



INFLUENCE OF HALAL AWARENESS, CERTIFICATION, MARKETING AND KNOWLEDGE ON NON-MUSLIM CONSUMERS' INTENTION TO PURCHASE HALAL PRODUCTS IN MALAYSIA

اونيورسيتي تيكنيكل مليسيا ملاك
UNIVERSITI TEKNIKAL MALAYSIA MELAKA

THURGA RAJANDRAN

MASTER OF SCIENCE IN ENTREPRENEURSHIP

2025



Faculty of Technology Management and Technopreneurship

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Faculty of Technology Management and Technopreneurship

UNIVERSITI TEKNIKAL MALAYSIA MELAKA

2025

DECLARATION

I declare that this thesis entitled influence of halal awareness, certification, marketing and knowledge on non-muslim consumers' intention to purchase halal products in Malaysia is the result of my own research except as cited in the references. The thesis has not been accepted for any degree and is not concurrently submitted in candidature of any other degree.



Signature :

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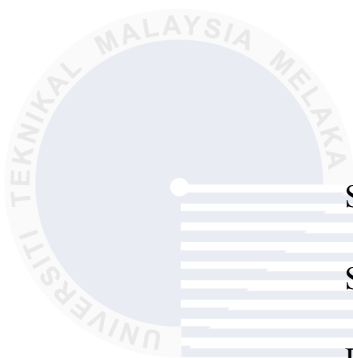
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APPROVAL

I hereby declare that I have read this thesis and in my opinion this thesis is sufficient in terms of scope and quality for the award of Master of Science in Entrepreneurship



Signature :

Supervisor Name :

Dr. Hasan bin Saleh

Date :

13 December 2024

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DEDICATION

With deepest gratitude, I thank God the Almighty for His infinite blessings and guidance throughout this scholarly journey. To my beloved mother, Selve Krishnan, your strength, wisdom, and unconditional love have shaped the person I am today. Your sacrifices and unwavering support have made this achievement possible. I am truly blessed to be your daughter. To my three cherished brothers, thank you for being my pillars of strength, your protection, encouragement, and always believing in me. Your presence has given me the confidence to pursue my dreams. To my dear friends, your friendship, understanding, and constant support have brightened this journey. The laughter we've shared and your encouragement have made this path more meaningful. This work is dedicated to each of you with profound love and appreciation. Your faith in me has made this accomplishment possible.



ABSTRACT

This study investigates significant influence of halal awareness, certification, marketing and knowledge on Non-Muslim consumers' intention to purchase halal products in Malaysia. These findings underscore importance of increasing awareness, ensuring transparent certification, and leveraging effective marketing strategies to attract non-Muslim consumers. This study is to support plans for engaging a diversified consumer base in growing global halal market and help Malaysia maintain its leading position in halal economy by addressing these factors. Employing a quantitative approach, data were collected through an anonymous questionnaire distributed to 182 non-Muslim respondents using intercept surveys. Stratified sampling has been used in this study. Statistical technique ensures representative samples are obtained from different subgroups or strata within a population, was employed to improve data reliability. The questionnaire explored four key factors which is halal awareness, certification, marketing, and knowledge and using a structured format and Likert scale for measurement. The data were analyzed using SPSS 29, applying descriptive statistics, regression, and Pearson's correlation analyses. Results revealed significant relationships between non-Muslim consumers' purchase intentions and halal awareness ($\beta=0.172$, $p=0.010$), certification ($\beta=0.474$, $p<0.001$), marketing ($\beta=0.271$, $p=0.006$), and knowledge ($\beta=0.136$, $p=0.048$). This study offers recommendations to Ministry of Higher Education (MOHE), halal certification bodies, and industry players. MOHE is encouraged to integrate halal-related topics into academic curricula to prepare graduates for growing halal market. Certification bodies should establish standardized global criteria to build trust and reduce consumer confusion. Industry players are urged to promote halal certification prominently in product development and marketing to enhance consumer confidence and broaden market appeal.

