

HALALSPHERE

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The significance of halal logo on cosmetic products: A review

Aiman Samhani Abdul Halim* & Zeiad Amjad Aghwan

Halalan Tayyiban Research Centre, Universiti Islam Sultan Sharif Ali, Kampus Sinaut, KM33, Jalan Tutong, Kampung Sinaut, Tutong TB 1741, Negara Brunei Darussalam

*Corresponding author: E-mail address: samhaniabdulhalim@outlook.com

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Abstract

A stretching amount of Muslim consumers' awareness towards their religious duties has led to a greater demand for halal products, especially in the Asia Pacific region. The rapid growth of the halal cosmetic industry is seen as one of the outcomes resulting from this progressing change in consumer mindset. However, halal certification for cosmetic products in most countries is not required as solidly as it is for food matters. Despite the blossoming potential of the halal cosmetics industry, the development is relatively slow. This study is conducted to lay out the significance of having a halal logo on cosmetic products. A qualitative research method via article review has been carried out. The finding of this study has enclosed the following aspects of significance; - a) religious commitment, b) quality, c) reassurance, d) consumer awareness, and e) economy. The outcome of this paper should enable related parties to comprehend the importance of halal-certified cosmetic products and drive them to gain the most out of the benefits offered by the halal certification applied to cosmetic items.

1. Introduction

The halal cosmetic sector's growth is projected to be from USD33.3 billion in 2021 to USD77.34 billion by 2028, with a 7-year CAGR of 12.75% during the given interval. (Insights, 2020). The blooming progress of the halal cosmetic market is driven by the growth of consumer knowledge regarding the ingredients used and product awareness, which is mainly fostered by social media. The swelling demand for halal cosmetic products is primarily impacted by the demographic of the young, religiously conscious, and dynamic Muslim population. (Asrag, 2016). However, in this globalising era, halal is no longer bounded purely by religious adherence but is also recognised as a global symbol for quality assurance and lifestyle. (Ramezani, 2011). Despite the promising potential of the halal cosmetics sector, as reported, the development and progress are rather slow in certain countries such as Brunei.

This research aims to determine the significance or advantage of certifying cosmetic products with a halal logo in favour of understanding the relevance of implementing halal on cosmetic goods. The essential findings are purely conceptual, as the study does not deeply examine purchase intentions, purchase behaviours, or purchasing decisions regarding cosmetics carrying the halal label. Moreover, no link between any variables about halal cosmetics is being conceptualised in this work. In other words, this paper merely enumerates the notable attributes associated with incorporating the halal logo into cosmetics without measuring any correlation between variables such as trust, loyalty and purchasing behaviour. The five significant factors identified in the research are qualities

frequently referenced in the literature about halal cosmetic products, yet these mentions are typically scattered across articles. Thus, by compiling a comprehensive list of the general significance of halal cosmetic goods, this study could contribute to academic research as an extensive resource to the existing literature. Additionally, this study's limitation lies in lacking a systematic literature review to identify patterns, trends, and gaps in the existing knowledge.

Primarily, the article addressed the following inquiry: "What are the advantages associated with endorsing cosmetic items with the halal logo?". To answer the question, the paper employed a qualitative research method by performing descriptive document analysis that involved reviewing and evaluating conference papers, scientific journals, global business reports, and articles sourced from online publications. The study is anticipated to provide a comprehensive analysis that extends beyond the conventional focus on halal food products to the rise of the halal cosmetics market. By examining the roles played by the halal logo on cosmetics, the article illuminates the broader implication of halal certification in a global consumer market, offering practical insights on the strategic importance of halal certification to relevant stakeholders such as manufacturers, marketers, and policymakers. This paper also emphasises the potential of halal cosmetics as a catalyst for economic growth by furthering discussions on the intersection of religious principles with global business practices in the 21st century.

