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Understanding the effect of cosmetics brand perception, halal label, and product composition on habitual buying behaviour through perceived price

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ABSTRACT

Objective - The development of technology also encourages the creation of new products, which makes people more selective in choosing the brand, and halal products consist of natural or organic ingredients by Islamic law. The further study aimed to determine the effect of brand perception, halal label, and product composition of cosmetics on habitual buying behaviour. Besides, this study also tests the mediating effect of perceived price.

Methodology/Technique - This research was conducted on 169 respondents using open-ended questions. The survey sample is customers willing to take a field survey and come to the three largest cosmetic stores. The reason for choosing data collection on cosmetics stores in Banjarmasin, South Kalimantan, is the ease of access to this business. Second, Banjarmasin is a city with a number and quality of these cosmetic shops. It had specific difficulted regarding the customers who came to the store, and it seemed impossible to express the population size clearly. For data analysis, this study used SPSS ver.26 and determined the mediation effect using PROCESS macro version 4 model 4.

Findings – The results of this study indicate that the most influential variables are product composition and halal labels. Meanwhile, brand perception contributes only 1% and is negative. This is because healthy and safe product composition will increase consumer confidence to buy repeatedly. In addition, the inclusion of halal labels is the essence of consumers and producers. This halal label intends to provide a sense of security for consumers and guarantee that the products produced are halal and ethical. Price can represent quality and status, while people tend not to pay attention to the brands.

Novelty - The empirical results of this study stated several factors that cause brand perception to have little effect, such as cultural, social, personal, and psychological factors.

Type of Paper: Empirical

JEL Classification: M31, M37, M39.

Keywords: Brand Perception, Halal Label, Product Composition, Price, Habitual Buying Behaviour

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1. Introduction

Cosmetics comes from the Greek word kosmetike tekhne, which means to “decorate yourself.”

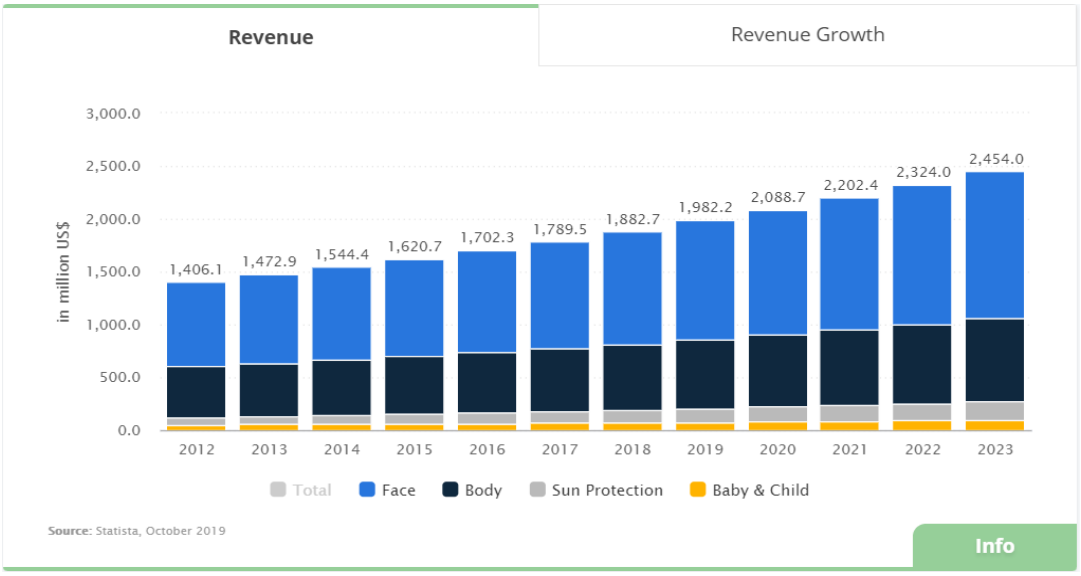
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The cosmetics agency that regulates the cosmetic industry, or Food and Drug Administration (FDA), defines cosmetics as products used by humans to beautify, clean, accentuate attractiveness, or change appearance without affecting the structure or function of the original body. (Kunjana, 2018) wrote in Investor Daily based on the statement of Industry Minister (MENPERIN), Airlangga Hartarto in Jakarta (19/03/2018), he explained that cosmetic products had become a primary need for women who are the main target of the cosmetic industry and have placed the cosmetic industry as mainstay sector as stated in the National Industrial Development Master Plan (RIPIN) 2015-2035. Moreover, Gereta as journalist and editor Yunianto (2021), also wrote a statement by Mrs. Gati Wibawaningsih, Director General of Small-Medium and Multifarious Industries (IKMA), who said that the cosmetics sector grew significantly in 2020. This is evidenced by the existence of national records showing the growth performance of the chemical industry, pharmaceuticals, and traditional medicine, in which cosmetics are included. Despite being affected by the Covid-19 pandemic, the manufacturing group made a significant contribution by increasing the value of cosmetic exports by 15.2% compared to the previous period, reaching USD 317 million or Rp. 4.44 trillion. The growth of the cosmetic industry market in Indonesia can be seen in the following figure:

