

**THE RELATION BETWEEN BRAND PERSONALITY AND SELF CONGRUENCE OF A
MUSLIM WOMAN COSMETICS
(CASE STUDY OF WARDAH COSMETIC)**

*HUBUNGAN ANTARA BRAND PERSONALITI DAN KESESUAIAN DIRI DARI KOSMETIK
WANITA MUSLIM
(STUDI KASUS PADA WARDAH KOSMETIK)*

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Abstract: Indonesia as the largest Muslim majority population with a population of more than 250 million, of which 70% is Muslim. Consumer in Indonesia especially Muslim woman aware about halal products, not only in food but in cosmetics or beauty products also. While there is an abundance of cosmetic brands in the market, there used to be limited choice for Muslim woman who prefer halal cosmetics. This research aims to know the relation between brand personality and self-congruence of a young Muslim woman, case study of Wardah cosmetic in Manado. This research used qualitative method. It used to gain an understanding of underlying reasons, and opinions, it provides insights into the problem or helps to develop ideas or hypotheses. The result of this study that the researcher knows the relation between brand personality of Wardah cosmetic and self-congruence of a Muslim woman in Manado is aligned with consumer self-congruity. And since the company improving over the time, it would be best for the company, if they still keep the natural look in their products.

Keywords: *brand personality, self-congruence*

Abstrak: Indonesia sebagai mayoritas Muslim terbesar dengan populasi kurang lebih 250 juta, dimana 70% adalah Muslim. Konsumen di Indonesia khususnya wanita Muslim yang sadar tentang produk halal, bukan hanya untuk makanan tetapi untuk kosmetik atau produk kecantikan. Sementara itu banyak merek kosmetik di pasar yang memiliki pilihan terbatas untuk wanita Muslim yang lebih memilih kosmetik halal. Penelitian ini bertujuan untuk mengetahui hubungan antara brand personality dan kesesuaian diri dari kosmetik wanita Muslim, studi kasus pada Wardah kosmetik di Manado. Penelitian ini menggunakan metode qualitative, yang berguna untuk memperoleh pemahaman atas alasan dari masalah yang ada, dan juga memberi wawasan dalam masalah yang ada atau membantu mengembangkan ide atau hipotesis. Hasil dari penelitian ini, menemukan bahwa hubungan antara brand personality dari kosmetik Wardah dan kesesuaian diri dari seorang wanita Muslim di Manado sesuai dengan kesesuaian diri dari para konsumen. Dan, karena perusahaan terus berkembang seiring berjalannya waktu, sebaiknya perusahaan tetap menjaga tampilan natural yang ada dalam produk mereka.

Kata Kunci: *brand personality, kesesuaian diri*

INTRODUCTION

Research Background

Beauty has been one of the most important factors for woman. Every woman wants to look and feel beautiful and will do anything to achieve that. Make up products have been long known and used as one of the components in woman's daily lives. In this modern era there are too many beauty products that been offered. There are various types of beauty products which that can choose based on woman's need. As the largest Muslim majority population with a population of more than 250 million, of which 70% is Muslim, consumer in Indonesia especially Muslim woman aware about halal products, not only in food but in cosmetics or beauty products also. While there is an abundance of cosmetic brands in the market, there used to be limited choice for Muslim woman who prefer halal cosmetics.

The term "*halal*" in Muslim, such as it applies to cosmetics, means the products that have been manufactured, produced, and composed of ingredients permissible under Islamic Sharia law. During this 10 years Islam in Indonesia been more known and dominant, from there beauty products or cosmetics in Indonesia begin to take halal certificate, Indonesia also passed the Halal Product Certification Bill in September 2014 that stipulates all products, including beauty brands must be halal-certified by 2009. With that stipulation Wardah brand take an advantage of the gap before international manufacturers obtain halal certification and start to capture the interest of local consumers.

The practice of Muslim women wearing headscarves or hijab in Indonesia especially on young Muslim woman. Every woman wants to look and feel beautiful. For young Muslim woman that wearing hijab also want to look and feel beautiful, is it important that know first the ingredients or the label Halal on the cosmetics. *Halal* cosmetics concern on *halal* compliance that are applied to the entire supply chain ranging from the sourcing of raw materials to the manufacturing, transportation, warehousing and freights handling (Aoun and Tournois, 2015). Muslim woman takes an important role in this relation, the awareness about cosmetic safety been more increased with its appearance of the use of harmful substances in cosmetics.

