

The Effect of Halal Signs and Symptoms on Consumers' Purchase Intention in Muslim and Non-Muslim Countries- A Review

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ABSTRACT: *Nowadays, the studies related to Halal products are increased due to rapid growing global market for Halal products as a consequence of increase in Muslims population. The influence of Halal signs and symptoms on Consumers' Purchase Intention among the Muslim and Non-Muslim consumers is an interesting subject, while a lot of researches have been done based on that. The results of those works represent the various effects of Halal signs and symptoms on consumers' purchase intention, which are against to each other. The aim of the present review study is to summarize the works of the literature to conclude the effect of Halal signs and symptoms such as Halal brand names, Halal logos, Halal symbols, Halal labeling and Halal certifications on Consumers' Purchase Intention in Muslim and Non-Muslim countries. According to the several studies (from different countries since 2009 to 2016), it was found that Halal signs have a positive influence on consumers' purchase intention in the most works. In addition, Halal sign on products is one of the most important factors influencing on consumers' Halal purchase intention. It is noticeable that, no significant effect of Halal signs on Consumers' Purchase Intention is also reported in some studies.*

Keywords: *Halal products, Halal brands, Halal logos, Consumers' Purchase Intention*

I. INTRODUCTION

As the population of Muslims increases by approximately 35 percent in the next 20 years, from 1.6 billion in 2010 to 2.1 billion by 2015 and to 2.2 billion by 2030 [1], businesses need to focus more on Halal in the global market beyond quality and hygiene (permissible ingredients), from farm to spoon [2]. Therefore, discovering the attributes of the Halal products enables scholars and marketers to extend this product to different markets. The Halal signs and symptoms such as Halal brand names, Halal logos, Halal symbols and Halal certifications and etc. are the important factors to realize the Halal products among all the products in the markets. Various studies have been done to investigate the influence of Halal signs and symptoms on Consumers' Purchase Intention in Muslim and Non-Muslim countries, while different conclusions have been obtained. However there is a lack of a comprehensive review study to conclude the impact of Halal signs and symptoms on consumer purchase intention. Therefore, this literature review study is presented. The results of various works about the effect of Halal signs and symptoms such as Halal brand names, Halal logos, Halal symbols, Halal labeling and Halal certifications on Consumers' Purchase Intention in Muslim and Non-Muslim countries are summarized in the present literature review study.

1.1 Purchase Intention

The most significant issue in each industry concentrates on increasing purchase intention. This critical concept in marketing approach assists managers in deploying the proper strategies in the marketplace related to market demands, market segmentations, and promotional programs [3]. Purchase intention is a process to analyze and predict the behavior of consumers [4] pertaining to their willingness to buy, use and their extensive attention toward the specific brand [5], [6]. Superior purchase intention promotes the purchase [7] since the consumer's experiences after purchase give a collective feeling that affects consumers to repurchase the brand [8]. In this regard, assessing the Halal brand purchase intention would help to better understand the needs, expectations, and perceptions of consumers [9].

1.2 Halal and Haram

The Quran has a specific guideline on what is Halal and what is Haram. In general, the concept of Halal and Haram are applicable to whole aspect of a Muslim daily life. Halal would mean any behavior or activities that are allowed or permissible by Islam while Haram on the other hand refers to behavior and act that are prohibited. The rules are stated in the Quran and the hadith (the words and the doings of Prophet Muhammad) as the reference interpreted by learned scholars of Islam called Ulama' [9].

Halal can be defined as permitted or allowed to Muslims [10], [11]. Except for pork and its by products, and some certain products, most meat and vegetables are considered Halal. In Islam food and products can be divided into nine categories between Halal and Haram; Mashbooh and Makrooh falls in between [11]. The Halal product has to follow the conditions which the ingredients or components do not contain any parts from animal

that is not Halal to be eaten or used by the Muslims. Mashbooh, loosely translated would mean doubtful, while Makrooh would mean not encouraged to consume. It is very important for the Muslim consumers to know the products that they bought and consumed are in which categories [9].

