

## **Muslim Consumers' Purchase Behavior toward Halal Food in Japan**

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### **Abstract**

In recent years, the concept of Halal development has gained significant momentum in Japan, becoming a hot topic among both Muslim tourists and Japanese businesses. Despite the presence of several Halal consulting agencies in the country, the number of Japanese companies actively engaging in the Halal sector remains relatively low. Consequently, Muslim consumers visiting Japan often encounter challenges in finding Halal-certified food and other products. This situation underscores the need for greater involvement from Japanese companies to meet the growing demand and provide better options for Muslim consumers in the country. This research project focuses on exploring the behavior of Muslim consumers in Japan with regard to Halal food. The study aims to examine in detail the challenges that these consumers face while purchasing Halal food products and to analyze their purchasing behavior. Utilizing a qualitative methodology, the study employs shadowing and interviews as the primary data collection methods. Two participants were selected to take part in the study. The goal of this research is to gain a comprehensive understanding of the experiences of Muslim consumers in Japan and identify potential strategies to improve their access to and satisfaction with Halal food choices.

**Keywords:** Muslim Consumers, Purchase Behaviour, Halal Food

### **Introduction**

The significance of halal food consumption has been steadily increasing worldwide, including in Japan, where the Muslim population is expanding. This growth has driven a higher demand for halal food products and services within the country (Saville & Mahbubi, 2021). The surge in halal food demand in Japan is primarily due to the rising Muslim population and increased awareness of halal dietary restrictions among non-Muslim consumers. As a result, businesses looking to cater to this market must understand the purchasing habits of Muslim consumers regarding halal food (Ratih et al., 2022).

Japan has experienced a noticeable uptick in the development of halal-related services and products in recent years, making it a growing area of interest for Muslim tourism and

Japanese businesses (Adidaya, 2016). While halal in Japan is not a new concept, the early stages of the halal industry can be traced back to the economic bubble of the 1980s. During this time, many foreigners from Muslim-majority countries came to Japan for work. Some immigrants stayed beyond the duration of their visas, while foreign students contributed to the multicultural makeup of the country. As a result, small Muslim communities developed, leading to an increased demand for halal food products (Higuchi, 2007; Adidaya, 2016).

Despite the relatively small Muslim population in Japan, demand for halal food and beverages has been on the rise. Many restaurants and food chains now offer halal options, which has made Japan a more welcoming destination for Muslim tourists. Additionally, Muslim consumers in Japan often prefer to cook at home or visit ethnic food restaurants when dining out. They tend to choose seafood-based or vegetarian options at local eateries and often contact manufacturers for clarification on the halal status of ingredients (Yusof & Shutto, 2014). Halal food and ingredients are mostly imported, and halal certification depends on the country of manufacture. Prior to 2012, there was no standardized internal halal certification in Japan.

Islamic teachings encourage Muslims to select food that is beneficial and halal, while avoiding non-halal (haram) and questionable (syubhah) foods. Non-halal products are considered unlawful and include meat from dead animals, swine, intoxicating substances, and alcohol. Foods or drinks that fall outside of these categories are considered questionable (Hasan, 2016; Rahman et al., 2020).

The demand for halal certification has grown in recent years, leading to the emergence of various consulting agencies. However, this increase in demand has also led to heightened competition, with some agencies operating without proper authorization. As a result, obtaining halal certification has become more complicated and costly, causing many businesses and municipalities to abandon their efforts. This has resulted in missed opportunities to attract Muslim tourists, which could have a significant economic impact on Japan (Yamaguchi, 2019).

Despite these challenges, Japanese companies have yet to make significant progress in the halal sector compared to global competitors. However, with the halal market expanding globally, it is crucial for Japanese food companies to consider halal certification as a strategic approach to tap into this growing market (Yusof & Shutto, 2014). As of March 2023, six halal organizations in Japan have been recognized by Malaysia's Department of Islamic Development (JAKIM), including the Japan Muslim Association (JMA), NPO Japan Halal Association (JHA), Japan Islamic Trust (JIT), Muslim Professional Japan Association (MPJA), Nippon Asia Halal Association (NAHA), and Japan Halal Foundation (JHF).

The global halal market continues to rise due to an increasing Muslim population, and the trend toward halal certification in Japan shows no sign of slowing. However, this growth has introduced challenges, particularly in smaller cities where halal products are less accessible. To address this issue, a small halal industry has emerged through cooperation between non-Muslim Japanese and Muslims (Yamaguchi, 2009). Given Muslims' strong concerns about the food they consume, they are increasingly inquiring about the halal status of their food.

