienic and halal care products contribute to my physical health	Aman (Aman et al., 2019)
1	X4.2	My religious beliefs encourage me to use products that are verifiably halal and environmentally recyclable	
0			
1	X4.3	My religious beliefs influence all my life decisions, including the choice of cosmetics, personal care, and health products.	
Product Purchase (Z3)			
1	Z3.1	I intend to use personal care products regularly	Ihsan (Jan et al., 2019), El Haffar
2			
1	Z3.2	Buying environmentally friendly products is enjoyable and not harmful to the body	(ElHaffar et al., 2020)
3			
1	Z3.3	Purchasing environmentally friendly personal care products is wise and necessary	
4			
Role of Government (Z1)			
1	Z1.1	I believe that the Indonesian government is committed to seriously promoting environmental sustainability	Jan (Jan et al., 2019), Liu,etal
5			
1	Z1.2	I believe that the Indonesian government, together with Indonesian companies, encourages the public to use environmentally friendly products, especially beauty products.	(Liu et al., 2017)
6			
Media Exposure (Z2)			
1	Z2.1	I believe the media in Indonesia consistently promotes environmental balance issues	Yan Putra (Ratnasari et al., 2023), Amberg
7			
1	Z2.2	I feel that the Indonesian press encourages the use of herbal, healthy, and environmentally friendly products	(Amberg & Fogarassy, 2019)
8			
Cosmetic Purchasing Behavior (Y)			
1	Y1	I continue to buy herbal health and beauty products, even if they are more expensive than non-herbal products	Abdullah (Al Mamun et al., 2018), Norazah
9			

2	Y2	The company's environmental policies influence my decision to buy herbal products, as they relate to transparency and responsibility	(Mohd Sukti, 2016)
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4. RESULTS & DISCUSSION

4.1 Respondent Profile

The study respondents totaled 271 people from various regions across Indonesia. Based on gender, female respondents were more prevalent than male respondents, accounting for 69.7 percent of the sample, with millennials being the dominant generation in this study. In terms of educational background, the majority of respondents had completed high school, comprising 67.9 percent, or 184 individuals.

Table 2. Respondent Profile

Description	Total	Percentage
Gender		
Male	82	30,3%
Female	189	69,7%
Age (Years)		
< 18	11	4,1%
18-40	260	95,9%
Educational Background		
High school or equivalent	184	67,9%
Bachelor's Degree (S1)	71	26,2%
Master's Degree (S2)	16	5,5%
Marital Status		
Single	257	94,8%
Married	14	5,2%
Area of Residence		
Rural	119	43,9%
Urban	152	56,1%
Region of Origin		
East Java	228	84,1%
North Sumatera	2	0,7%
South Sumatera	4	1,5%
Lampung	2	0,7%
Papua	1	0,4%
Southwest Papua	4	1,5%
Yogyakarta	6	2,2%
Central Java	15	5,5%
West Java	3	1,1%
DKI Jakarta	2	0,7%
Banten	1	0,4%
Nangroe Aceh Darussalam	3	1,1%

Description	Total	Percentage
Health and Beauty Product Identification		
Do you think health and beauty products are important?		
Yes	236	86,7%
Sometimes needed	36	13,3%
No	0	0,0%
Do you use health or beauty products daily?		
Yes	205	75,6%
Sometimes needed	63	23,2%
No	3	1,1%

4.2 Reliability and Validity Testing

Table 3 shows that the Cronbach's alpha and composite reliability values are greater than 0.7, indicating good reliability (Hair et al., 2019; Hair Jr. et al., 2014, 2019). Furthermore, the average variance extracted (AVE) is considered adequate if its value exceeds 0.5 (Henseler et al.).

