

HALAL COSMETICS INDUSTRY FOR SUSTAINABLE DEVELOPMENT: A SYSTEMATIC LITERATURE REVIEW

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ABSTRACT

In 2019, Muslim expenditure on *halal* cosmetics reached USD66 billion globally and projected to attain USD75 billion in 2024 (GIER 2020/21) thus representing a substantial and sustainable opportunity for nations seeking economic security. Many *halal* cosmetics SMEs have venture into this emerging sector, but not all were successful. Halal cosmetics sector is still in its infancy thereby few literature reviews have been conducted worldwide to evaluate research gaps in the *halal* cosmetics and skincare business domain. The present study integrated multiple methods analysis and the publication standard ROSES (Reporting standards for Systematic Evidence Syntheses). This study used bibliographic databases namely Scopus, ScienceDirect, Google Scholar and Springer Link. Only 31 articles from 761, met the criteria and were studied, revealing five main themes that were subdivided into 19 sub-themes. The outcome of this systematic review process enables identification of existing knowledge breach in the field, serves as the basis for conducting future research on *halal* cosmetics and skin care in a systematic manner, and paves the way towards doing further research to assist policy makers and business sectors to close the apparent gap. This understanding will enable emerging nations to achieve sustainable development goals through *halal* cosmetics industry.

Keywords: *Halal* cosmetics, *halal* skincare, systematic literature review, SMEs.

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1. INTRODUCTION

As dictated in Surah Al-Baqarah verse 168 (Quran 2:168), *halal* is meant for all mankind; and according to Shariah law, consumption of *halal* and *toyib* products or services, are safe to be used, engaged in or consumed. To capture Muslim consumers, businesses must ensure that their product offerings meet these criteria. The strict policies and procedures underlying *halal* certification has ensured '*halal*' brand become a global symbol of quality assurance, international

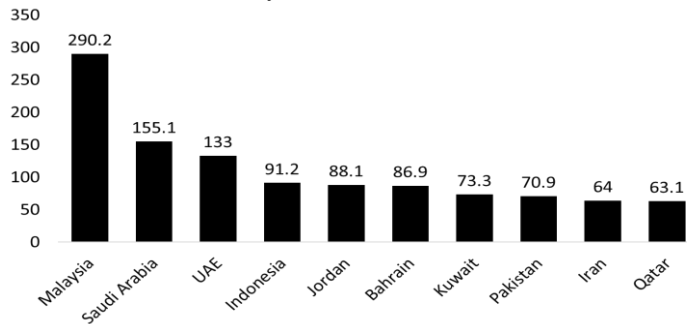
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transactions and other natural issues, and has led to high acceptance even by non-Muslims (Islam & Chandrasekaran, 2013; Bin Ab Talib et al., 2013).

Political and economic reforms which resulted in significant trade liberalisation, have unlocked gates to market forces generated by young affluent Muslim consumers, who lead a modern lifestyle but stay true to the values of their faith. A study by Bilgen and Kanata (2016) reported that by 2023 and 2030, the world population would be made up of 26% and 30% of Muslims respectively, the majority of whom are tech-savvy millennials. This has resulted in a global *halal* industry that is integrated, with its unique array of problems and concerns, that are pertinent to the *halal* market. A distinct advantage of the *halal* industry but often cast aside is that it also promotes SDG8, SDG12, and SDG15.

The State of the Global Islamic Economy Report produced by (Dinar Standard, 2021), highlighted that Muslims' expenditure had breached USD2.02 trillion and Malaysia, for nine consecutive years, has been placed as the leading country best-positioned to capitalise on Islamic Economy (Figure 1).

Figure 1: Countries Best Positioned to Capitalise on Islamic Economy Based on Global Islamic Economy Indicator (GIEI) 2021/2021



Source: Adapted from State of the Global Islamic Economy Report 2020/2021 report (GIER).

Hassali et al. (2015) reported that besides *halal* food industry, *halal* cosmetics market is also lucrative. Figure 2 highlighted that demand is not just from Muslim majority nations but also Muslim minority countries with India the largest consumer, Russia third largest and France placed ninth. Halal cosmetics market valued globally at USD66 billion in 2019, is expected to reach USD75 billion in 2024 (GIER 2020/2021).

Entering *halal* cosmetics proves to be challenging due to issues regarding the integrity of *halal* cosmetics supply chain, source of ingredients, presence of un-harmonised *halal* certification standards of various nations, and lack of a standardised certification framework. All these setbacks hamper the possibility for local SMEs to move outside of their cosmetic niches let alone beyond their country's borders. Concurrently, international cosmetics brands are targeting the rising population of well-off middle-class Muslim consumers in emerging markets. Indeed, the *halal* cosmetics industry seems to be a good example where consumption and belief intersect due to brand faith. Consequently, businesses need to develop marketing strategies toward increasing customer equity. More importantly, they also need to abide by the stringent rules and procedures

of certification agencies and relevant institutions. To be at the forefront of the halal cosmetics industry, companies will need to harness Industry 4.0 technology such as big data, data analytics, artificial intelligence (AI), cloud computing, augment reality (AR), and virtual reality (VR).

Figure 2: Top Muslim Cosmetics Expenditure



Source: Adapted from Masood (2021).

The *halal* cosmetics industry's awareness about *halal* and *toyyiban* is still developing and firms, especially SMEs, require marketing knowledge to be sustainable domestically and export ready. Few systematic literature reviews have been conducted worldwide to evaluate research gaps in the *halal* cosmetics and skincare business domain. Currently, the most recent is by Saqib Ali et al. (2016) was when the *halal* cosmetics industry and research were still in its infancy, and focused only on *halal* cosmetics consumer behaviour, and thus not comprehensive.

This current study seeks to analyse the existing literature on *halal* cosmetics globally, its implications to stakeholders, and recommendations for future research. A methodological approach based on systematic literature review (SLR) will be applied to achieve the objectives set. According to Kitchenham (2007), SLR is a means to identify, evaluate and interpret all available research relevant to a particular research question, topic area, or phenomenon of interest, systematically. SLR is a process that classifies, selects, and critically appraises previous studies to address the formulated question; that must be conducted in an organised and transparent manner, accessing several databases, and can be duplicated and reproduced by other researchers.

In this study, Section 1 clarifies the purpose of conducting SLR, while section 2 outlines the methodology applied and the ROSES protocol implemented. ROSES protocol assures enhanced transparency and expedites quality assurance, and improves and ensures the review process meets high standards. Such a detailed protocol aids researchers to conduct the research meticulously and exhaustively to answer a defined question (Xiao & Watson, 2019). Here, the research protocol described in detail the review process carried out, keywords used, and how articles are screened, included, or excluded, and details the method of data extraction, thus enabling other researchers to replicate this study and affirm the results of the analysis. Section 3 systematically evaluates and synthesises the scientific peer reviewed works of literature to identify, select and appraise relevant research on *halal* cosmetics studies covering the period 2015 to 2022. Section 4 summarizes the current state of literature, while section 5 provides research recommendations and future direction

for stakeholders including practitioners and researchers. Lastly, section 6 will present the conclusion.