2. Literature review

2.1 Halal cosmetics

Halal is defined as “something that is permitted, concerning which no restriction exists, and the doing of which the Law-Giver, *Allah*, has allowed” (Qardhawi, 2007). A cosmetic refers to a treatment or product that is applied to the human body, particularly the face, to change the appearance, cleansing, beautifying or improving the appearance of the individual (Shahid, 2018). Cosmetics are defined as products with beautifying purposes without affecting or changing the body to make it look attractive, and cosmetics should also cover a broad scope of items such as cleaning body products. These products enhance features and change skin tones, complexions, and shades, such as makeup, fragrance, toothpaste and even deodorant. (Kumar, 2006). This is also how (Brunei Darussalam Guidelines for Manufacturing and Handling of Halal Cosmetic Products, 2016) Alternatively, PBD26:2016 defines cosmetic products:

“Any substance or preparation intended to be placed in contact with the various external parts of the human body (epidermis, hair system, nails, lips and external genital organs) or with the teeth and the mucous membranes of the oral cavity with a view exclusively or mainly to cleaning them, perfuming them, changing their appearance and correcting body odours and protecting them or keeping them in good condition.”

alal cosmetic refers to cosmetic goods that do not contain any components derived from porcine, reptile, blood, carrion, human body parts, or predatory animals. (Yusuf, 2017). Within the realm of the halal industry, halal products refer to any services or goods that have obtained official recognition from a governing body in accordance with *Shari'ah* law. These products are distinguished by the halal logo, which accredited certification agencies issue. (Markovic, 2022).

Therefore, halal is not bound only to ingredients but also involves the manufacturing, storing, packaging, and delivering processes. (Bujang, 2023). halal products should also be of good quality and prioritise safe consumption. (Ali, 2018). (Alserhan, 2010) halal is also a religious requirement for Muslim consumers as it plays a cardinal role in ensuring permissible and lawful consumption. There is a *hadith* that emphasises the paramount importance of consuming halal products:

(إِنَّ الْحَلَالَ بَيِّنٌ وَإِنَّ الْحَرَامَ بَيِّنٌ وَبَيْنَهُمَا مُشْتَبِهَاتٌ لَا يَعْلَمُهُنَّ كَثِيرٌ مِنَ النَّاسِ فَمَنْ اتَّقَى الشُّبُهَاتِ اسْتَبْرَأَ لِدِينِهِ وَعَرْضِهِ وَمَنْ وَقَعَ فِي الشُّبُهَاتِ وَقَعَ فِي الْحَرَامِ كَالرَّاعِي يَزْعَى حَوْلَ الْحِمَى يُوشِكُ أَنْ يَرْتَعَ فِيهِ أَلَا وَإِنَّ لِكُلِّ مَلِكٍ حِمًى أَلَا وَإِنَّ حِمَى اللَّهِ مَحَارِمُهُ أَلَا وَإِنَّ فِي الْجَسَدِ مُضْغَةً إِذَا صَلَحَتْ صَلَحَ الْجَسَدُ كُلُّهُ وَإِذَا فَسَدَتْ فَسَدَ الْجَسَدُ كُلُّهُ أَلَا وَهِيَ الْقَلْبُ)

“What is lawful is evident, and what is unlawful is evident, and in between them are the things doubtful which many people do not know. So, he who guards against

doubtful things keeps his religion and honour blameless. He who indulges in doubtful things indulges in fact in unlawful things, just as a shepherd who pastures his animals round a preserve will soon pasture them in it. Beware, every king has a preserve, and the things God has declared unlawful are His preserves. Beware, in the body, there is a piece of flesh; if it is sound, the whole body is sound, and if it is corrupt, the whole body is corrupt, and hearken it is the heart.”
(Al-Bukhari, 2012)

Accordingly, as a Muslim, finding a halal alternative for daily consumption is obligatory as it is said to increase our religious faith along with getting our prayers quickly accepted and granted by *Allah Subhanahu Wa Ta'ala*. Consuming haram products may also hinder the acceptance of our prayers (Kathir, 1998). A statistic by Fortune Business Insight 2020 disclosed that the global cosmetics market size is projected to reach USD 438.38 billion by the end of 2026 (Insight, 2020). This massive growth was due to the Muslim population developing an interest in halal cosmetics, and their buying power led them to spend more on cosmetics and personal goods (Swidi, 2010). With the rising concern and consciousness regarding their obligation and responsibility to utilise halal products, Muslim consumers have now started to search for products that are in line with the *Shari'ah* law (Wilson, 2010). Not only that, brands serving halal cosmetics have also started to focus on society's demands for change by highlighting inclusivity as part of their brand, aiming to cater for individuals of different ethnicities. Cruelty-free products are also seen as a consumer demand, particularly regarding morals and ethics (Standard, Global Islamic Economic Report, 2020 & 2021).

