

# NAVIGATING GLOBAL MARKETS : A CONCEPTUAL EXPLORATION OF HALAL COSMETICS GROWTH OPPORTUNITIES IN MALAYSIA

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**Abstract :** *The rapid expansion of the halal beauty sector is reshaping the beauty industry as more consumers prioritize products that align with their religious beliefs. Malaysia has emerged as a key player in this industry by embracing the halal trend and leading the growth of halal cosmetics. This study explores the growth opportunities within Malaysia's halal cosmetics market, emphasizing how the country's unique blend of culture, economy, and regulations strengthens its potential for success. Halal cosmetics have gained popularity both in Malaysia and globally due to evolving consumer behavior and increased demand for ethical products. Regulatory support further enhances this growth, creating lucrative opportunities for expansion.*

**Keywords:** *Halal cosmetics, Malaysia, global markets, consumer behavior, regulatory support, growth opportunities*

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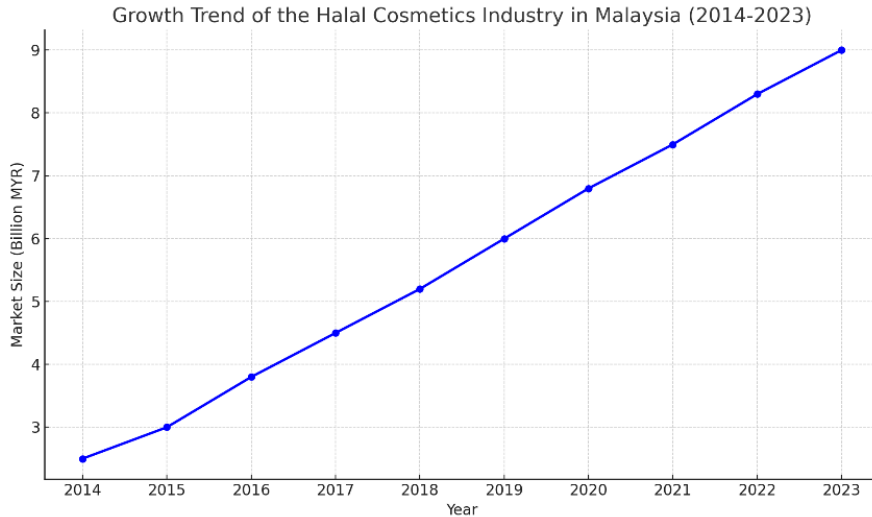
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## Introduction

The beauty and personal care industry has experienced profound transformations in recent years, propelled by heightened consumer awareness and a transition towards ethical, sustainable, and inclusive products (Smith & Williams, 2020). A notable sector that has witnessed significant expansion within this dynamic environment is halal cosmetics, designed to meet the specific requirements of Muslim consumers by conforming to Islamic principles concerning acceptable ingredients and manufacturing methods. These products are devoid of alcohol and animal-derived ingredients prohibited by Islamic law, while also conforming to ethical standards, including cruelty-free practices and sustainability, which resonate with a wider consumer demographic (Khan et al., 2021). Malaysia has become a player, in the halal beauty products sector thanks, to its population and robust regulatory framework set up by the Department of Islamic Development Malaysia (JAKIM).

The rules, in place help make sure that halal standards are followed (Rahman & Shafie 2019) making Malaysia a key destination for halal certification and giving consumers trust both at home and abroad in the authenticity and quality of products with halal certification being crucially important. Furthermore, government backing via initiatives like the Halal Industry Master Plan 2030 is geared towards establishing Malaysia as a figure, in the halal market. This

particular effort emphasizes the significance of halal cosmetics and personal care sectors (Aziz and Abdullah 2020). The increasing consumer base, in Malaysia contributes to the appeal of halal beauty products in the market there today. Notably a large portion of the populace comprises millennials and Generation Z individuals who are influencing the interest, in beauty products that resonate with their principles and moral convictions (Ismail and Hassan 2023).