Halal cosmetic become a solution for Muslim woman who want to look beautiful yet but not break Islam sharia's. Not only what the brand it is but self-congruence on consumer can be one of the factors for a consumer to be able to make a purchase decision. Wardah become the first cosmetic product brand in Indonesia that put halal label on the packaging of its product and one of the cosmetic products which attract consumer attention especially Muslim Woman. Wardah products are made with premium all natural, halal, and safe ingredients, in order not to avoid side effects that are harmful for body and skin. Wardah been guaranteed halal and recognized by Badan Pengawas Obat dan Makanan (BPOM) and Lembaga Pengkajian Pangan Obat dan Kosmetika Majelis Ulama Indonesia (LPPOM MUI). Wardah took their halal certificate in 2002, as a pioneer in the field of halal cosmetics (Wardah, 2018) Wardah use a Muslim actress to become their model in advertising that create a strong brand personality. That's make their product become more known as a halal product.

Research Objectives

The purpose of this research is:

to know the relation between brand personality and self congruence of Muslim woman of Wardah cosmetic.

THEORETICAL REVIEW

Brand Personality

Brand personality is the set of human characteristics associated with a brand (Aaker, 1997), and is an important aspect of advertising (Plummer, 1984). Consumers think of brands in terms of human personality traits. Use of advertising strategies that utilize this fact, such as anthropomorphization, personification, and creation of user imagery, can give the brand a personality that, like human personalities, is distinct and lasting (Aaker, 1997). A brand's personality is affected by its user imagery, the set of human characteristics associated with the typical user of a brand User imagery is the image transferred to a brand from the individuals considered to be the typical users of the brand. This is where brand and human personality formation differ. Human personality traits are based on a person's behavior, physical attributes, attitudes, beliefs, and demographic characteristics (Aaker, 1997). Brand personality traits form through communication of any kind between the brand and the consumer.

Brand

A brand is a product, service, or concept that is publicly distinguished from other products, services, or concepts so that it can be easily communicated and usually marketed. A brand name is the name of the distinctive product, service, or concept. There are two type of brand which is brand image, and personality. Brand is the company's promise to deliver a specific set of features, benefits, services, and experiences consistently to the buyers (Kotler, 2005).

Brand Image

Brand image is on the side of receiver. Image is how consumers perceive a product, a brand, a politician, a company or a country. Image refers to the way consumers perceive the signals from the products, services and communication of the brand (Kotler, 2004). A brand image is a subjective mental picture of a brand shared by a group of consumers (Riezebos, 2003). Brand image has been a central concept for communication scholars and marketers at least since the 1950's (Patterson, 1999). In today's highly competitive information landscape, marketers attempt to establish images for their products, symbolized by the brand in order to garner a position unique from the competitive choices. An established brand image position is critical in order to protect against competitive offering and enhance long-term market performance (Shocker and Srinivasan, 1979).

Self Congruity

Self-congruity is the extent brand personality and self-concept are compatible. It is the match between the product's value-expressive attributes (product-user image) and the audience's self-concept (Johar and Sirgy, 1991). Self-concept, according to self-congruity theory, influences consumer behavior in a way that results in the purchase of a product (Johar and Sirgy, 1989). Self-congruity theory suggests that since people often use brand meaning for self-expression, then consumers will have favorable predispositions towards, that is like products and brands that serve to enhance perceptions of their own self-image (Sirgy, 1986). More specifically, consumers often prefer brands, products, and stores that project images similar (i.e., congruent) with how they perceive themselves to be as individuals, that is, their self-image (Belk, 1988; Graeff, 1996; Sirgy, 1982, et al).

Marketing

According to Burns and Bush (2006) marketing as an organization functions, not a group of persons or separate entity within the firm. Meanwhile, that is a broad definition of marketing, which is as a social and managerial process by which individuals and group obtain what they need and want through creating and exchanging value with others. Marketing is an organizational function and set off processes for creating, communicating, and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders (Kotler and Keller, 2009).

Promotion

According to Boone and Kurtz (2011) promotion is the function of informing, persuading, and influencing a purchase decision. The relationship between promotion and differentiation could be in terms of promotion also can be used to differentiate a firm's offerings from the competition. Applying a concept called positioning where marketers attempt to establish their products in the minds of customer. The idea is to communicate to buyer's meaningful distinctions about the attributes, price, quality or use of a good or service.

