

Non-Muslim Consumers Intention to Purchase Halal Products in Malaysia

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Abstract

This study investigates the factors influencing non-Muslim consumers' intentions to purchase halal products in Melaka, Malaysia. With a diverse population comprising significant non-Muslim minorities, understanding the perceptions and behaviors of these consumers is essential for tapping into growing halal market. The study identifies key elements such as halal awareness, certification, marketing strategies, and knowledge affect purchasing decisions. Findings indicate halal certification is the most significant factor, in enhancing consumer confidence and trust in halal products. Additionally, effective marketing and increased awareness about halal concepts play crucial roles in shaping non-Muslim consumers' attitudes and intentions. This study aims to bridge the knowledge gap regarding halal practices among non-Muslims, fostering greater acceptance and promoting ethical consumption. Insights from this research are expected to inform businesses on how to tailor their strategies to engage non-Muslim consumers effectively.

Keywords: Halal Products, Non-Muslim Consumers, Purchase Intention, Halal Certification, Marketing Strategies, Consumer Behavior

Introduction

Malaysia's diverse population, comprising mostly Malay Muslims and significant Chinese and Indian minorities, upholds distinct cultural and religious values that influence food-related behaviors (Mokhtar, Javeed, et al., 2021). Halal certification, ensuring compliance with Islamic law, extends beyond food to include various sectors such as cosmetics and hotel management, appealing to both Muslims and non-Muslims for its quality and safety standards (Azam and Abdullah, 2020). Approximately 30% of Malaysia's halal market is driven by non-Muslim consumers who perceive halal products as superior in hygiene and safety (Lim, Yong Hion, et al., 2022). Rising global prominence of halal products reflects a broader market acceptance and growing awareness of ethical and sustainable consumption practices among diverse consumer groups (Abderahman, Karim, et al., 2021).

Lack of understanding and familiarity with halal concepts among both Muslims and non-Muslims leads to inadequate halal awareness and affects product choices (Ramli, Abd Razak, et al., 2023). However, halal industry in Malaysia is expanding, and non-Muslim consumers often remain uninformed about the comprehensive nature of halal certification, which extends beyond food to include various products and services (Elasrag, 2022). Gap in knowledge creates confusion and mistrust, exacerbated by inconsistent halal labeling and misinformation (Aziz, 2023).

This study aims to address several research objectives. Firstly, it seeks to identify the significant relationship between halal awareness and the intention of non-Muslim consumers to purchase halal products. Secondly, it aims to determine how halal certification influences the purchasing intentions of non-Muslim consumers. Additionally, this study will examine the impact of halal marketing strategies on non-Muslim consumers' intention to purchase halal products. Lastly, it aims to identify the relationship between the level of knowledge among non-Muslim consumers and their intention to purchase halal products.

Understanding the expanding market potential of halal products beyond Muslim consumers is crucial, driven by increasing non-Muslim demand (Billah, Rahman, et al., 2020). Businesses can capitalise on this growth by studying consumer motivations and behaviours, and adapting products, marketing strategies, and distribution methods accordingly (Purcărea, Theodor, et al., 2022). Addressing non-Muslim unfamiliarity with halal products and their ethical significance can bridge knowledge gaps and enhance ethical consumption awareness (Al-Ansi, Amr, et al., 2022). This approach not only fosters community health and cultural integration but also stimulates economic growth through job creation and international trade opportunities while promoting cultural tourism and global market diversity (Glocker and Haxton, 2020). Additionally, insights into non-Muslim consumer intentions toward halal products enrich academic understanding of consumer behavior, cultural influences on purchasing decisions, and ethical considerations in marketing (Nurhayati and Hendar, 2020).

Literature Review

Non-Muslim Consumer Intention to Purchase Halal Products

The halal industry's growth in Malaysia extends beyond its traditional Muslim consumer base to attract non-Muslim consumers (Azam and Abdullah, 2020). Non-Muslim consumers increasingly seek halal-certified products across various sectors like cosmetics, pharmaceuticals, and finance, drawn by ethical considerations such as cruelty-free practices and ecological sustainability (Al-Teinaz and Al-Mazeedi, 2020). Non-Muslim consumers perceive halal products as natural, fresh, and minimally processed, often compared with organic or vegetarian options, which aligns with their preferences for healthier choices (Movahedi, Ali Akbar, et al., 2021).