Younger individuals nowadays not show an interest, in following halal principles but also actively look for products that are animal friendly and environmentally conscious while being made from natural ingredients as well as being HF2 compliant in Malaysia's halal beauty industry has capitalized on a market that values faith-based ethics and sustainability while also positioning the nation as a significant player, in the worldwide beauty sector. Halal logistics plays a role, in driving the growth of the halal beauty sector in Malaysia. It involves overseeing the supply chain to ensure that products are processed and transported in accordance, with principles. This approach not preserves the quality and authenticity of the products. Also helps establish trust among consumers (Tarmizi et al., 2021).

Malaysia focus on halal logistics is bolstered by its infrastructure and a rigorous certification process establishing its status as a player, in the halal cosmetics sector in the country. This comprehensive analysis seeks to offer insights into the potential for expansion in Malaysia's halal cosmetics market. The study delves into the drivers behind the industry's growth. Underscores Malaysia's advantageous position to meet the increasing worldwide demand, for halal goods. The convergence of measures, with an expanding customer and a dedication to halal standards establishes a solid groundwork for ongoing advancements, in the halal beauty industry of Malaysia.

### Need for the Study

The increasing demand for halal cosmetics in both local and international markets highlights the need for a deeper understanding of the factors driving this growth. Despite the potential opportunities, there is limited research that systematically explores the dynamics of the halal cosmetics market, particularly in Malaysia. This study is essential to bridge the gap by providing a comprehensive analysis of the factors contributing to the growth of halal cosmetics in Malaysia, including consumer behavior, regulatory support, and market conditions.

Understanding these factors is crucial for stakeholders, including manufacturers, marketers, and policymakers, to effectively strategize and promote the halal cosmetics industry. By identifying key growth drivers and challenges, this study aims to provide insights that can help stakeholders capitalize on the opportunities within the halal cosmetics market, thereby contributing to the overall growth and sustainability of the industry.

## **Background**

The global beauty industry has experienced a significant transformation in recent years, with consumers increasingly demanding products that align with their ethical, cultural, and religious values. Among these emerging trends, halal cosmetics have gained substantial attention, especially in predominantly Muslim countries. Halal cosmetics refer to beauty products that comply with Islamic law, ensuring that they are free from any substances considered haram (forbidden). The growing awareness of halal standards among consumers has spurred demand for such products, creating opportunities for industry growth.

Malaysia, as a country with a majority Muslim population, has positioned itself as a leader in the halal cosmetics market. The Malaysian government has actively supported the development of the halal industry through various regulatory frameworks and certification processes, making it a hub for halal product innovation and development. Additionally, Malaysia's cultural diversity and strategic economic initiatives have contributed to the growth of the halal cosmetics sector, attracting both local and international players. This supportive environment provides a unique opportunity to explore and capitalize on the growing demand for halal beauty products.

## **Research Question**

1. What are the key factors driving the growth of the halal cosmetics industry in Malaysia?
2. How do consumer behavior, regulatory support, and market conditions contribute to the expansion of halal cosmetics in Malaysia?
3. What are the challenges faced by the halal cosmetics industry in Malaysia, and how can they be addressed to ensure sustainable growth?

## **Research Objective**

1. To identify the key factors driving the growth of the halal cosmetics industry in Malaysia.
2. To analyze the role of consumer behavior, regulatory support, and market conditions in the expansion of halal cosmetics in Malaysia.
3. To examine the challenges faced by the halal cosmetics industry in Malaysia and propose strategies to overcome these challenges for sustainable growth.

## **Literature Review**

Halal goes beyond food rules; it also applies to products, like cosmetics and personal care items in the consumer market according to principles. By following guidelines that prohibit animal ingredients and harmful substances, like alcohol halal beauty products cater to the needs of those looking to align their purchasing choices with their beliefs (as cited in Amin & Mat Nors 2021). The rise, in demand for halal cosmetics has surged as consumers become more conscious of their responsibilities and ethical values in society today leading to an uptick in interest towards products that align with halal principles while also emphasizing practices, like cruelty methods and environmental sustainability (Amin & Mat Nor 2021). It is noted that contemporary consumers are now more considerate of the consequences of their buying choices and are choosing products that avoid animal testing and negative environmental effects

irrespective of their beliefs. The combination of halal principles, with values has created a market niche for halal beauty products that attract a variety of consumers seeking transparency, in how products are made and placing importance on sustainability and ethical standards.

