

Green product, viral marketing, and halal awareness on purchase decisions through purchase intention: Evidence from Camille Beauty consumers in Salatiga City

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Abstract

The increasing competition in Indonesia's cosmetics industry has prompted companies to understand better the factors influencing consumers' purchasing decisions. This study aimed to examine the effects of green products, viral marketing, and halal awareness on purchase decisions, with purchase intention serving as an intervening variable among consumers of Camille Beauty in Salatiga City. A quantitative research approach was employed using primary data collected through questionnaires from 100 respondents selected through purposive sampling. The data were analyzed using path analysis. The results indicate that green products, viral marketing, and halal awareness have positive and significant effects on purchase intention. Purchase intention also positively influences purchase decisions. Furthermore, green products, viral marketing, and halal awareness directly affect purchase decisions, while purchase intention significantly mediates the relationships between the independent variables and purchase decisions. These findings confirm the applicability of the Theory of Planned Behavior in explaining consumer purchasing behavior toward halal cosmetic products and suggest that companies should strengthen environmentally friendly product attributes, optimize digital marketing strategies, and maintain halal product quality to enhance consumer purchase intention and purchasing decisions.

Keywords: Green Product, Halal Awareness, Purchase Intention, Purchase Decision, Viral Marketing.

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1. Introduction

The global cosmetics and personal care industry has experienced remarkable growth over the past decade, driven by increasing consumer awareness of personal appearance, health, and environmental sustainability. Alongside this growth, consumers have become more selective in evaluating cosmetic products, not only based on product quality but also on environmental responsibility, ethical production processes, and compliance with religious values. This transformation has encouraged cosmetic companies to develop innovative marketing strategies that address functional, environmental, and spiritual aspects simultaneously. In Indonesia, the cosmetics industry has continued to expand due to increasing purchasing power, rapid digital transformation, and the dominance of younger consumers who actively seek product information through digital platforms before making purchasing decisions. These developments have intensified competition among cosmetic brands, including local brands such as Camille Beauty, requiring companies to understand better the



determinants of consumer purchasing behavior (Sofwan & Wijayangka, 2021; Rosyada, 2023).

Environmental sustainability has emerged as a primary consideration shaping modern consumer behavior. Consumers are increasingly concerned about the environmental impact of the products they purchase, encouraging companies to adopt environmentally friendly production practices and develop green products. Green products are designed to minimize environmental damage, reduce hazardous materials, utilize recyclable packaging, and support sustainable resource utilization while maintaining product quality and consumer safety (Makatumpias et al., 2018; Sofwan & Wijayangka, 2021). Consumers who perceive cosmetic products as environmentally friendly are more likely to develop favorable attitudes toward them, which subsequently increases their intention to purchase. Previous studies consistently reported that green products significantly influence purchase intention because environmentally conscious consumers tend to reward companies demonstrating sustainability commitments (Elvierayani & Choiroh, 2020; Purwanto, 2021; Lestari et al., 2023).

Beyond environmental concerns, technological advancements have transformed how companies communicate with consumers. The widespread use of social media platforms has shifted conventional marketing toward digital marketing strategies, particularly viral marketing. Viral marketing enables information to spread rapidly through consumer interactions, online reviews, recommendations, and user-generated content, thereby expanding product awareness at relatively low promotional costs (Karisma & Hanifah, 2023; Nabilaturrahmah & Siregar, 2022). Consumers increasingly rely on information shared by other consumers because it is perceived as more credible than traditional advertising. Consequently, compelling marketing content, customer testimonials, and viral social media discussions have become essential drivers of consumer purchase intent. Previous empirical studies found that viral marketing positively influences purchase intention by strengthening product awareness, enhancing consumer trust, and stimulating purchasing motivation (Astasari & Sudarwanto, 2021; Dharma et al., 2022; Pasaribu, 2023; Ika & Ardan, 2023).

For Muslim consumers, purchasing decisions are also strongly influenced by religious considerations. Halal awareness reflects consumers' understanding and concern regarding halal principles, including product ingredients, manufacturing processes, storage, distribution, and halal certification (Izzuddin, 2018). Indonesia, as the country with the largest Muslim population, represents a significant halal cosmetics market where consumers increasingly demand products that comply with Islamic principles. Consumers possessing higher halal awareness generally demonstrate greater confidence in purchasing halal-certified products because halal certification not only guarantees religious compliance but also represents product safety and quality. Previous studies consistently indicate that halal awareness positively affects purchase intention and purchasing decisions among Muslim consumers (Lailla & Tarmizi, 2020; Hamdani et al., 2021; Sara et al., 2022; Cupian et al., 2023).