To better understand Muslim consumers' purchasing behavior toward halal food in Japan, this research aims to explore the challenges, coping strategies, and purchasing habits of Muslims living in Japan. This research is timely, as Japan is at a crossroads—deciding whether the growing interest in halal food is a fleeting trend or if the country is ready to sustainably accommodate Muslims in the long term.

### **Method And Data Collection**

#### *Study Design and Sample*

This research study utilized a qualitative approach, employing a unique research technique known as "shadowing," combined with in-depth interviews. As defined by McDonald (2005), shadowing involves a researcher closely following a participant for an extended period, acting as a "shadow" while the participant goes about their daily activities. The researcher takes detailed field notes throughout this process, which are later analyzed and synthesized into comprehensive reports. The primary objective of this technique is to offer a unique perspective on the participant's experiences that might otherwise be overlooked (McDonald, 2005).

Shadowing combines observation with brief, on-the-go interviews, where the participant is asked to clarify specific incidents or actions (McDonald, 2005; Quinlan, 2008). This approach not only allows the researcher to observe the events but also to understand their significance from the participant's perspective. This distinguishes shadowing from other research methods, such as traditional interviews (which rely on participants' recollections of past events) and participant observation (which does not involve the participant's commentary on the events) (Bartkowiak-Theron & Robyn Sappey, 2012; McDonald & Simpson, 2014). Ideally, this collaborative approach facilitates reflection, allowing participants to gain new insights into their practices (Bartkowiak-Theron & Robyn Sappey, 2012). Quinlan (2008) views shadowing as a collaborative research practice, generating insights in conjunction with the participant. As noted by Pontis (2019), the sample size for shadowing studies is typically small (ranging from two to five participants), with careful selection to avoid convenience sampling.

#### *Data Collection and Targeted Participants*

This study was conducted in Osaka Prefecture, Japan, in March 2023. According to 2020 data, the Muslim population in Osaka Prefecture is estimated to be approximately 10,660. The research is highly relevant to the current situation faced by Muslims living in Japan. The primary objective of this study was to identify the challenges encountered by Muslims in Japan, their purchasing behavior, and the coping strategies they employ. Specifically, this research seeks to investigate Muslim consumers' purchasing behavior toward halal food in Japan, focusing on their concerns and strategies related to halal food acquisition during their stay in Japan.

After identifying participants, appointments were scheduled with each participant, confirming the date, time, and location. Researchers met the participants at the supermarket where they planned to shop. During the shopping session, the researchers observed and recorded the participants' behavior until they completed their shopping. Following the shopping experience, a follow-up interview was conducted to clarify the researchers' observations and address additional questions.

Two participants were involved in this study: a woman and a man, aged 23 to 57 years. All participants had resided in Japan for over a year, with the exception of Karena, who is a native Japanese citizen. Further demographic details can be found in Table 1.

## Results

The respondents in this study all met the pre-established criteria of being Muslim residents of Osaka Prefecture in Japan for at least one year. The sample consisted of two individuals, one male and one female, both of whom reside with their families. The respondents, aged 25 and 57, hold bachelor's degrees and are employed. Furthermore, both respondents demonstrate a high level of proficiency in reading, writing, and listening to Japanese, as Karena is a native Japanese speaker, and Amadi is married to a Japanese woman. The respondents' monthly income falls within the range of ¥220,000 to ¥250,000, and they typically engage in grocery shopping at least once a week, with some trips occurring multiple times per week.

Table 1

### *Respondent's profile*

Items	Karena	Amadi
Age	25	57
Gander	Female	Male
Nationality	Japanese	Egyptian
Highest Education Level	Bachelor's Degree	Bachelor's Degree
Status of Employment	Employed	Employed
Monthly Income	¥220,000	¥240,000
Duration of Stay in Japan	Since Born	15 years
House Location (Prefecture)	Osaka	Hyugo
Level of Japanese Language Writing Skill	5	5
Level of Japanese Language Reading Skill	5	4
Level of Japanese Language Listening Skill	5	4
Number of Members Living in A Household	3	3
How often do you purchase food and beverage products? Once per week	Once in a fortnight	Several times per week

