

The Influence of Social Media Marketing and Halal Brand Equity on Halal Purchase Intention: Evidence from Muslim Consumers in the Digital Beauty Market

Wiwik Damayanti

Universitas Ma'arif Lampung, Indonesia



wiwikdamayanti77@gmail.com

Abstract

This research aims to determine the influence of social media marketing and halal brand equity on halal purchase intention of Wardah beauty and body care products on the TikTok application among Muslim consumers. The study focuses on generation Z Muslim women who actively use TikTok social media, with a total of 280 respondents selected through purposive sampling technique. Data were processed using structural equation modeling with the assistance of the LISREL application. The research findings demonstrate that social media marketing is highly effective in enhancing halal brand equity and driving halal purchasing behavior among Muslim consumers. Marketing activities delivered through engaging digital content significantly increase consumer engagement, which subsequently influences halal brand equity dimensions including halal brand awareness, halal brand associations, perceived halal quality, and halal brand loyalty. These halal brand equity components indirectly record the halal product advantages communicated by brands, leading to increased consumer purchase intentions toward halal-certified products. This research concludes that brands operating in the halal beauty market must convey information that is easily comprehensible to Muslim consumers through various engaging content formats. Furthermore, businesses need to implement live marketing strategies to generate extensive interaction from both new and loyal Muslim consumers. The study also identifies the moderating role of influencers in strengthening the relationship between social media marketing and halal purchase intention, suggesting that influencer partnerships can significantly enhance halal brand visibility and consumer trust in the digital beauty market.

Keywords: Social Media Marketing, Halal Brand Equity, Halal Purchase Intention, Generation Z, Muslim Consumers, TikTok, Digital Beauty Market.

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INTRODUCTION

The rapid advancement of digital technology has fundamentally transformed the landscape of human communication, shifting paradigms from traditional face-to-face and mass media interactions toward electronic and digital communication. This digital revolution has not only reshaped personal communication but has also created unprecedented opportunities for individuals to access diverse information from across the globe, thereby broadening perspectives and fostering global connectivity. The transition from conventional communication channels to digital platforms has been particularly accelerated by increasing internet penetration and smartphone adoption, especially among younger demographics who exhibit high levels of digital literacy and reliance on online information sources. For Muslim consumers, this digital transformation has created new avenues for accessing halal-certified products and information, enabling more informed purchasing decisions aligned with Islamic principles (Wilson & Liu, 2020).

The evolution of communication technology has served as a powerful catalyst for business growth across multiple sectors, with social media emerging as a primary engine for economic value creation. Businesses across various industries have increasingly recognized the potential of social media platforms not merely as communication tools but as strategic assets for marketing, customer engagement, and revenue generation. Social media marketing, defined as the process by which businesses develop, disseminate, and execute online marketing offerings using social media platforms to establish and preserve connections, has become indispensable in contemporary business strategy. According to Hanaysha (2022), marketing activities conducted via social media platforms develop strong, enduring relationships with consumers through online channels, which are now considered a contemporary and highly effective means of advertising and reaching mass audiences compared to traditional advertising methods. In the context of halal marketing, social media platforms offer unique opportunities to educate consumers about halal certification, ingredients, and production processes, thereby building trust and credibility in halal brand offerings (Mohamed et al., 2022).

One of the most significant advantages of social media marketing over traditional mass media lies in its interactive and consumer-centric nature. Unlike traditional media that primarily rely on one-way communication, social media platforms facilitate two-way interactions where consumers actively engage with brands, share content, and participate in brand-related discussions. Consumers independently decide to follow specific brands on these platforms, thereby consenting to receive promotional messages and information, which significantly increases the effectiveness of marketing communications. This voluntary engagement creates a more receptive audience, enhances message retention, and fosters a sense of community around brands. Zollo et al. (2020) emphasized that social media gives companies the opportunity to find customers who are more deeply engaged with their brands and to participate in online discussions that build brand loyalty and advocacy. For halal brands, this interactive engagement is particularly valuable as it allows for direct communication regarding halal certification, product sourcing, and adherence to Islamic principles, addressing the specific concerns and values of Muslim consumers (Hassan et al., 2022).

The economic impact of social media marketing extends beyond mere brand visibility; it fundamentally alters consumer behavior and purchasing patterns. Social media platforms now serve as comprehensive ecosystems where consumers discover, evaluate, and purchase products without leaving the application. This seamless integration of content and commerce, often referred to as social commerce, reduces friction in the consumer journey and accelerates decision-making processes. Reveilhac and Blanchard (2022) argued that internet technology and information systems have provided businesses with unprecedented opportunities to reach targeted audiences and strengthen brand value through personalized and contextually relevant content. Social media marketing enables brands to deliver tailored messages based on consumer preferences, browsing history, and engagement patterns, thereby increasing relevance and conversion rates. For the halal beauty market, this personalization capability allows brands to segment Muslim consumers based on their specific halal requirements, preferences for certain certification bodies, and cultural backgrounds, thereby enhancing the effectiveness of halal marketing communications (Bakar et al., 2023).