Halal certification plays a pivotal role in influencing non-Muslim purchase intentions, providing reassurance through clear, recognizable logos that signify following specific standards (Muhtadi and Muslim, 2023). Growth of the halal market as it becomes more widely accepted, halal product availability in grocery stores and restaurants increases, and competitive pricing adds to attractiveness in Malaysia. (Nurhayati and Hendar, 2020).

Halal certification is crucial for building consumer trust, but inconsistencies in labeling can lead to uncertainty, impacting non-Muslim consumers' purchase intentions (Saleh, and Rajandran, 2024). Educational campaigns, social media, and endorsements from influencers and celebrities also contribute significantly to raising awareness and fostering positive perceptions of halal among non-Muslim consumers (Ramli, Abd Razak, et al., 2023).

Ethical and environmental considerations influence non-Muslim consumers' choices, as recognise halal production methods as more sustainable and humane, aligning with their moral values (Billah, Rahman, et al., 2020). Younger generations are more open to exploring halal options for culinary diversity and cultural experiences, facilitated by openness to multicultural influences (Mohammed Rami, 2021).

Halal Awareness

Halal awareness among non-Muslim consumers has evolved significantly, extending beyond religious significance to encompass broader ethical, health, and quality considerations (Bashir, 2020). Transformation reflects a global trend towards ethical consumption and sustainability, where halal certification assures consumers of stringent hygiene, safety, and ethical animal welfare standards (Wilson and Liu, 2020). Non-Muslims increasingly associate halal products with cleanliness, safety from harmful ingredients, and ethical production methods, appealing especially to health-conscious buyers (Prince and Wahid, 2023).

Educational initiatives and effective marketing campaigns play crucial roles in enhancing halal awareness among non-Muslim consumers (Jannah and Al-Banna, 2021). Highlighting health benefits, ethical considerations, and quality assurance of halal products, these efforts aim to widen consumer understanding and acceptance (Lim, The, et al., 2020). Governmental support and international collaboration also facilitate wider public knowledge and acceptance of halal standards, promoting halal products as choices aligned with diverse consumer values (Talib, Pang, et al., 2020).

Technological advancements, such as blockchain integration and mobile applications for halal verification, further enhance transparency and accessibility in the halal market (Sunny et al., 2022). Innovations build trust and facilitate informed consumer choices, which is crucial for expanding the reach of halal products into new consumer segments (Masood, Adlin, et al., 2021). Halal awareness is increasing worldwide due to ethical and health concerns, causing shifts in consumer behaviour and market trends among non-Muslim consumers. (Battour, Salaheldeen, et al., 2022).

Halal Certification

Halal certification initially created to aid Muslim consumers has recently gained popularity among non-Muslim consumers due to its association with natural, ethical, and superior quality products (Fauzi, 2023). Certification ensures products contain organically sourced ingredients, attracting non-Muslim consumers who appreciate ethical and organic products (Billah, Rahman, et al., 2020). Health and food safety concerns also drive non-Muslim consumers towards halal products, as certification guarantees adherence to strict standards, such as prohibition of certain substances and specified production techniques (Suryawan, Hisano, et al., 2022).

Globalization has increased the visibility and acceptance of halal-certified products in mainstream marketplaces, normalising their presence (Usman, Chairy, et al., 2022). Transparency and traceability linked to halal certification build trust and credibility, providing non-Muslim consumers with confidence in the product's authenticity and integrity (Ab Rashid and Bojei, 2020).

Simplified halal logos and symbols also promote familiarity and comprehension, making halal products more approachable and trustworthy (Harun, Zulkefli, et al., 2022). In multicultural societies, social and cultural factors influence non-Muslim consumers' willingness to purchase halal-certified products, as engaging with diverse cultural practices fosters intercultural understanding and respect (Shavitt and Barnes, 2020).

Halal certification is seen as a mark of quality, ethics, and cultural variety, appealing to non-Muslim consumers across demographics (Ramli, Abd Razak, et al., 2023). Certification's strict standards resonate with health-conscious consumers seeking assurance in product purity and cleanliness (Lim et al., 2022). Businesses benefit economically from obtaining halal certification by tapping into a broader market segment, enhancing brand reputation, and building consumer loyalty and trust (Akram, 2020).

Halal Marketing

Halal marketing plays a significant role in influencing consumer behavior, particularly in Malaysia's diverse population (Arifin, Raharja, et al., 2023). The marketing approach uses strategic methods to promote halal-certified products and services, emphasising ethical standards, quality, and safety appeal to a wide range of consumers (Abbas, Aamir, et al., 2020). Trust is a fundamental component of halal marketing, with transparency in product sources, production procedures, and certification requirements being crucial to reassure consumers about the reliability and authenticity of the products they purchase (Ramli, Abd Razak, et al., 2023).