Figure 1. The growth of the cosmetic industry in Indonesia



Cosmetic products in South Kalimantan Province are full of buyers, both young women, and adult women. Sales of various cosmetic brands in these three areas tend to be good. As for what is often used by consumers, skincare package products are mandatory items that must be carried and become the primary concern. In addition, at certain moments, such as ahead of Ramadan and Eid, product purchases and demand for care will be even higher (Widianjono, 2021). (Gurumoorthy et al., 2019) added that the cosmetic market is segmented based on the type of cosmetics, method of sale, gender, and characteristics. The group's segments include skin & sun care products, hair care products, deodorants, makeup & color cosmetics, and fragrances. Among these products, skin & sun care and hair care products are used mainly by individuals and hold a large percentage in the global cosmetic product category market. The types of sales consist of retail and online sales, where retail sales are further classified into convenience stores, supermarkets, drug stores, and brand outlets. Consumers to buy cosmetic products prefer retail sales.

Based on an initial interview with a consumer when buying cosmetics on October 10, 2021, at a cosmetic shop in Banjarmasin. When consumers choose a cosmetic product, the first thing they pay attention to is the function or benefit of the product they choose. The process or benefit referred to by S is, for example, cleaning facial skin or toiletries (face soap, facial moisturizer, and face powder). Halal labels on cosmetic

brands are also a concern for S consumers, for S halal labels guarantee Muslim women use cosmetics. In addition, he also considers the price of the product he wants to buy. It is different with consumer N, whom the researcher on the same day met. N explained that when he decides to purchase cosmetics, there must be an influence on the opinions of his husband and daughter. He said that the brand he chose was safe for facial skin and, if possible, made from natural ingredients. In addition, N also added that he often makes sure in advance whether the brand has a halal label or not. Usually, before going to a cosmetic shop, he will usually try to surf cyberspace first on Google to find out what ingredients are contained in the product he wants to buy, for example, face powder, lipstick, toner, etc.

Consumers no longer consume a product for primary usage but to fulfill various needs. It is essential to know the consumer buying decision process. The consumer purchasing decision process is a decision-making process initiated by the consumer to buy a product in exchange for money in the market before, during, and after the purchase. It helps the seller or marketer to sell the product in the market. If marketers understand consumer behavior following the consumer buying decision process for a product, it can be successful for sales. Previous research has shown that consumers incorporate more variety into their buying decisions.

In conclusion, buying behaviour is the final action taken by consumers. Individuals and groups buy a product in the form of goods or services. In making a purchase, there are differences in each consumer caused by education differences, age, income, level, and taste. The goods purchased are different depending on the taste of each consumer. Of the many products available in the market, several factors influence consumer choices to buy a product. Consumer buying behaviour is essential to study because consumers are a competitive force in determining competition intensity and company profitability. One of the mean values of customer satisfaction in purchasing is the quality of a product, including the brand, halal label, and product composition. It can satisfy the needs of consumers because the quality that produces the good wishes of consumers in a product can be fulfilled. This study examined the effect of brand perception, halal label, and product composition on habitual buying behaviour. Further investigation would test the role of price as a mediator variable.

2. Literature Review

In a marketing context, it had difficulties making a buying decision because of the many options. Consumer buying patterns directly evolve from consumer behaviour and attitudes. Many things combine to build the behaviour of each individual. The first thing that influences consumer behaviour and shapes the culture. Consumer behaviour requires the study of the needs, motivations, and thought processes people use in choosing one product over another and the buying patterns of different goods and services (Orji et al., 2017). Several factors in the background play an important role in bringing the customer to the final decision. Therefore, the marketing team needs to understand the factors influencing the buying process and customer buying decisions (Khaniwale, 2015) (Noel, 2017).