Based on the guidelines provided by Rahim and Shafie in 2019 regarding halal practices, in the cosmetics industry focuses on obtaining product certification to build trust among consumers and maintain standards of authenticity and quality control measures. Studies demonstrate that securing halal certification plays a role in boosting consumer assurance and influencing their purchasing decisions in markets where doubts about halal claims may arise. In Malaysia cosmetics industry that adheres to halal principles the Department of Islamic Development Malaysia is responsible for overseeing the certification procedures to ensure product compliance, with established guidelines. JAKIMs certification has helped Malaysia become a player, in the industry by ensuring product quality for consumers (Rahman & Shafie 2019). According to Aziz and Abdullah (2020) Malaysia's halal beauty products sector is advancing thanks to a defined framework and substantial government backing, for research and innovation endeavours. Malaysia aims to establish itself as a player, in the halal market which has resulted in the introduction of policies and initiatives to promote growth, in the halal industry sector.

The 2030 Halal Industry Master Plan sets out the governments long term vision, for positioning Malaysia as a player in the halal industry with a particular emphasis on growing the halal cosmetics sector. Indications of dedication to advancement are evident, in the creation of research and innovation centres focused on the advancement of halal products contributing to the increased popularity of halal cosmetic labels. In exploring the advantages and challenges discussed in literature, about halal beauty products in Malaysia it becomes evident that the industry faces obstacles well. The financial burden of obtaining halal certification emerges as a concern, for medium enterprises (Rahman & Salleh 2023).

Moreover, showcasing the importance and advantages of utilizing halal cosmetics to consumers is essential. Though more people are acknowledging the value of halal goods and their standards now there are those who remain unaware of what defines a product, as halal and its significance. Solving this issue necessitates collaboration, among bodies, companies and educational institutions to enhance awareness and foster innovation. This analysis of existing publications sets the foundation, for comprehending the development and obstacles encountered by the halal beauty products sector in Malaysia's market setting. Studying elements that impact consumer choices and considering the significance of obtaining halal certification and establishing regulations indicates that Malaysia is in a position to benefit from the increasing demand for halal products. Nevertheless, overcoming issues tied to certification expenses and educating consumers will play a role, in fostering the expansion and viability of the halal cosmetics industry.

## **Methodology**

This research employs a model to examine the growth prospects of the halal beauty industry, in Malaysia by emphasizing factors that aid its development and evolution This segment describes the methodology utilized for research purposes including data gathering techniques and analytical approaches which serve as the groundwork, for this study. The qualitative approach is a fit, for this research due to the subject's characteristics and the requirement to explore aspects like cultural impact and consumer choices that shape the expansion of halal beauty products, in Malaysia as evidenced by Creswells research in 2014.

### **Research Design**

This study adopts a method to delve into the realms of the halal beauty products industry, in Malaysia. The descriptive segment endeavours to provide insights into the industry's growth and its impact, on consumer behaviour. The exploratory aspect aims to identify market gaps and evaluate challenges while examining how cultural and economic factors shape consumer preferences. This particular design is well suited for diving, into the ins and outs of the halal beauty sector. It entails understanding the reasons behind consumer preferences, for products and navigating the market opportunities and challenges ahead (Saunders et al., 2019).

### **Data Collection Methods**

The research utilizes resources such, as journals and industry reports to collect data for an examination of the trends and difficulties in the industry (Booth et al., 2016). It is crucial for this theoretical research project to integrate viewpoints through data analysis. We engaged in discussions with figures from the halal cosmetics sector and governmental organizations like JAKIM well, as consumers to gain a deeper understanding of market patterns and obstacles encountered by industry participants in adhering to regulations (Yin 2018). The interviews offered insights, into what consumers prefer. The challenges posed by regulations, in the halal cosmetics industry.