Table 3. Uji Reliabilitas dan Validitas

	Cronbach's Alpha	rho_A	Composite Reliability	(AVE)
Buying Attitude (BA)	,812	,830	,889	,729
Economic Value (EV)	,703	,710	,870	,771
Healthy Value (HV)	,761	,773	,863	,679
Media Expose (ME)	,841	,856	,926	,862
Moderating Effect 1	1,000	1,000	1,000	1,000
Moderating Effect 2	1,000	1,000	1,000	1,000
Moderating Effect 3	1,000	1,000	1,000	1,000
Moderating Effect 4	1,000	1,000	1,000	1,000
Purchasing Behaviour	,763	,769	,894	,808
Religiosity	,847	,849	,907	,765
Role of Government	,856	,872	,932	,873
Social Value	,829	,835	,897	,744

Heterotrait-Monotrait (HTMT)

	BA	EV	HV	ME	Mod.Ef	Mod.Ef	Mod.Ef	Mod.Ef	PB	R	RoG	SV
	1	2	3	4								
BA												
EV	,74											
	5											
HV	,81	,93										
	4	6										
ME	,60	,46	,61									
	5	2	6									
Mod.E	,40	,46	,37	,15								
f 1	4	4	2	4								
Mod.E	,46	,62	,49	,23	,677							

	BA	EV	HV	ME	Mod.Ef				PB	R	RoG	SV
					1	2	3	4				
f 2	3	8	0	6								
Mod.E	,41	,56	,44	,15	,728	,919						
f 3	8	1	1	8								
Mod.E	,35	,48	,42	,26	,822	,739	,707					
f 4	9	7	3	3								
PB	,66	,56	,75	,80	,254	,287	,236	,318				
	6	6	4	6								
R	,83	,74	,86	,43	,303	,466	,434	,342	,643			
	2	5	4	5								
RoG	,64	,49	,60	,72	,278	,209	,261	,320	,608	,475		
	0	4	8	9								
SV	,66	,63	,73	,48	,348	,376	,377	,325	,609	,525	,525	
	0	6	3	4								

Discriminant validity can also be assessed using the Heterotrait-Monotrait Ratio (HTMT). HTMT compares the average correlation between indicators of different constructs (heterotrait heteromethod correlation) with the average correlation among indicators within the same construct (monotrait heteromethod correlation). The HTMT value ranges from 0 to 1, and for good discriminant validity, the HTMT value should be below 0.85 (Henseler et al., 2016). Table 4 displays the HTMT values for each variable, showing that none of the inter-variable correlations exceed 0.8, indicating that all constructs in this study exhibit good discriminant validity.

Loading Factor and Multicollinearity Test

The ideal outer loading value is 0.7 (Hair et al., 2019). although some sources consider 0.5-0.6 to be acceptable (Bakri et al., 2023; Yudha, Huda, et al., 2024). Table 5 illustrates the outer loading for each variable. All indicators for the measured variables have values greater than 0.7, confirming that each indicator significantly represents its respective variable.

The Variance Inflation Factor (VIF) is used to evaluate multicollinearity issues among independent variables or indicators within the model. Multicollinearity occurs when there is a high correlation between independent variables, potentially making model estimates unstable and reducing result accuracy. Based on Table 5, this study has passed the multicollinearity test, as all VIF values are below 5 (Hair et al., 2019).

Table 5. Loading Factors and VIF

Indicators	Loading factors	VIF
BA1	,763	1,457

Indicators	Loading factors	VIF
BA2	,902	2,424
BA3	,890	2,248
EV1	,893	1,417
EV2	,863	1,417
HV1	,865	1,795
HV2	,857	1,858
HV3	,743	1,325
ME1	,940	2,109
ME2	,917	2,109
PB1	,887	1,612
PB2	,911	1,612
R1	,869	1,948
R2	,900	2,411
R3	,855	1,972
RoG1	,923	2,267
RoG2	,945	2,267
SoV1	,892	2,612
SoV2	,837	1,560
SoV3	,858	2,326
Economic Value * Media Expose	1,523	1,000
Economic Value * Role of Government	1,696	1,000
Social Value * Media Expose	1,354	1,000
Social Value * Role of Government	1,441	1,000

Where :

- BA = buying attitude
- Ev = Economic Value
- HV = health value
- ME = Media Exposed
- PB = Purchasing behaviour
- R = Religiosity
- RoG = Role of Government
- SoV = Social Value

