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ANALYSIS OF THE INFLUENCE OF LIFESTYLE AND HALAL LABELING ON PURCHASING DECISIONS FOR COSMETIC PRODUCTS IN PAGAR JATI VILLAGE, CENTRAL BENGKULU

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ABSTRACT

***Purpose**: The purpose of this study was to analyze and understand the effect of lifestyle and price on purchasing decisions for halal-labeled products, specifically among women in Pagar Jati Village, Central Bengkulu.* ***Methodology**: This study used a descriptive research design with a quantitative approach. A nonprobability sampling technique with saturated sampling was applied, selecting 82 respondents for the survey.* ***Results**: The results revealed that the lifestyle variable (X1) significantly influences purchasing decisions for cosmetic products, with a regression coefficient of 5.757 and a probability value of 0.0000, which is smaller than the significance level α = 0.05. The halal label variable (X2) also has a significant effect, with a regression coefficient of 2.522 and a probability value of 0.0137. Additionally, both variables together positively influence purchasing decisions, with a regression value of 31.830 and a probability value of 0.000.* ***Findings**: Lifestyle and halal label variables account for 43.2% of the influence on purchasing decisions for cosmetic products, with the remaining 56.8% being influenced by other factors not examined in this study.* ***Novelty**: This research provides new insights into the role of lifestyle and halal labeling in purchasing decisions within a specific demographic in Central Bengkulu.* ***Originality**: The study focuses on halal-labeled products, an area of growing interest in consumer behavior studies, particularly in the context of women in rural areas.* ***Conclusions**: Lifestyle and halal labeling significantly influence cosmetic product purchasing decisions, highlighting the importance of these factors in marketing strategies.* ***Type of Paper**: Empirical research paper.*

INTRODUCTION

In Indonesia, over the past decade, there has been a notable rise in the adoption of both modern and Islamic-oriented lifestyles. This trend is reflected in various aspects of society, including a growing emphasis on halal product certification, the establishment of sharia-compliant financial institutions, the promotion of Islamic culture, the increasing popularity of hijab clothing, the

emergence of Islamic accommodations, higher participation in Hajj and Umrah pilgrimages, the expanding halal cosmetics industry, and a surge in Muslim entrepreneurship. These developments are manifestations of the fusion of modern and Islamic values, with Islam guiding followers to adhere to specific dietary and consumption guidelines. The influence of Islamic teachings is evident in various aspects of Indonesian society, shaping behaviors and practices among its people. (Jayanti & Fatmawati, 2020)

The cosmetics industry in Indonesia is growing very rapidly. The high competition in Indonesia's cosmetics industry has led to competition from cosmetics manufacturers. Various ways are done to attract consumer interest and try to be superior to their competitors. Many cosmetic manufacturers create various types of cosmetics for care, but not all of these products are halal. Competition in the cosmetics industry is not only price competition to minimize costs, but also product quality competition, high quality products will make consumers feel satisfied (Nurudin, 2023). Based on statista.com data in 2024 the growth of skincare in Indonesia is projected to soar by obtaining revenue of US $ 2.76 billion or the equivalent of Rp 38.64 trillion (Andjani, Sari, & Hariasih, 2025) . From this it can be seen that using skincare has become a lifestyle for most people, so companies that produce beauty products must adapt their products to the lifestyle that consumers apply, one of which is the halal lifestyle. (Hoiriyah & Chrismardani, 2021)

Halal cosmetics are one of the products used to clean, care for, protect and increase the attractiveness or beauty of a person from the outside or physical appearance made from ingredients that are not prohibited by religion. The halalness of cosmetics in Indonesia can be known from the presence or absence of a halal label listed on the product packaging. (Hoiriyah & Chrismardani, 2021). Unfortunately, currently the purchase of a product labeled halal is still not applied in everyday life, not a few consumers in buying products pay more attention to packaging and price. In buying a product, not a few care about the product being purchased, the community purchases the product because it is their daily use, so the community does not pay attention to whether it has obtained permission from BPOM (Food and Drug Supervisory Agency) or its halal label.

