

## Non-Muslim Acceptance of Halal Product in Malaysia

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### Abstract

This study explores understanding of halal among non-Muslim consumers in Malaysia, highlighting factors influencing their purchase intentions. Findings indicate halal awareness, certification, marketing, and knowledge significantly impact non-Muslim consumers' willingness to buy halal products. Increased halal awareness enhances trust in product safety and quality, while effective marketing strategies improve perceptions and broaden appeal. The study identifies a growing acceptance of halal products among non-Muslims, driven by health consciousness and ethical considerations. Additionally, halal certification is recognized as a vital trust signal, assuring compliance with high standards. Educational initiatives are essential for addressing misconceptions and fostering a deeper understanding of halal principles. Ultimately, this study underscores importance of halal in promoting cultural diversity and inclusivity within Malaysian society, positioning it as a valuable concept transcends religious boundaries.

**Keywords:** Halal Products, Non-Muslim Consumers, Purchase Intention, Halal Certification, Halal Marketing, Halal Knowledge

### Introduction

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

Non-Muslims make up about 30% of the halal products market in Malaysia (Islamic Consumer Research and Education Institute, 2017). Non-Muslim consumers often choose halal products based on perceptions of superior quality, safety, and cleanliness compared to non-halal alternatives (Purwanto and Agus, 2020). Pattern demonstrates the increasing

appeal and recognition of halal-certified products and services among diverse consumer groups, indicating a shift towards broader market acceptance across various businesses (Fakir et al. 2023).

Malaysia leads the world in halal products, but restrictions might be affected by understanding what non-Muslim consumers need (Azam and Abdullah, 2020). Halal certification guarantees products meet Islamic dietary rules and ethical standards, regardless of religious affiliations, ensuring quality and safety for Muslim and non-Muslim consumers (Calder, 2020). Non-Muslim consumers purchase Halal products for several reasons, including better quality and safety standards, regardless of religious views (Lim et al. 2022).

Non-Muslim consumers have frequently discussed halal matters, particularly those related to halal certification, sparking ongoing debates (Ambali and Raufu, 2014). Muslim consumers struggle to prove products they purchase are halal despite Malaysia's establishment of rules, standards, and regulations addressing topic (Othman et al. 2023).

Market's confusion stems from the absence of standardized halal labeling and certification criteria, due to leading inconsistencies and consumer uncertainty about the authenticity and compliance of Halal-labeled products (Teinaz and Mazeedi, 2020). Non-Muslims who are not familiar with the dietary limitations of Islam could find it challenging to make purchases due to inconsistent packing information, non-standard labeling, and lack of knowledge about halal certification procedures (Rahman et al. 2022).

## **Literature Review**

### *Halal Concept in Malaysia Communities*

Concept of halal extends beyond dietary restrictions; it is integral to Malaysian identity and culture (Lim et al., 2022). In Malaysia, adherence to Islamic dietary regulations is highly valued, making halal essential in daily life (Adinugraha et al., 2021). Its significance influences both Muslim and non-Muslim consumers in various ways (Billah et al., 2020).

Halal guarantees daily nourishment adheres to Islamic guidelines for Malaysia's Muslim majority population (Saleh et al., 2023). Food and goods must follow these spiritual guidelines, as required by Quran, which promotes tolerance and understanding across groups (Ikmatussuniah and Wani Maler, 2021).

Malaysia's halal certification, overseen by JAKIM, is renowned for its rigor (Osimani, 2018). Halal labels signify authenticity and adherence to high production standards, instilling confidence in product quality and safety for all consumers (Hassan and Hamdan, 2013). Halal is not limited to religious practices; it encompasses various aspects of daily life, business, and culture (Bashir, 2020).

Diverse Malaysian culinary landscape reflects its multicultural society, offering halal options appeal to both Muslim and non-Muslim palates (Abidin et al., 2020; Ahmad-Fauzi and Saad, 2023). Halal-friendly tourism further promotes inclusivity, attracting both Muslim visitors and non-Muslims seeking clean and ethical services (Peristiwo, 2020; Jia and Chaozhi, 2020).

Malaysian government actively raises public awareness about halal through educational initiatives in schools and community workshops (Mardhiyah et al., 2023; Al-Teinaz and Al-Mazeedi, 2020). Digital platforms also play a crucial role in disseminating accurate halal information (Mostafa, 2021).