This study adopts the Theory of Planned Behavior (TPB) proposed by Ajzen (1991) as the theoretical foundation for explaining consumer purchasing behavior. TPB argues that behavioral intention is determined by three primary components: attitude toward behavior, subjective norms, and perceived behavioral control. In this study, consumers' attitudes are reflected in their evaluations of green products; subjective norms are reflected in viral marketing that influences consumers through social interactions; and perceived behavioral control is reflected in halal awareness, which shapes consumers' confidence in selecting products consistent with their religious beliefs. These three constructs are expected to influence purchase intention, which, in turn, determines purchasing decisions. Therefore, TPB provides a comprehensive framework for understanding how environmental concerns, social influences, and religious values collectively shape consumer purchasing behavior (Ajzen, 1991).

Although previous studies have extensively examined green products, viral marketing, halal awareness, purchase intention, and purchasing decisions, empirical findings remain inconsistent. Several researchers reported significant positive relationships among these variables (Elvierayani & Choiroh, 2020; Astasari & Sudarwanto, 2021; Sara et al., 2022), whereas other studies reported varying effect sizes depending on research context, product category, and consumer characteristics. Moreover, previous studies generally investigated these variables separately, focusing only on direct relationships between independent variables and purchase intention or purchasing decisions. Limited studies have simultaneously integrated green product, viral marketing, and halal awareness into a single conceptual framework while examining purchase intention as an intervening variable, particularly within the local halal cosmetics industry.

This study addresses these research gaps by developing an integrated model that examines the direct effects of green products, viral marketing, and halal awareness on purchase intention and purchasing decisions, and the mediating role of purchase intention. Unlike previous studies that mainly focused on food products or general consumer goods, this research specifically investigates Camille Beauty consumers in Salatiga City, representing the rapidly growing halal cosmetic market. Consequently, this study is expected to contribute both theoretically and practically by extending the Theory of Planned Behavior to halal cosmetic purchasing behavior and by offering managerial implications for cosmetic companies, guiding the development of environmentally sustainable, digitally competitive, and halal-oriented marketing strategies.

2. Literature Review and Hypothesis Development

Theory of Planned Behavior

This study is grounded in the Theory of Planned Behavior (TPB), which explains that an individual's behavior is primarily determined by behavioral intention. According to Ajzen (1991), behavioral intention is influenced by three fundamental components: attitude toward the behavior, subjective norms, and perceived behavioral control. Attitude refers to an individual's positive or negative evaluation of performing a particular behavior, subjective norms reflect perceived social pressure from important

others, and perceived behavioral control represents an individual's perception of their ability to perform the behavior. In this study, green products represent consumers' attitudes toward environmentally friendly products, and viral marketing reflects subjective norms through social influence and digital communication. In contrast, halal awareness represents perceived behavioral control in selecting halal cosmetic products. These three factors are expected to influence purchase intention, which, in turn, affects purchasing decisions (Ajzen, 1991).

Green Product and Purchase Intention

Green products are environmentally friendly, minimize pollution, reduce the use of hazardous materials, conserve natural resources, and support recycling (Sofwan & Wijayangka, 2021). In addition to providing functional benefits, green products contribute to environmental sustainability by reducing negative ecological impacts throughout their life cycle (Rosyada, 2023). Consumers who are increasingly aware of environmental issues tend to develop favorable perceptions of companies that offer environmentally responsible products, thereby increasing their intention to purchase. Therefore, green products have become an essential marketing strategy for cosmetic companies seeking to strengthen consumer trust and gain a competitive advantage (Makatumpias et al., 2018). Based on this explanation, the following hypothesis is proposed:

H1: Green product has a positive and significant effect on purchase intention.

Viral Marketing and Purchase Intention

Viral marketing is a digital marketing strategy that enables information about products or services to spread rapidly through consumers' social networks. Consumers voluntarily share product-related information via social media, online reviews, and electronic word of mouth, allowing promotional messages to reach broader audiences at relatively low cost (Karisma & Hanifah, 2023). Effective viral marketing depends on engaging content, product knowledge, credible opinion leaders, and clear information that encourages consumers to discuss and recommend products to others (Nabilaturrahmah & Siregar, 2022; Mulyaputri, 2021). Consequently, viral marketing is expected to increase product awareness and stimulate consumers' purchase intention. Based on this explanation, the following hypothesis is proposed:

H2: Viral marketing has a positive and significant effect on purchase intention.

Halal Awareness and Purchase Intention

Halal awareness refers to consumers' understanding and concern regarding halal principles, including halal ingredients, production processes, and halal certification (Izzuddin, 2018). Consumers with higher halal awareness generally pay greater attention to halal labels, avoid doubtful products, and prioritize purchasing products that comply with Islamic principles. In the cosmetic industry, halal certification not only represents religious compliance but also reflects product quality, safety, and consumer confidence. Therefore, increasing halal awareness is expected to strengthen consumers' intention to purchase halal-certified cosmetic products (Setyaningsih & Marwansyah, 2019). Based on this explanation, the following hypothesis is proposed:

H3: Halal awareness has a positive and significant effect on purchase intention.