Additionally, halal marketing addresses consumers' health and well-being concerns, presenting halal products as high-end options enhance well-being and align with contemporary eating habits (Mokhtar, Javeed, et al., 2021). Halal marketing leverages social media influencers and online platforms to increase its reach and impact (Purwanto, Purwanto, et al., 2022). Digital marketing strategies use interactive campaigns, educational content, and engaging material to inform consumers about the benefits of halal certification (Arsy, Majid, et al., 2023).

Social media influencers, particularly those within health-conscious communities, play a crucial role in promoting halal products, broadening their appeal beyond traditional Muslim markets (Ani and Yusoff, 2021). This approach not only emphasises the health advantages of halal products but also highlights their ethical values and cultural inclusivity, attracting non-Muslim consumers who prioritise these aspects (Mokhtar, Javeed, et al., 2021). As demand for halal products grows, strategic halal marketing activities will be essential in expanding market reach and enhancing customer loyalty (Hasan, Faruk, et al., 2024).

Consistent consumer education on the strict guidelines and moral behaviour associated with halal certification helps establish and maintain customer trust (Handriana,

Tanti, et al., 2021). Integration of big data analytics, artificial intelligence, and personalised marketing can further enhance the effectiveness of halal marketing campaigns, ensuring they remain relevant and impactful in a dynamic market landscape (Arsy, Majid, et al., 2023). Promoting halal products as inclusive choices transcends religious boundaries, halal marketing fosters a sense of belonging and encourages non-Muslims to incorporate halal products into their diverse lifestyles (Lim and French, 2024).

Halal Knowledge

Halal knowledge has made halal products more appealing to non-Muslim consumers (Farhan and Sutikno, 2022). Classes and seminars facilitate two-way dialogue between the halal industry and the public deepening knowledge (Al-Ayubi and Rijal, 2023). Exposure to educational initiatives, social media, and word-of-mouth recommendations encourages non-Muslims to explore halal products (Mostafa, 2021).

Effective marketing and public relations initiatives emphasising the ethical and quality features of halal products also shape views and act as a pull mechanism (Mokhtar, Javeed, et al., 2021). Positive reviews and testimonials regarding halal products can boost word-of-mouth and strengthen social influence, encouraging non-Muslim consumers to purchase halal products (Chong, Chuan et al., 2022). There is a major need for increased knowledge among non-Muslim customers about the importance of halal practices, which corresponds to Malaysia's urgent demand for highly qualified people to support industrial expansion (Saleh and Wahab, 2024).

In Malaysia, several key factors pull non-Muslim consumers towards halal products as their halal knowledge grows (Zin, Zamzahaila Mohd et al., 2020). Targeted educational initiatives enable a deeper understanding of what halal signifies beyond meeting Islamic dietary restrictions (Suryawan, Hisano et al., 2022). Familiarity with halal guidelines on permitted ingredients increases acceptance among non-Muslims (Lim, Yong Hion et al., 2022).

Halal knowledge about prohibited substances, such as alcohol and pork, eases concerns (Mahama, Sunainee et al., 2020). Non-Muslim consumers' understanding of halal influences their trust in halal labels and impacts their purchase intentions (Nugraha, Chen, et al., 2022). Knowledge of the strict certification processes can enhance this trust, making non-Muslim consumers more likely to purchase halal products (Rahman, Reezlin, et al., 2021). The findings highlight the substantial influence of employee performance on organisational dynamics, suggesting that a deeper understanding of halal knowledge is crucial for enhancing consumer confidence and purchase intentions (Saleh and Shahidan, 2023).

Social interactions and effective marketing methods that educate non-Muslim consumers about halal benefits can significantly enhance their interest (Ramli, Abd Razak, et al., 2023). Understanding the cultural and moral basis of halal norms allows non-Muslim consumers to see them as more than just labels (Harun, Zulkefli, et al., 2022). Halal certification regulations promote transparency in ingredients and supply chain operations, boosting consumer trust and confidence in the quality and ethical sourcing of certified products (Abderahman, Karim, et al., 2021).

Methodology

Population and Sampling

The study focuses on non-Muslim consumers in Petaling, Selangor, which had a population of 2,298,130 in 2020 according to the Department of Statistics Malaysia (DOSM). Primary data will be collected through a survey distributed to respondents in this region. The 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 the study's representativeness and generalisability.