The global halal beauty and body care industry represents one of the most dynamic sectors benefiting from social media marketing, particularly in the context of Fast Moving Consumer Goods (FMCG). The global halal cosmetics market was valued at approximately USD 23 billion in 2022 and is projected to grow at a compound annual growth rate of 9.5% from 2023 to 2030, driven by increasing Muslim population, rising disposable incomes, and growing awareness of halal products among both Muslim and non-Muslim consumers (Grand View Research, 2023). Based on Kompas data for the period 12 March to 9 April 2024, beauty and body care products constituted one of the highest-selling FMCG categories across Indonesia's three main e-commerce platforms—Shopee, Tokopedia, and Blibli. The remarkable sales performance of this category is substantially supported by continuous social media marketing activities that create awareness, generate interest, and stimulate purchase decisions. The visual and experiential nature of beauty products makes them particularly well-suited for social media marketing, where tutorials, demonstrations, and user-generated content can effectively communicate product benefits and build consumer confidence. Halal beauty brands have increasingly allocated significant portions of their marketing budgets to social media advertising, recognizing its superior return on investment compared to traditional

channels, particularly when targeting the digitally-native Muslim generation (Al-Hassan et al., 2024).

Halal brand equity, defined as the set of brand assets and liabilities associated with a brand name or symbol that incorporates Islamic values and halal certification, represents a critical intangible asset that significantly influences Muslim consumer behavior. Building on Aaker's (1991) and Keller's (1993) foundational work on brand equity, halal brand equity comprises multiple dimensions including halal brand awareness, halal brand associations, perceived halal quality, and halal brand loyalty, all of which collectively contribute to a brand's market power and competitive advantage in the Muslim consumer market. Brands with strong halal equity command premium prices, enjoy higher customer retention rates, and benefit from more favorable consumer attitudes and purchase intentions among Muslim consumers. Ebrahim (2020) demonstrated that effective brand equity management can increase the overall effectiveness of marketing communications and generate positive consumer attitudes toward a brand, thereby enhancing marketing ROI and long-term business sustainability. In the halal context, research has shown that halal brand equity is built through consistent communication of halal certification, transparent product information, and alignment with Islamic values, which collectively create trust and credibility among Muslim consumers (Rahman et al., 2023).

The relationship between social media marketing and halal brand equity has garnered substantial scholarly attention, with numerous studies confirming the positive influence of social media activities on halal brand equity development. Colicev, Malshe, and Pauwels (2018) empirically demonstrated that social media marketing efforts significantly impact customer-based brand equity in the retail industry, with different social media activities affecting distinct dimensions of brand equity. Godey et al. (2016) extended this understanding to luxury brands, finding that social media marketing efforts substantially influence both brand equity dimensions and subsequent consumer behavior. Haudi et al. (2022) further confirmed that social media marketing positively enhances brand trust, brand equity, and brand loyalty across various product categories. In the halal context, research has specifically examined how social media marketing activities influence halal brand equity through the dissemination of halal-related information, engagement with Muslim consumers, and building of halal brand communities (Suki & Suki, 2021). These findings underscore the strategic importance of social media marketing as an investment in halal brand building, rather than merely a short-term promotional tactic, as consistent and engaging social media presence contributes to cumulative halal brand asset development over time.

The emergence of TikTok as a dominant social media platform has created a paradigm shift in how halal beauty and body care brands engage with consumers and build halal brand equity. Unlike other social media platforms, TikTok's unique features—including short-form video content, algorithm-driven personalized recommendations, interactive challenges, and live streaming capabilities—create highly immersive and engaging consumer experiences. Zhang, Zhang, and Daim (2023) investigated consumer purchase intention on TikTok, revealing that the platform's distinct characteristics significantly enhance brand engagement and consumer-brand relationships. Yang and Ha (2021) further explored the motivational factors driving TikTok usage and their influence on purchase intentions, finding that parasocial relationships with influencers and content authenticity play crucial roles in shaping consumer attitudes. TikTok's seamless integration of content consumption with direct purchase options, such as in-app shopping links and shoppable videos, has made it an indispensable platform for halal beauty brands seeking to convert engagement into sales. For Muslim consumers, TikTok provides a platform where halal beauty influencers can share authentic content about halal-certified products, demonstrate product usage, and provide education about halal certification processes, thereby building trust and reducing perceived risk associated with purchasing halal beauty products (Nurhayati et al., 2024).

Generation Z Muslim women, born between 1997 and 2012, represent a particularly significant consumer segment for halal beauty and body care products, characterized by their digital nativity, high social media engagement, distinct consumption preferences, and strong religious identity. This generation has grown up in a fully digital environment, making them exceptionally responsive to social media marketing and highly reliant on online information sources for purchase decisions. According to the Pew Research Center (2023), Generation Z Muslims comprise approximately 25% of the global Muslim population, representing a substantial and growing market segment with significant purchasing power. Deepika (2025) studied the reflective factors of social media marketing among generation Z, confirming that their engagement

with social media marketing activities significantly influences brand equity and consumer response. Priya (2025) emphasized that the emergence of generation Z as a dominant consumer group has fundamentally transformed brand equity dynamics in the digital era, requiring brands to adopt more authentic, transparent, and interactive communication strategies. For halal brands, understanding how generation Z Muslim women perceive and respond to social media marketing is essential for capturing this valuable and growing market segment. Research indicates that Generation Z Muslim consumers place high importance on halal certification, transparency in product ingredients, and alignment with Islamic values, but they also demand engaging digital content and authentic brand communication (Mustafa et al., 2023).

