



# Adoption of halal Korean cosmetics among Muslim students: Insights from Islamic private universities

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## Abstract

**Purpose** – This study aimed to analyze the purchase intentions of Muslim students from private Islamic universities in Indonesia toward halal cosmetics in Korea.

**Methodology** – This study involved 287 Muslim students from eight private Islamic universities in Indonesia. Data were analyzed using Structural Equation Modeling (SEM) with Partial Least Squares (PLS) to examine the relationships between the variables.

**Findings** – The results reveal that attitude, brand image, country of origin, and fear of missing out (FOMO) significantly influence purchase intention. Among these, brand image exerts the strongest effect, followed by FOMO, whereas country of origin has a smaller influence. In contrast, halal knowledge and religiosity do not directly affect purchase intention, although they significantly influence attitudes.

**Implication** – These findings underscore the importance of Korean halal cosmetic brands in building strong brand image and fostering positive consumer attitudes. Companies should focus on the perceived product quality, innovation, and alignment with values that are important to Muslim consumers. In addition, the significant role of FOMO suggests the effectiveness of marketing strategies that create urgency and exclusivity.

**Originality** – This research is original in its focus on Korean halal cosmetic purchase intentions among Muslim students from eight Islamic private universities in Indonesia. It contributes to the understanding of how brand image, religiosity, halal knowledge, country of origin, and FOMO shape consumer behavior in the halal cosmetic market.

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## Introduction

Korean cosmetic products, or what is known as "K-beauty," have experienced rapid development and become one of the most popular products in Indonesia (Ishak et al., 2019; Zhang et al., 2020; Nadim & Mohd Jani, 2021). Through the power of popular culture such as dramas, K-pop music, and fashion, Korean cosmetics have succeeded in attracting the interest of young consumers in various Muslim countries including Indonesia (Melisa et al., 2023). Korea is also actively marketing cosmetic products in Indonesia, which is now considered a symbol of the modern lifestyle desired by many people (Koswara & Herlina, 2025; Sang-Hyeon et al., 2020; Nguyen & Özçaglar-Toulouse, 2021). The use of celebrities and popular culture icons as brand ambassadors further strengthens a product's appeal (Nadila & Windasari, 2022).

Korean food and cosmetics are among the five most popular product categories consumed by Indonesians (Widayat et al. 2023). Although Korean cosmetics are known to have a good reputation for quality and innovation, Muslim consumers are concerned about their halal status. Nasution et al. (2023) revealed that many Muslim consumers experience an acculturation process before accepting global products. However, this process is often a challenge because of religious values that may conflict with foreign cultures, especially those related to halal aspects (Bashir et al., 2019). For Muslim consumers, halal products are the main consideration in purchasing decisions, and halal cosmetics are considered safe, healthy, and clean choices (Nghah et al., 2021; Anubha, 2023; Fiandari et al., 2024).

Mahri et al. (2024) showed that the country of origin of a product has an important influence on consumers when buying skincare from Korea. The country of origin is often considered a representation of product quality, as consumers believe that products from Korea have certain advantages (Hien et al., 2020; Sang-Hyeon et al., 2020). Nadim and Jani (2021) emphasized that brand image also influences the intention to purchase Korean cosmetic products. Brand image creates an initial perception of the value of a product so that if consumers' impressions are positive, they will be encouraged to own the product (Genoveva & Utami, 2020).

In addition to brand image factors, fear of missing out (FOMO) also motivates consumers to buy a product because they are worried about missing the opportunity to follow trends (Good & Hyman, 2020). This fear of missing out encourages consumers to continue to update their knowledge of the cosmetic products they are going to buy, even following the latest developments in certain brands. FOMO also creates social pressure that encourages consumers to remain relevant to their social environments. Attitudes towards halal cosmetics in Korea are an important factor in purchasing decisions, especially for consumers sensitive to halal aspects (Setiani et al., 2022; Mahri et al., 2024).

Unlike previous research, this study focuses on the behavior of Muslim students from eight private Islamic universities in Indonesia. In addition, this study develops a model based on previous research by including the influence of country of origin, brand image, religiosity, knowledge about halal, fear of missing out, and attitudes towards Muslim students' intention to buy halal cosmetics from Korea. It is hoped that this research can provide new insights into the factors that influence Muslim students' purchasing decisions, as well as help Korean cosmetics manufacturers pay more attention to the Muslim student segment, which is sensitive to halal aspects.

## Literature Review

### Halal cosmetic

Halal cosmetics are beauty products produced in accordance with halal principles, including ingredients permitted according to Islamic law, and a production process that is free from non-halal contamination (Sugibayashi et al., 2019). Korean halal cosmetics attract the interest of Muslim students in Indonesia because they meet halal standards and are known for innovation, high quality, and modern beauty. Korean cosmetics often offer light formulas, attractive packaging designs, and effective results, which attract young consumers who care about the appearance and quality of the products (Ramadhani et al., 2023).

