

# Investigating the Factors Affecting Muslim Women Towards Purchase Intention of Halal Cosmetics Products: A Systematic Literature Review

## *Menyiasat Faktor-Faktor yang Mempengaruhi Niat Wanita Islam Terhadap Pembelian Produk Kosmetik Halal: Kajian Literatur Bersistematik*

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**Abstract:** Islamic marketing scholars are highly interested in the study of cosmetics and personal care products due to the fact that numerous Muslim consumers feel driven to buy non-Halal products produced by renowned global brands. The primary objective of this study is to examine the factors that impact the purchasing intention of Muslim women towards halal cosmetics products. Purchase intention refers to the deliberate intention of consumers to acquire a certain brand or engage in activities associated with the purchase. This study examines electronic resources and scholarly articles that identify and conceptualise the factors that influence the purchasing intentions of Muslim women for halal cosmetics. This systematic review utilises relevant publications and performs comprehensive searches using extensive digital data from electronic resources. This research utilises Transfield's five stages to gather data about management and business from the Scopus digital library. The results of this study indicate that Muslim women's intentions for purchasing halal cosmetics are mostly impacted by their attitudes, their judgements of their own ability to manage their behaviour, and their awareness of the brand. Attitude, perceived behavioural control, and brand awareness exert a notable and favourable impact on customers' purchasing intention regarding halal cosmetics. Furthermore, Muslim women who possess a strong religious commitment, a high level of education, and a median income exhibit a willingness to pay a higher price for halal cosmetics. Muslim women highly prioritise halal cosmetics and are willing to pay a higher price for products that carry a genuine halal certificate.

**Keywords:** Halal cosmetic, purchase behaviour, purchase intention, religiosity, and halal certification;

**Abstrak:** Sarjana dalam bidang pemasaran amat berminat dalam kajian kosmetik dan produk penjagaan diri kerana ramai pengguna Muslim terpaksa membeli barangan bukan Halal keluaran jenama global yang terkenal. Objektif utama kajian ini adalah untuk mengkaji faktor-faktor yang mempengaruhi niat membeli produk kosmetik halal wanita Muslim.

Niat membeli ditakrifkan sebagai niat pengguna untuk membeli jenama atau melakukan tindakan yang berkaitan dengan pembelian. Kajian ini meneroka e-sumber dan artikel ilmiah yang mentakrifkan dan mengkonseptualisasikan faktor-faktor yang mempengaruhi niat membeli wanita Muslim untuk kosmetik halal. Kajian sistematik ini menggunakan artikel yang berkaitan dengan topik kajian ini dan menjalankan carian artikel menggunakan data digital yang besar daripada e-sumber. Menggunakan lima fasa Transfield, kertas kerja ini mengakses data mengenai pengurusan dan perniagaan daripada perpustakaan digital Scopus. Dapatan kajian ini mencadangkan bahawa niat wanita Muslim untuk membeli kosmetik halal dipengaruhi terutamanya oleh sikap mereka, persepsi mereka terhadap kawalan tingkah laku mereka sendiri, dan kesedaran mereka tentang jenama. Secara khususnya, sikap, persepsi kawalan tingkah laku, dan kesedaran jenama mempunyai kesan positif yang signifikan terhadap niat membeli kosmetik Halal dalam kalangan pengguna. Di samping itu, wanita Muslim yang mempunyai tahap agama yang tinggi, tahap pendidikan yang tinggi, dan pendapatan sederhana sanggup membayar lebih untuk kosmetik Halal. Wanita Muslim menghargai kosmetik Halal, dan mereka bersedia membayar lebih untuk kosmetik dengan logo pensijilan halal yang tulen.

**Kata kunci:** Kosmetik halal, gelagat pembelian, niat membeli, keagamaan, dan pensijilan halal;

## Introduction

The flourishing Halal industry in Malaysia demonstrates the nation's capacity to sustain its halal economy. According to a report by Fortune Business Insights, the global halal cosmetics market is predicted to grow significantly, with its estimated size increasing from \$42.39 billion in 2023 to \$92.55 billion in 2030. The rising popularity of halal cosmetics has led to consumers developing new preferences that align with their religious and ethical values but there is a shortage of Halal cosmetics and personal care products. Muslim consumers are limited to using non-Halal cosmetics manufactured by non-Muslim companies (Abd Rahman, Asrarhaghghi, & Ab Rahman, 2015; Ali, Q., Salman, A., Yaacob, H., & Parveen, S. 2019). Mukhtar & Butt (2012) stated that Islamic marketing scholars have a strong interest in researching cosmetics and personal care products. This is because a large number of Muslim consumers are compelled to use non-Halal products from popular global brands. The majority of these items contain pork materials, including porcine DNA and proteins, oils, fats, lards, gelatine, and other things that may make the product non-Halal (Brunei Economic Development Board (BEDB), 2018). Furthermore, the producers of non-Halal cosmetics and personal care items demonstrate a lack of religious expertise. This suggests that while they may take precautions to prevent the inclusion of non-Halal substances, they cannot guarantee that their products are 100% Halal.