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PENGGUNA BUKAN MUSLIM YANG BERHASRAT UNTUK MEMBELI PRODUK HALAL DI MALAYSIA

ABSTRAK

Kajian ini meneroka faktor penting yang mempengaruhi niat pengguna bukan Muslim untuk membeli produk halal di Malaysia. Penemuan ini menekankan kepentingan meningkatkan kesedaran, memastikan ketelusan persijilan, dan memanfaatkan strategi pemasaran yang berkesan untuk menarik pengguna bukan Muslim. Kajian ini menyokong rancangan untuk melibatkan kumpulan pengguna yang pelbagai dalam pasaran halal global yang semakin berkembang serta membantu Malaysia mengekalkan kedudukan terkemuka dalam ekonomi halal dengan menangani faktor-faktor ini. Pendekatan kuantitatif digunakan dalam kajian ini, dengan data dikumpulkan melalui soal selidik tanpa nama yang diedarkan kepada 182 responden bukan Muslim menggunakan kaedah tinjauan intersep. Pengambilan sampel berstrata, satu teknik statistik yang memastikan sampel yang representatif diperoleh daripada subkumpulan atau strata berbeza dalam populasi, digunakan untuk meningkatkan kebolehpercayaan data. Soal selidik tersebut meneroka empat faktor utama, iaitu kesedaran halal, persijilan, pemasaran, dan pengetahuan, menggunakan format berstruktur dan skala Likert untuk pengukuran. Data dianalisis menggunakan SPSS versi 29 dengan aplikasi statistik deskriptif, regresi, dan analisis korelasi Pearson. Keputusan menunjukkan hubungan yang signifikan antara niat pembelian pengguna bukan Muslim dengan kesedaran halal ($\beta=0.172$, $p=0.010$), persijilan ($\beta=0.474$, $p<0.001$), pemasaran ($\beta=0.271$, $p=0.006$), dan pengetahuan ($\beta=0.136$, $p=0.048$). Kajian ini menawarkan cadangan kepada Kementerian Pendidikan Tinggi (KPT), badan persijilan halal, dan pemain industri. KPT digalakkan untuk mengintegrasikan topik berkaitan halal dalam kurikulum akademik bagi menyediakan graduan untuk pasaran halal yang berkembang. Badan persijilan pula disarankan menetapkan kriteria global yang standard untuk membina kepercayaan dan mengurangkan kekeliruan pengguna. Pemain industri perlu mempromosikan persijilan halal dalam pembangunan produk dan pemasaran untuk meningkatkan keyakinan pengguna dan memperluaskan daya tarikan pasaran.

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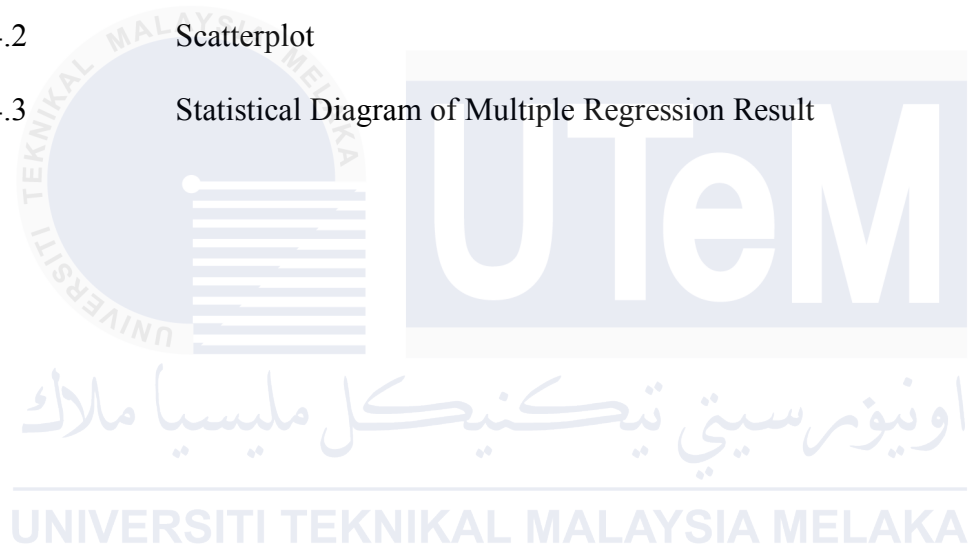
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LIST OF ABBREVIATIONS

CSR	-	Corporate Social Responsibility
DOSM	-	Department of Statistics Malaysia
DV	-	Dependent Variable
GLC	-	Government-Linked Company
HA	-	Halal Awareness
HC	-	Halal Certification
HK	-	Halal Knowledge
HM	-	Halal Marketing
IOT	-	Internet of Things
IV	-	Independent Variable
JAKIM	-	<i>Jabatan Kemajuan Islam Malaysia</i>
MOHE	-	Ministry of Higher Education
MRA	-	Multiple Regression Analysis
NMC	-	Non-Muslim Consumer Intention to Purchase Halal Products
P-P Plot	-	Probability – Probability Plot
PhD	-	Doctor of Philosophy
SPSS	-	Statistical Package for Social Science
STPM	-	<i>Sijil Tinggi Persekolahan Malaysia</i>
TOL	-	Tolerance
TPB	-	Theory of Planned Behavior
VIF	-	Variance Inflation Factor