3. Materials and methods

Extensive reading of past literature and research was adopted, scanning through repetitive vital points to identify essential themes regarding the significance of the halal logo in cosmetics. This process involved careful examination of conference papers, scholarly journals, global business reports, and articles from reputable websites. By thoroughly analysing the existing literature and secondary data sources, the research aimed to extract and synthesise recurring key points and overarching themes that shed light on the importance and implications of the halal logo in the cosmetics industry.

4. Results and discussion

The extensive reading of the past literature has led to the finding of repetitive keywords, which enabled the author to categorise them into five predominant categories which are a) Religious Commitment, b) Quality, c) Reassurance, d) Consumer Awareness, and e) Economy.

4.1 Religious commitment

Halal is a term introduced in the *Qur'an* that refers to something permissible in religious, faith, and spiritual aspects. (Rahim, 2015). In the context of halal cosmetics, it should indicate that the cosmetic does not involve derivation from pig, carrion, blood, human body parts, predatory animals, reptiles, and insects as the ingredients. (Yusuf, 2019). However, the permissibility of alcohol use in cosmetics varies based on the specific type of alcohol that is incorporated into the products

above. As per (Brunei Darussalam Guidelines for Manufacturing and Handling of Halal Cosmetic Products PBD26:2016, 2016), ethanol, a type of alcohol generated through chemical synthesis, is deemed non-*najs*. In the case of an external application, the product is considered halal. On the contrary, alcohol (ethanol) derived from *khamr* (i.e., liquor or any form of intoxicant) shall be regarded as *najs*.

According to a study conducted in Brunei, consumers understood how using halal cosmetics preserves the five objectives of *Shari'ah*. (Hussin, 2021) Moreover, how highly attached it is to Islamic principles. (Farida Bhanu, 2020). The increasing demand for halal cosmetic products was also reported to keep the halal cosmetic market eagerly driven, mainly by young and religiously conscious, dynamic Muslim consumers. (Farida Bhanu, 2020). Muslim consumers have also started to focus on products that balance harmonious and peaceful living, and halal products could achieve this. Therefore, their choices of products are not restricted solely to items that satisfy their shared preferences, indicating their concern about their faith. (Sutono, 2010). (Arbak, 2019) Muslim consumers' increasing awareness of halal has supported them in seeking products that meet their cultural and religious requirements.

Adopting a similar position, two studies from China and India have pointed out that religion correlates with consumers with high religiosity. According to Muslims residing in China, the motivation behind presenting their religiosity in their purchase stems from their faith and actions. (Hong, 2018). Consumers in India, on the other hand, will not make concessions to their religious beliefs in favour of purchasing halal brands only to catch up with the latest trends. (Shahid, 2018).

Following a systematic review of fourteen articles, a recent paper concluded that in light of the perception that halal cosmetics ensure quality and safety, the review indicates that consumers prioritise their religious beliefs over brand, price, and marketing strategies (Raihan, 2022). Nonetheless, as tested by (Zakaria, 2017), an increase in customers' religiosity does not necessarily result in a greater propensity to purchase halal-certified products; however, there is still a positive correlation between customers' religiosity and their intention to buy. The paper also disclosed that only religiosity influences customers' attitudes toward halal purchases compared with the other two variables: halal awareness and marketing communication. In other words, although religiosity appears to be closely associated with consumer's purchase preference for halal cosmetics, it does not guarantee that consumers will ultimately decide to make a purchase.

Muslim consumers also seem to perceive that Islamic principles and regulations produce products labelled with the halal logo. (Musa, 2014). (Lada, 2009) They claimed that the booming demand for halal products is influenced by consumers' budding knowledge of their religion and information about halal. This suggests that the reflection of Muslim consumers' beliefs towards the usage of halal cosmetic products positively affects their religious commitment and adherence. A study conducted in Brunei revealed that the primary determinant impacting consumers' preferences for halal cosmetics is their conviction that such products will enhance their religious devotion (*ibadah*) (Abdul Halim; Aghwan, 2023). As a matter of fact, the paper also discovered that the consumers hold a high perception that the consumption of halal cosmetics shall be a form of religious obedience refraining them from incorporating the use of haram ingredients in their cosmetics' uses. Therefore, these findings

may be taken to further indicate that religious commitment would influence them to prioritize the use of halal cosmetics over conventional alternatives.

