

Halal Cosmetics Marketing Strategy: The Role of Market Segmentation, Key Opinion Leaders and Trust Building

Poppy Wulandari

Department of Business Administration, Politeknik Negeri Medan, Indonesia

poppywulandari@polmed.ac.id

Ulfa Erfendy

Department of Business Management, Politeknik Negeri Medan, Indonesia

Dyah Seruni Rizqiana

Department of MICE, Politeknik Negeri Medan, Indonesia

Ryndian Gusty

Department of Business Administration, Politeknik Negeri Medan, Indonesia

Maya Syahlina

Department of Accounting, Politeknik Negeri Medan, Indonesia

Mawaddah

Department of MICE, Politeknik Negeri Medan, Indonesia

Abstract

The rapid growth of the halal cosmetics industry reflects increasing consumer awareness of Sharia-compliant products, particularly in Muslim-majority countries such as Indonesia. This study aims to analyze the role of market segmentation, Key Opinion Leaders (KOLs), and trust building in enhancing the effectiveness of halal cosmetics marketing strategies. Employing a qualitative approach through library research, this study synthesizes findings from recent scholarly literature and relevant case studies to develop a comprehensive conceptual framework. The results indicate that market segmentation serves as the strategic foundation for identifying target consumers based on religiosity, lifestyle, and behavioral characteristics, enabling firms to design more precise value propositions. Furthermore, KOLs play a significant role in shaping consumer perceptions and purchase intentions by delivering credible and relatable marketing messages aligned with halal values. Trust building emerges as a critical mediating mechanism that connects marketing strategies with consumer behavioral outcomes, where factors such as halal certification, transparency, and brand integrity significantly influence consumer confidence and loyalty. The study proposes an integrated model in which segmentation defines target markets, KOLs determine communication effectiveness, and trust explains consumer responses. These findings highlight that the synergy among these three elements is essential for achieving sustainable marketing performance in the halal cosmetics industry. However, as a conceptual study, the findings require further empirical validation in broader.

Keywords: Market Segmentation, Key Opinion Leaders, Trust Building

A. INTRODUCTION

The halal cosmetics industry has experienced significant growth over the past decade, as Muslim awareness of the importance of consuming products that comply with Sharia principles increases. Indonesia, as the country with the largest Muslim population in the world, presents a potential market for this industry's development. The halal lifestyle trend is no longer limited to the food sector but has expanded to include cosmetics, pharmaceuticals, and even fashion. This demonstrates that halal values have become part of modern consumer preferences, reflecting not only religious but also product safety, quality, and ethical aspects. The development of the halal cosmetics industry is also driven by increasing

consumer awareness of the transparency of raw materials, production processes, and halal certification (Akbar et al., 2024). Muslim consumers tend to be more selective in choosing products, considering religiosity, brand image, and brand trust as key factors in purchasing decisions (Osanlou & Rezaei, 2025).

Trust is a key element because consumers assess not only the functional quality of a product but also the halal status and integrity of the manufacturer in upholding Sharia values (Suhartanto et al., 2023). Today, the halal label serves not only as a religious symbol but also as an effective marketing strategy for building consumer loyalty and trust (Yang, 2019). Halal certification can enhance the perception of product quality and safety, thereby strengthening a brand's position in the market (Syahlani et al., 2024). Amidst the challenges of competitive cosmetics marketing, cosmetics companies need to integrate halal values into their marketing strategies to create differentiation and competitive advantage. In practice, halal cosmetics marketing strategies are inseparable from the application of the concept of market segmentation (Arifah, 2020). Market segmentation is crucial because halal cosmetics consumers have heterogeneous characteristics, both demographically and psychographically, and in terms of religiosity. Research by Islam (2021) shows that appropriate segmentation and positioning can increase marketing effectiveness and expand the market share of halal cosmetics products. Segmentation based on halal lifestyles, for example, allows companies to target consumer groups with a high awareness of Islamic values while also paying attention to modern beauty trends (Koswara & Herlina, 2025).

