

Relationship between Non-Muslim Consumer Intention to Purchase Halal Products with Halal Awareness, Halal Certification, Halal Marketing and Halal Knowledge: Systematic Review

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Abstract

This study explores the relationship between non-Muslim consumer's intention to purchase halal products and awareness, certification, marketing, and knowledge of halal principles. Halal, rooted in Islamic dietary laws, has gained significant traction beyond religious boundaries, particularly in multicultural nations like Malaysia. Increased knowledge among consumers is influenced by education 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. Halal certification is crucial for building consumer trust, but inconsistencies in labeling can lead to uncertainty. Strategic halal marketing has attracted non-Muslim consumers by highlighting the ethical, health, and quality aspects of halal products. However, many non-Muslim consumers still lack a deep understanding of halal concepts, which impacts their purchase intentions. As the global halal market expands, understanding these dynamics is essential for businesses and certification bodies to foster trust and cater to the evolving consumer base.

Keywords: Halal Awareness, Halal Certification, Halal Marketing, Halal Knowledge, Non-Muslim Consumers, Purchase Intention, Ethical Production, Quality Standards.

Introduction

The concept of halal, originally found in Islamic dietary laws has gained significant traction beyond religious boundaries in recent years (Azam and Abdullaha, 2022). Malaysia is a multicultural nation with a significant Muslim population, halal industry has experienced remarkable growth attracting both Muslim and non-Muslim consumers (Lim, Yong Hion, et al., 2022).

In today's globalized and diversified economy, studies on the consumption of halal products by non-Muslim customers are becoming more and more important (Muslichah and Ibrahim, 2021). Halal products are becoming more popular because of a strictly enforced commitment to hygiene, ethical standards, and quality control (Okpala and Korzeniowska, 2023). Businesses need to expand market reach and create more inclusive marketing strategies to understand perceptions of non-Muslim consumers regarding these products (Wisker, 2023). It also assists policymakers in improving halal certification programs so they are transparent and reliable for a wide range of populations (Abderahman, Karim et al., 2021). Marketers should promote halal offers as premium options go beyond religious importance by clearing up misconceptions and educating non-Muslim consumers about the advantages of halal products (Kamarruddin, 2021).

Increasing global demand for halal-certified products makes it vital to study how non-Muslim consumers behave while purchasing halal products (Billah, Rahman, et al., 2020). These products are often associated with high standards of quality, hygiene, and ethics, which resonate with health-conscious consumers (Czeczotko, Gorska-Warsewicz, et al., 2022). This makes understanding non-Muslim consumers' perceptions, awareness, and behavior toward halal products critical for businesses aiming to expand their market share (Lim, Lada, et al., 2022).

Awareness of Halal among non-Muslim consumers is rising due to educational efforts, social media, and recommendations from friends and family (Jannah and Al-Banna, 2021). Increased understanding of halal principles and practices has caused a change in views, causing many non-Muslim consumers to link halal products. Halal products with quality, safety, and ethical production methods (Abderahman, Karim, et al., 2021). However, there remains a significant lack of understanding and familiarity with halal concepts among both Muslims and non-Muslims which can constrain halal awareness (Lim, Yong Hion, et al, 2022).

Halal certification is essential for establishing trust and confidence among consumers (Al-Teinaz and Al-Mazeedi, 2020). Presence of halal certification logos on products serves as a visual assurance non-Muslim consumers follow strict quality and safety standards (Calder, 2020). However, the absence of standardized halal labeling and certification criteria can lead to inconsistencies and consumer uncertainty about the authenticity of halal-labeled products (Teinaz and Mazeedi, 2020).

Halal certification is a sign of quality assurance in many nations with a majority of non-Muslim population (Al-Teinaz, and Al-Mazeedi, et al., 2020). However, non-Muslim customers might not know much about halal certification or can have false beliefs about its advantages (Yener, 2022). Understanding these aspects helps marketers in creating more impactful advertisements close the knowledge gap and attend to the needs of non-Muslim consumers (Bukhari and Isa, 2020).

Strategic halal marketing efforts have been instrumental in attracting non-Muslim consumers (Yener, 2022). Promotional campaigns highlighting ethical, health, and quality aspects of halal products have resonated with larger audience (Idris, Musa et al., 2022). Customer satisfaction seen as the foundation of business, is described as the "customer's

fulfillment response," which is both an assessment and an emotional reaction to a product and service (Shukor, et al., 2015.)