1.3 Halal certification

Halal certification is introduced to protect Muslims consumers through a comprehensive Halal Assurance System. Halal certification not only focusing on the materials or ingredients that goes into the product however the "Toyyiban" or wholesomeness concept that is applied will also scrutinize every aspect of productions. This is considered as the Halal certification strength, where sanitation and safety is also an important part of this certification which is not only important to Muslims but equally important for non-Muslim consumers and such important features are found to be important selling point to all consumers segment [12].

A Halal Certificate is a document issued by an approved Islamic organization certifying that the products meet Islamic laws and are usable by Muslims. Halal certification from a recognized Islamic organization helps build confidence among Halal consumers and is a reliable and authoritative testimony to support manufacturers' claims that their products are Halal compliant [13].

1.4 Which Products Can Be Certified?

With the complexity of manufacturing systems and the utilization of all animal byproducts, any product consumed by Muslims may be certified, whether the product is consumed internally or applied to the body externally. Medicines and pharmaceutical products that are used for health reasons need not be certified. However, knowledgeable consumers look for products that are Halal-certified or at least meet Halal guidelines. The products that may be certified include:

- Meat and poultry fresh, frozen and processed products
- Meat and poultry ingredients
- Dairy products and ingredients
- Prepared foods and meals
- All other packaged food products
- Cosmetics and personal care products
- Pharmaceuticals
- Nutritional and dietary supplements
- Packaging materials [14].

1.5 Types of Halal Certificates and Duration

There are two types of Halal certificates, and their duration depends on the type of food or beverage. The first type of certificate is a site registration certificate, which signifies that a plant, production facility, food establishment, slaughterhouse, abattoir or any establishment handling food has been inspected and approved to produce or serve Halal food. It does not mean that all food products made or handled at such a facility are Halal-certified. A site certificate may not be used as a Halal product certificate [15].

The second type of Halal certificate is for a specific product or a specific quantity. This certificate signifies the listed product or products meet the Halal guidelines formulated by the certifying organization. Such a certificate may be issued for a specified quantity of the product destined for a particular distributor or importer. If the certificate is for a specific quantity, it may be called a batch certificate or a shipment certificate. Meat and poultry products, for which each batch or consignment has to be certified, generally receive a batch or shipment certificate. The duration for which a certificate is valid depends upon the type of product. A batch certificate issued for each consignment is valid for as long as that specific batch or lot of the product is in the market generally, up to the product expiration date or "use by" date. In a separate case, if a certified product is made according to a fixed formula, a certificate may be issued for a one-, two- or three-year period. The product remains Halal-certified as long as it meets all the established and agreed-upon production and marketing requirements between the company and the Halal-certifying organization [15].

1.6 Halal Brand and Logo

Various concepts are introduced for brand and logo in the literature while some important concepts are presented in current study. Consumers currently encounter a great variety of Halal brands from both Muslim and non-Muslim countries. Halal brands carry the values that are important to the Muslim consumers such as purity and wholesomeness. This kind of brand is certified by different Halal certification bodies. Halal certification bodies give authority to producers to use the Halal logo on their package of products. Due to differing Halal certification bodies, different countries have different Halal logo designs that helps consumers to differentiate between Muslim and non-Muslim Halal brands. These logos are printed on the package of products with different typeface, colors and image around [16]. The logo is a prominent tool that the companies utilize to gain

recognition in the marketplace [17], [18]. This graphical design is at the heart of firms to manifest the values of a product [19], [20]. The Halal logo is designed on the products' packaging as the term Halal because is better known amongst Muslim and non-Muslim consumers [21]. It is an avenue for manufacturers to signal trust for their target consumers and assist them to select the products with confidence [22], [23]. The Halal brand can be found in every product that is being marketed as Halal. This co-branding strategy is very common between third party certification and other brand; however it can also lead to brand equity dilution especially when partnered with wrong brand [24].