Consumer Behavior

According to Mathin Khan (2006) defined consumer behavior as the decision-making process and physical activity involved in acquiring, evaluating, using and disposing good and services. The definition clearly brings put that it is not just the process starts much before the goods have been acquired or bought. A process of buying starts in the minds of the consumer, which leads to the finding of alternatives between products that can acquire with their relative advantages and disadvantages. Consumer behavior focuses of how individuals make decisions to spend their available resources (time, memory, effort) in consumption-related items. That includes what buy, why buy it, when buy it, where buy it, how often by, how evaluate after purchase and the impact of such evaluations on future purchase, and how disposed it. There are factors can influence the buying decision of the buyer which are cultural, social, personal, and psychological

Halal

Halal is an Arabic term which means lawful or permissible. Halal cosmetics are body and skin care products which are known to be free from the materials that are forbidden by the Islamic society. Halal cosmetics are based on the concepts of Halal and non-Halal. Halal in this research refers to young Muslim woman that used cosmetics that looks natural and have a safety material.

Previous Research

Wallace et.al (2017), in this research, empirical results show that the perceived self-congruence with a 'Liked' brand increases with social tie strength. Perceived social tie strength is informed by perceived attitude homophily. When the perceived self-congruence with a 'Liked' brand higher, brand love and word of mouth are enhanced. Consumer also have greater brand loyalty and offer more word of mouth when brand is loved. This study reveals significant relationships between self-congruent 'Likes' and brand outcomes. Findings show that those consumers who perceive greater self-congruence with a 'Liked' brand have greater brand love for that brand.

Rijdt (2014), The objective of this research was to construct and test a scale that measures human personality and brand personality with the same personality traits. This makes it possible to compute congruity scores, with which the effect of 'matching' human personalities and brand personalities can be evaluated. human personality and brand personality have been seen as two concepts that are quite difficult to compare.

Rachmatianti (2014), in this research there are two purposes that is to analyze the influence of brand personality on consumer buying interest in brand cosmetic Maybeline New York. Besides the purpose of this study is to analyze the dimensions of brand dimensions which personality has a major influence on consumer buying interest in cosmetic brand Maybeline New York. And the result of this research is that there is influence between brand personality to consumer buying interest in cosmetic brand Maybeline New York and dimension of brand personality most influential on buying interest Maybeline New York is dimension of sincerity.

Conceptual Framework

Brand personality of Wardah become stronger and make Muslim woman trusted in every product of their brand. Self-congruence of Muslim woman been increase because of the awareness of halal cosmetics. And Wardah become a solution for Muslim woman who want to look beautiful yet but not break Islam shari'a. Because not only what the brand it is but self-congruence on consumer can be one of the factor for a consumer to be able to make a purchase decision. The figure below explains about how the relation between brand personality of Wardah cosmetic and self-congruence of Muslim woman.



Figure 1. Conceptual Framework

Source: Theoretical Review

RESEARCH METHOD

Research Approach

This research use qualitative method. It used to gain an understanding of underlying reasons, and opinions, it provides insights into the problem or helps to develop ideas or hypotheses. Qualitative research usually does use some form of quantification, but statistical forms of analysis are not seen as central (Mason, 1996). Denzin and Lincoln (1994) stated, qualitative research involves the studied use and collection of a variety of empirical materials - case study, personal experience, introspective, life story, interview, observational, historical, interactional, and visual texts - that describe routine and problematic moments and

meanings in individuals' lives. This type of research is to explore and gain an understanding the relation about brand personality of Wardah cosmetic and self-congruence on Muslim woman in Manado.

Population, Sample and Sampling Technique

According to Sekaran (2003) population refers to the entire group of people, events, or things of interest that the researcher wishes to investigate. The population in this research is all workers and the self-service customers of Fresh & Clean coin laundry in Manado. The sample in this research is consisting of 10 respondents. This research applying the purposive sampling to obtain the information according to criteria which is considered who are understand the matter and can be trusted or people who has authority that will make it easier for the researcher to investigate the laundry service operation.

Type and Source of Data

The data used in this research consist of two types of data, which is primary and secondary data. The primary data are gained from in-depth interview with the worker and self-service customer and observation at Fresh & clean coin laundry, the secondary data taken from books, journal, and relevant literature from library and internet to gain more of supportive information regarding with this research.