There are many influences on buying behavior, including social (i.e., culture, sub-culture, social class, reference group, and family), technological, political, economic, and personal factors (e.g., motivation, personality, self-image, perception, learning, beliefs, and attitudes). (Anderson Jr & Golden, 1984) stated that consumer buying behavior involves the psychological processes consumers go through. It involved recognizing their needs, finding ways to solve these needs, making purchasing decisions (i.e., whether to buy a product and, if so, which brand and where), interpreting information, making plans, and implementing the plan (i.e., by doing comparison shopping or buying a product). It can conclude that consumer buying behaviour refers buying for personal, family, or group use. It can be considered a combination of efforts and outcomes related to the consumer's need to solve problems (Madhavan & Kaliyaperumal, 2015). According to the consumer learning model, all individuals in any environment analyse the influence they bring with changes in weather, food availability, fulfillment of intimate desires, and housing requirements. Due to the changes in the surroundings, the desire to protect human beings has increased (Panwar et al., 2019).

In investigating the effect of cosmetics brand perception, halal label, and product composition on habitual buying behaviour through perceived price, the researcher used theory of planned behaviour (TPB) as underpinning theory. TPB has successfully applied to predict consumer behaviour towards cosmetics in general or halal cosmetics in particular. Understanding the factors underlying consumer buying behaviour is critical to increasing cosmetic consumption and, in particular, the demand for cosmetics in the new and consolidated Indonesian market. For instance, (Singh & Kaur, 2021); (Loera et al., 2022) (Tian et al., 2022) have highlighted several dimensions that can add determinants of Intention, such as behavioural frequency, habit strength, knowledge and confidence. The theory of planned behaviour is an extension of the theory of reasoned action (Fishbein & Ajzen, 1977) required by the limitations of the original model in dealing with behaviour in which people have incomplete volitional control.

(Ajzen, 1991) explained that the primary factor in the theory of planned behaviour is the individual's Intention to perform definite behaviour. Seizing motivational factors and influencing behaviour indicates how hard people are willing to try and plan to execute the behaviour. The general rule that applies to using TPB is that the more robust the Intention to engage in a behaviour, the more likely the behaviour is to carry out. It should be clear, however, that buying behaviour can link expression in the behaviour only if the individual would control in deciding to perform or not to perform the behaviour. Although some behaviours may meet the requirements, to a certain extent depend on non-motivational factors such as the availability of necessary opportunities and resources (e.g., time, money, skills, and cooperation of others; see (Ajzen et al., 2018). Collectively, these factors represent actual control over the behaviour. To the extent that a person has the necessary opportunities and resources and intends to perform the buying behaviour, they must succeed.

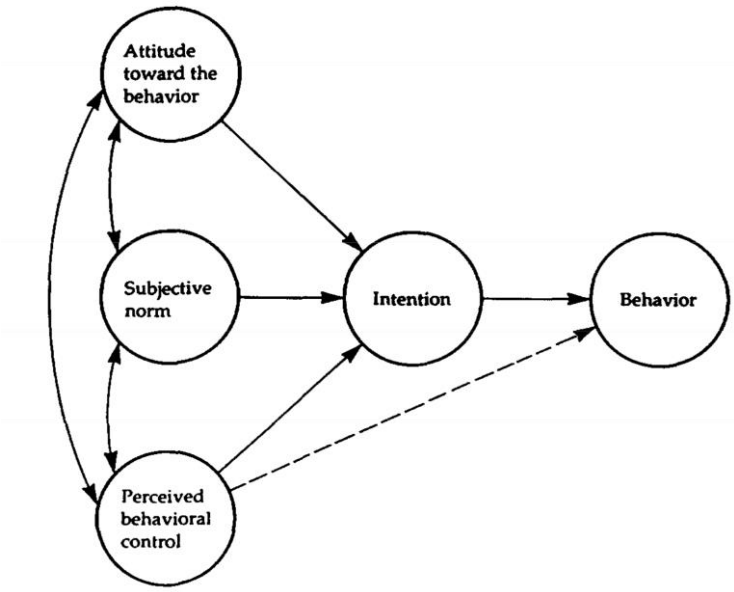


Figure 2. Theory of planned behaviour

In this study, it can be enlightened that cosmetics habitual buying behaviour will be affected by brand perception, halal labels and product composition. The brand is the most valuable asset of any company, and promoting that company's products through brand ambassadors can increase the product value. (Chen-Yu et al., 2016) explained that understanding interaction patterns or how the brand dimension serves as an antecedent. It is notable for driving the preferred response by consumers towards a brand. Based on the explanation, it can be concluded that brand perception is a visual, emotional, rational, and cultural image associated with a company or product. Consumers using their brand will reflect certain traits or

characteristics they do not possess. It results in a certain level of emotional affiliation and a sense of satisfaction. It creates a solid emotional connection with the chosen brand. In this study, the researcher will examine brand perception as one of the dependent variables. It can be hypothesized as follows:

Hypothesis 1: *Brand perception affected habitual buying behaviour positively and significantly*.