Essentially, Muslim consumers are becoming more sceptical of global cosmetic brands (Mukhtar & Butt, 2012). Today, halal cosmetics are driven by increasing consumer knowledge about the ingredients used in the formulation of such products and the way they are manufactured.

The existing literature has attempted to gain a comprehensive understanding of the key determinants and motivations for the use and growth of halal cosmetics. Previous research on halal products has yielded fascinating results. Halal consumers exhibit strong brand loyalty and are unlikely to be impacted by economic crises, according to studies by Yousef (2010) and Ireland & Rajabzadeh (2011). Furthermore, the market for Halal products, including cosmetics, extends beyond Muslim customers due to the perception that Halal cosmetics are organic, safe, and hygienic for non-Muslim consumers as well (Hornby & Yucel, 2009; Shah Alam & Sayuti, 2011). Nevertheless, the Halal cosmetics industry is confronted with the challenging task of overcoming societal prejudices. Halal cosmetics are sometimes misconstrued as only produced and marketed for Muslim consumers. Consequently, a significant portion of non-Muslim consumers are not involved in the purchase or use of Halal cosmetics items. In addition, it is ironic that Muslim consumers reject Halal cosmetics because they mistakenly believe that these cosmetics do not offer the same level of product quality as worldwide brands. Therefore, both orthodox Muslim and non-Muslim consumers express scepticism regarding cosmetics with Halal trademarks, as they

seek absolute certainty on the Halal status of these goods (Aziz & Chok, 2013). Furthermore, the majority of recent research have prioritised the analysis of factors that influence consumers' awareness of Halal cosmetics, rather than providing information on the actual extent of awareness and understanding. This is evident in studies conducted by Rahim et al. (2015), Ahmad et al. (2015), and Mohezar et al. (2016).

## Literature Review

### *Purchase Intention*

According to Putra, Ratnasari, and Prasetyo (2017), the process begin with the formulation of requirements for a product or brand (need enthusiasm), followed by the buyer's information processing and evaluation, which leads to the establishment of expectations or intentions to make a purchase. Purchase intention refers to the consumers' inclination to buy a certain brand or engage in activities related to the purchase. It is assessed by gauging the extent of consumers' intentions to make a purchase (Assael, 2004). Several determinants that influence customers' purchasing intention, as identified by Kotler (2005), include:

- The impact of others' views on a person's preferred option is determined by two factors: the strength of the unfavourable attitudes held by others towards the alternatives that the consumer prefers, and the consumer's level of motivation to comply with the desires of others.
- Unforeseen situational elements have the potential to influence consumers' decision-making process while making purchases. The consumer's decision to acquire an item hinges on their personal confidence and thoughts.

### *Halal Cosmetics*

Halal cosmetics in Malaysia have made significant progress since their modest inception almost forty years ago (Mohezar, et al., 2016). The prominent manufacturers of Halal cosmetics are Wipro Unza, Southern Lion, Johnson & Johnson, SimplisiSiti, Clara International, Eversoft Safi, Silky Girl, and Shokubutso (Low, 2017). The exportation of Malaysian Halal cosmetics to nations such as the USA, Middle East, China, ASEAN, and Europe has the potential to provide economic support to the national economy. The Malaysian Halal cosmetics export in 2015 amounted to approximately RM1.7 billion, accounting for a significant portion of the entire export of Halal items (Chochrane & Dinar Standard, 2017).

The regulation of Halal cosmetics goods in Malaysia is governed by the Malaysian Standard MS-2200:2008 and the Halal Certification Procedure Manual. The Malaysian Islamic Development Department (JAKIM) is the recognised authority

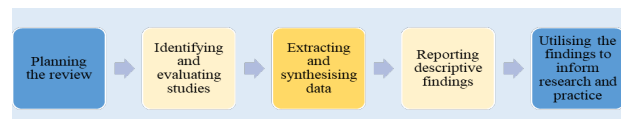
for Halal certification. Cosmetic producers who wish to obtain Halal certification must obtain pre-approval from the National Pharmaceutical Control Bureau (NPCB) (Hashim & Mat Hashim, 2013). Therefore, in the context of halal cosmetics, the concept and practice cover all aspects of production. This includes the sourcing of halal ingredients and the use of permitted substances, all of which must be manufactured, stored, packaged and delivered in accordance with Sharia requirements.