Testing of Research Instrument

Reliability often refers to the stability of responses to multiple coders of data sets. Creswell (2007) defined reliability can be enhanced if this study obtains detailed field-notes by employing a good-quality tape for recording and by transcribing the tape. Validity as validation in qualitative research to be an attempt to assess the accuracy of the findings, as best described by the researcher and the participants.

RESULT AND DISCUSSION

Result

Self-Congruity on consumer of Wardah cosmetic in Manado, based on the result of this research through in depth interview is aligned with Wardah personality.

Informant 1, Fresh Graduate

Informant 1, Concerning about the halal label on cosmetics, She used Wardah lipstick because besides Wardah is a halal cosmetic, it makes her feel more confident because it looks natural and Wardah cosmetic has a beautiful variant color that fit her well. She thinks Wardah become more popular in young Muslim woman when Wardah take the Halal certificate, and it makes young Muslim woman loves Wardah cosmetics. Wardah have a strong personality, as we can see on their advertising and packaging.

Informant 2, Student

Informant 2 been knows about halal cosmetics from advertising just like she knows about Wardah cosmetic. She is been using Wardah product recently from last year until now. She like about Wardah product because it looks natural on her but long lasting too. She stated Wardah been known as a halal cosmetic and Wardah also have a good product and safety manufactured. Wardah personality aligned with her self-congruity because she thinks Wardah itself have a strong personality enough that show a natural color in their product so, it will make her as a young Muslim woman not afraid to look light. As a brand, Wardah become a favorite cosmetic in every woman, not only young Muslim woman, because of Wardah loyalty to their consumer that attract more consumer attention.

Informant 3, Dentist

The informant 3, been using Wardah moisturizer since 2016, around 2 years until now. An affordable price become one of the things that she is like about Wardah cosmetics, and Wardah have a good product with many variant, she stated. Wardah is sure has their own strong personality as a brand and also their own characteristic that leads another brand as a halal cosmetic, she stated. She thinks Wardah personality aligned with her self-congruity because Wardah personality itself has relationship between the consumer's perception of a brand's personality and her perception of her own personality. Wardah cosmetics will attract more consumer attention, because Wardah become a leader on halal cosmetics in the marketing.

Informant 4, Fresh Graduate

Informant 4 know about halal cosmetics and Wardah as a halal cosmetic from advertising, since 2015 she is been using Wardah lightening series and lip cream matte because that products make her look natural when she apply it on her face that is why she decided to used it until now. Wardah as a brand successfully take an important part or role in the beauty product industry because they become the first Indonesia cosmetics that has halal label and has a good manufacture and of course have an affordable price. As a brand Wardah not only promises good quality but also shows a strong personality based on their advertising that used Muslim woman as their model She stated her congruity of course aligned with Wardah personality because not only has a good quality but also make her more feeling safety when she used the product. She thinks Wardah successfully attract consumer attention because it comes with good quality with a good price.

Informant 5, Student

Informant 5 said that she know about Wardah and Halal cosmetics When she talks with her family which is her sister, she know about halal cosmetics and her sister that recommend her to use Wardah cosmetics. It's been 4 years that her used compact powder from Wardah, because it is easiest to apply and suit with her skin tone, she stated. Wardah become a trusted cosmetic for Muslim woman because not only has a halal certificate, but a good product. She is think Wardah personality is aligned with her self-congruity because Wardah product are setting for Indonesia woman's skin. Wardah personality has a strong personality and they already make a good experience for the consumer through their education about the important in beauty product that not only has a halal label but look natural on the consumer. Wardah personality aligned with her self-congruity because she already delighted with that kind of product. Like she stated before, Wardah already success for make engagement with consumer so their consumer will directly contribute not only buy the product but for the promotion also.

Informant 6, Student

The informant 6 said that. She knows about halal cosmetics and Wardah cosmetics from social media, she is been used Wardah product which is lipstick from 5 years ago because it looks good on her and natural. Wardah has a good manufacturer with a good quality that make their consumer satisfy with their product, and also been proven as a halal cosmetic. As a brand Wardah personality has a strong personality and Wardah cosmetic encourages every woman to always be confident and caring for her famous fellow as "inspiring beauty". Wardah personality aligned with her self-congruity because not only has a halal label but also as a Muslim woman or "Muslimah" we are supposed to display Muslim image one of them is in a neat appearance, halal cosmetics is one of the supporting of the appearance she stated. As a brand Wardah personality has a strong personality and Wardah cosmetic encourages every woman to always be confident and caring for her famous fellow as "inspiring beauty". Wardah successfully attract all woman attention not only Muslim woman because Wardah cosmetics already have a Product legality (from BPOM, LPPOM MUI) in Indonesia.

