

**BIBLIOMETRIC MAPPING OF PUBLICATION TRENDS IN HALAL COSMETIC AND PERSONAL CARE STUDIES**

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Received: 4 February 2024

Article Progress  
Revised: 17 May 2024

Accepted: 4 June 2024

<b>Abstract</b>	<p><i>This study analyses the development of research on halal cosmetics and personal care products, focusing on publications from the Scopus database. Through the use of five bibliometric indicators: publication by years, topic and subject areas, keyword analysis, and most productive contributors. The objective of this study is to monitor the development of published articles in halal cosmetic and personal care products through the following areas: (1) current development; (2) topic areas and themes; and (3) major contributors. 26 scientific publications on halal cosmetics and personal care products that were stored in the Scopus database through 2023 were subjected to bibliometric analysis in this study. A variety of measures have been employed, including Harzing's Publish or Perish for metric and citation analysis and Microsoft Excel for frequency analysis. This study finds that the number of halal cosmetic and personal care product literatures has decreased over the past two years. The fields of business, management, accounting, economics, econometrics, and finance are areas where halal cosmetic and personal care product literature often appears and is based in countries in Malaysia, Indonesia, and Australia. English is used in most literature, along with one literature in the Hungarian language. The use of keywords such as halal, halal cosmetics, personal care, religiosity, and humans is widespread. This paper contributed to identifying emerging research areas by tracking the growth in publications that guide future researchers and funding bodies to allocate resources effectively, supporting promising and innovative research areas that may have a significant future impact on halal industries in Malaysia.</i></p> <p>Keywords: <i>Bibliometric Analysis, Cosmetic, Halal, Intention, Personal Care.</i></p>
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**INTRODUCTION**

Consuming *halalan toyyibban* is a Muslim obligation in consumption activities. The guidance provided by the Qur'an regarding the *halalan toyyiban* concept is highly correct and, more importantly, it should be fully comprehended and valued. This is because determining its processing, handling, and general operational approach is challenging. As such, as Muslims, we are responsible for making the products we consume daily from halal sources, clean, safe, and of good quality. This can be achieved by following the rules and

regulations stipulated under Shariah Law, the products able to be recognized as halal and safe to be used by Muslims.

The word "halal" comes from an Arabic expression meaning "allowed" or "permitted" by Islamic law, and for this article, halal is defined as consumer goods which refers to goods that are not food or beverage-based; for instance, cosmetics, clothing, and equipment. Halal is something a human being can utilize in daily life activities and it is necessary as long as it follows Islamic law (Wahab & Alias, 2017). Islam requires Muslims to use halal in every use of goods.

When consumed by Islamic law, people need to utilize halal in their daily lives. (Azhar & Ab Wahab, 2017). For example, the term "halal" refers to something that can be used, consumed, dressed, served, sold, and so on. Islam mandates that Muslims always use halal when consuming food. People ought to exercise modesty and abstain from exceeding or diminishing the degree of moderation that the Al-Quran and Sunnah have prescribed for the use and consumption of things. Failing to do so would lead to excess, materialism, stinginess, egotism, and ungraciousness (Furqani, 2017).

The high demand for halal cosmetics arises from young, religiously conscious consumers. Its popularity among millennials globally has led to increased market competition. Additionally, eco-conscious consumers seek natural products (Shahar, Mohd, Ab Rahman, Hashim, & Hassin, 2019). Governments in predominantly Muslim countries or regions with significant Muslim populations have introduced regulations mandating halal certification for certain products. According to the former Prime Minister, Datuk Seri Ismail Sabri, there are now more than 8,000 companies in Malaysia recognized as halal with more than 20 percent of them being exporting companies (myMetro, 2022). This growth is not only seen in the food and beverage sector but also extends to halal cosmetics and personal care products. The increasing demand for halal-certified personal care items, such as skincare and haircare products, reflects a broader trend among consumers who seek products that comply with their religious beliefs and ethical standards.