The principal objective of the study will primarily be to the identification of existing knowledge breaches in the field that may pave the way for doing further research to assist policymakers and business sectors to close the apparent gap. Whereas the supplementary objective will focus on unearthing factors influencing consumer purchase behaviour, marketing strategies practiced by stakeholders, and *halal* governance implemented by current cosmetics companies. Issues and concerns of Muslim consumers will also be examined.

Understanding the *halal* cosmetics business will enable marketing recommendations to be made to *halal* cosmetic industry stakeholders at the management level, and policymakers at the government level, thereby supporting the growth and development of the *halal* cosmetics industry. This in turn will contribute to societal well-being domestically and globally.

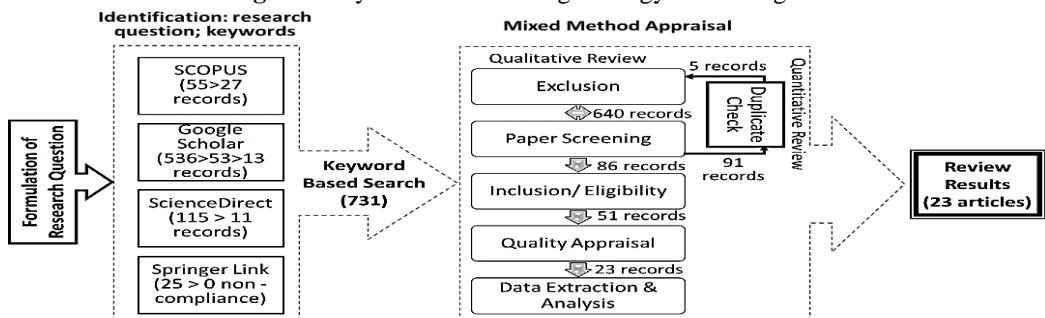
2. METHODOLOGY

The systematic review conducted will use the publication standard ROSES (RepOrting standards for Systematic Evidence Syntheses). This study review method includes generating a list of journal articles from bibliographic literature resources, such as Scopus, ScienceDirect, Google Scholar, and Springer Link, which are then reviewed for eligibility, exclusion, and data extraction and analysis.

2.1. Roses Review Protocol

This study will use the ROSES (RepOrting standards for Systematic Evidence Syntheses) protocol which is a set of rigorous standards for reporting the conduct of systematic reviews and maps on environmental topics (Shaffril et al., 2020; Haddaway et al., 2018). In this context, the SLR study is divided into three phases and began with the authors formulating the research question which is used to guide the research process. This is followed by identification, screening (inclusion and exclusion criteria), and eligibility (Figure 3). The next phase involves the appraisal of the quality of articles to be reviewed, followed by how the data was extracted will be assessed, and lastly how these extracted data were analysed and validated.

Figure 3: Systematic Searching Strategy Flow Diagram



Source: Adopted from Figure 2. of research article by Martinez-Rojas (2018).

2.2. Formulation of Research Questions

The following research questions were chosen to address the principal objective (identification of existing knowledge gap in the field) and the supplementary objectives (unearthing factors influencing consumer purchase behaviour, marketing strategies currently practiced by stakeholders, and *halal* governance implemented by current cosmetics companies):

Question 1: What are marketing elements studied in the research articles?

Question 2: What are the factors influencing consumer purchase behaviour?

Question 3: What are marketing strategies practiced by stakeholders?

Question 4: How do companies conduct ethical and halal governance?

Question 5: What are the issues and concerns of the Muslim consumers?

Answer to Question 1 can be obtained from the titles, keywords and abstract of the documents published from 2015 – 2022. Answers to Question 2 - 5 were retrieved during further screening of contents and conclusions of the 31 articles whilst actively avoiding biasness.

2.3. Systematic Searching Strategies

The review method adopted, necessitates conducting a systematic literature review on *halal* cosmetics in selected digital bibliographic databases, including Scopus, Google Scholar, ScienceDirect, and Springer Link. It will build upon identifying and selecting the relevant information as well as analysing them critically. This method will allow inspection of knowledge gleaned, assessment of the overall development in the field of the existing information, and consequently mapping of the mitigating factors that will then be presented in a table format.

2.3.1. Identification

Researchers finalised the keywords to be used by referring to the research question formulated including examining keywords from the research title, its synonyms, keywords used in past studies, related terms, and variations of terms related to the study in focus. The databases chosen enabled search through different fields such as keywords, titles, abstracts, authors, references, etc. It also permits the selection of research domains, publication years, type of documents, language, etc. to be made. This study used several databases to ensure greater coverage and accessibility to the articles since each database has its strengths and weaknesses (Bramer et al., 2017). The principal database in this study is Scopus and the plan to also use the Web of Science was abandoned as there were too many duplicate articles. Instead, popular databases such as Google Scholar, ScienceDirect, and Springer Link were used to support the principal database Scopus. It must be noted that the search approach performed on these databases varies, as each database has different ways to obtain relevant articles (Martines-Rojas et al., 2018). However, this SLR study only covers research articles from 2015 till April 2022 seeing that *halal* cosmetics industry research focusing on social sciences was only actively studied from 2015 onwards.

The advantages of using the Scopus database are that it enables enrichment of the existing keywords and development of full search string, which permits advanced searching and comprehensive coverage. Scopus has 69 million records and covers nearly 36,377 titles from an estimated 11,678 publishers, of which 34,346 are peer-reviewed journals in top-level subject fields