Structural Model Evaluation

The R-squared (R^2) coefficient is a measure used to evaluate the structural model (Hair et al., 2019; Hair Jr. et al., 2014). Table 6 shows an R^2 value of 0.647, indicating that economic value, social value, health value, and religiosity account for 64.7% of the variance

Table 6. R²

	R Square	R Square Adjusted
Buying Attitude	,647	,633
Purchasing Behaviour	,278	,275

Hypothesis Testing

This study proposes a total of 7 hypotheses. The first hypothesis tests the impact of economic value on buying attitude, followed by the effects of social value, health value, and religiosity on buying attitude, and the influence of buying attitude on purchase behavior. Additionally, two moderation hypotheses examine the moderating effects of media exposure and government role on the buying attitude toward halal health and cosmetic products. The results for these 7 hypotheses are presented in infographic Table 7.

Table 7. Hypothesis Testing

	Pathway	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Decision
H1	Economic Value -> Buying Attitude	,095	,038	2,279	,012	Accepted
H2	Social Value -> Buying Attitude	,119	,056	2,175	,031	Accepted
H3	Healthy Value -> Buying Attitude	,064	,067	,936	,350	Rejected
H4	Religiosity -> Buying Attitude	,409	,059	6,900	,000	Accepted
H5	Moderating Effect 1 -> a Buying Attitude	-,218	,066	3,310	,001	Accepted
H5	Moderating Effect 1 -> b Purchasing Behaviour	-,115	,036	3,203	,002	Accepted
H6	Moderating Effect 4 -> a Buying Attitude	,180	,071	2,514	,013	Accepted
H6	Moderating Effect 4 -> b Purchasing Behaviour	,095	,038	2,479	,014	Accepted
H7	Buying Attitude -> Purchasing Behaviour	,529	,053	10,003	,000	Accepted

Discussion

This research focuses on the role of media exposure and government

support in moderating buying attitudes toward green and halal cosmetics, products that are increasingly popular among young people. With growing consumer awareness of environmental impact and religious values, green products and halal cosmetics hold unique appeal in society. To better understand why consumers are inclined to choose these products, this study analyzes several factors, such as economic, social, health, and religious values, which are considered important in shaping buying attitudes. The hypothesis tests yielded significant findings that enhance our understanding of the determinants of buying attitudes and purchasing behavior.

The first finding indicates that economic value has a major influence on forming buying attitudes. Consumers tend to have a positive attitude toward green products and halal cosmetics when these products provide clear economic benefits. In a highly competitive market with conventional products, consumers are more likely to choose green and halal cosmetics if they offer added value in terms of price, efficiency, or quality that is comparable or even superior. In other words, consumers who recognize the economic benefits of these products, such as durability, cost savings, or greater efficiency, tend to have a more positive attitude toward green and halal cosmetics. Today, consumers are increasingly rational and tend to choose products that not only offer personal benefits but also align with their budget.

In addition to economic value, social value also significantly influences buying attitudes. Social value in this context includes how green products and halal cosmetics can enhance self-image in the eyes of society. Especially among young people, these products are often viewed as status symbols reflecting environmental consciousness and religious commitment. In the age of social media, many consumers use certain products to express their identity. When someone uses green or halal cosmetics, it can be seen as a positive step that reinforces their social status. Consumers who believe these products can enhance their social image are more inclined to adopt a positive attitude toward them, viewing it as an investment in personal reputation aligned with society's values.

However, unlike economic and social values, the influence of health value on buying attitudes was found to be insignificant. This is intriguing given that many campaigns for green products and halal cosmetics often emphasize health benefits as a primary advantage. This insignificance may be due to consumer perceptions that do not recognize a meaningful difference in health between green and halal cosmetics and conventional products. Additionally, it may be that information about the health benefits of green products has not been effectively communicated, so consumers do not consider health value a sufficiently important basis for purchase decisions. Therefore, it is crucial for

marketers to reconsider the communication strategies of green product health benefits so that consumers can better understand and appreciate potential health advantages.

