

Design Recognition & Significant: A Finding On Consumers' Feedback On Halal Logo

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Abstract The significance of design recognition and its elements may give great connotation to the influence of Halal logo and certification. Certified by JAKIM, it is vital as a trustworthy part of indication that mainly beneficial for consumers to prevent purchase conflict and reduce confusions during product consumptions. The concerns of strong recognition emphasizing on visual elements towards halal logo will also be helping in raising potential knowledge and awareness to avoid conflict and confusions to consumers, especially in defining the precision of Halal logo design. The origin of this study is reflected with the evidence of the belief on the use of multiple designs of crescent moon and star applied for Halal logo that is unreliable to give strong meaning to audiences. Additionally, many issues happened due to the variation of halal logos, which have been misjudged and disputed. Therefore, the objective of this study is to highlight appropriate design recognition for JAKIM Halal logo particularly to enrich better understanding before proceeding with purchase intention. Self-administrative questionnaire has been used as a way to gain findings on consumers' feedback, which may reveal valuable recommendation in improving the entity of halal concepts and initiate greater thinking for halal industry

Keywords: *Design recognition, JAKIM halal logo, Trustworthy, Halal industry*

INTRODUCTION

Global potential brands currently linked with Islamic products and conceptualized with halal concept are served at its best position and are in-line for market demands. Raising awareness towards its growth possibilities may positively bring impact to halal industry and its strategic marketing. Based on Delener (1994) the effectiveness of global marketing strategies will be enhanced by the knowledge of religious differences in consumption decision processes. Thus, the role of religious beliefs cannot be avoided or ignored as religious affiliation tends to influence the way people live, their choices, their eating habits and whom they associate with (Famet.al, 2004). It also agreed by Wilkes, Burnett & Howell (1986), that as religious cues, halal indication compromises process of influencing and shaping the consumers' behavior and purchase patterns. In the context of study, the impact of religious self-awareness is important in differing the mindset and perspectives made towards relevant religious-visual elements most appropriate for halal logo, as consideration of Muslim peoples in Malaysia. Study is initiated with summary of previous researches indicates on the use of crescent moon and star is believes carried no distinct Islamic significant, lack of religious meaning and frequently been used for cultural purposes. Consequently, the present of halal certification mark commonly depicted at the product packages and premises is typically disputed and misjudged leads to consumers' high conflicts to identify an active halal logo certified by JAKIM and mainly presented in many variation of designs. Despite to discover the significant use of design recognition implementing towards halal logo, thus this study is concerning to certify the relevant visual elements most preferably chosen by Muslim consumers in Malaysia as an initial findings.

LITERATURE REVIEW

Practicality of halal logo as religious cues may possibly relate with any marks or symbols representing as aid to help peoples with their self-confidence and how present of this cue may help Muslim peoples influencing their choices. Religious symbolism is the use of symbols to help expressing the moral values of the society or the teachings of the religion (James, 2009). The meaning of "halal" means is permissible and lawful; and opposite is "haram", which are any signs of act or object forbidden or prohibited by Allah SWT. It was agreed by Islamic Food and Nutrition Council of America (IFANCA), Agriculture and Agri-Food Canada (2006), and Jabatan Kemajuan Islam Malaysia (JAKIM, 2007) that both "halal" and "haram" is an universal terms applied to a all single routine of Muslim. Halal is part of a belief system and moral code of conduct in Islam, which is integral in daily living of Muslim community (Wilson and Liu, 2010). Thus, Halal linked to cleaner, healthier or tastier (Al-Harran and Low, 2008) and slowly become acceptable as a consumer lifestyle choice beyond religious practices.

Therefore, certified halal logo by JAKIM is one of the strategy issues on the halal certification logo and approves products, which strictly fulfill the *halal* requirements in accordance to the Shariah laws (Rokshana Shirin Asa, 2017). Label of halal is an assurance to increase self-confident that product produced with halal procedures without any doubts. According to Shafie & Othman, (2006), the simplest way for Muslim consumers is by purchasing packaged food products with "Halal" certification and logo, as majority of peoples will checked on the package before doing product purchase (Dali et al., 2007).

However, the relevancy of crescent moon and star as core visual elements for halal certification mark is deliberately less discussed. It has been claimed originally is not part of Islamic symbols as its established influences spread through out religion and

society attributes over cultures for many countries. The symbol of star and crescent moon, for example, appeared during the Umayyad Empire around the period when Constantinople was converted into Islam. During the Ottoman (Umayyad) Empire the crescent moon and the star became linked with the Muslim world, therefore, when the Turks conquered Constantinople (Istanbul) in 1453, they adopted the city's existing flag which includes the crescent moon and star symbols (Rosemary, Huda, 2009).