Moreover, the extent of knowledge about halal among non-Muslim consumers is considered crucial in their decision to make a purchase (Lim, Yong Hion, et al., 2022). As consumers gain a better understanding of halal products and their advantages, they are increasingly opting for them in their purchasing choices (Ramli, Abd Razak et al., 2023). However, many non-Muslim consumers are still unaware of halal concept, its relevance, and benefits beyond religious compliance (Wilkins et al., 2019).

Global Halal market is expanding, and understanding the motivations behind non-Muslim consumer's interest in halal products is becoming increasingly important (Billah, Rahman et al., 2020). Relationship between halal awareness, certification, marketing, and knowledge creates a complex landscape shapes consumer behavior and market trends (Arifin, Raharja, et al., 2023). However, non-Muslim consumers face significant challenges in navigating and making informed decisions about purchasing halal products (Ramli, Abd Razak et al., 2023).

Significant of this study is it examines non-Muslim consumers in halal market frequently overlooked, addressing rising significance of ethical purchasing across a range of product categories (Bashir, 2020). Companies may use results to expand customer base and develop more diverse strategies for advertising (Varadarajan, 2020). Additionally, by making sure halal certification criteria are understandable and relevant to a wider audience, politicians and regulatory authorities may profit from promoting international commerce and economic expansion (Calder, 2020).

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

Halal food alternatives are becoming more popular in departmental stores, and a rising understanding of halal values has extended beyond Muslim communities (Bilgin and Nakata, 2016). Non-Muslim consumers who are more educated and knowledgeable about halal certification are more likely to purchase halal products (Bashir, 2020). This trend indicates rising awareness and knowledge of halal principles may have a substantial influence on market dynamics.

Major barrier to growing the use of halal products by non-Muslims is the common ignorance about the true meaning of halal (Bashir, 2020). Islamic dietary system known as halal requires strict compliance with established guidelines for approved food sources, preparation methods, and storage procedures (Asa and Azmi, 2018). Halal products are unable to be accepted and integrated into non-Muslim markets because of misunderstandings and unwillingness on the part of non-Muslims (Bashir, 2020). It is essential to clear up these myths if halal products are to become more widely available outside of their typical consumer base.

Non-Muslim consumers mostly connect halal products with stated ethical and health benefits such as strict hygienic regulations and humane treatment of animals (Teinaz and Mazeedi, 2020). These benefits play a significant role in shaping non-Muslim consumer

intention to purchase halal products (Billah, Rahman, et al., 2020). Moreover, expanding the range of halal products in unconventional shops can encourage new non-Muslim consumers to explore the halal market (Hassan and Sengupta, 2019).

Relationship between knowledge of halal and the desire to buy among non-Muslim populations indicates familiarity with halal practices boosts market participation (Lim, Yong M, et al., 2022). Educational programs and marketing campaigns led by halal certification bodies have a favorable impact on non-Muslim consumer's intention to purchase halal products (Billah, Rahman, et al., 2020).

STEM education to halal knowledge suggests consumer understanding and acceptance of halal products are shaped by factors like perceived benefits, trust in certification processes, and social influences, offering a framework to improve halal education and market growth (Mahamud, 2021). Providing non-Muslim consumers with knowledge about halal growing and slaughter practices improves their opinions and willingness to purchase (Ramli, et al., 2023).

Non-Muslim consumers showed an increased willingness to purchase and promote halal food products after receiving education from certification bodies like JAKIM (Halimi, Firdaus, et al., 2022). Increasing public knowledge of the meaning and practices of halal can drive willingness to purchase among new consumer segments (Loussaief, Aida, et al., 2023). Halal certification bodies can expand the market by proactively educating the general public on halal standards through public relations campaigns (Tieman, 2020).

Additionally, halal awareness influences the purchasing habits of many non-Muslim consumers and strengthens guarantees of food quality, safety, and proper animal care (Wibowo, Wahyu, et al., 2021). Attractiveness to non-Muslim consumers increases when halal is portrayed as a moral production method rather than a religious (Blough and Sonia, 2020). It is possible to create this wider appeal by highlighting the ethical issues and universal principles connected to halal practices (Benussi, 2021).

Increased awareness of halal cuisine among non-Muslim audiences can be achieved by utilizing influencer networks (Mostafa, 2021). When halal products are promoted in collaboration with popular social media influencers, celebrities, and content producers, their audience is supported appropriately (Darmawati and Basri, 2023). In current market, it takes a significant and continuous commitment to provide consumers with essential knowledge to raise awareness about halal, enabling them to effectively convey the advantages and significance of halal products to various consumers (Saleh and Wahab, 2024).