Tabel 1. Local Cosmetics Brands That Are Widely Used

Data Name	Respondent/%
Wardah	48
Emina	40
Make Over	22
Somethinc	19
Purbasari	15
Y.O.U	14
Dear Me Beauty	11
Sariayu	11
Luxcrime	10
Mustika Ratu	10

(Source: Data From Populix 2023)

Based on data from Populix in August 2022, it was found that 54% of cosmetics consumers prefer local brands compared to foreign brands. Three cosmetic brands owned by Paragon are consumer favorites. Wardah is used by 48% of respondents. Then, Emina was used by 40% and Make Over by 22% of respondents, Somethinc was used by 19% of respondents and Purbasari was chosen by 14% of respondents. Populix found that 66% of cosmetic purchases were made through e-commerce Shopee with 92% usage. The survey involved 500 women spread across several regions of Indonesia. 49% of respondents have a high school education, 41% have a bachelor's degree and above, and 8% have a master's degree (Populix, 2023).

Purchasing decisions are a problem-tracing process that starts from the background of the problem, problem identification to the formation of conclusions or recommendations. That is what is then used and used as a basic guideline in decision making (Fahmi, 2018). Consumer purchasing decisions are influenced by two factors, namely internal and external factors. Internal factors are

factors that can influence decisions that come from within consumers including motivation, perception, learning, attitude, age, employment, and lifestyle. Meanwhile, external factors are factors that can influence purchasing decisions that come from outside consumers, including price, product, location, and service (Kotler, 2005). Indicators of indicators in purchasing decisions are product selection, brand selection, supplier selection, purchase time, and purchase quantity Kotler & Keller, 2016). Basically, desire encourages a person to behave and behavior is the basis for making purchasing decisions. Purchasing decisions are a long process carried out by buyers starting long before a person buys a product and lasting long afterward. The process that occurs when a person wants to make a purchase decision is to search for information, evaluate alternatives, purchase decisions and post-purchase behavior. (Hartini & Inggriani, 2020)

Lifestyle is broadly identified as a way of life of each individual who tends to be how a person spends their time (activities) what they consider important in their environment (interests) what they think about themselves and the world around them (Setiadi & Nugroho, 2008). Lifestyle indicators include activities, interests, and opinions (Puranda & Madiawati, 2017). Modern consumer lifestyles reflect not only practical needs, but also individual preferences for products that match global trends and personal values. (Alam & Hasan, 2024)

A label is a simple display on a product or an elaborately designed image that is an integral part of the packaging and the label can only include the brand or information (Philip, 2000). Halal Label is the inclusion of halal writings or statements on product packaging to indicate and provide information that the product in question has the status of a halal product so that it is safe for use and consumption (Gunawan, Pratiwi, Arfah, & Hartanto, 2022). The institution authorized to research, analyze, and determine halal cosmetic products is LPPOM MUI (Institute for the Assessment and Supervision of Food and Drugs of the Indonesian Ulema Council). According to Utami, to be able to identify a product with a halal label, it can be seen by the following indicators: 1) Image, which is the result of imitation of a halal label in a form or pattern made using scribbled stationery 2) Writing, which is the result of writing activities that can be read by everyone. 3) Combination of images and writing, which is a combination of images and writing that are made into one unit. 4) Sticking to packaging, meaning as something that is attached or attached to the product intentionally or not to the packaging or protector of a product. (Saputri & Sidanti, 2022)

According to Government Regulation Article 10 No. 69 states that every person who produces or imports food in packaging and enters Indonesia must include a halal label. Products that are said to be halal are based on their substances, how they are obtained, and how they are processed. What is meant by halal products are products that are in accordance with Islamic law, namely; 1) Does not contain pork, 2) Does not contain prohibited substances such as human organs, feces, blood, etc., 3) All ingredients are sourced from halal animals slaughtered in accordance with Islamic law, 4) Not contaminated by pigs at the place of storage, sale, treatment and transportation. If previously used for pork or haram objects, it must be cleaned first according to sharia, 5) Does not contain alcohol and is not intoxicating (Kementerian, 2008). Islam does not prohibit humans from fulfilling their needs or desires, as long as this fulfillment can increase human dignity, but humans are ordered to consume only halal and good goods or services reasonably and not excessively. In other words, consumption activities are carried out by consuming goods with good criteria, good ways of consuming them and bringing benefits to the consumer. (Juliyanti, Illahyana, Fikri, Asnaini, & Yustati, 2021)