Thus, the government launched the Third Industrial Master Plan (IMP3) for the years 2006 through 2020 to become the world's halal hub by enhancing the current halal infrastructure because it saw a huge opportunity in creating and promoting halal products in global markets (Bohari, Hin, & Fuad, 2013). Other than that, the purpose of this study is to support the Ministry of Economic Affairs' development of the Halal Industry Master Plan (HIMP) 2030. HIMP 2030 shows that the Halal industry is a strong promoter of socioeconomic growth in Malaysia, and therefore efforts to improve governance, capacity-building programs, and promotion of the industry need to intensify.

Despite the development of halal markets, there have been imbalances in research focusing on certain halal sub-sectors, leading to important areas being neglected or untapped (Yun Hashim, Najiha, & Samsudin, 2022). Therefore, this study focuses on analyzing halal cosmetics and personal care studies, aiming to inform present and future research about the trends and evolution of this subject area.

This research evaluates past halal cosmetic and personal care product literature through the bibliometric analysis method. Bibliometric analysis is a popular and rigorous method for exploring and analyzing large volumes of scientific data (Donthu, Kumar, Mukherjee, Pandey, & Lim, 2021). This study aims to provide a greater understanding of the literature on halal cosmetics and personal care products, with particular emphasis on the halal personal care product business. This is critical in assisting academics in making recommendations for future studies in the field of halal cosmetic and personal care product products. This research focuses on the bibliometric analysis of halal cosmetic and personal care product-related scientific publications hoping to answer the following research questions (RQs):

- RQ1: What is the current development of the halal industry of personal care research?
- RQ2: What are the topic areas and themes in halal cosmetic and personal care product research?
- RQ3: Who are the main contributors to halal cosmetic and personal care product research?

## **LITERATURE REVIEW**

### **Halal Cosmetic and Personal Care Industries in Malaysia**

Malaysia is the fourth-largest economy for the halal beauty industry in Southeast Asia and ranks among the top five in international Muslim consumer markets. Over the past five years, Malaysia's halal beauty industry has seen increasing demand due to the emergence of new and trendy makeup and skincare brands, primarily produced by Malaysian entrepreneurs to cater to young urban women. Today, halal products are not solely dependent on religious considerations but have permeated all market segments, attaching commercial value and creating new trends in global market demand (Kruse, 2022).

The growing Muslim population is propelling demand and expenditure on halal products, with particular emphasis from the younger generation on halal matters (Business Wire, 2022). Initially, the selection of halal cosmetics was limited in the early stages of the halal industry. However, manufacturers and industry stakeholders have seized this market opportunity to cater to consumer demand, increasing the number of manufacturers and subsequently in the availability of halal-certified cosmetics (Mohezar, Zainuddin, & Zailani, 2016). Other sectors have grown alongside halal food and beverages, becoming more competitive, with halal products now globally recognized as a lifestyle choice due to their quality assurance, as highlighted in a study by E Azam and Abdullah (2020), which also shows the expansion of the halal industry into various service sectors and lifestyle offerings.

Halal cosmetics and personal care encompassing products and practices within the domains of personal hygiene, grooming, and cosmetics, adhering to Islamic principles. These products are crafted and composed using ingredients that align with Islamic dietary laws, devoid of any prohibited substances. Typically, halal personal care items undergo certification procedures to verify adherence to halal standards, thereby offering reassurance to consumers seeking products in harmony with their religious convictions. While existing research covers various aspects of the halal domain, discussions often extend beyond mere literature analysis. Therefore, this paper aims to employ bibliometric analysis to assess available literature concerning halal cosmetics and personal care products spanning from 2013 to 2023. This analysis will serve to provide information and address gaps within the respective areas.