For Muslim students in Indonesia, Korean halal cosmetics not only provide aesthetic satisfaction but also ensure that the products they use are in accordance with their religious values (Nasution et al. 2023). This creates a sense of trust and loyalty towards these products. This influence is significant in the development of the cosmetics industry among Muslim students, because the increasing demand for halal products encourages manufacturers to develop more products that meet halal standards (Wilson, 2014). In addition, the halal cosmetics trend also encourages greater awareness of the importance of choosing products that are not only effective but also ethical and in accordance with religious beliefs (Santoso et al., 2024). This has the potential to change the dynamics of the cosmetics market in Indonesia, with more local and international manufacturers competing to obtain halal certification and to meet the increasing needs of Muslim consumers.

The increase in the consumption of Korean halal cosmetics among Muslim students in Indonesia is driven by several factors such as country of origin, brand image, religiosity, halal literacy, and fear of missing out (Mahri et al., 2024). The arguments supporting the influence of these variables show how each factor contributes to shaping purchase intentions towards Korean halal cosmetics.

### Country of origin

Country of origin is a person's mental associations and beliefs about a product that are triggered by the country of origin of the product (Kotler & Keller, 2016). According to Hien et al. (2020), country of origin is a mental image or picture of the product and country. Rezvani et al. (2012) stated that country of origin is the image of a product that is triggered by the country of origin of the product. Country of origin or label "made in" is an important evaluation criterion in purchasing decisions (Supanvanij & Amine, 2000). When a country has a good image of consumers' memories, the perceived quality of its products will also be better (Rezvani et al., 2012). Then, considering the importance of the country of origin, it can be seen from the behavior of the people in that country, which is of concern to consumers. Indonesian Muslim students' attention to the behavior of Koreans in the world of entertainment influences their attitude towards purchasing Korean halal cosmetic products.

The development of a positive image of Korean cosmetics began with the younger generation's interest in the cultural phenomenon "Hallyu" or "Korean Wave" which marked the spread of the Korean entertainment industry in Indonesia (Nadila & Windasari, 2022; Oh & Kim, 2022). In the entertainment industry, such as music and films, figures who have become modern, elegant, and trendy images adored by Muslim students have emerged. The attitude of Muslim students fosters the desire to transform themselves into figures who revert to influence behavior in daily interactions. This is because the younger generation feels that they have had a positive experience of imitating their idols, making them committed to using what is synonymous with Korea. This situation means that the country of origin influences the behavior of the younger generation, from attitudes towards products to the intention to purchase Korean products (Augusta et al., 2019).

found the influence of the Country of Origin on consumers' intentions to purchase cosmetics. Based on this explanation, the following hypothesis can be formulated:

H<sub>1</sub>: Country of origin has a significant impact on student attitudes.

H<sub>2</sub>: Country of origin has a significant impact on students purchase intention.

### Brand image

Brand image refers to consumers' overall perception of a brand based on their experiences, associations, and interactions with a product or service (Kotler & Keller, 2016). These associations can appear in the form of thoughts or images of brands. Consumers will choose products based on the brand image they trust in their memory and will be committed to making purchasing decisions for that product (Melisa et al., 2023; Mulyarahardja et al., 2023). This perception includes various elements such as product quality and brand reputation, the values espoused by the brand, and the image projected through advertising and brand communication (Wilson & Liu, 2010). A brand image is formed from a combination of various factors such as logos, slogans, product

designs, customer experiences, and reviews from other consumers (Riswandi et al., 2022). A positive brand image can increase consumers' trust in and emotional attachment to the product, which, in turn, increases their positive attitude towards the product (Ali et al., 2021).

When Muslim students have a good perception of Korean halal cosmetic brands, they tend to perceive the products as being of quality and trustworthy. Brand images provide suggestions for the younger generation to obtain halal cosmetic products from Korea (Ahmad et al., 2015). This feeling of ownership is a representation of positive feelings towards halal cosmetics because the younger generation feels that halal cosmetics from Korea fulfill their needs and values. This situation has encouraged the younger generation to commit to using brands to ensure that buying halal cosmetics from Korea is the right choice, revealing the significant influence of brand image on Indonesian consumers' intention to buy halal cosmetics. Likewise, Wajdi et al. (2020) found that brand image is an important reason consumers choose cosmetics. This finding confirms that positive brand perceptions are directly related to consumers' purchasing decisions. Based on this explanation, the following hypothesis was formulated:

H<sub>3</sub>: Brand image has a significant impact on student attitudes

H<sub>4</sub>: Brand image has a significant impact on student behavioral intentions

### Religiosity

Religiosity is a form of commitment in which a person must adhere to the teachings of their religion, which is reflected in their attitudes and behavior. Religiosity encourages followers to follow their beliefs and becomes a principle implemented in religious activities (Adiba, 2019; Sudarsono et al., 2021). Consumers with high levels of religiosity tend to develop stronger and more positive attitudes toward products that align with their religious beliefs and values (Abd Rahman et al., 2015; Riswandi et al., 2023). Highly religious individuals are more likely to pay attention to halal labels and products certified by trusted halal authorities. This positive attitude is based on the belief that the product not only meets their practical needs, but also supports their spiritual commitment. Additionally, religiosity influences purchasing intentions and user behavior more profoundly.