In addition to market segmentation, developments in digital technology and social media have also changed marketing communication patterns in the halal cosmetics industry. Consumers now rely more heavily on information from social media, including recommendations from Key Opinion Leaders (KOLs) or influencers. The role of KOLs is highly strategic because they can shape perceptions, increase awareness, and influence consumer purchasing decisions through content deemed authentic and relatable. The study from Izqulby et al. (2025) showed that collaboration with KOLs, particularly Muslim influencers, is a key strategy for enhancing the halal image and expanding the market reach of cosmetic products. The success of a halal cosmetics marketing strategy depends heavily on the company's ability to build trust. In the halal products, trust is not only related to product quality but also encompasses consumer confidence in halal certification, information transparency, and the consistency of the brand's values. Research from Razali & Samori (2025) shows that halal brand trust is a key factor bridging marketing stimuli with consumer behavioral responses, especially in the information-rich digital era. Without strong trust, marketing strategies will not be able to generate sustainable customer loyalty (Zulfikar, 2024).

Marketing in the halal industry requires an approach that is oriented not only toward economic profit but also toward ethical values, integrity, and spirituality. Marketing strategies must effectively communicate halal values to foster long-term relationships with consumers. Therefore, integrating market segmentation, utilizing KOLs (Key Opinion Leaders), and building trust is key to creating an effective and sustainable halal cosmetics marketing strategy. However, despite the rapid growth of the halal cosmetics industry, various challenges remain, such as increased competition between brands, poor consumer understanding of product benefits, and the prevalence of inaccurate information in digital media. These conditions require companies to design more adaptive, innovative marketing strategies based on a deep understanding of consumer behavior. This study aims to analyze the role of market segmentation, Key Opinion Leaders (KOLs), and trust building in enhancing the effectiveness of halal cosmetics marketing strategies. Specifically, this study examines the influence of market segmentation on marketing performance, analyzes the influence of KOLs on consumer purchasing decisions, and evaluates the role of trust building in enhancing consumer loyalty and purchasing behavior. In addition, this study also aims to test the simultaneous influence of these three variables in developing an integrated and effective halal cosmetics marketing strategy model.

B. LITERATURE REVIEW

Marketing of Halal Cosmetics

The concept of halal marketing is part of the development of modern marketing that integrates Sharia values into all business activities, from production to distribution and marketing communications (Budianto, 2024). In the cosmetics industry, halal marketing emphasizes not only the halal aspects of

raw materials but also encompasses Sharia-compliant production processes, information transparency, and business ethics based on Islamic principles (Hasan et al., 2024). According to Wei et al. (2020), halal cosmetic products have added value that is not only religious, but also functional and emotional. Consumers view halal products as a symbol of safety, quality, and corporate social responsibility (Calder, 2020). This aligns with Hasanah et al. (2025), which state that halal labels can increase consumer perceptions of quality and trust in products. As a country with the largest Muslim population, halal cosmetic marketing is an important strategy for creating a competitive advantage. Companies compete not only on product quality but also on their ability to effectively communicate halal values to consumers.

Market Segmentation in the Halal Cosmetics Industry

Market segmentation is the process of grouping consumers into groups with similar characteristics, needs, or behaviors (Islam, 2021). In the halal cosmetics industry, segmentation is crucial because consumers have a high degree of heterogeneity, particularly in terms of religiosity, lifestyle, and product preferences. According to Potton & Baharuddin (2024), market segmentation can be divided into four main categories: demographic segmentation, geographic segmentation, psychographic segmentation, and behavioral segmentation. Fotina et al. (2024) research indicates that halal lifestyle segmentation is the most relevant approach in this industry. Consumers with a high level of religiosity tend to pay more attention to halal aspects than consumers with a purely utilitarian orientation (Saraç et al., 2023). Appropriate segmentation allows companies to more accurately define their target market, develop a strong positioning strategy, and increase the effectiveness of marketing communications (Nur & Siregar, 2024). Therefore, market segmentation serves as a foundation for designing an effective halal cosmetics marketing strategy that is oriented towards consumer needs.

Key Opinion Leaders (KOLs) in Digital Marketing

The development of digital technology has shifted the marketing communications paradigm from one-way to interactive and community-based. In this regard, Key Opinion Leaders (KOLs), or influencers, have become crucial actors in shaping consumer perceptions and behavior (Chen et al., 2024). KOLs are individuals with credibility, expertise, or social influence capable of influencing the opinions and purchasing decisions of their audience (Evrianti et al., 2025; Le, 2022; Wulandari et al., 2025). In the halal cosmetics industry, KOLs, particularly Muslim influencers, play a strategic role because they are considered more authentic and relevant to the values of the target market (Abdul Rashid et al., 2025). According to (Hamdan et al., 2023), the effectiveness of KOLs can be explained through several key dimensions: (1) credibility: the level of audience trust in the KOL; (2) attractiveness: the KOL's ability to capture attention; (3) expertise: knowledge or experience related to the product; and (4) relatability: emotional closeness to the audience. Research by Liu (2024) shows that recommendations from KOLs have a significant influence on brand awareness, brand image, and purchase intention. In halal cosmetics marketing, the use of KOLs not only increases product visibility but also strengthens the halal image through narratives that align with consumers' religious values and lifestyles.

