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EXPLORING CONSUMER BEHAVIOUR TOWARDS HALAL COSMETICS: A RECENT SYSTEMATIC REVIEW

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Abstract:

The growing demand for halal cosmetics has attracted increasing academic attention due to the expanding global halal market and changing consumer preferences. Despite the rapid growth of research in this area, existing studies remain fragmented, with findings dispersed across different behavioural perspectives, making it difficult to obtain a comprehensive understanding of the factors influencing consumer behaviour towards halal cosmetics. Therefore, this study systematically reviews the existing literature to synthesise current evidence and identify the major themes that characterise consumer behaviour in the halal cosmetics context. The review was conducted following the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) framework. An advanced search strategy was performed using the Scopus and Web of Science databases with the keywords "halal" and "cosmetic," covering publications from 2021 to 2026. Following the identification, screening, eligibility assessment and quality evaluation processes, 23 primary studies met the inclusion criteria and were included in the final synthesis. The thematic analysis revealed three dominant research themes: (1) Consumer Purchase Intention and Behaviour toward Halal Cosmetics, (2) Brand Loyalty, Repurchase, and Switching Behaviour, and (3) Consumer Perceptions, Attitudes, and Psychological Drivers. The findings indicate that purchase intention is primarily influenced by factors such as halal knowledge, religiosity, halal certification, product quality, trust, social

influence, and digital communication. Post-purchase behaviour is largely associated with consumer satisfaction, perceived value, brand trust, and switching motivations, while psychological factors, including attitudes, perceptions, awareness, and beliefs, consistently shape consumer decision-making across different market segments. This review consolidates the current body of knowledge by providing a structured synthesis of the determinants of consumer behaviour towards halal cosmetics and highlights prevailing research directions. The findings offer useful insights for researchers, practitioners, and policymakers in developing evidence-based strategies to strengthen consumer confidence and support the sustainable growth of the halal cosmetics industry.

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Halal Cosmetics, Consumer Behaviour, Purchase Intention, Systematic Literature Review



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Introduction

The global cosmetics industry has witnessed a significant shift in consumer preferences, with halal cosmetics emerging as a rapidly growing segment. Halal cosmetics, which comply to Islamic principles by avoiding prohibited ingredients and ensuring ethical production processes, have gained popularity not only among Muslim consumers but also among those looking for high-quality, ethical, and sustainable products (Elgharbawy, 2022; Isa et al., 2023). This expansion is being driven by several factors, including an increase in the global Muslim population, growing awareness of halal certification, and the alignment of halal products with broader ethical and environmental values (Adiba, 2019; Majdi et al., 2026; Saeed & Mohy-Ud-Din, 2026). The demand for halal cosmetics is notably prevalent in countries with large Muslim populations, such as Indonesia, Malaysia, and Pakistan, where religiosity, halal knowledge, and trust in halal certification have a significant impact on consumer behaviour (Adiba, 2019; Nawaz et al., 2024; Shahid et al., 2023). Moreover, the implementation of current marketing strategies, like as influencer endorsements and digital campaigns, has increased the attractiveness of halal cosmetics, particularly among younger demographics (Hasim et al., 2025; Putri Aisyah et al., 2025; Supriani et al., 2025).

A complex interaction of factors influences consumer behaviour toward halal cosmetics, including religious beliefs, product quality, brand trust, and halal certification awareness. Studies indicate that religiosity and halal knowledge play important roles in affecting consumer attitudes and purchasing intentions, which are frequently mediated by positive perceptions of product quality and ethical compliance (Bonang et al., 2025; Osman et al., 2022; Saeed & Mohy-Ud-Din, 2026). Additionally, external stimuli such as advertising, the availability of halal logo, and social media engagement positively improve consumer trust and

loyalty (Hasim et al., 2025; Hati et al., 2025). Gender differences also appear as a significant issue, with female consumers often demonstrating more loyalty and repurchase intentions than their male counterparts. (Hati et al., 2025; Saeed & Mohy-Ud-Din, 2026). This shifting consumer landscape offers businesses new opportunity to match their marketing strategies with the values and preferences of halal-conscious consumers, thereby resulting in brand loyalty and expanding market share (Hussain et al., 2024; Shahid et al., 2023). As the halal cosmetics market continues to rise, it highlights the broader trend of ethical consumerism, which combines religious commitments with sustainable and socially responsible consumption. Figure 1 illustrates a conceptual map of consumer behaviour towards halal cosmetics.