In general, there is a significant difference between logo and brand, according a dictionary of brand, logo refer to the Logo type and trademark, on the other hand, brand can be defined as person perception of a product or service and also refer to the commercial reputation [25]. From the definition clearly a logo only serves as visual cue and identification that is use by business organization to help consumers recognize and identify their product or brand. Even though, American Marketing Association (AMA) suggested that logo or symbol is synonym with brand but branding gurus such as Keller [26] and Aaker [27] suggested that brand carry meaning to consumers. This underlying meaning is translated into consumer's loyalty which in return will affect business organization image and bottom line [28].

II. LITERATURE REVIEW

The purpose of a research [29] was to determine Muslim consumers' purchase perceptions of Halal products in Pakistan. The research team had integrated different factors such as processing, Halal logo, ingredients, health consciousness, perceived value, food safety concern, and religious factor with Theory of Reasoned Action (TRA), and they investigated their influence on consumers' attitudes and intentions to purchase Halal food products. A survey was conducted in Islamabad and Rawalpindi city, Pakistan. A total of 282 (56.4%) completed questionnaires were received from 500 respondents. Structural equation modeling technique was used to determine consumers' purchase intention and behavior regarding Halal products. It was observed that all factors except for health consciousness and Halal logo, positively influenced consumers' attitude and purchase intention of Halal food products and, subsequently, their purchase behavior.

The aim of another study [30] was to investigate the factors influencing intention to purchase Halal certified products among Muslim consumers in Turkey. The data were collected by means of self-administered questionnaires from consumers and the study was conducted in Kayseri, Turkey. The convenience sampling method was used and a total of 650 questionnaires were collected between February and March 2014. The PLS-Path modeling analysis results reveal that consumers' preference for Halal certified products, consumers' religiosity level, price and sales promotions are important factors influencing consumers' Halal food purchase intention. The analysis results indicated that consumers' preference for Halal certified products, consumers' religiosity level, and marketing related variables were important factors influencing consumers' Halal food purchase intention. The study revealed that preference for Halal certified food construct was the most important factor explaining the intention to purchase Halal products.

A study [28] had highlighted the important aspect of Halal Malaysia brand equity which pointed to a serious issue in relation to the Halal brand. The research involved 23 in-depth interviews from Malay consumers. It was found that Halal logo was not the only consideration that usually being considered by consumers during any of their Halal decision making process. It was reported, this was very unfortunate for Halal Malaysia Brand because the logo itself should be the most dominant cue that consumers will look for during their decision making, this was also an indication of a weak equity that should be a concern to Halal logo issuance authority, such as Jabatan Kemajuan Islam Malaysia (JAKIM).

The purpose of the study [31] was to check the relationship between Awareness, Religious belief and Halal product certification towards Consumers' Purchase Intention particularly in geographical region of Sahiwal, Pakistan. Quantitative research methodology was used to check the relationship of the variables like relationship between awareness and Halal purchase intention, relationship between religious belief and Halal purchase intention, relationship between Halal certification and Halal purchase intention. There was no sufficient study related to the Halal cosmetics and personal care products with the context to the Pakistan (Sahiwal) so data was collected from female students of Sahiwal, Pakistan. And questionnaires were adaptive. Sample size was 300 female students. The study found that awareness, religious belief and Halal certified brands of cosmetics positively influenced the intention of cosmetic consumer females towards Halal brand. Therefore companies major brands of cosmetics have to develop niche market of Halal cosmetics for Muslim females to do fashion up to some extend acceptable in Muslim religiosity.

The aim of a study [32] was to investigate the determinant factors that consumers may consider in buying Halal packaged food produced by Non-Muslim manufacturers. Halal awareness, Islamic brand and product ingredients were used as the pre-determined factors in measuring consumer's purchase intention. A total of 150 set of questionnaires were distributed randomly in Klang Valley, Malaysia. It was found that Islamic brand had no significant relationship with purchase intention since its estimated p-value is > 0.05 .