### **Bibliometric Analysis**

Bibliometric techniques, which are closely associated with the more general term "infometrics," have been applied to provide quantitative analysis of textual publications (Frandsen & Rousseau, 2004). According to Sweileh et al. (2017), bibliometric analysis is a well-liked research method for demonstrating a study's trends and impacts. Studies using bibliometrics are used to display patterns and trends related to a specific area of study. In short, bibliometrics consisted of overviews of scientific productions or selection of highly cited publications, and these publications were subdivided into a list of author productions, and national or subject bibliographies. Indicators including publication classification, citation, authorship, publication impact, and country are frequently employed in bibliometric research (Ahmi & Mohamad, 2019). Bibliographic techniques, which are based on content or citation analysis, are frequently used to extract and manipulate data (Wallin, 2005). The computerized data handling of these techniques has shown to be highly advantageous, and in the last few years, the quantity of studies on the topic has increased significantly.

## **METHODS**

### **Data Source**

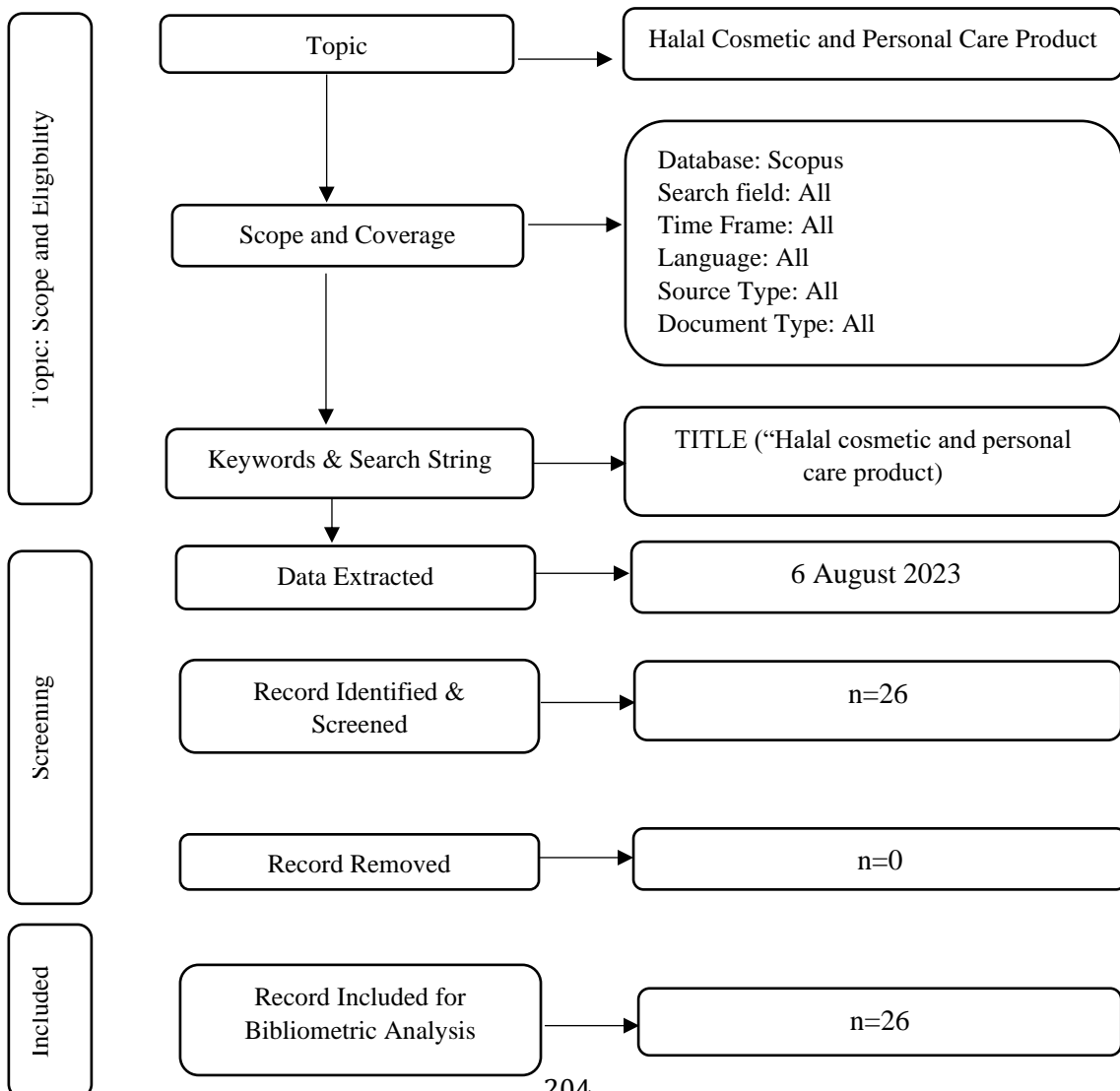
The methodology used for bibliometric analysis, which establishes a pattern of article distribution in specific issues and periods, is quantitative and statistical (Martí-Parreño, Méndez-Ibáñez, & Alonso-Arroyo, 2016). Scopus is an integrated database that allows academics to explore and evaluate publications, patents, clinical trials, and policy papers