There are several previous studies related to lifestyle and halal labels such as Syafrida and Atika's research which states that lifestyle variables, halal labels and prices simultaneously have a positive and significant effect on Wardah Cosmetics purchasing decisions for students of the Management Study Program, Faculty of Economics, Medan Area University (Sahir, Ramadhan, & Tarigan, 2016). In Yuliana and Yustina's research, it states that each variable (halal lifestyle, halal label and price) has a significant effect on the purchasing decisions of MS Glow students at Trunojoyo University Madura (Hoiriyah & Chrismardani, 2021). Meanwhile, Nurdiana, Mayroza, and Dini's research states that the independent variable lifestyle does not have a significant effect on the dependent variable on purchasing decisions, but the price variable has a positive and significant effect on purchasing decisions for scarlett whitening products for high school students in Sungai Rumbai (Nurdiana, Wiska, & Putri, 2022). Nurudin's research states that the halal label variable has a significant effect on purchasing decisions, but the lifestyle variable has no significant effect on cosmetic purchasing decisions for female students of UIN Walisongo (Nurudin, 2023).

The purpose of this study is to analyze and understand the effect of lifestyle and price on purchasing decisions for halal-labeled products. This study aims to explore the relationship between consumer lifestyle, price factors, and purchase preferences for halal products, so as to provide deeper insight into the factors that influence purchasing decisions in the context of halal products.

METHOD

Analysis Method

This research uses a quantitative approach. Quantitative research is a research method based on positivism, used to research on certain populations or samples, data collection using research instruments, data analysis is quantitative/statistical, with the aim of describing and testing predetermined hypotheses (Sugiyono, 2019). In this study using the distribution of questionnaires to determine the relationship between variables assisted by Eviews 12 statistical tools.

Population is a generalization area consisting of objects / subjects that have certain qualities and characteristics that are applied by researchers in their research so that they can be studied and then draw conclusions. The population used in this study were all female consumers in Pagar Jati Village, Central Bengkulu. The sample is part of the number and characteristics possessed by the population. The sample criteria in the study used by researchers in this study are as follows:

1) The consumer is domiciled in Pagar Jati Village, Central Bengkulu.
2) Consumers are female.
3) Muslim Female consumers aged 15 - 34 years.
4) Consumers use cosmetic products. (Wardah, Emina, Pixy, Viva, MakeOver, Azarine, Safi, Hanasui, Inez, Sariayu)

The population data collection technique is carried out by means of a nonprobability sampling approach. Nonprobability sampling is a sampling technique that does not provide equal opportunities/opportunities for each element (member) of the population to be selected as a sample member. Researchers use a nonprobability sampling technique, namely Saturated sampling. Saturated sampling is a sampling technique when all members of the population are used as samples. By selecting all members of the population who meet the above criteria, so that it can be ensured that the sample represents the population and that the data collected is complete and detailed. (Sugiyono, 2019)

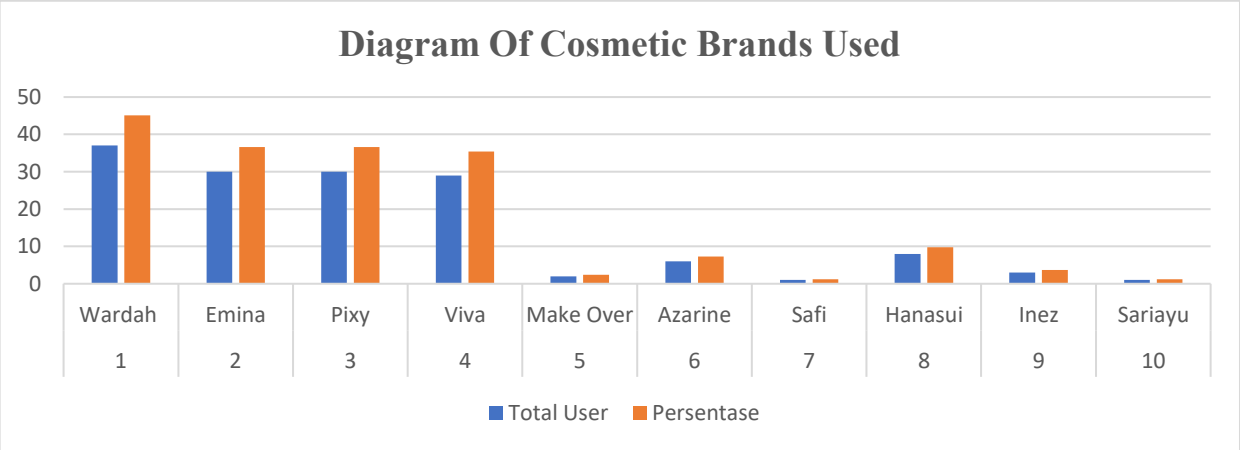
Researchers will use the Likert type of measurement. Likert is used to measure a person's attitudes, opinions, and perceptions about social phenomena. Primary data is obtained from data obtained through distributing questionnaires. Secondary data is obtained from information on the internet, theories in books, and theories contained in journals which are certainly relevant to the research.