Trust Building in Halal Cosmetics Marketing

Trust is a fundamental element in the relationship between consumers and brands, especially in industries related to religious values such as halal cosmetics. Trust building refers to the process of building consumer confidence in a company's integrity, quality, and commitment to fulfilling its promises (Anderson, 2025). Trust encompasses not only product quality but also the halal nature of raw materials, credible halal certification, transparency in production processes, and consistency of Sharia values in business operations (Thani, 2025). The concept of halal brand trust is becoming increasingly relevant in the digital era, where information circulates rapidly and is not always valid (Nugroho & Wulan, 2025). Consumers tend to rely on trust as a basis for filtering information and making purchasing decisions (Lăzăroiu et al., 2020). Some key indicators of trust building include integrity, reliability, transparency, and compliance (Asif & Akhlaq, 2024). Research by Evrianti et al. (2025) shows that trust plays a strong mediating role between marketing strategy and consumer loyalty. Without trust, marketing activities tend not to generate long-term relationships with customers.

C. METHODOLOGY OF RESEARCH

This study employed a qualitative approach using library research to in-depth examine the concept of halal cosmetics marketing strategy, specifically the role of market segmentation, Key Opinion

Leaders (KOLs), and trust building in influencing consumer behavior. This approach was chosen because it allowed researchers to integrate various theoretical perspectives and empirical findings from previous research to build a comprehensive conceptual framework. The data sources for this study were secondary data obtained from reputable scientific journal articles, academic books, proceedings, and relevant research reports or websites within the past five years. The literature search was conducted through scientific databases such as Google Scholar, ScienceDirect, Springer, and Emerald Insight using keywords such as halal cosmetics marketing, market segmentation, key opinion leaders, and brand trust.

Data collection was conducted through documentation, identifying, classifying, and organizing relevant literature based on the research theme. Next, the data was analyzed using content analysis techniques, including data reduction, categorization, synthesis, and interpretation to identify patterns of relationships between the variables studied. To ensure the validity of the study, this research employed triangulation of literature sources, comparing research findings from different sources and critically reviewing the quality and relevance of the references used. This approach is expected to yield a robust theoretical synthesis that explains the integrated marketing strategy for halal cosmetics.

D. RESULT AND DISCUSSION

Market Segmentation as a Strategic Foundation in Halal Cosmetics Marketing

Market segmentation plays a foundational role in shaping effective halal cosmetics marketing strategies. This is consistent with the literature that emphasizes segmentation as a critical process for identifying homogeneous consumer groups based on shared characteristics, needs, and behaviors (Islam, 2021; Potton & Baharuddin, 2024). In halal cosmetics, segmentation extends beyond traditional demographic variables to include psychographic and religiosity-based dimensions, as highlighted by Saraç et al. (2023). Consumers with higher levels of religiosity exhibit stronger preferences for halal-certified products, confirming that halal awareness is a key segmentation variable. This finding aligns with Fotina et al. (2024), who argue that halal lifestyle segmentation provides a more accurate basis for targeting compared to conventional segmentation approaches. The present study reinforces this argument by demonstrating that companies adopting value-based segmentation strategies are better positioned to achieve marketing effectiveness. For example, Wardah, as one of the most popular halal cosmetic brands in Indonesia, Wardah on its official portal emphasizes five taglines as its philosophy, namely Halal, Natural, Alcohol-Free, Local & Global Expert, and Cruelty-Free.