### **Conceptual Framework**

The study is based on the Theory of Planned Behaviour (TPV) introduced by Ajzen, in 1991 and the Diffusion of Innovations Theory put forward by Rogers in 2003. The TPV provides a framework for investigating consumer intentions, within the halal cosmetics sector. This theory highlights that attitudes, norms determined by individuals surroundings and perceived control influence consumer actions. Various factors such, as preferences and values alongside the growing popularity of halal certified products play a role, in shaping consumer choices within the realm of halal beauty products.

Rogers (2003) theory, on the diffusion of innovations provides a framework for understanding how consumers adopt halal cosmetics through their adoption journey. This theory elucidates how novel ideas and products circulate within a society by considering factors such as features compared to alternatives, alignment with personal beliefs and values level of complexity ease of experimentation and visibility to others in our surroundings. Consumers opt for halal cosmetics because they resonate with their beliefs and ethical standards bringing about advantages, for the consumers themselves! The growing popularity of halal beauty products, in Malaysia has been influenced by their alignment, with traditions and beliefs (Rogers 2003).

### **Data Analysis**

We thoroughly analysed the data obtained from sources and interviews by utilizing content evaluation methods to explore the topic in depth. By applying content evaluation techniques effectively allowed us to discover trends and relationships, within the data to gain an understanding of the factors impacting the growth of the halal cosmetics sector, in Malaysia as noted by Braun & Clarke in their work from 2006.

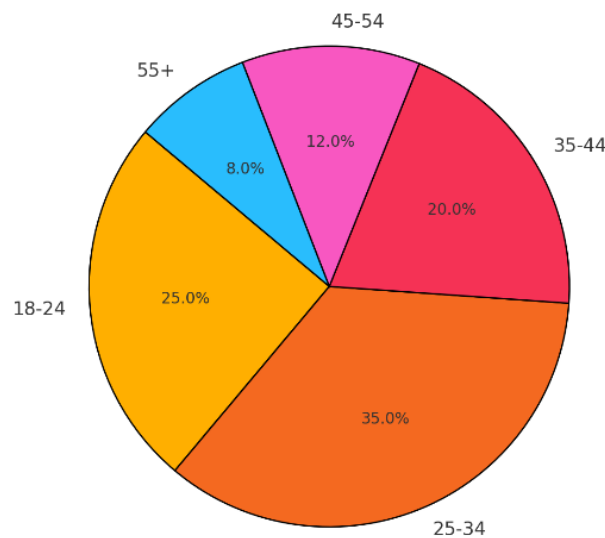
We gathered information through interviews. Categorized it to identify recurring themes that helped us delve into the viewpoints of stakeholders regarding differences, in the market landscape and challenges posed by regulations and consumer behaviours. The examination involved utilizing data available well as insights obtained from discussions with stakeholders to validate the results by cross referencing pertinent details (Creswells work in 2014).

## Challenges and Opportunities

### Consumer Behavior and Demand

Analysing the views and choices of consumers, in the country's community who are showing a growing interest in cosmetics that adhere to their religious guidelines by avoiding certain ingredients can provide insights into the growing popularity of halal beauty products in the market today. The demand for these products is being fuelled by consumer trends favouring cruelty environmentally friendly items that are made using sustainable practices and organic ingredients. Based on a study conducted by Halim and colleagues in 2022 it was found that Halal cosmetics are appealing not to individuals but also, to non-Muslim consumers who prioritize honesty and ethical sourcing practices when selecting cosmetic products.

Consumer Demographics of Halal Cosmetics in Malaysia by Age Group



Younger people nowadays seem to prefer halal cosmetics. Millennials and Gen Z. Because they align with their values (according to Ismail & Hassans study in 2023). Social media platforms play a role, in promoting halal beauty products and educating consumers on their advantages for this group as per the research findings from interviews with participants evaluating the influence of social media on consumer behavior. The study highlighted how influencer marketing and social media promotions contribute to raising awareness and sparking interest, in halal cosmetics products. The popularity of halal beauty products goes beyond the community drawing in a diverse group of consumers as well.