The halal beauty industry in Indonesia presents a particularly compelling context for studying the influence of social media marketing and halal brand equity on purchase intention. Indonesia, as the country with the world's largest Muslim population (approximately 231 million Muslims representing 87% of the population), represents a massive and rapidly growing halal beauty market (BPS, 2023). The Indonesian government has actively promoted the halal industry through regulatory frameworks, including the Halal Product Assurance Law (UU JPH) No. 33 of 2014, which mandates halal certification for all products entering, circulating, and traded in Indonesia. This regulatory environment has created significant opportunities for halal beauty brands like Wardah, which has positioned itself as a pioneer in the Indonesian halal beauty market. Wardah, a local Indonesian brand, has successfully leveraged its halal certification and Islamic branding to capture substantial market share among Indonesian Muslim consumers, particularly through strategic social media marketing on platforms like TikTok (Kompas, 2024). The brand's success demonstrates the potential of combining halal positioning with effective digital marketing strategies to build brand equity and drive purchase intention among Muslim consumers.

Despite the growing body of research on social media marketing and brand equity, limited studies have specifically examined these relationships within the halal beauty context, focusing on TikTok as a marketing platform and generation Z Muslim women as consumers. This research gap is particularly significant given the rapid growth of the halal beauty market, the increasing importance of digital platforms for Muslim consumer engagement, and the unique considerations of halal branding in the beauty industry. Furthermore, the role of influencers as potential moderators in the relationship between social media marketing and halal purchase intention remains underexplored, despite the prevalence of influencer partnerships in the halal beauty industry. Based on this theoretical foundation and identified research gap, this study aims to examine: (1) the influence of social media marketing on halal brand equity (H_1), (2) the direct influence of social media marketing on halal purchase intention (H_2), and (3) the influence of halal brand equity on halal purchase intention (H_3) among generation Z Muslim women purchasing Wardah halal beauty and body care products through TikTok.

METHOD

This research adopts a quantitative research design with an explanatory approach, aimed at identifying and measuring the causal relationships between the independent variable (social media marketing), mediating variable (halal brand equity), and dependent variable (halal purchase intention). The explanatory approach is particularly appropriate for this study as it enables the testing of hypotheses derived from established theoretical frameworks and facilitates the determination of both the magnitude and significance of the influences among variables. This methodological choice is consistent with Sekaran and Bougie (2016), who recommend quantitative explanatory designs for studies seeking to confirm theoretical relationships and generalize findings to broader populations. The use of structural equation modeling (SEM) as the primary analytical technique aligns with the explanatory nature of the research, allowing for simultaneous examination of multiple relationships and mediating effects within a single comprehensive model. In the halal marketing context, quantitative approaches have been widely adopted to measure consumer perceptions, attitudes, and behaviors regarding halal products, providing robust empirical evidence for halal branding strategies (Zailani et al., 2020).

The target population for this research comprises generation Z Muslim women in Indonesia, specifically those born between 1997 and 2012, who actively use TikTok as a medium for searching information and making online purchases. This demographic was selected based on several considerations: first, generation Z constitutes a significant proportion of Indonesia's population and represents the fastest-growing consumer segment in the halal beauty and body care market;

second, Muslim women are the primary consumers of halal beauty and body care products, making them the most relevant respondents for this product category; third, TikTok has emerged as the dominant social media platform for this demographic, with the highest engagement rates among generation Z users; and fourth, the halal certification of Wardah products is particularly relevant to Muslim consumers who prioritize halal compliance in their purchasing decisions (Rahman et al., 2023). The sampling technique employed was purposive sampling, where respondents were selected based on specific predetermined criteria to ensure they possessed the characteristics relevant to the research objectives. Inclusion criteria included: (1) being Muslim female, (2) born between 1997 and 2012, (3) actively using TikTok (at least three times per week), (4) having viewed Wardah brand content on TikTok, and (5) having previously purchased or expressed intention to purchase Wardah halal products. The author obtained research respondents by reviewing consumer comments and feedback provided after purchasing Wardah beauty and body care products, ensuring that respondents had direct experience with the brand and the platform.

