



## FACTORS THAT INFLUENCE YOUTH IN THE SELECTION OF HALAL COSMETIC PRODUCTS: HEALTH HAZARDS IMPACT

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### Abstract:

The global recognition of Malaysia's halal certification is a pivotal factor that boosts the success and competitiveness of halal products internationally. Malaysia halal product export reached RM61.8 billion in 2024, a 15% increase compared to the previous year. Muslim consumer spending on halal cosmetic products is projected to increase to \$129 billion in 2027. This shows the high demand and opportunity of cosmetics and personal care products to grow extensively. Technology-driven and the lifestyle trend in social media are among the key factors to this growth. Cosmetics and personal care products are the second- largest items youth spend after food and beverages annually. This study was conducted to identify the key factors that motivate Muslim youth to choose halal cosmetics products in the market and the health hazards impacted to their body. The data collection method used a questionnaire to a total of 200 respondents conducted by snowball sampling. Descriptive analysis was conducted to identify the factors in the selection of halal cosmetic products among youth in Malaysia. The health hazard impact was highlighted to create the significant relationship between the cosmetics product selection. The findings show that the implications of cosmetic products to youth health are tremendous. As conclusion, the enforcement of halal certification in cosmetic and personal care products needs to be stringent to address the problem.

Keywords: Halal Cosmetics, cosmetic products, health hazards, youth

### 1. Introduction

Youth is very synonymous with cosmetic and personal care products. They pay high attention to looking nice and smelling good in front of others as compared to the youth generation those born between 1981 and 1996. Youth of the Y Generation were not so focused on beautifying and uploading themselves on social media as compared to the current youth. Technology advancement and the social environment were major factors contributing to this change. These led to high demand and the fastest market growing for cosmetic and personal care products in the world (Gumus, 2023). According to Fortune Business Insights (2025) the global market size for cosmetics was estimated at USD 354.68 billion in 2025 and projected to reach USD 556.21 billion by 2032. An increased of 18.7% as compared to 2024. Cosmetic is defined as any substance or preparation intended to be placed in contact with the various external parts of the human body, which includes the nail, lips, hair system, epidermis and external genital organs. It also includes the teeth and mucous membranes of the oral cavity with the purpose of protecting, cleaning, perfuming, changing the appearance, correcting body odours and keeping them in good condition (Malaysian standard MS2634, 2019). Halal cosmetic is defined as cosmetic products that contain lawful and permitted ingredients under Shariah law and *fatwa* (Malaysian standard MS2634, 2019). Fatwa is a legal opinion concerning Islamic law issued by competent Muslim scholar. It is also stated in Malaysian standard for halal cosmetics general requirements (MS2634: 2019) that the permitted ingredients for halal cosmetics should not contain any part of human being, prohibited animals in Islam, animals which not slaughtered according to shariah ruling, hazardous and intoxicated ingredients.

Asia is home of the largest population of Muslim in the world. Muslim population in Asia is approximately 1.3 billion Muslims which represents 60% of global Muslim populations (Pew Research centre, 2025). Thus, this brings to a significant growing number of halal cosmetics products such as skincare, hair care, makeup and body



care in Asia, led by giant brands Wardah, Safi and Simplysiti (Kinglyes Beauty, 2025). Nevertheless, the various cosmetic and personal care products bring a lot of problems to youth in choosing the best skincare and bodycare which suited themselves. Moreover, with the global recognition of Malaysia's halal certification is a pivotal factor that boosts the success and competitiveness of halal cosmetic products internationally. Malaysia halal product export reached RM61.8 billion in 2024, a 15% increase compared to the previous year (Ministry of Investment, Trade and Industry, 2025). The halal industry made up a considerable part of Malaysia's gross domestic product, with forecasts suggesting its share will increase to 10.8% by 2030.

## 2. Objective and Research Question

Behind beauty lies a growing concern over the existence of prohibited substances in cosmetic products which use organic and alcohol-free terms on the product labels. This study is conducted to identify the key factors that motivate Muslim youth to choose halal cosmetics products in the market and the health hazards impacted to their body. Therefore, the research questions are what the key factors are influencing them in halal cosmetics products selection? Do the cosmetic products bring a negative impact to their body?