### *Participant A: Karena*

Karena is a 25-year-old Japanese woman who resides in the vibrant city of Suita, Osaka. She lives with her mother and grandmother in a cozy and intimate home. In 2017, Karena made a significant life change by converting to Islam. Despite being the only member of her family to do so, she embraced her new faith with enthusiasm and commitment. Karena holds a bachelor's degree from a prestigious Japanese institution, which enabled her to secure a position at the Japan Halal Association (JHA), an organization dedicated to certifying halal products and services. At JHA, she works alongside a team of experts to award halal certification to companies, and under her guidance, JHA has obtained recognition for two certifications: Halal Slaughtered Process and Halal Products. JHA is one of the few private agencies worldwide that has received recognition from the esteemed JAKIM Malaysia for its outstanding halal certification work.

Karena was recommended to the researchers by Ms. Remon, the founder of JHA, to observe the purchasing behaviors of Muslims living in Japan. A week before the scheduled shadowing session, the researchers contacted Karena, who was excited to participate in the study. She selected the Maruyasu Tominosato Store as the shopping destination for the observation.

The Maruyasu Tominosato Store is a small yet well-stocked shop located in the city of Takatsuki, Osaka. Its strategic location allows easy access via public transportation, including nearby train and bus routes. The nearest train station, Tonda, is a 13-minute walk from the store. For those traveling by car or bicycle, ample parking is available, with a spacious lot for cars located slightly further from the store and a bicycle parking area conveniently situated at the entrance, though uncovered.

Upon entering Maruyasu, the researchers observed that the aisles, though narrow, were well-organized, with sufficient space for two people to walk through comfortably. The store's layout is rectangular, with all sections and shelves easily accessible through a single, circular path, allowing customers to navigate quickly.

Despite its compact size, Maruyasu Tominosato Store offers a broad selection of products, from groceries to household items and personal care products, making it a convenient stop for local shoppers.

On the day of the shadowing, the researchers met Karena at the entrance of the store at 12:30 pm. She appeared cheerful, dressed in modest clothing with a hijab, as is typical for Muslim women. After exchanging greetings, the researchers began observing her shopping behavior. Karena had ridden her bicycle to the store, a 10-minute journey from her home. The weather was warm and sunny, ideal for a trip to the store. Upon entering, the store was bustling with senior citizens doing their shopping.

Karena immediately grabbed a basket and made her way to the fruits and vegetables section, which was located near the entrance. The section was brightly lit and stocked with a wide variety of fresh produce. Karena quickly selected broccoli, green peppers, cucumbers, peas, and other vegetables, moving swiftly with a clear idea of what she needed.

After gathering her vegetables, she proceeded to the cold storage area, which was cool and dimly lit. She paused at the grape section, carefully selecting the perfect bunch, then moved on to the fermented products section, where she picked up a type of soybean called "nato." Karena spent several minutes reviewing labels and ingredients from different brands before making her selection, demonstrating her thoughtful and meticulous shopping habits.

Next, she browsed the drinks section, where she examined various juice options before placing one in her basket. Satisfied with her selection, she continued to the fish and seafood section, where she picked a fresh-looking fish.

With her basket filling up, Karena then moved to the ready-cooked meal section, where she considered purchasing a rice and meat set for her grandmother. However, she decided against it when she realized that the meat was not halal, demonstrating her commitment to adhering to her religious dietary restrictions.

Karena then visited the dairy section, selecting a pack of cheese. She continued to the bread section, where she chose a loaf of bread. Although the bread lacked a halal certification label, Karena trusted the brand, as the ingredients were plant-based, particularly the shortening.

Upon completing her shopping, Karena proceeded to the cashier. She paid ¥3248 for the 10 items she had selected, using cash at the self-checkout machine. She explained that while she usually buys halal meat online via the Ajinatori app, which costs around ¥6000 for the meat and shipping, shopping at Maruyasu was more economical.

Karena typically shops once or twice a month, with her mother and grandmother also doing the shopping and cooking at home. She always reminds them of the foods and beverages she cannot consume due to her religious restrictions. When shopping, she prefers familiar, halal-certified products, often choosing imported goods with halal logos from countries such as Thailand. Karena is cautious about trying new products and only buys those she has previously tasted.

After a brief interview session, where she answered questions about her shopping habits, Karena reminded the researcher to contact her for further information. She then left the store and headed to the bicycle parking lot. The data collection session concluded after one hour.