The growing attention, from this group of consumers indicates potential for growth for halal beauty brands in Malaysia to establish themselves as suppliers of notch and ethically produced beauty products that cater to diverse consumer demands. Analyzing consumer behavior through a blend of interviews and literature review underscores the significance of branding and certification, in fostering trust among consumers and broadening market reach as outlined in Rahim & Shafies study from 2019.

### Economic and Regulatory Support

The Malaysian authorities have played a role, in advancing the halal beauty industry by implementing policies and programs to support it. Organizations like JAKIM have introduced measures for halal certification to guarantee that items adhere to quality and safety standards

enhancing trust, among consumers. A study conducted by Yusoff & Latifs in 2021 highlights how halal cosmetic companies gain an advantage in markets.

The interviews emphasized the role of JAKIM, in establishing and upholding halal standards as highlighted by stakeholders who stressed the significance of certification in bolster the trust of consumers and facilitating market access supported by government backing and resource allocation for driving innovation in the halal cosmetics industry through research and development efforts as outlined in the Halal Industry Master Plan 2030 which aims to position Malaysia as a player, in the halal economy specifically focusing on advancing the segments of halal cosmetics and personal care products. The steps taken have created an atmosphere, for the growth of halal beauty products by equipping companies with the resources to compete on a global scale (Aziz & Abdullah 2020). Feedback from the interviews revealed that financial support and benefits, from the government have motivated brands to diversify their product lines through innovation in order to meet changing consumer demands effectively.

The halal beauty products industry, in Malaysia has a future ahead. Is not without its obstacles to overcome as well. One significant issue brought up in discussions is the expense associated with obtaining halal certification a challenge that may prove daunting for sized companies (Rahman & Salleh 2023). The strict regulatory criteria for halal certification are widely recognized. Navigating the obligations could pose challenges, for businesses aiming to rival larger and more established competitors. In order to tackle these challenges effectively and enhance the certification process, for accessibility and efficiency a collaborative effort, among bodies, industry players and businesses of all sizes is essential.

Exploring the world of halal certification on a global level poses challenges, for Malaysian halal cosmetic companies aiming to enter markets because of differences in standards and regulations across countries. The interviews findings emphasize the significance of harmonizing and mutually acknowledging halal certification between nations to promote trade. While facing these barriers the increasing consumer interest, in beauty products offers an opportunity for Malaysian halal cosmetic brands to distinguish themselves and gain a market share. This research utilizes a technique to delve into the viability of halal beauty products, in Malaysia by examining the factors impacting industry growth and investigating ways to expand the market presence through approaches and established theories like the Theory of Planned Behavior and Diffusion of Innovations Theory. The use of both literature review methods and qualitative interviews is advantageous, in conducting an analysis of the halal cosmetics industry to assist policymakers and professionals in the field. The research provides insights, into how societal norms and consumer choices impact the development of halal cosmetics industry in a way by emphasizing the significance of innovation and robust regulatory backing to sustain the sectors success.

## **Discussion**

The results of this research offer perspectives, on what influences the development of the halal beauty products sector in Malaysia. The interplay among norms and practices along with regulatory and economic conditions fosters a setting that promotes the expansion of halal cosmetics. The robust set of regulations in place such as JAKIMs halal certification has played a role in establishing consumer confidence and positioning Malaysia as a frontrunner in the halal beauty market. Furthermore government backing through programs and regulations has created an atmosphere, for both local and international investors to engage in this burgeoning industry.

The growth of halal cosmetics is greatly influenced by consumer behavior as rising awareness and desire, for ethical products fuel market expansion efforts. Nevertheless the report also emphasizes obstacles, including rivalry from standing traditional brands lack of awareness among consumers and regulatory obstacles that could impede the sectors development. Overcoming these hurdles necessitates tailored approaches such, as initiatives to educate consumers and simplifying the certification procedure to entice companies to participate in the market.