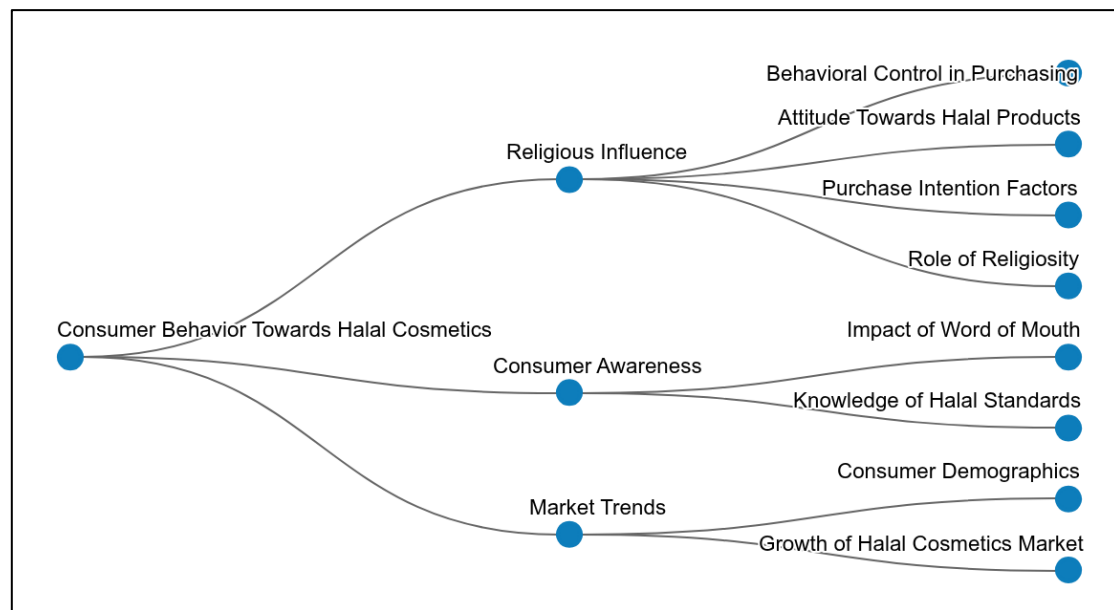


Figure 1. Conceptual Map of Consumer Behaviour Towards Halal Cosmetics

Source: Authors' Own Work

Literature Review

Consumer behaviour toward halal cosmetics is influenced by a combination of religiosity, attitude, trust, product cues, and marketing exposure, rather than solely by religion. The most constant conclusion across recent studies is that favourable attitude greatly influences purchase intention, while halal certification, brand trust, product quality, and perceived value contribute to those attitudes (Letsoin & Riorini, 2023; Soliman et al., 2025; Yaacob et al., 2024). The literature shows that halal cosmetic consumption is usually described by behavioural models such as the Theory of Planned Behaviour and the Theory of Reasoned Action, with newer research incorporating emotional, digital, and symbolic factors (Hidayah & Lestari, 2025; Isa et al., 2023). Systematic reviews reveal that religion, product ingredients, halal logo, and halal certification as key recurrent determinants, but pricing appears to be less influential than religious and product-related factors (Isa et al., 2023). At the individual level, attitude is the strongest proximate driver of purchase intention in a number of countries. In Malaysia, attitude exhibits the strongest relationship with intention among measured variables, surpassing subjective norm, perceived behavioural control, religiosity, and brand image (Yaacob et al., 2024). Studies in Indonesia and Pakistan similarly demonstrate that attitude directly predicts intention and frequently modulates the effects of religiosity, certification, perceived value,

word of mouth, and brand-related perceptions on halal cosmetic purchasing (Bhutto M et al., 2022; Fiandari et al., 2024; Letsoin & Riorini, 2023).

Religiosity is significant, but its role varies across studies. A few findings suggest that religious commitment, religious belief, and religious knowledge improve attitudes, actual purchasing behaviour, or repurchase intention (Bhutto M et al., 2022; Najib et al., 2022; Shahid et al., 2022). However, other research indicates that religiosity frequently has an indirect effect through attitude, trust, or context-specific characteristics rather than directly influencing satisfaction, buying intention, or social media-driven purchase decisions (Fiandari et al., 2024; Shamsuri et al., 2023; Supriani et al., 2025). Furthermore, trust is another important factor in halal cosmetic behaviour. Trust in halal products, producers, and certification systems enhances positive attitudes and purchase intention, as well as brand trust consistently mediates the effects of knowledge, emotional attachment, and religion on intention in cross-national millennial samples (Koç et al., 2024; Shamsuri et al., 2023). In addition, related research on millennials in Jakarta also reveals that halal certification strengthens trust, which in turn significantly increases halal cosmetic consumption, whereas halal awareness alone does not necessarily translate into behaviour (Mahliza & Prasetya, 2023). Consumers continue to rely heavily on product-related cues as indicators of compliance, safety, and quality. Halal certification, halal logo, ingredient transparency, and product characteristics are consistently connected with more favourable attitudes and greater behavioural intentions among both Muslim and non-Muslim consumers (Isa et al., 2023; Septiarini et al., 2022; Soliman et al., 2025). Besides, the non-Muslim study findings is very noteworthy since it indicates that halal cosmetics are valued not only for religious reasons, but also for safety, cleanliness, and comfort also attract consumers in Indonesia, Malaysia, and Singapore (Septiarini et al., 2022).

Social and marketing influences have more mixed results than attitude or trust. In Indonesian social media influencer research find that trust, knowledge, and perceived behavioural control shape attitudes toward influencers, which boost buy intention, but perceived credibility and subjective norm are not significant in that model (Supriani et al., 2025). Moreover, other research has found that Islamic advertising significantly increases purchase intention for local halal cosmetics, while word of mouth does not directly boost intention but can operate through attitude. (Fiandari et al., 2024; Najib et al., 2022). In addition, both offline and online retail stores influence consumer behaviour. Free coupons and buy-one-get-one offers significantly boost purchasing behaviour in point-of-sale promotions, while free samples and discounts show positive, but nonsignificant impacts (Virgiawan et al., 2024). In online settings, perceived ease of use, perceived usefulness, attitude, and trust significantly influence intention to buy halal cosmetics through digital platforms. However, broader digital marketing work in Malaysia shows that social media engagement, halal brand awareness, and halal brand quality increase online purchase intention through attitude (Hasim et al., 2025; Naseri et al., 2023). On the other hand, post-purchase behaviour is getting more attention, and the evidence suggests that loyalty builds up through a chain that runs from attitude to repurchase intention. In Pakistan, attitudes are shaped by product quality, trust, and religious beliefs, hence increase repurchase intention and brand loyalty, with repurchase intention serving as a mediator (Hussain et al., 2024). Similar findings in India reveal that actual purchase behaviour predicts repurchase intention, implying that the halal cosmetic business depends not only on trial and intention but also on consistent performance after purchase. (Shahid et al., 2023).

In conclusion, the literature portrays consumer behaviour toward halal cosmetics as complex and context sensitive. Attitude is the most constant direct predictor of intention, while religion, trust, certification, product quality, digital engagement, and social influence act as upstream variables with impacts that differ by country, generation, and purchasing channel.

Material and Methods

This study utilised a systematic literature review (SLR) approach to provide a comprehensive, transparent, and reproducible synthesis of the existing literature on consumer behaviour toward halal cosmetics. The review conducted according to the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) format, which provides a structured and rigorous approach to identifying, screening, analysing, and synthesising relevant scholarly material. The SLR approach was chosen because it allows for a systematic evaluation of empirical studies, reduces selection bias by predefined eligibility criteria, and helps the identification of research patterns, gaps, and emerging themes within a specific topic. To ensure methodological rigour and the inclusion of high-quality evidence, papers were obtained from the Scopus and Web of Science (WoS) databases using an advanced search approach. The review process comprised four sequential stages: identification, screening, eligibility assessment, and data abstraction and analysis. These stages enabled the systematic selection of studies that directly addressed the research questions and provided a robust evidence base for developing the thematic synthesis presented in this review.

Identification

The study employed key steps of the systematic review process to gather a substantial body of relevant literature. It began with selecting keywords, followed by identifying related terms through dictionaries, thesauri, encyclopaedias, and prior research. All pertinent terms were compiled, and search strings were created for the Web of Science and Scopus databases (Table 1). This initial phase of the review yielded 545 publications relevant to the study topic from both databases.