*Participant B: Amadi*

Amadi is a 57-year-old Egyptian man who has been residing in Osaka, Japan, since 2017. He lives in Osaka Umeda and works in Toyonaka. Despite his challenging past, Amadi presents a warm and approachable demeanor that immediately puts people at ease. He was married to a Japanese woman, who tragically passed away in 2015 due to cancer. Since then, he has been a single parent to his two children. Despite the challenges of raising his children alone, Amadi remains a dedicated father and takes pride in their accomplishments.

Amadi holds a bachelor's degree and has extensive experience working as a hotel general manager worldwide. His career has taken him to various countries, including Thailand, Dubai, the United States, and Malaysia, where he has developed a deep appreciation for diverse cultures and ways of life. In addition to his professional expertise, Amadi is fluent in both reading Kanji and speaking Japanese. He enjoys cooking and prepares at least one meal each day. During the researchers' first visit to Osaka University, they had the pleasure of meeting Amadi, who immediately identified their country of origin and greeted them warmly. Upon learning about the research project, Amadi was eager to participate and offered valuable insights, even providing transportation to the research location.

On March 11th, a team of researchers met Amadi in front of his office in the bustling city of Toyonaka. The purpose of this meeting was to shadow Amadi during his visit to Costco Wholesale in Amagasaki, a warehouse-style store that specializes in selling imported food and various other goods. Amadi picked up the researchers in a sleek white Toyota Camry from their location at International House Toyonaka. During the drive, he explained that Costco Wholesale operated on a membership-only basis and offered a wide range of products, including groceries, electronics, home equipment, clothing, and more.

The store was located approximately 23 kilometers from Amadi's residence, with a 23-minute drive. Upon arrival, the researchers noticed the ample parking spaces available for both cars and bicycles, with parking areas located on levels one and two of the building. The bicycle parking lot was located right at the main entrance, and the store was conveniently situated near a train station, Sonada, with a 30-minute walk from the station to the store. This provided a convenient experience for both car drivers and pedestrians.

The weather on the day of the trip was pleasant, with bright sunshine and clear skies. Amadi skillfully navigated the car to the rooftop parking lot on level one, where only a few cars were parked. After finding a suitable spot, they made their way toward the entrance on the same level. A small queue had formed outside, consisting of about 15 customers waiting to enter the store. Amadi informed the researchers that the store would get busier as the day went on, especially since it was the weekend.

Upon arrival at the entrance, Amadi used his membership card to gain access and allowed the researchers to enter as his guests. The staff greeted them warmly and provided a trolley for convenience. After a brief wait, the store opened, and Amadi proceeded with the trolley toward the escalator leading to the main shopping area. At the entrance, the staff welcomed him, and the researchers noted the store's diverse clientele, including Japanese customers of various ages, from children to the elderly.

Amadi first headed to the biscuit and chocolate section, where he meticulously examined product labels, paying particular attention to the ingredients, especially the source of shortening and the country of origin. He explained that, based on his experiences, if a product was from a Muslim-majority country like Malaysia, the shortening was typically plant-based, such as palm oil. Conversely, products from Japan often used animal-based shortening. After careful consideration, Amadi chose a package of Govida Chocolate Chip cookies from Belgium.

Continuing his shopping, Amadi visited the frozen food section, where he discovered a promotional booth offering Yamamoto coffee. He explained that this was part of a local coffee brand's promotional activity. Amadi then selected a 1 kg package of halal chicken, which displayed the CP Fried Chicken logo, confirming its halal certification. He ensured that the label met his dietary requirements and was pleased to find it on sale for ¥200 less than the regular price of ¥998. The halal chicken was sourced from Thailand and was a popular choice among shoppers.

Next, Amadi moved to the meat section, where he showed a particular interest in the lamb meat offerings. He carefully selected two types of halal lamb from Australia, both premium-quality options. The first was Kirkland, known for its high standards and the Halal Australia logo, a mark of authenticity. The lamb ribs were priced at ¥478 per 100 grams and weighed around 600 grams per pack. The second selection was from Thomas Farms, also from Australia, which offered lamb meat at ¥305 per 100 grams, with larger packages weighing approximately 2.5 kg. Amadi was willing to pay a premium for the Kirkland brand due to its superior quality, noting that the lamb had less fat and appeared exceptionally fresh.