Sample size determination followed established guidelines for structural equation modeling to ensure adequate statistical power and reliable parameter estimation. According to Byrne (1998) and Ghozali (2013), the minimum acceptable sample size for SEM estimation is 100 respondents, although larger samples are preferred to ensure stability of parameter estimates and convergence of the iterative estimation process. Hair, Anderson, Babin, and Black (2010) recommended that sample size for SEM analysis should be at least five to ten times the number of parameters to be estimated, with the upper bound providing more conservative and robust estimates. In this research, the measurement model comprised 25 parameters to be estimated (including factor loadings, error variances, and structural path coefficients), yielding a minimum required sample of $25 \times 10 = 250$ respondents. To account for potential incomplete or invalid responses, the researchers collected data from 298 respondents; after data screening and removal of incomplete or outlier responses, a final sample of 280 valid and suitable responses was retained for analysis, exceeding the minimum requirement and providing sufficient statistical power for the hypothesized model.

Data collection was conducted through a structured online questionnaire distributed via social media platforms, primarily TikTok and Instagram, targeting generation Z Muslim female users who had interacted with Wardah's TikTok content. The questionnaire was designed using Google Forms and disseminated through purposive snowball sampling, where initial respondents were asked to share the survey link with their networks who met the inclusion criteria. The data collection period extended over six weeks, from February to March 2024, to ensure adequate respondent reach and response rates. Potential respondents were provided with clear instructions regarding the research objectives, confidentiality of responses, and voluntary participation, ensuring informed consent was obtained prior to questionnaire completion. To ensure data quality and minimize response bias, the questionnaire included attention-check questions and required respondents to confirm their demographic characteristics and social media usage patterns before proceeding to the main survey items. The researcher monitored response rates daily and sent reminder messages to initial contacts to encourage participation and minimize non-response bias.

The measurement instruments used in this study were adapted from validated scales in prior research and modified to reflect the halal context. All items were measured using a 5-point Likert scale ranging from 1 ("Strongly Disagree") to 5 ("Strongly Agree"). Social media marketing was measured using 15 items adapted from Koay et al. (2021), encompassing five dimensions: interactivity (3 items), informativeness (3 items), personalisation (3 items), trendiness (3 items), and word-of-mouth (3 items). Halal brand equity was assessed using 8 items adapted from Koay et al. (2021) and modified to incorporate halal-specific elements based on the work of Rahman et al. (2023) and Suki and Suki (2021). The dimensions included: halal brand loyalty (3 items), perceived halal quality (2 items), and halal brand awareness/associations (3 items). These items specifically addressed consumer perceptions of the brand's halal certification, adherence to Islamic principles, and overall halal credibility. Halal purchase intention was measured using 3 items adapted from Pavlou and Fygenon (2006), assessing consumers' intention to purchase Wardah halal products based on social media information, with specific reference to halal considerations in their purchase decisions. All items were translated into Indonesian and back-translated to ensure linguistic accuracy and conceptual equivalence, with particular attention to halal terminology and its accurate representation in Indonesian.

The data were analyzed using LISREL 8.80 for structural equation modeling, following a two-step approach: first, confirmatory factor analysis (CFA) was conducted to test the measurement model's validity and reliability, followed by structural model testing to examine the hypothesized relationships among variables. The goodness-of-fit of both measurement and structural models was evaluated using multiple fit indices, including Chi-square/df ratio, Comparative Fit Index (CFI), Incremental Fit Index (IFI), Goodness-of-Fit Index (GFI), and Root Mean Square Error of Approximation (RMSEA), with acceptable thresholds based on established guidelines. For the halal context, additional attention was paid to the content validity of the halal brand equity measures, ensuring that the items accurately captured the unique dimensions of halal branding as understood by Muslim consumers.

RESULT AND DISCUSSION

Respondent Characteristics

The data collected and suitable for processing were 280 generation Z Muslim female respondents whose birth years were 1997 to 2012. Based on the characteristics of generation Z Muslim female respondents, the highest birth year was 2003 with 21 years of age at 45.3%, the highest education was high school at 63.1% and the highest employment status is student at 68.4%. All respondents self-identified as Muslim, and 100% confirmed that they prioritize halal certification when making beauty product purchases. Additionally, 78.6% of respondents reported that they follow at least one halal beauty influencer on TikTok, and 82.1% stated that they had previously purchased halal beauty products based on TikTok content recommendations.

Validity and Reliability Test

Before testing the proposed model, this research conducted confirmatory factor analysis (CFA). These findings present standard CFA and all items load on the construct expected and the construct is correlated with the analysis. In the CFA testing model, all factor loadings were significant ($p < 0.05$). The results of the adaptability test are $df = 33$, $CFI = 1.00$, $IFI = 1.00$, $GFI = 0.93$, $RMSEA = 0.034$. The results show that the model is fit. Table 1 illustrates a reasonable level of internal consistency among the indicators, with all Cronbach's alpha values of the variables exceeding the threshold value of 0.7, which indicates good reliability. Furthermore, construct reliability (CR) and average variance extracted (AVE) was measured to evaluate the convergent validity of the measurement model. The CR and AVE values are in accordance with the acceptable parameters, namely $CR > 0.70$, $AVE > 0.50$ and $CR > AVE$, thus strengthening convergent validity.