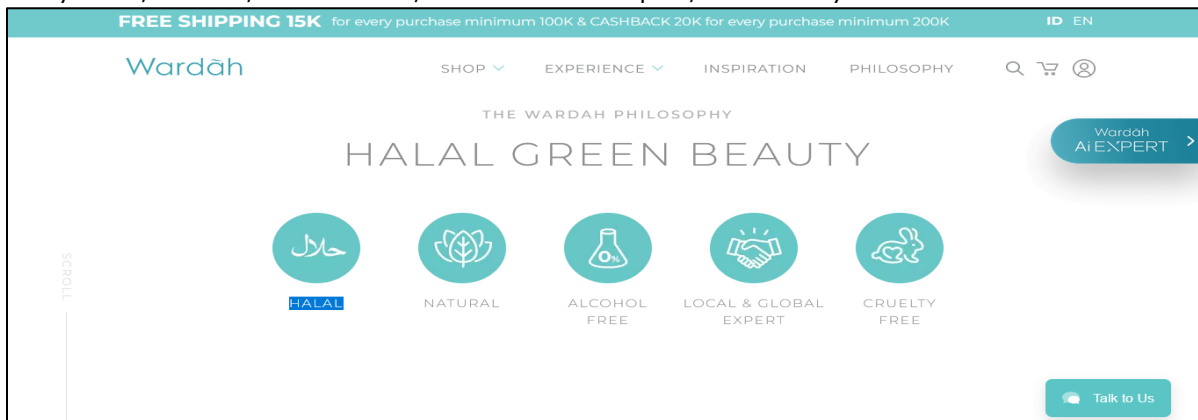


Figure 1. Wardah's Philosophy

Source: <https://www.wardahbeauty.com/#halal>

Wardah exemplifies the successful implementation of segmentation strategies by targeting urban Muslim women who seek a balance between religious compliance and modern beauty standards. This positioning reflects the integration of psychographic and behavioral segmentation, as suggested in the literature. From a theoretical perspective, this case supports the notion that segmentation enhances strategic fit between consumer values and brand positioning, thereby increasing marketing performance (Nur & Siregar, 2024). It also demonstrates that halal positioning is not merely symbolic but functions as a strategic differentiation mechanism.

The Strategic Role of Key Opinion Leaders (KOLs) in Digital Halal Marketing

Key Opinion Leaders (KOLs) significantly influence consumer perceptions and purchase intentions, particularly in digital environments. This finding is consistent with prior studies (Chen et al., 2024; Liu, 2024) which highlight the role of KOLs in shaping brand awareness and consumer behavior. The effectiveness of KOLs is explained through four key dimensions: credibility, attractiveness, expertise, and relatability (Hamdan et al., 2023). These dimensions are particularly relevant in halal cosmetics marketing, where consumers seek not only product information but also value congruence with Islamic principles. Moreover, the findings corroborate the argument by Abdul Rashid et al. (2025) that Muslim influencers serve as cultural intermediaries, translating halal values into relatable narratives for target audiences. One of the Halal cosmetic brands that always involves KOL or Muslim influencers, for example, Safi, this can not only increase consumer attention to the Safi brand, but can also position KOL as a trusted icon to attract consumer purchasing interest.



Figure 2. Safi's official Instagram account

Source: <https://www.instagram.com/safiindonesia/>

Safi's marketing strategy demonstrates the effective utilization of KOLs, particularly Muslim beauty influencers, to enhance brand visibility and credibility. By leveraging influencers who embody halal values, Safi successfully bridges the gap between religious identity and modern consumer culture. This case supports the theoretical proposition that KOLs function not only as communication channels but also as trust endorsers, thereby strengthening the persuasive impact of marketing messages (Evrianti et al., 2025).

Trust Building as a Mediating Mechanism in Consumer Decision-Making

The trust building functions as a central mediating mechanism that connects marketing strategies with consumer behavioral outcomes in the halal cosmetics industry. This finding is consistent with prior studies that position trust as a critical determinant of both purchase intention and long-term loyalty (Suhartanto et al., 2023; Razali & Samori, 2025). In halal products, trust extends beyond conventional notions of product quality and encompasses a broader evaluation of the brand's commitment to Sharia principles. The analysis reveals that trust in halal cosmetics is inherently multidimensional. Consumers do not merely assess the functional attributes of a product, but also evaluate the credibility of halal certification, the transparency of ingredient disclosure, and the consistency of the firm's adherence to Islamic ethical values. This is in line with the arguments of Anderson (2025) and Thani (2025), who emphasize that trust is constructed through perceived integrity, reliability, and transparency.