This further corroborates the previous findings supporting how important religious commitment is to the consumers not only in food context but also in cosmetic products. The order of eating only halal is clearly mentioned in the *Qur'an* (*Al Baqarah*:168):

يَا أَيُّهَا النَّاسُ كُلُوا مِمَّا فِي الْأَرْضِ حَلَالًا طَيِّبًا وَلَا تَتَّبِعُوا خُطُوَاتِ الشَّيْطَانِ ۚ إِنَّهُ لَكُمْ عَدُوٌّ مُبِينٌ

"O humanity! Eat from what is lawful and reasonable on the earth and do not follow Satan's footsteps. He is genuinely your sworn enemy."

This verse's instruction on eating halal is comprehensively implied in topical products such as cosmetics. (Abd Rahman, 2015) Stresses on the usage of halal-labelled cosmetic products are equally crucial as the consumption of halal food products in the life of a Muslim. However, the accessibility of halal cosmetics would also affect consumers' ability to buy them, as reported by (Kaur, 2018), when all other options are unavailable, consumers will almost certainly purchase cosmetics without halal certification.

A widely known *hadith* by Imam Al-Bukhari has stated:

عَنْ أَبِي عَبْدِ اللَّهِ التُّعْمَانِ بْنِ بَشِيرٍ رَضِيَ اللَّهُ عَنْهُمَا قَالَ: سَمِعْتُ رَسُولَ اللَّهِ صَلَّى اللَّهُ عَلَيْهِ وَسَلَّمَ يَقُولُ: إِنَّ الْحَلَالَ بَيِّنٌ وَإِنَّ الْحَرَامَ بَيِّنٌ وَبَيْنَهُمَا أُمُورٌ مُشْتَبِهَاتٌ لَا يَعْلَمُهُنَّ كَثِيرٌ مِنَ النَّاسِ، فَمَنْ اتَّقَى الشُّبُهَاتِ فَقَدْ اسْتَبْرَأَ لِدِينِهِ وَعِرْضِهِ، وَمَنْ وَقَعَ فِي الشُّبُهَاتِ وَقَعَ فِي الْحَرَامِ، كَالرَّاعِي يَرعى حَوْلَ الْحِمَى يُوشِكُ أَنْ يَرْتَعَ فِيهِ، أَلَا وَإِنَّ لِكُلِّ مَلِكٍ حِمَى أَلَا وَإِنَّ حِمَى اللَّهِ مَحَارِمَهُ أَلَا وَإِنَّ فِي الْجَسَدِ مُضْغَةً إِذَا صَلَحَتْ صَلَحَ الْجَسَدُ كُلُّهُ وَإِذَا فَسَدَتْ فَسَدَ الْجَسَدُ كُلُّهُ أَلَا وَهِيَ الْقَلْبُ [رواه البخاري ومسلم]

"What is lawful and unlawful is evident; between them are the doubtful things many people do not know. So, he who guards against doubtful things keeps his religion and honour blameless. He who indulges in doubtful things indulges in fact in unlawful things, just as a shepherd who pastures his animals round a preserve will soon pasture them in it. Beware, every king has a preserve, and the things God has declared unlawful are His preserves. Beware, in the body; there is a piece of flesh; if it is sound, the whole body is sound, and if it is corrupt, the whole body is corrupt, and hearken it is the heart." (Al Bukhari, 2012)

The *hadith* above clearly noted that Muslim consumers should consider the consumption of halal goods, as what is put into the

body affects the entire body's soundness and health. Hence, Muslim consumers need to adhere to religious obligations, not limiting them to halal foods only but also extending them to the use of halal-certified cosmetic products. (Laluddin, 2019). This conscious action of consuming halal goods will be deemed as a source of good deeds for Muslims.

Given that Islamic-compliant cosmetics are likely to be favoured by Muslim consumers (Hong, 2018), in the context of marketing strategy (Al-Hajla, 2021), they are further suggested that cosmetic firms that target Muslim markets should acquire knowledge on how to develop their marketing initiatives based on consumer's behavioural standpoint. Muslim consumers' preferences should be considered during the development of marketing strategies. In order to satisfy the demands of Muslim consumers, the marketing strategies should prioritize on promoting the benefits of their halal-certified products, focusing on awareness and Islamic compliance.

