

The Influencing Factors of Intention to Use Halal Food Packaging

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Abstract

The purpose of this paper is to review previous research about factors influencing the intention to use Halal food packaging in that focusing on awareness, knowledge, attitude, subjective norms, perceived behavioural control, and the halal logo. The model is developed by using Theory of Planned Behaviour (TPB) by integrating awareness, knowledge halal logo. The research anticipates a positive, significant impact of these factors on adopting Halal food packaging, offering valuable insights for strategic marketing in the Halal food industry. This study highlights the importance of consumer awareness, knowledge, attitude, subjective norms, perceived behavioural control, and halal logo in influencing the intention to use halal food packaging. Marketers can leverage these insights to design effective campaigns, while policymakers can develop supportive regulations to enhance consumer trust and awareness.

Keywords: Awareness, Knowledge, Attitudes, Subjective Norm, Perceived Behavioural Control, Halal Logo, Intention To Use Halal Food Packaging

Introduction

Malaysia official religion is Islam, with most of the population practicing Sunni Islam. According to the Department of Statistics Malaysia (DOSM), as of the 2020 Census, approximately 61.3% of the population identifies as Muslim, making Islam the dominant religion in the country (Department of Statistics Malaysia, 2020). This diversity extends to religious practices, with Islam being the official religion of the country. The growth of the halal industry in Malaysia has been remarkable, with significant contributions to the country's economy. According to the Halal Industry Development Corporation (HDC), Malaysia's halal export was expected to grow to 99.5 million Ringgit by 2020 from 34.5 million in 2013 (Zailani et al., 2017). This growth is further supported by the projection that the global Muslim population is set to increase by 2030 (HMetro), leading to higher contributions from halal exports by 2020. Presently, the Malaysian halal industry is valued at US\$30 billion and is expected to grow by 25% within the next five years, while the global halal market is estimated to be worth about US\$2.3 trillion and is expected to continue to grow (Mohamed et al., 2020). The government has played a pivotal role in fostering the growth of the halal industry in Malaysia.

Given the possibility of non-Halal components in packaging materials, the study on halal food packaging tackles the urgent need to guarantee conformity to Shariah law in the food business (Talib, 2012). Current events demonstrate the difficulties in ensuring that materials meet Shariah regulations and preserving the integrity of the Halal supply chain, underscoring the complexity of Halal packaging methods. The study highlights how important it is to comprehend consumer incentives in the larger halal food sector.

Halal packaging encompasses the use of bioactive materials, intelligent packaging indicators, bio-based polymers, and natural compounds to ensure the safety, quality, and sustainability of food products. The integration of intelligent packaging technology and sustainable packaging materials is essential for addressing environmental challenges, enhancing food safety, and meeting consumer demand for halal-certified products.

Problem Statement

The impetus behind this research stems from the critical significance of consumer awareness regarding halal food packaging, particularly concerning the needs of Muslim consumers in the food industry. While the Halal logo has traditionally played a pivotal role in influencing purchasing decisions by assuring adherence to Shariah law and ensuring the wholesomeness, cleanliness, and healthiness of food products. Recent developments in the industry, exemplified by DD Plastic Sdn Bhd's expansion plans and their emphasis on Halal packaging adhering to Jakim's specifications, underscore the complexities in Halal packaging practices.

The pressing concern of non-Halal elements in packaging materials, such as animal-derived components in plastics or the usage of animal-derived oils in metal can production, has raised uncertainties about the true Halal status of these materials (Talib, 2012). The challenges in verifying Shariah-compliant slaughtering methods have led to doubts regarding the Halal integrity of commonly used packaging materials. These challenges are multifaceted, encompassing issues in supply chain management, authentication of consumer-packaged goods, and the overall integrity of the Halal supply chain. The operational complexities surrounding halal authentication pose serious challenges to the integrity of consumer-packaged goods (Premanandh & Salem, 2017). Furthermore, conventional halal standards have traditionally focused on the slaughtering and production, neglecting the control of the entire halal supply chain. This lack of control has resulted in the failure of suppliers to deliver materials that comply with Halal standards, thereby reducing the industrial economic advantage (Khan et al., 2019). Additionally, the application of Halal in supply chain management is not well understood amongst non-Muslims, leading to challenges in addressing the aspect of avoiding contact with Haram mainly through packaging.

