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Is Your Cosmetics Product Halal?

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Cosmetics industry is one of the industries in Malaysia that keep growing and is expected to reach 520.4 million units by 2024 (Global Data, 2020). Currently there are 27 local cosmetics company in Malaysia (Ori.bionature, 2022). Among the top Malaysian' cosmetics brand is Sugerbella, SimplySiti, and SilkyGirl (Top 10 of Malaysia, 2018).

Halal products are produced to be consumed by Muslims.

Among local cosmetics that have halal certification by JAKIM is SimplySiti, Orkid Cosmetics, and Nurraysa, while others are Muslim's owned company such as Pretty Suci, SO.LEK, Obsess Cosmetics, duck Cosmetics, Sorfina Hal, Sugarbelle, and Forest Colour (Have Halal Will Travel, 2021). Non-Muslims sees the halal products as a religious matter. This misunderstanding on halal issues has never been rectified. For companies that are focusing on halal products, usually their main

target market and customers are Muslims. If they want to widen the market towards non-Muslims, they need to focus on their project management by having cooperation and networking. They can initiate collaboration with religious experts to convince the market even though the products are for everyone and not specifically for Muslims' use. Having the right communication channels that can reach the target audience is important. Using a suitable person can also influence the

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acceptance of market. This cooperation and networking should be continuous and not a one-off matter which looks like a cheap advertisement.

It is reported that in 2019, skincare has RM1.96 billion sales (Global Data, 2020). Since cosmetics products have huge demand in Malaysia's market, local and international companies compete to be the top in the market. Local companies especially need to work hard to stay in the market since they are new, and people might not be aware of the brand. While for international company, they are well known, and people are already familiar with the brand. Here the local company need to spend more for the commercialization of the products. Money, time, and effort is needed to do market research and market testing to ensure that their products are competitive with the international brand. International brand still allocates expenses for marketing and sales, even though they are already well known. Local companies need to do more marketing to stay competitive.

According to Kaur et al. (2018), the most significant criteria in buying cosmetics products is price. This is understandable because most cosmetics consumers

are working people with stable income. Since they are educated, they also put priority on the ingredients of the products before deciding on the purchase (Khan et al., 2020). News on cosmetics products that have been banned have made people more conscious and read the ingredients on the product's label. However, there are consumer who trust the brand and did not care about the ingredients written. Contrary findings by Ishak et al. (2019) that although halal logo, and advertisement did influenced customers before they buy the product, the most important factor is the brand name. This research was done with Muslim women as the respondents, and we can see that halal is not the factor that they consider when purchasing cosmetics product.

Halal cosmetics brand is in highlight since there are many local companies that ventured into cosmetics line. Having halal certificate by JAKIM is a competitive advantage to the company since it is not easy to get the certificate. Halal certificate is a guarantee that the ingredients used are safe and reach the high

standards in production. However, when the cosmetics company highlighted about the halal status of their products, non-Muslims people are reluctant to buy it. Halal logos hinder the purchase of the products by non-Muslims (Wibowo et al., 2020). When in fact, a halal product can be used by anybody and not restricted to Muslims only. That is why companies that want to attract the non-Muslim buyers do not focus much on getting the halal certificate. For Muslims people, they purchase it even though there is no halal logo simply because the founder is Muslim. Local cosmetics companies should make more initiatives to educate all consumers about halal products. A convincing promotion will be able to communicate the true meaning of halal products. If they can educate on halal matters, this makes them more competitive among international products.

Although non-Muslims are starting to accept the halal products, many are not convinced to buy it yet. According to Chong et al. (2021) non-Muslim will buy halal products because of its quality, price, availability,

"Halal certificate is a guarantee that the ingredients used are safe and reach the high standards in production."

and safety. Contrary to findings by Wibowo et al. (2020), non-Muslims are still reluctant to purchase a halal product and they will only buy it with reference from their family and friends.

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HAPPINESS IS...



a day at home doing nothing

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