



Understanding halal cosmetic purchase intention: A systematic literature review

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ABSTRACT

Halal cosmetic industry is widely recognized as a significant global beauty and personal care market segment. Alongside the rapid growth, understanding consumer purchase intention toward products has become a key focus of academic investigations. Therefore, this systematic literature review aims to identify the key determinants of purchase intention and uncover prevailing trends in the context of halal cosmetic. Using the PRISMA principles, a total of 15 relevant studies were collected from the Scopus database. The results showed that purchase intention towards halal cosmetic products was influenced by various key determinants reflecting the interaction between internal and external factors. The most mentioned variables across various studies include religiosity, halal awareness, attitudes towards products, subjective norms, perceived behavioral control, as well as emotional and social values. In addition, external factors such as influencer impact, trust in halal logos, and digital marketing strategies also play a significant role in shaping purchase intention, both among Muslim and non-Muslim consumers. Based on the results, purchase intention towards halal cosmetic products cannot be explained in a single dimension, but rather from a complex dynamic between personal, psychological, social values, and exposure to marketing information. This literature not only identifies the main determinants of purchase intention for halal cosmetic products but also shows the evolving direction of investigation that is increasingly complex, interdisciplinary, and contextual, in line with the changing behaviors and expectations of modern Muslim consumers.

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1 Introduction

Halal is defined as what is permissible and lawful, while haram describes what is prohibited under Islamic law. The concept of halalan-toyyiban emphasizes that a product must be not only halal but also wholesome, safe, and free from any potential harm when used. The principles of halal and haram are integral components of the broader Islamic legal framework. Although the term "halal" is commonly associated with food, the scope extends far beyond dietary matters. The principles apply to various aspects of an individual life, including sources of income, attitudes toward products, and levels of religiosity (Hashim & Hashim 2013). As a fundamental requirement for Muslims, halal covers all materials and substances encountered in daily life, including those found in cosmetic products.

In recent years, halal cosmetic industry has developed as a significant segment of the global beauty and personal care market. According to a report by Fortune Business Insights (2025), the global halal cosmetic market was valued at USD 47.76 billion in 2024. The market is projected to grow at a compound annual growth rate (CAGR) of 11.67%, with an estimated value of USD 53.12 billion in 2025 and USD 115.03 billion by 2032. This rapid growth is driven not only by demographic shifts and the rising global Muslim population but also by increasing consumer awareness and demand for ethical, safe, and transparent beauty products. The dynamics have contributed to the evolving perception of halal cosmetic (Izberk-Bilgin & Nakata 2016), setting the stage for broader acceptance in mainstream markets.

Traditionally targeted at Muslim consumers, halal cosmetic are produced in accordance with Islamic principles, ensuring the absence of prohibited (*haram*) substances and adherence to ethical manufacturing

practices. As stated by Yusuf & Yajid (2017), halal cosmetic extend beyond simply being free from pork derivatives but include an integrated management system comprising selecting raw and supplementary materials, production processes, storage, distribution, transportation, and delivery to consumers. Moreover, the appeal of halal cosmetic has expanded beyond religious motivations, attracting non-Muslim consumers who associate halal certification with values such as safety, hygiene, environmental sustainability, and ethical sourcing (Sugibayashi *et al.* 2019).

Halal cosmetic industry has not been without controversy. One key area of concern is the use of potentially haram ingredients such as animal-derived substances (gelatin, placenta extract), alcohol-based solvents, and certain types of enzymes, commonly found in conventional cosmetic. These ingredients often raise questions about the origin, processing methods, and transformation status (*istihalah*), sparking debate among scholars, regulatory bodies, and consumers. The ongoing controversy underscores the need for greater transparency in product labeling, clearer regulatory standards, and enhanced awareness among both producers and users regarding ingredient sourcing and halal compliance.

Alongside the rapid growth of halal cosmetic industry, understanding consumer purchase intention toward products has become a key focus of academic investigations. Numerous studies have explored the factors influencing intention to purchase halal cosmetic, including religious beliefs, product attributes, brand trust, and marketing strategies (Ali *et al.* 2018; Khan *et al.* 2021; Mahliza & Aditantri 2022). These studies often differ significantly in terms of theoretical frameworks and contexts. Therefore, this systematic review aims to identify the key determinants of purchase intention and uncover prevailing trends in the field of halal cosmetic by analyzing relevant studies published between 2015 and 2025.

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2 Methodology

A systematic literature review is a method that is systematically and structurally designed to identify, critically evaluate, and synthesize results from relevant studies (Liberati *et al.* 2009). This approach aims to identify all empirical evidence that meets predetermined inclusion criteria to address a specific question or test a particular hypothesis. By using explicit and systematic procedures to review the literature, the potential for bias can be reduced, thereby producing more reliable results that can serve as a strong foundation for drawing conclusions and supporting decision-making processes (Moher *et al.* 2009).