The proposed framework emphasises the 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. The population is divided into three strata: Others (0.8%), Indians (10.1%), and Chinese (36.5%). The formula for calculating the sample size for each stratum is:

$$n_h = (N_h/N) * n$$

In this formula n_h is the sample size for the h th stratum, N_h is the population size of stratum, N is the total population, and n is the desired overall sample size (Keskinurk and Sebnem, 2007). According to Krejcie and Morgan, the 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 the validity and generalisability of the study findings.

Instrument

Validity is crucial in research, referring to the accuracy of a measurement instrument in capturing the intended phenomenon (Kimberlin and Winterstein, 2008). It encompasses various elements, including construct and content validity (Koller, Levenson, et al., 2017).

In this study, several measures were taken to ensure data collection and findings validity. The questionnaire underwent rigorous construct validation, with a thorough review of concept validity and the removal or reassignment of unnecessary items to enhance overall validity (Summers and Khalick, 2018).

Reliability and validity are related but distinct concepts reliability is necessary for validity but does not guarantee it (Thanasegaran, 2009). Reliable measurements might still fail to capture the intended phenomenon accurately (Sekaran, 2003). Proactive measures were taken during data collection to validate the measurement tools and address this risk (Singer, Sara, et al., 2007). Content validity and construct validity are widely used in behavioural sciences to ensure measurement accuracy (Khorshed, Ali, et al., 2012).

Measurement items were based on a thorough literature review, enhancing content validity (Kimberlin and Winterstein, 2008). Construct validity refers to how well a measurement tool represents the theoretical construct it aims to assess (Smith, 2005). These

steps ensured the measurement tools accurately depicted the intended phenomena and theoretical constructs. The study utilised a validated questionnaire to measure the relationships between positive emotions, work relationships, and innovative work behaviour, suggesting that similar methodological rigor is essential for exploring consumer intentions (Ibrahim, Sharif, et al., 2024).

Location

Petaling, Selangor was chosen as the sample region due to its highest population in Selangor state, providing a large and diverse pool of prospective non-Muslim respondents. This enhances the study's representativeness and generalisability. Conducting research in a specific geographic location boosts accessibility to respondents and increases data-gathering efficiency.

Data Analysis

Statistical Package for Social Sciences (SPSS) version 29 will analyse the data gathered from the completed questionnaires. This robust software, frequently employed in social science research, offers an extensive range of analytical tools and procedures crucial for the study's goals and the data type involved.

SPSS will enable various statistical analyses, including descriptive statistics, regression analysis, and Pearson's correlation analysis. Descriptive statistics will summarise the sample's demographic characteristics and the distribution of responses on the Likert scale items. Pearson's correlation analysis will examine the strength and direction of relationships between variables, providing insights into the factors influencing purchase decisions.

Results and Discussion

Results

Table 1 presents multiple regression analysis examining the impact of halal awareness, halal certification, halal marketing, and halal knowledge on non-Muslim consumer's intention to purchase halal products. The findings show a strong correlation between these variables and the intention of non-Muslim consumers to purchase.

Halal certification has the highest regression coefficient value of 0.474. Thus, it indicates non-Muslim consumers' confidence in purchasing halal products can be greatly increased by displaying an authentic halal certification from an authorised agency, such as JAKIM in Malaysia. The standardised coefficient, with a Beta value of 0.432, further affirms its importance. The standard deviation of halal certification towards non-Muslim consumers' intention to purchase halal products is 6.427.

Furthermore, halal knowledge had a lesser influence on non-Muslim consumers' intention to purchase halal products, as indicated by regression coefficients of 0.136. Standardised coefficient for halal knowledge is 0.113, while the standard deviations are 1.988. This implies informing consumers about concept of halal and its importance for ensuring food safety, hygienic practices, and quality may encourage consumers to think about purchasing halal products.

Table 1

Coefficients of Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.187	0.290		0.645	0.520
Halal Awareness	0.172	0.066	0.159	2.593	0.010
1 Halal Certification	0.474	0.074	0.432	6.427	<.001
Halal Marketing	0.271	0.097	0.210	2.785	0.006
Halal Knowledge	0.136	0.068	0.113	1.988	0.048

a. Dependent Variable: Non-Muslim consumers' intention to purchase halal products.

Correlation Analysis

Table 2 presents Pearson's correlation coefficients that illustrate the relationships between independent variables which are Halal Awareness (HA), Halal Certification (HC), Halal Marketing (HM), and Halal Knowledge (HK), and the dependent variable, Non-Muslim Consumers' intention to purchase halal products (NMC).