### **What is Halal?**

Halal refers to products and services that are permissible or allowed in Islam (Khan and Haleem, 2016). Halal concept provides guidelines for Muslims in their daily lives, encompassing food consumption, business conduct, and social interactions (Butt, 2020). Opposite of halal is "haram," which denotes what is forbidden or unlawful. Halal standards are rooted in Islamic dietary principles as defined in Quran and Hadith (Halim and Salleh, 2020).

Halal has an impact on a variety of businesses, including banking, travel, and cosmetics, while being most often linked with food (Azam and Abdullah, 2020). For Muslims, halal certification is essential since it guarantees food products adhere to Islamic dietary regulations (Bustami, 2021). According to these principles, certain foods must meet certain requirements to be categorized as halal (Fuseini et al., 2016).

Non-Muslims increasingly view halal-certified food as a symbol of superior quality and health standards (Ramli et al., 2023). Additionally, concerns about health, sustainability, and animal welfare resonate with non-Muslim consumers, highlighting halal's market potential (Kim and Seock, 2009). Halal practices foster cultural respect and understanding in multicultural societies (Wilkins and Stephen et al., 2019).

Halal market's growth, especially in non-Muslim countries, offers commercial opportunities and promotes cultural exchange (Chukwu et al., 2023). Learning about halal principles enhances non-Muslim consumers' insights into Islamic traditions, fostering respect for Muslim community (Gayatri et al., 2023).

### **Relationship of Variables**

#### *Non-Muslim Consumer Intention to Purchase Halal Products*

Halal food industry has grown significantly in recent years, expanding beyond its traditional Muslim consumer base to appeal to non-Muslim consumers as well in Malaysia (Azam and Abdullah, 2020). Several factors influence non-Muslim consumers' intention to purchase halal products.

Halal products are associated with being natural, fresh, and minimally processed (Movahedi and Akbar, 2021). Many non-Muslim consumers view halal as equivalent to organic, natural, or vegetarian foods (Calder, 2020). Non-Muslim consumers believe halal products are healthier than conventional products (Lim and Hion, 2022). Health-conscious non-Muslims may intentionally seek out halal products, believing they are better for their wellbeing (Shahid et al., 2023).

Halal certification and labelling help drive non-Muslim purchase intention (Purwanto and Hery, 2020). Clear halal certification logos on packaging signal certification bodies have vetted the products and meet certain standards (Muhtadi and Muslim, 2023). Moreover, it provides a sense of trust and transparency for all consumers and non-Muslims seeking halal

specifically, the recognisable logos make the products easy to identify (Adekunle and Filson, 2020).

Non-Muslim consumers should understand halal products and the importance of halal certification (Lim and Hion, 2022). Advertising, social media, educational efforts, and word-of-mouth are ways to promote public awareness (Hanaysha, 2021). Non-Muslim consumers understand the concept of halal and its advantages, more inclined to purchase halal products (Ramli and Razak, 2023).

Millennial non-Muslim consumers are more open-minded and eager to test halal in order to experience new cuisines and flavours (Rami, 2021). Younger populations are less limited by conventional distinctions and more open to multiculturalism (Kraus and Danekindt, 2022). Seeking halal cuisine experiences indicates a generational curiosity (Azam et al. 2024)

Social influencers, celebrities, and food experts endorsing halal food experiences shape interest, curiosity, and purchase intentions among non-Muslims (Jusup, 2021). Furthermore, positive reviews on social media create buzz, while celebrity chefs showcasing halal ingredients introduce millions to the culinary possibilities (Schwark et al. 2020). Well-known influencers provide a sense of uniqueness and status of halal attracts non-Muslim consumers (Yener, 2022).

### **Halal Awareness**

Extent of non-Muslim consumer knowledge and understanding of halal principles, procedures and certifications is referred to halal awareness (Bashir, 2020). Awareness frequently includes an understanding of the exacting requirements and strict controls associated with halal certification procedures for non-Muslim consumers (Bhutto and Yaseen, 2023).