This review followed the PRISMA method for the article selection process, focusing on studies regarding purchase intention toward halal cosmetic products published between 2015 and 2025 (Fig. 1). The data source includes Scopus database, which includes various publishers such as Emerald, MDPI, Elsevier, ExcelingTech, and several others. The selection process started with a keyword search using "halal cosmetic purchase intention", which initially yielded 46 papers. The selection was then refined by limiting the document type to journal articles and conference papers, thereby excluding other types and leaving 43 papers. Further exclusion was applied by filtering out studies with irrelevant keywords, retaining only those that included the core keywords including halal cosmetic, purchase intention, and halal cosmetic purchase intention. This step reduced the number of papers to 30 and finally, the study was limited to papers published in open-access journals, resulting in 15 papers selected for in-depth analysis.

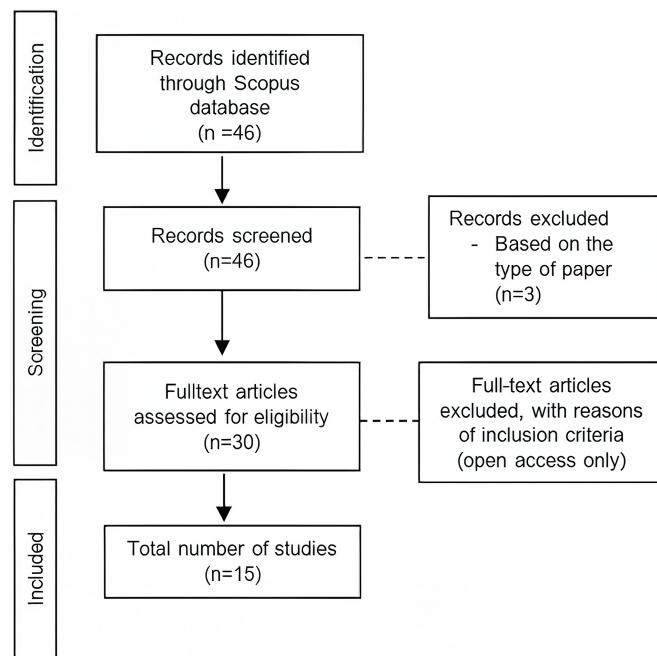


Figure 1: PRISMA flow diagram adapted from Moher *et al.* (2009)

3 Results and Discussion

3.1 Geographical location of authors

A total of 15 studies were analyzed in this literature review based on predetermined selection criteria. Table 1 shows that, from 15 studies, six originated from Indonesia and seven from Malaysia. Additionally, one study each was sourced from India and Pakistan. These studies were conducted by different authors from 2015 to 2025, focusing primarily on halal cosmetic purchase intention.

Table 1: Geographical location of authors

Country	Total Papers	Authors
Indonesia	6	Putri <i>et al.</i> (2019); Putri <i>et al.</i> (2018); Suparno <i>et al.</i> (2020); Briliana & Mursito (2017); Sudarsono <i>et al.</i> (2024); Supriani <i>et al.</i> (2025)
Malaysia	7	Khan <i>et al.</i> (2021); Arbak <i>et al.</i> (2019a); Ngah <i>et al.</i> (2021); Arbak <i>et al.</i> (2019b); Ibeabuchi <i>et al.</i> (2024); Liew <i>et al.</i> (2024); Hasim <i>et al.</i> (2025)
India	1	Garg <i>et al.</i> (2018)
Pakistan	1	Bhutto <i>et al.</i> (2023)

3.2 Respondents religious background

Table 2 shows that eleven studies revolved around respondents who were entirely Muslim. In contrast, only one study included respondents who

were exclusively non-Muslim. The remaining three studies had a mix of both groups of respondents.

Table 2: Respondents religious background

Respondent's religious	Total papers	Authors name
Muslim	11	Khan <i>et al.</i> (2021); Arbak <i>et al.</i> (2019a); Ngah <i>et al.</i> (2021); Arbak <i>et al.</i> (2019b); Putri <i>et al.</i> (2018); Garg <i>et al.</i> (2018); Suparno <i>et al.</i> (2020); Briliana & Mursito (2017); Sudarsono <i>et al.</i> (2024); Supriani <i>et al.</i> (2025); Hasim <i>et al.</i> (2025)
Non-muslim	1	Ibeabuchi <i>et al.</i> (2024)
Muslim and non muslim	3	Putri <i>et al.</i> (2019); Liew <i>et al.</i> (2024); Bhutto <i>et al.</i> (2023)

3.3 Journal-wise type of study

Based on the distribution data (Table 3), the Journal of Islamic Marketing is the most frequent publisher of studies related to halal cosmetic purchase intention, with six articles authored by various researchers. This shows that the journal strongly focuses on marketing issues within an Islamic context, including the consumption of halal cosmetic products. The Humanities & Social Sciences Reviews contributed two articles by the same researcher, Arbak *et al.* (2019a; 2019b). The remaining nine journals each published only one article, including Cosmetic, Innovative Marketing, Asia Pacific Management Review, International Journal of Scientific & Technology Research, International Journal of Supply Chain Management, Asia-Pacific Journal of Business Administration, and PaperASIA. These results suggest that studies on halal cosmetic purchase intention are primarily concentrated in journals explicitly focused on Islamic issues and Muslim consumer behavior, although interest in this topic has also started to develop in various interdisciplinary journals.

