

Non-Muslim Consumer's Intention to Purchase Halal Products in Malaysia: Proposed Framework

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To Link this Article: <http://dx.doi.org/10.6007/IJAREMS/v13-i4/24098> DOI:10.6007/IJAREMS/v13-i4/24098

Published Online: 30 December 2024

Abstract

This study explores the factors influencing non-Muslim consumers' intentions to purchase halal products, amidst a diverse demographic landscape. The study identifies key elements such as halal awareness, certification, marketing strategies, and knowledge that significantly impact purchasing decisions. Findings reveal that halal certification is the most influential factor, enhancing consumer trust and confidence in halal products. Additionally, effective marketing and increased awareness about halal concepts are crucial in shaping non-Muslim consumers' attitudes. The study aims to bridge the knowledge gap regarding halal practices among non-Muslims, fostering greater acceptance and promoting ethical consumption. Insights from this study are expected to inform businesses on how to tailor their strategies to effectively engage non-Muslim consumers in the growing halal market.

Keywords: Halal Products, Non-Muslim Consumers, Purchase Intention, Halal Certification, Marketing Strategies, Consumer Behavior

Introduction

Nowadays, Halal market is growing in popularity (Azam and Abdullah, 2020). Halal industry is growing fast, and companies and governments need to figure out what makes non-Muslim consumers intend to purchase Halal products in Malaysia (Lim, Lada, et al., 2022). Non-Muslim consumers make up a sizeable portion of the market, and consumer tastes and driving forces can offer essential insights into the dynamics of Halal consumption (Ramli et al., 2023).

Rising prominence in the global Halal industry has influenced and changed attitudes of Malaysian Muslims and non-Muslim consumers (Tarofder, Sultana, et al., 2022). Non-Muslim consumers in Malaysia have been attracted to the benefits of halal products and to consuming them for safety reasons (Lee et al., 2016). Non-Muslim consumers expressed ambivalence regarding the Islamic killing procedure, perceiving it as inhumane and showing an unclear view of halal cuisine (Juergensmeyer, Moore, et al., 2022).

Muslims and non-Muslims have particularly increased knowledge about Halal practices and products in Malaysia (Chong, Chuan, et al., 2022). Numerous factors, such as

globalization, growing health consciousness, and increased demand for ethical and sustainable consumption, can be attributed to halal products (Azam and Abdullah, 2020). Growing awareness indicates a societal shift toward more knowledgeable consumption patterns, focusing on Halal practices and products among various communities (Randeree, 2020).

Halal certification means verifying a product or business complies with Islamic law (Supriyadi, Aulia, et al., 2024). Halal products have gained significant recognition in Malaysia (Ismail, Rusni, et al., 2022). Concept of Halal extends beyond food and includes various domains like cosmetics, equipment, clothing, hotel management, medical field, and other business forms (Rafiki, 2023).

Problem Statement

Non-Muslim consumer's preference for halal products highlights importance of understanding gap between awareness and product choice (Billah, Rahman, et al., 2020). However, primary obstacle preventing acceptance and usage of halal products among non-Muslim consumers is general ignorance about what defines a halal product and importance of halal certification (Aziz, 2023). Global demand for halal products is expanding and manufacturers compete more rapidly to receive certification because it is difficult to supply rising demand without sacrificing quality (Hasnan and Kohda, 2021). Urgent need for highly skilled employees in Malaysia to support industrial growth emphasizes the importance of employability skills as a critical element for success in various sectors (Saleh and Wahab, 2024)

Unclear information on halal certification, ingredients, and manufacturing procedures provides a barrier for non-Muslim consumers to make decisions to purchase halal products (Adekunle and Filson, 2020). Consequently, it's worsened by growing demand for halal products outside of Muslim-majority countries as people from many cultural backgrounds express interest in halal-certified products for reasons such as health, ethics, or desire for high-quality products (Elasrag, 2016). Majority of non-Muslim consumers are ignorant of the specifics of halal certification, its importance, and strict laws (Bashir, 2020). Non-Muslims are still unaware of high requirements and ethical considerations of earning halal certification which leads to misunderstanding, mistrust, and lack of confidence in halal products (Ramli, Abd Razak, et al., 2023).

Businesses highly value halal certification to ensure following Islamic dietary standards (Supian, 2016). However, non-Muslim consumers struggle to navigate array of halal logos, leading to confusion and challenges in purchasing intention (Adekunle and Filson, 2020). Many varieties of symbols can mislead consumers (Won et al., 2019). Emphasizing need for clear criteria and information about certification process to build trust (Dashti, Jackson, et al., 2024). Inconsistencies in halal logos confuse legitimacy of halal products for non-Muslims in Malaysia (Shafiq, Haque, et al., 2015).