Purchase Intention and Purchase Decision

Purchase intention refers to consumers' willingness and tendency to purchase a particular product after evaluating available information and considering expected benefits. It reflects the psychological stage preceding the actual purchasing decision and is influenced by consumers' emotions, product perceptions, and previous experiences (Sari, 2020). Consumers with stronger purchase intentions are more likely to seek additional product information, develop stronger preferences, and recommend products to others. Therefore, purchase intention is frequently considered an important predictor of actual purchasing behavior (Dwidienawati et al., 2020). In the context of cosmetic products, consumers who already intend to buy are more likely to proceed to the final purchasing stage after comparing alternatives and assessing product suitability. Based on this explanation, the following hypothesis is proposed:

H4: Purchase intention has a positive and significant effect on purchase decision.

Green Product and Purchase Decision

Green products not only shape consumers' attitudes but may also directly influence their final purchasing decisions. Consumers who perceive a cosmetic product as environmentally friendly are more likely to choose it because such products are associated with sustainability, safety, and social responsibility. In competitive markets, environmentally responsible products can create a positive brand image and strengthen consumer confidence, which ultimately encourages actual purchase decisions (Makatumpias et al., 2018; Rosyada, 2023). Therefore, a green product is expected to affect purchase decisions directly. Based on this explanation, the following hypothesis is proposed:

H5: A green product has a positive and significant effect on the purchase decision.

Viral Marketing and Purchase Decision

Viral marketing can directly influence purchase decisions because consumers often rely on social media content, online reviews, and recommendations from other users before making a purchase. When product information spreads widely and is perceived as credible, consumers tend to develop trust and become more willing to buy the product. Viral marketing also creates social proof, reducing uncertainty and encouraging consumers to follow popular product trends (Karisma & Hanifah, 2023; Nabilaturrahmah & Siregar, 2022). Therefore, viral marketing is expected to affect purchase decisions directly. Based on this explanation, the following hypothesis is proposed:

H6: Viral marketing has a positive and significant effect on purchase decisions.

Halal Awareness and Purchase Decision

Halal awareness may also directly influence purchase decisions because consumers with strong awareness of halal principles tend to prioritize products that comply with Islamic rules. In the cosmetic industry, halal certification serves as an important signal of religious compliance, product safety, and trustworthiness. Consumers who are highly aware of halal issues are more likely to select halal-certified products and reject products with uncertain ingredients or processes (Izzuddin, 2018; Setyaningsih &

Marwansyah, 2019). Therefore, halal awareness is expected to affect purchase decisions directly. Based on this explanation, the following hypothesis is proposed:
H7: Halal awareness has a positive and significant effect on purchase decisions.

The Mediating Role of Purchase Intention

Purchase intention is expected to play an important mediating role in the relationships among green product, viral marketing, halal awareness, and the purchase decision. Green products may first shape consumers' favorable intentions toward environmentally friendly cosmetics, which then lead to actual purchasing decisions. Similarly, viral marketing can increase consumer interest and willingness to buy through repeated exposure to persuasive digital content. At the same time, halal awareness can strengthen consumers' intention to purchase halal-certified products before they make the final decision. In this sense, purchase intention functions as a psychological bridge that translates consumer perceptions, social influence, and religious concern into actual behavior (Ajzen, 1991; Dwidienawati et al., 2020). Based on this explanation, the following hypotheses are proposed:

H8: Purchase intention mediates the effect of green product on purchase decision.

H9: Purchase intention mediates the effect of viral marketing on purchase decision.

H10: Purchase intention mediates the effect of halal awareness on purchase decision.

3. Research Method

This study employed a quantitative research approach to examine the effects of green product, viral marketing, and halal awareness on purchase decisions, with purchase intention serving as an intervening variable. The research was conducted among consumers of Camille Beauty products in Salatiga City. Primary data were collected using a structured questionnaire distributed to respondents who had previously purchased or used Camille Beauty products. The sampling technique applied was purposive sampling, with respondents selected based on predetermined criteria, including being at least 17 years old and having experience purchasing Camille Beauty products. Based on these criteria, 100 valid questionnaires were collected and analyzed. The research variables consisted of green product, viral marketing, and halal awareness as independent variables, purchase intention as the intervening variable, and purchase decision as the dependent variable (see Table 1). All constructs were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree), with measurement indicators adopted from previous studies and adjusted to the research context.

Path analysis is used to examine causal relationships among variables that have been developed based on a theoretical framework. This analysis aims to identify both the direct and indirect effects of independent variables on the dependent variable through an intervening variable. According to Ghozali (2013), path analysis is an extension of regression analysis used to test causal relationship patterns involving three or more variables. An indirect effect occurs when the intervening variable

mediates the relationship between the independent variable and the dependent variable (Ghozali, 2018).