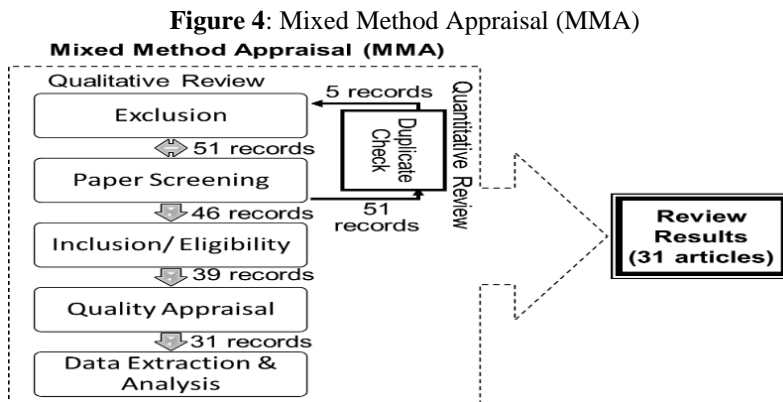
(life sciences, social sciences, physical sciences, and health sciences). All journals covered in the Scopus database are reviewed annually to maintain high quality standard assurance. Unfortunately, Google Scholar, Science Direct, and Springer Link databases all suffer from technical deficiencies such as the inability to recognize complex search strings and the absence of advanced search features (Housyar & Sotudeh, 2018). Google Scholar is a crawler-based web search engine and can help find full texts of papers and grey literature, but here it serves as an additional basis for cross-checks, as it is not reproducible (Gusenbauer & Haddaway, 2020) and lists too many non-academic sources which needed to be excluded from this systematic literature review. The other two supplementary article search platforms, ScienceDirect and Springer Link are bibliographic databases that have a curated catalogue of information. ScienceDirect is a website that hosts over 12 million pieces of content from 3,500 academic journals (Physical Sciences and Engineering, Life Sciences, Health Sciences, and Social Sciences and Humanities) and 34,000 e-books. It is operated by the publisher Elsevier. Whilst Springer Link website covers the business and management as well as social sciences disciplines and claims to have access to 7,297,081 articles, 4,558,377 chapters, 1,204,637 conference papers (link.springer.com).

Table 1: Results of the Search String From the Databases Chosen

Digital Database	Search String	Results
SCOPUS	TITLE-ABS-KEY (("H*al Cosmetic*" OR "M*sl*m Cosmetics" OR "Halal Facial Care" OR "Halal Skincare*" OR "Halal Skin care" OR "M*sl*m Skincare" OR "Halal Personal care" OR "M*sl*m Personal care*")	71 no.s
Google Scholar	halal cosmetics; muslim cosmetics; Islamic cosmetics; halal skincare; halal personal care; muslim skincare; muslim personal care	210 no.s
ScienceDirect	"Title/Abstract/Keyword" halal cosmetics; muslim cosmetics; Islamic cosmetics; halal skincare; halal personal care; muslim skincare; muslim personal care	115 no.s
Springer Link	halal cosmetics; muslim cosmetics; Islamic cosmetics; halal skincare; halal personal care; muslim skincare; muslim personal care	462 no.s

2.3.2. Screening and Eligibility

Figure 4 briefly outlines the process conducted comprising of screening the resulting 761 articles by choosing the automatic sorting function available in the databases. A set of criteria were then employed as it would have been time consuming to filter through all the 761 articles.



Only articles that have been published in peer reviewed journals were included, whilst book series, book chapters, and conference proceedings were excluded; and to avoid any confusion and difficulty in translations, only articles published in English were included (Linares-Espinos et al., 2018). As stated by Higgins and Green (2011), the period should be reflective of the situation, thus seeing that the halal cosmetics industry only emerged and began to evolve vastly within the last five to seven years, the years selected for this study are between 2015 and 2022. It is only within this period, that the number of prominent articles, based on evidence obtained from a significantly progressive halal cosmetics industry, started to increase. This is consistent with the concept of study maturity advocated by Kraus et al. (2020). The remaining articles scrutinised and analysed were concentrated on the halal cosmetic industry from the business, management, and governance aspect. This process yielded 51 articles to be reviewed.

Figure 3 outlines the procedure taken in the third stage, during which 5 duplicate articles were excluded and the rest was handpicked manually by reading the title and abstract, as well as ensuring the articles were in the social science, business, and management domain. If any of the articles was unclear, researcher then continued to read the methodology applied, followed by the full text, paying attention to the analysis and conclusion. It was at this juncture that a total of 7 articles were excluded as it was in the agricultural and biological sciences; economics, econometrics, and finance domain, and not within the scope to be studied. Among other reasons for exclusion are if the articles were on porcine detection, halal tourism, halal supply chain, and traceability. Should the full text meet all eligibility criteria, it will be included in the SLR study.

Figure 5: Screening and Eligibility Process for Study

Scopus	<ul style="list-style-type: none"> Initially: TITLE-ABS-KEY (("H*al Cosmetic*" OR "M*sl*m Cosmetics" OR "Halal Facial Care" OR "Halal Skincare*" OR "Halal Skin care" OR "M*sl*m Skincare" OR "Halal Personal care" OR "M*sl*m Personal care*") which generated 71 articles This was edited to ensure greater relevancy and limited to year 2015 – 2022, article which is final stage, published in journal, limited to business and social sciences and chosen language is English to ensure greater understanding and avoid incorrect translation TITLE-ABS-KEY (("H*al Cosmetic*" OR "M*sl*m Cosmetics" OR "Halal Facial Care" OR "Halal Skincare*" OR "Halal Skin care" OR "M*sl*m Skincare" OR "Halal Personal care" OR "M*sl*m Personal care*") AND (LIMIT-TO (PUBSTAGE "final")) AND (LIMIT-TO (PUBYEAR 2020) OR LIMIT-TO (PUBYEAR 2019) OR LIMIT-TO (PUBYEAR 2018) OR LIMIT-TO (PUBYEAR 2017) OR LIMIT-TO (PUBYEAR 2016) OR LIMIT-TO (PUBYEAR 2015)) AND (LIMIT-TO (DOCTYPE "ar")) AND (LIMIT-TO (SUBJAREA , "BUSI") OR LIMIT-TO (SUBJAREA , "SOCI")) AND (LIMIT-TO (LANGUAGE , "English")) generated 27 articles only
Google Scholar	<ul style="list-style-type: none"> Articles from Google Scholar showed 210 articles Further screening by limiting key words to halal cosmetics; Muslim cosmetics; Islamic cosmetics; halal "skin care"; halal "personal care"; English; purchase behaviour; period from 2015 – 2022 and English results showed 15 articles: 5 duplicate; 3 were further excluded as not within area studied / category. Leaving only 7 articles
Science Direct	<ul style="list-style-type: none"> Articles from ScienceDirect showed 115 articles but after screening based on area of study, 2015 – 2022 and English only 9 were obtained and further screening through abstracts yielded 5 articles that are eligible
Springer Link	<ul style="list-style-type: none"> Articles from Springer Link showed 462 articles but after screening based on area of study, 2015 – 2022, English and reading of abstracts none were eligible

Figure 5 outlines the process of screening, inclusion, and exclusion for each of the databases highlighting that each database search approach varies, and the results obtained also differ. For a start, a search on Scopus database using a search string yielded 71 articles, and after the automatic screening to include those that meet the criteria a total of 27 articles were retrieved. The search string applied used the Boolean operator, phrase searching, truncation, wild card, and field code functions. Even though Google Scholar retrieved 210 articles after further screening this wilted to 15 articles; ScienceDirect produced 115 articles and after screening only 9 were left, while Springer

Link produced 462 articles but after the in-depth screening there were none that were eligible. Thus 51 articles were then appraised for quality.