Non-Muslim consumers evaluate labels and symbols of any halal products since they are unaware of halal products and services (Ambali and Bakar, 2014). However, despite the quality maintenance method, consumers believe halal cuisines are more sanitary, healthy, and tasty, increased understanding of importance of eating healthy meals (Ramli, Razak, et

al., 2023). Non-Muslim consumers' understanding of high-quality food impacts people's preferences for halal products (Aziz and Chok, 2013).

Non-Muslims perceptions of halal products can help halal businesses thrive, adding to Malaysia's overall economic development (Hashim and Mohd Nor, 2022). Non-Muslim consumers sometimes lack a thorough grasp of halal procedures, consumer relevance, and accompanying advantages beyond religious conformity (Wilkins et al., 2019). Giving non-Muslim consumers insights into consumer's preferences and concerns and helping consumers make more educated decisions when purchasing halal products, considering issues such as certification, ingredients, and manufacturing practices (Sayogo, 2018)

Research Framework

Theoretical framework illustrated in Figure 1 was developed based on the literature reviewed and evaluated to determine Non-Muslim consumer intention to purchase Halal Products towards halal awareness, halal certification, halal marketing, and halal knowledge. This study's variables include dependent and independent variables. The dependent variables determine the independent variables. Figure 1 shows the hypotheses created for this study, which are based on the research questions and objectives.

Proposed Framework

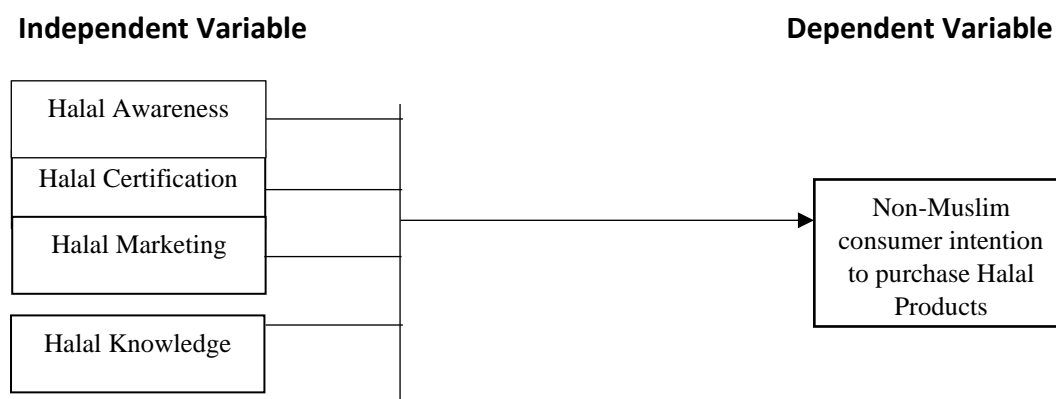


Figure 1: Proposed Theoretical Framework

Hypothesis Development

Based on the research objectives and conceptual relationship between the variables, the following hypotheses are examined and tested in this study:

Relationship between Halal Awareness with non-Muslim Consumer Intention to Purchase Halal Products

Increasing interest in halal products among non-Muslim consumers in Malaysia reflects a significant shift in consumer behavior and preferences. As halal food alternatives gain traction in mainstream retail, a rising understanding of halal values extends beyond Muslim communities (Bilgin and Nakata, 2016). This trend indicates non-Muslim consumers increasingly recognize ethical, health, and quality advantages of halal-certified products (Kawata et al., 2018). However, primary obstacle to greater non-Muslim involvement with

halal products is general lack of awareness surrounding what halal truly entails, which can lead to misunderstandings and hesitations regarding these offerings (Bashir, 2020).

Halal certification is often perceived as a guarantee of quality and ethical production methods, encompassing strict criteria for permitted food sources and preparation processes (Asa and Azmi, 2018). Non-Muslim consumers with greater awareness of halal certification more likely to engage with these products, as their understanding correlates positively with purchasing intentions (Bashir, 2020). Nevertheless, misconceptions about halal practices persist, with many non-Muslims mistakenly believing halal is solely a dietary restriction rather than comprehensive ethical framework includes various products and services (Ambali and Bakar, 2014). This lack of clarity hampers integration of halal products into non-Muslim markets.