(Ghani, et al., 2022). Thus, the Scopus database was used as the main source of the bibliographical data of the halal cosmetic and personal care product literature. This trustworthy database aims to present a thorough overview of halal research on personal hygiene items worldwide. According to Zijlstra and McCullough (2016), Scopus establishes a new metric index, the CiteScore, which extends the range of citation years (4 years), but by including all types of documents; on the one hand, it eliminates the differences between the different types of documents. Thus, this paper focuses on the Scopus database as the primary source for literature analysis.

**Data Collection**

Based on the article title, the research procedure starts by finding the keyword "intention on halal cosmetic and personal care product" in the Scopus database. This study accommodates all types of documents obtained from the Scopus database between 2013 and 2023 as of August 6, 2023. In the Scopus database, the search query TITLE ("halal cosmetic and personal care product") has been executed. 26 documents from the literature on halal personal care and cosmetics were found throughout the search. We may presume that all of the publications found relate to halal cosmetic and personal care products, which is the primary focus of this study because the search query was limited to the article title. Following the screening, no papers were removed. Thus, all 26 documents from 2013-2023 are eligible for this bibliometric study. Figure 1 illustrates the flow of the search strategy of this study.

Figure 1: The search strategy's flow diagram



### Data Analysis

The analysis feature of the Scopus database and programs like Microsoft Excel is used in this study to create relevant graphs and charts, such as Publish or Perish, which show publishing impact and performance depending on particular parameters. This work has strategically planned the data analysis to address the research questions mentioned in the previous section. To address RQ1, the first analysis examined publications by year, source, document type, and source title. Next, examine the topics and subject areas that the writers have chosen to address RQ2. To address RQ3, this article additionally lists the primary authors of academic papers on halal cosmetic and personal care products.

### RESULT

The outcome based on the study questions that were mentioned in the introductory part is covered in this section. This study examines the following information to respond to the research question regarding the present state of halal cosmetic and personal care product development: (a) publication by year, (b) the source and type of document, and (c) source title.

#### Publication by Year

The publication year is instrumental in addressing RQ 1. Figure 2 shows the statistics of the annual publication of halal cosmetic and personal care product research from 2013-2023. The first document in 2013 was written by Siti Rahayu Hussin and et. al (2013), which describes the relationship between product factors, advertising, and purchase intention of halal cosmetics in Malaysia. The document was published in the *Pertanika Journal of Social Sciences & Humanities*. There are not many documents were published after 2013. Halal cosmetics research area was at the early entrance of 2012 and 2013 (Subri, Omar, & Mamat, 2022). This may occur due to the research priorities in halal industries being primarily concentrated in the field of food while the cosmetic industry has been notably lacking (Mohezar, Zainuddin, & Zailani, 2016). However, in 2017, the number of articles published increased until 2019 and stagnated until 2020. In 2021, the document decreases before going up from 2022 until 2023 (up until August 2023). In the study by Soeroto, et al. (2023) the growth of the halal cosmetics sector has been hampered by the lack of knowledge of halal in a global society, thereby attracting scholarly interest towards the halal cosmetics and personal care industry.

