

# The State of Halal Cosmetic Research on Consumer Behavior: A Systematic Review of the Literature and Future Research Directions

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## ABSTRACT

The purpose of this study was to examine existing relevant literature on the halal cosmetic (consumer behavior domain) in the recent decade, to identify emergent issues and limitations. Moreover, suggest directions for future research. A systematic process of the literature review was adopted. Selected publications were analyzed, evaluates contributions and summarizes knowledge according to the topics studied, study context and research approach. The findings of this review indicate theoretical, methodological and geographical gaps.

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## **1. Introduction**

The territory of halal is extended to all consumables such as cosmetic, toiletries and pharmaceuticals instead of solely focused on food. After halal food industry, halal cosmetics market has so much potential (Hassali, AL-Tamimi, Dawood, Verma, & Saleem, 2016). A halal cosmetic is the new trend of lifestyle. The halal cosmetic industry is gaining the attention of the world now because Muslims feel peace by consuming halal products in every part of their daily life. Cosmetics are meant “must have” items for both man and woman because now a day’s Muslims consumers have more awareness about beauty. Rather than fragmented nationalities, Muslim market has emerged as one unified market. Muslims are the largest, youngest billion consumer segment with the fastest growth rate in the world, who serves as a catalyst for global economic growth when international markets are reaching saturation points (Izberk-Bilgin & Nakata, 2016).

Muslims cosmetic market is the 4th largest market in the world by spending US\$ 46 billion on cosmetic in 2013 (State of the Global Islamic Economy Report, 2014/2015). According to a recent report by Thomson Reuters (2015), titled *The Global Islamic Economy*, Muslim consumers spent US\$ 54 billion on cosmetics and personal care products in 2014 alone, and will make over 7 % of the global expense, which are estimated to increase US\$ 80 billion in 2020. In spite of huge Muslim population, massive expense on cosmetics and 4th largest consumer market, halal cosmetics just hold 4% market share in the global market (Reuters, 2014; Yeomans, 2014). This statistical evidence on halal cosmetic shows that consumption pattern of Muslims towards halal cosmetic still remains unclear. However, as far as we are concerned, there is still not yet a systematic literature review work regarding this specific area of research, that will serve as a roadmap for both academicians and practitioners to understand consumption pattern of Muslim consumers. This work is, therefore, an attempt to fill this gap.

## **2. Methodology**

To evaluate research gaps in halal cosmetic consumer behavior domain, this study adopts the systematic process of a literature review. The systematic process means locating, selecting, evaluating, analyzing, synthesizing and organizing the results of the relevant and suitable studies in a way that let the researchers be drawn understandable and logical conclusions about what is contributing to the knowledge and what is yet to be contributed to the knowledge. In order to review the literature on halal cosmetics in the consumer behavior domain, this study used following databases such as Emerald Full-text, Science Direct, Taylor & Francis and

Springer. To make sure coverage of scholarly work in the other databases search engine Scopus and Google Scholar were also employed. Following criteria were used to search and select the papers from these sources.

❖ It is essential to identify appropriate search term in any electronic database search. “Keyword” approach was used because it was commonly practiced by the past researchers to identify previously published related literature (Schibrowsky, Peltier, & Nill, 2007). To find out titles and abstracts, the keywords employed included halal cosmetic, personal care, purchase intention, purchase motivation and consumer behavior were used.

❖ According to (Ngai, 2003; Nord & Nord, 1995) to disseminate new findings and acquire information academic researchers generally use journals because they represent the highest level of research. It is a general belief of the researchers that other scholarly works such as reprinted articles, book reviews, commentaries, research notes, unpublished working paper or articles representing research in progress do not make new or noteworthy contributions to the knowledge development. So that type of scholarly literature was excluded.

❖ Researchers carried out the search separately and after that combined the final results to make sure that the research process did not ignore any relevant literature. To identify additional papers reference list of the papers were also checked that were initially retrieved besides the keyword searches (Denizci Guillet & Mohammed, 2015).