Meantime, the following variable to be investigated is the halal labels. A halal is a matter allowed in Islamic law that has been obtained regularly and seen from the way. Halal is an Arabic term in Islam which means permissible to be consumed, used, and used in daily activities. Halal information is founded in food products, beverages, medicines, and cosmetics. It has been permitted and used by Islam. (Sugibayashi et al., 2019) explained that halal cosmetic products must not contain ingredients derived from pig, carrion, blood, human body parts, predatory animals, reptiles, and insects. In add-on, the definition of halal by the Ministry of Religion is contained based on the Minister of Religion of the Republic Indonesia Decree No. 518 concerning the inspection and determination of food. Halal does not include haram or prohibited elements or ingredients for consumption by Muslims, and their processing does not conflict with Islamic sharia. Empirical studies by (Khan et al., 2020) discovered that the halal logo is a significant predictor of buying behaviour of halal cosmetic products among Generation Y consumers. It may be hypothesized that:

Hypothesis 2: *Halal label affected habitual buying behaviour positively and significantly.*

For Muslim consumers, knowing the origin of raw materials and the production process of cosmetic ingredients is notable because Islamic law states that every Muslim may only consume halal and healthy products. (Cox, 1967) pointed out that consumer buying decisions are made under varying uncertainty regarding products and their attributes. To reduce erratic usage, the consumer should seek and process information about products and generally try to form an accurate impression about the product. One impression which is usually quite important to consumers is a quality product. The presence of relevant cues has established an impression of quality product composition characteristics, such as taste, aroma, color, pattern, and size. The sourcing of halal cosmetics ingredients intended for development and manufacture plays an essential role in the overall product yield and performance. The composition intended for use must be halal and safe for consumers. (Lin et al., 2018) Today's public health awareness has extended from the food to the personal beauty industry. Consumers have increased their interest in natural ingredients, sustainable packaging, and other elements of green cosmetics. The empirical finding is the prevailing neutral attitude toward organic cosmetics due to a lack of knowledge and confusing market standards. Today, considering the immediate growing awareness of natural and organic ingredients by accepting the potential for change from a neutral attitude to being more supportive in the future in buying cosmetic products.

Hypotheses 3: Product composition affected habitual buying behaviour positively and significantly.

(Al-Msallam, 2015) clarified that price plays a prominent role in generating customer satisfaction because customers always evaluate the value of service with its price. (Ali & Anwar, 2021) described that price refers to an element of exchange or an agreement that takes place between two parties represented as buyers and sellers. It denotes what the consumer has submitted to the seller to achieve something presented. In addition, (Lin et al., 2018) explained that consumers view price as one of the most important factors when choosing and buying cosmetics.

On the other hand, (Bukhari et al., 2020) described that both intrinsic and extrinsic attributes were looked at by customers when they buy cosmetic products. The dominant factors are ingredients, freshness, cleanliness, brand name, halal logo, and overall product quality. It can be concluded that brand perception, halal label, and product composition have a positive and significant effect on habitual buying behaviour mediated by perceived price, with the following hypothesis:

Hypotheses 4: Perceived price as mediator variable between brand perception, halal label and product composition to habitual buying behaviour will perform a significant and positive role.

3. Research Methodology

The survey explores the effect of brand perception, halal labels, and product composition on habitual buying behaviour. The main question is to test participants' knowledge in identifying ordinary buying cosmetic products. A simple open-ended question was conducted on 169 male and female subject. The research population is the customers who come to cosmetic stores and meet the requirements. The survey sample is customers willing to take a field survey and come to the three largest cosmetic stores. The reason for choosing a cosmetics store in South Kalimantan for data collection is the ease of access to this business. Second, because it is a city, these cosmetic shops' number and quality are sufficient. It was difficulted to provide specifics regarding the customers who came to the store, and it seemed impossible to express the population size clearly.