The purpose of another study [33] was to validate the impact of food labels among Non-Muslim Malaysian consumer using an extended theory of planned behavior model (TPB). In so doing, the study assessed the direct and indirect effect of food labeling on consumer intention to purchase or otherwise the food products of interest. A stratified random sampling technique was adopted in selecting 795 Non-Muslim consumers in Klang Valley, Malaysia. The results showed that, food labeling (Halal logo ingredient and nutrient) could explain 52.0 percent of the variance in the purchase behavior of Non-Muslims consumers. The model was statistically significant and that study results demonstrated, the strength or the importance of label on food for helping to explain consumer purchase behavior purchasing intention. In addition, the study showed that labeling had a significant and positive effect on consumer buying behavior and label was an important factor that influenced consumer purchasing behavior because those with high positive and greater reliance on food ingredient and nutrient appeared to have greater intentions to purchase goods or products that possess these labels. It was reported that social pressure, socialization of culture and shared religious belief may compensate for high favorable attitudes of Non-Muslims in Malaysia to go for food that has Halal logo label on it.

A study [34] aimed to determine the relationships between Halal awareness, Halal certification, food quality, marketing promotion, and brand with the intention to purchase Halal product among the non-Muslim community in Malaysia. The data were collected through a self-administered questionnaire survey consisting of 226 non-Muslim consumers. Structural equation analyses indicated that the Halal awareness, Halal certification, marketing promotion, and brand were positively related to purchase intention, whereas food quality was negatively associated with it. Theoretically, this study was one of the first attempts to develop and to empirically test a conceptual model on Halal purchase intention by integrating Halal components with marketing-related components.

The basic objective of a conceptual paper [13] was to highlight the potential of Islamic or Halal products that remain unexplored and untapped. It was reported in the paper that Halal provides a great business opportunity in times of market saturation and decline phase of other global markets. Halal has fashion and many more. Going for Halal certification can be the next big marketing idea for green and vegetarian brands that are naturally Shariah compliant, keeping in view the potential and opportunities it offers.

The purpose of a paper [35] was to test the applicability of the Theory of Planned Behavior (TPB) in explaining the intention to switch from products without certified Halal labels within a wide array of purchase context, especially in the purchase of food and medicine products. A policy capturing questionnaire was used to elicit responses from consumers using a convenience sampling technique. A total of 7500 responses were obtained from 150 participating respondent in 50 different scenario cases. Data was analyzed using Multi-Group Structural Equation Modeling. The study found that the Theory of Planned Behavior (TPB) was not completely valid to explain both the behavioral intention of Muslim consumers in Indonesia to seek information about the Halal certification of a product and to cancel their purchase if the product did not have Halal certification. Differences in magnitude and significance of causal relationships existed between different product categories.

The aim of a work [9] was to examine the dimensions for factors associated to Halal purchase intention. Using questionnaire surveys on 135 respondents from Kota Samarahan District in Sarawak, Malaysia, 9 dimensions named Solidity, Certainty, Universal, Brand Association, Purity, Conformity, Halal-ness, Place & Distribution, and Knowledge were extracted using Varimax Factor Analysis from four suggested variables: Marketing Concept; Awareness, Halal Certificate; and Religiosity. It was found that Halal brand association explained the importance of having and creating a "credible" image that could communicate to consumer that that certain products were from reliable producer, hence 'permissible' to consume. In addition, Halal-ness (Halal Certificate) dimension asserted the importance of Halal status for customer purchasing Halal products. As Halal was identified to play bigger role than price and brand in consumer decision in purchasing Halal product, promotion would then obviously be an influence on consumer purchasing behavior.

The purpose of the paper [2] was to test the applicability of the theory of reasoned action (TRA) in predicting the intention to choose Halal product among Malaysian consumers. A structured questionnaire was used to elicit responses from consumers using a convenience sampling technique. A total of 485 responses were used. It was discovered that the theory of reasoned action (TRA) was applicable to explain the intention of Muslim consumers in Malaysia to choose products with the Halal label. TRA was developed by Fishbein and Ajzen to explain the psychological process in regard of how under the assumption that every conscious behavior starts from a behavioral intention, an individual's beliefs about the outcome and the social pressures of a certain behavior would influence their intention to perform the said behavior thus influencing the behavior itself.