The study of Halal packaging is essential due to the potential presence of non-Halal elements in packaging materials, which directly impacts the adherence to Shariah law in the food industry. Ensuring the purity and compliance of packaging materials with Halal standards is crucial for meeting the needs and expectations of Muslim consumers.

The existing literature has delved into the motivational, emotional, and memorable dimensions of non-Muslim tourists' halal food experiences, emphasizing the importance of comprehending consumer motivations in the broader halal food market (Sthapit, 2021). However, a significant research gap remains concerning the specific influence of halal food

packaging on consumer attitudes and experiences, necessitating further exploration into how packaging contributes to the expression of piety and religious values.

Additionally, Makiah et al. (2022) have highlighted the convergence of religious commodification and the expression of piety through halal certification, raising questions about how halal food packaging aligns with or enhances this expression. Recognizing psychological needs as underlying forces of halal food purchase intention, as identified by Syed et al. (2022), suggests a need to explore the psychological impact of halal food packaging. Bridging this research gap will offer valuable insights into the role of packaging in conveying religious authenticity and meeting psychological needs, contributing to a comprehensive understanding of consumer behavior in the halal food market.

The influence of awareness, knowledge and halal logo has been highlighted in previous studies. Factors such as halal awareness, the Halal logo, and attitude have been identified as important in affecting consumers' purchase intention. Moreover, the significant influence of attitude and subjective norms has been revealed in predicting intentions to choose Halal products (Marmaya et al., 2019). Additionally, the relationship between the halal logo, subjective norms, and attitude has been found to explain consumers' intention to consider the halal logo during packaged food purchases (Muhamad et al., 2017). The findings can guide strategic initiatives for better use of halal food packaging practices, benefiting consumers, industry stakeholders, and Malaysia's broader agenda for Halal standards.

Literature Review

Theory Planned Behaviour (TPB)

The Theory of Planned Behaviour (TPB) is a psychological framework developed by Icek Ajzen in 1991 to understand and predict human behaviour in various contexts (Ajzen, 1991). It's rooted in the idea that behavioural intentions significantly influence actual behaviour (Ajzen, 1991). TPB posits that an individual's intention to perform a behaviour is determined by three core factors: attitudes, subjective norms, and perceived behavioural control (Ajzen, 1991). Attitude refers to an individual's positive or negative evaluation of performing a behaviour. Subjective norms involve perceived social pressure to engage or not engage in the behaviour. Perceived behavioural control relates to an individual's perception of the ease or difficulty of performing the behaviour (Ajzen, 1991).

Ajzen initially formulated TPB as an extension of the Theory of Reasoned Action (TRA) proposed earlier (Ajzen & Fishbein, 1980). TRA suggested that behavioural intentions are influenced by attitudes and subjective norms (Ajzen & Fishbein, 1980). TPB introduced perceived behavioural control as an additional determinant, emphasizing the importance of an individual's perceived control over their behaviour (Ajzen, 1991).

This theoretical model has been widely applied across disciplines such as psychology, health, marketing, and consumer behaviour (Ajzen, 1991). TPB has provided valuable insights into understanding and predicting various behaviours, guiding interventions, and informing strategies to modify behaviours in different contexts (Ajzen, 1991). To understand the influencing factors shaping consumers' intention to use Halal food packaging, it is essential to examine the impact of Attitude (A), Subjective Norm (SN), and Perceived Behavioural Control

(PBC) on consumer behavior. Several studies have investigated these factors and their influence on consumers' intention to purchase Halal food products.

Alam and Sayuti (2011) conducted a study using the Theory of Planned Behaviour (TPB) to analyse the factors affecting Halal food purchasing behaviour. The results indicated that all factors, including Attitude, Subjective Norm, and Perceived Behavioural Control, had a positive and significant influence on Halal food purchasing intention (Alam & Sayuti, 2011). Similarly, Nuzulfah et al. (2019) found a positive influence between consumer attitudes and intentions in consuming Halal food products (Nuzulfah et al., 2019). Furthermore, Awan et al. (2015) emphasized the potential positive influence of explicit marketing practices on consumer buying intention of Halal food products, which aligns with the significance of Attitude, Subjective Norm, and Perceived Behavioural Control (Awan et al., 2015).