In addition, this study used simple random sampling to collect the data. Random sampling is a type of probability sampling in which everyone in the target population has an equal chance of being selected. A randomly selected sample is an intended unbiased representation of the total population. Meanwhile, Simple random sampling is the random selection of a small segment of individuals or members of the entire population, and it provides each populace with an equal and fair probability of being selected. The simple random sampling method is one of the easiest and simplest sample selection techniques.

With a sufficiently large sample size, simple random sampling has high external validity because it represents the characteristics of a larger population. The sample size has been calculated as 169 by making use of the infinite population formula and considering the level (p = 0.5), giving the highest variance [n: z2(p.q)/e2], a mean of 0.05 and a margin of error of 005. Because no customer list is available, "convenience sampling" is one of the non-random sampling methods. A total of 169 customers agreed to participate in the study voluntarily. However, 21 questionnaires had to be excluded from the data analysis due to missing data, so the final sample data included 169 questionnaire forms which were consistent with a multivariate normal distribution. An approach was used to assess the overall measurement quality analysis and test the relationship hypothesis (Anderson & Gerbing, 1988). It was used SPSS ver.26 for analysing and checking the mediator variable utilize bootstrapping of Hayes (Igartua & Hayes, 2021).

The questionnaire was established based on a literature review of five parts. Section 1 sought gender, age, education level, religion, cosmetics type, and use duration. Section 2 obtains data on customer brand perceptions, halal labels, a cosmetic composition, perceived prices and habitual buying behaviour. A four-point Likert-type scale was used for all items in the study, ranging from 1 = “Strongly Disagree” to 4 = “Strongly Agree.” Brand perception was measured with sixth items. An example item was “my current cosmetic brand is the best benchmark of product commitment”. The halal label was measured with the thirteenth item. One example item is “cosmetic products with halal labels are the most important for me”. Product composition was dignified thirteenth items. An instance item was “I noticed that in cosmetic products there are no ingredients that harm the skin”. Price was tested for the seventh item. An example item is “I am willing to spend more when buying a cosmetic product”. Habitual buying behaviour was investigated in the twelfth item. One of the instance items is “the ease of product use will influence my buying decision.”

To address a cause-and-effect relationship, the researchers need to identify variables. It will use the primary design components of boxes and arrows to visualize the expected relationship. Each variable appears in a box. To show a causal relationship, each starts from the independent variable (cause) and points to the dependent variable (effect). Afterward, in this case, the researcher uses a mediator, namely perceived price. The mediator helps explain why brand perception, halal label, and product composition lead to habitual buying behaviour. Adding mediating variable perceived price helps to explain the causal relationship between the main variables.