Tabel 2. Data On Women Aged 15-34 Years Pagar Jati Village

Age	Total
15-19 years old	18 Person
20-24 years old	26 Person
25-29 years old	19 Person
30-34 years old	19 Person
Total	**82 Person**

Source: Primary Data Processed in 2024

Figure 1. ***Data on Cosmetic Use among Women in Pagar Jati Village***



(Source: Primary Data Processed in 2024)

Based on the data above, it can be seen that respondents who use Wardah products are 37 people, using Emina products as many as 30 people, Viva products as many as 29 people, Hanasui products as many as 8 people, Azarine products as many as 6 people, Inez products as many as 3 people, Makeover products as many as 2 people, Safi as many as 1 person, and Sariayu as many as 1 person. This data shows that the majority of respondents use cosmetics from the Wardah brand the most, and products that are rarely used by respondents are cosmetics from the Sariayu and Safi brands.

RESULTS AND DISCUSSION

Results

Validity Test Results

Tabel 3. Validity Test Results

	Question	r Count	r Table	Description
Lifestyle (X1)	X1.1	0,54792	0,215	*Valid*
	X1.2	0,49236	0,215	*Valid*
	X1.3	0,46458	0,215	*Valid*
	X1.4	0,56458	0,215	*Valid*
	X1.5	0,49583	0,215	*Valid*
	X1.6	0,50278	0,215	*Valid*
	X1.7	0,39097	0,215	*Valid*
	X1.8	0,39653	0,215	*Valid*
Halal Label (X2)	X2.1	0,34861	0,215	*Valid*
	X2.2	0,47431	0,215	*Valid*
	X2.3	0,58958	0,215	*Valid*
	X2.4	0,54028	0,215	*Valid*
	X2.5	0,23819	0,215	*Valid*
	X2.6	0,19722	0,215	*Valid*
	X2.7	0,27639	0,215	*Valid*
	X2.8	0,44375	0,215	*Valid*
Purchase Decision (Y)	Y1	0,52361	0,215	*Valid*
	Y2	0,47292	0,215	*Valid*
	Y3	0,31458	0,215	*Valid*
	Y4	0,38333	0,215	*Valid*
	Y5	0,20556	0,215	*Valid*
	Y6	0,39167	0,215	*Valid*
	Y7	0,47639	0,215	*Valid*

Source: Data From Calculations Using E-Views 12, 2024

It can be seen from the table above, that all question indicators have a value of r count> from r table (0.215) with a significance level of 5%, which means that all instruments are valid.