### **3. Findings**

Teng and Jamaliah (2013) targeted 578 students in Malaysia using the convenience sampling technique to investigate awareness and intention of students towards halal cosmetics. Results indicate that socio-demographic variables such as gender, race, year of study and study at religious school are the strong indicator of consumer awareness and intention towards halal cosmetics and personal care products in Malaysia. Furthermore, respondents who have in a higher year of study have more awareness and intention as compared to other respondents who still in the first, second and third year. Respondents who do not attend religious school have low awareness and intention than other respondents who have studied at religious school. Hussin, Hashim, Raja Yusof, and Alias (2013) conducted a study in Malaysia to examine the relationship between product factor, advertising and purchase intention of halal cosmetics. This study is based on 200 Malaysian Muslims by employing the convenience sampling method. The findings of this study show that out of five product factors four product factors price, quality, labeling and ingredients have found significant and positive correlations except for the

brand. This study also revealed that advertising mediate the relationship between price and purchase intention.

To explore the attitude of Malaysian Muslims woman towards halal cosmetics products (A. J. C. M. Hashim & Musa, 2013) have conducted the study in Malaysia by an employed theory of planned behavior. Researchers investigate product image, product involvement, spiritual congruence and spiritual intelligence as components of attitude. This study shows that halal cosmetics products satisfy the need of Malaysian Muslim women and they feel peace while consuming the halal products. Theory of planned behavior was used by (Aziz, Noor, & Wahab, 2013) to predict behavioral intentions of Malaysian university students towards halal cosmetics. The study found that purity, knowledge, attitude, subjective norm and perceived behavioral control significantly and positively affect university student's intentions towards halal cosmetics. Moreover, researchers indicate that purity is a strong predictor of behavioral intention as compared to other factors.

To understand behavioral intentions of Pakistani consumers towards halal cosmetics products (Baig & Baig, 2014) have conducted a study in Pakistan by targeting 500 respondents from the two biggest cities of Pakistan (Faisalabad and Lahore). Researchers suggested that the Pakistani government should give attention towards halal logo policy because of Pakistani consumer significantly and positively influenced halal cosmetics and personal care products by the halal logo. The author suggested that for generalizing the results and overcome the limitation of the study a wider geographical area should be considered by the future researchers. Meng (2014) utilized the theory of planned behavior to identify factors that affect Malaysian consumer's intention towards halal cosmetics by targeting 400 female university students. The author found that components of the theory of planned behavior and brand awareness are the main predictors of consumer intention. In addition, the author suggested that to take a broad view of the results future researchers should focus both male and female respondents.

Kaur and Osman (2014) investigated factors that predict working women purchasing behavior towards Malaysian halal cosmetic products. A valid sample of 425 was collected for data analysis. The findings of this study show that the working women's intention is significantly influenced by three factors, attitude, subjective norm, and perceived behavioral control. To explore Malaysian woman's intentions towards halal cosmetics (J. C. M. Hashim & Rosidah Musa, 2014) develop a model based on the theory of planned behavior. The author proposed that spiritual congruence and spiritual intelligence significantly and positively affect consumer intention towards halal cosmetics. Additionally, the author recommended that future consumer

behavior scholars who are interested in investigating behavioral intentions of consumers towards halal cosmetics must cover both male and female as respondents for generalizing of results. A qualitative study has been conducted by (Musa, 2014) to investigate factors that affect Malaysian urban woman attitudes. The researcher found that ingredient or the content of the cosmetic product is the main factor that affects consumer attitudes in consuming the halal cosmetic product. To peruse either there is a similarity or differences in respondent's views future researchers should have conducted studies in other Islamic countries.