Informant 7, Fresh Graduate

Informant 7 knows about halal cosmetics form advertising and know about Wardah cosmetics from her mom. She is been using all Wardah products since 2016, because Wardah has a Halal label and also looks natural on her skin, before she used Wardah cosmetics, she used multiple product of cosmetics but, she knows that there are cosmetics that have mercury which is can give negative impact to her skin, she only Wardah that make her feel safety. She thinks Wardah already has their brand personality when it comes to young Muslim woman, Wardah personality aligned with her self-congruity because not only used safety materials but also make her feel more confident. As a brand Wardah personality, Wardah successfully make their own personality become stronger in the advertising. With that personality Wardah successfully attract consumer attention because look beautiful without use too much make up is pretty enough for her, and being our self is the important thing for young woman.

Informant 8, Student

Informant 8 been using Wardah compact powder and skin care from 2 years ago, what she likes about Wardah product it not only look natural on her, but the has an affordable price, and the product is nice. The ingredients that safety for her skin type and the variant it also natural because she does not like to look using too much makeup, that's aligned with her self-congruity. She thinks Wardah personality is really inspire such as their motto which is "inspiring beauty", and Wardah has a strong personality, because Wardah always come to her mind first, when she thinks about halal cosmetics. She became feel more confident after she used Wardah

products and also, she did not have to spend more money for buy cosmetic. Because Wardah has Halal certificate that is make young Muslim woman feel safe to used their product, and that's the important thing to attracts young Muslim woman attention, beside the quality of the product itself.

Informant 9, Student

Informant 9 said, through online articles, she knows about halal cosmetics and know about Wardah cosmetics from advertising. She is been using Wardah products since 2014 until now. Beside it looks natural on her it is guaranteed as a halal cosmetic and has an affordable price that what make she likes about Wardah cosmetics. She is been using Wardah face powder and lipstick because the product match on her skin tone and the shades of the lipstick is natural. Wardah itself automatically as her go-to product, not only because it has a halal label, Wardah is the only product that claims halal label on its tagline. As a brand Wardah personality has a strong personality because as her concern Wardah is a pioneer in beauty fields that used halal label, in which this label automatically markets Muslim woman, that being said "safe" for everyone to used. Wardah successfully attract consumer attention for young Muslim woman because it is the first product that uses halal claiming on it is marketing strategy.

Informant 10, Civil Servant

The first time she knows about cosmetics when she thought all the cosmetics is already halal certified, but actually not all cosmetics. She is know Wardah from her friend when she is in high school. She is been used Wardah cosmetics from 2015 until now, it is about 3 years. What she loves about Wardah product because she never had a bad experience or skin problem (breakout or redness) while using the product and it is so affordable and easy to find. Beside of the nice experience that she ever had, an affordable price, it is easy to find and it has halal certification become the factors why she become one of Wardah consumer. Wardah have strong personality brand because can be a pioneer of halal certified cosmetics. It is aligned with her self-congruity.

Informant 11, Student

Informant 11 said, she knows about Wardah cosmetics from advertising, and since 2016 until now she is been using Wardah lipstick because it is look so her (natural). She thinks Wardah have a good opportunity in the market by innovating out the latest beauty products to follow the trend of what Muslim woman needs. Wardah has a good quality with an affordable price that make Wardah as a brand has a good marketing and know the needs of woman. Wardah has a personality that come from their product through the artist or model that they used in their advertising, Wardah personality aligned with her self-congruity, because Wardah become the first cosmetics that has a halal label, she thinks Wardah successfully attract consumer attention and make Muslim woman become more safety when it comes to cosmetics or beauty product.

Informant 12, Student

Informant 12 knows about halal cosmetic is from the advertising through Wardah cosmetic, since 2016 Wardah lipstick make her look natural until now that is become the reason why she trusts Wardah cosmetics. Become a leader in cosmetics industry Wardah not only has halal label but also make her feel safe when she used the product. Wardah as a brand has their characteristic that make consumer feel safe. She thinks Wardah has a strong personality that can be guarantee as a pioneer in cosmetics industry. Wardah personality aligned with her self-congruity because she thinks every woman need a safety cosmetic with a good quality that make not only Muslim woman want to used it.