The results of above studies about the effect of Halal signs and symptoms such as Halal brand names, Halal logos, Halal symbols, Halal labeling and Halal certifications on Consumers' Purchase Intention in Muslim and Non-Muslim countries since 2009 to 2016 are summarized in Table 1.

Table 1: Literature works about the effect of Halal signs and symptoms on consumers' purchase intention

Name of author	Country of study	Year	Sample size and method	Results
Hussain [29]	Pakistan	2016	282, Questionnaires	It was observed that Halal logo had not a positively influence on consumers' purchase intention.
Varinli [30]	Turkey	2016	650, Questionnaires	Preference for Halal certified products was an important factor influencing consumers' Halal food purchase intention. The study revealed that preference for Halal certified food construct was the most important factor explaining the intention to purchase Halal products.
Ismail [28]	Malaysia	2016	23, In-depth interviews	It was found that Halal logo was not the only consideration that usually being considered by consumers during any of their Halal decision making process.
Majid [31]	Pakistan	2015	300, Questionnaires	The study found that Halal certified brands of cosmetics positively influenced the intention of cosmetic consumer females towards Halal brand.
Muhamad Yunus[32]	Malaysia	2014	150, Questionnaires	It was found that Islamic brand had no significant relationship with purchase intention.
Abdul Latiff [33]	Malaysia	2013	795 Non-Muslim consumers, Questionnaires	The study results demonstrated the strength or the importance of label on food for helping to explain consumer purchase behavior purchasing intention. In addition, the study showed that labeling had a significant and positive effect on consumer buying behavior and label was an important factor that influenced consumer purchasing behavior.
Aziz [34]	Malaysia	2013	226 Non-Muslim consumers, Questionnaires	Structural equation analyses indicated that the Halal certification and brand were positively related to purchase intention.
Islam [13]	India	2013	Conceptual paper	Going for Halal certification can be the next big marketing idea for green and vegetarian brands that are naturally Shariah compliant, keeping in view the potential and opportunities it offers.
Salehudin [35]	Indonesia	2011	150, Questionnaires	The study found that the Theory of Planned Behavior (TPB) was not completely valid to explain both the behavioral intention of Muslim consumers in Indonesia to seek information about the Halal certification of a product and to cancel their purchase if the product did not have Halal certification.
Shaari [9]	Malaysia	2010	135, Questionnaires	Halal-ness (Halal Certificate) dimension asserted the importance of Halal status for customer purchasing Halal products.
Lada [2]	Malaysia	2009	485, Questionnaires	It was discovered that the theory of reasoned action (TRA) was applicable to explain the intention of Muslim consumers in Malaysia to choose products with the Halal label.

III. CONCLUSIONS

The results of several works about the impact of Halal signs and symptoms on consumers' purchase intention from different countries such as Pakistan, Turkey, Malaysia, India and Indonesia since 2009 to 2016 are summarized in this work. The Halal signs and symptoms in the present study are included as Halal brand names, Halal logos, Halal symbols, Halal labeling and Halal certifications. It was found that Halal signs have a positive influence on consumers' purchase intention among the Muslim and Non-Muslim consumers in the most works. In addition, Halal sign on products is one of the most important factors influencing on consumers' Halal purchase intention. It is noticeable that, no significant effect of Halal signs on Consumers' Purchase Intention is also reported in some studies. The present paper suggests to the managers of Halal products companies that, the use of clear Halal signs on their product packages can increase the purchase intention of Muslim and Non-Muslim consumers. Because the most of Muslim consumers and even Non-Muslim consumers pay attention to

the Halal labels of the products to choose their desired products in comparison with pay attention to the products ingredients.

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