Concept of halal awareness has undergone a significant transformation in recent years, expanding beyond its traditional religious connotations to become a global phenomenon influencing diverse consumer markets (Calder, 2020). This shift reflects a growing interest in ethical consumption, food safety, and sustainable practices among both Muslim and non-Muslim consumers worldwide (Wilson and Liu, 2020).

Concept of health and safety is one of the main factors influencing non-Muslim consumer awareness of halal products (Billah et al. 2020). Halal products are seen as cleaner and safer in order to be certified by JAKIM (Zuhudi, 2021). Non-Muslim consumer frequently believe halal products are lack of dangerous ingredients, chemicals and antibiotics, this desirable to health conscious buyers (Prince and Wahid, 2023).

Non-Muslim consumers start searching for products and services can utilize for themselves (Wibowo et al. 2021). Desire in purchasing halal product will increase as more individual comes to understand benefits of eating halal food (Vizano et al. 2021). Non-Muslim consumers behaviour with regard to halal matters will be more positively correlated with level of understanding of the religion (Billah et al. 2020).

In order to increase non-Muslim consumer knowledge of halal successful education campaigns are needed (Jannah and Al-Banna, 2021). Education campaigns can promote a

greater awareness of halal products by emphasizing their health, ethical and quality benefits (Nurhayati and Hendar, 2020). Educative advertising, public engagement initiatives, and clear labelling are all powerful tools for raising awareness of halal products (Mardhiyah and Dien, 2023).

### **Halal Certifications**

Halal certification has grown to be a significant element affecting consumer behaviour in Malaysia multicultural society especially among non-Muslim consumers (Lim and Hion, 2022). Halal product certification guarantees it complies with Islamic dietary regulation by meeting certain conditions (Aziz et al. 2021). Due to the advantages of halal certified products, halal certification procedure is not only important to Muslim consumer but has also gain significant interest from non-Muslim consumers (Wibowo et al. 2021).

Halal certification is a formal process verifies whether products and services meet the standards set by Islamic Law (Aziz and Ghofur, 2021). The word 'halal' refers to permissible and in order to get halal certification, a product must follow to strict requirement regarding its ingredients, processing and handling (Al-Shami and Abdullah, 2023). Authorized organizations check and certify products to make sure are free of pollutants and illegal substances carry out this certifications (Bozza and Annalisa, 2022).

The idea of improved health and safety is one of the main causes of non-Muslim consumer growing interest in halal certified products (Billah and Rahman, 2020). Halal certification must strict follow to hygiene and safety requirements (Ridwan, 2020). This guarantees products are free from harmful substances such as additives (Faustman et al. 2021). Idea of halal products are safer and healthier arises from strict procedures involved in halal certification (Al-Teinaz and Al-Mazeedi, 2020).

Strict quality assurance linked with halal certification guarantees product fulfil exacting requirements (Klingbeil and Al-Busaidi, 2022). Non-Muslim consumer frequently believe halal certified products are superior than non-halal options in terms of quality (Chong and Chuan, 2022). The desire to purchase halal products is motivated by the guarantee of quality as well as the impression of care and thoroughness in manufacture (Leksono et al. 2021).

Non-Muslim consumer trust increased by openness halal certification offers (Wibowo and Wahyu, 2021). Certification process involves regular audits and detailed documentation, ensuring standards are consistently met (Mouttham et al. 2021). Non-Muslim consumer find this transparency comforting cause it gives assurance halal products are high-quality, ethical and safe (Azizah, 2022). The desire to purchase halal products is greatly influenced by level of trust in the certification process, knowing halal products are follow strict requirements (Rahman et al. 2021).

### **Halal Marketing**

Influencing consumer behaviour is a key function of halal marketing, especially in Malaysia's varied and diversified population (Halmi and Ariffin, 2024). It involves using stratific approaches to promote halal certified products and services (Islam et al. 2024). Halal

marketing refers to a variety of techniques used to advertise products and services been certified halal (Katuk et al. 2021).

Additionally, to encourage religious observance, it also places a strong emphasis on ethical standards, quality, and safety appeal to a wide range of consumers (Abbas et al. 2020). Establishing trust with consumers is a fundamental component of halal marketing (Quoquab and Sadom, 2020). Non-Muslim consumer place a great importance on product sources, production procedures, and certification requirements being transparent (Ramli and Razak, 2023).