There were just 26 documents throughout ten years from Scopus on the topic of intention, or an average of 2.6 documents annually. Figure 2 shows the statistics of the annual publication of intention on halal cosmetics and personal care products from 2013 to 2023 (up until August 2023).

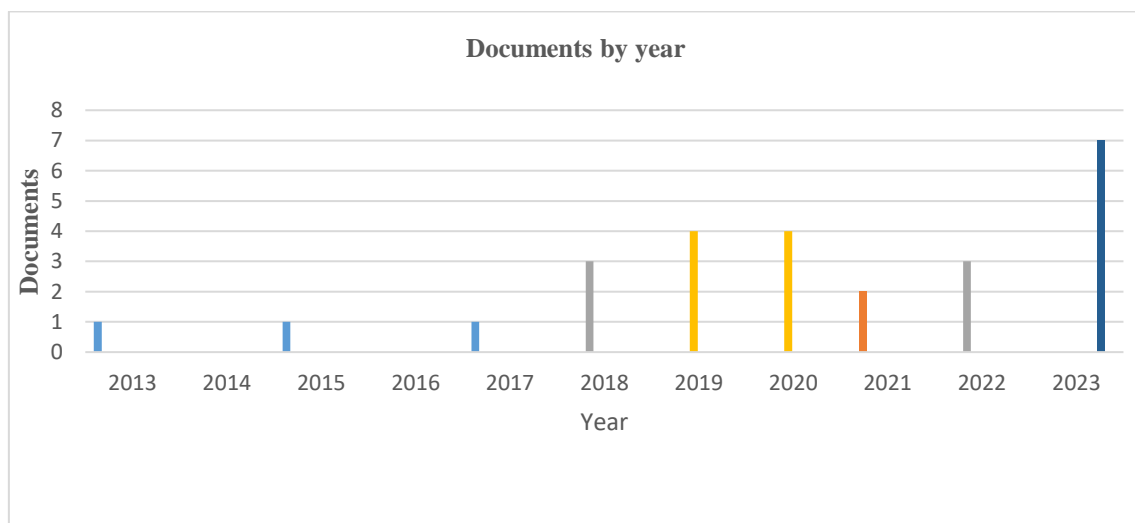


Figure 2: The annual publication of intention on halal cosmetics and personal care product

### Topic Areas

The topic areas of halal personal care and cosmetic items are analyzed in this result based on (a) subject areas and (b) author keywords. This outcome primarily covers RQ2.

### Subject Area

This study identifies documents based on the field of study of the title of the source where they have been published. The result is shown in Table 1. The data shows that halal cosmetic and personal care products have emerged in various Journals of Islamic Marketing with 10 (38.46%) documents. In addition, another journal that published more than one document is The Humanities and Social Sciences Reviews contributes 2 (7.69%). Most studies on halal cosmetic and personal care products are published in the journal's categories under the fields of business, management, and accounting (19: 47.5%), social sciences (6: 15.0%), and art and humanities (4: 10.0%). The findings also indicate that the intention study on halal personal care and cosmetics was published in a journal that covers a wide range of other topics, like decision science, economics, econometrics, finance, and many more.

Subject Area	Number of Document	Percentage (%)
Business, Management, and Accounting	19	47.5
Social Sciences	6	15
Arts and Humanities	4	10
Decision Sciences	3	7.5
Economics, Econometrics, and Finance	3	7.5
Computer Science	2	5
Engineering	1	2.5
Medicine	1	2.5
Pharmacology, Toxicology, and Pharmaceutics	1	2.5

Table 1: Subject Areas

### Keyword Analysis

Table 2 presents the author's keywords used based on at least two occurrences each. Purchase intention is the term most frequently linked to other terms like halal cosmetics, religiosity, halal, and cosmetics as keywords in intention towards halal cosmetic and personal care study, according to Table 2.