Reliability Test Results

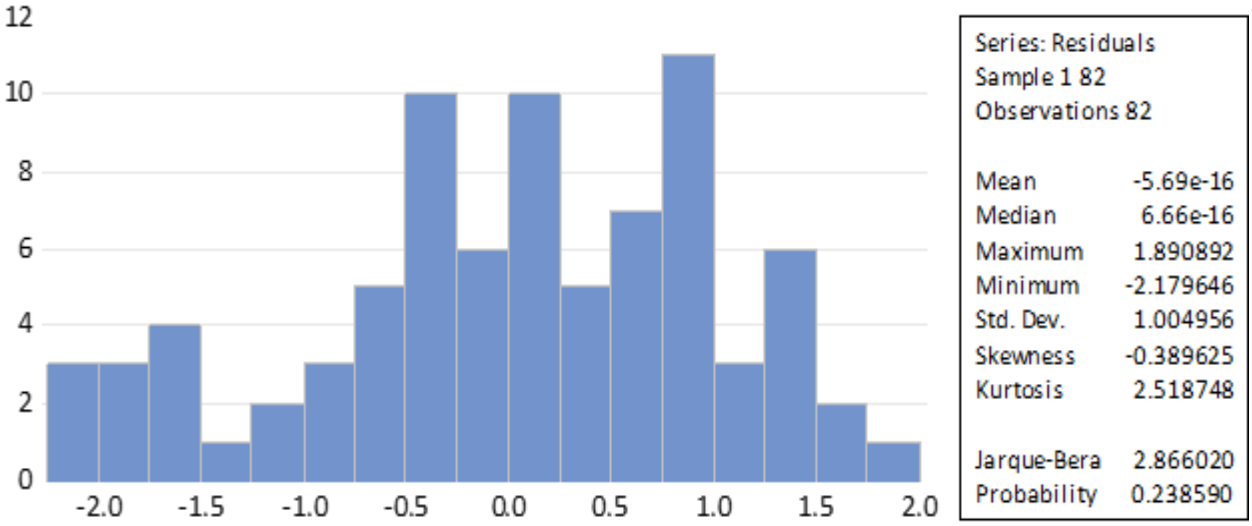
Tabel 4. Reliability Test Results

Variable	Cronbach Alpha	Description
Lifestyle (X1)	0,585417	Reliable
Halal Label (X2)	0,506944	Reliable
Purchase Decision (Y)	0,434028	Reliable

Source: Data From Calculations Using E-Views 12, 2024

Research Normality Test Results

Figure 2. Research Normality Test Results



Source: Data From Calculations Using E-Views 12, 2024

It can be seen from the picture above, the Probability Jarque-Bera value is 0.238 and the value is> 0.05, so it can be concluded that the data is normally distributed or passes the normality test.

Heteroscedasticity Test Results

Figure 3. Heteroscedasticity Test Results

Heteroskedasticity Test: White
Null hypothesis: Homoskedasticity

F-statistic	1.403657	Prob. F(5,76)	0.2325
Obs*R-squared	6.932202	Prob. Chi-Square(5)	0.2257
Scaled explained SS	10.83299	Prob. Chi-Square(5)	0.0548

Test Equation:
Dependent Variable: RESID^2
Method: Least Squares
Date: 10/08/24 Time: 19:55
Sample: 1 82
Included observations: 82

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	-288.0018	186.0919	-1.547632	0.1259
X1^2	0.095230	0.060182	1.582362	0.1177
X1*X2	-0.146459	0.099518	-1.471680	0.1452
X1	-1.079795	3.973265	-0.271765	0.7865
X2^2	-0.153766	0.120637	-1.274619	0.2063
X2	16.51990	9.126139	1.810174	0.0742

R-squared	0.084539	Mean dependent var	1.672224
Adjusted R-squared	0.024311	S.D. dependent var	3.087443
S.E. of regression	3.049682	Akaike info criterion	5.138308
Sum squared resid	706.8428	Schwarz criterion	5.314409
Log likelihood	-204.6706	Hannan-Quinn criter.	5.209010
F-statistic	1.403657	Durbin-Watson stat	1.967492
Prob(F-statistic)	0.232549		

Source: Data From Calculations Using E-Views 12, 2024

It can be seen from the figure above, that the Probability Obs*R-Squared value is 0.2257 and the value is> 0.05, it can be concluded that the heteroscedasticity test assumption has been met or the data has passed the heteroscedasticity test.

Multicollinearity Test Results

Figure 6. Research Multicollinearity Test Results

Variance Inflation Factors
Date: 10/08/24 Time: 19:31
Sample: 1 82
Included observations: 82

Variable	Coefficient Variance	Uncentered VIF	Centered VIF
C	11.26692	532.2772	NA
X1	0.004135	256.9981	1.225216
X2	0.008884	617.0404	1.225216

Source: Data From Calculations Using E-Views 12, 2024

It can be seen from the figure above, that the value of Variance Inflation Factors (VIF) Independent variables <10.00, it can be concluded that the multicollinearity test assumptions have been met or passed the multicollinearity test.