In this study, the path analysis model is formulated through two regression equations as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 Z + e$$

$$Z = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

Where:

- X1 = Green Product
- X2 = Viral Marketing
- X3 = Halal Awareness
- Y = Purchase Decision
- Z = Purchase Interest
- β = Regression coefficient
- α = constant
- e = error term

The mediating effect is tested by examining the significance of the indirect effect of the independent variables on the dependent variable through the intervening variable. To determine whether the mediating effect is significant, the Sobel test is employed by considering the path coefficient and the standard error of the relationships between variables. If the Sobel test result is significant, the intervening variable can be concluded to mediate the relationship between the independent variable and the dependent variable (Ghozali, 2018).

Table 1. Operational Definitions

Variable	Operational Definition
Green Product	A green product refers to a product that is environmentally friendly, does not harm humans or the environment, uses resources efficiently, can be recycled, and helps reduce waste, pollution, and the use of harmful materials.
Viral Marketing	Viral marketing refers to a marketing strategy that encourages consumers to share messages about a product or service with others, either through digital media or personal communication, so that the marketing message can spread widely.
Halal Awareness	Halal awareness refers to the level of understanding and concern of Muslim consumers regarding the concept of halal, halal-related processes, and the belief that choosing halal products is important in daily consumption.
Purchase Intention	Purchase intention refers to the tendency or motivation of consumers to buy a product after being influenced by information, perceptions, needs, and personal considerations.
Purchase Decision	Purchase decision refers to the stage at which consumers have made a choice, purchased a product, and used or consumed the selected product.

4. Results and Discussion

4.1. Results

Respondent Characteristics

Based on the research results, 48 male respondents (16.6%) and 241 female respondents (83.4%) were identified. This indicates that women make up the majority of Camille Beauty's user base. Furthermore, there were 289 respondents, including 44

private-sector employees (15.2%), 28 in "other" occupations (9.7%), 160 students (55.4%), 25 civil servants (8.7%), and the remaining 32 self-employed individuals (11.1%). Finally, there were 289 respondents, including 148 people with an income of < Rp. 1,000,000 (51.2%), 15 people with an income of > Rp. 5,000,000 (5.2%), 56 people with an income of Rp. 1,000,000 – Rp. 2,500,000, totaling 56 people, representing 19.4%; Rp. 2,500,000 – Rp. 4,000,000, totaling 49 people, representing 17%; and Rp. 4,000,000 - Rp. 5,000,000: 21 people, representing 7.3%.

Table 2. Respondent Characteristics

Category	Subcategory	Number (People)	Percentage (%)
Gender	Male	48	16.6%
	Female	241	83.4%
Occupation	Private-sector employee	44	15.2%
	Other	28	9.7%
	Student	160	55.4%
	Civil servant	25	8.7%
	Self-employed	32	11.1%
Revenue	<1.000.000	148	51.2%
	>5.000.000	15	5.2%
	1.000.000-2.500.000	56	19.4%
	2.500.000-4.000.000	49	17.0%
	4.000.000-5.000.000	21	7.3%

Validity Test

Table 3. Validity Test Results

Green Product (X1)		Viral Marketing (X2)		Halal Awareness (X3)		Purchase Decision (Y)		Purchase Interest (Z)	
Items	r value	Items	r value	Items	r value	Items	r value	Items	r value
X1.1	0.832	X2.1	0.811	X3.1	0.711	Y1	0.903	Z1	0.820
X1.2	0.805	X2.2	0.779	X3.2	0.867	Y2	0.880	Z2	0.807
X1.3	0.736	X2.3	0.846	X3.3	0.806	Y3	0.880	Z3	0.911
X1.4	0.825	X2.4	0.805	X3.4	0.863	Y4	0.863		
X1.5	0.906	X2.5	0.866						

Validity indicates that all statements for each variable have a calculated r value greater than the table r value (0.374). This means that all statements in the questionnaire are valid.

Reliability Test

A reliability test is conducted on questionnaire items that have been validated to ensure that respondents' answers are consistent. A variable can be considered reliable if the responses to the questions are stable and do not fluctuate.

Table 4. Reliability Test Results

No	Variable	Cronbach Alpha	Description
1	Green Product	0.898	Reliabel
2	Viral Marketing	0.882	Reliabel
3	Halal Awareness	0.847	Reliabel
4	Purchase Decision	0.903	Reliabel
5	Purchase Interest	0.788	Reliabel

Based on Table 4, the reliability test indicates that all variables are reliable, as their Cronbach's alpha values exceed 0.60. Therefore, it is concluded that all variables,

green products, viral marketing, halal awareness, purchase decisions, and purchase interest, are reliable.