Keyword	No of Document
Purchase Intention	14
Halal Cosmetics	7
Religiosity	6
Halal	6
Cosmetics	4
Knowledge	3
Cosmetic	3
Subjective Norm	2
Religion	2
Islamic Advertising	2
Islam	2
Human	2

Halal Cosmetic	2
Customer Offense	2
Cosmetic Products	2

Table 2: Author keyword with at least two occurrences

The research theme in this area of study is mostly related to purchase intention. The halal cosmetics literature discusses a lot about the factors in determining Muslims towards purchasing halal cosmetics and personal care products. Therefore, in the current studies on halal cosmetics and personal care, keywords kinds like Religiosity, Knowledge, and Subjective Norms are frequently discovered. Without exception, as studies on Muslims are the center of halal cosmetics and personal care, the term Islam is also present in the literature. As a result, scholars can continue to employ this subject throughout the coming years.

**Most Productive Contributors in Halal Cosmetic and Personal Care Studies**

To answer the RQ3, the examination of the most productive (a) authors, (b) organizations, and (c) countries that produce the greatest number of publications about the intentions regarding halal personal care and cosmetics until August 2023. Table 3 indicates that the productivity of researchers in the halal cosmetic and personal care product industry has been dominated by researchers from Indonesia, Sri Bramantoro Abdinagoro from Universiti Bina Nusantara Indonesia leads the list followed by Harun Al Rasyid from Universiti Utara Malaysia, Salwani Arbak and Rabiul Islam who is also from Universiti Utara Malaysia, and Telisiah Utami Putri from Universiti Bina Nusantara Indonesia. This fact presents a potential for collaboration between Malaysia and Indonesia to further the studies on halal cosmetics and personal care products. Research on halal cosmetics and personal care goods does not always come from Islamic nations; it can also come from nations that have made substantial technological advancements and are becoming more conscious of the need to consume higher-quality, safer, and purer products. When compared to other Islamic nations, this conclusion also highlights the gaps in the literature, with the majority of studies concentrating more on the Asian region (including Malaysia and Indonesia).

Author Name	Affiliation	Country	TP	TC	NCP	h-index
Sri Bramantoro Abdinagoro	Bina Nusantara University	Indonesia	48	163	159	7
Harun Al Rasyid	Universiti Utara Malaysia	Malaysia	2	2	2	1
Salwani Arbak	Universiti Utara Malaysia	Malaysia	5	3	3	1
Rabiul Islam	Universiti Utara Malaysia	Malaysia	102	810	662	15
Telisiah Utami Putri	Bina Nusantara University	Indonesia	2	9	7	2

Table 3: Authors with a Minimum of Two Publications

Note: TP=total publications; TC=total citations; NCP=number of cited papers; h=h-index

**CONCLUSION**

The findings reveal that the first literature on the intention toward halal cosmetics and personal care products in Malaysia was published in 2013 on the Scopus database. Researchers from Malaysia and Indonesia are leading the way in halal product research compared to other Islamic nations. Research activity in this field increased until 2019, then stagnated until 2020, and decreased in 2021 before rising again from 2022 to August 2023. Most literature is based in Indonesia and Malaysia, frequently appearing in fields

such as business, management, accounting, social sciences, arts, and humanities, with all 26 documents published in English. Popular keywords include purchase intention, halal cosmetics, and halal cosmetic and personal care products, with factors such as religiosity, knowledge, and subjective norms also prominent in the current literature. This study highlights opportunities to expand research on halal cosmetic and personal care products, focusing on quality, safety, and purity for Muslim consumers. From the bibliometric analysis, it is evident that understanding Muslim consumer preferences regarding halal products, and the factor influenced in purchasing can help the Ministry achieve the HIMP 2030 objectives. Furthermore, Malaysia and Indonesia have the potential for healthy cross-border collaboration, contributing more to the industry. However, this study is limited to the Scopus database, with a straightforward use of keywords. Future studies should perform bibliometric analyses using other databases, such as Web of Science and Google Scholar, to yield more documents and enhance understanding of halal personal care and cosmetic products.

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