Educational initiatives play crucial role in bridging knowledge gap regarding halal standards (Risza, 2024). Study indicates increased awareness of halal principles through targeted marketing and educational programs significantly influences non-Muslim consumers' intentions to purchase these products (Billah et al., 2020). Certification bodies like JAKIM have successfully enhanced consumer willingness to purchase halal food through informative campaigns that clarify meaning and practices of halal (Halimi et al., 2022). Such efforts not only improve perceptions but also foster trust among potential buyers by emphasizing ethical sourcing and treatment of animals involved in halal production (Adekunle and Filson, 2020).

Moreover, leveraging influencer networks can enhance awareness and acceptance of halal products among non-Muslims (Mostafa, 2021). Collaborating with social media influencers and content creators provides relatable endorsements humanize concept of halal, making it more approachable for audiences unfamiliar with its significance (Mostafa, 2021). Influencers can effectively dispel myths surrounding halal practices by showcasing real-life examples of its universal benefits, thereby encouraging curiosity and interest among non-Muslim consumers (El-Hady, 2018).

Therefore, this study proposes the following hypothesis

H1: There is a positive relationship between halal awareness with non-Muslim consumer intention to purchase halal products

Relationship between Halal Certification with non-Muslim Consumer Intention to Purchase Halal Products

Halal certification indicates products and services meet Islamic law (Al-Teinaz and Al-Mazeedi, 2020). Halal certification has recently gained popularity among non-Muslim consumers as well (Halimi et al., 2022). Halal products are increasingly perceived as natural, ethical, and of superior quality (Fauzi, 2023). This perception is particularly appealing to non-Muslim consumers who appreciate ethical and organic products, as halal products must also contain ingredients that are sourced organically (Alzeer et al., 2020). The halal logo represents these values to non-Muslim consumers looking to purchase halal products (Farhan and Sutikno, 2022).

Health considerations significantly influence non-Muslim consumers' purchasing decisions regarding halal products (Lim et al., 2022). Non-Muslim consumers concerned about

health and food safety respond positively to halal certification's stringent standards, which include the prohibition of certain substances and following specified production techniques (Suryawan et al., 2022). Furthermore, halal certification is frequently associated with ethical and sustainable practices attract non-Muslim customers who value social responsibility and animal care (Suryawan et al., 2022). These ethical considerations resonate with consumers who prioritize humane animal treatment and fair labor standards (Azam and Abdullah, 2020).

Market globalization has also played a crucial role in rising popularity of halal-certified products among non-Muslim consumers (Park and Lee, 2021). As knowledge and accessibility to diverse cultural products increase, non-Muslim consumers are more likely to encounter halal-certified options in their daily shopping experiences (Usman et al., 2022).

This exposure normalizes presence of halal products in mainstream marketplaces, fostering acceptance among non-Muslim consumers (Wisker, 2023). Additionally, transparency and traceability associated with halal certification help build trust and credibility with non-Muslim consumers (Ab Rashid and Bojei, 2020). Increased knowledge among consumers is influenced by educational efforts, social media, and recommendations from friends, causing a change in how halal products are seen, linking them with high quality, safety, and ethical manufacturing (Saleh and Rajandran, 2024).

Social and cultural factors also impact non-Muslim consumer willingness to purchase halal-certified products (Lim et al., 2022). In multicultural societies, consumers often seek ways to engage with other cultural behaviors and customs. Purchasing halal-certified products allows non-Muslim consumers to participate in and respect Muslim practices, promoting intercultural understanding and peace (Calder, 2020). As halal certification becomes a strong indicator of quality, ethics, and cultural diversity, it appeals to a broad range of non-Muslim consumers across various demographics (Ramli et al., 2023).

Thus, the following hypothesis is proposed for this study

H2: There is a positive relationship between halal certification with non-Muslim consumers intention to purchase halal products

Relationship between Halal Marketing with non-Muslim Consumer Intention to Purchase Halal Products

Halal marketing plays a crucial role in educating non-Muslims about halal certification, which significantly increases willingness to purchase halal food (Ramli et al., 2023). Simple education about what halal means and its benefits encourages non-Muslims to be more open to trying halal products (Billah et al., 2020).

Effective halal marketing efforts explain halal standards while highlighting universal values such as cleanliness, health, and ethical sourcing, which can dramatically expand consumer base beyond Muslim community (Adekunle and Filson, 2020). Today, people prefer to choose e-marketing due to convenience and successful business from large market around the world, which can reduce cost of transaction trading (Saleh, 2020)

Non-Muslim consumers are more likely to purchase halal food when it is presented appealingly. Eye-catching advertising featuring high-quality halal products captures attention of non-Muslim consumers, making eager to try these foods (Bukhari et al., 2022). Innovative

and visually appealing displays of halal food have potential to overcome cultural differences (Kwifit et al., 2021). Combination of visual attractiveness and informative content regarding ethical and health benefits of halal products encourages non-Muslim consumers to explore new options (Adinugraha et al., 2021).