PROBLEM STATEMENT

Origin of study believes on the multiple use of crescent moon and star for Halal logo is inconsistent to give strong meaning to audiences. The fundamental of knowledge can be discovered at entry of "Hilal" based on Encyclopedia of Islam, second edition, Brill, Leiden, 1960. Thus, many impactful issues relates with halal logo variations have been reported due to its security lacking which regularly been exploited and misused. Recent studies have reported the confusions happened during selection of genuine halal logo, yet frequently been manipulated and possibly impact Muslim's consumption decisions. Yet, introduction of many fake halal logos; cause to the authenticity of logo and its trademarks might possibly bring doubts among Muslims peoples in Malaysia (Zailani et al., 2010).

METHODOLOGY

Stage One-Self-Administrative survey

A study is conducted by using online survey as a main tool in gaining the result. There are total of (n=116) range of 20 – 42 years old Malaysia adult peoples involved. Previous studies have indicated the contribution of Islamic labeling depicted at products' packaging, which linked with consumers' behavior and purchase intention. Thus, the main objective of the survey is to identify the most prominent visual elements perceived as representative of Islamic halal logo, mostly.

Stage Two---Visual Analysis

A study uses a medium of visual analysis as a tool to classify and analyze the visual attributes that currently happen to halal logo. The strategic idea by using this method is purposely to gather the collection of visual elements presented through out halal logo of other countries. Therefore, there are collective designs of 67 halal logos within 40 countries, which recognized by JAKIM have been used through study.

RESULT OF ANALYSIS

The elicitation survey resulted in the five most prominent visual elements and color selection representative of halal logo preferred by Muslim peoples in Malaysia, are shown as Figure 1 (a)(b) below. Finding shown that the most prominent visual elements compromise on 48% of text, 21% images, 17% pattern and 14% shape. Responding to the most convenient color of halal logo, 55% is agreed with green despite of 45% goes to black.

Figure 2 below is highlighted the attributes of visual elements covers by worldwide halal logos, presented in a display panel. The amount of 67 halal

logos representing of 40 countries, recognized by JAKIM and currently been practiced as a worldwide religious symbols.

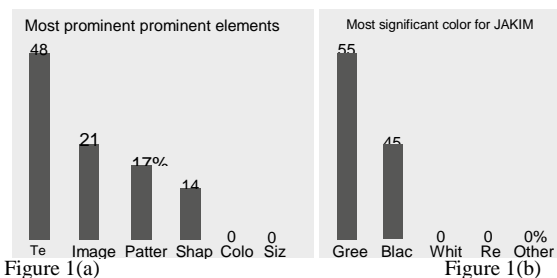
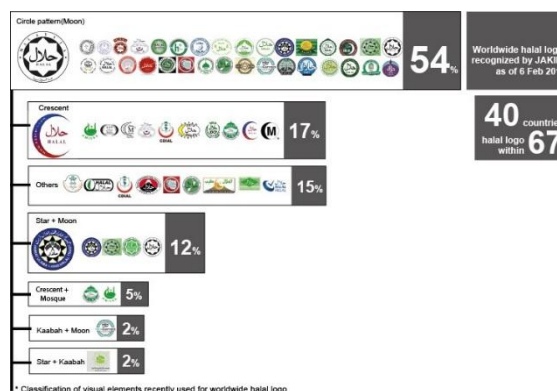


Figure 1 (a)(b): Most prominent visual elements and color selection for halal logo

Figure 2: Classification of visual elements for worldwide halal logo



DISCUSSION

The findings summarized with display panel shown of active halal logos describing themselves as religious cues, presenting with visual elements such as circle pattern (moon), crescent, mosque, star, Kaabah and others. Other supportive elements may include text, color, pattern, symbols, shape and image, which positively may influence consumer purchase choice and their preferences (DeRosia, 2008; Peracchio & Meyers---Levy, 2005). Finding reveals that element of text (Arabic) is typically most relevant to halal logo, following with images, pattern, shape and color. Consideration on these attributes will measure the successful of meaning interpretation in identifying an accurate halal logo by consumers, served as a helpful recognition which specifically will enhance consumers' awareness, reducing their doubts and conflicts during products' purchases.

CONCLUSION

Study managed to highlight the expression of Muslim peoples and their major concerns in compromising their own halal recognition. The idea may also give huge impacts to the relevant bodies and entrepreneurs with the relevancy of using standardized halal logo recognized by Muslim peoples in Malaysia and significantly will be useful as nation preparation for the globalized market trends.

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