Religious Muslim students tend to have stronger purchasing intentions towards products that are in line with their religious values, because they feel that the purchase is the correct action morally and spiritually (Mukhtar & Butt, 2012). This is reflected in users' attitudes of being more consistent and loyal towards products that are considered to support and respect their religious beliefs. These religious values encourage the younger generation to choose halal cosmetics in compliance with their values. Riswandi et al. (2023) found that religiosity positively influences consumers' attitudes and intentions to buy halal cosmetics. Research by Abd Rahman et al. (2015) showed that religiosity has a positive correlation with encouraging consumers to buy halal products. Therefore, religiosity not only influences initial attitudes towards products but also plays an important role in shaping purchasing intentions and ongoing user behavior. From this explanation, the following hypothesis can be formulated:

H<sub>5</sub>: Religiosity has a significant impact on student attitudes

H<sub>6</sub>: Religiosity has a significant impact on students' behavioral intentions

### Halal knowledge

Halal knowledge refers to the knowledge a person has regarding concepts, principles, and rules related to halal products, including food, drinks, cosmetics, medicines, and other goods, that comply with Islamic law. This knowledge includes an understanding of permitted (*halal*) and prohibited (*haram*) ingredients, as well as production processes that must be free from non-halal contamination (Ahmad, 2015; Abd Rahman et al., 2015). Product knowledge has an important impact on consumers' attitudes towards purchasing halal products. Knowledge is important in shaping consumers' decision-making processes for accepting or rejecting a product (Suki & Suki, 2018). Knowledge becomes a reference for consumers when they decide to buy a product (Sudarsono & Nugrohowati, 2020). Thus, consumer knowledge can increase consumer confidence in making choices about goods to be purchased (Sugibayashi et al., 2019; Gulec et al., 2022; Roh et



al., 2022; Aslan, 2023) Therefore, the higher the knowledge about the halalness of a product, the more it will influence consumer choices for that product.

Muslim students with good knowledge of halal are more likely to trust and feel comfortable using products that comply with their religious values. This strengthens their positive attitudes towards halal cosmetics and increases their intention to purchase them because they are sure of their halalness (Suki & Suki, 2018). They tended to actively seek information, read labels carefully, and choose products that truly matched their halal knowledge. This behavior includes not only repeat purchases of halal products, but also sharing information and recommendations with others, which strengthens the community of halal-conscious consumers. Thus, knowledge about halal not only shapes attitudes (Aufi, 2021) and purchasing intentions, but also directs consistent and value-based consumer behavior in the long term. Previous research has shown that halal literacy increases awareness and preference for halal products, including cosmetics. Divianjella et al. (2020) confirmed that halal knowledge is an important instrument for Muslim consumers to buy halal cosmetics. Similarly, research by Abd Rahman et al. (2015) revealed that halal knowledge influences the attitudes and intentions of Muslim consumers to buy halal cosmetics. This study confirms that consumers with a deep understanding of halal are more likely to choose halal products. From the above explanation, the following hypotheses can be formulated:

H<sub>7</sub>: Halal knowledge has a significant impact on student attitudes

H<sub>8</sub>: Halal knowledge has a significant impact on students' behavioral intentions

### **Fear of missing out**

Fear of missing out (FOMO) is a feeling of anxiety or worry that a person experiences because they are afraid of missing out on something interesting or profitable that other people may experience (Przybylski et al., 2013). According to Good and Hyman (2020), FOMO is worried about not being involved in an experience or not getting a product, and being praised by others creates loss. FOMO arises as a result of social media use and the existence of favorable and relevant conditions (Dinh et al., 2023). Fomo is a phenomenon that appears based on certain relationships and the influence of the development of social media on the younger generation, who always want to connect with others (Barry & Wong, 2020). In addition, FOMO sufferers are not limited to a certain age group and can affect teenagers and adults (Rahmadania & Sanyata, 2023). Alabri (2022) found that women were the highest object of FOMO sufferers because of the need to feel accepted by the environment. Students may be vulnerable to feelings of anxiety because of their urge to gain attention from their environment.

When students see that their friends have a more attractive appearance in Korean halal cosmetics, they feel compelled to buy the cosmetics that their friends use. They feel anxious if they do not use the cosmetics their friends use, which they believe can change their friends' appearance. FOMO can create a positive attitude towards the ability to receive halal cosmetics from Korea, which are used by many people. Previous research shows that FOMO can influence consumer behavior by increasing consumers' interest in products that are trending or popular among peers and communities. Argan et al. (2022) found that consumers who experience FOMO tend to have more positive attitudes towards products promoted by people they consider important or influential. Additionally, FOMO can drive higher purchase intentions because consumers want to ensure that they are also part of the trend and do not miss the benefits or experiences that others enjoy (Van Solt, 2019). From the above explanation, the following hypotheses can be formulated:

H<sub>9</sub>: Fear of missing out has a significant impact on student attitudes

H<sub>10</sub>: Fear of missing out has a significant impact on students' behavioral intentions