Highlighting ethical and moral components of halal food production further influences non-Muslim purchasing decisions. Marketing promotes animal welfare and safe working conditions and aligns with principles non-Muslim consumers also value (Mokhtar et al., 2021). By positioning halal food production alongside broader ethical consumer trends, marketers can capitalize on increasing demand from non-Muslim consumers for products benefit both the environment and animal welfare (Abderahman et al., 2021). Understanding the expanding market potential of halal products beyond Muslim consumers is crucial, driven by increasing non-Muslim demand (Saleh and Wahab, 2024).

Clear labeling of halal certifications, such as "halal" and "permissible," prominently displayed on packaging simplifies decision-making process for non-Muslims (Adekunle and Filson, 2020). Transparent communication about halal certification not only facilitates purchasing decisions but also informs public about the strict requirements enable halal certification, fostering greater understanding and respect for these products (Bux et al., 2022).

Overall, addressing factors influencing non-Muslim consumers' intentions to purchase halal products requires a comprehensive approach, including effective marketing strategies, educational initiatives, and clear communication. By enhancing awareness and understanding of halal practices among non-Muslims, businesses can tap into this growing market segment while promoting a more inclusive perception of halal products.

Therefore, this study presents the following hypothesis.

H3: There is a positive relationship between halal marketing with non-Muslim consumers intention to purchase halal products

Relationship between Halal Knowledge with non-Muslim Consumers Intention to Purchase Halal Products

Relationship between halal knowledge and non-Muslim customers' purchase intentions for halal products is complicated, with several aspects impacting consumer behavior in worldwide marketplaces (Azam, 2016). Halal, often known as Islamic dietary law, refers to a wide range of products and services based on Islamic principles (Ambali and Bakar, 2014). Halal knowledge has a tremendous impact on consumer perceptions, which in turn influences purchase preferences (Nurhayati and Hendar, 2020).

Non-Muslim consumers who understand what halal certification implies including the ethical, quality, and safety criteria connected with halal products are more likely to regard them positively (Ramli et al., 2023). This study attempts to investigate the most accurate skill that will impress the employer, indicating the importance of aligning educational outcomes with industry expectations (Saleh, 2020)

Effect of social influence cannot be underestimated. Non-Muslim consumers' intention to purchase halal products is frequently boosted by social factors such as

recommendations from Muslim friends or exposure to multicultural areas where halal products are popular (Mehdi, 2019). Social encounters can help non-Muslim consumers understand and appreciate halal, thereby increasing their propensity to purchase halal products. Marketing and educational programs play an important role in closing the knowledge gap (Ozdemir et al., 2023).

Understanding cultural and moral basis of halal norms allows non-Muslim consumers to see them as more than just a label (Turaeva and Brose, 2020). Learning meaning behind permitted behaviors in food, money, travel, and other services positions halal as a purposeful lifestyle choice rather than merely a religious system (Ratnasari et al., 2021). Appreciating moral causes and spiritual dedication underlying halal standards encourages non-Muslims to incorporate compliant contributions into their own lives (Mehdi, 2019). As a result, knowledge allows non-Muslims to relate to halal on a value-based level (Ramli et al., 2023).

Halal certification regulations promote transparency in ingredients and supply chain operations, which boosts non-Muslim consumer trust (Khan et al., 2023). As consumers become more concerned about origins and purity of products, strict traceability and restriction of problematic chemicals required by halal regulations reassure worried non-Muslim consumers (Tajuddin et al., 2020). Halal requires sensible manufacture and honest labeling, giving observant non-Muslims confidence certified products satisfy high quality and ethical sourcing standards from start to finish (Mokhtar et al., 2021).

Thus, the following hypothesis is proposed for this study

H4: There is a positive relationship between halal knowledge with non-Muslim consumers intention to purchase halal products

Conclusion

This study is a part of Master of Science Research and aims to provide a theoretical framework that can be used as an informative guide for present and future researchers conducting related studies. It was regarded as accurate at the time this paper was published and created for use at the time this study was being conducted. Therefore, any disagreements resulting from its use and application outside of this context are not the responsibility of the corresponding author. Appreciation is extended to all who have contributed to the support of this study.

Acknowledgment

Special gratitude is extended to all personnel and individuals who contributed to this research. The author also would like to thank Universiti Teknikal Malaysia Melaka (UTeM) for all the support.

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