On the other hand, although religiosity is considered a determining factor stimulating the growth of halal cosmetics, (Hong, 2018) halal stakeholders such as marketers, producers, and manufacturers must genuinely understand the halal concept rather than merely perceiving the industry as a means to generate wealth. In addition to its affiliation with Islamic regulations, halal certification is also significant for economic reasons. Enterprises, especially halal cosmetics SMEs (Small and Medium Enterprises), that have obtained halal certificates can proudly claim that they are contributing towards several Sustainable Development Goals (SDGs) (Masood, 2023). By doing so, halal cosmetic companies would be able to enhance their competitive advantage not only in the Muslim market but also for non-Muslims comprehensively.

4.2 Quality

Halal cosmetic goods are produced with only halal materials by the halal system. The production of cosmetics usually involves a complicated mix of substances that requires diligent perusal of the ingredients. (Sugibayashi, 2019). The process of manufacturing halal cosmetics follows stringent requirements such as the involvement of Good Manufacturing Practice (GMP) and other quality standards to ensure product quality and safety. Contamination is rigorously avoided at all costs by segregating potential non-halal elements away from halal substances used in the production. (Sugibayashi, 2019) She also added that halal cosmetic packaging must also comply with halal requirements not to endanger human health by the use of it. Labelling should also be done clearly as required by the regulatory bodies. The products must stay uncontaminated during distribution and not be affected by *najis* and impure substances. These requirements are also enlisted in Brunei Darussalam Guidelines for Manufacturing and Handling of Halal Cosmetic Products (PBD26:2016) under 3.6.4 (Brunei Darussalam Guidelines for Manufacturing and Handling of Halal Cosmetic Products PBD26:2016, 2016). (Tahlani, 2023) stated that consumers' perceptions of halal-labelled cosmetics typically encompass their assessment of the reliability of the certification bodies, product quality, and their understanding of the halal certification itself. This demonstrates that consumers are keenly aware that halal-certified cosmetics are distinguished by their superior product quality.

The symbolism of health-related quality, cleanliness, and safety is also associated with halal certification. (Asa, 2017) as well as encompassing extensive values such as social responsibility, earth stewardship, economic and social justice, animal welfare and ethical investment (Asrag, 2016). A recent paper by

(Pratiwi, 2023) It has also greatly emphasised conformity with religious teachings regarding halal principles, rigorous testing and inspection of the ingredients, the manufacturing process, and the production process, all components of halal certification for cosmetics. Several more papers by (Asa, 2017), (Hashim, 2013) and (Hussin, 2013)'s papers are also found to be consistent with the previous statements affirming how the halal logo is linked closely to the quality of the products. The findings above provide insight into how the quality of products offered by halal cosmetics would subsequently inspire consumer confidence and assurance. Another recent study by (Ariesya, 2023) Who employed quantitative research methods on the clientele of Wardah Cosmetics, has discovered that product quality and religiosity positively impact consumer loyalty. These findings reveal something about the nature that consumer often seeks assurance that their purchases will not only meet their immediate needs but will also endure over time. In this way, consumers would develop a sense of trust in the brand, which in turn would encourage repeated purchases.

On another note, (Anggadwita, 2019) It has conducted a study on young women from two different areas, urban and rural, which interestingly revealed that product quality has no effect on cosmetic purchases. This is presumably because Indonesian women experiment with different brands out of curiosity and impulsive purchasing; consequently, price appears to be of considerable importance to them. The paper also underlines that product quality affects brand image but not purchasing decisions. Nevertheless, the purchasing decision was found to be significantly impacted by brand image. Within the framework of halal certification, including the halal logo seems to enhance the product's brand image, which subsequently impacts consumers' purchasing decisions. Although (Anggadwita, 2019) It has been proven that product quality does not influence consumers' purchasing decisions on halal cosmetics, and this does not negate the fact that quality remains one of halal's strengths.