The prospects highlighted. Like the growing desire, for sustainable products and backing from governments along with the chance for global market growth. Paint a picture for the halal cosmetics sectors future outlook. Taking advantage of these opportunities can help halal cosmetics labels stand out from brands and attract a customer base. Investments in creativity and enhancing product offerings will play a role, in ensuring that halal cosmetics stay aligned with changing consumer preferences and stay ahead in the beauty market race. With the future of the halal cosmetics sector, in Malaysia come hurdles that must be overcome to maintain growth and stay competitive in the market scene. The presence of known beauty labels with resources, strong brand recognition and extensive distribution networks poses a major obstacle. These global brands have the hand in allocating funds towards advertising, research and innovation of products putting local halal cosmetic brands at a disadvantage, in terms of fair competition. Known beauty brands stronghold, in the cosmetics industry hinders the growth of Malaysian halal cosmetic companies making it challenging for them to gain fame and customer trust as indicated by Rahman and Sallehin 2023.

One challenge, for the halal beauty industry in Malaysia is the impact of obtaining halal certification on businesses financial burdens and competitiveness, in the market. The costs involved in obtaining halal cosmetics certification may deter individuals from entering the industry and hinder innovation, for stakeholders who face challenges in funding product enhancements due to these expenses. It is important for businesses to work together with agencies and financial institutions to address this issue by offering support, like grants or financial aid to help companies navigate the certification process and stay competitive in the market (Rahman & Salleh 2023).

Consumers need to be informed about the advantages of halal cosmetics and the expenses linked to competitions and certifications as educating them is important, for increasing awareness. Despite the increasing recognition of halal goods some consumers still lack comprehension regarding the characteristics that define a product, as halal and its importance. Individuals not part of the community may not fully appreciate the value of halal certification and the benefits associated with using certified items. Consumers limited awareness of the advantages of selecting halal cosmetics, over halal alternatives may restrict the market potential for these products. To tackle this challenge effectively and foster understanding among consumers on the significance of halal certification and safety standards in halal cosmetics usage requires collaboration, among government bodies, industry stakeholders and educational institutions (Ismail & Hassan 2023).

Halal beauty companies, in Malaysia must adjust to the times. Prioritize innovation to stay competitive in the evolving beauty industry landscape. Today's consumers seek tailored products that fit their preferences and requirements; thus prompting the beauty sector to shift towards individualized offerings. Technological progressions such, as AI and data analysis enable brands to provide beauty solutions tailored to each customer's needs. To remain competitive in a market environment and adapt to evolving trends Malaysian halal beauty



brands must embrace new ideas and utilize online platforms to improve customer interaction refine product offerings and streamline operations. By incorporating tools and focusing on research and development initiatives Malaysian halal cosmetic brands can develop beauty products that align with the evolving tastes of customers worldwide as noted by Halim et al., 2022.

Marketing plays a role in the success of halal cosmetic brands by reaching an audience and creating strong brand loyalty using platforms, like Instagram and other social media channels such as Facebook and TikTok that are popular, for beauty brands to engage with their customers and communicate their unique stories and products effectively in Malaysia.

Crafting a marketing strategy can help halal beauty brands differentiate themselves from competitors and attract a customer following that appreciates the qualities of halal certified cosmetics (Ismail & Hassan 2023). In essence the Malaysian market, for halal beauty items offers growth prospects. Also encounters hurdles that need to be addressed for long term prosperity to be sustained. The beauty industry faces challenges such, as the presence of beauty brands and the expensive halal certification process while also needing to increase consumer knowledge through customized solutions and teamwork within the sector to meet the evolving preferences of customers favoritng eco beauty products while respecting beliefs, like Malaysian halal cosmetic brands can boost their position by embracing digital advancements and emphasizing creativity to overcome hurdles in the industry.