Hajipour, Gharache, Hamidizadeh, and Mohammadian (2015) in the study titled "Raising Halal Cosmetic Awareness among the respective Consumers" made an intensive survey in Iran to suggest halal cosmetics awareness strategies. Researchers suggested that to enhance halal cosmetics awareness, responsible organizations and persons should properly design various marketing programs and ensure accessibility of halal cosmetics products for Muslims or any other potential customers. Ansari and Mohammed (2015) proposed a model based on the theory of planned behavior to predict the intentions of Pakistani consumers towards halal cosmetics and personal care products. They targeted 300 respondents from the two large cities (Karachi and Islamabad) of Pakistan. Findings suggest that religiosity, attitude, subjective norms significantly and positively affect consumer's intentions.

Abd Rahman, Asrarhaghi, and Ab Rahman (2015) had made an attempt to update present scholarly work of halal cosmetics. They developed a model based on the theory of reasoned action to predict consumer attitude towards halal cosmetics and halal food intentions. They used the convenience sampling technique for the distribution of questionnaires. The findings of the study show that an attitude has significantly and positively affect consumer's intentions towards halal cosmetics and halal foods. In addition, they found that there is a significant difference in consumer's attitudes towards halal cosmetics and halal food. They suggested that future researchers should consider broader community for generalization of results.

To explore the factors that affect awareness and perception of consumers on halal cosmetic (Norafni Farlina binti Rahim, 2015) conduct a study in Malaysia. The sample of the study has consisted of 236 government employees. The findings of this study show that knowledge, attitude and advertising significantly and positively affect awareness and perception of Malaysian Muslim consumers. Majid, Sabir, and Ashraf (2015) made a study on "Consumer Purchase Intention towards Halal Cosmetics & Personal Care Products in Pakistan". They used a convenience sampling technique to target 300 female students. They determined that halal certification, religious belief, and awareness are the factors that affect consumer's intentions

towards halal cosmetics. Results of this study cannot be generalized to the broader community due to geographical area constraints.

Ahmad, Rahman, and Ab Rahman (2015) pointed out that Malaysian Muslims attitude towards halal cosmetics and the halal food was predicted through knowledge and religiosity. They distributed 110 questionnaires by using the convenience sampling technique. Based on the sample they also found that there is a significant difference in consumer behavior between halal cosmetics and halal food. Researchers suggested that cosmetic companies should focus on religiosity in promoting halal cosmetics products. A. J. C. M. Hashim and Musa (2016) developed a new measurement scale of spiritual intelligence for measuring consumer attitude towards halal cosmetics by using the theory of planned behavior. Yeo, Mohamed, and Muda (2016) proposed that functional values, social values, emotional values, conditional values, epistemic values and brand values affect customer satisfaction. Jihan, Musa, and Hassan (2016) conducted a study in Malaysia to understand the antecedents of the attitudes of Malaysian consumers towards halal skin care products. The results of the study find out that product image, product involvement, spiritual congruence and spiritual intelligence significantly and positively affect female consumer intention towards halal skin care products. Table 1 shows the summary of findings of consumer behavior researchers on halal cosmetic.

**Table 1**

Summary of findings of consumer behavior researchers on halal cosmetic

Author	Research Country	Title	Findings
Teng and Jamaliah (2013)	Malaysia	“Investigating students awareness and usage intention towards Halal labeled cosmetics and personal care products in Malaysia”	The findings of this study indicate that most Malaysian consumers are aware of halal cosmetics products. Furthermore, race and educational background are the strongest indicators of consumer intention towards halal cosmetic.
Hussin et al. (2013)	Malaysia	“Relationship between Product Factors, Advertising, and Purchase Intention of Halal Cosmetic”	Results indicated that product factors significantly affect consumer’s intentions towards halal cosmetics. In addition, researchers found that advertising is a mediator for price purchase intention relationship.
A. J. C. M. Hashim and Musa (2013)	Malaysia	“Modeling the Effects on the Attitude of Young Adult Urban Muslim Women towards Halal Cosmetic Products: New Insights for Championing the Halal Economy”	The authors of this study examined and explain the antecedents of attitude (product image, product involvement, spiritual intelligence and spiritual congruence) towards halal cosmetics.