Table 1. Results of Validity Test and Reliability Test

Variables	Indicators	SLF > 0.50	Error	CR > 0.70	VE > 0.50	Conclusion
Social Media Marketing				0.94	0.51	Reliable
	SMMIY1	0.72	0.49			Valid
	SMMIY2	0.68	0.54			Valid
	SMMIY3	0.67	0.56			Valid
	SMMIS1	0.63	0.61			Valid
	SMMIS2	0.69	0.53			Valid
	SMMIS3	0.78	0.40			Valid
	SMMP1	0.84	0.30			Valid
	SMMP2	0.81	0.34			Valid
	SMMP3	0.68	0.54			Valid
	SMMT1	0.72	0.48			Valid
	SMMT2	0.72	0.48			Valid
	SMMT3	0.73	0.46			Valid
	SMMW1	0.72	0.49			Valid
	SMMW2	0.62	0.62			Valid
	SMMW3	0.54	0.70			Valid
Halal Brand Equity				0.86	0.54	Reliable
	BEBL1	0.65	0.58			Valid
	BEBL2	0.60	0.64			Valid
	BEBL3	0.62	0.62			Valid
	BEPL1	0.58	0.66			Valid

Variables	Indicators	SLF > 0.50	Error	CR > 0.70	VE > 0.50	Conclusion
	BEPL2	0.67	0.55			Valid
	BEBA1	0.71	0.50			Valid
	BEBA2	0.77	0.40			Valid
	BEBA3	0.71	0.49			Valid
Halal Purchase Intention				0.87	0.69	Reliable
	PI1	0.68	0.43			Valid
	PI2	0.74	0.32			Valid
	PI3	0.69	0.31			Valid

Structural Equation Modelling (SEM)

The results of the structural model estimation are presented in Figure 1 and Table 2.

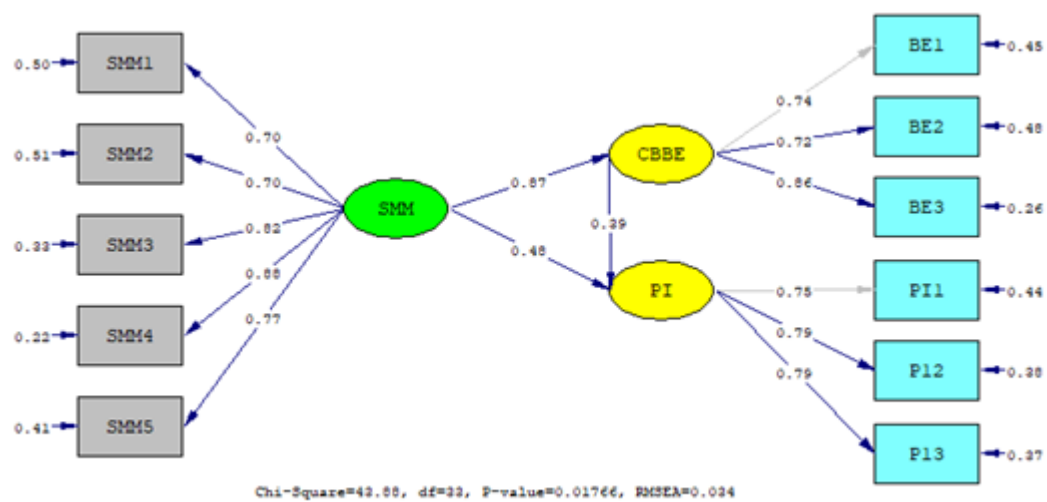


Figure 1. Structural Equation Model Results (Path Diagram)

Table 2. Hypothesis Testing Results

Hypothesis	Relationship	Standardized Value	T-value	Conclusion
H ₁	Social Media Marketing (SMM) → Halal Brand Equity (HBE)	0.87	12.09	Supported
H ₂	Social Media Marketing (SMM) → Halal Purchase Intention (HPI)	0.48	3.89	Supported
H ₃	Halal Brand Equity (HBE) → Halal Purchase Intention (HPI)	0.39	3.00	Supported

DISCUSSION

The findings of this study provide robust empirical evidence regarding the pivotal role of social media marketing in shaping both halal brand equity and halal purchase intention among generation Z Muslim female consumers of Wardah halal beauty and body care products on TikTok. The first hypothesis (H₁), which proposed that social media marketing has a positive influence on halal brand equity, was strongly supported with a standardized coefficient of 0.87 (T-value = 12.09). This exceptionally high coefficient indicates that social media marketing activities explain approximately 76% of the variance in halal brand equity, underscoring the critical importance of digital marketing strategies in contemporary halal brand building. This finding aligns with research conducted by Haudi et al. (2022), who demonstrated that social media marketing significantly enhances brand trust, brand equity, and brand loyalty across various product categories. In the halal context, this finding extends previous research by demonstrating that social media marketing

is particularly effective in building halal-specific brand equity dimensions, including halal brand awareness, perceived halal quality, and halal brand loyalty.