## 3. Methodology

This study used quantitative methods with descriptive analysis methods. Quantitative method is used to investigate the issue in wide perspective, according to the large sample (Creswell, 2008). Researcher used sample size determination according to Krejcie & Morgan (1970) theory. There were 200 data gathered using snowball sampling. The purpose of using snowball sampling is to access hard-to-reach working youth populations and to have in-depth social connections on their health condition. It is commonly acknowledged as a successful method for reaching difficult-to-access groups (Hiram et al., 2025; Tornava et al., 2025; Saunders et al., 2023 and Noy, 2028) Questionnaires were distributed online to the respondents according to the specific time given. Researcher analysed the data using Statistical Package for the Social Sciences (SPSS) for Windows version 29.0. Descriptive analysis was employed to describe and summarize the condition of the data constructively. This process included gathering data, condensing the information, and presenting it in a way that is easy to comprehend for the identified group. With SPSS 29.0, the average value (mean), standard deviation, variance and others valuable variable can be analysed and summarized. Finally, the results of the study were reviewed and summarized.

## 4. Study Findings

The demographic background of this study shows that the majority of our respondents were 73% of female youth, 145 respondents and 27% were male, 55 respondents. The majority of the respondents are in the age group of 21 to 25 years with a total of 50%. The second-largest number of respondents is between the ages of 18 and 20 years of age with a total of 29.7%. The smallest respondents are at the age of 31 to 35 years with 20% responses. The findings of the study in identifying the influenced factors in choosing halal cosmetics products can be seen in the following discussion. To interpret the mean score obtained, Table 1 shows the mean score interpretation as adopted from Moidunny (2009) in Raamani Thannimalai & Arumugam Raman (2018).

**Table 1:** Mean Score Interpretation

| Mean Score | Interpretation |
|------------|----------------|
| 1.00-1.80  | Very Low       |
| 1.81-2.60  | Low            |
| 2.61-3.20  | Medium         |
| 3.21-4.20  | High           |
| 4.21-5.00  | Very High      |

Source: Moidunny (2009)

The following findings show that the respondents' selection of halal cosmetic products among youth is at a high level (mean = 3.91, SD = 0.49). The standard deviation of less than 1, which means that the variations in respondent's opinions were small.



**Table 2:** Factors in selection of Halal Cosmetic Products among Youth

| Number | Item                                                                                               | Mean | Standard Deviation | Level of Awareness |
|--------|----------------------------------------------------------------------------------------------------|------|--------------------|--------------------|
| B1     | As a Muslim, I know the concept of halal cosmetic products                                         | 4.35 | 0.74               | Very High          |
| B2     | I buy halal cosmetic products which are trending on social media                                   | 4.59 | 0.75               | Very High          |
| B3     | I buy halal cosmetics products because of the reasonable price                                     | 4.1  | 0.85               | High               |
| B4     | I buy halal cosmetic products recommended by friends                                               | 4.13 | 0.77               | High               |
| B5     | I am not familiar with scientific terms used in cosmetic products                                  | 3.82 | 0.86               | High               |
| B6     | I am very well-versed with scientific terms shown in cosmetic products                             | 2.88 | 0.94               | Medium             |
| B7     | I buy halal cosmetics products because of the ingredients                                          | 3.16 | 1.08               | Medium             |
| B8     | I will not purchase cosmetic products without halal logo as I know it will impact my <i>ibadah</i> | 4.1  | 0.98               | High               |
| B10    | I am aware of the fake halal logo in local market                                                  | 4.32 | 0.83               | Very High          |
| Total  |                                                                                                    | 3.91 | 0.49               | High               |