Table 3: Journal-wise type of study

Journal Name	Authors	Total Journal
Journal of Islamic Marketing	Khan <i>et al.</i> (2021); Garg <i>et al.</i> (2018); Suparno <i>et al.</i> (2020); Bhutto <i>et al.</i> (2023); Ibeabuchi <i>et al.</i> (2024); Supriani <i>et al.</i> (2025)	6
Humanities & Social Sciences Reviews	Arbak <i>et al.</i> (2019a); Arbak <i>et al.</i> (2019b)	2
Asia Pacific Management Review	Briliana & Mursito (2017)	1
Asia-Pacific Journal of Business Administration	Liew <i>et al.</i> (2024)	1
Cosmetic Innovative Marketing	Ngah <i>et al.</i> (2021)	1
International Journal of Scientific & Technology Research	Sudarsono <i>et al.</i> (2024)	1
International Journal of Supply Chain Management	Putri <i>et al.</i> (2019)	1
PaperASIA	Putri <i>et al.</i> (2018)	1
	Hasim <i>et al.</i> (2025)	1

3.4 Analytical method of the study

Based on Table 4, the most frequently used analytical method is PLS-SEM, with a total of 10 studies using this method. This preference may be attributed to PLS-SEM ability to handle complex models comprising latent variables and the suitability for small and medium sample sizes studies. In contrast, the conventional SEM method was used in only two studies. This covariance-based approach was applied in confirmatory studies that required stricter assumptions regarding data distribution and model fit. Multiple regression analysis was also used in two studies, in which all variables were directly observed and did not require the use of latent constructs.

Table 4: Analytical method of the study

Respondent's religious	Total papers	Authors name
SEM	2	Garg <i>et al.</i> (2018), Suparno <i>et al.</i> (2020)
PLS-SEM	10	Briliana & Mursito (2017), Putri <i>et al.</i> (2018), Khan <i>et al.</i> (2021), Bhutto <i>et al.</i> (2023), Sudarsono <i>et al.</i> (2024), Ibeabuchi <i>et al.</i> (2024), Liew <i>et al.</i> (2024), Supriani <i>et al.</i> (2025), Hasim <i>et al.</i> (2025)
Multiple Regression Analysis	2	Arbak <i>et al.</i> (2019a), Arbak <i>et al.</i> (2019b)
T-test	1	Putri <i>et al.</i> (2019)

3.5 Determinants of Halal Cosmetic Purchase Intention

A systematic review of 15 studies identified that purchase intention towards halal cosmetic products is analyzed through various theoretical approaches, such as the Theory of Planned Behavior (TPB), Theory

of Reasoned Action, Theory of Consumption Values (TCV), and the Stimulus-Organism-Response (S-O-R) approach. Several studies also combine these theories with other variables relevant to modern consumer life dynamics. The theoretical approaches indirectly influence the selection of variables used in each study.

Studies by Ngah *et al.* (2021) and Sudarsono *et al.* (2024) found that gender differences influence the factors shaping purchase intention of halal cosmetic products. Female consumers tend to be more influenced by subjective norms, while male consumers are more influenced by perceived behavioral control. However, attitude and brand image remain important factors shaping purchase intention for both genders (Ngah *et al.* 2021). Sudarsono *et al.* (2024) found that purchase intention for halal cosmetic products is also influenced by halal certification, halal knowledge, and religiosity. For female consumers, purchase intention is primarily influenced by halal knowledge, attitude, subjective norms, and perceived behavioral control. Meanwhile, male consumers dominant factors are halal certification, attitude, subjective norms, and perceived behavioral control. These results reflect a tendency for females to place more consideration on social opinions and the norms prevailing in the environment when making purchase decisions. Females also tend to show a higher commitment toward products perceived to be in line with core values and needs, even when these products are scarce. In contrast, males emphasize personal control aspects, such as product availability, affordable prices, and ease of access. Despite the differences in characteristics and usage preferences, a positive attitude toward the product and perception of brand image similarly influence purchase intention for both male and female consumers.