2.4. *Quality Appraisal*

Quality appraisal was run by two reviewers, one from the Islamic business discipline and the other from the science and technology discipline. The authors first convened to agree on what features will be looked at to rank the 51 articles including methodology applied, factors investigated, discussion, and conclusion. This panel then assessed the remaining 51 articles by categorising them according to high, medium, and low (Petticrew & Roberts, 2006). Any disagreement was resolved by further scrutinising the ability of the disputed articles to answer research questions. Ultimately, articles categorised as high and medium are reviewed. All of the 27 articles retrieved through Scopus met the criteria, and out of 15 articles obtained from Google Scholar 5 were rejected as they were duplicates, and 3 were not within the field of research. Of the 9 articles produced by ScienceDirect, only 5 articles were deemed eligible. Meanwhile, Springer Link produced 25 articles but after a quick read of the abstract none met the criteria set. This left the researcher with a total of 31 articles that met the criteria set and hence included in the study.

2.5. *Data Extraction and Analysis*

Instead of summarising the articles, the author decided to analyse and make a comparison between all 31 articles selected previously (Jones & Gatrell, 2014). A qualitative analysis was then performed on these articles using content analysis to identify themes and sub-themes related to the set criterion and data; that is, the researcher decided to focus on the microstructure of the paper (Fisch & Block 2018). To avoid biases, the author was careful to be objective and not delve into analysing the analysis of these articles (Sutton et al., 2000).

The author felt, to create an overview and transparent matrix for the ongoing synthesis, the most appropriate method to be applied to address the research question, is thematic analysis as this SLR involved synthesising mixed research design (Flemming et al., 2018). To form the themes and sub-themes, the researcher first read the titles, followed by the abstract, examination of the factors studied in the research on the halal cosmetics industry, methodology applied, analysis, and conclusion of each of the 23 articles. Whitemore and Knafl (2005) stated that to identify patterns based on the extracted data (quantitative and qualitative) and convert them into systematic categories, themes, variations, and relationships, there is a need to obtain an integrative review that conducts a comparison in a comprehensive selection of qualitative designs. With that in mind, the data was first arranged according to factors investigated in the various studies, grouped into themes, and when it emerged that these themes could be further subdivided, rearranged into sub-themes. Once the headings were determined, authors recorded the author, title, year, location where research was studied, methodology applied, and factors that were studied.

3. REVIEW RESULTS

The review resulted in 4 main themes and 19 sub-themes related to the *halal* cosmetics industry as outlined in Table 2. The 4 main themes include marketing elements (7 sub-themes); ethics (3 sub-themes); consumer behaviour (7 sub-themes) and governance (3 sub-themes).

Countries, where research was conducted, include: 15 in Malaysia, 6 in Indonesia, 2 in China, 2 in India, 1 United Kingdom, 1 in Pakistan, 1 in Bangladesh, 2 in Iran, and lastly 1 was a global analysis on branding. Furthermore, 16 research applied quantitative studies, 6 qualitative, and 1 was mixed mode (quantitative + qualitative).

As mentioned previously, the period chosen (2015 – 2022) was when the *halal* cosmetics industry has somewhat stabilised, demand had exceeded supply, and where more research is conducted. Investigation revealed in the early days i.e. 2010 – 2014, the focus was on the *halalness* of ingredients used and porcine tracing but has now expanded to include the business and management field. A quick glance also revealed that almost all business and management research was conducted in Malaysia and Indonesia, with the number of researches from other countries increasing steadily.

Table 2. Resulted Themes and Sub-themes

	Authors /Journal/Country	Title	Study design	Marketing Elements						Ethics		Consumer Behaviour						Governance				
				Product	Price	Place	Promotion	Media/Celebrity	Social Brand/Loyalty	Innovation	Islamic Marketing	Manufacturer/Producer	Attitude	Awareness/Knowledge	Religiosity	Perceived Value	Customer Experience/Satisfaction	Purchase Intention	Purchase Behaviour	Supply chain/Integrity	Governing Authority/Country of Origin	Certification/ Certifying Board
1	Joshi, R., Garg, P. (2022) <i>Journal of Islamic Marketing</i> 13(4), pp. 807-823 INDIA	Assessing brand love, brand sacredness and brand fidelity towards halal brands	Q N					/						/	/	/						
2	Masood, A (2021) <i>Jurnal Personalia Pelajar</i> 24(1): 113-127 MALAYSIA	Factors Influencing Halal Cosmetics Purchase Behaviour of Working Adults and University Students in Malaysia	Q N	/	/	/	/	/	/	/			/	/	/	/						/
3	Khalid, N.R., Wel, C.A.C., Mokhtaruddin, S.A.(2021) <i>Iranian journal of Management Studies</i> 14(1), pp. 39-60 IRAN	Product positioning as a moderator for halal cosmetic purchase intention	Q N	/							/				/							
4	Khan, N., Sarwar, A., Tan, B.C. (2021) <i>Journal of Islamic Marketing</i> 12(8), pp. 1461-1476 MALAYSIA	Determinants of purchase intention of halal cosmetic products among Generation Y consumers	Q N				/		/		/		/		/	/						
5	Suhartanto, D., Dean, D., Sarah, I.S., Hapsari, R., et. al. (2021) <i>Journal of Islamic Marketing</i> 12(8), pp. 1521-1534 INDONESIA	Amalia, F.A., Suhaeni, T. (2021) Does religiosity matter for customer loyalty? Evidence from halal cosmetics	Q N	/				/				/		/								
6	Ishak, S., Che Omar, A.R., Khalid, K., Ab Ghafar, I.S., Hussain, M.Y. (2020) <i>Journal of Islamic Marketing</i> 11(5), pp. 1055-1071 M'SIA	Cosmetics purchase behavior of educated millennial Muslim females	Q N						/			/				/						
7	Suparno, C. (2020) <i>Journal of Islamic Marketing</i> 12(9), pp. 1665-1681 INDONESIA	Online purchase intention of halal cosmetics: S-O-R framework application	Q N			online					/		/	/								
8	Handriana, T., Yulianti, P., Kurniawati, M., Ayu Ariyani, M.G., Wandira, R.K. (2020) <i>Journal of Islamic Marketing</i> 12(7), pp. 1295-1315 INDONESIA	Purchase behavior of millennial female generation on Halal cosmetic products	Q N								/	/	/		/	/						/
9	Hong, M., Kamaruddin, R. (2020) <i>Pertanika Journal of Social Sciences and</i>	The effects of country of origin (COO) on halal	Q N	/	/			/				/		/		/		/				