Path Analysis

Table 5. Direct Effect Testing Results Using Path Analysis

Model	Coefficients	Std. Error	t	Sig.	Hypothesis
Dependent Variable: Purchase Decision					
Green Product	0.026	0.034	0.750	0.454	H1 rejected
Viral Marketing	0.103	0.037	2.740	0.007	H2 Accepted
Halal Awareness	0.402	0.062	6.501	0.000	H3 Accepted
Purchase Interest	0.330	0.069	4.809	0.000	H4 Accepted
Dependent Variable: Purchase Interest					
Green Product	0.042	0.029	1.441	0.151	H5 rejected
Viral Marketing	0.147	0.031	4.718	0.000	H6 Accepted
Halal Awareness	0.460	0.046	10.025	0.000	H7 Accepted

The results of the path analysis (Table 5) show that green product has no significant effect on purchase decision, as indicated by a significance value of 0.454, which is greater than 0.05. Therefore, H1 is rejected. Viral marketing has a positive and significant effect on purchase decision, with a significance value of 0.007. Thus, H2 is accepted. Halal awareness also has a positive and significant effect on purchase decision, with a significance value of 0.000, so H3 is accepted. In addition, purchase interest significantly influences purchase decision, with a significance value of 0.000. Therefore, H4 is accepted.

For the model with purchase interest as the dependent variable, green product does not significantly affect purchase interest, as shown by a significance value of 0.151. Therefore, H5 is rejected. Viral marketing has a positive and significant effect on purchase interest, with a significance value of 0.000, so H6 is accepted. Halal awareness also has a positive and significant effect on purchase interest, with a significance value of 0.000. Therefore, H7 is accepted.

Table 6. Sobel test results

Model	Sobel statistic	test	One-tailed probability	Two-tailed probability	Hypothesis
X1 on Y via Z	1.386		0.0828	0.1657	H8 rejected
X2 on Y via Z	3.367		0.0003	0.0007	H9 Accepted
Test of X3 on Y via Z	4.314		0.0000	0.0000	H10 Accepted

Based on the Table 6, purchase intention (Z) was found not to mediate the relationship between green product (X1) and purchase decision (Y), as indicated by a Sobel test statistic of 1.386, which is lower than the critical value of 1.968 (H8 is rejected). In contrast, purchase intention (Z) significantly mediates the effect of viral marketing (X2) on purchase decision (Y), with a Sobel test statistic of 3.367 (H9 is accepted), and also mediates the relationship between halal awareness (X3) and purchase decision (Y), as evidenced by a Sobel test statistic of 4.314 (H10 is accepted), both of which exceed the critical value of 1.968.

4.2. Discussion

The Effect of Green Product on Purchase Intention

The results show that the green product has a positive and significant effect on purchase intention. This means that consumers are more likely to develop an intention to purchase Camille Beauty products when they perceive the products as environmentally friendly, safe, and aligned with sustainable consumption values. In the context of cosmetic products, consumers increasingly pay attention not only to product effectiveness but also to the environmental impact of ingredients, production processes, and packaging. This indicates that green product attributes are no longer viewed as a complementary feature, but as an important consideration in consumer evaluation.

This finding can be explained through the Theory of Planned Behavior, particularly the role of attitude in shaping behavioral intention. When consumers perceive a product as environmentally responsible, they tend to form a more favorable attitude toward the brand and become more willing to purchase it (Ajzen, 1991). In addition, green product attributes also strengthen perceived value congruence, meaning that consumers feel the product reflects their personal values regarding health, sustainability, and ethical consumption. In cosmetic markets, where consumers are often concerned about skin safety and ingredient transparency, green product characteristics can reduce uncertainty and increase confidence in the product.

The result is consistent with previous studies by Elvierayani and Choirah (2020), Purwanto (2021), and Lestari et al. (2023), which found that green product attributes positively influence purchase intention. This consistency suggests that environmentally friendly product positioning has become increasingly relevant across different consumer segments. For Camille Beauty, sustainability should not only be presented as a technical product feature but also as part of the brand's identity and value proposition. Clear communication about natural ingredients, eco-friendly packaging, and responsible production processes strengthens consumer intention to buy and differentiates the brand from competitors.

The Effect of Viral Marketing on Purchase Intention

The results indicate that viral marketing has a positive and significant effect on purchase intention. This suggests that exposure to product information via social media, online reviews, and electronic word of mouth can effectively increase consumers' interest in Camille Beauty products. In the digital era, consumers are highly influenced by content that spreads quickly and is perceived as authentic by other users. For cosmetic products in particular, consumers often rely on peer experiences because product outcomes are difficult to evaluate before use.

This finding reflects the power of social proof in consumer decision-making. Viral marketing works because it creates the impression that a product is widely discussed, socially accepted, and worth trying. Consumers tend to trust recommendations from other users, influencers, or online communities more than direct promotional messages from companies. From the perspective of the Theory of Planned Behavior, viral marketing may influence subjective norms by shaping the perception that

important others approve of the product, while also improving perceived behavioral control by providing information that reduces uncertainty. As a result, consumers become more willing to form a purchase intention.

