HALAL BRANDING ARCHITECTURE ON SOCIAL SUSTAINABILITY AMONG PERSONAL CARE AND COSMETICS CUSTOMERS: THE MODERATING ROLE OF SOCIAL MEDIA

Al Amirul Eimer Bin Ramdzan Ali, PhD
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INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA
Garden of Knowledge and Virtue

Abstract

Organizations, retailers, entrepreneurs have leveraged on Branding Architecture with the hope to sustain its business operations and at the same time, maintaining the social welfare of its customers. **These strategies might not be successful** when they are applied in **Muslim countries**. In addition, business operators are facing difficulties to choose the best branding architecture namely Company Brand, Branded House and Endorsed Strategy. Since there is a huge demand for Halal products and services coming from both Muslim and Non-Muslim community, **Halal Branding was introduced** as they are considering Halal Branding **when buying any products and services**. The role of social media was introduced as the moderator in the relationship between Halal brand Architecture and Social Sustainability

Introduction

Social Sustainability

The ability of the **organization to contribute to the society**, hence creating an affirmative relationships with the external stakeholders

(Lent, 2018)

Branding Architecture

Branding Architecture is crucial as it would **place the organization in a desired position** and will **influence the customer's purchasing behavior**

(McDonald, Chernatony & Harris, 2001).

Social Sustainability

Social Media plays an important role in business as customers prefer to have **familiar products that are well-known in the market via social media.**

(Bhasin, 2016)

Halal Branding

In current era, there is a growing interest in a new product- Halal cosmetics and personal care. Halal cosmetics **brands do not contain porcine- by products and do not contain alcohol**

(Mohezar, Suhaiza & Zainorfarah, 2016)

Research Methodology

Research Population

Personal care and cosmetic customers

Research Design

Correlation type of research analyzing the relationship between 3 variable

Sampling Technique

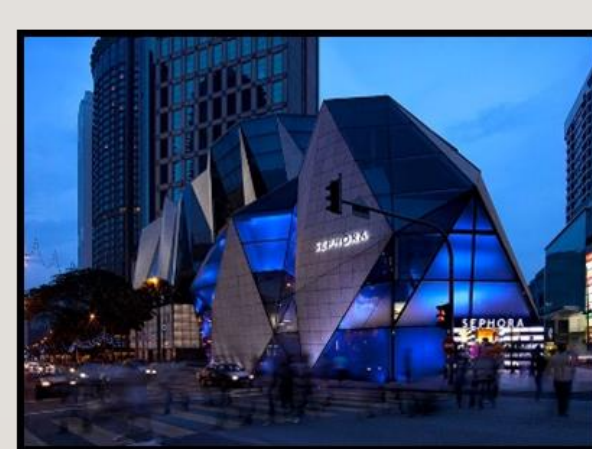**Quota sampling technique 46% (Bumiputera and Malay) 43% (Chinese) 10% (Indian)**

Data Collection Procedure

For the purpose of data collection, the study was conducted at six (6) Premier shopping malls in Klang Valley
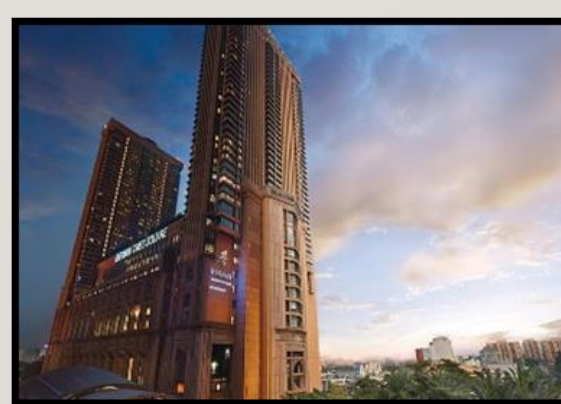
Lot 10 **Starhill** **Pavilion**

KLCC **Sg Wang Plaza** **Berjaya Times Square**

Results

Model	Standardized Coefficients Beta	Sig Value
Company brand	.312**	.000
Branded House	.000	.999
Endorsed Strategy	.063	.241
Halal branding	.117*	.014

R	.392	
R2	.153	
Adjusted R2	.145	
F Change	18.789	
Significance F Change	.000	
Durbin Watson	1.834	