Table 1: The Search String

Scopus	TITLE-ABS-KEY ((cosmetic OR "cosmetic product*" OR "personal care" OR "beauty product*") AND (halal OR "halal certification" OR "halal standard*" OR "halal cosmetic*")) AND (LIMIT-TO (DOCTYPE , "ar")) AND (LIMIT-TO (LANGUAGE , "English")) AND (LIMIT-TO (SRCTYPE , "j")) AND (LIMIT-TO (PUBSTAGE , "final")) AND (EXCLUDE (SUBJAREA , "IMMU") OR EXCLUDE (SUBJAREA , "PSYC") OR EXCLUDE (SUBJAREA , "PHYS") OR EXCLUDE (SUBJAREA , "ENER") OR EXCLUDE (SUBJAREA , "MATH") OR EXCLUDE (SUBJAREA , "MULT") OR EXCLUDE (SUBJAREA , "VETE") OR EXCLUDE (SUBJAREA , "CENG") OR EXCLUDE (SUBJAREA , "MATE") OR EXCLUDE (SUBJAREA , "ENVI") OR EXCLUDE (SUBJAREA , "DECI") OR EXCLUDE (SUBJAREA , "CHEM") OR
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	EXCLUDE (SUBJAREA , "BIOC") OR EXCLUDE (SUBJAREA , "MEDI") OR EXCLUDE (SUBJAREA , "COMP") OR EXCLUDE (SUBJAREA , "ENGI") OR EXCLUDE (SUBJAREA , "AGRI") OR EXCLUDE (SUBJAREA , "PHAR") OR EXCLUDE (SUBJAREA , "ECON") OR EXCLUDE (SUBJAREA , "ARTS")) AND PUBYEAR > 2020 AND PUBYEAR < 2027 Date of Access: July 2026
WoS	(cosmetic OR "cosmetic product*" OR "personal care" OR "beauty product*") AND (halal OR "halal certification" OR "halal standard*" OR "halal cosmetic*") (Topic) and 2026 or 2024 or 2025 or 2023 or 2022 or 2021 (Publication Years) and Article (Document Types) and English (Languages) and Business Economics or Social Sciences Other Topics (Research Areas) Date of Access: July 2026

Source: Authors' Own Work

Screening

Following the identification stage, the retrieved records underwent a systematic screening process based on predefined eligibility criteria to ensure that only studies relevant to the research objectives were retained. Inclusion and exclusion criteria were developed before proceeding with the next step, as they are essential to make sure all applicable data are presented properly (Ganesan et al., 2024). In accordance with the PRISMA framework, publications were excluded if they were written in languages other than English, published before 2020, categorized as conference proceedings, book chapters, review articles, or articles in press, or indexed outside the subject areas of Business, Management and Accounting and Social Sciences (Table 2). These criteria were established to ensure methodological consistency and to capture recent empirical evidence that reflects the evolving landscape of halal cosmetics and consumer decision-making. As a result, 415 records were excluded from the initial pool of 545 records, leaving 130 studies for further consideration, comprising 55 records from Scopus and 75 records from Web of Science (WoS). The substantial reduction in the number of studies demonstrates the effectiveness of the screening process in removing publications that did not align with the scope and objectives of the review.

Subsequently, a duplication check was performed to eliminate overlapping records retrieved from both databases. Since Scopus and WoS index many of the same high-quality journals, duplicate publications are expected when multiple databases are used in a systematic literature review. The deduplication process identified and removed 30 duplicate records, resulting in a refined dataset of 100 unique studies for the subsequent eligibility assessment. Removing duplicate records is a critical step in maintaining the integrity of the review by preventing the same study from being counted more than once, which could bias the synthesis and interpretation of findings. Furthermore, this process enhances the transparency, accuracy, and

reproducibility of the review by ensuring that each study contributes only once to the evidence base. Consequently, the remaining records provide a reliable and well-defined corpus of literature for the subsequent stages of full-text eligibility assessment and qualitative synthesis.

Table 2: The Selection Criterion

Criterion	Inclusion	Exclusion
Language	English	Non-English
Time line	2021 – 2026	< 2021
Literature type	Journal (Article)	Conference, Book, Review
Publication Stage	Final	In Press
Subject	Business, Management and Accounting, Social Sciences	Besides Business, Management and Accounting, Social Sciences

Source: Authors' Own Work

Eligibility

The eligibility stage involved a comprehensive assessment of the full-text articles to determine their relevance and suitability for inclusion in the systematic literature review. Following the screening and deduplication processes, 100 unique articles were retrieved for detailed evaluation. Each study was assessed against the predefined inclusion and exclusion criteria, focusing on its relevance to the research objectives and research questions. The evaluation considered whether the study was explicitly related to the domain of halal cosmetics and consumer decision-making, whether its title and abstract reflected a clear alignment with the scope of the review, and whether the complete article was accessible for thorough examination. Conducting a full-text assessment at this stage is essential to ensure that the selected studies provide sufficient empirical evidence and directly contribute to addressing the objectives of the review.

As a result of the eligibility assessment, 77 articles were excluded for several reasons. Some studies were found to be outside the scope of the research despite appearing relevant during the initial search, while others were excluded because their titles or abstracts did not sufficiently address the review objectives upon closer examination. In addition, several potentially relevant studies could not be included because the full text was inaccessible, preventing a rigorous assessment of their methodology and findings. Consequently, 23 studies satisfied all eligibility criteria and were included in the qualitative synthesis. Although the final number of included studies represents approximately one-quarter of the articles assessed at the eligibility stage, this outcome reflects the rigorous application of transparent selection criteria rather than a limitation of the search strategy. Such a selective approach is consistent with PRISMA recommendations and enhances the credibility, methodological rigor, and trustworthiness of the review by ensuring that only high-quality and directly relevant evidence informs the subsequent qualitative analysis.

Data Abstraction and Analysis

An integrative analysis was employed to systematically examine and synthesise findings from the selected qualitative studies (Table 3). This approach enabled the integration of evidence

from diverse research designs to generate a comprehensive understanding of the phenomenon under investigation. The primary objective of the analysis was to identify recurring patterns and develop meaningful themes and sub-themes related to halal cosmetic consumer behaviour. The thematic development process began with systematic data extraction, during which relevant information was collected from each of the 23 included studies. As illustrated in Figure 2, each article was carefully reviewed to identify statements, findings, and evidence pertinent to the research objectives. Particular attention was given to the study context, research methodology, and key findings to ensure that the extracted data accurately represented the existing body of knowledge.

The extracted data were subsequently subjected to an iterative thematic analysis to identify conceptual similarities and differences across studies. Theme development was conducted collaboratively among the authors to enhance analytical rigor and reduce individual interpretation bias. Throughout the analysis, an audit trail was maintained to document analytical decisions, emerging interpretations, and methodological reflections, thereby ensuring transparency and consistency in the synthesis process. The preliminary themes and sub-themes were continuously refined through comparison across studies to identify inconsistencies and achieve conceptual coherence. Any discrepancies in interpretation were resolved through discussion and consensus among the authors. To further strengthen the credibility and domain validity of the findings, the proposed thematic structure was reviewed and refined based on expert feedback. This collaborative and iterative analytical process ensured that the final themes accurately reflected the evidence while maintaining clarity, relevance, and methodological rigor for addressing the research questions. The questions are as follows below:

1. What factors influence consumers' purchase intention and purchasing behaviour toward halal cosmetics?
2. What factors influence consumers' brand loyalty, repurchase intention, and switching behaviour toward halal cosmetics?
3. How do consumers' perceptions, attitudes, and psychological drivers influence consumer behaviour toward halal cosmetics?