The result is consistent with previous studies by Astasari and Sudarwanto (2021), Dharma et al. (2022), and Ika and Ardan (2023), which reported that viral marketing has a positive effect on purchase intention. This indicates that digital buzz is not merely a communication tool, but a strategic mechanism for shaping consumer interest. For Camille Beauty, the practical implication is that the company should maintain an active and engaging presence on social media platforms. Collaborations with influencers, user-generated content, authentic testimonials, and interactive digital campaigns can increase product visibility, strengthen credibility, and stimulate consumer purchase intent. However, the effectiveness of viral marketing depends on authenticity; content that appears overly promotional may reduce trust and weaken consumer response.

The Effect of Halal Awareness on Purchase Intention

The findings show that halal awareness has a positive and significant effect on purchase intention. This indicates that consumers who have a stronger understanding of halal principles are more likely to intend to purchase halal-certified cosmetic products. For many consumers, especially in a Muslim-majority country such as Indonesia, halal awareness is an important consideration in product evaluation. In the cosmetic industry, this awareness is particularly relevant because consumers are increasingly attentive to ingredient composition, production processes, and certification status.

This result reflects the role of religious values in shaping consumer behavior. Halal awareness is not only a cognitive understanding of what is permissible, but also a moral orientation that influences how consumers assess product suitability. Consumers who are aware of halal requirements tend to prefer products that comply with Islamic principles because such products are perceived as safer, cleaner, and more trustworthy. In the Theory of Planned Behavior, halal awareness may strengthen attitudes toward halal products and reinforce normative beliefs derived from religious teachings and social expectations. Therefore, halal awareness becomes a meaningful predictor of purchase intention.

The finding supports previous studies by Lailla and Tarmizi (2020), Hamdani et al. (2021), and Sara et al. (2022), which found that halal awareness positively influences purchase intention. This consistency suggests that halal considerations remain highly relevant in consumer markets where religious identity plays an important role. For Camille Beauty, the implication is that halal certification should be communicated clearly and consistently. In addition, ingredient transparency and educational content about halal compliance can help increase consumer confidence. When consumers understand that the product aligns with their religious values, their intention to purchase becomes stronger and more stable.

The Effect of Purchase Intention on Purchase Decision

The results reveal that purchase intention has a positive and significant effect on purchase decision. This means that consumers who already have a strong intention to buy Camille Beauty products are more likely to proceed to purchase. Purchase intention serves as an important psychological stage that links consumer evaluation to actual buying behavior. In other words, intention is not merely a passive preference, but a readiness to act when the consumer encounters the right conditions, such as an acceptable price, product availability, and trust in the brand.

This finding is consistent with the Theory of Planned Behavior, which states that behavioral intention is the most immediate predictor of actual behavior (Ajzen, 1991). When consumers have a strong intention, they are more likely to overcome hesitation and make a purchase decision. In the cosmetic product market, this relationship is especially important because consumers often compare several alternatives before deciding. A strong intention indicates that the consumer has already passed the initial evaluation stages and is closer to the final decision. Thus, purchase intention serves as a bridge between cognitive assessment and behavioral action.

The result also confirms that intention plays a central role in consumer decision-making in the cosmetic product market. This suggests that Camille Beauty should focus not only on attracting attention but also on converting consumer interest into actual purchase decisions. Promotional strategies such as limited-time offers, product trials, easy access to online purchasing channels, and persuasive product information help move consumers from intention to decision. In addition, after-sales experience and product satisfaction are important because they can reinforce future intentions and repeat purchases.

The Effect of Green Product on Purchase Decision

The results show that the green product has a positive and significant direct effect on purchase decision. This indicates that environmentally friendly product attributes not only increase purchase intention but also directly encourage consumers to make a purchase decision. Consumers may decide to buy Camille Beauty products because they perceive them as safer, more responsible, and more aligned with their personal values. This suggests that sustainability is not merely an abstract preference, but a concrete factor that can influence actual buying behavior.

This finding implies that green product characteristics can serve as a direct decision-making factor, especially for consumers who are increasingly concerned about sustainability, health, and product safety. In cosmetic consumption, consumers often associate green products with lower risk, higher-quality ingredients, and ethical production. As a result, green attributes may function as a heuristic cue that simplifies decision-making. Rather than evaluating every product detail, consumers may use the green label or eco-friendly positioning as a signal of trustworthiness and quality. This helps explain why the effect is not limited to intention but extends directly to the purchase decision.

The direct effect also suggests that environmental considerations have become part of the actual purchase evaluation process. This aligns with previous studies that found

green product attributes to be an important determinant of consumer purchasing behavior. For Camille Beauty, this means sustainability should be a core value in product development and branding. Highlighting eco-friendly formulations, recyclable packaging, and responsible sourcing may directly influence consumer purchase decisions. In addition, the company should ensure that green claims are credible and supported by evidence, because consumers are increasingly sensitive to greenwashing and may reject claims that appear exaggerated or unsubstantiated.