### **Attitude**

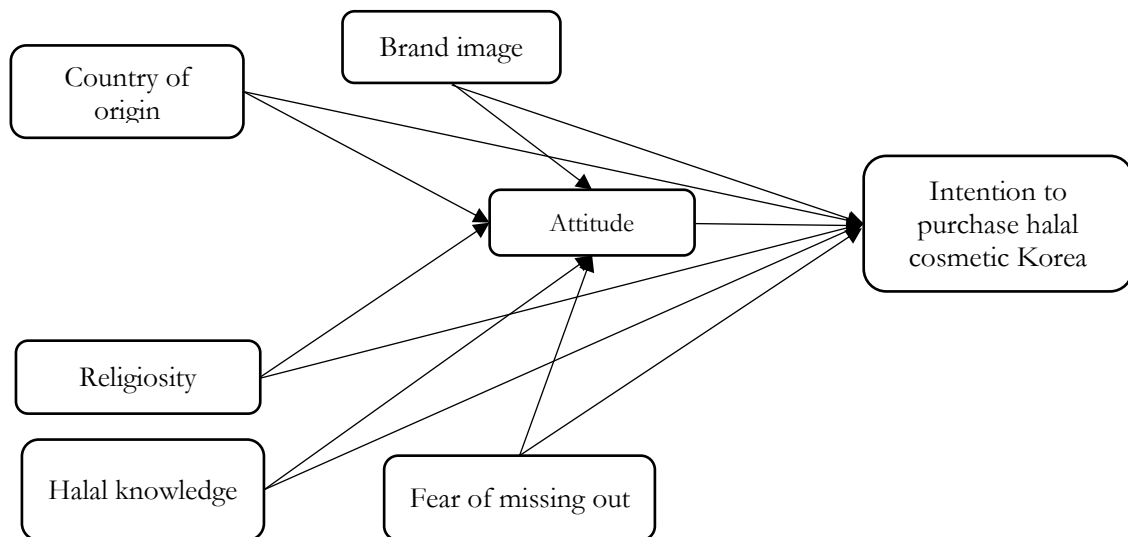
Attitude is a state of mind that can directly or indirectly influence a person's response to an object or related situation (Fishbein 2008). Attitude refers to a person's positive or negative evaluation or feelings towards an object, person, or situation (Briliana & Mursito, 2017). In the context of Muslim students who buy halal cosmetics from Korea, a positive attitude towards these products can influence their intention to purchase. A positive attitude can arise from the belief that Korean halal

cosmetics meet strict standards, are of high quality, and match religious and aesthetic values. The argument that attitude influences purchase intention is that a positive attitude towards a product increases consumers' tendency to buy that product (Abd Rahman et al., 2015).

When Muslim students have a positive attitude towards Korean halal cosmetics, they are more likely to purchase the product because they believe that it meets their needs and expectations. A positive attitude can also increase consumers' confidence in making purchasing decisions, thereby strengthening their purchase intentions. Previous research supports this argument, showing that a positive attitude towards a product is significantly related to increased purchase intention. Abd Rahman et al. (2015), Ramadhani et al. (2023), and Widayat et al. (2023) found that attitudes have a positive influence on individuals' interest in buying halal products. Likewise, research confirms that attitude positively influences intention to buy halal cosmetics. From the above explanation, the following hypotheses can be formulated:

H<sub>11</sub>: Attitude has a significant impact on student behavioral intention

The influence of country of origin, brand image, religiosity, halal knowledge, and fear of missing out on the attitudes and intentions of Muslim students at private universities in Indonesia. The research model is illustrated in Figure 1.



**Figure 1.** Research model  
Source: Authors' own work

## Research Methods

Purposive sampling was used to select Muslim students from the private Islamic universities in Indonesia. The Muslim student respondents were from the Islamic University of Indonesia, Muhammadiyah University of Yogyakarta, Ahmad Dahlan University, Sultan Agung University, Alma Ata University, Al Azhar University Indonesia, Nahdatul Ulama University, and Syubbanul Wathon High School. By selecting samples from these universities, it can be ensured that the data collected represent variations in the social, economic, and geographic backgrounds of the target population. This is important for reducing bias and increasing the generalizability of the research results to a wider population of Muslim students in Indonesia.

A questionnaire designed using a 5-point Likert scale is commonly used to measure perceptions of variables such as attitudes towards halal cosmetics from Korea, purchase intentions, brand image, and product country of origin. The questionnaire design must focus on the clarity of questions and instructions, as well as ensuring that the language used is in accordance with the expected understanding of the respondent. By distributing questionnaires both online and offline, this study can include respondents from various backgrounds with different access to technology, thereby increasing the representation of the target population.

Structural equation modeling (SEM) with partial least squares (PLS) was used to test the relationship between complex variables in this research model. SEM-PLS can handle multicollinearity problems and is suitable for models with reflective and formative indicators (Hair & Alamer, 2022). The first step in data analysis is to evaluate the measurement model, which includes convergent validity, discriminant validity, and reliability of the instruments used. The use of criteria such as average variance extracted (AVE), composite reliability (CR), and Cronbach's alpha (CA) is necessary to ensure that the construct being measured is valid and reliable (Gefen et al. 2000). Next, evaluating the structural model involves testing the path coefficients, R-square, effect size, and Q-square to evaluate how well the model can explain the relationship between variables and how well it can be predicted. Using a careful and structured analytical approach, this research is expected to provide in-depth insights into the factors that influence the intention of Muslim students in Indonesia to purchase halal cosmetics.