4.3 Reassurances

The global cosmetic industry is known to be heavily dominated and monopolized by non-Muslim companies. (Laluddin, 2019) due to several reasons, risking the halal cosmetics market to remain niche, losing out to vegan and organic-certified cosmetics (Standard, Global Islamic Economic Report, 2022) and even to kosher produced goods (Izberk-bilgin, 2016). According to a study, Muslim consumers believed the halal logo on a product signified that its production adhered to Islamic principles. Hajipour, 2015 mentioned that this study examines the significance of the halal label in influencing consumer purchasing decisions. On the other hand, non-Muslim consumers regarded the products as high-quality and also perceived assurances regarding safety. (Musa, 2014). Similarly, Zalina Zakaria et al. concluded: "halal certification reassures Muslim consumers that the products they use are from pure and hygienically manufactured ingredients." (Zalina Zakaria, 2019). A study in Brunei seemed to agree that it has outlined the critical role of the halal logo on cosmetic products. The consumers appeared to propound that the presence of a halal logo is vital to ensure the ingredients of the cosmetics are halal. (Hussin, 2021). Nurul Aina Ahmad Anuar also pointed out that the halal label on products acts as halal assurance for the consumers. (Nurul Aina, 2022). On top of that, the marketers and manufacturers also seem to comprehend the potential of the halal logo in marketing their goods as halal and *Shari'ah*-compliant, which, in a way, may help widen their target market. (Azreen Jihan, 2014).

According to (Mustaqim & Mulyana, 2023), halal certification is cardinal in playing its role in building consumer confidence, and that includes a) providing assurances to consumers as well as b) offering certainty and security. The former provides further details regarding the stringent testing and inspection procedures that halal-certified cosmetics undergo in order to guarantee their halal status. This ensures that consumers can confidently utilise halal-certified cosmetics, as they are free from Haram-enumerated ingredients. On the latter, consumers will feel at ease with the certainty and security that halal cosmetics provide, given that the products in question adhere to the halal criteria instituted by accredited religious bodies to issue the halal logo. Thereby, (Mustaqim & Mulyana, 2023) They discovered that halal certification significantly affects consumer confidence in cosmetics. Halal certification is a determining factor in establishing consumer confidence and instilling a sense of assurance. This consequently mitigates their hesitations and scepticism regarding the composition of the products. In contrast to (Mustaqim & Fazriani, 2023) Our research paper examines the impact of halal certification specifically on consumer confidence in cosmetics, including purchase decision-making, trust, and customer loyalty; our paper provides a mere enumeration of the notable attributes associated with incorporating the halal logo onto cosmetics, with no specific emphasis on consumer confidence. Consequently, readers would not discover information regarding purchasing intention or decision-making to be conceptualized in this paper as it only pertains to the significance of cosmetics carrying the halal logo generally.

4.4 Consumer's awareness

Introducing a halal logo is a pivotal step in fostering awareness among consumers about halal products. This logo signifies that a product meets the *Shari'ah* criteria in order to be considered halal. According to (Putri, 2018) and (Farooqi, 2017), the increasing level of trust in halal-labelled products leads to a positive purchase intention on halal cosmetics, especially when the authenticity of the halal logo can be easily identifiable by customers. Additionally, it makes it easy for consumers to identify halal-certified goods and feel confident about their choices. With the endorsement of halal certification on products, consumers are more inclined to place their trust and feel safe in using the products, given the perception that they have successfully undergone strict halal inspections. (Ni'mah, 2019) supervised and verified by authorized agencies (Mustaqim, 2023). This may be taken to indicate that the halal logo is a straightforward way to share information, shape how consumers see products, and help them understand halal practices. In short, it encourages people to make thoughtful choices when shopping.

It was discussed in (Farida Bhanu, 2020)'s paper that the halal logo/certification and halal awareness have somehow created a cycle that when the halal logo is made known progressively, it will create halal awareness purposively to the public through intensive halal promotional campaign. Consumers with an extensive awareness of halal were found to have a higher intention towards purchasing halal products. However, the article in question centred on understanding the role of race and awareness, proposing that a correlation exists between race and the intention to buy halal cosmetics. The research indicates a strong interest in purchasing halal cosmetics among respondents from diverse ethnic backgrounds, specifically Malay, Chinese, and Indian. This implies that individuals from these ethnic groups are more likely to express a keen interest in buying halal cosmetics than those from other ethnic backgrounds. In addition to the consideration of race, the

research also highlighted the appeal of halal cosmetics to both Muslims and non-Muslims. (Zakaria, 2017) has demonstrated a similar result outlining that halal awareness can drive consumers' purchases of halal products. (Al-Hajla, 2021) statement complemented Zakaria's study, highlighting that awareness of the features and ingredients of halal cosmetics positively influences the intention to purchase them. These studies indicate that the inclusion of the halal logo on cosmetic products appears to increase awareness of the halal label, specifically regarding cosmetic products. This statement suggests to consumers that halal should not be limited to food products alone, but should be applied universally to cosmetic and beauty care items.