In this regard, halal certification emerges as a critical institutional signal that reduces perceived risk and enhances consumer confidence in product safety and compliance. Furthermore, in the digital era characterized by the rapid circulation of information, trust assumes an even more strategic role as a cognitive filtering mechanism. Consumers are increasingly exposed to a vast amount of product-related information, not all of which is reliable. As suggested by Nugroho and Wulan (2025), trust enables consumers to distinguish credible information from misinformation, thereby directly influencing

their decision-making processes. This implies that trust is not only an outcome of marketing efforts but also a prerequisite for their effectiveness. For example, Emina products, halal cosmetic products with a very strong image related to "halal cosmetic products for teenagers", this product firmly builds consumer confidence that teenagers also have the opportunity to care for and beautify themselves with the right products for teenagers.



Figure 3. Emina Products for Teens

Source: <https://www.eminacosmetics.com/id>

As a brand targeting younger consumers, Emina adopts a trust-building strategy grounded in transparency and education. The company consistently communicates product ingredients in an accessible manner while ensuring compliance with halal certification standards. Rather than relying solely on persuasive advertising, Emina emphasizes educational content that enhances consumer understanding of skincare products. This approach fosters a perception of honesty and reliability, which ultimately strengthens consumer trust. From a theoretical standpoint, this case illustrates that trust is not constructed instantaneously but is developed through sustained and consistent interactions between the brand and consumers. It also reinforces the proposition that trust acts as a mediating variable, translating marketing stimuli into favorable behavioral responses such as repeat purchases and brand loyalty.

An Integrated Model of Halal Cosmetics Marketing Strategy

Market segmentation serves as the initial strategic process through which firms identify and understand their target audience. By segmenting consumers based on religiosity, lifestyle, and behavioral patterns, companies are able to develop more precise value propositions that resonate with specific market segments. However, segmentation alone is insufficient without effective communication mechanisms. In this context, KOLs play a pivotal role in translating the brand's value proposition into messages that are both relatable and persuasive. As socially influential actors, KOLs bridge the gap between brands and consumers by embedding marketing messages within culturally and religiously relevant narratives. Nevertheless, the effectiveness of both segmentation and KOL strategies is contingent upon the presence of trust. Trust functions as the underlying mechanism that determines whether consumers accept or reject marketing messages. Without trust, even highly targeted segmentation and credible KOL endorsements may fail to generate meaningful engagement or behavioral change. This finding is consistent with Evrianti et al. (2025), who identify trust as a key mediating variable in influencer marketing, as well as Hasan et al. (2024), who emphasize the importance of halal awareness in shaping consumer attitudes.

The integrated model proposed in this study suggests that halal cosmetics marketing effectiveness is achieved through a sequential and mutually reinforcing process. Segmentation defines "who" the target consumers are, KOLs determine "how" the message is communicated, and trust explains "why" consumers ultimately respond positively to the marketing efforts. This conceptualization highlights that trust is not merely an outcome variable but a foundational element that sustains the entire marketing system.

E. CONCLUSIONS

This study reveals that strategic market segmentation, the utilization of selected Key Opinion Leaders (KOLs), and building consumer trust (through halal certification) collectively determine the effectiveness of halal cosmetics marketing strategies. The proposed integrated model highlights how these three elements mutually reinforce each other to drive consumer loyalty and purchasing decisions. The following conclusion summarizes key findings, theoretical and practical implications, and prioritized recommendations for industry practice and further research. The study's findings confirm that market segmentation serves as a strategic foundation in developing halal cosmetics marketing strategies. By segmenting consumers based on their needs and religious values, companies can tailor products and communication messages more precisely. For example, the Wardah brand successfully differentiated consumer segments (natural, alcohol-free, cruelty-free) to strengthen its brand image. Furthermore, KOLs were shown to significantly influence consumer perceptions and purchase intentions, acting as trusted icons that reinforce the brand's message. Furthermore, the study confirms that building consumer trust serves as a key mediating mechanism: halal certification, raw material transparency, and brand reputation enhance perceptions of product integrity and reliability. As an illustration, the case of Emina Cosmetics demonstrates that the brand's commitment to halal quality drives repeat purchases and consumer loyalty. These findings align with the research objectives and support the initial hypothesis that segmentation, KOLs, and trust interact to strengthen halal marketing strategies. However, this research is conceptual in nature, utilizing a qualitative approach (literature review and case studies of specific brands). This limitation requires caution in generalizing the findings, and additional empirical testing is needed to validate this integrated model in a broader market.

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