## Result

Table 1 shows that the majority of respondents were women (77.70%) and aged 19–21-year age range (64.46%). In terms of spending on cosmetics, most respondents spent between IDR 100,000 and IDR 250,000 (38.68%), followed by between IDR 250,000 and IDR 500,000 (32.75%). The daily use of cosmetics was dominant, with 68.99% of respondents reporting daily use of cosmetics. The main source of information for respondents about cosmetics was social media (72.47%), while friends/family (10.10%) and TV advertising (1.39%) played a much smaller role. Respondents for this research were spread across several private Islamic universities in Indonesia, with the largest number coming from the Islamic University of Indonesia (29.27%), followed by Alma Ata University (16.38%) and Sultan Agung University (14.98%). This shows that the use of cosmetics and spending on these products is quite high among students and that social media plays a significant role in providing information related to cosmetics. This trend also indicates that cosmetic companies must focus on digital marketing strategies to reach young consumers who are active on social media.

Table 2 shows the strength of the relationship between the indicators and construct being measured, with higher values indicating stronger relationships. For example, for the attitude construct, indicators such as "I feel that halal cosmetics from Korea provide better benefits for my skin" had the highest factor loading (0.890), indicating the importance of perceived benefits in forming attitudes. The brand image construct also shows a strong relationship, with the indicator "I tend to choose halal cosmetics from Korea because the brand is well-known and trusted" with a factor loading of 0.877. Meanwhile, FOMO very high factor loading, such as the indicator "I tend to buy halal cosmetics from Korea because I am afraid of missing out on beauty trends" with a value of 0.944, emphasizing the large influence of FOMO purchasing intentions. Halal knowledge and intention behavior also showed a strong relationship, with indicators such as "I know how to check the halalness of the cosmetic products I buy" and "I plan to replace my cosmetic products with halal products from Korea" each having factor loadings of 0.824 and 0.898, respectively.

**Table 1.** Description of the respondent's character

Variable	Description	Frequency	Percentage
Gender	Male	64	22,30
	Female	223	77,70
Age	< 18 Years	9	3,14
	19 - 21 Years	185	64,46
	22 - 24 Years	76	26,48
	25 - 27 Years	9	3,14
	28 Years <	8	2,79
Shopping for cosmetics	< IDR 100,000	51	17,77
	IDR 100,000 - IDR 250,000	111	38,68
	IDR 250,000 - IDR 500,000	94	32,75
	IDR 500,000 - IDR 750,000	16	5,57
	IDR 750,000 - IDR 1,000,000	11	3,83

Variable	Description	Frequency	Percentage
	> IDR 1,000,000	4	1,39
Use of cosmetics	Every day	198	68,99
	Once a week	6	2,09
	Several times a week	37	12,89
	Seldom	46	16,03
Resources	Social media	208	72,47
	Friends/family	29	10,10
	TV Commercial	4	1,39
	Shop/Pharmacy	2	0,70
University Origin	Indonesian Islamic University	84	29,27
	Alma Atta University	47	16,38
	Sultan Agung University	43	14,98
	Al Azhar University	41	14,29
	STAI Syubbanul Wathon	29	10,10
	Yogyakarta Muhammadiyah University	28	9,76
	Ahmad Dahlan University	8	2,79
	Nahdatul Ulama University	6	2,09

Source: Authors' own work

**Table 2.** Indicators and factor loading

Construct	Indicator	FL
Attitude	ATT1 I am satisfied with the quality of Korean halal cosmetics.	0,838
	ATT2 Using halal cosmetics from Korea makes me feel more confident.	0,875
	ATT3 Halal cosmetics from Korea are safer to use than other products.	0,858
	ATT4 I think that halal cosmetics from Korea align with the religious values I adhere to.	0,841
	ATT5 Halal cosmetics from Korea provide better skin benefits.	0,890
	ATT6 Using halal cosmetics from Korea is a wise choice.	0,881
	ATT7 I am proud to use halal cosmetics from Korea because it supports the industry.	0,860
Brand image	BI1 I am confident about halal cosmetics from Korea because of its positive brand image.	0,874
	BI2 The image of a halal cosmetic brand from Korea influenced my decision to buy this product.	0,847
	BI3 I tend to choose halal cosmetics from Korea because the brand is well-known and trusted.	0,877
	BI4 Halal cosmetics from Korea have a better brand image than other brands.	0,876
	BI5 I prefer Korean halal cosmetics because I often see the brand in advertisements and on social media.	0,868
Country of origin	CO1 I prefer to use halal cosmetics that come from Korea rather than from other countries.	0,762
	CO2 I believe halal cosmetic products from Korea have better quality than other countries.	0,847
	CO3 Korea's reputation as a halal cosmetics producer influenced my decision to choose cosmetic products.	0,806
	CO4 I feel safer using halal cosmetic products produced in Korea.	0,847
	CO5 I am sure that halal cosmetics from Korea use quality and safe ingredients.	0,809
	CO6 The popularity of Korean halal cosmetics on social media influences my intention to buy them.	0,780
Fear of missing out	FOMO1 I feel left behind if I don't use halal cosmetics from Korea, which are currently popular.	0,897
	FOMO2 I tend to buy halal cosmetics from Korea to experience beauty trends.	0,944
	FOMO3 I need to follow what my friends use, including Korean halal cosmetics.	0,927
	FOMO4 I often buy halal cosmetics from Korea because many people talk about them on social media.	0,840