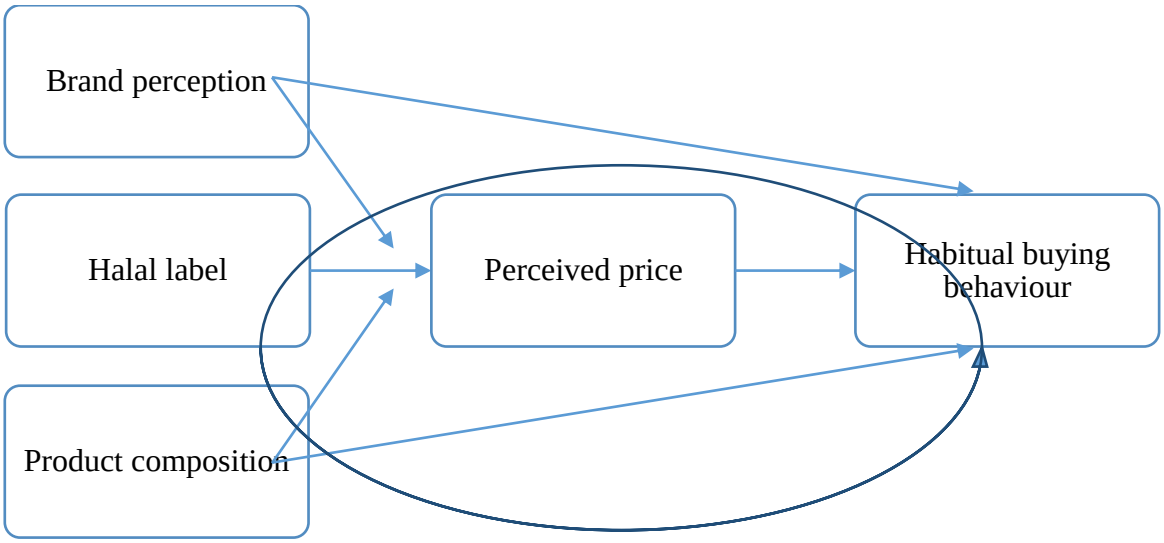


Figure 2. Conceptual framework

4. Results

Based on the South Kalimantan Population Census, the population reached 4.074 million, with 2.01 million females and 2.06 million males. The majority of the South Kalimantan population who are Generation Z (1997-2012), is 28.32%, and the millennial generation (1981-1996) 26.59% (Nugraheny, D., E. & Meiliana, 2020). This study used 169 selected samples with overall gender was 78.7% female, while the male sex was 21.3%. It shows that the use of cosmetics is predominantly female. However, men nowadays use cosmetics like facial soap or facial cleansers in their daily life.

The analysis results illustrated that from 169 samples in various age groups. There are five groupings. The most taken at the age of 23-28 is 78%. Then at the age of 17-22 years is 68%. Ages 29-34 years is 14%, then at the age of 35-41 years is 6%, and over the age of 42 years as much as 3%. It means that cosmetics using and buying are more visible in men and women of productive age. Farther, the frequency test is on religious characteristics, that most of those who use and buy cosmetics are of Islamic religious backgrounds is 93.5%. Other religions, such as Christianity/Buddhism/Hinduism/Confucianism, are 6.5%, and even atheism is .6%. It means that individuals with Islamic religious backgrounds are very concerned about the halal label of a cosmetic product and the composition safety of the ingredients used in the long term. However, people with other religious backgrounds also pay attention to the same thing. In testing the characteristics of cosmetics length use from 169 research respondents, the most were 1-4 years used cosmetics with a percentage of 80.55%. Later, used 6-10 years is 13.1%, and over ten years is 6%. It means that cosmetic products have developed significantly in the market with various brands and other advantages, one of which is the perception of the brands used, halal labels, material safety, and affordable prices on each package.

This study used multiple linear regression analysis to determine the direction and how much the effect of independent variables had on dependent variables. It measured the role of brand perception (X1), halal label (X2), and product composition (X3) on habitual buying behaviour (Y). The results of the regression coefficient table show the coefficient values in the multiple regression equation. The equation values used are those in column B (coefficients). It means that brand perception (3.3%), halal labels (15.4%), and product composition (26.7%) have a significant effect on habitual buying behaviour. The results of the regression test can be seen in the table below:

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	19.474	3.459	
	X1TOTAL	.033	.077	.029
	X2TOTAL	.154	.055	.205
	X3TOTAL	.267	.051	.384

Table. 1 Regression test

The coefficient of determination test is used to find how much effect the independent variables have on the dependent variable. The adjusted R square value determines it. The results of the determination coefficient test can be seen in the table below. The calculation results show that the coefficient of determination (adjusted R square) obtained is 0.232. It means that 23.2% of habitual buying behaviour (Y) is influenced by brand perception (X1), halal labels (X2), and product composition (X3). While the remaining 76.8% of habitual buying behaviour is influenced by other variables not examined in this study.

Model summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	R square change
1	.496[a]	.246	.232	4.734	.246

Table 2. R^2 test results

Before testing and investigating the mediator variables, the study used the dominant indicator test. It has a topless influence on the habitual buying behaviour and is used as a material for consideration. The purpose of testing is to know the contribution of each variable and see the coefficient of determination towards the dependent variable. Besides, to acquaint the simple correlation square of the independent and dependent variables. The dominant test results (R^2) showed that the dominant indicator effect is product composition (X3), with a 21% contribution. Meanwhile, the halal label (X2) contributes 12%, and brand perception (X1) only has a small outcome of 1%.

Afterward, to test the mediating variable perceived price, it used PROCESS macro version 4 model "4" (Hayes, 2022). The results of total effect X1 (brand composition) to Y (habitual buying behaviour) have a value of -.0384 with t-significance -.4387. Thenceforth, direct effect X1 (brand composition) to Y (habitual buying behaviour) had an effect value -.0120 with t-significance -.1325. Further, for indirect effect value of X1 (brand perception) to Y (habitual buying behaviour through mediation (perceived price) obtained -.0264. It means that X1 has a negative effect on Y through the mediator. X2 (label halal) on Y (habitual buying behaviour) had a total effect value of .2615 with a t-significance of 4.7703. At the same time, the direct effect of X2 (label halal) on Y (habitual buying behaviour) had a value of .2571. Likewise, the indirect effect value

of X2 (label halal) on Y (habitual buying behaviour) throughout mediation (perceived price) had .0044. It means that X2 has a positive effect on Y through the mediator.