Table 3: Number and Details of Primary Studies Database

Authors	Title	Year	Source title/Journal	Scopus	WoS
(Hussain et al., 2024)	Attitude, repurchase intention and brand loyalty toward halal cosmetics	2024	Journal of Islamic Marketing	/	/
(Shelahudin et al., 2024)	To stay or to switch: the mediation effect of scepticism on switching intention to halal cosmetics from the perspective of the pull-push-mooring theory	2024	Journal of Islamic Marketing	/	/
(Ibeabuchi et al., 2024)	Determinants of purchase intention towards halal	2024	Journal of Islamic Marketing	/	/

	certified cosmetic products among non-Muslims				
(Bhutto et al., 2023)	Adoption of halal cosmetics: extending the theory of planned behaviour with moderating role of halal literacy (evidence from Pakistan)	2023	Journal of Islamic Marketing	/	/
(Islam, 2022)	Evaluating negative attitudes of the students and shoppers towards halal cosmetics products	2022	Journal of Islamic Marketing	/	/
(Wisudanto et al., 2024)	The motivating factors for switching intention to use halal cosmetics in Indonesia	2024	Journal of Islamic Accounting and Business Research	/	/
(Khan et al., 2021)	Determinants of purchase intention of halal cosmetic products among Generation Y consumers	2021	Journal of Islamic Marketing	/	
(Nuryakin et al., 2024)	Purchase intention behaviour of halal cosmetics. Comparing study between Indonesia and Malaysia millennial generation	2024	Journal of Islamic Accounting and Business Research	/	/
(Al-Banna & Jannah, 2023)	The push, pull, and mooring effects toward switching intention to halal cosmetic products	2023	Journal of Islamic Marketing	/	/
(Supriani et al., 2025)	How social media influencers form Muslim consumers' halal cosmetics purchase intention: religiosity concern	2025	Journal of Islamic Marketing	/	
(Bhutto et al., 2024)	Investigating EWOM and halal product knowledge on gen Z's halal cosmetics purchase intentions in Pakistan	2024	Journal of Islamic Marketing	/	
(Suparno, 2021)	Online purchase intention of halal cosmetics: S-O-R framework application	2021	Journal of Islamic Marketing	/	
(Handriana et al., 2021)	Purchase behaviour of millennial female generation on Halal cosmetic products	2021	Journal of Islamic Marketing	/	
(Ismail et al., 2021)	Antecedents Influencing Purchase Intention of Halal	2021	Review of International	/	

	Labelled Personal Care Products in Malaysia		Geographical Education Online		
(Rozza et al., 2026)	Comparing Factors Affecting Indonesian and Malaysian Muslim Gen Z's Intention to Purchase Halal Cosmetics	2026	International Review of Management and Marketing	/	
(Shahid et al., 2023)	Determinants of Muslim consumers' halal cosmetics repurchase intention: an emerging market's perspective	2023	Journal of Islamic Marketing	/	
(Irfany et al., 2024)	Factors influencing Muslim Generation Z consumers' purchase intention of environmentally friendly halal cosmetic products	2024	Journal of Islamic Marketing	/	/
(Rachman & Amarullah, 2024)	Halal cosmetics repurchase intention: theory of consumption values perspective	2024	Journal of Islamic Marketing	/	/
(Fiandari et al., 2024)	The roles of word of mouth, religiosity and behavioral control toward halal cosmetics' purchase intention: attitude as mediation	2024	Journal of Islamic Marketing	/	
(Septiarini et al., 2023)	Drivers of behavioral intention among non-Muslims toward halal cosmetics: evidence from Indonesia, Malaysia, and Singapore	2023	Journal of Islamic Accounting and Business Research	/	/
(Soliman et al., 2025)	Investigating factors affecting purchase intention of halal cosmetics products among Millennial consumers: findings from PLS-SEM approach	2025	Journal of Islamic Marketing	/	/
(Khan et al., 2025)	A fusion of TAM and TPB with halal product knowledge and religiosity to understand online purchase intentions of halal cosmetics among Muslims Gen Z	2025	Journal of Islamic Marketing	/	/
(Widyanto & Sitohang, 2022)	Muslim millennial's purchase intention of halal-certified cosmetics and pharmaceutical products: the mediating effect of attitude	2022	Journal of Islamic Marketing		/