Halal marketing campaigns usually highlight strict procedures needed to get halal certification in an attempt to reassure customers about the dependability and authenticity of products consumers purchase (Yusuf and Rangkuty, 2022). Effectively addressing the rising concerns of consumers about health and well-being is halal marketing (Sarofim and Samer, 2020). Marketing campaigns take use of these health advantages to market halal products as high-end options enhance wellbeing and fit well with contemporary eating habits (Mokhtar et al. 2021).

Halal marketing makes use of social media influencers and online platforms in the digital era to increase its effect and reach (Purwanto et al. 2022). Digital marketing techniques use interactive campaigns, educational blogs and interesting material to enlighten consumer about advantages of halal certification (Arsy and Majid, 2023). Influencers on social media especially those are health conscious groups are crucial in promoting halal products (Ani and Yusoff, 2021).

Halal marketing expanding and powerful force influencing non-Muslim consumer purchasing decision (Lim and Hion, 2022). Through the promotion of ethical values, cultural inclusion, transparency, and health advantages, halal marketing methods successfully reach a wide range of consumers with halal-certified products (Abderahman and Karim, 2021). Strategic halal marketing activities will be crucial to growing market reach and building consumer confidence and loyalty as halal product demand and consumer awareness continue to rise (Hasan et al. 2024).

### **Halal Knowledge**

Consumer behavior is significantly influence by halal knowledge especially in multicultural and diversified culture (Lim and Hion, 2022). Gaining an understanding of principle, practices and benefits of halal certified products and services is refer as halal knowledge (Rejeb and Abderahman, 2023). Knowledge includes consumer preferences for high quality, safe and ethical products in addition to religious observance (Nurhayati and Hendar, 2020).

Level of knowledge in which non-Muslim consumers trust halal labeling is strongly influenced by their understanding of halal certification procedures (Rahman et al. 2022). Trust is essential since consumers want to be sure the products they purchase genuinely meet the standards (Ladwein and Romero, 2021). Having a thorough understanding of the strict certification processes can increase this confidence and encourage non-Muslim consumers to purchase halal products (Wibowo et al. 2021).

Marketing strategies and educational programs are essential to close knowledge gap. (Herhausen et al. 2020). Successful marketing initiatives inform non-Muslim consumer of the benefits and values of halal products can greatly increase interest in and intention to purchase (Purwanto et al. 2020). Initiative can clarify significance beyond religious considerations and spotlighting elements like ethical manufacturing, food safety and quality assurance (Okpala and Korzeniowska, 2023).

Possible for non-Muslim consumers to view halal standards as more than just a religious obligation by developing a better comprehension of the ethical and cultural underpinnings of these values (Suryawan et al. 2022). Non-Muslim consumers may relate to halal on a value-based level by learning about the reasoning behind halal standards in a variety of areas of life, such as food, finances, and lifestyle choices (Ramli et al. 2023).

Non-Muslim consumer intentions to purchase halal products are mostly shaped by level of understanding in Malaysia (Chong et al. 2022). Influences how non-Muslim consumers perceive characteristics of products, fundamentals of halal and larger picture of halal market (Billah and Rahman, 2020). Increasing consumer understanding can facilitate more informed decision-making, which could result in a rise in the acceptance and purchase of halal products (Adekunle and Filson, 2020).

Consumer behavior is significantly influenced by halal knowledge, especially in a multicultural and diversified society like Malaysia (Lim and Hion, 2022). Halal knowledge encompasses an understanding of the principles, practices, and benefits of halal-certified products and services (Rejeb and Abderahman, 2023). This knowledge includes awareness of the requirements for halal compliance, the procedures for halal certification, and the significance of halal symbols on products (Wirakurnia and Bagus, 2021).

### **Planned Behavior of Theory**

Theory of planned behaviour is widely used to study consumer behaviour and purchase intention behaviour (Maichum et al. 2016). Intention influences behaviour and is determined by three factors which are attitudes, subjective norms, and perceived behavioural control (Mohammed et al. 2017).