Popular celebrities are shown embracing halal cuisine and lifestyle goods in real life, and followers of influencers and social media who are unaware of the concept will find it more approachable (Mokhtar, et al., 2021). Non-Muslim consumers who were previously unaware of halal practices are encouraged to become interested in and give try for halal products by this exposure and positive effects (Usman, et al., 2023).

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

Halal certification indicates products and services meet Islamic law which gained popularity among non-Muslim consumers (Al-Teinaz and Al-Mazeedi, 2020). Halal products are increasingly perceived as natural, ethical, and of superior quality thus to a broader consumer base (Fauzi, 2023).

Non-Muslim consumers appreciate ethical and organic products drawn to halal products are required to contain components produced organically (Alzeer, et al., 2020). The halal logo is used to convey ideas to non-Muslim consumers seeking halal products (Farhan and Sutikno, 2022). Non-Muslim consumers are affected by health factors as well, as halal products follow rigorous halal certification requirements (Suryawan, Hisano, et al., 2022).

Non-Muslim consumers who value animal welfare and social responsibility are frequently linked to moral and sustainable business practices (Suryawan, Hisano, et al., 2022). Halal certification is founded on values appeal to consumers who value ethics such as fair labor standards and compassionate treatment of animals (Azam and Abdulllah, 2020).

Increase in the global halal market has led to a rise in demand for halal-certified products from non-Muslim consumers, as noted by Park and Lee (2021). Non-Muslim consumers come across halal-certified choices more often in their everyday shopping (Usman, Chairy, et al., 2022). Transparency and traceability associated with halal certification build trust and credibility among non-Muslim consumers (Ab Rashid and Bojei, 2020).

Non-Muslim consumers are reassured of the product's authenticity and purity by strict certification and inspection procedures (Teinaz and Mazeedi, 2020). Non-Muslim consumers purchase halal products with confidence knowing the products are high quality and accepted (Barakeh and Lambert, 2022). Social and cultural factors impact non-Muslim consumer's interest in buying halal-certified items (Lim, Hion, et al., 2022).

Non-Muslim consumers frequently look for opportunities to interact with various ethnic customs (Xiong and Chia, 2024). Non-Muslim consumers may engage and respect Muslim cultures by purchasing halal products (Billah, Rahman, et al., 2020). Worldwide halal industry has increased non-Muslim consumers' demand for products with halal certification (Park and Lee, 2021). Non-Muslim consumers see halal-certified options more frequently (Usman, Chairy, et al., 2022).

Halal certification process fosters confidence and trust among non-Muslim consumers through transparency and traceability (Nusran, Muhammad, et al., 2023). Effect skilled workers have on employer satisfaction through high-quality labor is comparable to how strict halal certification and moral manufacturing processes reassure customers of the authenticity and quality of products (Saleh, 2020a). Non-Muslim consumers purchase halal products with assurance since it is of good quality (Billah, Rahman, et al., 2020).

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

Recently, there has been a rise in the fascination of non-Muslim customers with items hold halal certification (Halimi, Firdaus, et al., 2022). Belief halal products are superior, ethical, and natural is the main reason for this increased desire (Fauzi, 2023). Nevertheless, ethical and sustainable practices, health concerns, and transparency of the certification process have sparked the interest of non-Muslim consumers in halal-certified products Hion, et al., 2022).

The increasing visibility and approval of halal-certified products among non-Muslim consumers can be attributed mostly to the phenomenon of market globalization (Hion, et al., 2022). Non-Muslim consumers are more likely to come across Halal-certified choices in their regular shopping experiences as their awareness of and availability of varied cultural items grows (Chairy, et al., 2022). Due to this exposure, the availability of halal products in mainstream markets has become more commonplace (Wisker, 2023).

E-marketing strategies are essential for increasing the exposure and accessibility of halal products and are crucial for educating consumers on halal certification and its advantages (Saleh, 2020). Halal marketing initiatives to non-Muslim consumers about halal certification and emphasizing its advantages would boost inclination to purchase halal products (Ramli, Razak, et al., 2023). Basic education on the definition of halal and its advantages makes consumers more inclined to try halal products (Billah, Rahman, et al., 2020). Marketing campaigns highlight universal principles of hygiene, health, and ethical sourcing alongside an explanation of halal standards can increase the non-Muslim consumer base (Adekunle and Filson (2020).