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CHAPTER 1

INTRODUCTION

1.1 Background of the study

Malaysia is a diverse nation with a diversified population (Adams and Velarde, 2021). Most of the population is Malay Muslims (62%), Chinese (24%), Indians (10%), and other minority groups are mainly non-Muslim, except for Malays and Indian Muslims (Muzaffar, 2021). Most individuals uphold the cultural and religious values of consumer countries of origin, which impact consumer attitudes and actions towards food (Zhang et al. 2022). Non-Muslim consumers food-related behaviors are heavily impacted by the consumers culture of origin (Billah and Rahman, 2020).

Muslims prepare and consume food and drink according to the principles of Halal, which emphasize hygiene and safety (Dahlal et al. 2024). Halal certification means verifying a product or business complies with Islamic law (Supriyadi and Aulia, 2024). Halal products have gained recognition significant things in Malaysia (Ismail et al. 2022). Concept of Halal extends beyond food and includes various domains like cosmetics, equipment, clothing, hotel management, the medical field, and other forms of business (Rafiki, 2023).

Non-Muslims make up about 30% of the halal products market in Malaysia (Islamic Consumer Research and Education Institute, 2017). Non-Muslim consumers often choose halal products based on perceptions of superior quality, safety, and cleanliness compared to non-halal alternatives (Purwanto and Agus, 2020). Pattern demonstrates the increasing appeal and recognition of halal-certified products and services among diverse consumer groups, indicating a shift towards broader market acceptance across various businesses (Fakir et al. 2023).

Rising prominence in the global halal industry has influenced changes in the attitudes of Malaysian Muslim and non-Muslim consumers (Tarofder et al. 2022). Non-Muslim consumers in Malaysia have been attracted to the benefits of halal products and to consume them for safety reasons (Wibowo and Wahyu, 2021). Non-Muslim consumers expressed ambivalence regarding the Islamic killing procedure, perceiving it as inhumane and showing an unclear view of halal cuisine (Eller and Khazaal, 2024).

Nowadays, Halal market is increasingly popular (Azam and Abdullah, 2020). Halal industry is growing fast companies and governments need to figure out what makes non-Muslim consumers intend to purchase halal products in Malaysia (Chong 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).

Malaysia leads the world in halal products, but restrictions might be affected by understanding what non-Muslim consumers need (Azam and Abdullah, 2020). Halal certification guarantees products meet Islamic dietary rules and ethical standards, regardless of religious affiliations, ensuring quality and safety for Muslim and non-Muslim consumers (Calder, 2020). Non-Muslim consumers purchase Halal products for several reasons, including better quality and safety standards, regardless of religious views (Lim et al. 2022). Non-Muslims can support and participate in the larger Halal economy by purchasing Halal products to show respect for the nation's primarily Muslim culture (Turaeva and Brose, 2020).

Global market for Halal products has grown remarkably, drawing in a wide range of consumers, including non-Muslim populations, and transcending its conventional religious setting (Domingues, 2023). The word "halal," which designates products follow to Islamic dietary laws and moral principles, means more to many people worldwide than just religion

(Ahmed Osman, 2023). Businesses, policymakers, and marketers looking to capitalize on this growing market segment must comprehend non-Muslims' attitudes, behaviors, and motivations toward Halal goods in an increasingly interconnected world where cultural diversity and globalization impact consumer choices (Elasrag, 2016).

Muslims and non-Muslims have particularly increased knowledge about Halal practices and products in Malaysia (Ramli and Razak, 2023). 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).

1.2 Problem Statement

Generally, Muslims and non-Muslims lack understanding and familiarity with the concepts, laws, and relevance of halal, leading to lack of halal awareness (Ramli and Razak, 2023). Muslim community has become more aware of religious regulations, and there has been an increase in demand for Halal goods and services (Azam and Abdullah, 2020). Malaysia's halal industry is seeing a daily increase in halal products and services (Naseri and Abdullah, 2022).

Businesses use various tactics to promote Halal products, including stressing cultural authenticity and raising awareness of ethical and health issues (Jaiyeoba et al. 2023). Halal product labels might not be the only indicator of halal awareness however, halal labels do not ensure every step of manufacture complies with the right halal regulations (Jannah and Al-Banna, 2021). Non-Muslim consumers sometimes may need more knowledge about halal products and certification, which might cause non-Muslim consumers to purposefully eat non-halal or non-compliant items (Boni and Forleo, 2019).