Source: Authors' Own Work

Identification of studies via databases and registers

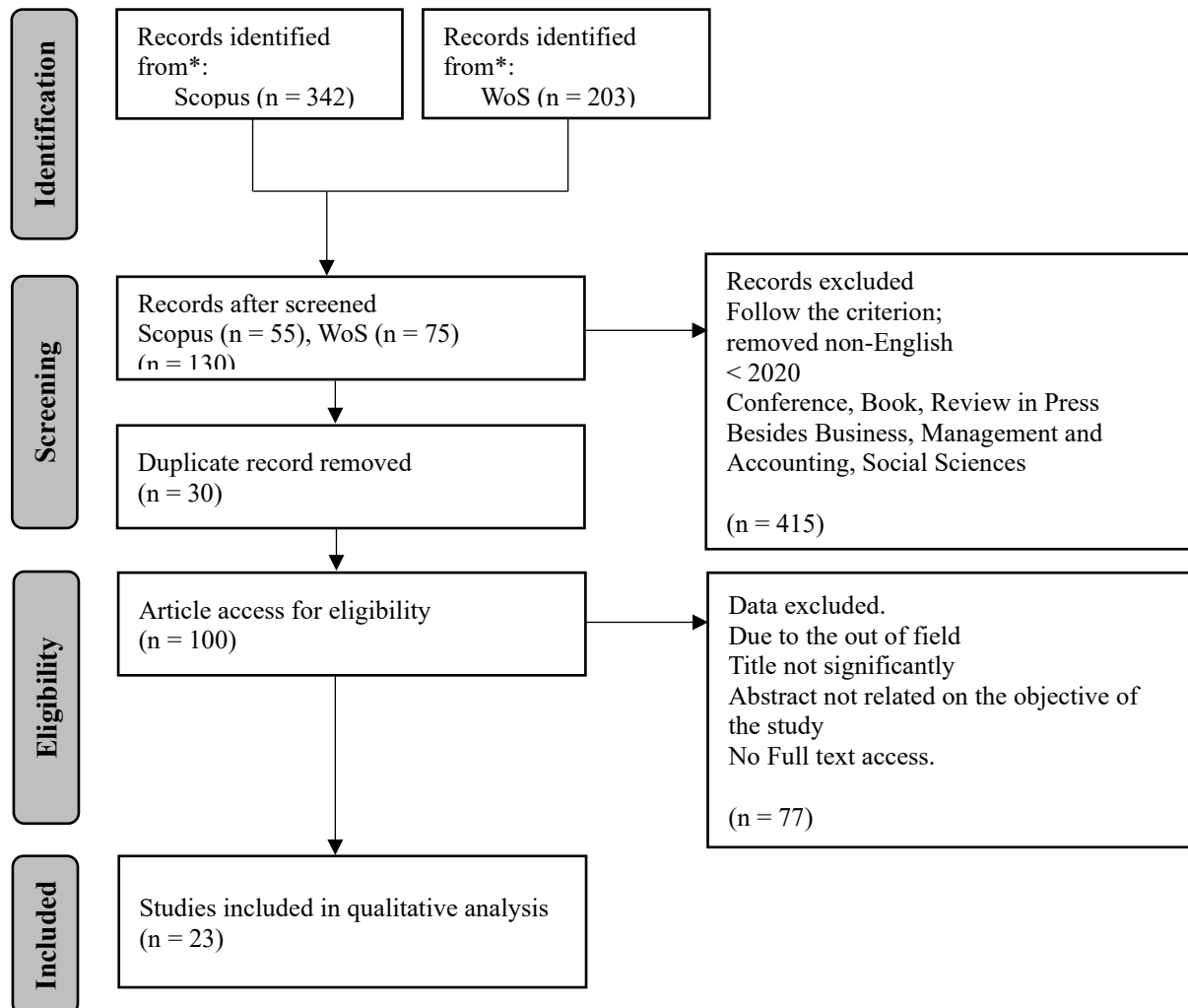


Figure 2. Flow Diagram of the Proposed Searching Study

Source: Authors' Own Work

Result and Discussion

Before discussing the individual themes in detail, the findings obtained from the final selection of 23 studies were synthesized using a thematic analysis approach to identify recurring patterns and research emphases within the literature on consumer behaviour towards halal cosmetics. The analysis revealed that the selected studies can be grouped into three major themes: (1) Consumer Purchase Intention and Behaviour toward Halal Cosmetics, (2) Brand Loyalty, Repurchase, and Switching Behaviour, and (3) Consumer Perceptions, Attitudes, and Psychological Drivers. These themes represent the primary areas explored by previous researchers and provide a comprehensive understanding of the elements that influence consumer behaviour at various stages of the consumer decision-making process. The first theme focuses on the factors that influence consumers' decisions to buy halal cosmetics, which include individual, social, technological, and product-related factors. Next, the second theme investigates post-purchase behavioural outcomes, including consumer loyalty,

repurchase intention, and switching behaviour to halal cosmetic products. Then, the third theme explores the cognitive and psychological dimensions that influence consumer decision-making, such as attitudes, perceptions, scepticism, trust, and other internal evaluations. Organizing the findings into these themes enables a systematic synthesis of the existing evidence, facilitates the identification of consistent patterns and contrasting findings across studies, and provides a clearer understanding of the current state of research on consumer behaviour toward halal cosmetics.

Consumer Purchase Intention and Behaviour Toward Halal Cosmetics

The evaluation of consumer purchase intention and behavioural patterns in the worldwide halal cosmetics market reveals that individual religious conviction, internal spiritual commitment, and personal moral obligation are the primary psychological factors leading to consumption. To provide a holistic overview of how these dynamics operate alongside other market forces, Table 4 categorizes the themes, key factors, and findings identified across literature.

Table 4: Themes and Key Factors of Previous Studies

Theme	Key Factors	Summary of Findings	Representative Studies
Religious and psychological drivers	Religiosity, spirituality, moral obligation, attitude	Religiosity is the primary psychological driver of halal cosmetic consumption. It positively shapes consumer attitudes, which mediate the relationship between religious beliefs and purchase intention.	(Bhutto et al., 2023; Handriana et al., 2021; Nuryakin et al., 2024; Widyanto & Sitohang, 2022)
Product attributes and trust	Halal certification, halal logo, ingredient safety, product quality, trust	Halal certification, ingredient safety, and product quality strengthen consumer trust, reduce perceived risk, and directly increase purchase intention and repurchase behaviour.	(Hussain et al., 2024; Ismail et al., 2021; Khan et al., 2021; Soliman et al., 2025)
Digital influence	Social media, influencers, eWOM, online product information, perceived usefulness	Digital communication enhances attitudes, subjective norms, and online purchase intention through credible influencers, electronic word-of-mouth, and accessible product information.	(Bhutto et al., 2024; Khan et al., 2025; Suparno, 2021; Supriani et al., 2025)

Social and sustainability factors	Health awareness, subjective norms, environmental awareness, ethical values	Health, hygiene, and sustainability broaden the appeal of halal cosmetics beyond Muslim consumers, particularly among younger generations.	(Ibeabuchi et al., 2024; Irfany et al., 2024; Septiarini et al., 2023)
Institutional environment	Government regulation, halal governance, certification system	Strong regulatory frameworks and credible halal governance enhance consumer confidence and purchase intention across different markets.	(Nuryakin et al., 2024; Rozza et al., 2026)

Source: Authors' Own Work

Research findings from numerous market contexts show that spiritual beliefs have a significant effect on how beauty and personal care products are evaluated, processed, and accepted by target demographics. Internal religious devotion directly shapes young customers' behavioural attitudes under the theory of planned behaviour, acting as a primary fundamental motivator prior to product selection (Bhutto et al., 2023). This alignment of faith and daily practice demonstrates that spiritual compliance and religious beliefs significantly influence customer attitudes, stimulating a positive cognitive stance and increasing the overall intention of female consumers to purchase certified personal care products (Handriana et al., 2021). Furthermore, consumer attitude acts as an absolute mediator, successfully transforming abstract religious principles, brand knowledge, and verified status into real purchasing decisions among millennial generations (Widyanto & Sitohang, 2022). However, there are regional differences within these behavioural matrices, indicating that while spiritual attachment heavily shapes brand trust and customer satisfaction across borders, the direct influence of pure religious values on immediate satisfaction can vary depending on local market frameworks and the enforcement of specific manufacturing guidelines (Nuryakin et al., 2024). Ultimately, the cognitive harmonisation of internal moral conscience and product compliance establishes a psychological baseline that ensures a positive first perception among target consumer groups.

