Chapter 22

Halal Cosmetics: Pakistani Consumer Perspective

Aysha Karamat Baig  
Swinburne University of Technology, Australia

Uzma Karamat Baig  
GC University, Pakistan

ABSTRACT

The chapter shows the intention of Pakistani consumers in choosing Halal cosmetic products. Their perceived ideologies about Halal regarding cosmetics are shown as well. The data was congregated through a self-administrated survey based upon judgmental sampling. A total of 500 respondents from two large cities of Pakistan (Lahore and Faisalabad) were involved in this study to determine the awareness about Halal Cosmetics and the extent to which cosmetic brands’ promotional activities had influenced the respondents’ preferences. The results of this study expressed the beguiling demand for Halal cosmetic products was predominantly influenced by Halal logo. Therefore, Pakistani government should give attention to devising and implementing the Halal logo policy, while ensuring that the cosmetic industry provides only those cosmetic products that meet Halal requirements. A limitation to be considered is the generalization of the results. Despite the fact that Lahore and Faisalabad are two of three most populated cities in Pakistan and include almost five percent of the country’s citizens, the results cannot be expected to explain the overall behavior of Pakistani consumers toward Halal cosmetic products. This study is the first one to look into the level of understanding about Halal Cosmetics among Pakistani consumers.

INTRODUCTION

Halal is a global pictogram for assertion of Islamic Shairah compliant way of life, food processing to clothes designing, developing medicines, carrying trade/finance, conducting personal and social relationships and preparing cosmetics. It is centuries old guide but has appeared now with a new market vitality that must not be denigrated as, amplified realization and accessibility of Halal products had formed a need to boost global market for Halal cosmetics. Cosmetics had been
entitled for revamping, beautifying, refining, altering and magnetizing the impression of a person (FDA, 2005) and had become a popping industry in Pakistan with more specialized and contemporary products, through an origin at domestic echelon. Massive market for cosmetics had been materialized but most of the brands had been offering goods in which the actual innards are not Islamically lucid thus, Halal verification and Halal authentication is extremely obligatory, Moreover manufacturers must be conspicuous about Halal status of proffered goods when operating in a Muslim segment as every sacramental faith deserves deference, even if anybody understands it or not. As per Islamic doctrines; Halal is painstaking for quality assurance and lifestyle predilection and is declared as one of the mainly profitable and dominant market domes worldwide. Halal market was estimated US$12 billion in 1999 (Riaz, 1999), that was amplified to US$150 billion in 2001 (Al-Harran and Low, 2008). Total worldwide resources under Islamic finance had been approximately estimated as USD500 billion, thus the whole irrefutable size of Halal industry had escalated from US$1 trillion (The Halal Journal, 2008). Religion had been becoming the reason behind escalating attractiveness for Halal and projected as more healthier and clearer in nature (Al-Harran and Low, 2008). The Islamic viewpoint on commerce is gaining more and more impetus and becoming a new market strength and brand identifier (Wilson and Liu, 2010). It is totaled that 70 percent of Muslims worldwide pursued through Halal standards (Minkus-McKenna, 2007). Thus, brands must realize what Halal is, to well please the needs of the marketplace. It is proscribed in Islamic jurisprudence to earn from gambling, lotteries, and the making, sale, and distribution of alcohol.

As it is stated in Quran:

*O you who believe: Intoxicants and gambling, sacrificing to stones, and divination by arrows are an abomination of Satan's handiwork. Eschew such abomination, that you may prosper (Qur’an 5:90).*

According to vision of lexicographers, the word “khamr” is taken from the word “khamara”, indicates utilization of any stuff, which can mortify the intellect, called intoxicant. Hence the prohibition of intoxicants in the above verse comprises not merely alcoholic drinks, but also drugs which have a similar effect.

The Halal cosmetics market is expanding and has captivated attention all around the world, thus; supplementary development initiatives are crucial for the promotion of the Halal industry in Pakistan. In contemporary situation, chemical examination could validate the Halal-ness of the food and pharmaceutical products through presence or absence of specific indicators, consequently a certain degree of assurance is medaled by Halal certification, as Halal products. This could be issued by any, of the 100 plus Halal certification organizations globally (The Halal Journal, 2008). In Pakistan, although several years, meticulous efforts of different national organizations could not alter the state of affairs, recently there had been only some local accredited bodies in the country obeying Halal standards rather, Halal certification is considered more obligatory to succeed in international market, there exists a calamitous need for an effectual crusade amongst those stakeholders to modify their vision. Now, Government of Pakistan is trying to boost the Halal industry through proclaiming that 50 percent financial support would be given to make easy business persons and producers to discover the Halal market that had offered a big opening to Pakistani goods as said by Trade Development Authority of Pakistan (TDAP). Halal markets have not been comparable universally, as each segment is secluded via civilization, locality, profits and other characteristics. The contemporary situation made it necessary to kindle cosmic change in the current outlook of our cosmetic industry.