### **Conclusion**

In summary the halal beauty products sector, in Malaysia is poised for expansion fueled by a mix of legal and consumer-oriented elements. The strong regulatory system and backing from the government of Malaysia combined with the rising desire for eco friendly goods establish a setting for the sector to prosper. Nonetheless tackling issues like rivalry from brands, insufficient consumer knowledge and legal intricacies will be crucial, for ensuring the growth of the industry.

To make this happen successfully requires stakeholders to dedicate resources to educating consumers and simplifying certification procedures while also prioritizing innovation to broaden the range of products, in the halal cosmetics market segment in Malaysia and beyond borders worldwide. By utilizing Malaysia's strengths and tackling the associated challenges head on within the halal cosmetics industry landscape can result in growth both domestically and internationally for Malaysia as a prominent player in the global market for halal beauty products. The findings derived from this study lay a groundwork for investigations and planning strategies that can empower stakeholders to tap into the escalating interest, in halal cosmetics industry while safeguarding its long-term prosperity and environmental commitments.

The development of the halal beauty sector, in Malaysia offers prospects for growth potential. Malaysia is recognized for its leadership in the halal makeup industry thanks to its populace. Deliberate emphasis on ideals and ethical consumer trends. The Department of Islamic Development Malaysia (JAKIM) oversees the nations certification framework for halal cosmetics to guarantee compliance with quality and safety regulations. This boosts consumer confidence within the country and, on a scale (Yusoff & Latif 2021). By adopting this strategy successfully increased consumer confidence and now Malaysian halal beauty brands hold a position, in markets such as the Middle East and Southeast Asia as well, as Europe.

To take advantage of these chances, in the halal cosmetics sector and succeed in the beauty industry amidst competition from established brands with robust resources and reputation strength, like government bodies and advertisers should overcome hurdles and aim for a business model that fosters growth all while showcasing their dedication to halal principles and ethical practices that resonate with the values of their target market. In addition, to that emphasizing the features of halal cosmetics, in marketing strategies can help brands compete with rivals and gain a substantial portion of the beauty market worldwide (Rahman & Salle 2023).

A key concern that should be taken into account is the expenses associated with acquiring halal certification for to sized enterprises (SMEs). The certification process presents a challenge that prevents businesses from venturing into the halal cosmetics sector. To tackle this problem effectively and promote the growth of SME participation, in the market for halal products it is crucial for government entities industry associations and financial institutions to work together in offering grants or incentives that make halal certification more affordable, for SMEs. The removal of obstacles linked to certification enables a number of businesses to join the industry fostering higher levels of competition and innovation, in the halal cosmetics sector (Aziz & Abdullah 2020).

Teaching customers is important, for boosting the development of the halal cosmetics sector in Malaysia. Acknowledging consumers about the quality and importance of halal items is essential despite their increasing popularity. Collaboration, among government bodies, business players and educational institutions is vital to enhance consumer awareness through focused campaigns, school initiatives and community interactions. By discussing the significance and health advantages of halal beauty products and their impact, on consumers choices in the beauty industry according to Ismail and Hassans research, in 2023.

The advancement of technology and the trend, towards change are influencing the expansion of the halal cosmetics industry. Ensuring its relevance in today's market environment. The beauty sector is evolving with a focus on personalized offerings to meet the demands of consumers looking for products that align with their preferences and requirements Technology such, as data analysis and artificial intelligence can be harnessed effectively. Malaysian companies specializing in halal cosmetics have a chance to create products that meet the preferences of customers and improve the shopping experience significantly. Additionally, according to a study, by Halim and his team in 2022 halal beauty brands can use marketing strategies and online retail platforms to reach customers boost brand awareness and build relationships, with their clientele.

In short, the rise of halal cosmetics, in Malaysia offers prospects for expansion. Malaysia is adept at catering to the increasing demand for products by utilizing its standards and gaining backing. To foster development and headway in the sector it is essential for major stakeholders to tackle challenges such, as brand rivalry the expenses associated with halal certification and the necessity to educate customers while continuously introducing innovations and embracing progress. By promoting principles of transparency and eco friendliness while embracing diversity and accessibility, in their offerings halal beauty products can continue to thrive in the beauty industry.

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