	Authors /Journal/Country	Title	Study design	Marketing Elements							Ethics		Consumer Behaviour					Governance				
				Product	Price	Place	Promotion	Media/Celebrity	Social Media/ Loyalty	Brand Innovation	Halal Brand/ Loyalty	Islamic Marketing	Manufacturer/ Producer	Attitude	Awareness/ Knowledge	Religiosity	Perceived Value	Customer Experience/ Satisfaction	Purchase Intention	Purchase Behaviour	Supply chain/ Integrity	Governing Authority/ Country of Origin
	Humanities 28(1), pp. 483-501 China	consumption: Evidence from China																				
10	Putri, T.U., Mursitama, T.N., Furinto, A., Abdinagoro, S.B. (2019) <i>International Journal of Scientific and Technology Research</i> 8(9), pp. 888-890	Does MUI halal logo matter for young millennials? An experiment study in cosmetic mass-market brand	QN						/			/	/		/							/
11	Ishak, S., Che Omar, A.R., Khalid, K., Ab. Ghafar, I.S., Hussain, M.Y. (2019) <i>Journal of Islamic Marketing</i> 11(5), pp. 1055-1071 M'SIA	Cosmetics purchase behavior of educated millennial Muslim females	QN						/			/			/							/
12	Hong, M., Sun, S., Beg, A.B.M.R., Zhou, Z. (2019) <i>Journal of Islamic Marketing</i> 10(2), pp. 410-425	Determinants of halal purchasing behaviour: evidences from China	QN		/	/			/			/	/			/	/					/
13	Ali, Q., Salman, A., Yaacob, H., Parveen, S. (2019) <i>Academy of Entrepreneurship Journal</i> 25(2), pp. 1-17	Financial cost and social influence: Factors affecting the adoption of Halal cosmetics in Malaysia	QN		/			/				/	/	/								
14	Rani, N.S.A., Sarojani, Devi Krishnan, K. (2018) <i>Journal of Business and Retail Management Research</i> 13(1), pp. 15-21 – M'SIA	Factors that influence Malay students in purchasing skincare products in Malaysia	QN	/	/		/		/	/		/	/								/	/
15	Shahid, S., Ahmed, F., Hasan, U. (2018) <i>Journal of Islamic Marketing</i> 9(3), pp. 484-503 - INDIA	A qualitative investigation into consumption of halal cosmetic products: the evidence from India	QL						/			/	/									/
16	Mustafar, M., Ismail, R.M., Othman, S.N., Abdullah, R. (2018) <i>International Journal of Supply Chain Management</i> 7(5), pp. 492-496 – M'SIA	A study on Halal cosmetic awareness among Malaysian cosmetics manufacturers	QN								/	/									/	/
17	Yeo, B.L., Mohamed, R.H.N., Ismail, S., Rahman, M.K.B.A., Shahid, S.A.M. (2018) <i>International Journal of Supply Chain Management</i> 7(5), pp. 267-271 – M'SIA	Customer delight measurement in Halal cosmetics industry in Malaysia: The relationship between functional values, epistemic values and	QN	/	/				/			/	/	/								

Halal Cosmetics Industry for Sustainable Development: A Systematic Literature Review

Authors /Journal/Country	Title	Study design	Marketing Elements							Ethics		Consumer Behaviour					Governance					
			Product	Price	Place	Promotion	Media/Celebrity	Social Media/Brand/Loyalty	Halal Brand/Innovation	Brand Innovation	Islamic Marketing	Manufacturer/Producer	Attitude	Awareness/Knowledge	Religiosity	Perceived Value	Customer Experience/Satisfaction	Purchase Intention	Purchase Behaviour	Purchase Behaviour	Supply chain/Integrity	Governing Authority/Country of Origin
	customer emotions towards customer delight																					
18	Putri, T.U., Abdinagoro, S.B. (2018) <i>International Journal of Supply Chain Management</i> 7(6), pp. 446-452 - INDONESIA	QN						/ Blog				/			/							
19	Haque, A., Anwar, N., Tarofder, A.K., Ahmad, N.S., Sharif, S.R. (2018) <i>Management Science Letters</i> 8(12), pp. 1305-1318 – M'SIA	QN									/	/	/		//	/						
20	Annabi, C.A., Ibadapo-Obi, O.O. (2017) <i>Journal of Islamic Marketing</i> 8(1), pp. 107-126 – UK	QL	Quality	Price of certificate				/	/	/	/	/				/				/	/	
21	Briliana, V., Mursito, N. (2017) <i>Asia Pacific Management Review</i> 22(4), pp. 176-184 - INDONESIA	MM						/	/	/	/	/	/		/							
23	Mohamed, R.N., Li, Y.B. (2017) <i>Pertanika Journal of Social Sciences and Humanities</i> , pp. 131-142- M'SIA	QN												/								
23	Kamarohim, N.A., Bojei, J., Muhammad, N.S., Othman, M. (2016) <i>Pertanika Journal of Social Sciences and Humanities</i> pp. 211-222 – M'SIA	QN	/		/	/				/	/	/										
24	Ayob A, Awadh Al, Jafri J, Jamsheh S, Ahmad HM, Hadi H. <i>J Pharm Bioall Sci</i> 2016;8:229-34 M'SIA	QL	/	/	/			/		/	/		/								/	
25	Mohammadian, F., Haiipour, B. (2016) <i>International Journal of Supply Chain</i>	QN								/									/	/	/	