4.5 Economy

Implementing the halal logo on cosmetics can significantly bolster a country's economy through various channels. Firstly, it taps into the burgeoning global halal market, which is not only limited to food but also extends to personal care and beauty products. (Ardiani Aniqoh, 2020). By certifying cosmetics as halal, manufacturers can cater to the vast and growing Muslim population who are conscientious about adhering to halal standards in all aspects of life, including skincare and makeup. The broadened market appeal has the potential to stimulate business growth, generate interest from consumers, and establish fresh markets. (Markovic, 2022).

The potential of the halal cosmetic sector has surfaced with the increase of consciousness and accessibility of halal beauty products, improving the global market. (Al-Harran, 2008). Halal products also comprehensively encompass cleanliness and safety, and other than the religious requirements, the halal logo enables the products to reach local and global markets, approaching Muslim and non-Muslim consumers. (Sriviboone, 2017). Moreover, the halal certification process often necessitates higher standards of purity and quality throughout the manufacturing process, which can drive innovation and improve the overall benchmark of the cosmetic industry in the country.

According to Global Data as reported by (Omar, 2022), the cosmetics sector in Malaysia is projected to increase by 2.8% annually through 2024. Skincare products are one of the largest industries, with a selling value of RM1.96 million in 2019. Makeup and beauty sector sales are expected to increase, followed by the skincare sector. The high profitability of the halal cosmetics sector can be attributed to an increase in manufacturer investment in halal-certified products; this indicates that businesses are beginning to recognize the potential financial benefits of manufacturing and selling halal cosmetics. A considerable number of companies in Malaysia aspire to certify their products with the halal logo in order to penetrate the OIC cosmetics market, which Muslims predominantly populate. In light of these events, their acquisition of the halal logo demonstrates their dedication and commitment to catering to the needs and preferences of Muslim markets. (Naseri, 2022).

Several factors contributed to the swift growth of the global halal industry, including the rapid growth of the Muslim population worldwide, the GDP growth of Muslim countries, and emerging halal markets beyond Muslim countries. These Muslim lifestyle offerings have instilled the utilization of halal products to align with their beliefs and values, and lastly, the growth of the halal ecosystem (Azam, 2020). These advantages should be able to attract foreign investment and boost the sector's contribution to the national economy. Additionally, the

halal logo enhances brand credibility and trust among Muslim consumers and non-Muslims who associate halal with ethical consumerism, potentially broadening the scope of the customer base. In the case of Brunei, the mandatory requirement for food businesses in obtaining halal certification for their products has led to an increase in the quantity of establishments that have obtained such certification (Sulaiman, 2023) including the local MSMEs, and this consequently has spurred the issuance of halal certification in Brunei. (Wei Hin, 2011) concurred that the development of

SMEs would substantially impact the economy by increasing national income, generating tax revenue, creating employment opportunities, and facilitating economic expansion, demonstrating halal certification's profound effect on the economy. This is a crucial move for countries with high unemployment rates or a need for job opportunities for particular demographic segments of the population like Brunei. As of 2017, Brunei, a rentier economy, has exhibited the highest youth unemployment rate of 24.50 in the preceding 26 years. Conversely, the lowest recorded rate was 14.10 in 1991

Table 1: ASEAN Youth Unemployment Rate (2019-2023) [Source: International Monetary Fund]

ASEAN Youth Unemployment Rate (2019-2023)						
		2019	2020	2021	2022	2023
1.	Brunei	6.8	7.3	4.9	5.2	4.9
2.	Indonesia	5.2	7.1	6.5	5.9	5.3
3.	Malaysia	3.3	4.5	4.7	3.8	3.6
4.	Philippines	5.1	10.4	7.8	5.4	4.7
5.	Singapore	2.3	3	2.7	2.1	1.8
6.	Thailand	1	1.7	1.9	1.3	1.2
7.	Vietnam	2.2	2.5	3.2	2.3	2.1