Amadi continued his shopping journey to the bread section, where he explained the ingredients and pricing of various products. He highlighted the difference in quality and

composition, noting that the more expensive bread options were typically made from whole grains such as wheat and barley, with gelatin sourced from plant-based materials. Amadi even demonstrated a quick experiment, pressing the bread to assess its quality, emphasizing that high-quality bread would retain its original shape without breaking.

After completing his bread selection, Amadi moved to the frozen section, where he picked up a 2 kg package of boneless chicken legs from Brazil, priced at ¥928. He mentioned that this item was a popular choice that often sold out quickly. He also pointed out that Japanese consumers preferred halal chicken for its distinctive flavor compared to non-halal options. Despite his best efforts, Amadi was unable to find the pita bread he was looking for.

At 9:25 am, Amadi completed his grocery shopping and proceeded to the cashier area, which was crowded with customers. All 14 cashier counters were open, and the staff provided efficient and friendly service. After paying for his items, Amadi made his way toward the exit, passing by various food court stations selling fast food, such as pizza, ice cream, hot dogs, and smoothies, all priced affordably. Before exiting, Amadi had to queue briefly to show his receipt and the items to the staff for clearance.

After finishing his shopping, Amadi drove the researchers back, engaging in further discussions about his shopping experience. He answered several follow-up questions regarding his purchasing decisions and the reasons behind his choices at Costco Wholesale.

### *Coping Strategies*

The findings from the shadowing method provided valuable insights into the purchasing behavior of Muslim consumers regarding halal food in Japan. Observations of shopping experiences revealed that religious practices significantly influenced purchasing decisions. Muslim consumers displayed a strong preference for halal-certified products, often meticulously checking for certification labels and selecting items that conformed to their religious dietary requirements (Saville & Mahbubi, 2021).

Cultural influences were also found to play a substantial role in shaping purchase behavior. Muslim consumers frequently sought familiar flavors and traditional dishes, underscoring the importance of cultural authenticity in their food choices (Sahir et al., 2021). This suggests that businesses aiming to cater to the halal food market in Japan should consider offering a diverse range of authentic options to meet the preferences of Muslim consumers.

### *Religious Considerations and Food Preferences*

Karena's conversion to Islam and her subsequent adherence to Islamic dietary laws (halal) have a profound impact on her grocery shopping behavior. As the only member of her family practicing Islam, Karena demonstrates a strong commitment to sourcing halal-certified products. Her awareness of halal food requirements is evident as she navigates the store, efficiently identifying suitable items while avoiding non-halal products. This awareness not only reflects her personal beliefs but also her understanding of the significance of adhering to halal standards within the broader Muslim community.

Although Amadi's religious affiliation is not explicitly stated, his preference for halal-certified products suggests a commitment to dietary requirements in alignment with Islamic principles.



His selection of halal chicken and lamb indicates a conscientious approach to food choices. Amadi's adherence to halal standards may stem from personal beliefs or cultural practices, underscoring his desire to maintain dietary traditions despite living in a non-Muslim majority country such as Japan.

Given the diverse preferences and dietary practices within Japanese society, it is essential to develop coping strategies that address the varied needs of consumers. These strategies could include initiatives to increase the availability of halal-certified products (Mat et al., 2023), while ensuring that non-halal options remain accessible. By understanding and accommodating the diversity of consumer preferences, businesses and communities can create an inclusive environment that respects the dietary choices of all individuals, ultimately contributing to a more harmonious and welcoming society for everyone.

#### *Financial Considerations and Budgeting*

Karena's decision to purchase halal meat online through the Ajinatori app reflects her awareness of financial constraints. While recognizing the convenience of online shopping, she also acknowledges the potential cost differences when compared to traditional brick-and-mortar stores. Despite the higher price associated with online halal meat purchases, Karena values the assurance of halal certification and is willing to allocate a portion of her budget to ensure her dietary preferences are met.

Price is also a key determinant in selecting which grocery store to patronize. When prices are comparable, consumers tend to prioritize product quality. This preference may be driven by the importance customers place on the taste and appearance of food products, as these factors directly influence their purchasing decisions (Raffi & Hasan, 2019).

#### *Preference Product and Quality*

Karena's preference for imported halal products with clear halal labeling reflects a trust in foreign halal certification standards. This preference may arise from the perception that international halal certification processes are associated with higher quality and reliability. By choosing imported halal products, Karena prioritizes authenticity and adherence to halal standards, even if it requires paying a premium compared to locally sourced alternatives.