	Authors /Journal/Country	Title	Study design	Marketing Elements						Ethics		Consumer Behaviour						Governance				
				Product	Price	Place	Promotion	Medial/Celebrity	Social Brand/ Loyalty	Brand Innovation	Islamic Marketing	Manufacturer/ Producer	Attitude	Awareness/ Knowledge	Religiosity	Perceived Value	Customer Experience/ Satisfaction	Purchase Intention	Purchase Behaviour	Supply chain/ Integrity	Governing Authority/ Country of Origin	Halal Certification/ Certifying Board
	Management 5(1), pp. 33-43- Iran/Dubai Study																					
26	Mohezar, S., Zailani, S., Zainuddin, Z. (2016) Global Journal Al-Thaqafah 6(1), pp. 47-59 – M'SIA	Halal cosmetics adoption among young Muslim consumers in Malaysia: Religiosity concern	Q N	/			/		/	/	/	/	/		/		/	/	/	/		
27	Maomeet Kaur and Bharathi Mutty. (2016) KEMANUSIAAN the Asian Journal of Humanities 23(Supp. 2): 63–80 – M'SIA	The commodification of Islam?: A critical discourse analysis of halal cosmetics brands.*	QL						/		/			/	/							
28	Gumbri, DTS and Nordida, Mohd Noor (2016) Academia – M'SIA	The Acceptance Level of Halal Cosmetic Products Among Malaysian Consumers	QL	/				/	/	/	/	/	/		/		/	/	/	/		
29	Muhammad Bilal Majid, Dr Irfan Sabir, Tooba Ashraf (2015) Global Journal of Research in Business & Management Vol. 1, No. 1 - PAKISTAN	Consumer Purchase Intention towards Halal Cosmetics & Personal Care Products in Pakistan	Q N						/		/	/	/		/		/	/	/	/		
30	Abd Rahman, A., Asrarhaghghi, E., Ab Rahman, S. (2015) Journal of Islamic Marketing 6(1), pp. 148-163 – M'SIA	Consumers and halal cosmetic products: Knowledge, religiosity, attitude, and intention	Q N							/	/	/		/								
31	Aoun, I., Journois, L. (2015) Journal of Islamic Marketing 6(1), pp. 109-132 - GLOBAL	Building holistic brands: An exploratory study of halal cosmetics	QL						/	/		/	/							/		
		Total number of researches that covered each sub-category		10	8	6	5	4	20	1	5	9	11	19	19	11	5	12	13	4	8	14

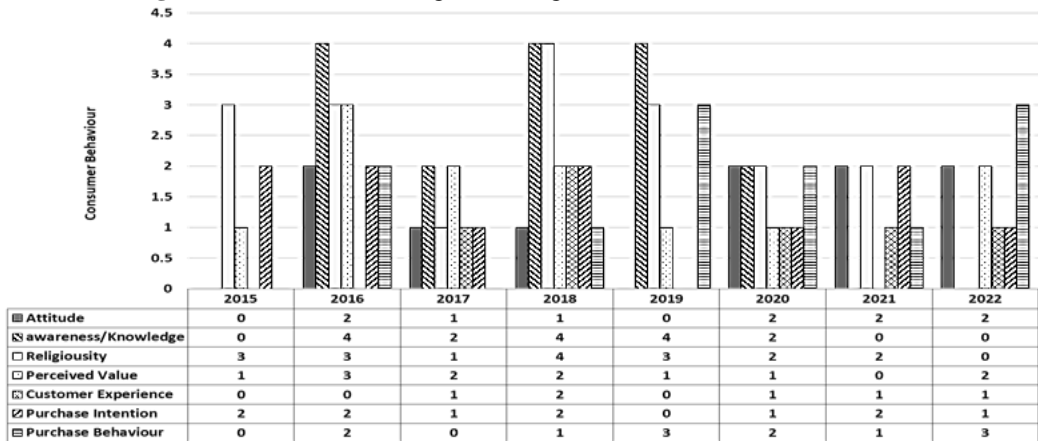
3.1. Findings and Discussion on Themes and Sub-Themes

3.1.1. Marketing Elements and Halal Brand Certification

Marketing elements is the major theme, which is further grouped into sub-themes: marketing mix (product, price, place, and promotion); social media and/or celebrity endorsement; *halal* brand and brand loyalty; and lastly brand innovation. Figure 6 demonstrates the trends of research focus on marketing elements throughout the period 2015 – April 2022. However, since the *halal* brand in this instance seems to overlap with halal certification it will thus be discussed later together.

In 2015, the main emphasis was on *halal* awareness of consumers, where awareness and knowledge about *halal* cosmetics were lacking, and private institutions and relevant authorities should increase efforts to disseminate information about halal cosmetics to the public (Muhammad Bilal Majid et al., 2015; Abd Rahman et al., 2015; Aoun and Tournais, 2015). Creating awareness and ensuring greater knowledge about products is one of the necessities of marketing as stressed during the first stage of the Product Life Cycle.

Figure 6: Research Covering Marketing Elements Between 2015 – 2022



Unlike *halal* food, awareness and knowledge about halal cosmetics are deficient, as consumers don't know where to access relevant information, leading to poor market penetration in comparison to regular, natural, and organic cosmetics. Even in Malaysia, the cosmetics market is dominated by large international companies. Research done by Mohezar et al. (2016) reflected this when they demonstrated that young Muslim consumers tend to adopt *halal* cosmetics products only when they perceive beneficial value. Ali et al. (2019) further affirmed Mohezar's findings when they revealed that, with greater awareness and understanding, perceived attributes of product innovation and social influence have a significant positive impact on the adoption of halal cosmetics but price had a significant negative impact. Suhartanto et al. (2021) also stressed that customer loyalty is driven by product quality and emotional attachment, rather than religiosity, and recommended manufacturers continuously improve product quality to increase emotional attachment. The study by Masood (2021), concluded that consumer purchase behaviour of working adults and students in Malaysia towards halal cosmetics were similar enough in that the most influential factors were

product quality, *halal* certification, ease of purchase, and price, though SMEs were recommended to use different promotional campaigns to target these segments.

The influence of social media and celebrity endorsement as a tool to capture the Muslim market was studied by Putri and Abdinagoro (2018) but the findings instead showed that the *halal* logo is the most influential factor in Indonesians' purchase intention. Again, in similar time, Putri et al. (2019), discovered MUI *halal* logo significantly increased the purchase intention of Indonesia's millennials. Both studies indicated the importance of the *halal* logo as a symbol of religion; a result that mirrors a Muslim majority country. Hong et al. (2019) identified that apart from religiosity, reliability of recommendations, product price, and product availability, are the most important determinants influencing China's Muslims' *halal* cosmetics purchase behaviour and that *halal* authenticity is an equally important feature. To China's Muslims, the country of origin of *halal* certification translates to product authentication with distinct preference given towards products made in Muslim countries and certified by reputable HCBs. China's Muslims distrust locally produced *halal* cosmetics as they were doubtful of their *halal* integrity (Hong and Kamaruddin, 2020); believing instead that the *halal* logo is a marketing ploy for revenue generation. The researchers also stated that level of education and geographical location act as moderators.

A study conducted on educated millennials put forth that although brand conscious, educated millennials are particularly concerned about the *halal* status of products and demonstrate discretion when surfing for *halal* and *toyyiban* cosmetics (Ishak et al., 2020; Masood, 2021). Findings indicate the philosophy that *halal* is built into Muslim's consciousness and dictates the moral conduct of Muslims (Wilson & Liu, 2011).