Additionally, X3 (product composition) on Y (habitual buying behaviour) had a total effect value of .3189. The direct effect of X3 (product composition) on Y (habitual buying behaviour) has a value of .3157. The latter, for the indirect effect value of X3 (product composition) on Y (habitual buying behaviour) through mediation (perceived price), attained .0032. It means that X3 has a positive effect on Y through a mediator. It can be determined that hypothesis four has been rejected because of the negative effect on Y through the mediator. At the same time, X2 dan X3 has been accepted because it positively affects Y through a mediator.

5. Discussion

Present, the development of science, culture, and technology, human life needs are growing. Not only needs for clothing, food, housing, education, and health. The need to beautify oneself is now a top priority in supporting daily appearance, even more so that cosmetics such as makeup are becoming a trend today. The competition between personal care and cosmetic industry markets is getting more competitive. It is evidenced by the types of cosmetics produced in the country and abroad that are circulating satisfactorily in Indonesia. The number of cosmetic products on the market affects a person's interest in buying repeatedly and impacts purchasing decisions. The purchase of a cosmetic product is no longer to fulfill a desire but because cosmetics are a person's (women/men) need at this time.

The topic of brand perception is interesting to be presented in this study. A brand is the most valuable asset of any company. It promoted the company's products through brand ambassadors and increased brand value or equity. Other, it can be leveraged through brand extension. (Romaniuk & Sharp, 2003) stated that the belief in brand perception would influence buying behaviour. The confidence in brand perception underlies many businesses, marketing, communication, and behaviour strategies. The brand will have certain perceptions about using cosmetic brands and buying behaviour. It implies that cosmetic companies should look for 'triggers' and then focus on developing campaign attributes (cosmetic brands). (Sharma et al., 2020) have shown that brands can be brought to (consumers) minds through several image attributes. These could include situational attributes (e.g., in a mall), benefit attributes (e.g., smoother skin), country of origin attributes (e.g., South Korea), or quality attributes (e.g., the best). All of these attributes will potentially trigger someone to buy a particular brand.

Understanding potential patterns interaction of brand perception and habitual buying behaviour is important to promote the desired consumer reactions to the cosmetics brand. (Keller, 2003), The brand synthesis approach, suggests that various brand dimensions influence consumer behaviour and tend to cause them to interact. Using the holistic approach of (Keller, 2003), brand perception is proposed as a multidimensional construct (i.e., experimental, symbolic, emotional/affective, and cognitive dimensions). The type of brand perception has to play an essential role in the buying behaviour of certain cosmetic products. (Li et al., 2012) state that a consumer's willingness to pay a fair price may be a direct antecedent of brand buying behaviour.

In this study, several things might influence brand perception on habitual buying behaviour, only 1%. Consequently, the first hypothesis is rejected. (Hess & Melnyk, 2016) described those daily perceptions as automatic and difficult to control. It indicates that when consumers perceive the cosmetics brand, there are complex influences on their experiment, emotional dan cognitive. The finding contrasts with the empirical studies of (Aslam et al., 2018) that brand perception dimensions significantly affect buying behaviour. The explanation is described as follows when buying cosmetics; they tend not to be consistent with one brand. They will buy by trying different brands to use. The experience or experiment makes them not consider the influence of the brand on their buying behaviour. Emotional and cognitive are not affected by their perceived cosmetics brand. Their emotional state signified that they are not emotionally attached to a brand. They tend not to care about any brand as long as they can buy the desired cosmetics. While they are not emotionally

attached to cosmetic brands, consumers think that buying cosmetic products from various brands is their desire. They choose cosmetics not because of preference or belief in a brand.

Further, the analysis result of the second hypothesis is accepted that halal labels affected buying behaviour. It is in line with past studies (Jamal & Sharifuddin, 2015) assumed that consumers tend to attach a high hedonic value to products labeled "organic". Using organic labeled products is more convenient than non-organic, better for the human body and the earth, and even a more moral choice. In addition, (Adinugraha & Sartika, 2019) stated that halal label provides value-expressive benefits (for instance, consumers feel that they are responsible buyers while simultaneously fulfilling religious and market-related roles) by providing opportunities for self-expression and connecting with people. The cosmetics industry is one of the biggest consumer sectors in Indonesia.