Construct		Indicator	FL
	FOMO5	I feel anxious if I don't try Korea's newest halal cosmetic products.	0,888
	HL1	I understand the importance of halal certification for cosmetic products.	0,781
	HL2	I know how to check the halal of the cosmetic products I buy.	0,824
Halal knowledge	HL4	My knowledge of permitted and disallowed ingredients in halal products influences my purchasing decisions.	0,811
	HL5	I avoid using cosmetics that contain non-halal ingredients.	0,810
	HL6	It is essential to check the halal label before purchasing Korean cosmetic products.	0,833
	HL7	I understand the difference between halal and non-halal cosmetic products.	0,801
	IB2	I plan to replace my cosmetic products with halal products from Korea.	0,898
Intention behavior	IB3	I will recommend halal cosmetics from Korea to my friends.	0,892
	IB4	I chose to buy halal cosmetics from Korea even though the price is a little more expensive.	0,874
	IB5	I will try various halal cosmetic products from Korea that have just been launched.	0,816
	RE1	My religious beliefs influenced my decision to use Korean halal cosmetics.	0,789
Religiosity	RE2	I feel more comfortable using Korean halal cosmetics because they follow the principles of my religion.	0,841
	RE3	I always prioritize cosmetic products with halal certification, including cosmetics from Korea.	0,835
	RE4	I believe that using halal cosmetics is part of practicing my religious teachings.	0,827
	RE5	Halal certification in Korean cosmetics increases my confidence in using them.	0,844

Note: FL= Factor loading

Source: Authors' work

Table 3 shows various reliability and validity metrics for the research constructs, including Cronbach's alpha, composite reliability (rho\_a and rho\_c), and average variance extracted (AVE). The Attitude construct has a Cronbach's alpha value of 0.943, composite reliability (rho\_c) of 0.953, and AVE of 0.746, indicating very high reliability and validity. Brand Image also shows high reliability with Cronbach's alpha of 0.919 and AVE of 0.754. The country of origin construct has a Cronbach's alpha value of 0.894 and an AVE of 0.655, which indicates good reliability but slightly lower variance than other constructs. FOMO has the highest reliability with Cronbach's alpha of 0.941 and AVE of 0.810. The Halal knowledge and intention to purchase constructs also show good reliability and validity with Cronbach's alpha of 0.896 and 0.893 respectively, and AVE of 0.656 and 0.758. The Religiosity construct has a Cronbach's alpha value of 0.885 and an AVE of 0.685, confirming that all constructs in this study have adequate reliability and validity, with values above the recommended threshold for social research.

**Table 3.** Construct reliability and validity

	CA	rho_a	rho_c	AVE
Attitude	0,943	0,944	0,953	0,746
Brand image	0,919	0,921	0,939	0,754
Country of origin	0,894	0,898	0,919	0,655
Fear of missing out	0,941	0,949	0,955	0,810
Halal knowledge	0,896	0,905	0,920	0,656
Intention to purchase	0,893	0,896	0,926	0,758
Religiosity	0,885	0,893	0,916	0,685

Note: CA= Cronbach's alpha; rho\_a= composite reliability; rho\_c= composite reliability; AVE= Average variance extracted

Source: Authors' work

Table 4 shows the correlation value between the construct and the square root of average variance extracted (AVE), which is placed on the diagonal. To ensure discriminant validity, these diagonal values should be greater than the correlations of other constructs. For example, for the attitude construct, the diagonal value of 0.863 was greater than the correlation with other constructs such as brand image (0.709) and country of origin (0.742), indicating good discriminant validity. Likewise, the brand image construct has a diagonal value of 0.869, which is greater than its correlation with the other constructs. The fear of missing out construct also shows strong discriminant validity, with a diagonal value of 0.900, which is greater than its correlation with the other constructs. Overall, this table shows that each construct has adequate discriminant validity, with higher diagonal values of correlation between the constructs.

**Table 4.** Fornell-Larcker criterion

	1	2	3	4	5	6	7
Attitude	0,863						
Brand image	0,709	0,869					
Country of origin	0,742	0,667	0,809				
Fear of missing out	0,284	0,407	0,219	0,900			
Halal knowledge	0,565	0,417	0,470	0,004	0,810		
Intention to purchase	0,643	0,728	0,602	0,511	0,272	0,871	
Religiosity	0,695	0,558	0,582	0,057	0,633	0,447	0,827

Source: Authors' work

From the test results, Table 5 lists the various metrics used to assess the suitability of both the saturated and estimated models. A standardized root mean square residual (SRMR) of 0.072 indicates a fairly good model fit, as values below 0.08 are generally considered to indicate good fit. The squared Euclidean distance (d\_ULS) value of 3.884 and d\_G (geodesic distance) of 1.186 provided additional information about the model fit, with lower values indicating a better fit. A chi-square value of 1929.768 indicates the degree of misfit between the model and the data, where a lower value indicates a better fit, although the interpretation also depends on the sample size. Finally, a normed fit index (NFI) value of 0.807 indicates that the model has a moderate fit, with values above 0.90 generally considered to indicate a good fit. Overall, these metrics demonstrate that the proposed model has a fairly good fit with the data.