The strength of this relationship can be attributed to the interactive and immersive nature of TikTok, which allows Wardah to engage with Muslim consumers through creative content that emphasizes halal certification, product ingredients, and production processes. Through platforms like TikTok, halal beauty brands can address common consumer concerns about halal compliance, build trust through transparent communication, and create educational content that explains the importance of halal certification in beauty products (Nurhayati et al., 2024). The visual and experiential nature of beauty products makes them particularly well-suited for TikTok marketing, where influencers can demonstrate product usage while explicitly highlighting halal certification and Islamic values. This finding is consistent with the work of Sağtaş (2022), who confirmed that social media marketing has a positive influence on brand equity and consumer purchasing intention, with planned and well-defined social media marketing strategies enabling businesses to increase their brand value perception.

The substantial influence of social media marketing on halal brand equity can be further understood through the lens of customer-based brand equity theory, which posits that brand equity is built through consumer awareness, associations, perceived quality, and loyalty. Zhang, Zhang, and Daim (2023) investigated consumer purchase intention in online social media marketing with a specific focus on TikTok, finding that the platform's unique features—such as short-form video content, algorithmic recommendations, and interactive challenges—significantly enhance brand engagement and consumer-brand relationships. In the context of halal beauty marketing, these features enable brands to create memorable brand experiences that translate into heightened halal brand awareness and positive halal brand associations. Moreover, Chavadi et al. (2023) explored the effects of social media-based brand communities on brand trust, brand equity, and consumer response, concluding that strengthening social media brand communities leads to higher brand trust and positively influences all brand equity dimensions. This theoretical framework provides a compelling explanation for our findings, as Wardah's active presence on TikTok effectively functions as a virtual halal brand community where Muslim consumers interact, share experiences, and develop emotional attachments to the brand based on shared Islamic values.

The second hypothesis (H_2), examining the direct relationship between social media marketing and halal purchase intention, was also supported with a standardized coefficient of 0.48 (T -value = 3.89). While this coefficient is moderate compared to the effect on halal brand equity, it remains statistically significant and practically meaningful. This finding suggests that social media marketing activities directly influence consumers' intentions to purchase Wardah halal products, even without the complete mediation of halal brand equity. Alwan and Alshurideh (2022) examined the effect of digital marketing on purchase intention with the moderating effect of brand equity, finding that digital marketing, including social media marketing and electronic word-of-mouth, had a positive significant effect on purchase intention. In the halal context, this direct effect is particularly important as it suggests that well-executed social media marketing can immediately influence Muslim consumers' purchase intentions by providing timely and relevant halal product information, reducing search costs, and building confidence in halal product choices.

The direct effect of social media marketing on halal purchase intention can be contextualized within the broader digital marketing landscape for halal products. Majeed, Owusu-Ansah, and Ashmond (2021) investigated the influence of social media on purchase intention with the mediating role of brand equity within Ghana's fashion industry, finding that surveillance, information sharing, and remuneration have significant and positive effects on brand equity, which subsequently influences consumer purchase intention. Furthermore, Cuandra et al. (2024) examined the mediating effect of brand equity on purchase intention in e-commerce, specifically analyzing the role of social media marketing, electronic word-of-mouth, brand image, and brand knowledge. While their study found that the mediating effect of brand equity on the social media marketing-purchase intention relationship was not significant, they confirmed that social media marketing has a significant influence on brand equity, which subsequently affects purchase intention. This suggests that while the direct path from social media marketing to purchase intention is important, the indirect path through halal brand equity may be even more consequential in the halal context, highlighting the complementary nature of these relationships.

The third hypothesis (H_3), which proposed that halal brand equity positively influences halal purchase intention, was supported with a standardized coefficient of 0.39 (T -value = 3.00). This

finding confirms that halal brand equity serves as a significant driver of halal purchase intention, although its effect is somewhat smaller than the direct effect of social media marketing. This result is consistent with the extensive body of literature documenting the relationship between brand equity and consumer behavior in both conventional and halal marketing contexts. Minh, Huong, and Ha (2022) demonstrated that social brand engagement via social media platforms has a direct positive impact on brand equity and an indirect effect on purchase intention in the Vietnamese fashion market. In the halal beauty and personal care industry, where halal certification, perceived quality, and consumer trust are paramount, halal brand equity plays a critical role in shaping purchase decisions. Moreira, Fortes, and Santiago (2017) specifically examined the influence of sensory stimuli on brand experience, brand equity, and purchase intention, finding that positive brand equity results in favorable consumer responses and increased purchase intention. Our findings corroborate these earlier studies, demonstrating that Wardah's established halal brand equity—built through years of consistent halal marketing, product quality, and consumer trust—continues to exert a positive influence on Muslim consumers' intentions to purchase the brand's halal products.