Non-Muslim consumer preference to purchase halal products is positively influenced (Xiong and Chia, 2024). Non-Muslim consumers are drawn and encouraged to sample halal cuisine by visually appealing advertisements showcasing premium halal products (Bukhari, Hasan et al., 2022). Importance of environmentally friendly advertising approaches in influencing consumer perceptions and behaviors towards purchasing decisions (Saleh, 2017).

Relationship between halal knowledge with Non-Muslim Consumer Intention to Purchase Halal Products

Numerous aspects impact consumer behavior in global marketplaces (Azam, 2016). Halal known as Islamic dietary laws, encompasses various products and services based on Islamic principles (Ambali and Bakar, 2014). Understanding how halal knowledge influences non-Muslim consumer purchase decisions becomes crucial for business as the global halal market expands (Chuan et al., 2022).

Halal knowledge significantly affects consumers' awareness and perceptions, which in turn influences purchase preferences (Nurhayati and Hendar, 2020). Non-Muslim consumers who know about the ethical, quality, and safety standards involved in halal certification are more inclined to have a positive perception of halal products (Razak et al., 2023). The positive perception is more often linked to the belief halal products are healthier of higher quality and more ethically produced (Hisano et al., 2022).

Halal knowledge directly impacts their trust in halal labels among non-Muslim consumers (Abdul et al., 2021). Trust is essential in decision-making process as non-Muslim consumers need assurance the products they purchase meet the expected standards (Chuan et al., 2022). Knowledge of halal products increases the likelihood of non-Muslim consumer purchase intention for halal products (Hion et al., 2022).

The role of influencers in social media is significant (Isa et al., 2021). Non-Muslim consumer's intention to purchase halal products is often influenced by social factors such as recommendations from Muslim friends or exposure to multicultural environments where halal products are prevalent (Arafat, 2022). Social interactions can help non-Muslim consumers understand and appreciate halal, thereby increasing their ability to purchase these products (Razak et al., 2023).

Marketing and educational initiatives are vital in bridging the knowledge gap (Sevim et al., 2023). Informative marketing plans informing non-Muslim customers about halal advantages and principles can significantly boost their curiosity and readiness to buy halal items (Abd Razak et al., 2023). These campaigns can showcase halal to non-Muslim audiences, emphasizing its importance for both Muslim and non-Muslim consumers about ethical, nutritious, and premium products (Javeed et al., 2021).

Increasing the knowledge base of both SMEs and consumers is essential, and digital coaching provides a platform for continuous learning where SMEs can stay updated on the latest halal market trends and regulations, fostering a more informed and confident buyer base (Ahamat and Saleh, 2024).

Understanding the cultural and moral foundations of halal norms allows non-Muslim consumers to see them as more than just a label (Turaeva and Brose, 2020). Learning about the principles governing permissible behaviors in food, finance, travel, and other services positions halal as a regular lifestyle choice rather than merely a religious system (Ratnasari, Tri et al., 2021). Thus, this knowledge enables non-Muslims to connect with halal on a value-based level (Abd Razak et al., 2023).

Halal certification regulations enhance transparency in ingredients and supply chain operations, boosting non-Muslim consumer trust (Murad et al., 2023). As consumers grow more concerned about the origins and purity of products, the strict traceability and restriction of harmful substances mandated by halal regulations provide reassurance to cautious non-Muslim consumers (Ely et al., 2020).

Conclusion

Awareness and understanding of halal concepts among non-Muslim consumers significantly influence their purchasing intentions. Due to educational efforts and strategic marketing, the halal industry is growing worldwide, leading non-Muslim consumers to see halal products as carefully made, safe, and of good quality. Halal certification is essential for establishing trust, but inconsistencies in labeling can lead to doubt. Effective marketing and education are essential to bridging the knowledge gap and making halal products more appealing and accessible to a broader audience.

Furthermore, this study benefits stakeholders, businesses, policymakers, and consumers. Businesses offering halal products can gain broad insights into effectively marketing to non-Muslim consumers by addressing knowledge gaps and correcting misconceptions, potentially leading to increased sales and market expansion. Certification bodies and policymakers might use the study's results to increase consumer trust by enhancing halal certification requirements and improving communication to appeal to a diverse audience. The study will also be helpful to non-Muslim customers as it explains the benefits of halal products and may even lead to changes in consumer behavior.

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