Amadi's preference for premium-quality halal meat, particularly imported varieties from Australia, illustrates his discerning taste and commitment to culinary excellence. Despite the higher cost of such products, he values quality and taste over price considerations. His willingness to invest in premium halal meat emphasizes the importance he places on food quality and authenticity in his culinary preferences, highlighting his desire for a superior dining experience.

Moreover, the influence of marketing strategies and certification processes was evident during the shadowing observations. Effective marketing practices, such as prominently displaying halal certification and providing clear labeling, appeared to positively impact purchasing decisions (Hosain, 2021). The visibility of credible certification labels instilled confidence in Muslim consumers, simplifying their decision-making process.

### *Impact and Reflection*

The coping strategies employed by Karena and Amadi enable them to successfully navigate the grocery shopping experience while adhering to their dietary preferences and requirements. By making informed decisions that align with their religious and personal values, both participants contribute to their overall well-being and satisfaction with their shopping experiences. Furthermore, through their interactions with store staff and researchers, Karena and Amadi promote awareness and understanding of halal food preferences and requirements, fostering inclusivity and respect within the community.

In summary, while Karena's commitment to consuming halal products reflects her religious beliefs and personal values, it is essential to consider the broader context of consumption within Japanese society. By developing coping strategies that address the varied needs of consumers while balancing economic considerations, businesses can create an inclusive environment that accommodates the diverse preferences and dietary practices of all individuals (Mat et al., 2023). The coping strategies demonstrated by Karena and Amadi underscore the importance of knowledge, awareness, and practical considerations in managing grocery shopping experiences.

Retailers and food manufacturers can enhance their offerings by ensuring clear labeling and certification for halal products, thus catering to the diverse dietary preferences of consumers like Karena and Amadi. Continued efforts to promote understanding and respect for halal dietary requirements will contribute to creating inclusive and accommodating environments for Muslim consumers in Japan, fostering a sense of belonging and cultural acceptance. By analyzing the coping strategies employed by Karena and Amadi, we gain valuable insights into the factors influencing their grocery shopping experiences and their broader impact on well-being and community engagement.

### **Conclusion and Recommendation**

Addressing the challenges and capitalizing on the opportunities presented by Muslim purchasing behavior in Japan require strategic efforts from retailers and food manufacturers. One of the most critical steps is ensuring that products are clearly labeled as halal-certified, enabling Muslim consumers to easily identify suitable options. Collaboration with recognized halal certification bodies is essential for obtaining accreditation and building trust among this demographic. Expanding the range of halal products available in stores is another important approach to cater to the diverse dietary preferences and cultural backgrounds of Muslim consumers. This may involve importing a variety of halal-certified products from different countries to provide a broader selection.

Educational initiatives can further support these efforts by raising awareness about halal dietary requirements and the importance of halal certification. Providing information on product labels and in-store signage can guide consumers in making informed decisions. Moreover, the implementation of digital technologies such as blockchain and QR code labeling can enhance transparency and traceability within the halal supply chain. These tools allow consumers to access detailed information regarding the halal certification status, origin, and production processes of products, empowering them to make informed choices (Awan et al., 2020). Enhancing online shopping platforms is equally important in this context. These

platforms should provide detailed product descriptions, including information on halal certification status, and offer convenient options for home delivery or in-store pickup.

Collaboration with local halal associations and organizations is also crucial for gaining deeper insights into the needs and preferences of Muslim consumers. Such partnerships can inform product selection, marketing strategies, and community engagement initiatives, ensuring that these efforts are aligned with consumer expectations.

Although the research successfully fulfills its objectives, there are areas requiring further investigation. These include consumers' online purchasing behavior and their knowledge of halal-related issues, particularly cross-contamination and halal logistics. This study has found that a significant proportion of Muslims living in Japan prefer to purchase halal meat through online platforms. As highlighted in the results, both participants indicated that they obtain their halal meat online. This finding underscores the importance of examining the relationship between consumers' understanding of cross-contamination, halal logistics, and their purchasing decisions.

Further research is necessary to explore the extent of consumers' halal knowledge, particularly in relation to cross-contamination and halal logistics. Such studies would provide a more comprehensive understanding of how these factors influence purchasing behaviors and contribute to the development of effective strategies for serving the Muslim consumer market in Japan.

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