Tables show the correlation coefficient between halal certification and non-Muslim consumers' intention to purchase halal products stands out with the highest strength at $r = 0.66$. Acceptable halal certification plays an important role in establishing consumer trust and confidence, which is required to influence purchase decisions.

On the other hand, the relationship between halal knowledge and non-Muslim consumers' intention to purchase halal products shows the lowest correlation strength with a coefficient of $r = 0.392$, indicating it is relatively weaker than other independent factors, suggesting while knowledge of halal ideas is useful, it may not be as powerful as awareness, marketing, or certification in influencing purchase intentions.

Table 2

Pearson's Correlation Result

Variables	HA	HC	HM	HK	NMC
Halal Awareness	1				
Halal Certification	0.354**	1			
Halal Marketing	0.541**	0.636**	1		
Halal Knowledge	0.288**	0.346**	0.400**	1	
Non-Muslim consumers intention to purchase halal products	0.458**	0.661**	0.616**	0.392**	1

** Correlation is significant at the 0.01 level (2-tailed).

Hypothesis 1

There is a positive relationship between halal awareness and non-Muslim consumer intention to purchase halal products.

Linear regression analysis presented in Table 3 examines the impact of Halal Awareness on Non-Muslim consumers' intention to purchase halal products. Results indicate a strong positive relationship between Halal Awareness and purchase intention. These findings suggest increasing Halal awareness effectively enhances the intention of non-Muslim consumers to purchase halal products, underscoring the importance of awareness programs in shaping consumer behaviour.

Table 3

Linear Regression Analysis between Halal Awareness and Non-muslim Consumer Intention to Purchase Halal Products

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.705	0.268		6.363	<0.001
	Halal Awareness	0.495	0.072	0.458	6.920	<0.001

Hypothesis 2

There is a positive relationship between halal certification and non-Muslim consumers intention to purchase halal products.

Table 4 presents the results of a linear regression analysis that investigates the influence of Halal certification on non-Muslim consumers' intention to purchase halal products. Analysis reveals a significant positive effect of Halal Certification, with a standardised beta coefficient of 0.661. This coefficient indicates a strong relationship, where higher Halal Certification levels are associated with a greater intention to purchase halal products. The highly significant p-value of less than 0.001. Constant term of 1.036, also significant with a p-value below 0.001, represents baseline intention to purchase when Halal Certification is at zero. Overall, these results highlight that Halal Certification is a crucial factor in influencing non-Muslim consumers purchase intentions.

Table 4

Linear regression analysis between Halal Certification and Non-Muslim consumer intention to purchase halal products

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.036	0.214		4.843	<.001
	Halal Certification	0.725	0.061	0.661	11.823	<.001

Hypothesis 3

There is a positive relationship between halal marketing with non-Muslim consumers intention to purchase halal products.

Table 5 outlines the findings of a linear regression analysis of the effect of Halal Marketing on non-Muslim consumers intention to purchase halal products. Results indicate a strong positive relationship, with a standardised beta coefficient of 0.616. This suggests effective Halal Marketing significantly increases the likelihood Non-Muslim consumers will choose to purchase halal products. The p-value of less than 0.001 supports the statistical significance of this effect. Additionally, the constant term of 0.713, significant at the 0.009 level, reflects the baseline purchase intention when Halal Marketing is absent.

Table 5

Linear regression analysis between Halal Marketing and Non-Muslim consumer intention to purchase halal products

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.713	0.271		2.628	0.009
	Halal Marketing	0.794	0.076	0.616	10.502	<.001

Hypothesis 4

There is a positive relationship between halal knowledge and non-Muslim consumers intention to purchase halal products.

The findings from linear regression analysis, outlined in Table 6, demonstrate a p-value of <0.001. Analysis reveals a significant positive effect, with a standardised beta coefficient of 0.392. This indicates increased Halal Knowledge is strongly associated with a higher intention among non-Muslim consumers to purchase halal products.

Table 6

Linear regression analysis between Halal Knowledge and Non-Muslim consumer intention to purchase halal products

	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.850	0.298		6.199	<.001
	Halal Knowledge	0.472	0.083	0.392	5.718	<.001

Findings

This chapter summarises significant findings of the study, emphasising their relevance and contribution to research 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 the safety and quality of these products.

Furthermore, effective halal marketing strategies positively affect perceptions and attitudes, making halal products more appealing to a broader audience. Increased understanding of halal principles among non-Muslims can lead to greater demand and intention to engage with halal offerings, highlighting the importance of education and awareness in expanding the halal market.

