The Nexus Between Advertising and Trust: Conceptual Review in the Context of Halal Food, Malaysia

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Abstract
The rapidly expanding halal food market attracts both Muslim and non-Muslim consumers concerned with food safety and purity. This paper reviews existing research, focusing on advertising's pivotal role in meeting surging halal food demand and addressing challenges impacting consumer trust. Advertising plays a crucial role in building brand awareness and desire, facilitating communication between advertisers and consumers. Examining the multifaceted impacts of advertising, encompassing social, individual, and commercial consequences, reveals its contributions to economic progress, market insights, and brand image. Advertising claims like objectivity and informativeness significantly influence consumer reactions. Malaysia's diverse cultural landscape presents unique challenges in advertising, necessitating adherence to Islamic values. Signaling theory offers insights into consumer behavior, emphasizing the importance of advertising credibility, particularly in halal food contexts. The paper highlights advertising's role in fostering trust and credibility, essential for nurturing consumer trust. It underscores the importance of portraying halal food products as pure and aligned with Islamic principles, which influence consumer perceptions and purchase intentions. Islamic advertising, guided by ethical principles, can impact individual, social, economic, and religious aspects. Trust and credibility are fundamental in advertising, especially concerning halal products and services. This paper emphasizes the significance of trust-building in advertising, extending beyond mere certification to maintain robust consumer relationships in the halal food market.

Introduction

The halal market has witnessed remarkable growth, emerging as one of the most rapidly expanding industries, attracting a diverse clientele comprising both Muslims and non-Muslims (Golnaz et al., 2010; Kawata et al., 2018; Perdana, 2018; Bashir, 2019). This market is driven by individuals who uphold principles of food production characterized by hygienic, health-conscious, and contamination-free standards (Rachmawati & Suroso, 2020; Arifin et al., 2021). It is evident that, irrespective of religious affiliations, the halal market segment is experiencing burgeoning popularity and heightened demand from consumers worldwide (IIsmail & Nasiruddin, 2014). Memon et al (2020) postulated that the steady growth in the Muslim consumer market can be attributed to two key factors: first, the nexus between religious beliefs and the increasing recognition of the benefits associated with halal products in comparison to non-halal alternatives, and second, the unwavering trust in certification processes administered by authoritative bodies, which are deemed highly reliable. Yeow (2019) accounted for this growth by pointing to the acceptance of halal food products among non-Muslims due to the stringent procedures and regulations governing their production and processing.

However, the importance of understanding and addressing the challenges within the halal market becomes increasingly critical. Today, the needs of Muslim consumers are under the spotlight (Djakeli & Mahdi, 2014). In contemporary non-Muslim-majority settings, manufacturers and managers are adopting a proactive approach, incorporating compliance with Sharia law and practices in their production and marketing strategies. This commitment is evident in their advertising, promotional activities, and overall management strategies, underscoring their commitment to addressing the consumption preferences of the Muslim consumer market (Fadahunsi & Samia, 2015). For a Muslim consumer, halal food extends beyond the mere end product ready for consumption; it involves a multitude of intricacies such as the halal status of raw materials, sharia law adherence, and contaminating or non-halal ingredients (Omar et al., 2008). Several cases and incidents, as documented in previous literature (Perdana, 2018; Aslan, 2023), have shed light on the challenges faced by regulatory authorities responsible for overseeing halal food production. These challenges encompass issues such as counterfeit products, fraudulent halal certifications, and the inadvertent contamination of food with haram (forbidden) ingredients or practices.

In recognizing the pressing importance of understanding and addressing these challenges, this paper undertakes a comprehensive review of existing studies. It aims to underscore the crucial role of advertising in complementing the surging demand for halal food but also addressing the challenges that undermine the consumer trust in halal food products. By doing so, this research highlights its significance, utility, and effectiveness in contributing valuable insights to both academic and practical realms.

Literature Review
Advertising Significance

Advertising messages represent potential channels of communication between advertisers and consumers, wherein a mutually satisfactory exchange may occur (Run et al., 2010).

Advertisements serve the essential functions of persuasion, information dissemination, and reminder provision to their target audiences. Through the medium of advertising, companies endeavour to establish brand recognition, generate consumer desire, and encourage product selection. In the context of business-to-consumer environments, advertisements occupy a pivotal role in a firm's overall marketing strategy. The discourse surrounding advertising has seen continuous exploration and discussion within the realm of past literature reviews and research endeavours.

Advertising wields substantial influence over its audience. Advertising precipitates consequences, which may encompass positive or negative outcomes, and can operate at both societal and individual levels, touching upon the realms of politics and commerce (Shafiq et al., 2017). Advertising constitutes a persuasive strategy employed by marketers to compel consumers to procure their products and services (Tee et al., 2022). It commonly seeks to elicit emotional responses, desires, address anxieties, and even invoke fears in the minds of the target audience. Advertising can significantly contribute to economic growth and the social advancement of society (Anwar & Saeed, 1996). A consumer's motivation to consume specific goods and services is contingent upon a multitude of factors, with advertising constituting one such determinant (Alom & Haque, 2011). The claims made within advertising, encompassing aspects of objectivity, informativeness, quality, and concreteness of advertising messages, have been shown to exert a discernible impact on consumer reactions (Belch & Belch, 2021), as evidenced by research findings that underscore the influence of advertising claims on consumer responses (Wang et al., 2020).