Moreover, Bashir (2019) highlighted the significant influence of Halal awareness, Halal logo, and attitude on foreign consumers' purchase intention of Halal food products, further supporting the importance of attitude and its impact on consumer behaviour (Bashir, 2019). Additionally, Sudarsono and Nugrohowati (2020) identified that knowledge, and attitude positively influenced consumer intention to consume Halal food products, emphasizing the role of Attitude in shaping consumer behaviour (Sudarsono & Nugrohowati, 2020).

TPB has been utilised in the context of technology acceptance, where it has been found to have explanatory power in understanding undergraduates' behaviour intention of e-textbook adoption (Chen, 2023). Additionally, TPB has been integrated with the Health Belief Model to understand behaviours related to COVID-19 prevention (Yastica et al., 2020). The TPB has also been extended and modified to suit specific contexts, such as in predicting intentions to choose a travel destination Jordan et al. (2017) and supporting tourism Jordan et al. (2017).

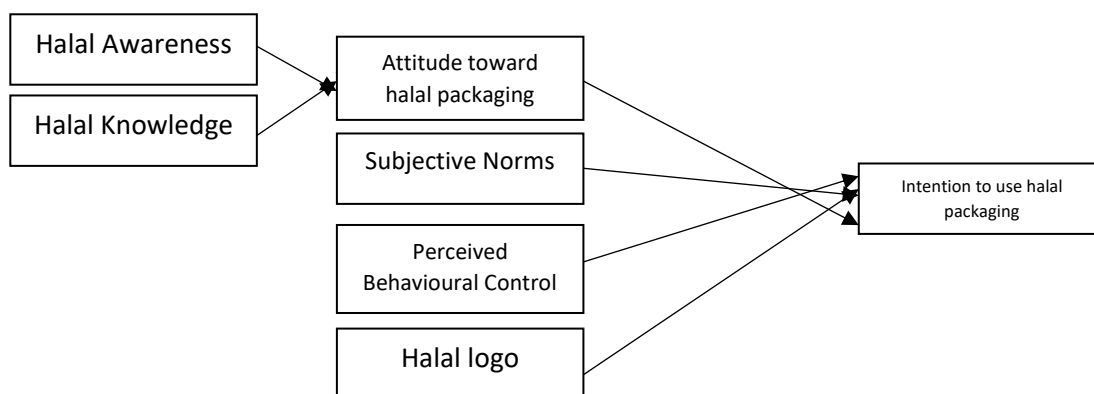


Figure 1: Research Model

Proposition Development

Halal Awareness and Attitude toward Halal Packaging

Awareness can be broadly defined as the state or ability to perceive, feel, or be conscious of events, objects, or sensory patterns (Lernia, 2020). In literature, modelling context-awareness is built on a more solid ground than its definitions (Rodis, 2018). Self-awareness, on the other hand, can be broadly defined as the extent to which people are consciously aware of their internal states and their interactions or relationships with others (Sutton, 2016).

Awareness of halal food has been a subject of extensive research, with studies focusing on various factors influencing consumers' knowledge and intention to purchase halal products (Awan et al., 2015). highlighted the significance of halal awareness as one of the factors affecting purchase intention in Pakistan's halal food sector (Awan et al., 2015). Similarly, Nurhayati and Hendar (2019) found that halal awareness and certification positively influence purchase intention, emphasizing the importance of consumer awareness in the decision-making process (Nurhayati & Hendar, 2019; Bashir, 2019).

According to Oemar et al. (2022), a good level of awareness about halal food among micro and small entrepreneurs in West Java Province, Indonesia, further underlining the importance of awareness in the context of halal certification (Oemar et al., 2022). The study will select a definition from (Aziz & Chok, 2013) the understanding and information about specific things (Aziz & Chok, 2013). Additionally, it is a relative concept where a person possibly will be, to some extent, subconsciously or very aware of the issues relating to halal aspect of what is allowable by Allah (God).

Moreover, Damit et al. (2019) highlighted the substantive role of attitude in influencing Malaysian consumers' intention to purchase halal food products, indicating a positive relationship between attitude and purchase intention (Damit et al., 2019). This finding is consistent with the results of (Nuzulfah et al., 2019), who tested the hypothesis that consumer attitudes toward halal food products would be higher when the argument quality of a product is stronger, further supporting the positive relationship between attitude and intention (Nuzulfah et al., 2019). These findings collectively support the positive and significant relationship between consumer awareness and attitude intention to use halal food packaging. Therefore, the following proposition is offered:

H1: Halal awareness will be positively related to attitude towards halal packaging.