Attitude toward the behaviour involves the consumers positive or negative opinion of performing the behaviour (Vizano et al. 2021). Non-Muslim consumers would refer to their personal views on purchasing and consuming halal food in daily life (Lim et al. 2022). Furthermore, subjective norms refer to the perceived social pressure to perform or not perform the behaviour (La Barbera and Ajzen, 2020). Non-Muslim consumers the influence of Muslim friends, family, or society at large on the decision to purchase halal food (Ramli and Razak, 2023).

Perceived behavioural control relates to the ease or difficulty of performing the behaviour as perceived by consumers (Lim and Weissmann, 2023). Perceived behavioural control involves availability, affordability, and knowledge about halal food for non-Muslim consumers (Salmah and Shikur, 2023). Halal-certified alternatives grow more common in restaurants and groceries. Perceived behavioural control chooses to purchase halal products more easily for non-Muslim consumers (Halimi et al. 2022).

Non-Muslim consumers have concerns about animal welfare and environmental sustainability (Ramli et al. 2023). Halal practices often involve the humane treatment of animals and sustainable sourcing, leading to favourable attitudes among non-Muslim consumers who prioritise such values (Wibowo et al. 2021). Non-Muslim consumers acquire a positive attitude toward halal products if they perceive products with stronger flavour and quality than non-halal alternatives (Ramli and Abd Razak, 2023).

Non-Muslim consumers perception of halal products might be impacted by the range and diversity of halal options on the market (Bashir, 2020). Wider selection of halal products might improve the perspectives of non-Muslim consumers (Farhan and Sutikno 2022). Consumers often develop attitudes based on their trust in specific brands or certifications (Lee et al. 2020).

Non-Muslim consumers perceived behavioural control over purchasing halal products is impacted by factors such as availability, pricing, labelling, and awareness (Mohammad et al. 2022). Furthermore, obvious and authentic halal certification marks on product packaging reassure non-Muslims the products meet strict criteria (Mokhtar et al. 2021).

Non-Muslim consumers halal food preferences may be influenced by their social circles, cultural surroundings, and important people (Lim et al. 2022). Normative influences are produced when Muslim friends or family members actively discuss and promote halal products (Ramli et al. 2023).

### **Research Framework**

The variables used for this study are independent variable and dependent variable which are the analytical factors assigned as dependent variable in determining the independent variables. Figure 2.1 shows the proposed theoretical framework based on the research questions and research objectives.



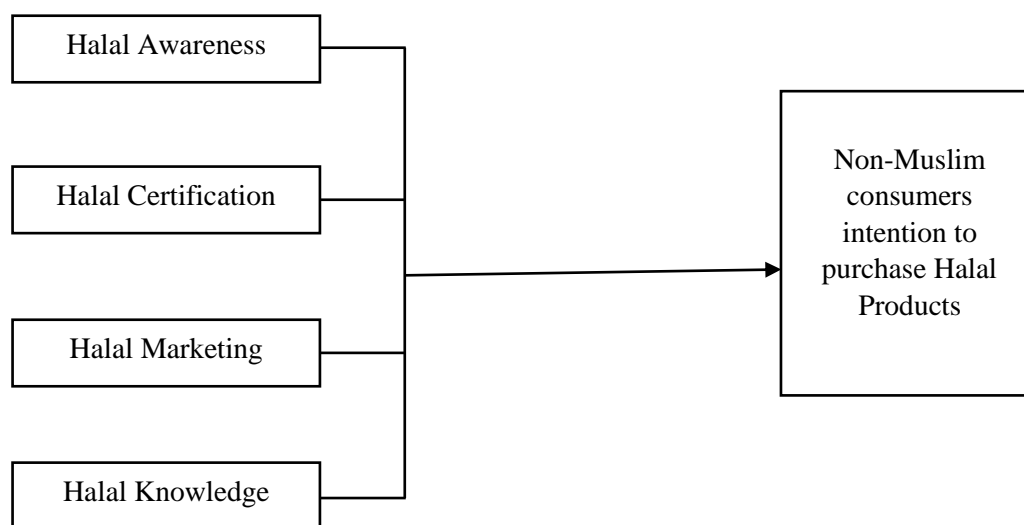
**Independent Variable****Dependent Variable**

Figure 2.1: Research Framework

**Methodology***Population and Sampling*

Study focuses on non-Muslim consumers in Petaling, Selangor, which had a population of 2,298,130 in 2020 according to Department of Statistics Malaysia (DOSM). Primary data will be collected through a survey distributed to respondents in this region. Population in Petaling is composed of 36.5% Chinese, 10.1% Indians, and 0.8% Others. This place was chosen for its large and diverse non-Muslim population, enhancing study's representativeness and generalizability.