The emergence of TikTok as a dominant social media platform for halal beauty marketing warrants particular attention in interpreting our findings. Yang and Ha (2021) explored why people use TikTok and how their purchase intentions are affected by social media influencers, finding that the platform's unique combination of entertainment, information, and social interaction creates a fertile ground for brand-consumer engagement and purchase intention formation. Similarly, Yones and Muthaiyah (2023) examined electronic word-of-mouth via the TikTok application and its influence on purchase intention of cosmetic products, confirming that TikTok-based eWOM significantly affects consumer purchase decisions. For halal beauty products, TikTok's interactive and visually engaging nature allows brands like Wardah to demonstrate product usage, share tutorials, showcase real-time results, and explicitly highlight halal certification, thereby building Muslim consumer confidence and reducing perceived risk associated with purchasing halal beauty products. This is particularly important for generation Z Muslim consumers who increasingly rely on visual and peer-generated content for product evaluation and purchase decisions, rather than traditional advertising channels.

The focus on generation Z Muslim women in this study provides valuable insights into the consumption patterns of a demographic cohort that is rapidly becoming the dominant consumer group in the halal beauty and personal care market. Waworuntu, Mandagi, and Pangemanan (2022) conducted a study on the role of social media marketing in shaping brand image and generation Z's intention to purchase local products, revealing that SMM positively and significantly influences brand image and Gen Z's intention to purchase, with brand image mediating this relationship. Generation Z consumers exhibit distinct characteristics that differentiate them from previous generations, including heightened digital nativity, preference for authentic and transparent brand communication, and susceptibility to peer influence through social media platforms. In the halal context, research has shown that Generation Z Muslim consumers are particularly concerned with halal authenticity, demanding transparent communication about halal certification processes, ingredient sourcing, and product development (Mustafa et al., 2023). Deepika (2025) studied the reflective factors of social media marketing among generation Z, confirming that generation Z's engagement with social media marketing activities significantly influences brand equity and consumer response. Our findings contribute to this growing body of literature by providing empirical evidence from the Indonesian context, where TikTok has experienced explosive growth and has become a primary platform for halal beauty product discovery and purchase among young Muslim female consumers.

The relationship between social media marketing and halal brand equity can be understood through the lens of information processing theory, which suggests that consumer attitudes and behaviors are influenced by the quantity, quality, and relevance of information they receive about products and brands. In the halal beauty context, social media marketing provides Muslim consumers with comprehensive information about halal certification, product ingredients, manufacturing processes, and religious compliance, all of which contribute to the formation of halal brand equity. This aligns with the findings of Raji et al. (2020), who demonstrated that firm-created content on social media enhances brand equity and consumer response. For halal brands like Wardah, the strategic creation and dissemination of halal-focused content on TikTok enables the brand to build strong halal brand associations, enhance perceived halal quality, and cultivate halal

brand loyalty among its Muslim consumer base. The interactive nature of social media platforms further allows for two-way communication, where Muslim consumers can ask questions, seek clarifications, and receive immediate responses regarding halal aspects of products, thereby building trust and confidence in the brand's halal credentials (Hafez, 2021).

The theoretical and practical implications of our findings are substantial. From a theoretical perspective, this study contributes to the existing literature on social media marketing and brand equity by extending these concepts to the halal beauty context and examining these relationships within the unique context of TikTok. The strong support for all three hypotheses confirms the applicability of the customer-based brand equity framework in the halal digital marketing context and extends our understanding of how social media platforms like TikTok can be leveraged to build halal brand equity and drive halal purchase intention. This study also contributes to the emerging literature on halal marketing by empirically demonstrating the distinct dimensions of halal brand equity and their influence on Muslim consumer behavior. Furthermore, the findings contribute to the understanding of Generation Z Muslim consumers as a distinct market segment with specific expectations regarding halal product information and social media engagement.

From a practical standpoint, our findings offer actionable insights for halal brand managers and marketers in the beauty industry. The exceptionally strong effect of social media marketing on halal brand equity (0.87) suggests that investments in TikTok marketing—including content creation, influencer partnerships, and interactive campaigns—are likely to yield substantial returns in terms of halal brand building. Muslim consumers are clearly responsive to social media marketing that emphasizes halal aspects of beauty products, and brands that effectively communicate their halal credentials through engaging digital content can build strong halal brand equity. Furthermore, the significant direct effect of social media marketing on halal purchase intention (0.48) indicates that well-executed social media campaigns can drive immediate sales outcomes, in addition to their long-term brand-building benefits. However, the relatively smaller effect of halal brand equity on halal purchase intention (0.39) compared to the direct effect of social media marketing suggests that while halal brand equity remains important, marketers should not rely solely on established halal brand reputation but should continue to invest in dynamic and engaging social media content to maintain Muslim consumer interest and purchase intention.

Several factors may explain why social media marketing exerted a stronger influence on halal brand equity than on halal purchase intention in our study. First, the measurement of halal brand equity encompassed multiple dimensions—halal brand loyalty, perceived halal quality, and halal brand awareness/associations—which collectively capture the holistic brand perception that develops over time through repeated exposure to halal-focused social media content. In contrast, halal purchase intention represents a more immediate behavioral outcome that may be influenced by additional factors such as price sensitivity, product availability, competing halal alternatives, and the perceived authenticity of halal certification. Second, the generation Z Muslim respondents in our study may exhibit a degree of skepticism or deliberation in their purchase decisions, even when they hold positive halal brand perceptions. This is consistent with the findings of Cuandra et al. (2024), who noted that while social media marketing significantly influences brand equity, the translation of brand equity into purchase intention may be moderated by other factors such as brand knowledge and electronic word-of-mouth. Third, the halal beauty category is characterized by high levels of product involvement and religious significance, meaning that Muslim consumers may require multiple touchpoints and information sources before committing to a purchase, even when they have positive halal brand perceptions formed through social media exposure.