The first objective of this study was to identify a significant relationship between halal awareness and non-Muslim consumers' intention to purchase halal products. Findings suggest awareness among non-Muslim consumers regarding halal products has been steadily increasing, driven by various factors such as health consciousness, ethical consumption, and perceived quality (Ali and Ahmad, 2023).

This growing acceptance is reflected in their perception of product quality, safety, and ethical sourcing (Rahman et al., 2020). Moreover, globalisation of food products has made halal options more accessible, allowing non-Muslim consumers to learn about concept and its advantages (Adekunle and Filson, 2020). Awareness levels among non-Muslim consumers in Malaysia are high, particularly in the food industry, largely due to increased exposure to halal principles through marketing and social interactions (Krishnan et al., 2020).

The next objective was to determine the significant relationship between halal certification and non-Muslim consumers' intention to purchase halal products. Findings reveal halal certification significantly influences purchase intentions among non-Muslim consumers. The presence of halal labels enhances trust and perceived quality, thereby mitigating perceived risks associated with unfamiliar products (Mohsin and Awan, 2021).

Consumers are more likely to choose products with recognised halal certifications, as these labels assure compliance with halal standards (Ali et al., 2022). This emphasises the need for effective communication regarding the benefits of halal certification to further enhance non-Muslim consumers' willingness to engage with halal products (Wibowo, Mas Wahyu, et al., 2021).

The third objective was to examine significant relationship between halal marketing strategies and non-Muslim consumers' intention to purchase halal products. Findings indicate marketing campaigns emphasising ethical and health benefits of halal products resonate well with non-Muslim audiences, thus increasing their purchase intentions. Strategic marketing efforts that highlight the quality, safety, and ethical sourcing of halal products significantly enhance awareness and acceptance among non-Muslim consumers (Zailani et al., 2023).

Furthermore, use of social media and influencer marketing effectively reaches and engages non-Muslim consumers, creating a positive perception of halal products. Marketing strategies focusing on universal values, such as health and quality, rather than strictly religious, have proven to be particularly effective in broadening the appeal of halal products beyond the Muslim demographic (Abd Rahman et al., 2015).

Finally, the study aimed to identify a significant relationship between the level of non-Muslim consumer knowledge and their intention to purchase halal products. Findings reveal the level of knowledge regarding halal products among non-Muslim consumers varies widely,

with many expressing a willingness to learn more about halal principles. Increased knowledge correlates with a higher intention to purchase halal products as consumers become more informed about the benefits and requirements of halal certification (Nasir et al., 2024).

This underscores need for educational initiatives, such as workshops and informational campaigns, to enhance non-Muslim consumers' understanding and acceptance of halal products. Findings also highlight misconceptions about halal practices often prevent purchase intentions, emphasising need for effective communication strategies to educate consumers about what halal truly represents.

Conclusion

The research on non-Muslim consumers' intentions to purchase halal products reveals significant insights into the factors influencing their purchasing behaviour. The study highlights halal awareness, certification, marketing strategies, and knowledge play crucial roles in shaping these intentions.

Increased awareness among non-Muslim consumers correlates positively with their intention to purchase halal products. This awareness is driven by health consciousness, ethical considerations, and a perception of higher quality associated with halal products.

The presence of halal certification significantly enhances consumer trust and perceived product quality. Non-Muslim consumers view certified halal products as safer and more ethically sourced, which increases their willingness to purchase.

Effective marketing emphasises the universal benefits of halal products—such as quality, safety, and ethical sourcing—resonates well with non-Muslim consumers. Campaigns that focus on health benefits and inclusivity are particularly effective in broadening the appeal of halal offerings.

There is a direct relationship between the level of knowledge about halal principles and the intention to purchase halal products. Educating consumers about halal beyond religious connotations can enhance acceptance and encourage informed purchasing decisions.

To capitalise on these findings, businesses and policymakers should prioritise educational initiatives to clarify the ethical and health benefits of halal products. Standardising halal certification processes will enhance consumer trust, while targeted marketing strategies should focus on universal values that appeal to all consumers, not just Muslims. Additionally, culturally sensitive approaches are essential for effectively reaching diverse consumer segments.

This study advances the understanding of consumer behaviour by illustrating how factors such as awareness and knowledge influence purchase intentions in non-Muslim demographics. It underscores the importance of ethical consumption and product quality in shaping consumer attitudes towards halal products.

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