Global cosmetics giants such as Procter & Gamble, Unilever, L'Oréal, and Colgate-Palmolive have established manufacturing units within local premises to meet the increasing demand for Halal cosmetics. This not only creates job possibilities but also contributes to foreign exchange revenues. Islam requires Muslims to adhere to certain guidelines and principles for the consumption of goods and services. Consequently, Muslim consumers have a high demand for halal products that comply with Islamic teachings. In light of the aforementioned intriguing information about the Malaysian Halal cosmetics industry, it is opportune to examine the factors that influence consumers' adoption of Halal cosmetics. This analysis will aid in the development of effective marketing strategies and enhance the overall performance of the industry.

## Methodology

This study is a comprehensive analysis of existing literature that focuses on the factors that affect the intention of Muslim women to purchase halal cosmetics goods. A literature review plays a crucial role in the hierarchy of generating scientific knowledge based on evidence. Tranfield et al. (2003) proposed a set of five consecutive stages that are important for carrying out a well-organized and research-based literature review as illustrated in Figure1:

**Figure 1.** Stages of research based literature review



### **Stage 1: Planning the review**

The primary objective of this review is to investigate the factors that influence Muslim women's purchase intention of halal cosmetics products.

### **Stage 2: Identifying and evaluating studies.**

This research aims to investigate the factors affecting Muslim women towards purchase intention of halal cosmetics products.

*Inclusion and exclusion criteria*

Table 1 shows this research paper's inclusion and exclusion criteria for analysis.

**Table 1.** Inclusion and Exclusion Criteria for Analysis

Inclusion	Exclusion
English	Non-English
Articles	Early cite Articles, Book part and case study
Research Articles	Non-Research Articles
Academic Articles	Non-Academic Article

*Search strategy*

This study conducts a thorough examination of the present state of literature, specifically concentrating on the factors that influence the intention of Muslim women to buy halal cosmetics products. A literature review is an essential component in the process of developing scientific knowledge by examining and analysing existing material. Tranfield et al. (2003) put out a series of five sequential stages that are crucial for conducting a systematic and evidence-based literature review:

**Stage 3: Extracting and synthesising data**

Papers were collected from Scopus database.

**Results and Discussion**

**Stage 4 and 5:**

This section combines and presents Stages 4 and 5 of the Tranfield model. The findings of the analysis of included and excluded papers in this systematic review were obtained using the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines, which were developed by Moher, Liberati, Tetzlaff, Altman, and The PRISMA Group (Moher et al., 2009). The results presented in Table 2 are derived from the collective data obtained from all the above sources and keyword categories. A total of 3577 articles were found when the term "Halal" was used. The number decreased to 182 when employing the "Halal and Cosmetic" category. When the keywords "Halal," "Cosmetic," and "Women" were utilised, a total of 13 articles were generated. After a meticulous process of selecting papers using specific inclusion and exclusion criteria, a total of seven (7) papers on the topic of "Halal and Cosmetic and Women and Purchase Intention" were found.

**Table 2.** Search Strategy

Database Online	Key Combination Used			
	Halal	Halal	Halal	Halal
	AND	AND	AND	AND

		Cosmetic	Cosmetic	Cosmetic
			AND	AND
			Women	Women
				AND
				Purchase Intention
<b>Scopus</b>	3577	182	13	7

This research further analysed the seven (7) papers to gain some insights. Unfortunately, two of the papers was found to be unrelated papers. Hence, only five (5) papers were included in this analysis, as shown in Table 3.