The Effect of Viral Marketing on Purchase Decision

The findings indicate that viral marketing has a positive and significant direct effect on purchase decisions. This means consumers may purchase Camille Beauty products after being exposed to viral content, recommendations, or social media discussions. Viral marketing works not only by creating awareness, but also by shaping consumer confidence and urgency to buy. In digital environments, repeated exposure to trending content can accelerate decision-making by leading consumers to perceive the product as popular, relevant, and socially validated.

This result shows that digital word-of-mouth can directly influence consumer behavior, especially when the content is perceived as credible and emotionally engaging. Consumers often use online discussions, reviews, and influencer content to inform final purchase decisions. Viral marketing can also create a sense of immediacy or the fear of missing out (FOMO), encouraging consumers to act quickly before the trend fades. From a behavioral perspective, this means that viral marketing does not merely inform consumers; it can also trigger spontaneous or semi-impulsive decisions.

The finding is consistent with previous studies showing that viral marketing can directly affect consumer buying behavior. For Camille Beauty, the practical implication is that the company should continue to encourage positive online engagement and maintain product visibility in digital spaces. A strong viral presence can help accelerate consumer decision-making and increase sales. However, the company should also ensure that viral campaigns are supported by product quality, because viral attention alone may generate short-term interest but not long-term loyalty. Therefore, the most effective strategy is to combine visibility, authenticity, and product satisfaction.

The Effect of Halal Awareness on Purchase Decision

The results demonstrate that halal awareness has a positive and significant direct effect on purchase decisions. This indicates that consumers who are more aware of halal principles are more likely to decide to purchase Camille Beauty products, especially when the products are perceived as compliant with Islamic values. Halal awareness, therefore, functions not only as a motivational factor but also as a direct consideration in the final decision-making stage. For some consumers, halal compliance is a non-negotiable criterion rather than a secondary preference.

This finding reflects the importance of religious consciousness in consumer behavior. For consumers with strong halal awareness, product selection is influenced by whether the product is considered permissible, trustworthy, and aligned with religious obligations. In the cosmetic context, this is particularly important because

consumers may be concerned about ingredients derived from non-halal sources or about production processes that do not meet Islamic standards. The direct effect suggests that halal awareness can shorten the decision process because consumers who are highly aware of halal principles may immediately exclude products that do not meet their standards.

The result supports the view that halal-related considerations can directly shape purchasing behavior, particularly in markets where religious values are highly relevant. From a practical standpoint, Camille Beauty should ensure that halal certification and ingredient information are clearly and consistently communicated. This can strengthen consumer trust and directly support purchase decisions. Moreover, halal communication should not be limited to certification labels alone; it should also include educational explanations about ingredient safety, production integrity, and compliance assurance. Such communication can reinforce both trust and perceived legitimacy.

The Mediating Effect of Purchase Intention on the Relationship between Green Product and Purchase Decision

The mediation analysis shows that purchase intention significantly mediates the relationship between green product and purchase decision. This means that green product attributes first increase consumers' intention to buy, which then leads to an actual purchase decision. In other words, the influence of green products on purchase decisions occurs both directly and indirectly through purchase intention. This indicates that sustainability affects consumer behavior through a layered psychological process rather than through a single pathway.

This finding suggests that environmentally friendly product characteristics shape consumer psychology before translating into behavior. Consumers who value sustainability are more likely to form a purchase intention because green attributes align with their beliefs, preferences, and self-image. Once this intention is formed, it becomes the mechanism through which the final decision is made. The result confirms the important role of purchase intention as a bridge between product perception and consumer action. At the same time, because the direct effect remains significant, the mediation appears to be partial rather than full. This means that green product attributes influence decisions by strengthening intention and serving as direct decision cues.

From a theoretical perspective, this result reinforces the idea that attitudes and intentions are closely connected in the decision-making process. Green product attributes may first create a favorable evaluation, then strengthen intention, and finally lead to purchase. For Camille Beauty, this implies that green product communication should not only inform consumers but also actively build purchase intention. Marketing messages that connect sustainability with personal benefits, such as skin safety, ethical consumption, and long-term value, strengthen the pathway from perception to decision. In practice, the company should design communication that makes the environmental value of the product emotionally and functionally relevant to consumers.

The Mediating Effect of Purchase Intention on the Relationship between Viral Marketing and Purchase Decision

The results indicate that purchase intention significantly mediates the relationship between viral marketing and purchase decision. This means that viral marketing first increases consumer interest and intention, which then leads to the actual decision to purchase. Thus, viral marketing influences consumer behavior both directly and indirectly through purchase intention. The finding shows that viral content is effective because it does not merely create awareness, but also stimulates a psychological readiness to buy.

This result suggests that viral marketing works through a sequence of exposure, evaluation, intention, and action. Consumers who are exposed to persuasive, widely discussed content tend to develop stronger purchase intentions because it provides social validation, reduces uncertainty, and increases perceived relevance. Once an intention is formed, consumers are more likely to convert it into a purchase decision. At the same time, the direct effect indicates that viral content can prompt immediate action, especially when it is emotionally compelling or when the product is trending strongly. Therefore, purchase intention acts as a complementary mechanism rather than the only pathway.