The R-squared and adjusted R-squared values show an R-squared value of 0.713 for attitude, meaning that 71.3% of the variation in attitude can be explained by the independent variables in the model. The adjusted R-squared value of 0.708 indicates an adjustment for the number of predictors in the model, which slightly reduces the R-squared value, but still shows a strong relationship. For the Intention to Purchase construct, an R-squared value of 0.635 indicates that 63.5% of the variation in purchase intention can be explained by the model, whereas an adjusted R-squared value of 0.627 indicates a similar adjustment for the number of predictors. These values indicate that the model has good predictive power for both constructs.

**Table 5.** Model fit

	Saturated model	Estimated model
SRMR	0,072	0,072
d_ULS	3,884	3,884
d_G	1,186	1,186
Chi-square	1929,768	1929,768
NFI	0,807	0,807

Note: SRMR= Standardized Root Mean Square Residual; d-ULS = Unweighted Least Squares; d\_G=Geodesic Distance; NFI= Normed Fit Index

Source: Authors' work

Table 6 shows that the variables that have a significant influence on intention to purchase are attitude ( $\beta = 0.202$ ,  $p = 0.007$ ), brand image ( $\beta = 0.395$ ,  $p = 0.000$ ), country of origin ( $\beta = 0.155$ ,  $p$

= 0.012), and fear of missing out ( $\beta = 0.256$ ,  $p = 0.000$ ). Brand image has the greatest influence, followed by fear of missing out, which shows that positive perceptions of the brand and fear of missing out encourage consumers to make purchases. The country of origin of the product also has a significant influence, although with a smaller impact. This indicates that consumers consider emotional aspects and brand perception more than geographical factors when deciding to buy.

**Table 6.** Path coefficients

Variables	<i>b</i>	t-Stat	p- Values	Conclusion
Attitude → Intention to purchase	0,202	2,692	0,007	Supported
Brand image → Attitude	0,228	3,985	0,000	Supported
Brand image → Intention to purchase	0,395	5,809	0,000	Supported
Country of origin → Attitude	0,345	6,507	0,000	Supported
Country of origin → Intention to purchase	0,155	2,504	0,012	Supported
Fear of missing out → Attitude	0,100	2,649	0,008	Supported
Fear of missing out → Intention to purchase	0,256	5,959	0,000	Supported
Halal knowledge → Attitude	0,131	2,373	0,018	Supported
Halal knowledge → Intention to purchase	-0,115	1,900	0,057	Unsupported
Religiosity → Attitude	0,278	4,327	0,000	Supported
Religiosity → Intention to purchase	0,054	0,764	0,445	Unsupported

Source: Authors' work

In contrast, halal knowledge ( $\beta = -0.115$ ,  $p = 0.057$ ) and religiosity ( $\beta = 0.054$ ,  $p = 0.445$ ) did not have a significant influence on purchase intentions, although both influenced attitudes. Halal literacy has a positive effect on attitudes ( $\beta = 0.131$ ,  $p = 0.018$ ) as does religiosity ( $\beta = 0.278$ ,  $p = 0.000$ ), but this influence does not translate into purchase intention. Other factors, such as brand image and fear of missing out, are more dominant in influencing consumer decisions. This shows that psychological aspects and brand perception have a stronger influence on purchasing intentions than religious values or understanding of halal.

## Discussion

Attitude had a significant influence on Muslim students' intention to buy halal cosmetics from Korea, with a T-statistic of 2.692 ( $P < 0.007$ ). This shows that the more positive the attitude of Muslim students towards halal cosmetics from Korea, the more likely they are to buy them. This attitudinal influence may be due to the perceived quality and trust in Korean products, which are known for their innovation and beauty trends. Previous research also supports these findings, where positive attitudes towards halal products often increase purchase intentions, especially among Muslim consumers who value compliance with halal principles (Briliana & Mursito, 2017). Shah Alam and Mohamed Sayuti (2011) emphasize that a good attitude towards halal products influences purchase intention among Muslim consumers. Thus, Muslim students' positive attitudes towards halal cosmetics in Korea play an important role in driving their purchase intentions.

Brand image had a significant influence on Muslim students' attitudes and intentions to buy halal cosmetics from South Korea. The results of data processing showed T-statistics of 3.985 ( $P < 0.001$ ) for attitudes and 5.809 ( $P < 0.001$ ) for intentions. This influence can be explained by consumers' perceptions of the quality, reliability, and innovation of products produced by brands with a good image (Ali et al., 2021). Korean cosmetics are known for their innovation and high quality, which strengthens the positive brand image among global consumers, including Muslim students. Handriana et al. (2021) show that a strong brand image can increase consumers' positive attitudes towards products and their purchase intentions. Ali et al. (2017) also found that positive brand image significantly increased purchase intention among Muslim consumers. A strong brand image not only builds trust but also influences positive perceptions (Ahmad, 2015), which ultimately drives Muslim students' intentions to purchase halal cosmetics from Korea. Thus, a positive brand image plays an important role in shaping attitudes and purchasing intentions, thereby strengthening purchasing decisions.