Another finding shows that religiosity significantly affects buying attitudes. Consumers with a high level of religiosity tend to have a positive attitude toward halal products, including halal cosmetics, as they see them as expressions of religious compliance. Halal products are not just labels but represent religious values, especially for consumers who highly value spirituality in daily life. For them, choosing halal products reflects a commitment to living according to religious teachings, even in terms of product choices. Thus, religiosity is an important factor influencing buying attitudes, especially in markets dominated by Muslim consumers.

Media exposure also plays a significant role in moderating the relationship between economic and social values on buying attitudes. In this regard, media serves as a bridge that amplifies the impact of these values on consumer attitudes. Social media, advertisements, and influencer reviews can offer consumers a more positive perspective on the economic and social values of green products and halal cosmetics. Information conveyed through traditional or digital media can increase consumer awareness of the economic advantages of green and halal cosmetics, such as longer product durability or competitive price benefits. On the other hand, media exposure helps enhance consumer understanding of the social value of these products, particularly in terms of how green products and halal cosmetics can reflect personal identity and social status.

Besides media exposure, the role of government also significantly moderates the influence of health and social values on buying attitudes. Government policies supporting green and halal cosmetics, such as halal certification, tax incentives for environmentally friendly product manufacturers, or policies encouraging the use of halal products, help strengthen consumer confidence in these products. Government support signals to consumers that these products are safe, of high quality, and adhere to recognized health standards. Furthermore, these government policies enhance the social value of the products, as consumers feel that using green and halal cosmetics is part of a socially responsible behavior encouraged by the government. With this support, consumers are more motivated to adopt positive attitudes toward green and halal products.

Finally, this study also found that buying attitudes significantly influence purchasing behavior. Consumers with a positive attitude toward green products and halal cosmetics are more likely to make purchases. This indicates

that positive buying attitudes reflect consumers' belief that these products are worth buying as they meet their expectations regarding economic, social, and religious values. This finding is an important indicator for marketers and producers, showing that building a positive attitude through effective marketing strategies can lead to actual purchasing decisions.

Overall, this study highlights the importance of economic, social, and religious values in shaping consumer buying attitudes toward green and halal cosmetics. While health values appear insignificant, media exposure and government support can strengthen the influence of these values. These findings offer valuable insights for marketers, producers, and policymakers in developing more effective promotional strategies for green and halal cosmetics, both in terms of marketing and regulatory policy.

Limitation

This study is limited in scope to a specific sample population in Gen Z and Millennials with a high school education level or equivalent, so the results may not be fully generalizable to a broader population. Additionally, the study focuses on certain values, such as economic, social, health, and religiosity, without considering other factors that may influence buying attitudes, such as cultural or psychological factors. The use of cross-sectional data also limits understanding of the dynamics of changing attitudes and purchasing behavior over time. Further research is needed to address these limitations and expand insights.

5 CONCLUSION

This study indicates that economic, social, and religiosity values significantly influence buying attitudes toward green products and halal cosmetics, while health value is not significant. Media exposure moderates the relationship between economic and social values and buying attitudes, while government support moderates the influence of health and social values on buying attitudes. Positive buying attitudes directly contribute to purchasing behavior. These findings highlight the importance of these values in shaping consumer preferences for halal products, particularly in the context of increasing environmental awareness and religious beliefs among modern consumers.

These findings have practical implications, emphasizing the importance of highlighting economic and social benefits in marketing campaigns for green and halal cosmetics and utilizing media exposure to reinforce positive consumer perceptions. The government can play an important role by

implementing policies that support the green and halal product industry, such as halal certification and tax incentives. Additionally, producers may focus on religious values in their marketing strategies, given its significant impact on buying attitudes, especially in predominantly Muslim countries.

This study also has significant social implications, particularly in promoting a more sustainable lifestyle aligned with religious values. Increasing media exposure to green products and halal cosmetics can help shift public perception, encouraging more socially and environmentally responsible consumer behavior. By raising awareness of these products' economic and social benefits, society can be encouraged to choose products that are not only good for health and the environment but also align with religious norms. Furthermore, government policies supporting green products can help create social norms that support sustainable and ethical consumption.

6 ACKNOWLEDGEMENT

Ahmad Majdi Tsabit: Writing – original draft, formal analysis, methodology. Arina Haqan dan Abdul Hakim: Writing – review & editing.

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