The role of halal certification in moderating the relationship between social media marketing and purchase intention deserves particular attention. Research has shown that halal certification serves as a signal of product quality and religious compliance, reducing uncertainty and building trust among Muslim consumers (Rahman et al., 2023). In our study, the strong influence of social media marketing on halal brand equity suggests that brands like Wardah have effectively communicated their halal certification through social media content, building consumer confidence in their halal credentials. However, the direct effect of social media marketing on halal purchase intention, while significant, was not as strong as the effect on halal brand equity, suggesting that other factors may influence the translation of halal brand perceptions into purchase behavior. This could include the perceived credibility of halal certification bodies, the level of consumer knowledge about halal standards in beauty products, and the availability of alternative halal-certified products in the market.

The cultural and religious context of Indonesia as the world's largest Muslim-majority country provides an important backdrop for understanding our findings. In Indonesia, halal certification has become increasingly important for beauty products, driven by both regulatory requirements and consumer demand for religiously-compliant products. The Indonesian Ulema Council (MUI) has established rigorous halal certification standards for cosmetics and personal care products, and brands like Wardah have invested significantly in obtaining and promoting their halal certification. Our findings suggest that social media marketing plays a crucial role in communicating these halal credentials to Muslim consumers, building halal brand equity, and driving halal purchase intention. The effectiveness of social media marketing in the Indonesian context may be enhanced by the high levels of social media penetration and the cultural emphasis on visual and interactive communication.

Several limitations of this study should be acknowledged. First, the research focused exclusively on Wardah brand products, which may limit the generalizability of findings to other halal beauty brands with different positioning, certification backgrounds, and marketing strategies. Future research should examine whether the findings hold for other halal beauty brands in different market segments. Second, the study employed a cross-sectional design, which captures the relationships between variables at a single point in time. Longitudinal research would be valuable to examine how the influence of social media marketing on halal brand equity and purchase intention evolves over time as consumer perceptions develop and social media content changes. Third, the research focused on generation Z Muslim women, which may limit the applicability of findings to other demographic groups such as generation X Muslim consumers or male Muslim consumers. Future research could explore generational differences in the influence of social media marketing on halal brand equity and purchase intention.

The identification of influencers as a potential moderating variable in the relationship between social media marketing and halal purchase intention represents a promising direction for future research. Our study found that 78.6% of respondents follow at least one halal beauty influencer on TikTok, suggesting that influencers play a significant role in shaping halal beauty consumption decisions among generation Z Muslim women. Influencers can provide authentic and relatable content that educates consumers about halal certification, demonstrates product usage, and builds trust in halal brands. Future research could examine how influencer characteristics such as credibility, perceived authenticity, and religious commitment influence their effectiveness in promoting halal beauty products. Additionally, research could explore whether the effectiveness of influencer marketing varies based on the type of influencer (e.g., micro-influencers vs. macro-influencers) or the nature of the content (e.g., educational vs. entertainment-focused).

CONCLUSION

This research concludes that social media marketing, particularly through TikTok, is highly effective in building halal brand equity (with a strong correlation of 0.87) and driving halal purchase intention among Generation Z Muslim women. Social media plays a dual role: it builds brand assets in consumers' minds while also directly prompting purchasing behavior. However, this study has a limitation in that it did not include influencers as a moderating variable, even though 78.6% of respondents follow halal beauty influencers on TikTok, and Wardah's collaborations with influencers have clearly attracted significant consumer attention. Therefore, future research is strongly recommended to examine the moderating role of influencers in the relationship between social media marketing and halal purchase intention, with a particular focus on specific influencer characteristics—such as credibility, authenticity, and religious commitment—that most effectively shape Generation Z Muslim consumers' halal beauty consumption decisions.

The findings offer several important implications for halal brand managers. First, brands should communicate information about halal certification, ingredients, and production processes clearly, engagingly, and transparently, aligning with Generation Z's preference for authenticity and visual interaction. Second, they should leverage interactive features like live streaming, Q&A sessions, and challenges to foster two-way communication and build a community around halal brand values. Third, brands should form strategic partnerships with credible halal beauty content creators who can serve as trusted advocates. Fourth, they must maintain consistent halal messaging across all social media platforms to build coherent and credible halal brand equity. Overall, this research provides empirical evidence that social media marketing significantly influences halal

brand equity and purchase intention, while also extending the halal marketing literature in the digital beauty market. As the global halal beauty market grows and digital platforms become increasingly central to consumer decision-making, further research is needed to continuously explore the evolving dynamics between digital marketing and halal consumer behavior.

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