



# Analysis Social Media, Halal Marketing and Consumer Behavior (Study in Fashion and Cosmetic Products)

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## Keywords:

Halal, Social Media, Consumer Behavior

## Abstract

Consumers have become more sensitive to what they consume. Comprehensive information search and more accessible information acquisition will make it easier for consumers to make decisions. Social media is a supporting aspect for consumers in making decisions. Social media, which was previously used for personal communication, has now been used for communication in the broader business realm and plays a role as one of the supporters in the halal marketing process. Through social media, consumers can also easily obtain detailed information about a product before consumers make purchasing decisions. Halal marketing has become phenomenal in recent years because several products not in the form of food products have been branded as halal products. Products that are pioneers in halal branding include fashion and cosmetic products. This effort has altered the view that halal products are only limited to food products. This study used an interview method with 106 samples of productive age from several districts and cities in South Sulawesi Province. The results showed that 80% of the sample wanted cosmetic products to be halal to make purchasing decisions. In contrast, for fashion products, only 30% of the samples required the product to be halal to make a purchase decision. The research results also show the importance of education in the use of technology or social media in searching for complete information before making a purchasing decision.

## 1. INTRODUCTION

Halal is the main and most important thing for Muslim consumers. Consumer behavior is always changing, following the fulfillment of their needs. Various factors are involved in consumer behavior, such as environmental, economic, social, and psychological factors. Among these, the most dominant factor is how a consumer perceives a product. Having a good understanding of consumer behavior patterns is essential for effective market segmentation and product development. For instance, if the target market consists mainly of Muslims, a product or brand must instill trust in consumers that it is halal and suitable for consumption.

Numerous previous researchers have explored the significance of halal, especially in the context of the widespread use of social media at various managerial levels. Research results have demonstrated that social media plays a crucial role in influencing consumers' purchasing decisions. Over the years, it has become increasingly evident that consumers

are becoming more aware of the importance of a certificate or official recognition for halal products. This awareness extends beyond food products and is now expanding to include cosmetics and fashion items.

## 2. LITERATURE REVIEW

### 2.1 Social Media

In the context of Islamic marketing strategy development, there has been a reported shift towards a more relationship-oriented approach. Social media platforms have emerged as the primary communication tools in the marketing landscape. They have the ability to facilitate two-way communication between organizations and mass audiences while retaining the ability to deliver traditional marketing messages. This shift is driven by common interests within the Islamic marketing field due to the size and relative influence that Islam holds in shaping the consumption behavior of Muslims and business operations. Islamic marketing strategies are being developed, emphasizing the growing role of



social media platforms as tools that marketing managers can use to influence the purchasing behavior of Muslim customers [4].

Additionally, the halal industry has expanded beyond food into products such as medicines, cosmetics, health products, toiletries, and medical equipment. This global industry is experiencing rapid growth due to the increasing demand for halal products and services, the emergence of halal markets in non-Muslim countries, the adoption of modern technology, and the use of digital platforms like social media. However, challenges arise from variations in halal standards across countries, the lack of accurate data, international animal rights laws, halal regulations in Muslim countries, and other relevant factors. Social media has a significant impact on modern consumers. For instance, social media platforms are widely used to verify the authenticity of halal food suppliers [5]. As new techniques and technologies are adopted, the impact of social media marketing on the halal business is expected to become even more pronounced in the future, providing a competitive edge and promoting brand recognition [6].

Over time, social media platforms have had a significant impact as marketing tools for halal businesses worldwide. This impact has resulted from the increasing adoption of new technologies and the expansion of online consumer bases. It has allowed halal businesses to grow even in non-Muslim countries, such as in the case of halal tourism. The interaction between clients and social media marketing has played a significant role in increasing the competitive advantage of halal businesses. However, obstacles remain, such as standardizing halal products, obtaining halal certification, addressing supply chain difficulties, and others. Nevertheless, the importance of social media as a driver for online growth cannot be discounted. Organizations must implement effective social media marketing strategies to overcome these challenges and support the sustainable growth of the halal industry in the future [2].