Proposed framework emphasizes need to understand diverse consumer profiles to tailor halal marketing strategies effectively (Saleh, and Wahab, 2024). Stratified sampling will be used to ensure representative samples from different subgroups. Population is divided into three strata: Others (0.8%), Indians (10.1%), and Chinese (36.5%). Formula for calculating sample size for each stratum as:

$$nh = (Nh/N) * n$$

In this formula  $nh$  is sample size for  $h$ th stratum,  $Nh$  is population size of stratum,  $N$  is total population, and  $n$  is desired overall sample size (Keskinturk and Sebnem, 2007). According to Krejcie and Morgan, total sample size needed is 384, distributed proportionally: 3 for Others, 39 for Indians, and 140 for Chinese.

Krejcie and Morgan's table (1970) suggests for a population of 182, a sample size ensuring a 95% confidence level with a 5% margin of error is sufficient for representativeness. This method ensures each non-Muslim household in Petaling has an equal chance of being chosen, thereby enhancing validity and generalizability of study findings.

## Results

### *Halal Awareness*

Table 1 shows descriptive statistics for Halal awareness (HA) with mean values ranging from 3.55 to 3.96. The analysis of halal awareness among respondents reveals highest acceptance for HA10 "Halal awareness promotes diverse cultural understanding", with a mean of 3.96. The lowest level of acceptance for HA2 is "It doesn't matter whether product is halal or not", which has a mean of 3.55.

Table 1

### *Descriptive analysis of Halal awareness*

<b>Code</b>	<b>Items</b>	<b>N</b>	<b>Mean</b>	<b>Std.Dev</b>
HA1	Understand basic principles of halal food. (Hygiene & safety)	182	3.74	0.967
HA2	It doesn't matter whether the product is halal or not	182	3.55	0.949
HA3	Halal awareness a important in today's multicultural society, even for non-Muslims	182	3.65	0.871
HA4	Awareness of halal certification increase consumer trust in food labeling.	182	3.70	0.874
HA5	Halal awareness promotes respect for various cultural and religious practices.	182	3.58	0.936
HA6	Halal awareness influence my purchase intention behavior when purchase halal certified products.	182	3.77	0.910
HA7	Awareness programs on halal are necessary for non-Muslim consumers.	182	3.81	0.868
HA8	Halal awareness promotes a deeper understanding of Islamic dietary laws.	182	3.68	0.884
HA9	Use digital platforms or devices to learn more about halal products.	182	3.78	0.851
HA10	Halal awareness promotes diverse cultural understanding.	182	3.96	0.897
HA11	Recommend halal-certified products for other people based on your halal awareness.	182	3.65	0.944
HA12	Actively seek information on the halal status of products.	182	3.73	0.866
Valid N (listwise)		182		

### Halal Certification

Table 2 shows descriptive analysis of Halal certification (HC) reveals mean values ranging from 3.24 to 3.76. Respondents strongly agreed with HC3 "Halal certification verifies specific requirements are met during food manufacturing," with a mean of 3.76. At the same time, HC8 is the lowest agreement, indicating "More campaigns are needed to educate non-Muslim consumers about halal certification," with a mean of 3.24.

Table 2

#### *Descriptive Analysis of Halal Certification*

Code	Items	N	Mean	Std.Dev
HC1	Concept of halal certification helps informed decisions when purchasing food products.	182	3.40	0.885
HC2	Halal-certified products are subject to higher quality standards compared to non-certified ones.	182	3.51	0.962
HC3	Halal certification verifies that specific requirements are met during the food manufacturing.	182	3.76	0.913
HC4	Product has halal certification strongly influences purchase decision strongly.	182	3.48	0.973
HC5	Presence of halal certification makes a difference when comparing similar products.	182	3.28	0.863
HC6	Lack of a halal certification label provides doubt on the product quality.	182	3.55	0.919
HC7	Halal certification builds trust and confidence in the food industry.	182	3.30	0.905
HC8	More campaigns are needed to educate non-Muslim consumers about halal certification.	182	3.24	0.938
HC9	Halal certification promotes honesty and integrity in food labeling.	182	3.37	0.862
HC10	Halal certified products are suitable for global market.	182	3.49	0.927
HC11	Halal certification help to create confidence and credibility.	182	3.61	0.944
HC12	Clear labelling and information about halal certification on products facilitate informed purchasing decisions.	182	3.57	1.005
HC13	Halal certification contributes to global food safety standards, benefiting consumers worldwide.	182	3.42	0.959
Valid N (listwise)		182		