Country of origin had a significant influence on the attitude and intention of Muslim students to buy halal cosmetics from Korea, with T-statistics of 6.507 ( $P < 0.001$ ) for attitude and 2.504 ( $P = 0.012$ ) for intention. Korea, as the country of origin of the product, is often associated with innovation, high quality, and the latest beauty trends, which increase the positive perceptions of cosmetic products. This is reflected in Muslim students' positive attitudes towards Korean cosmetics, which in turn increases their intention to purchase. Previous research by [Kalicharan \(2014\)](#) and [Munjal \(2014\)](#) shows that perceptions of country of origin can influence consumer attitudes and purchasing decisions. Additionally, [Rezvani et al. \(2012\)](#), [Chabowski et al. \(2013\)](#), [Mohezar et al. \(2016\)](#), and [Mahri et al. \(2024\)](#) find that a positive country of origin can increase purchase intentions by increasing trust and perceived quality. In the context of halal cosmetics, trust in the quality standards and halalness of products from Korea also plays an important role in shaping the attitudes and purchasing intentions of Muslim students. Therefore, the significant influence of country of origin on attitude and intention strengthens the importance of positive perceptions of country of origin in purchasing decisions regarding halal cosmetics from Korea.

Fear of missing out (FOMO) has a significant influence on Muslim attitudes and intentions to buy halal cosmetics from Korea, with T statistics of 2.649 ( $P = 0.008$ ) for attitudes and 5.959 ( $P < 0.001$ ) for intentions, respectively. FOMO fuels the desire not to miss out on the latest trends and innovations that are especially relevant in the ever-evolving beauty industry. Muslim students who experience FOMO tend to have a positive attitude towards Korean cosmetics because they perceive them as products that are up-to-date and follow global trends. [Przybylski et al. \(2013\)](#) show that FOMO can influence consumer decisions by encouraging the desire to engage in experiences that are considered important by social groups. In addition, studies by [Kang et al. \(2019\)](#) and [Dinh et al. \(2023\)](#) found that FOMO can increase purchase intentions through social pressure and the desire to gain social recognition. In this context, Muslim students affected by FOMO are more likely to purchase halal cosmetics from Korea to remain relevant and accepted in their community. Therefore, FOMO plays an important role in forming positive attitudes and increasing Muslim students' intention to purchase halal cosmetics from Korea.

Halal literacy has a significant influence on Muslim students' attitudes towards buying halal cosmetics from Korea, with a T-statistic of 2.373 ( $P = 0.018$ ), but does not have a significant influence on their intentions, with a T-statistic of 1.900 and a P value of 0.057. The influence of HL on attitudes can be explained by a better understanding of the importance of halal products and the belief that the products conform to the principles of religion, which increases positive attitudes towards them. [Khan et al. \(2022\)](#) and [Bhutto et al. \(2023\)](#) state that halal literacy has a significant positive effect on attitudes. [Bonne et al. \(2007\)](#) and [Irfany et al. \(2024\)](#) also supported this finding, showing that halal literacy increases awareness and positive perceptions of halal products. However, halal literacy does not always translate into purchase intentions. This may be due to other factors such as price, availability, and brand preference, which also play important roles in purchasing decisions, as [Mukhtar and Butt \(2012\)](#) suggest. Although Muslim students understand the importance of halal products and have a positive attitude towards them, other practical and emotional factors may influence their final purchase decisions. Thus, although halal knowledge increases positive attitudes, it does not always directly influence purchase intentions.

Religiosity has a significant influence on Muslim students' attitudes towards buying halal cosmetics from Korea, with a T-statistic of 4.327 ( $P < 0.001$ ), but does not have a significant influence on their intentions, with a T-statistic of 0.764 and a P value of 0.445. The influence of RE on attitudes can be explained by deep religious beliefs and practices, which make Muslim students more appreciative of products that comply with their religious principles, thereby increasing their positive attitudes towards halal cosmetics. [Khan et al. \(2021\)](#) support these findings, showing that religiosity influences positive attitudes towards halal products. However, religiosity does not always affect purchase intentions because the final purchase decision may be influenced by other factors such as personal preferences, price, and product availability. [Rehman et al. \(2010\)](#) showed that, although religious consumers may have positive attitudes towards halal products, their intention to purchase is also influenced by other practical and emotional factors. Thus, although

religiosity increases positive attitudes towards halal cosmetics, it does not necessarily directly influence Muslim students' purchase intentions.

## Conclusion

The results of this study showed that attitude has a significant influence on Muslim students' intention to buy halal cosmetics in Korea. Brand image, country of origin, and FOMO also had significant influences on attitudes and purchasing intentions. These findings indicate that positive attitudes and good brand image play an important role in driving Muslim students' intention to purchase halal cosmetics from Korea. The perceived quality and innovation of Korean products, supported by a strong brand image, are the main factors influencing purchasing decisions. This suggests that Korean cosmetics companies should focus on improving their brand image and ensuring product quality to attract Muslim consumers. FOMO also plays a significant role in influencing purchase intention, which shows the importance of marketing strategies that can create a sense of urgency and exclusivity.

This study had several limitations. First, the data used may not include all variables that can influence purchase intentions, such as price and product availability. Second, the sample of this study was limited to Muslim students; therefore, the results may not be generalizable to the entire Muslim population. Third, this study only measured perceptions and intentions rather than actual purchasing behavior. Future research should include additional variables such as price, availability, and brand preference to provide a more comprehensive picture of the factors influencing purchase intention. Further studies should be conducted with more diverse samples to increase the generalizability of the findings. Experimental research measuring real purchasing behavior can also provide deeper insights into the factors that influence halal cosmetic purchasing decisions among Muslim consumers.

## Author contribution

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