Halal Knowledge and Attitude toward Halal Packaging

Knowledge can be defined as the understanding, awareness, or familiarity acquired through experience, learning, or reasoning. It encompasses the theoretical or practical understanding of a subject (Kublikowski, 2016). Knowledge is not limited to a singular definition, as different cultural and philosophical perspectives can lead to diverse interpretations of knowledge (Clemens, 2020). Knowledge in the context of halal products and services encompasses a deep understanding of the principles and requirements of halal certification, as well as the implications of halal logistics and supply chain management (Zailani, 2017).

The relationship between consumer knowledge and attitude toward halal food packaging has been a subject of interest in recent research. According to Oemar et al. (2022), the study found that halal knowledge plays the pivotal role in influencing the understanding and recognition of halal certification among micro and small-scale food enterprises (Oemar et al., 2022). Ahmad (2015) found the relationship between knowledge and attitude towards Halal food and cosmetic products has a significant impact. Therefore, the following proposition is offered:

H2: Halal knowledge will be positively related to attitude towards halal packaging.

Consumer Attitude and Intention to Use Halal Packaging

Attitude is defined as an individual's evaluative judgments, feelings, and behavioural tendencies towards objects, people, or concepts (Eagly & Chaiken, 2018). This evaluative stance is often shaped by cognitive, affective, and behavioural components that interact to influence an individual's responses (Ajzen, 2015).

Research has shown that attitudes are not only important in shaping individual behaviour but also play a significant role in various domains such as education, healthcare, and social psychology. For instance, in the field of education, students' attitudes towards learning have been found to significantly impact their academic performance and engagement (Maison et al., 2020). Similarly, in healthcare settings, healthcare professionals' attitudes towards evidence-based practice and research utilization have been identified as crucial factors in determining the quality of patient care and outcomes (Olade, 2003). Furthermore, attitudes have been studied in the context of social psychology, where they are found to influence individuals' perceptions, judgments, and interactions with others (Fazio & Williams, 1986).

Attitude plays a crucial role in influencing consumer behaviour and decision-making in the context of halal products. Research has indicated that non-Muslim consumers' perception of halal food products is influenced by their attitude particularly in the context of Malaysia (Haque et al., 2015). Furthermore, the intention to register for halal certificates is influenced by the attitude to produce halal products, supported by halal awareness, and perception of the ease of procedure to obtain halal certificates (Oemar et al., 2022).

According to the Theory of Reasoned Action (TRA), there is a positive relationship between attitude and intention to choose Halal products (Rahman et al., 2015). This is further supported by Golnaz et al. (2010) who found that consumers' attitude towards halal food is a significant predictor of intention (Bashir, 2019). Additionally, a study by Shah Alam and Mohamed Sayuti (2011) suggests that a positive attitude significantly influences consumers' intention to purchase halal food products (Damit et al., 2019). Furthermore, a study by Sudarsono & Nugrohowati (2020) indicated that attitudes positively influenced consumer intention to consume halal food products (Sudarsono & Nugrohowati, 2020).

The relationship between consumer attitude towards the intention to use halal food packaging is complex and influenced by various factors. While some studies have found a positive and significant relationship between attitude and intention, others have reported mixed results. Therefore, the following proposition is offered:

H3: Consumer attitude will be positively related to intention to use halal packaging.

Subjective Norms and Intention to Use Halal Packaging

Subjective norm refers to an individual's perception of social pressure to engage or not engage in a particular behaviour in each situation (Chaudhary et al., 2017). It represents the influence of the social environment and the extent to which an individual feels social expectations or pressure to perform a specific behaviour (Chaudhary et al., 2017). According to Ajzen, subjective norms are determined by beliefs about whether people important to the individual think they should or should not perform the behaviour (Chaudhary et al., 2017).

Moreover, subjective norms have been found to have a direct and positive influence on intention and adoption behaviours, indicating their significant impact on decision-making processes (Saare et al., 2019). Subjective norms are also giving the significant influence for purchase intention (Lada, et al., 2009). According to Haro (2016), subjective norms have been found to be the most influential driver of intention to choose halal products. The results of various studies have consistently indicated that subjective norms have a positive relationship with the intention to purchase food packaging with a halal logo (Mohtar et al., 2021). Therefore, the following proposition is offered:

H4: Subjective norms will be positively related to intention to use halal packaging.