### Halal Marketing

Descriptive analysis of Halal marketing (HM) is presented in Table 3 with mean ranging from 3.36 to 3.88. The highest agreement is with HM11, which states "Effectiveness of halal marketing campaigns influences recommendation of halal products to friends and family," with a mean of 3.88. The least acceptance is with HM4, "Marketing campaigns highlight benefits of halal certification are informative," with a mean of 3.36. This means respondents believe halal marketing campaigns are quite effective at influencing recommendations, but they are slightly less convinced of informative nature of campaigns focused on halal certification benefits.

Table 3

#### *Descriptive Analysis of Halal Marketing*

Code	Items	N	Mean	Std.Dev
HM1	Halal marketing campaigns play a significant role in shaping my purchasing decisions.	182	3.51	0.933
HM2	Companies should prioritize transparency in their halal marketing efforts.	182	3.42	0.868
HM3	Halal marketing strategies help me feel more connected to diverse cultural and religious practices.	182	3.76	0.884
HM4	Marketing campaigns that highlight the benefits of halal certification are informative.	182	3.36	0.835
HM5	Marketing campaigns for halal products should target non-Muslim consumers as well.	182	3.59	0.922
HM6	Marketing for halal products has encouraged people to experiment with new products and foods.	182	3.38	0.888
HM7	Information about halal certification increases consumer confidence in the authenticity of the brand when it appears in advertising.	182	3.50	0.872
HM8	Halal marketing campaigns educate consumers about the principles and process behind halal certification.	182	3.63	0.868
HM9	Halal marketing campaigns to be inclusive and welcoming towards non-Muslim consumers.	182	3.60	0.915
HM10	Halal marketing campaigns have made more aware of the religious significance behind halal products.	182	3.57	0.942
HM11	Effectiveness of halal marketing campaigns influences of recommending halal products to friends and family	182	3.88	0.894
Valid N (listwise)		182		

### Halal Knowledge

According to Table 4 shows a descriptive study of respondent's Halal knowledge (HK), with mean values ranging from 3.37 to 3.90. The highest level of acceptance is with HK4, which claims, "Understanding halal and its importance in Islamic dietary habits expands perspective of other cultural traditions," with a mean of 3.90. Furthermore, the lowest agreement is with HK6, "Understanding requirements in halal certification improves impression of product quality and safety," with a mean of 3.37. This implies respondents strongly believe in importance of halal education in extending cultural perspectives.

Table 4

#### *Descriptive Analysis of Halal knowledge*

Code	Items	N	Mean	Std.Dev
HK1	Have a good understanding of what the term "halal" means.	182	3.57	.982
HK2	Familiar with the basic principles and requirements of halal food production.	182	3.45	.895
HK3	Understand that halal certification extends beyond food products.	182	3.73	.848
HK4	Understanding halal and importance in Islamic dietary habits expands perspective of other cultural traditions.	182	3.90	.868
HK5	Actively seek information about halal certification to make informed decisions when purchasing food products.	182	3.60	.859
HK6	Understanding the requirements in halal certification improves impression of product quality and safety.	182	3.37	.906
HK7	Better education can help clear up misunderstandings about halal certification.	182	3.67	.941
HK8	Introducing halal knowledge into educational programs initiatives will help society by encouraging diversity and equality.	182	3.53	.877
HK9	Believe that in school and institutions should include information on halal knowledge.	182	3.43	.948
HK10	Public education campaigns are necessary to clear up common misconceptions about halal certification.	182	3.65	.955
Valid N (listwise)		182		

### Non-Muslim Consumers Intention to Purchase Halal Products

Table 5 provides a descriptive analysis of non-Muslim consumers intentions to purchase halal products, showing mean values ranging from 3.42 to 3.71. The highest mean is with statement NMC4, "Presence of halal on a product label influences my purchasing decisions positively," which has a mean of 3.71. Moreover, the lowest is with NMC8, "Halal certification is a significant aspect to consider when analyzing a brand's or company's trust," which has a mean of 3.42. This shows while presence of a halal label strongly affects purchasing decisions, role of halal certification in building brand trust is somewhat less influential for consumers.