	Statements
H3a	**There is a significant influence of company brand on social sustainability (Supported)**
H3b	There is a significant influence of branded house on social sustainability (Not Supported)
H3c	There is a significant influence of endorsed Strategy on social sustainability (Not Supported)
H3d	**There is a significant influence of *Halal* branding on social sustainability (Supported)**

	Standardized Beta		
	Model 1	Model 2	Model 3
Independent Variables			
Company brand	.312**	.165**	.401
Branded House	.000	-.033	.631*
Endorsed Strategy	.063	-.012	.406
Halal branding	.117*	.066	-.716**
Moderator Variable			
Social Media		.512**	1.243 **
Interaction terms			
CB X Brand Visibility			-.440
BH X Brand Visibility			-1.230**
ES X Brand Visibility			-.798
HalalB X Brand Visibility			1.248**
R2	.153	.360	.408
Adjusted R2	.145	.352	.395
R2 Change	.153	.207	.048
F change	18.789	133.857	8.301
Significant F change	.000	.000	.000
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Hypothesis	Statements
H6a	Social Media moderates the relationship between company brand and social sustainability (Not Supported)
H6b	**Social Media moderates the relationship between Branded House and social sustainability (Supported)**
H6c	Social Media moderates the relationship between endorsed strategy and social sustainability (Not Supported)
H6d	**Social Media moderates the relationship between *Halal* branding and social sustainability (Supported)**

Conclusion

Overall, the aim of this study is **to gain valuable insight on branding architecture, social sustainability and social media** with the contribution of **Halal branding** as part of the original concept of branding strategies.

This study demonstrates that **even non-Muslims are now looking into the Halal personal care and cosmetics products which make Halal branding** as an utmost important branding strategy to be considered by any organization.

Contact

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References

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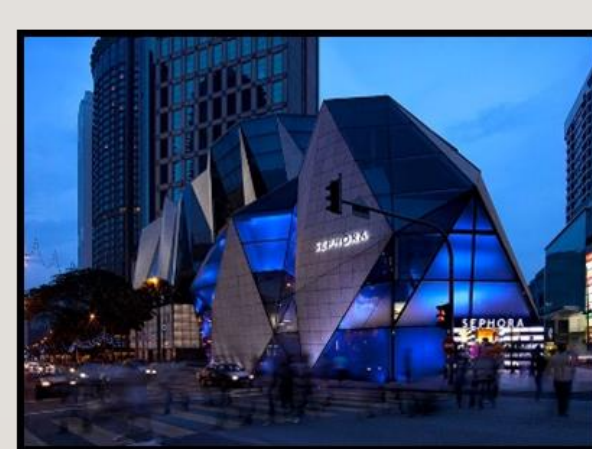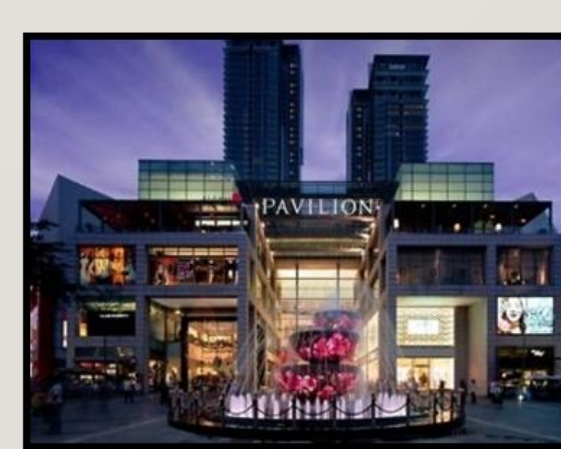## Data Collection Procedure

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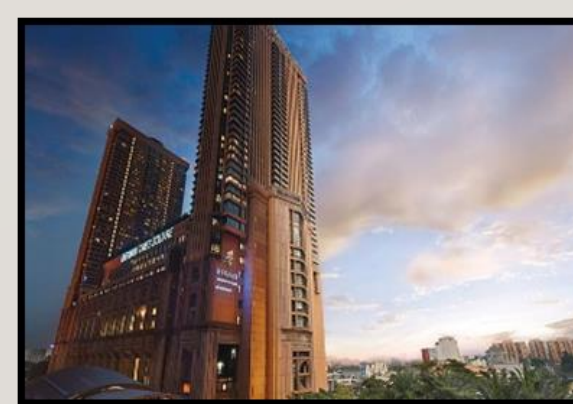
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