Suparno *et al.* (2020) stated that attitude directly influences purchase intention for halal cosmetic products. The results show that purchase intention is influenced by both cognitive and affective attitudes, shaped by religiosity levels and hedonic shopping values. Furthermore, several studies found that attitude toward the product mediates purchase intention of halal cosmetic products (Garg *et al.* 2018; Briliana & Mursito 2017; Bhutto *et al.* 2023; Sudarsono *et al.* 2024; Ibeabuchi *et al.* 2024; Supriani *et al.* 2025; Hasim *et al.* 2025). This suggests that consumers positive perceptions of a product, regarding quality, safety, and consistency with personal values, play a crucial role in shaping the intention to purchase the product. In addition, attitude serves as a significant mediator in the relationship between several variables and purchase intention of halal cosmetic products, such as halal certification, health awareness, knowledge, religiosity, self-efficacy, and subjective norms (Garg *et al.* 2018; Briliana & Mursito 2017; Bhutto *et al.* 2023; Sudarsono *et al.* 2024; Ibeabuchi *et al.* 2024). This implies that the influence of halal certification, health awareness, knowledge, religiosity, self-efficacy, and subjective norms on purchase intention occurs by forming a positive attitude towards the product.

In online purchases, attitude plays an important role in influencing intention for halal cosmetic products. Attitude mediates the relationship between trust, perceived expertise, perceived congruence, perceived behavioral control, social media role, halal brand awareness, and halal brand quality towards online purchase intention of halal cosmetic products (Supriani *et al.* 2025; Hasim *et al.* 2025). This is because attitude reflects the consumers affective and cognitive evaluation of a product. The evaluation is shaped by positive perceptions of information source credibility, shared value between the consumer and the brand, as well as experience interacting with the brand on social media. In other words, when consumers trust the expertise of the promoter and have positive experiences through social media, a positive attitude is formed towards halal cosmetic products, which ultimately drives purchase intention. Additionally, online purchase intention for halal cosmetic products is also influenced by advertising. Arbak *et al.* (2019a) and Arbak *et al.* (2019b) found that racism, sexism, intention in advertising, and language in advertising can influence intention to purchase halal cosmetic products.

The study by Liew *et al.* (2024) shows that purchase intention for halal cosmetic products is directly influenced by functional, emotional, epistemic, and conditional values. Conditional value, in particular significantly impacts purchase intention when considering the role of social class as a moderating variable. This means that consumer perceptions of halal cosmetic products may vary depending on the socio-economic background, where social class can either strengthen or weaken the impact of conditional value on purchasing decisions. The result suggests that an approach consistent with the dimensions of value and consumer demographic characteristics is essential in understanding the purchasing behavior of halal cosmetic products.

Aside from consumer values, the presence of halal logo has a strong influence on purchasing decisions for halal cosmetic (Putri *et al.* 2018; Putri *et al.* 2019; Khan *et al.* 2021). Halal logo provides Muslim consumers with a sense of security and confidence that the product complies with Sharia principles. More than just a religious symbol, halal logo is perceived as a form of responsibility by the manufacturer to ensure halalness of the ingredients and production process, thereby enhancing consumer trust. In this context, cosmetic with halal logo are perceived as safer, more hygienic, and skin-friendly, expanding the appeal not only among Muslims but also non-Muslim consumers who care about product quality and safety. Therefore, halal logo can also serve as an indicator of product quality that

broadens the market appeal more widely.

4 Conclusion

In conclusion, based on a literature review of 15 studies, purchase intention towards halal cosmetic products is influenced by various key determinants that reflect the interaction between internal and external factors. The most commonly mentioned variables across various studies include religiosity, halal awareness, attitudes toward products, subjective norms, perceived behavioral control, as well as emotional and social values. In addition, external factors such as influencer impact, trust in halal logos, and digital marketing strategies also play a significant role in shaping purchase intention, both among Muslim and non-Muslim consumers. These results show that purchase intention towards halal cosmetic products cannot be explained in a single dimension, but rather results from a complex dynamic between personal, psychological, social values, and exposure to marketing information. Recent study trends show a shift in focus towards integrating contemporary variables such as trust, social media engagement, and perceptions of marketing communication that are sensitive to cultural, linguistic, and symbolic aspects. Therefore, this literature not only identifies the main determinants of purchase intention for halal cosmetic products but also shows the evolving direction of study that is increasingly complex, interdisciplinary, and contextual, in line with the changing behaviors and expectations of modern Muslim consumers.

Given these complexities, future studies are needed to explore more in-depth qualitative approaches, such as ethnographic studies, focus group discussions, or narrative interviews, to uncover deeper insights into the motivations, values, and cultural interpretations that underlie consumer behavior. These qualitative explorations could enrich the understanding of nuanced consumer perspectives that are often overlooked in quantitative models and help bridge the gap between statistical patterns and lived experiences in halal cosmetic market.

Conflict of Interest

The authors declare no conflict of interest.

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