Discussion

Govers and Muge (2004) iterated there is an emotional tie between products and their owners, and the product is meaningful to the owner in a deep and important way. When a consumer becomes attached to a product, the product provides additional benefits to him or her that go beyond those of other products in the same product category. The present study focuses on image congruence experience between self-image and brand image termed "self-brand congruity." In essence, the self-brand congruity experience is a function of two perceptual constructs: self-image and brand-image.

The global increase in Muslim populations and purchasing power has created a new demand for halal cosmetic product development. Wardah as leader in cosmetics industry that has a halal label, been gained popularity among young Indonesian women, especially by focusing on halal-compliant products. For young Muslim woman in Manado, being naturally become one of the important things in term of makeup. Beside the Halal label that is attached to Wardah cosmetics, the quality of it is product make the consumer become more

loyalty in term of cosmetics. Because if the consumer feels satisfied with the product, they will used for more. In Manado, the consumer of Wardah cosmetics been increasing from year to year. Based on the interviewed above, an affordable price with the good quality become one of the objects for the consumer why they used Wardah cosmetics. Not just cosmetics, but a pillar for women to stay beautiful in their characters is one of Wardah commitment that make the consumer feel more confident when they used the products, and it is aligned with their self-congruity.

Through advertising, the consumer know about halal cosmetics and know about Wardah cosmetic. Packaging and logo from the product that has a halal label make the consumer become more know about halal cosmetics. Online articles, and beauty influencer become one of the reason where the consumer know about halal cosmetics, and Wardah cosmetic. Based on the interview above, the consumer been using Wardah cosmetic since Wardah take the halal certificate. An affordable price and natural look make the consumer used it for their daily makeup. With a good quality with a beautiful variant color that fit Asian's woman skin can attract more consumer attention. Especially in young Muslim woman in Manado. The consumer of Wardah cosmetic has their own thoughts about Wardah cosmetic like when they used the product they feel more confident because it has a natural look and long lasting, good quality with an affordable price and easy to find. Wardah cosmetic with their personality has built a strong relationship with the consumer through their own characteristic and make the product become more know in the market. Because of the natural look and the halal label in Wardah products, young Muslim woman in Manado feel safed and more confident. The quality of the product also meets the consumer expectation.

On the previous research, brand personality and self congruence Innovation is defined as the generation, acceptance and implementation of new ideas, products or services in organizations, which provide improvement. *Halal* cosmetic is considered as an innovation in cosmetic industry, as it introduces new and different internal and external operations that could serve customer demands. found that consumers' adoption of halal cosmetics is also shaped by social pressure and the opinion of their reference group such as family and friends. Perceived opinion or belief from the closer and important people to the respondents may help them build confidence and gain knowledge on the *halal* cosmetics attributes. This is not surprising since Malaysia is a Muslim country, with large local Muslim populations, in which *halal* products are consumed and more accepted by the societies.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result from all the informant there is a significant relation between brand personality and self-congruence which is like a human, a brand also has a personality. In choosing which product or brand to buy, a consumer will match their personality with the personality of the brand itself. The congruity of the informant itself is aligned with the brand personality of Wardah. Just like what informant 9 said not only has a halal label but it is all natural or earthy options in products displayed and make the consumer feel safety when they used the products. With an artist or model that has a personality they used in their advertising, make the consumer become more know about what exactly they need based on their congruity.

The term of Brand Personality was popularized by Aaker (1997). That how the congruity (fitness) between human personality and brand that can be measured. From the publication of Aaker there is the emerging various criticisms related to the measurement scale to trigger various versions of brand personality measurement.

also appear the extension variable of brand personality with various contexts. The extension of the brand personality variable in the academic world is by linking it with the Halal concept. It is because someone will choose the brand according to their personality. Just like a religious consumer is hypothesized to choose a brand that has a 'Halal' or 'Islami' personality. Just like Wardah, as a pioneer in the cosmetics that has a halal label, they already make a strong personality that attached consumer attention as a Halal cosmetic.

Recommendation

Based on the research, here are some recommendation for Wardah cosmetic:

1. The quality of the products is good, but since the company improving over the time, it would be best for Wardah if they still keep the natural look in their products
2. The packaging of the products is also good since there is a halal label, but the company have to improve to make it more eye catching in order to attract more consumer attention

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