Beyond from internal faith and spiritual drivers, external product attributes like ingredient safety, verification labels, structural trust, and functional quality have a significant impact on modern customer decisions. As summarized in Table 4, the presence of genuine validation markings, combined with transparent corporate processes, plays a critical role in minimising market uncertainty and perceived purchasing risks at the moment of purchase. Formulation safety, followed by the prominent display of an official validation logo, is the most important factor prompting buyers to finalise their cosmetic purchases, while abstract personal beliefs alone sometimes can have a less immediate impact on final transactions (Khan et al., 2021). Similarly, consumer trust, general product characteristics, and perceived utility significantly stimulate positive favourable consumer attitudes, which then serve as the key drivers of purchasing intention among millennial consumers (Soliman et al., 2025). This requirement for strict operational and functional standards demonstrates that perceived formulation quality and structural brand trust significantly influence favourable consumer perceptions, eventually promoting the development of brand loyalty and continued repurchase patterns (Hussain et al., 2024). Conversely, conventional elements, such as generic brand names or superficial imagery,

may have weaker correlations compared to overall safety awareness. Thus, emphasising that certified labels provide consumers with critical functional and ethical safety guarantees during product selection (Ismail et al., 2021).

The modernisation of commercial platforms has resulted in enhanced digital communication channels, electronic recommendations, and specialised knowledge frameworks that have significantly altered modern customer preferences. Individual religious beliefs and hedonic shopping enjoyment interact in online environments to improve customer attitudes, which directly boosts online purchase intention when it comes to certified beauty brands (Suparno, 2021). Furthermore, the impact of modern digital communication reveals that expert authority, honesty, and perceived behavioural control significantly improve consumer attitudes toward social media figures. Hence, resulting in a powerful mechanism that increases Muslim cosmetic buyers' behavioural purchase intentions (Supriani et al., 2025). This digital validation process is closely linked to peer interactions, demonstrating that electronic word-of-mouth greatly modifies individual attitudes and subjective social norms, while particular product information acts as a moderator that improves behavioural responses and purchase intentions among younger cohorts (Bhutto et al., 2024). This multi-layered digital engagement is further validated by models showing that young customers' desire to make online purchases are significantly increased when perceived utility, ease of navigation, and digital product knowledge are combined with personal religiosity (Khan et al., 2025).

Cross-border study and expanding demographic groupings indicate that the current market stretches much beyond conventional borders, embracing environmental trends and cross-cultural values. Expanding the planned behaviour model to non-Muslim demography reveals that health awareness, social norms, and official certification marks strongly impact favourable customer attitudes and buying choices (Ibeabuchi et al., 2024). This cross-cultural acceptance is further confirmed by data demonstrating that non-Muslim millennials across different countries are attracted to these things because of the outstanding sanitation, physical comfort, and ingredient purity associated with certified production standards (Septiarini et al., 2023). Concurrently, modern market requirements are developing to embrace green values, demonstrating that environmental knowledge and ethical labels combine to construct a specialised awareness that positively reshapes consumer decisions among Generation Z (Irfany et al., 2024). Lastly, geographical variations in governance are crucial because it plays an essential role, as comparative analysis shows that government codes influence consumer intentions, leading to differing levels of purchase willingness across Southeast Asian marketplaces (Rozza et al., 2026).

Brand Loyalty, Repurchase, And Switching Behaviour

The examination of customer commitment and brand persistence within the specialised personal care sector indicates that continuous repurchase actions are substantially driven by multi-dimensional consumer value structures and deep internal orientations. Long-term consumer retention is rarely an accidental outcome; instead, it remains firmly related to specific consuming ideals that impact consumer attitude. Functional utility, conditional factors, social identification, emotional attachment, and epistemic curiosity collectively produce a positive cognitive stance, which subsequently guarantees a high level of repurchase intention among users (Rachman & Amarullah, 2024). This behavioural trajectory shows that consumers' desire to make repeat purchases stabilises when standard product performance is in align cleanly with spiritual expectations. In a similar vein, practical insights into purchasing patterns reveal that

targeted elements specifically, religious knowledge, high religious commitment, and visible certification labels significantly accelerate female demographics' actual purchase behaviour, which ultimately serve as a key determinant driving subsequent repurchase habits (Shahid et al., 2023). Additionally, the interplay of perceived product value, individual religious belief, and underlying feelings of regret regarding prior purchases shapes the complex psychological transition from initial consumption to permanent commitment (Al-Banna & Jannah, 2023). In highly competitive personal care environments, cosmetic companies can sustain great market equity and foster enduring customer stickiness when these attributes are systematically managed.

Conversely, when structural inconsistencies or unfavourable experiencing factors emerge, consumer psychological frameworks move toward active switching intention, causing brand migration. The choice to abandon a current cosmetic product and adopt a certified alternative is heavily described by complete push-pull-mooring dynamics where customer scepticism functions as a vital mediating variable. People's desire to convert to certified options is much accelerated by strong social influence and growing scepticism, whereas high compatibility with existing conventional items tends to reduce this switching willingness (Mohd Shelahudin et al., 2024). According to Mohd Shelahudin et al. (2024), certain industrial triggers, such as negative side effects and unpleasant prior experiences, directly encourage customer scepticism, which reinforces the behavioural desire to leave uncertified brands. This transitional pathway is deeply correlated with consumer emotional states, given that individual dissatisfaction strongly increases post-purchase regret, thereby driving buyers to seek alternative certified options that offer better perceived value and align with core religious obligations (Al-Banna & Jannah, 2023). Furthermore, certain external motivators, such as subjective group norms, personal awareness levels, and perceived behavioural control, significantly alter the internal cognitive attitude toward switching. These factors collectively shape people's willingness to change their routines for consuming cosmetics (Wisudanto et al., 2024).

The underlying mechanisms driving customer perceptions reveal that specific marketing parameters, notably product image, play a significantly more influential role in modifying consumer attitude towards switching than legal or promotional features alone. While the mere presence of official certification markings or standard advertising campaigns may not directly cause switching behaviour among certain Muslim demographics, quantitative evaluations show that a positive product image represents the most powerful attribute driving the cognitive shift toward certified items (Wisudanto et al., 2024). Thus, this implies that while consumers fully acknowledge their religious obligations to utilise compliant personal care items, the visual reputation and perceived prestige of a brand remain crucial for turning abstract duties into significant market actions (Wisudanto et al., 2024). In order to properly position niche cosmetics within larger landscapes, practitioners need to achieved a detail understanding of divers' client segments, which is consistent with the structural finding and demographic analysis (Shahid et al., 2023). Besides, because religious orientation alone does not often exhibit a significant direct association with actual purchase behaviour or later repeat intentions, marketers are expected to focus heavily on comprehensive value propositions (Shahid et al., 2023). Consequently, establishing deep consumer awareness relies on integrating multiple consumption values to guarantee that personal care products satisfy both the functional demands and the perceptual expectations of the target market (Rachman & Amarullah, 2024).