From Table 2 above, it can be stated that youth bought halal cosmetic products which are on trending in social media obtained the highest score (mean = 4.59, SD = 0.75). This is influenced by a good understanding of halal cosmetics products concept among them. The reasonable price and halal cosmetics products which recommended by friends are among high factors in their selection. Meanwhile, youth will also not purchase cosmetic products without halal logo which it will impacted their *ibadah* (mean = 4.1, SD = 0.98). This showed their good understanding on halal cosmetics concept. However, the statistics showed that they were not familiar and understand with scientific terms used in cosmetic products' (mean = 2.88, SD = 0.94). This is due to the various scientific name and terms being used on the label and the lack of knowledge on critical ingredients in cosmetics. The table above showed that the respondents were highly bought cosmetic products with authentic halal logo which bring consumer trust in purchasing the products. The respondents also admitted that they were not aware of the scientific terms shown on the cosmetic products label. Despite their firm stance against buying cosmetic products of dubious quality, the respondents admitted to being largely unfamiliar with the ingredients used in these products. In section C respondents were also been asked on the quality of the halal cosmetics they bought and the effectiveness of the consumed products to their skin or body problems. The findings are shown in table 4.

**Table 4:** The halal cosmetics quality and its effectiveness

| Number | Item                                                           | Mean | Standard Deviation | Level of Awareness |
|--------|----------------------------------------------------------------|------|--------------------|--------------------|
| C1     | I am satisfied with the halal cosmetics products that I bought | 4.32 | 0.73               | Very High          |
| C2     | The halal cosmetic products that I buy is in good packaging    | 4.61 | 0.71               | Very High          |
| C3     | The halal cosmetic products that I buy resolve my problem      | 4.10 | 0.85               | High               |



|       |                                                                                 |      |      |        |
|-------|---------------------------------------------------------------------------------|------|------|--------|
| C4    | The halal cosmetic products that I buy worth my money                           | 3.83 | 0.86 | High   |
| C5    | The halal cosmetic products that I buy do not bring negative effects to my body | 2.90 | 0.95 | Medium |
| C6    | The halal cosmetic products that I buy bring negative effects to my body        | 4.20 | 0.90 | High   |
| Total |                                                                                 | 3.99 | 0.50 | High   |

The aboved table showed that the respondents were very happy with the packaging of the halal cosmetics that they were bought (mean = 4.61, SD = 0.71). It can be said the youth were satisfied with the quality and effectiveness of the halal cosmetics product in resolving their skin and body problems. However, there were questions about the negative effects of the ingredients with their body. This is due to the habit of not checking the ingredients before buying the cosmetic products. Other than that, the understanding of the chemical ingredients, alcohol-free, organic, and natural terms appeared on the cosmetics products label influenced this scenario to happen.

## 5. Discussion

The study findings showed that one of the key factors influenced youths in buying halal cosmetic products are the trending products on social media. They were not buying cosmetic products with dubious ingredients and halal fake logo in the mall. This is consistent with the study by Respati, T. Et al. (2024) showed that the social media campaign and influencer trustworthiness are the significant factors that influenced the millennial generation to buy halal cosmetic products. Their awareness of halal certified cosmetics products was influenced by electronic and social media advertisements. However, the manufacturer of the halal cosmetic products should add explanation on the scientific terms in their cosmetics ingredients to enhance the consumer trust and loyalty. The quality of halal cosmetic products was good and the effectiveness of the products in resolving their body and skin problems remained a big factor in their intention to purchase the products. Nevertheless, the negative effects of the unknown halal ingredients in the products still effects their purchasing patterns.

## 6. Conclusion

According to the findings from the descriptive analysis, it can be inferred that the social media influence was huge in their selection of halal cosmetics products. In alignment with marketing principles that highlight the concept of people, product, price and places (online platform) this principle remains relevant in the context of halal cosmetic products selection. One notable result from the study indicates that the youth need good knowledge of the natural, alcohol-free ingredients used in the products, and they tend to avoid using products lacking a halal certification. It can be concluded that the halal cosmetic products do not bring negative effects to their body. Thus, future studies may highlight the usage of alcohol, synthetic and organic labels on the health hazard impact.

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