Perceived Behavioural Control and Intention to Use Halal Packaging

Perceived Behavioural Control refers to an individual's perception of the ease or difficulty of performing a particular behaviour based on their perceived control over that behaviour (Kim et al., 2020). It encompasses the influence of internal and external factors on an individual's ability to execute a behaviour (Abdullah & Wahab, 2015). According to Ajzen, the efficiency of the TPB model is evident in explaining intention, with Perceived Behavioural Control being as important as attitude across various behaviour categories (Godin & Kok, 1996). This highlights the significance of Perceived Behavioural Control in shaping behavioural intentions. In the context of halal consumption or adherence to halal guidelines, Perceived Behavioural Control reflects an individual's perception on their ability to overcome obstacles and successfully enact halal-related behaviours.

Several studies have shown that perceived behavioural control plays a significant role in influencing the intention to use halal food packaging among consumers. Damit et al. (2019) found that perceived behavioural control positively influenced the intention to repurchase halal food among non-Muslim consumers in a Muslim country (Damit et al., 2019). Similarly, Iranmanesh et al. (2019) highlighted the positive relationship between perceived behavioural control and the intention to purchase halal food products among Muslims (Iranmanesh et al., 2019). Furthermore, Hasyim (2022) demonstrated that perceived behavioural control significantly affected the purchase intention of halal food (Hasyim, 2022). Furthermore, Suki & Salleh (2018) found that perceived behavioural control, affected Muslim consumers' behavioural intention to patronize retail stores (Suki & Salleh, 2018). The results of various studies have consistently indicated that Perceived Behavioural Control has a positive relationship with the intention. Therefore, the following proposition is offered:

H5: Perceived behavioural control will be positively related to intention to use halal packaging.

Halal Logo and Intention to Use Halal Packaging

The halal logo is where a symbol is perceived as a form of belief before reaction, gesture, or behaviour, reflecting the concept of Halal and influencing consumer attitudes (Pradana et al., 2020). The Halal logo plays a pivotal role in shaping consumer trust, perceived reputation, and loyalty towards the product or brand (Quoquab et al., 2019). The Halal logo is a symbol that holds significant importance in the food and cosmetic industry, particularly for Muslim consumers. It serves as a visual representation of adherence to Islamic dietary laws and regulations, signifying that the product has been certified as permissible for consumption according to Islamic guidelines (Talib et al., 2015). The Halal logo is a crucial attribute in purchasing decisions, as it provides assurance to Muslim consumers regarding the compliance of the product with Halal standards (Jung et al., 2023).

Furthermore, it is considered an important factor in influencing behavioural intentions and purchase decisions among both Muslim and non-Muslim consumers (Septiarini et al., 2022). The presence of the Halal logo on products enables Muslim consumers to make more informed purchasing decisions, as it signifies the product's adherence to Halal standards and guarantees health and hygiene (Temizkan, 2022; Praswati & Prijanto, 2017). Additionally, the Halal logo is instrumental in creating a positive perception of the brand and product, thereby influencing consumer purchase behaviour (Putri, 2018).

Rahman et al. (2015) found a significant difference in consumers' attitudes towards Halal cosmetics and food products, as well as their intentions to choose these products, suggesting that consumer perception of the halal logo can influence their intention to use halal products. Similarly, Awan et al. (2015) discussed the significant difference among various factors affecting purchase intention for Halal food products in influencing consumer behaviour and indicating a potential link between of the halal logo and purchase intention. The evidence from these studies indicates the importance of the halal logo in influencing consumer behaviour and intention. Therefore, the following proposition is offered:

H6: Halal logo will be positively related to intention to use halal packaging.

Conclusion

The significance of the study lies in its aim to strengthen the Theory of Planned Behaviour (TPB) by incorporating halal awareness, halal knowledge, and the halal logo. This is crucial in understanding the factors influencing consumers' intention to use Halal food packaging in Malaysia. The TPB has been widely used to predict consumer behaviour, and previous studies have shown that attitude, subjective norm and perceived behavioural control are positively related to intention. Empirical research should be conducted to apply the theoretical model developed in this paper. A suggestion for future research is to explore how halal awareness and halal knowledge influence attitude toward halal packaging. Also, future studies should empirically examine the relationship between attitude toward halal packaging, subjective norms, perceived behavioural control, halal logo and intention to use halal packaging.

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