The long-term commercial sustainability of the certified beauty business necessitate that manufacturers establish comprehensive marketing communication strategies targeted at minimising consumer scepticism while enhancing visible brand equity. Practical research reveals that cosmetic organisations can successfully prevent brand migration by systematically addressing adverse product performance and focusing substantially on reputation management (Mohd Shelahudin et al., 2024). Additionally, institutional support is crucial for market stabilisation since governments can introduce structural incentives or targeted rewards to encourage companies to improve their product images and stimulate wider industrial participation (Wisudanto et al., 2024). Future research should perform comparison analyses across multicultural contexts and examine at different age cohorts, especially in highly individualistic society, in order to obtain a more comprehensive understanding of these behavioural transitions (Wisudanto et al., 2024). Businesses must match their value propositions with localised customer expectations in order to capitalise on the immense economic potential of this niche market. Thus, this will ensure that immediate transactional interactions turn into long-term brand loyalty (Shahid et al., 2023). Personal care providers may successfully ensure high client retention and create a long-lasting worldwide marketplace posture by combining structural compliance, clear value messages, and proactive risk reduction strategies. Figure 3 illustrates a conceptual map of brand loyalty, repurchase, and switching behaviour towards halal cosmetics.

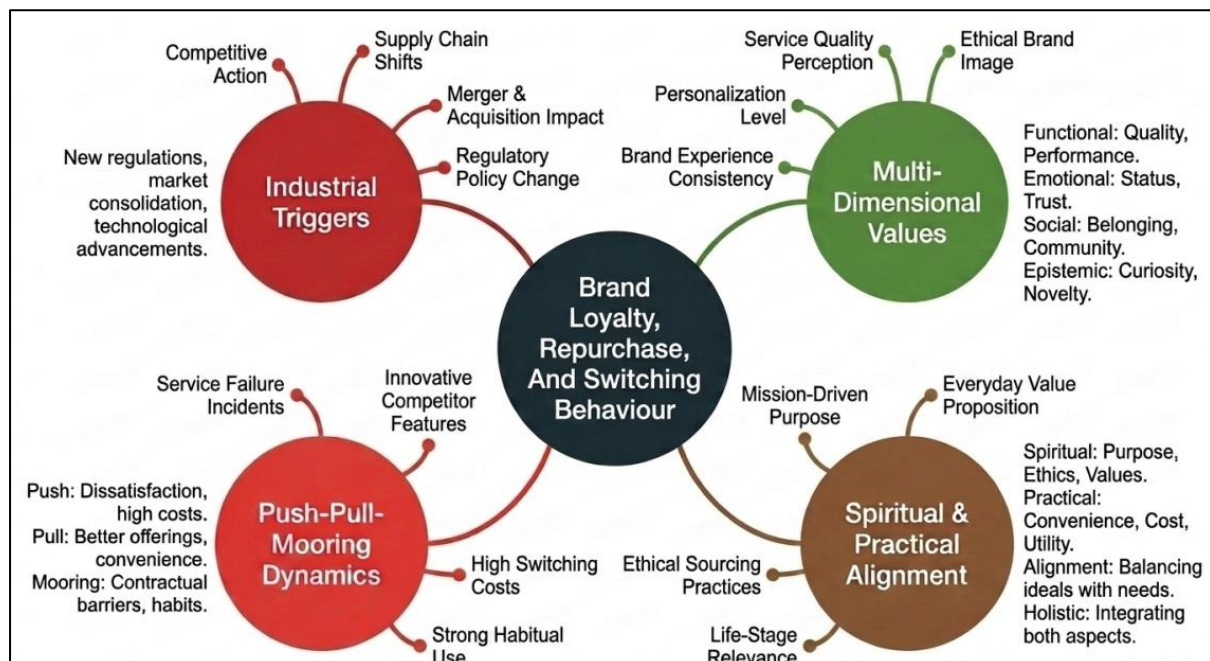


Figure 3. Conceptual Map of the Brand Loyalty, Repurchase, and Switching Behaviour

Source: Authors' Own Work

Consumer Perceptions, Attitudes, and Psychological Drivers

The assessment of customer decisions in the worldwide cosmetics marketplace underscore that specific psychological drives, moral expectations, and perceptual frameworks heavily influence consumer evaluation systems. Direct studies show that individual spiritual beliefs do not always directly influence final transactional decisions, but instead strongly impact internal

cognitive structure and brand attitudes. For example, empirical research shows that explicit religious beliefs influence final purchasing willingness for verified personal care items via intermediary mental orientations (Fiandari et al., 2024). Similarly, the psychological configuration of younger demographic cohorts shows that internal spiritual parameters interact with environmental concerns, reshaping the holistic customer perspective and building a strong foundation for ethical consumption (Irfany et al., 2024). When product formulation clash with standard spiritual norms, consumers have strong negative perception toward unverified raw ingredients such as prohibited animal fats or chemical additives (Islam, 2022). As a result, the fundamental cognitive development of the target market is dependent on merging personal integrity and product features to create a favourable behavioural foundation (Fiandari et al., 2024; Irfany et al., 2024; Islam, 2022).

Concurrently, the transition from internal cognitive appreciation to a final purchasing decision is significantly influenced by structural mediation mechanism and perceived behavioural control. Quantitative models demonstrate that intermediate cognitive attitudes serve as the absolute route for connecting external communication channels or intrinsic motivation to actual market intent. Specifically, structural evaluations show that personal attitude completely influences the relationship between external recommendations, personal religious dedication, and final purchasing decisions (Fiandari et al., 2024). This behavioural pattern is consistent with the concept that specialised product knowledge and internal faith must successfully express as positive attitudes before young customer segments will show interest in purchasing (Irfany et al., 2024). Furthermore, immediate physical aspects and direct behavioural control have a considerable positive impact on persons' immediate readiness to acquire complying cosmetics (Fiandari et al., 2024). This operational framework is further strengthened when purchasers become more aware of prohibited ingredients such as alcohol, which significantly deters traditional transactions and emphasises the importance of moral safety while selecting products (Islam, 2022). Therefore, managing these interacting mediating channels remains essential for changing customer views into definitive marketplace interactions (Fiandari et al., 2024; Irfany et al., 2024; Islam, 2022).