Social media platforms have become very popular forms of communication and engagement due to advancements in technology and software, as well as evolving societal norms [7]. These platforms are widely used by consumers and businesses alike, leading to their rapid expansion, including popular sites like Facebook and YouTube. According to Hoffman and Fodor [8], social media platforms offer several advantages compared to conventional e-marketing strategies, including the ability to target the right customers based on their social network activity. Hirschman [9] suggests that social media platforms can be used to increase brand awareness and create brand branding.

Users on social media platforms often share their opinions about products and services, making them valuable branding platforms. Branding, as a distinct marketing branch, enhances product or service awareness, generating a buzz around the brand. This, in turn, increases brand value and has a snowball effect in the target market. According to Canniford [10], the influence of consumer tribes makes branding and social media highly effective. Consumer tribes, as defined by Goulding et al. [11], consist of arriving customers who share preferences and a common viewpoint.

## 2.2 Halal Marketing

In a 2016 study on halal marketing, Izberk-Bilgin and Nakata provided five valuable lessons on what it means to be halal. First, the concept of halal goes beyond avoiding pork, alcohol, and other prohibited items; it extends to a broader sense of responsibility and awareness of adhering to Sharia requirements. Second, before engaging in cross-border halal trade, it is crucial to understand the dynamics of halal, including the specific requirements of certain countries and the certification processes of different institutions. Third, halal product certification should not be arbitrary and must remain consistent over time. Halal authorities need to exercise control to ensure that every product and process is certified as halal.



Fourth, it is essential to disregard critics who may be influenced by personal interests, whether they are Muslim or non-Muslim consumers. Lastly, halal procedures should be integrated into every aspect of a company, including research and development, procurement, production, logistics, marketing, sales, and customer service, to establish the company as a genuine halal producer [12]. The standard marketing model used in Islamic marketing follows a process with several stages aimed at achieving the goal of capturing the interest of the target customers. Islamic marketing seeks to identify and implement strategies that maximize stakeholder interests and align with the teachings of the Quran and Sunnah (the practices and teachings of Prophet Muhammad) [13].

Halal products are those that comply with Sharia requirements to prevent impurity. This includes avoiding substances and methods considered unclean or prohibited in Islam, such as alcohol, pork, and their derivatives, like gelatin. The cleanliness of the source and the manufacturing process is crucial in determining whether a product is halal [15]. In the field of Islamic marketing, there is a growing interest in exploring themes related to justice, transparency, and accountability, drawing inspiration from the Quran and Hadith as a foundation. It's worth noting that some of these themes share similarities with hermeneutics in other world religions and align with certain principles found in secular marketing ethics literature [16] [17].

Social media platforms have shown significant potential as communication tools for brands to reach previously underserved markets [19]. For marketers looking to connect with geographically dispersed customers, such as Muslims living in non-Muslim-majority environments, using specific media outlets, including social media platforms, can offer distinct advantages. Furthermore, Islam places a strong emphasis on honesty and integrity in marketing, prohibiting false statements, unverified claims, and exaggeration of product benefits by sellers [20].

### 2.3. Consumer Behaviour

As per reference [22], consumer behavior is defined as "the buying behavior of final consumers, individuals, and households that purchase goods and services for personal consumption." The study suggests that marketing stimuli, including products, services, pricing, distribution, and communication, as well as other external factors like economics, technology, politics, and culture, have a significant impact on consumer behavior. These stimuli also influence consumer psychology, encompassing factors like motivation, perception, learning, and memory, and consumer characteristics, which include cultural, social, and personal aspects. These influences shape the various stages of the consumer decision-making process, which involve problem recognition, information search, evaluation of alternative purchases, post-purchase behavior, and ultimately, the consumer's purchase decision.