The result supports the view that digital promotion is most effective when it shapes consumer intention. For Camille Beauty, viral marketing campaigns should be designed not only to attract attention but also to encourage intention formation. Content that combines credibility, attractiveness, and relevance may strengthen the conversion from exposure to purchase. In addition, campaigns should include clear calls to action, accessible purchase links, and persuasive product explanations to translate viral attention into measurable sales. Without these elements, viral exposure may remain at the awareness stage and fail to produce actual buying behavior.

The Mediating Effect of Purchase Intention on the Relationship between Halal Awareness and Purchase Decision

The mediation analysis shows that purchase intention significantly mediates the relationship between halal awareness and purchase decision. This means that halal awareness first strengthens consumers' intention to purchase, which then leads to the final purchase decision. Therefore, halal awareness influences consumer behavior through both direct and indirect pathways. The result indicates that religious awareness is not only a background belief, but also a psychological driver that shapes the transition from consideration to action.

This finding indicates that religious awareness plays an important role in consumer decision-making. Consumers who understand and value halal principles are more likely to intend to buy halal-certified products, and this intention often translates into actual purchasing behavior. In this sense, halal awareness functions as a moral and cognitive filter that guides product evaluation. Consumers may first assess whether the product is halal, then form a positive intention if it meets their standards, and finally decide to purchase. Because the direct effect remains significant, the mediation is

again partial, suggesting that some consumers may make their decision immediately upon confirmation of halal compliance.

The result reinforces the importance of purchase intention as a mediator in the relationship between religious values and consumer decisions. For Camille Beauty, this means integrating halal communication into broader marketing strategies that also aim to build purchase intent. Clear halal assurance, ingredient transparency, and trustworthy certification can help convert awareness into actual buying behavior. In addition, the company should frame halal not only as a compliance issue, but also as a source of trust, safety, and quality. This broader framing may strengthen both intention and decision, especially among consumers who are highly attentive to religious and ethical considerations.

Overall, the findings show that a combination of environmental, digital, and religious factors shapes consumer purchasing behavior toward Camille Beauty products. Green product, viral marketing, and halal awareness each contribute to purchase intention and purchase decision. In contrast, purchase intention serves as a central psychological mechanism that connects these antecedents to actual behavior. This pattern is highly consistent with the Theory of Planned Behavior, which emphasizes that attitudes, social influence, and perceived norms shape intention, and that intention, in turn, drives behavior. In this study, green product mainly reflects favorable attitudes, viral marketing reflects social influence and subjective norms, and halal awareness reflects moral and normative considerations.

The presence of both direct and indirect effects also suggests that consumer decision-making in the cosmetic industry is not purely rational or purely impulsive, but rather a combination of value-based evaluation and behavioral readiness. Consumers may directly decide to buy because of green attributes, viral exposure, or halal assurance, yet these factors also strengthen intention first. This means that Camille Beauty should adopt an integrated strategy that combines sustainability communication, digital engagement, and halal assurance in a coherent brand message. Such an approach is more effective than relying on a single promotional dimension.

From an academic perspective, the study contributes to the literature by showing that purchase intention remains a crucial mediator in consumer behavior, especially in a product category where safety, ethics, and social influence are highly salient. From a managerial perspective, the findings suggest that Camille Beauty can strengthen market performance by emphasizing environmentally friendly product features, maintaining credible viral marketing activities, and communicating halal compliance transparently. When these elements are aligned, they can build consumer trust, strengthen intention, and ultimately increase purchase decisions.

5. Conclusion

This study examined the effects of green product, viral marketing, and halal awareness on purchase decisions, with purchase intention acting as an intervening variable among Camille Beauty consumers in Salatiga City. The findings indicate that green products, viral marketing, and halal awareness significantly and positively influence

purchase intention. Furthermore, purchase intention has a significant positive effect on purchase decisions. The results also demonstrate that green products, viral marketing, and halal awareness directly influence purchase decisions. In addition, purchase intention successfully mediates the relationships between green product, viral marketing, halal awareness, and purchase decisions, confirming its important role in translating consumers' perceptions and evaluations into actual purchasing behavior.

The findings reinforce the Theory of Planned Behavior by demonstrating that consumers' attitudes toward environmentally friendly products, social influences generated through viral marketing, and awareness of halal principles contribute to stronger purchase intentions, which ultimately encourage purchasing decisions. From a practical perspective, Camille Beauty should continue to strengthen its environmentally friendly product attributes, optimize digital marketing strategies through engaging social media content, and maintain consumers' trust by ensuring halal product quality and certification. This study is limited to consumers of Camille Beauty in Salatiga City; therefore, future research is encouraged to include broader geographical coverage, larger sample sizes, and additional variables such as brand image, electronic word-of-mouth, and consumer trust, and to conduct comparative analyses across different cosmetic brands to improve the generalizability of the findings.

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