Results of Multiple Linear Regression Test

Figure 7. Results of Multiple Linear Regression Test

Dependent Variable: Y
Method: Least Squares
Date: 10/08/24 Time: 21:55
Sample: 1 82
Included observations: 82

Variable	Coefficient	Std. Error	t-Statistic	Prob.
C	10.75407	3.356623	3.203836	0.0020
X1	0.370244	0.064307	5.757463	0.0000
X2	0.237711	0.094255	2.522001	0.0137

R-squared	0.446243	Mean dependent var	33.25610
Adjusted R-squared	0.432224	S.D. dependent var	1.748445
S.E. of regression	1.317469	Akaike info criterion	3.425202
Sum squared resid	137.1223	Schwarz criterion	3.513253
Log likelihood	-137.4333	Hannan-Quinn criter.	3.460553
F-statistic	31.83096	Durbin-Watson stat	1.762125
Prob(F-statistic)	0.000000		

Source: Data From Calculations Using E-Views 12, 2024

Based on the figure above, the linear regression equation is obtained as follows:
$Y = \alpha + \beta 1X1 + \beta 2X2 + \varepsilon$
$Y = 10.754 + 0.370X1 + 0.237X2$

From the multiple linear regression equation, it can be seen that:

1) The constant value (α) of the multiple linear regression equation obtained is 10,754. This states that if all independent variables, namely Lifestyle (X1) and Halal Label (X2) are equal to zero. So, when X1 and X2 do not contribute anything (value 0), the purchase decision variable (Y) is predicted to be 10,754. So, it means that if the Lifestyle (X1) and Halal Label (X2) variables do not change, then there are still those who decide to buy halal-labeled cosmetics.
2) The regression coefficient of the Lifestyle variable (X1) in the equation above, shows that every 1 unit increase in the Lifestyle variable (X1) will cause the purchase decision variable (Y) to increase by about 0.370, as long as the Halal Label variable (X2) remains constant. This shows that the Lifestyle variable (X1) has a positive influence on the purchase decision variable (Y). So, if variable X1 increases, variable Y will also increase, and the effect is quite significant.
3) The regression coefficient of the Halal Label variable (X2) in the equation above, shows that every 1 unit increase in the Halal Label variable (X2) will cause the purchasing decision variable (Y) to increase by about 0.237, provided that the value of the Lifestyle variable (X1) remains. This also means that the Halal Label variable (X2) has a positive impact on the purchase decision variable (Y), but its influence may be slightly smaller than the Lifestyle variable (X1).

Hypothesis Test Results

Based on the t test results in Figure 3.4, it can be seen that the Lifestyle Variable (X1) has a t-statistic value of 5.757 with a prob. (significant) value of 0.0000 which is smaller than the sig value α = 0.05. This shows that the Lifestyle variable has a significant effect on the Purchasing Decision variable (Y) and the hypothesis is accepted. The Halal Label variable (X2) has a t-statistic value of 2.522 with a prob. (significant) value of 0.0137 which is smaller than the sig value α = 0.05. This shows that the Halal Label variable (X2) has a significant effect on the Purchasing Decision variable (Y) and the hypothesis is accepted.

Based on the F Test Results in Figure 4.4, it can be seen that the Lifestyle Variable (X1) has a regression value of 31,830 with a prob. (F-statistic) value of 0.000 which is smaller than the sig value

α = 0.05. This shows that the Lifestyle and Halal Label variables simultaneously (together) affect the Cosmetic Product Purchase Decision variable.

Test Results of the Coefficient of Determination

In Figure 3.4, it can be seen that the adjusted R square value is 0.432. It can be concluded that the Lifestyle variable, and Halal Label on Purchasing Decisions for Cosmetic Products is 43.2% while the other 56.8% is influenced by other variables outside this study.

Discussion

1. The Effect of Lifestyle on Purchasing Decisions for Cosmetic Products

Lifestyle is a person's pattern of life in the world expressed in his activities, interests and opinions. Lifestyle shows a person's whole self in interacting with his environment. Lifestyle describes a person's entire pattern of action and interaction in the world (Kotler & Keller, 2012). Research results show that consumers decide to buy a product according to their current and future lifestyles. Many studies prove the influence of lifestyle on purchasing decisions. (Zukhrufani & Zakiy, 2019)

Based on the results of the regression test, it shows that Lifestyle has a positive effect on Purchasing Decisions for Cosmetic Products, especially for female people aged 15-34 years in Pagar Jati Village, Central Bengkulu. This can be seen from the regression coefficient value of 5.757 with a probability value of 0.0000 smaller than the sig value α = 0.05.