3.1.2. Ethics

There was no research conducted on this sub-theme from 2020-2022 probably due to the COVID-19 pandemic that imposed travel restrictions domestically and globally. However, between the years 2015 – April 2022, five articles delved into Islamic marketing, and in 2016, 9 were centered on the ethical practices of manufacturers and producers. Kamarohim et al. (2016) showed that Islamic marketing activities are practiced following Shariah law, and that self and social perspectives of consumers, as well as marketing scenarios, influence these practices. Islamic promotional ethics violations such as dishonesty, racism, sexism, intention, and language used, correlates negatively with purchase intention (Arbak et al., 2019). Muslims in general view unethical practices as going against the nature of God's will and are thus abhorred. Unlike their counterparts, Muslims have an intense dislike toward advertisements that exploit sexism preferring instead ones that promote benefits.

All articles covering the ethics sub-theme (Table 2) inferred that the *halal* assurance system was implemented by *halal* cosmetics producers to obtain *halal* certification and reap profits, rather than companies' accountability towards their Muslim consumers. The majority of China's Muslims are sceptical of *halal* cosmetics produced in China, due to a lack of reliable information on producers and sources of ingredients, suspecting that the *halal* certification logo has been exploited for marketing purposes (Hong et al., 2019). Worryingly, marketers are transforming *halal* cosmetics into powerful religious symbols through the commodification of Islam; representing faith correctness, and values, and an indicator of one's devoutness (Manmeet Kaur & Bharathi Mutty,

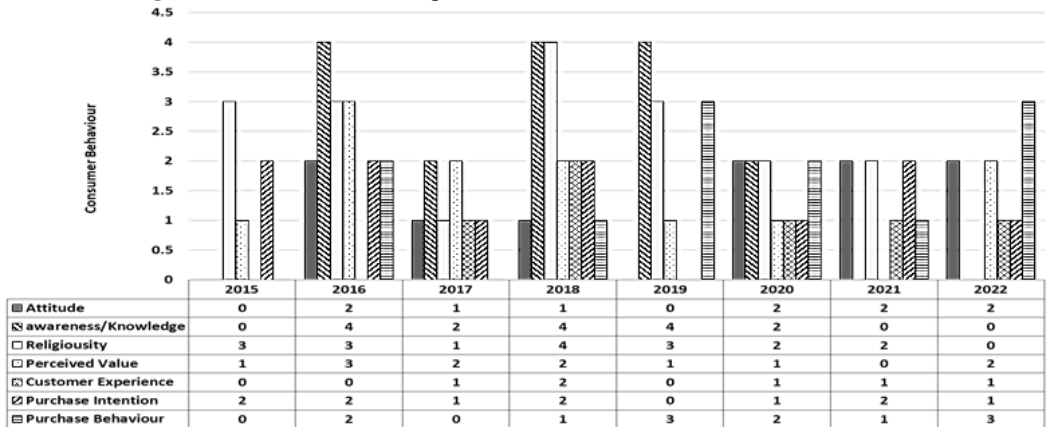
2016). This further emphasised that some manufacturers and producers knowingly enter the *halal* cosmetics industry for profit.

It's crucial, therefore, that industry players grasp the basic foundation of Islamic marketing when promoting *halal* cosmetics, and avoid sexually suggestive advertisements and unethical claims, that border on exaggerations or declarations. Industry players must constantly be reminded that *halal* is more than just a system based on belief and standards, and must not be perceived as merely part of a brand element (Wilson & Liu, 2011).

3.1.3. Consumer Behaviour

The main theme of consumer behaviour is further divided into sub-themes: attitude, awareness/knowledge, religiosity, perceived value, customer experience, purchase intention, and purchase behaviour. Figure 7 shows the research focusing on consumer behaviour between 2015 – April 2022.

Figure 7: Research Covering Consumer Behaviour Between 2015 – 2022



Aoun and Tournois (2015) study showed that generally Muslims desire *halal* cosmetics, but their priorities are subjected to culture, traditions, location, and education, thereby branding of faith-based cosmetics needs to be more comprehensive. Malaysian Muslims' intentions and attitudes toward *halal* cosmetics are affected by their degree of devoutness (Abd Rahman et al., 2015).

Muhammad Bilal Majid et al. (2015) disclosed that although *halal* awareness amongst Pakistanis had increased, their knowledge about the *toyyiban* features is deficient, and placed total trust in the *halal* logo of the cosmetics. Meanwhile, Malaysia's Muslims have a reasonable comprehension of *halal* cosmetics' chemical ingredients and the authenticity of *halal* certification. The majority of Malaysians, regardless of religion, held positive perceptions and attitudes toward natural and *halal* cosmetic products (Ayob et al., 2016; Masood & Zaidi, 2021). Thus, indicating a comparative difference in *halal* knowledge level about *halal* cosmetics between Pakistanis and Malaysia's Muslims.

Gumbri and Norlida (2016) reported that, despite the increased positive attitude and intention to purchase *halal* cosmetic products, there is no significant evidence that non-Muslim consumers are fully aware that *halal* cosmetics production is environmentally and animal friendly.

Brilliana and Mursito (2017) noted that Muslim youths' attitudes towards *halal* cosmetic products are important precursors to purchase intention, with knowledge and religiosity as moderators. Putri and Abdinagoro (2018) demonstrated that the purchase intention of *halal* cosmetics consumers is greatly dictated by the *halal* logo while the influence of beauty bloggers is inconclusive. A finding that was concurred by Masood (2021) on young Malaysians. Findings by Haque et al. (2018) showed *halal* cosmetics consumer purchase intention is significantly influenced by attitude, perceived behavioural control, and religiosity. Again, religiosity and increasing awareness, along with *halal* certification and education level of Muslim consumers, play an important role as influencers of *halal* product consumption (Shahid et al., 2018). Findings from the study by Trivedi & Ramzan Sama (2019) also showed religiosity greatly influences attitudes toward *halal* cosmetics, which then led to brand love and loyalty to *halal* cosmetics.

The study by Mohamed & Li (2017) indicated that both social and emotional value, influence customer satisfaction, and recommend that *halal* cosmetics producers improve these elements to enhance customer experience and encourage repeat purchases. These results were further confirmed when Yeo et al. (2018) showed that customer emotional experience has a significant relationship with customer delight, the latter as a measure of success. They posited that delighted customers are more valuable as they willingly promote the product and help the organisation to compete. Industry players should view the relationship between these variables seriously as it can assist them to improve their product offerings and competitive strategies.