Aziz et al. (2013)	Malaysia	“Understanding of Halal Cosmetics Products: TPB Model”	The authors found that purity, knowledge, attitude, subjective norm and perceived behavioral control are the strong predictors of Muslims behavioral intention towards halal cosmetic.
Baig and Baig (2014)	Pakistan	“Halal cosmetics Pakistani consumer perspective”	The intention of Pakistani consumers towards halal cosmetics is predominately influenced by the halal logo.
Kaur and Osman (2014)	Malaysia	“Predicting Working Women Purchasing Behaviour of Malaysian Halal Cosmetic Products by Using Theory of Planned Behaviour”	The empirical findings showed that attitude, subjective norm, and perceived behavioral control are the significant predictors for predicting working women purchasing behavior of halal cosmetic products.
Meng (2014)	Malaysia	“Customer intention to purchase halal cosmetics in Malaysia”	Attitude, subjective norm, perceived behavioral control and brand awareness are the strongest predictor of consumer intention towards halal cosmetics.
J. C. M. Hashim and Rosidah Musa (2014)	Malaysia	“Importance of Spiritual Intelligence (SQ) and Spiritual Congruence (SC) : Factors that May Contribute to Individual’s Attitude towards Purchasing Decision in Halal Cosmetic”	The findings of this study explain that how spiritual intelligence and spiritual congruence giving them peace in consuming halal cosmetics products as well as how they affect female consumer attitudes towards halal cosmetic intention.
Musa (2014)	Malaysia	“Factors Influencing Attitude Towards Halal Cosmetic Among Young Adult Urban Muslim Women: A Focus Group Analysis”	Results indicated that ingredient or the content of the cosmetic product is the main factors in consuming a halal cosmetic product.
Hajipour et al. (2015)	Iran	“Raising Halal Cosmetic Awareness among the respective Consumers”	Researchers suggested that to augment halal cosmetics awareness organizations or responsible persons should be properly designed various programs. In addition, they make sure the accessibility of halal cosmetics products to current or potential customers.
Ansari and Mohammed (2015)	Pakistan	“Factors affecting the intent to purchase halal personal care products: empirical evidence from Pakistan”	Attitude, subjective norm, and religiosity are the valid predictor of consumers intending to purchase halal cosmetics but perceived behavioral control not significantly affect.

Abd Rahman et al. (2015)	Malaysia	“Consumers and Halal cosmetic products: knowledge, religiosity, attitude and intention”	The relationship between religiosity and attitude is significant, but there is an insignificant relationship between knowledge and attitude. This study also revealed that there is dissimilarity between consumer attitude and intentions towards halal cosmetics and halal food.
Norafni Farlina binti Rahim (2015)	Malaysia	“Awareness and perception of Muslim consumers on halal cosmetics and personal care products”	Advertising, knowledge, and attitude are the factors that significantly affect Muslim consumer awareness and perception towards halal cosmetics.
Majid et al. (2015)	Pakistan	“Consumer Purchase Intention towards Halal Cosmetics & Personal Care Products in Pakistan”	Halal certification, awareness, and religious beliefs are significantly and positively influencing on halal cosmetics intention of female students.
Ahmad et al. (2015)	Malaysia	“Assessing Knowledge and Religiosity on Consumer Behavior towards Halal Food and Cosmetic Products”	Consumer behavior towards halal food and halal cosmetic products is significantly differing and knowledge is less influential as compared to religiosity towards the behavior.
Yeo et al. (2016)	Malaysia	“A Study of Malaysian Customers Purchase Motivation of Halal Cosmetics Retail Products: Examining Theory of Consumption Value and Customer Satisfaction”	This conceptual paper extends the theory of consumption values by exploring the relationship between customer satisfaction and perceived values for halal cosmetics products. In addition, the researchers add brand value as a new value dimension.
A. J. C. M. Hashim and Musa (2016)	Malaysia	“Factorial Structure of Spiritual Intelligence Towards Purchasing Decision Towards Halal Cosmetic Product”	The findings of this study suggest that spiritual intelligence significantly affects consumer attitude towards the halal cosmetic product.
Jihan et al. (2016)	Malaysia	“Factorial Validation Predictors of Attitude among user and Nonuser of Halal Skin Care Product”	Spiritual congruence, spiritual intelligence, product image and product involvement are the strongest predictor of consumer attitude towards halal skin care products.