**Table 3.** Fraction of Papers by a Combination of Keywords

No.	Titles	Authors	Findings
1	Determinants of Muslim consumer's halal cosmetics repurchase intention: an emerging market's perspective	Shahid, S., Mohammad Ashraf Parray, George Thomas, Rahela Farooqi, & Jamid Ul Islam (2023)	There is a strong correlation between religious knowledge and both actual purchasing behaviour and the intention to buy. These findings align with previous research efforts that have examined consumer behaviour in connection to religious knowledge (Bang et al., 2000; Sinclair, 2010). Moreover, these findings emphasised the notable tendency of consumer awareness to select halal cosmetic items, as they shown a favourable purchasing behaviour towards halal cosmetics.
2	Influence Of Islamic Advertising: Ethic Violation On Customer Purchase Intention Of Halal Cosmetic Products In Malaysia	Arbak, S., Rabiul Islam, & Harun Al Rasyid (2019)	This study aimed to investigate the factors that lead to offence among Muslim female customers in Malaysia regarding advertising, specifically focusing on their avoidance of purchasing cosmetic items that violate Islamic ethics in their advertising campaigns.  The study found that four characteristics related to ethical violations in Islamic advertising (racism, sexism, intention, and language) had a statistically significant impact on the intention to purchase halal cosmetic products in Malaysia.  The absence of a substantial impact on purchase intention of halal cosmetic items in Malaysia was observed in relation to one aspect of

			Islamic advertising ethic violation. Sexism in Islamic advertising was identified as the most influential factor among the four independent factors in determining the propensity to purchase halal cosmetic products in Malaysia.
3	Mediating role of attitude in halal cosmetics purchase intention: an ELM perspective	Anubha (2023)	<p>The present study applies the Elaboration Likelihood Model (ELM) theory to create a mediation model. This model examines the role of attitude towards halal cosmetics as a mediator between different factors that drive electronic Word of Mouth (eWOM) and the desire to purchase halal cosmetics.</p> <p>The study provides many suggestions for halal cosmetics marketers to effectively utilise eWOM in order to encourage Muslim women to increase their intention to purchase halal cosmetics.</p>
4	Purchase intention behavior of halal cosmetics : Comparing study between Indonesia and Malaysia millennial generation	Nuryakin , Mohd Shamsuri Md Saad Maghfira Rizky Maulani (2023)	<p>The findings validate that knowledge, emotional affinity, and religion have a significant impact on satisfaction, brand trust, and purchase intention. The concepts of knowledge, emotional attachment, and religiosity are strongly correlated with satisfaction and brand trust.</p> <p>Meanwhile, satisfaction and brand trust operate as intermediaries in the link between the three factors of purchasing intention. The construct of brand trust exhibits the highest regression coefficient.</p>
5	Relationship Between Advertisement and Purchase Intention on Halal Cosmetic Products in Malaysia	Arbak, S., Rabiul Islam, & Harun Al Rasyid (2019)	<p>The purpose of this study was to investigate the factors that lead to offence among Muslim women customers in Malaysia regarding advertising practices that contravene Islamic standards, resulting in their avoidance of purchasing advertised cosmetic products.</p> <p>The study found that four characteristics related to ethical</p>

			violations in Islamic advertising - racism, sexism, intention, and language - had a statistically significant impact on the intention to purchase halal cosmetic products in Malaysia. The lack of honesty, which is one aspect of violating Islamic advertising ethics, did not significantly affect the intention to purchase halal cosmetic products in Malaysia.
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### Conclusion

Halal brands are gaining popularity among Muslim consumers across the world. This trend requires the development of customized marketing strategies and brand portfolios to fulfil the growth of demand in halal consumer market. According to (Jannat & Islam, 2019).

Muslim customers constantly prefer halal cosmetics brands that align with their belief, values, cultural norms, and practices. These brands, commonly known as halal brands, prominently exhibit halal logos and symbols. Within the realm of marketing literature, the findings of this study indicate that attitude, perceived behavioural control, and brand awareness have a significant role in influencing the purchasing intention of Muslim women towards halal cosmetics. attitude, perceived behavioural control, and brand awareness exert a notable favourable influence on consumers' propensity to purchase halal cosmetics that are significant to develop understanding towards the dynamics of Muslim consumer purchasing behavior. Besides, the findings also indicate that a favourable attitude is the primary determinant in enhancing consumer purchasing intention towards Halal cosmetics. In industrial impact the findings of this study offer new insights to cosmetics companies, indicating that Muslim women who possess a strong awareness of brands, positive attitudes, and a perceived ability to control their behaviour are more likely to have a strong intention to purchase halal cosmetic items. A halal cosmetics company should consciously incorporate its religious beliefs into its marketing strategies and align its messages and visuals with Islamic principles. In addition, promoting educational programs that clarify the halal elements of products can increase consumer confidence and transparency. Furthermore, Muslim women who possess a strong religious devotion, have a high level of education, and belong to the medium income bracket have a willingness to spend more on halal cosmetics products. Halal cosmetics hold significant importance for Muslim women, who are willing to invest a higher amount of money in cosmetic goods that bear a genuine halal certification.

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