

# LOCAL BRANDING STRATEGIES IN SOUTHEAST ASIAN ISLAMIC CULTURES

Shakila Yacob<sup>1,4</sup>, \*Rosilawati Zainol<sup>2,4</sup> & \*Hanafi Hussin<sup>3,5</sup>

\*Corresponding Author

<sup>1</sup>Department of History, Faculty of Arts and Social Sciences,

<sup>4</sup>Center for Civilisational Dialogue,

<sup>2</sup>Centre for Sustainable Urban Planning and Real Estate (SUPRE), Department  
of Urban and Regional Planning, Faculty of Built Environment,

<sup>3</sup>Department of Southeast Asian Studies, Faculty of Arts and Social Sciences,  
Institute of Ocean and Earth Sciences

University of Malaya

(shakila@um.edu.my, rosilawatizai@um.edu.my & hanafih@um.edu.my)

## Abstract

In the beauty industry, local companies lose and the foreign companies win in nearly all places around the world. However, it is believed that in Islamic and traditional cultures, local companies have a competitive edge over foreign multinational companies, an edge that impacts consumer choices. What contributes to this edge combines the concepts of *Warisan* (traditional and cultural) and *halal* (an Islamic concept of purity and cleanliness) that are applied by local companies in Malaysia, Indonesia and Thailand to compete against multinational companies and win battles for profits. In the beauty industry, the literature lacks an explanation of why consumers choose certain beauty product brands and the reasons for their choices in Malaysia, Indonesia and Thailand. To understand the impacts on consumers' choices between local and international brands and to evaluate the effectiveness of branding strategies in the beauty industry, a survey was conducted in Indonesia (Jakarta), Malaysia (Kuala Lumpur) and Thailand (Bangkok). In total, 361 questionnaire surveys were conducted with female respondents at various locations in the three countries. The study found that despite the fact that local companies leveraged their competitive advantages, beauty product users in Indonesia, Malaysia and Thailand preferred product qualities such as suitability, quality and indigenous ingredients to local or foreign brands. International brands had a significant impact on consumers in each of the three countries. However, global brands did not use a halal logo demonstrating that consumers preferred foreign over local brands despite the