### 3. RESEARCH METHODS

The study's methodology employs a quantitative descriptive approach using a closed questionnaire method. A closed questionnaire consists of a set of questions or statements that are provided with multiple-choice answers. In this research, a closed questionnaire was used with binary choice answers, namely "yes" or "no." The study involved a population of 106 respondents, and the sample criteria were individuals between the ages of 16 and 21. This age group was chosen based on the consideration that, in the coming years, they will transition into the productive age range and potential customers for the products or services being studied.

### 4. RESULTS AND DISCUSSION

This section outlines the study findings and includes information about the respondents' educational background and their responses to the closed-ended questionnaire. The questionnaire results are then averaged to arrive at the best conclusion that represents the



majority of responses. These results are then described to explain the research results.

#### 4. 1. Research Results

Table 4.1. Respondent criteria based on education

Education	Amount	Percentage (%)
S1	12	11.32
SENIOR HIGH SCHOOL	94	88.68
Total	106	100

Based on Table 4.1, the number of respondents from a total of 106 people was 12 people or 11.32% had a Bachelor's degree and 94 people, or 88.68% had a high school education. from his income, he can use his behavior to solve the problem of a need that arises, this is by the opinion.

Table 4. 2. Research Results

Statement	Yes	No
Social media helps me in choosing halal products	101	5
Social media provides information about products	106	-
Halal is very important in cosmetic products	57	49
Halal is very important in fashion products	43	63
I will buy cosmetic products even if there is no "halal" in the product	46	60
I will buy cosmetic products even if there is no "halal" in the product	66	40
<b>Average</b>	<b>69.83</b>	<b>43.4</b>

#### 4. 2. Research Discussion

The research results indicate that virtually all consumers find social media helpful when seeking information about products. However, only a few pay attention to the

importance of halal in fashion products. This is evident in the fact that 63 people stated that halal is not essential in fashion products, while 66 people would purchase fashion products without a halal label.

In contrast, for cosmetics products, 49 people mentioned that the halal label is not crucial, whereas 57 people stated that it is essential for cosmetics products. This aligns with a study by Ratih Hesty Utami Puspitasari [23], which found that the halal label has a significant positive effect on purchasing decisions and a positive and significant influence on price perception, leading to purchase decisions. In conclusion, 69.83% consider halal important for both cosmetics and fashion products, while 43.4% do not attach much importance to the halal status in their purchase decisions. The significance of halal marketing is particularly pronounced when a product carries the Halal label, especially in markets where the majority of consumers are Muslims.

While the concept of halal is well-known in the context of food products, it is not as widely understood in cosmetics and fashion products. Some consumers are unaware of occasional non-halal content in these products, such as cosmetics containing non-halal gelatin or fashion items made from non-halal animal skins. Social media plays a crucial role in disseminating information about such products. Manufacturers can use social media as a means to provide detailed product information, and consumers actively use these platforms to gather information. This is in line with the findings of a study by Karina Indah Rohmatun and Citra Kusuma Dewi [24], where the results show that knowledge and religiosity significantly influence attitudes, both individually and collectively. Knowledge, religiosity, and attitudes significantly affect the intention to purchase halal cosmetics products, either individually or collectively.



## 5. CLOSING

### 5.1 Conclusion

The importance of the halal certification on products, whether in the fashion or food industry, is indeed very significant. Although there are consumers who currently do not prioritize halal labels on fashion products, it remains a crucial factor. In the future, it is essential for every product to establish trust with Muslim consumers by ensuring that it is safe and compliant with halal standards, regardless of the industry it belongs to. This trust in the halal status of products will be a fundamental consideration for Muslim consumers..

### 5.2 Suggestion

The study has certain limitations due to its restricted use of a sample and a limited research location. It is anticipated that future research efforts will aim to address these limitations by expanding the scope of the study. This expansion may involve increasing the sample size, exploring a wider range of variables, and conducting research in more diverse locations to obtain a more comprehensive and representative understanding of the subject matter.

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