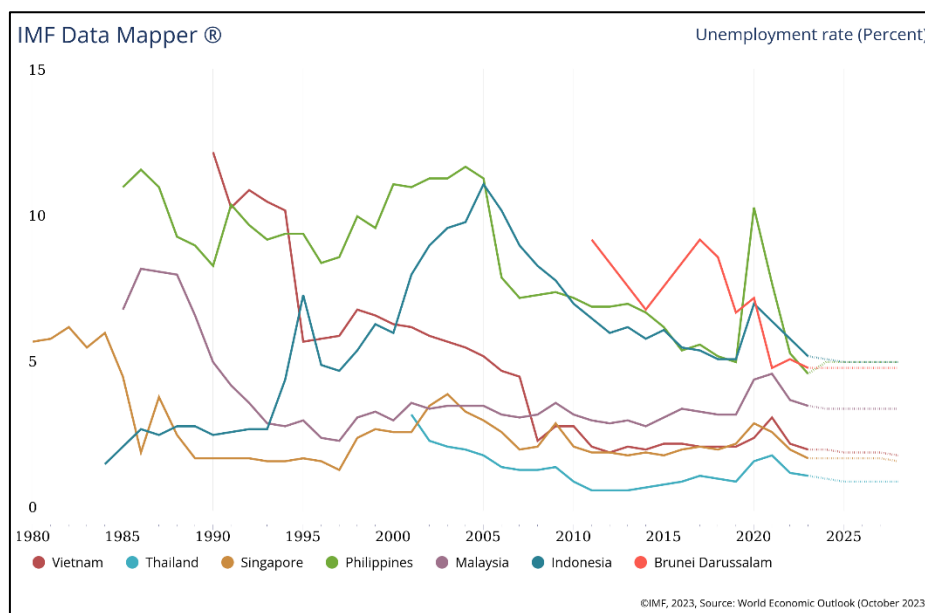


Figure 1: Unemployment Rate among ASEAN 1980-2023 (Source: International Monetary Fund).

(Musa & Idris, 2020). Additionally, the unemployment rate in Brunei increased dramatically from 6.9 per cent in 2014 to 9.3 per cent in 2017, according to available data from (Ministry of Finance and Economy, 2019). A marginal increase of 0.3 per cent, from 4.9 per cent to 5.2 per cent, was also documented in the Labor Force Survey conducted by MOFE from 2021 to 2022, with the most recent data available as of 2022 (Ministry of Finance and Economy, 2022). According to Table 1, based on an IMF report, Brunei's unemployment rate has decreased from 6.8% to 4.9% during the past five years. However, it is still the highest among Southeast Asian peers (Figure 1), irrespective of the declination. On top of that, the overall stagnation of the unemployment rate is inferred from the fact that the labour

market has improved only for lower-paying positions (IMF Country Report, 2023).

5. Conclusion

The halal industry has captured various areas of commodities that are not bounded solely on food products anymore, with cosmetics being one of the current interests. Cosmetics being dominated by non-Muslim countries has indisputably made halal cosmetics stay niche in its market. However, the increasing awareness from halal-conscious consumers has manifested their growing demand for halal cosmetic products.

This study has classified the results into 5 prominent categories, demonstrating the importance of having cosmetic products be halal certified. The five significance of the halal logo on cosmetic products touches on fulfilling religious requirements, signifying the best quality, acting as a product assurance, promulgating halal awareness, and driving countries' economies. Producers and prospective stakeholders should be driven to comprehend the significance of cosmetics being halal certified, aiming halal cosmetics to penetrate international markets, enabling further engagement towards not only the Muslim markets but also targeting non-Muslim consumers comprehensively. This could be a way of extending exposure that halal products' benefits are not narrowed to Muslim consumers only but should also inclusively benefit non-Muslim consumers. Future research could also take several directions to further understand and optimize its benefits by incorporating a systematic review to ensure a comprehensive synthesis of the existing literature and enhance the generalizability of findings. Exploration of consumer behaviour and preferences among various demographic segments with regard to halal-certified cosmetics is an exciting field of study, particularly for the population of Brunei, where research on the halal cosmetic business is scarce. This could involve investigating the factors influencing purchase decisions beyond religious compliance, such as environmental concerns, ethical production, and the perception of quality associated with halal certification. Additionally, examining the challenges and opportunities faced by cosmetic companies in obtaining halal certification can reveal best practices and barriers to entry, offering guidance for policymakers, industry players, and certifying bodies. This may also provide insight into how industry participants evaluate the significance of the halal logo on cosmetic goods.

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