This research is in line with research conducted by Lalu Supardin which concluded that lifestyle has a positive and significant effect on purchasing decisions for Wardah cosmetic products labeled halal. (Supardin, 2022)

2. The Effect of Halal Label on Purchasing Decisions for Cosmetic Products

The halal label protects producers from claims of non-halal ingredients and processes in these products, protects consumers from doubts about these products and provides added value to the sense of security and certainty of the halalness of these products. (Adianti & Ayuningrum, 2023)

Based on the results of the regression test, it shows that the Halal Label has a positive effect on purchasing decisions for cosmetic products, especially for women aged 15-34 years in Pagar Jati Village, Central Bengkulu. This can be seen from the regression coefficient value of 2.522 with a probability value of 0.0137 smaller than the sig value α = 0.05.

This is in line with research conducted by Siti Nurmaya Adianti and Febrima Ayuningrum which proves that the presence of a halal label on cosmetic products has a positive effect which has a great opportunity to influence consumer purchasing decisions. (Adianti & Ayuningrum, 2023)

3. The Influence of Lifestyle and Halal Label on Purchasing Decisions for Cosmetic Products

In understanding consumer behavior, there are many influences that underlie a person in making a decision to buy a product or brand. In most people, consumer buying behavior is often initiated and influenced by many stimuli from outside themselves, both in the form of marketing stimuli and stimuli from other environments. These stimuli are then processed (processed) within themselves, according to their personal characteristics, before finally making a buying decision. (Lestari, Apriani, Asnaini, & Hartini, 2021)

Based on the results of the F test, it can be seen that the lifestyle and halal label variables simultaneously (together) affect the variable purchase decision of cosmetic products. This is indicated by the regression value of 31,830 with a probability value of 0.000 which is smaller than the sig value α = 0.05. Then based on the results of the coefficient of determination test, a value of 43.2% is obtained, which means that the Lifestyle and Halal Label variables jointly influence the Cosmetics Purchase Decision, and the remaining 56.8% is influenced by other factors not examined. We can conclude that changes in both variables, be it Lifestyle or Halal Label, can equally influence a consumer's decision to buy cosmetic products. Meanwhile, the remaining 56.8% is influenced by other

factors not analyzed in this study such as price, product quality, friend recommendations, or other factors.

This is in line with research conducted by Alfitri Zukhrufani and Muhammad Zakiy which states that beauty influencers, lifestyle, brand image and halal labeling are factors that have an influence in making halal cosmetic purchasing decisions made by Muhamadiyah University Yogyakarta students. In addition, this study shows the behavior of a Muslim consumer in choosing products to meet their needs (Zukhrufani & Zakiy, 2019). Then also research from Alvito Putra Satria and Nova Anggrainie which states that together the variables Store Atmosphere, Brand Image, Product Quality, Price Perception, Lifestyle, Promotion, and simultaneously on purchasing decisions have a significant influence on purchasing decisions at Wardah (Satria & Anggrainie, 2023).

CONCLUSION

The Lifestyle variable (X1) has a positive and significant effect on purchasing decisions for cosmetic products, with a regression coefficient value of 5.757 and a probability value of 0.0000 smaller than the sig value α = 0.05. This shows that Lifestyle has an important role in the decision-making process for purchasing cosmetic products. The Halal Label variable (X2) has a positive and significant effect on purchasing decisions for cosmetic products, with a regression coefficient value of 2.522 and a probability value of 0.0137 smaller than the sig value α = 0.05. This shows that the Halal Label also has an important role in the decision-making process for purchasing cosmetic products. Lifestyle variables (X1) and Halal Label (X2) simultaneously or together have a positive and significant effect on purchasing decisions for cosmetic products, the regression value is 31,830 and the probability value is 0.000 smaller than the sig value α = 0.05. Then based on the results of the coefficient of determination test, a value of 43.2% is obtained, which means that the Lifestyle and

Halal Label variables jointly influence the decision to purchase cosmetic products, and the remaining 56.8% is influenced by other factors not examined.

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