Non-Muslim consumer may be misled if consumer believes halal is only about food (Wibowo and Wahyu, 2021). Most of non-Muslim consumers must know halal extends beyond dietary requirements and includes many products and services (Ambali and Bakar, 2014). Misinformation further distorts knowledge, increasing uncertainty (Ridder, 2021). Effective teaching programs direct to non-Muslim consumer may increase halal awareness (Musse, 2016). Concept of halal products extends beyond religious boundaries, significantly influencing various products and services in today's global market (Wilson, 2014). Yet, there exists a significant need for more awareness among non-Muslim consumers regarding the essence and significance of halal practices (Lee et al. 2016).

Non-Muslim consumers preference for Halal products highlights the importance of understanding the gap between awareness and product choice (Billah et al. 2020). However, the primary obstacle preventing wider acceptance and usage of Halal products among non-Muslim consumers is general ignorance about what defines a Halal product and the importance of Halal certification (Aziz, 2023). Global demand for halal products is expanding and manufacturers compete more rapidly to receive certification due to it being difficult to supply rising demand without sacrificing quality (Hasnan and Kohda, 2021). Increasing awareness of halal, embraced by both Muslims and non-Muslims, significantly influences the purchasing decisions of non-Muslims regarding halal products (Bashir, 2020).

Non-Muslim consumers have frequently discussed halal matters, particularly those related to halal certification, sparking ongoing debates (Ambali and Raufu, 2014). Muslim consumers struggle to prove products they purchase are halal despite Malaysia's establishment of rules, standards, and regulations addressing topic (Othman et al. 2023). Market's confusion stems from the absence of standardized halal labeling and certification criteria, due to leading inconsistencies and consumer uncertainty about the authenticity and compliance of Halal-labeled products (Teinaz and Mazeedi, 2020). Non-Muslims who are

not familiar with the dietary limitations of Islam could find it challenging to make purchases due to inconsistent packing information, non-standard labeling, and lack of knowledge about halal certification procedures (Rahman et al. 2022).

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

Businesses highly value halal certification for ensuring adherence to Islamic dietary standards (Supian, 2016). However, non-Muslim consumers struggle to navigate the 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 the need for clear criteria and information about the certification process to build trust (Dashti et al. 2024). Inconsistencies in these logos create confusion about the legitimacy of halal products for non-Muslims in Malaysia (Shafiq et al. 2015). Making it difficult to identify reliable certifications (Hanim, 2018). Moreover, the absence of standardized halal logos across regions complicates decision-making (Noordin and Noor, 2014).

Halal marketing lacks strategies to reach and engage non-Muslim consumers (Shah et al. 2020). Due to a few reasons such lack of effective halal marketing, such as ignorance

of the requirements and driving forces for non-Muslim consumers (Prabowo and Sulisty, 2015). Halal marketing does not have a thorough understanding of the requirements and motivations of non-Muslim consumers (Ramli et al. 2023). Understanding the dynamics of consumer behavior in the halal market may be gained by evaluating how well various marketing methods connect with and reach the target demographic (Kwif and Farha, 2019).

Businesses face difficulty in developing effective marketing techniques appeal to non-Muslim consumers while emphasizing the universal benefits of Halal products (Rafiki et al. 2023). Positive reputation among non-Muslims may contribute to increased export possibilities for Malaysian halal products in a range of global markets (Haque et al. 2015). Marketing halal products to non-Muslim consumers faces challenges stemming from cultural differences, varying perceptions, and a general lack of familiarity with halal concepts (Ramli and Razak, 2023).

Marketing halal products to non-Muslim consumers requires an equal amount of effort, but it can be challenging to pinpoint and interact with the right audience due to misunderstandings and lack of knowledge about halal requirements (Mandalia, 2023). Furthermore, it is critical to identify the best media platforms for promoting halal products and non-Muslim consumers may prefer platforms or channels other than those targeted by standard halal marketing (Elasrag, 2016). Moreover, multi-channel strategy combines digital platforms, targeted social media campaigns and cooperation with mainstream media may effectively reach different non-Muslim consumer demographics (Rashid, 2019).

Halal products are not advertised to non-Muslim consumers, which contributes to low market penetration and awareness (Wilkins et al. 2019). Significant knowledge and engagement gap result from absence of intelligent advertising campaigns tailored to this demographic (Kihn and O'Hara, 2020). Knowledge gap may be closed by spending money on tailored advertising campaigns are only directed at non-Muslim consumers (Rafiki et al.