On the other hand, the halal lifestyle is seen as a new way of life for the Muslim population in the world, especially Muslims in Indonesia. Despite the surprising growth rate in the past, halal products are currently getting significant attention from marketers across the country. In line with the research findings of (Shahid et al., 2022), religious knowledge, religious commitment, and halal certification affect consumer buying behaviour on halal cosmetics, which then encourages their repurchase intention. The findings further express that the buying behaviour of halal cosmetics positively influences the customer to repurchase.

However, even though the halal label positively impacts habitual buying behaviour, the contribution is only 12%. (Kusnandar, V.B. & Bayu, 2021) explained that the Directorate General of Population and Civil Registration (Dukcapil) of the Ministry of Home Affairs (KEMENDAGRI) recorded a population of 4.1 million in South Kalimantan in June 2021. Of that number, 3.98 million people or 97.02% of South Kalimantan's population are Muslim. With many Muslims in South Kalimantan, awareness of the importance of halal labels must be higher. For Muslim consumers, halal products have International Organization for Standardization certification, such as ISO 9000 or the like, which are essential and meaningful. Halal labels serve to facilitate Muslim consumer decisions in product selection. Unfortunately, people in South Kalimantan pay less attention to the halal brand of cosmetic products. For example, even if a person's attitude towards halal products is favourable, that person may never purchase halal products. It is since knowledge, religiosity, and norms subjectively affect attitudes in buying halal cosmetic products. A strong attitude towards the halal label-strong Intention to use the product can be concluded.

Later, the results of the third hypothesis analysis were accepted, that product composition affected buying behaviour. The demand for cosmetics with organic and green ingredients that are considered safe is constantly increasing. (Ghazali et al., 2017) and (Jaini et al., 2020) described that using green and organic products will intensify cosmetic products' health, safety, and environmental value. These cosmetic products can reduce ageing, maintain health, encourage consumption and not harm the environment. The results align with those described by Nguyen, (Nguyen et al., 2019) that buying behaviour for cosmetics with organic ingredients tends to be affected by attitudes, customer satisfaction and perceived value. It could be that buying behaviour affects the customer's repurchase intention. Plus, product awareness, environmental concern, and safety affect acquisition attitudes.

Meanwhile, the perceived price mediates the relationship between the three variables with purchasing behaviour. Unidirectional (Ali & Anwar, 2021) emphasized perceived price as an essential factor of consumer buying behaviour. Whenever Muslim consumers evaluate the halal label and product composition of cosmetic products, they usually think of the price. From consumer cognitive perception, the perceived price has attained the kind of cosmetic products (Levrini & Jeffman dos Santos, 2021). Price is considered one of the necessary attributes of consumer choice. However, consumer knowledge about prices tends to be inaccurate. Considering perceived price is a sacrifice with the opposite position of purchase intention, the higher the price, the lower the probability of buying. Farther explained that consumers do not always view price negatively as an economic expense but rather as a complex variable in purchasing decisions. It suggests that price can signal product quality and represent elegance and status. The perception of the price role, negative or positive, would give rise to a consumer's price image.

6. Conclusion

The influence of contribution on brand perception, halal label, and product composition to the habitual buying behaviour of South Kalimantan Muslim society is still relatively low. It is due to the lack of knowledge and understanding of the cosmetic products used (halal labels, compositions, manufacturing processes, or other things they need to know). Besides that, the low level of religiosity of South Kalimantan Muslim society also causes them to pay less attention to what has been regulated by Islam in using cosmetic products. The trend is seen in the benefits of these cosmetics products, such as smoothing the skin, whitening, shiny, etc.

Cosmetics companies, domestically and internationally produced, must work concurrently with Ulema, The Assessment Institute for Foods, Drugs, and Cosmetics – Indonesian Ulema Council (LPPOM-MUI), and health experts. It provided education (in the form of knowledge and understanding) to the public about the importance of halal and healthy cosmetics. Cosmetic companies with certain brands must include halal labels on all their products and consider safe and natural composition. However, consumers will be more aware when using cosmetic products. From the consumer's point of view, from now on, they can consider purchasing brand cosmetics with halal labels made from natural ingredients or compositions by paying attention to the instructions and values contained in each product.

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