Table 5

#### *Descriptive analysis of Non-Muslim Consumers Intention to Purchase Halal Products*

Code	Items	N	Mean	Std.Dev
NMC1	Presence of a halal label significantly influences my decision to purchase a product.	182	3.51	1.007
NMC2	Prioritize halal certified products over non-certified ones when available.	182	3.65	1.012
NMC3	More likely to purchase products from companies known for producing halal food.	182	3.47	.845
NMC4	Presence of halal on a product label influences my purchasing decisions positively.	182	3.71	.955
NMC5	Halal certified products are safer and better quality than non-certified ones.	182	3.50	.968
NMC6	Purchasing halal certified products helps promote diversity in the market.	182	3.63	.816
NMC7	Offers might make me more likely to buy halal products.	182	3.49	.921
NMC8	Halal certification is a significant aspect to consider when analyzing a brand's or company's trust.	182	3.42	.795
NMC9	Ensure that the food I purchase meets halal standards by checking its ingredients.	182	3.53	.984
Valid N (listwise)		182		

### Findings

This chapter summarizes significant findings of study, highlighting their relevance to study questions and objectives. results indicate halal awareness, certification, marketing, and knowledge positively influence non-Muslim consumers' intentions to purchase halal products. High levels of halal awareness, driven by exposure to and understanding of halal certification, enhance consumer trust in safety and quality of these products.

The first objective was to identify relationship between halal awareness and non-Muslim consumers' intention to purchase halal products. Findings suggest awareness among non-Muslim consumers has been increasing, influenced by health consciousness, ethical consumption, and perceived quality (Ali and Ahmad, 2023). This growing acceptance is reflected in their perceptions of product quality, safety, and ethical sourcing (Rahman et al., 2020).

The second objective examined relationship between halal certification and purchase intention. Results reveal halal certification significantly influences purchase intentions among

non-Muslim consumers. Presence of halal labels enhances trust and perceived quality, mitigating risks associated with unfamiliar products (Mohsin and Awan, 2021). Effective communication regarding benefits of halal certification is essential for increasing non-Muslim consumers' willingness to engage with these products (Wibowo et al., 2021).

The third objective focused on halal marketing strategies. Findings indicate marketing campaigns emphasizing ethical and health benefits resonate well with non-Muslim audiences, thus increasing their purchase intentions (Zailani et al., 2023). Social media and influencer marketing effectively engage non-Muslim consumers by creating a positive perception of halal products.

The final objective addressed relationship between halal knowledge and purchase intention. The study found halal knowledge regarding halal products varies widely among non-Muslim consumers. Increased halal knowledge correlates with a higher intention to purchase as consumers become more informed about benefits and requirements of halal certification (Nasir et al., 2024). Educational initiatives are crucial for enhancing understanding and acceptance of halal products.

### **Conclusion**

This study on the intentions of non-Muslim customers to purchase halal products uncovers important insights into factors that affect their purchasing behavior. This study highlights significance of halal awareness, certification, marketing strategies, and expertise in achieving these objectives.

Tendency of non-Muslim consumers to purchase halal products is positively linked to heightened awareness. Health issues, ethical considerations, and belief halal products are of higher quality are fueling this awareness. Presence of halal certification significantly enhances perception of product quality and consumer trust. Non-Muslim customers are more inclined to purchase halal products because they perceive them as safer and sourced from more ethical origins.

Effectively promoting attributes, safety, and ethical origins of halal products attracts non-Muslim consumers. Advertisements highlighting inclusivity and health benefits are particularly effective in enhancing the acceptance of halal products.

Desire to purchase halal products is directly linked to an individual's understanding of halal principles. Aside from its spiritual importance, halal education can enhance acceptance and encourage informed purchasing decisions..

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