Furthermore, exterior product information, validation markers, and social verification layers significantly influence customer trust and structural awareness across generations. The presence of explicit labels on product packaging serves as an important cognitive tool, reducing buyer suspicion and increasing consumer trust. According to studies, formal authenticity labels and environmentally friendly marks immediately increase buyers' overall green-halal awareness, which improves their purchasing perspective (Irfany et al., 2024). This structural assurance is critical since a verified label guarantee buyer of clean component selection, standard hygiene distribution, and cautious processing (Fiandari et al., 2024). When these validation indicators are absent, consumers acquire strong and large statistical connections with suspect components, non-certified items, or unknown production origin (Islam, 2022). Thus, the combination of visible authenticity markers, peer recommendations, and strict safety assurances serves as the major benchmark for how modern cosmetics lines are processed by today's target groups (Fiandari et al., 2024; Irfany et al., 2024; Islam, 2022).

Ultimately, the long-term stability of the certified personal care market requires industry suppliers to integrate safety validation with ethical compliance in order to meet changing customer demands. To achieve a robust posture, manufacturers must eliminate prohibited ingredients like pork fat and promote transparency to reduce cognitive risk (Islam, 2022). Business owners can efficiently maximise their market value by leveraging consumer

recommendations and implementing standardised manufacturing methods to ensure comprehensive product safety (Fiandari et al., 2024). Furthermore, merging ethical branding with sustainable practices allows businesses to attract younger customers, thereby expending overall market share (Irfany et al., 2024).

Conclusion

This systematic literature review aimed to explore the present level of knowledge on consumer behaviour toward halal cosmetics by synthesizing empirical findings published between 2021 and 2026. Following the PRISMA framework, an advanced search strategy was implemented using the Scopus and Web of Science databases, resulting in the inclusion of 23 eligible studies that satisfy the predefined selection criteria. The review was guided by three research questions focusing on the factors influencing purchase intention and purchasing behaviour, the determinants of brand loyalty, repurchase intention and switching behaviour, and the role of consumer perceptions, attitudes and psychological drivers in shaping halal cosmetic consumption. Through a systematic thematic analysis, the selected studies were classified into three major themes. Thus, it provides a structured understanding of the multidimensional factors that influence consumer behaviour within the halal cosmetics marketplace.

The findings show that consumer behaviour toward halal cosmetics is driven by an interaction of cognitive, psychological, religious and marketing-related factors rather than a single determinant. Across the first theme, purchase intention and purchasing behaviour were continuously linked with halal awareness, halal certification, product safety, trust, brand image, religiosity, knowledge, perceived value, subjective norms, social influence and attitudes. The review also reveals that attitude frequently serves as an essential mediating variable between consumer beliefs and purchasing intention. Meanwhile, behavioural control and knowledge produce varying effects across different consumer groups and national contexts. Next, the second theme highlights that brand loyalty, repurchase intention and switching behaviour are primarily strengthened through consumer satisfaction, trust, perceived product quality, brand credibility and emotional attachment. The finding suggests that consumers who view halal cosmetics as reliable, safe and consistent with personal values are more likely to maintain long-term relationships with preferred brands while demonstrating lower switching tendencies. Then, the third theme emphasises how consumer perceptions and psychological drivers significantly shape behavioural outcomes. Positive perceptions of halal certification, ethical production, product safety, environmental responsibility, religious compliance and social influence contribute to positive attitudes. Conversely, concerns regarding ingredient transparency, certification credibility and product authenticity may create negative perceptions that weaken consumer confidence. Collectively, the reviewed studies predominantly employed quantitative research designs using structural equation modelling and behavioural theories such as the Theory of Planned Behaviour, Theory of Reasoned Action, Stimulus–Organism–Response framework and Technology Acceptance Model, reflecting a strong emphasis on explaining behavioural relationships through established theoretical models.

This review contributes to the growing body of halal cosmetics literature by integrating fragmented findings into a comprehensive thematic framework that captures the broader dimensions of consumer behaviour. Rather than focusing on isolated behavioural constructs, the synthesis provides a comprehensive understanding of how purchasing decisions, post-purchase behaviour and psychological factors interact within a unified conceptual perspective. This study's thematic classification gives a more structured framework for understanding the

evolution of halal cosmetic research, as well as highlighting recurring variables, theoretical approaches, and methodological patterns across diverse geographical setting. The review also emphasises the gradual expansion of halal cosmetic research beyond religious considerations into broader issues such as sustainability, digital marketing, electronic word-of-mouth, environmental awareness and consumer trust. These findings extend previous knowledge by demonstrating that halal cosmetics are increasingly evaluated through both functional and ethical dimensions, reflecting changing consumer expectations in contemporary cosmetic markets. Consequently, the review provides a valuable reference for future academic investigations seeking to develop more comprehensive behavioural models or compare consumer behaviour across different demographic groups, cultures and market environments.

The findings also offer practical implications for policymakers, certification authorities and cosmetic manufacturers seeking to boost consumer confidence and encourage long-term market growth. A stronger emphasis on transparent halal certification, product quality assurance, ingredient disclosure, consumer education, and effective communication strategies may enhance customer trust and promote positive behavioural results. Marketing initiatives should acknowledge the diversity of consumer motivations by balancing religious values with health, safety, environmental responsibility and product performance. Despite these contributions, several limitations should be acknowledged. The review was limited to studies indexed in Scopus and Web of Science, publications written in English, and articles published between 2021 and 2026. Consequently, relevant studies from other databases, earlier publication dates or non-English literature may not have been captured. In addition, most included studies adopted cross-sectional quantitative approaches, limiting understanding of behavioural changes over time. Future research may expand database coverage, include multilingual publications, apply longitudinal and mixed-method designs, and investigate emerging topics such as artificial intelligence, digital commerce, personalised marketing, sustainable consumption and cross-cultural behavioural comparisons. Overall, this systematic review emphasises the importance of evidence-based synthesis in integrating current information about consumer behaviours regarding halal cosmetics. The review strengthens the foundation for advancing theoretical development, supporting evidence-informed industry practices, and future empirical research in the expanding global halal cosmetics sector by providing a structured overview of existing research and identifying important knowledge gaps.

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Ethic Statement	This study is a systematic literature review based exclusively on published scholarly articles obtained from the Scopus and Web of Science databases. No human participants, personal data, or animal subjects were involved. Therefore, ethical approval and informed consent were not required for this research.
Author Contribution Statement:	All authors contributed significantly to the development of this manuscript. All authors were responsible for the conceptualization, methodology, and overall supervision of the study. Nur Aqilah Mohd Husni and Norhidayu Muhamad Zain handled data collection, analysis, and interpretation of results. Nur Aqilah Mohd Husni, Norhidayu Muhamad Zain and Nur Izzati Mohamad Norzilan contributed to the literature review, drafting, and critical revision of the manuscript. All authors read and approved the final version of the manuscript prior to submission.

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