#### **4. Discussion and Conclusion**

The following gaps can be identified based on the studies published so far that may be addressed in future research under consumer behavior domain. Previous studies with respect to consumption related variables of halal cosmetics are mixed and diverse because of fragmented models which these past studies adopt, as well as author has been unable to come up with a decisive decision with respect to customer attitude, subjective norm, and perceived behavioral control as the result of these past studies are inconsistent (i.e. Abd Rahman et al., 2015; Ahmad et al., 2015; Ansari & Mohammed, 2015; Aziz et al., 2013; Hussin et al., 2013; Majid et al., 2015; Musa, 2014; Teng & Jamaliah, 2013). These past studies have culminated in the difficulty of articulating the antecedents of halal cosmetic intention. Therefore, research on halal cosmetic settings remains inconclusive. As a result, there is disagreement on what are the significant predictors that effect on consumer intentions or actual purchase towards halal cosmetics. Thus more comprehensive model is required to predict halal cosmetic intentions. Furthermore, very few independent variables were included in the past studies models and no single previous study has holistically examined the antecedents of attitude, subjective norm and perceived behavior control for halal cosmetic intention (i.e. Ahmad et al., 2015; Majid et al., 2015). This clearly reveals a gap in the literature.

This systematic review considered another issue of methodological and geographical gaps. From the methodological standpoint, a large body of previous research on halal cosmetic in the consumer behavior domain uses non-probability sampling techniques. Non-probability sampling techniques have many drawbacks such as they produced biased results, misrepresentation of data and results through non-probability sampling techniques cannot be generalized. So future researchers should have employed probability sampling techniques. Apart, from methodological limitation, majority of prior studies concerning consumption related variables towards halal cosmetic has been done in Malaysian context (for example: Abd Rahman et al., 2015; Ahmad et al., 2015; Aziz et al., 2013; A. J. C. M. Hashim & Musa, 2016; Musa, 2014). Malaysia comprises of people from different races like Malays, Chinese, Indians and other minority groups with diverse cultures and practices, highlight significantly different context of study to understand consumer intentions towards halal cosmetic. Authors that employ center of attention Malaysia as an area of study, note down that their results cannot be generalized to the broader community. Furthermore, the next phase of our research, demand empirical work is to be done in other Islamic countries, e.g. Pakistan, Indonesia, Bangladesh etc. (Abd Rahman et al., 2015; Musa, 2014) because consumer concerns on the subject of halal

varies from country to country (Fathi, Zailani, Iranmanesh, Kanapathy, & Griffith, 2016). Thus, to bridge the contextual gap in the literature, researchers conduct research in other Islamic countries like Pakistan, Iran, and Bangladesh etc.

To date, past consumer behavior researchers (Haque, Sarwar, Yasmin, Tarofder, & Hossain, 2015; Hussain, Rahman, Zaheer, & Saleem, 2016; Lada, Harvey Tanakinjal, & Amin, 2009; Souiden & Rani, 2015) employ the theory of reasoned action (TRA) or theory of planned behavior (TPB) to investigate contextual antecedents of behavior. The research framework of TRA and TPB makes it impossible for researchers to understand or deeply explore context-specific determinants of behavior (Armitage, 2015; Norman, Conner, & Stride, 2012; Sniehotta, Pesseau, & Araújo-Soares, 2014; Westaby, 2005). Pure (TRA/TPB) model diminish explanatory power when we deal with context-specific behavior (Conner & Norman, 2005; Sheeran, 2002). Hence, to overcome this limitation, the future researcher should consider any other behavioral theory to understand context-specific behavior.

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