Several researchers concluded that emotional elements such as the perceived value of *halal* certification, *halal* brand, *halal* brand positioning as well as price and quality of *halal* cosmetics are vital when making the purchase decision and affect their behaviour (Joshi & Garg, 2022; Masood, 2021; Suhartando et al., 2021; Khalid et al., 2021; Khan et al., 2021; Rani et al., 2018). While Ahmad et al. (2018) demonstrated that consumers, who are confident that the *halal* certification is issued by reputable *halal* certifying bodies (HCB), exhibit brand loyalty. As explained by both Theory of Reasoned Action (TRA) and the Theory of Planned Behaviour (TPB), once consumer forms a trusting relationship, it creates loyalty and positively impact their behaviour. Programs such as Customer Relations Management (CRM) have been implemented by large MNCs to create and increase brand loyalty to generate higher sales and customer referrals, an exercise that SMEs should emulate to get generate higher revenue and capture market share.

3.1.4. Governance

Only articles that were directly focused on this theme are summarised in this section. Although *halal* integrity is paramount to obtaining *halal* certification, only 4 studies covered the topic of the *halal* supply chain in general, including 1 on developing a conceptual *halal* supply chain model for Dubai. The role of governing authority, *halal* certification, and certifying board were covered by 14 articles. Mohammadian and Hajipour (2016) stressed that it is imperative to have a *halal* traceability system as it gives quality assurance and generates customer confidence. This is the first study that covers the *halal* cosmetics supply chain encompassing travel between Dubai and Iran. Annabi and Ibidapo-Obe (2017) asserted UK *halal* cosmetics industry showed a failure to adopt

holistic *halal* terminology, implying that manufacturers may not be working within agreed *halal* certification standards to preserve *halal* product integrity. On a positive note, Mustafar et al. (2018) concluded that Malaysia's cosmetic manufacturers are aware of the *halal* certification process and are competent in obtaining *halal* certification.

4. CONCLUSION

The growing population of young affluent Muslims globally has heightened demand for *halal* cosmetics products thereby creating a business sector with wealth generating opportunities. Total Muslim expenditure on *halal* cosmetics is growing at 6.9 percent annually and while this growth rate has dampened due to COVID-19 pandemic restrictions, it is still expected to reach USD75 billion in 2024 (GIER 2018/2019; GIER 2020/2021).

Although this study was aimed at studying the *halal* cosmetic industry globally, as a result of the relative infancy of the *halal* cosmetics industry, the majority of the studies were either conducted in Malaysia or Indonesia, and very few from other nations. This SLR also revealed that most of the studies focused on how awareness/knowledge and religiosity affect consumers' behaviour, with an overriding emphasis on the effect of *halal* brand on consumer loyalty and trust (Aoun & Tournais, 2015; Abdul Rahman, 2015; Muhammad Bilal Majid et al., 2017; Brilliana & Musito, 2017; Hadriana et al., 2020; Masood, 2021; Khalid et al., 2021; Joshi & Garg, 2022). Having a genuine *halal* certification for *halal* cosmetics is the litmus test, and determines the trust and loyalty of consumers toward *halal* cosmetics brands (Rani, 2018; Ahmad, 2018; Putri, 2018, 2019; Hong, 2019). However, the onus is on marketers, producers, and manufacturers to ensure that they truly understand what *halal* truly means to Muslims and not view the industry as an opportunity for wealth creation (Hong, 2020). Halal certification is not just a religious symbol or regulatory requirement. It is the growth driver of the global Islamic economy, which is sustainable and managed by a network of committed community members and partners, that focus on compliance with ethics and standards, to ensure integrity throughout the supply chain. Enterprises especially *halal* cosmetics SMEs with *halal* certificates can also claim they're part of contributing towards SDG8 (decent work and economic growth), SDG9 (build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation), SDG12 (ensure sustainable consumption and production patterns) and SDG15 (protect, restore and promote sustainable use of terrestrial ecosystems, sustainably manage forests, combat desertification, and halt and reverse land degradation and halt biodiversity loss).

Studies also indicated that businesses should fully utilise *halal* certification and logo, as a method to enlighten and capture consumers' confidence and subsequently give them a competitive advantage and exclusivity over conventional cosmetics. However, they must embrace the concept of *halal* holistically (Manmeet Kaur, 2016; Hong, 2019, 2020). Having *halal* certification has invaluable benefits including assurance of product quality and price advantages.

Halal must be implemented with *toyyiban* which safeguards the quality, safety, hygiene, and nutritional value of cosmetics.

Consequently, instead of selling religiosity, companies can attract consumers by emphasizing that *halal* production is environmentally and animal friendly. To increase perceived *halal* value, the

label, promotional leaflets, social media, and the company's website should showcase *halal* certified cosmetics' benefits, as its unique value proposition.

Table 2, noted that 14 studies studied the role of *halal* governing bodies and associated agencies in safeguarding *halal* integrity by ensuring *halal* certified cosmetics companies adhere to *halal* regulations and policies. However, none touched on the framework for *halal* certification application. This neglected area will assist local SMEs and start-ups to obtain the *halal* certificate in a more realistic manner. Halal supply chain governance was also barely covered whilst this area is important for the maintenance of integrity and traceability.

5. IMPLICATIONS AND FUTURE DIRECTION

This systematic literature review has detected several breach in research knowledge, inherent in not just Malaysia, but across the globe. The gap if bridged will undoubtedly assist *halal* cosmetics industry stakeholders, especially governing authorities, *halal* certification bodies, producers, and marketers to enhance their product offerings. It will hence support local SMEs to compete with more established brands and capture greater market share whilst achieving SDG8, government can attain SDG9 and manufacturers through *halal* production can realise SDG12 and SDG15.

Research yet to be conducted include:

- Study on *toyyiban* / GRAS (generally recognised as safe) issues especially in the domain of governance and consumer awareness / knowledge.
- Study on how Industry 4.0 technology such as big data, block chain and cloud computing, artificial intelligence, virtual and augmented reality, can be harnessed to impact *halal* marketing activities / programs / strategies and assist SMEs.
- Study on leveraging on IR4.0 technology on preserving *halal* integrity of *halal* cosmetics supply value chain, achieving SDG8, SDG9, SDG12 and SDG15.
- Study about opportunities provided by governmental agencies to SMEs and constraints faced by SMEs in obtaining *halal* certification.
- Study on impact of *halal* certification and Customer Relations Management (CRM) on brand equity.
- Study on impact of digital marketing such as social media marketing platform on *halal* cosmetics industry
- Study on impact of COVID-19 pandemic and associated restrictions imposed on *halal* cosmetics industry.

All the above recommended studies should be delved into by emerging economies, that focus on *halal* industry, as it paves the way towards assisting policymakers and business sectors to close the apparent research and industrial gap. These future studies would enable emerging nations to realise sustainable and inclusive development goals (SDG8, SDG12, and SDG15) through the *halal* cosmetics industry via their SMEs. Stakeholders should also seriously look at the opportunities and challenges that IR4.0 technology can offer to forge ahead and become successful in both their country and abroad.

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