Beyond the mere conveyance of information to consumers, advertising extends its potential to effect substantial positive changes. Cook & Cook (2001) elucidated that advertising can contribute to the betterment of society, as it facilitates the realization of economies of scale through enhanced purchasing power. Advertising furnishes valuable insights regarding market structures, the performance and evolution of products and services, and the cultivation of brand identities (Ackerberg, 2003). Advertising can serve to reduce the overall costs associated with sales activities (Yeshin, 1998). Furthermore, advertisements are known to influence consumer perceptions of product quality (Daud et al., 2012) and are instrumental in the formation of distinctive brand personalities (Khan, 2017).

Advertising and the Rich Cultural Tapestry of Malaysia
Malaysia is characterized by ethnic and cultural diversity. The population of Malaysia is approximately 32.66 million, with Muslims constituting the majority at 61.3 percent, while non-Muslims make up the remaining 38.7 percent (Al-Shami & Abdullah, 2023). Notably, according to Thomson Reuters data, 2016, Malaysia ranks first in terms of Islamic economic indicators (Rachbini, 2018). This diversity, while enriching the fabric of the nation, also carries the potential for conflicts and controversies. Varied ethnic and religious backgrounds contribute to differing perceptions and attitudes towards product advertising (Fam et al., 2004).

An individual's attitude toward advertisements is influenced by the physical attributes of the advertisement itself and its alignment with the cultural context in which it is encountered. This cultural context plays a pivotal role in shaping an individual's interpretation of the messages in advertisements. Numerous factors, encircling an individual's cultural

background, experiences, personality, values, and expectations, along with the situational context in which the message is perceived, interfere in the formation of these attitudes (De, 2009). Audiences respond to advertisements based on the meaning they ascribe to the content or cues within the advertisement. Consequently, the use of favorable or unfavorable cues can evoke positive or negative perceptions during the decoding of the advertisement (Naseri, 2012). Hence, Malaysian businesses, particularly marketers and advertisers, must exercise caution to prevent any untoward incidents.

In 1996, Malaysian authorities established an advertising code for television and radio. This code, rooted in Islamic values, prohibits advertisements that could potentially offend religious, racial, political, or emotional sensibilities within the community (Waller & Fam, 2000). These regulations ensure that mass media content aligns with Islamic principles.

The Relevance of Signaling Theory to Halal Food
Signaling theory (ST), extensively applied in fields like consumer choice (Boateng, 2019) and trust (Rajavi et al., 2019), is underexplored in halal food advertising, despite significant research in consumer behavior (Karanges et al., 2018; Rajavi et al., 2019). ST helps understand behavior in contexts with asymmetric information. Signals, extrinsic or intrinsic, play a crucial role. Extrinsic cues, including manufacturer identity, labeling, attributes, packaging, and origin, convey the halal status, impacting pre-purchase perceptions. Intrinsic cues involve changes to the product's primary function, like ingredients. Signals must reduce recipient uncertainty (Dunham, 2011), with credibility varying (Wells et al., 2011). Marketers use signals to address doubts about brand quality (Karanges et al., 2018). Interpretation of signals depends on the receiver's worldview (Dunham, 2011).

ST is inherently probabilistic, with signal trustworthiness varying based on the correlation between net benefit and sender quality (Przepiorka & Berger, 2017). To enter the Muslim market, food manufacturers must understand determinants influencing halal perceptions and use accurate extrinsic cues effectively (Ishak et al., 2016). This aligns with Wells et al (2011), highlighting differences in signal credibility. Given the importance of halal food for Muslims, some manufacturers emphasize Islamic features to propagate the halal perception (Ishak et al., 2016). Advertising, defined as non-personal promotion by an identified sponsor (Kotler et al., 2011), helps consumers assess product quality based on signals. For halal food, credible signals are vital for positive consumer evaluations. Thus, halal food advertising should provide explicit information and address consumer doubts (Ishak et al., 2016). Jumani & Sukhabot (2020) concurs, emphasizing the need for Muslim consumers to be assured of permissibility, safety, and hygiene.

Roose et al (2018) suggested that utilitarian aspects in food advertisements are relevant when the product fulfills functional consumer needs. Utilitarian attributes, connected to an object's functionality and utility Batra & Ahtola (1991), are favored in ads that provide satisfying information (Kamalul et al., 2022). Structuring ads around achieving goals or avoiding undesired outcomes can cultivate positive attitudes (Murphy & Narkiewicz, 2010).

Numerous studies emphasize that consumers' choices for halal products are influenced by halal logos, certifications, brand, product attributes, price, and assurance. These factors are closely linked to halal awareness. Halal awareness positively affects attitudes and purchase

intentions for certified halal food products (Ekoyudho, 2021). The increased awareness of halal has prompted marketers in various industries to re-evaluate their strategies (Hussin et al., 2013).

The literature and previous studies underscore the pivotal role of advertising for halal food in acting as a conduit for transmitting credible signals, both extrinsic and intrinsic cues, to its audience. Advertisers have extensively employed cues and symbols to assist the high-involvement decision-making process (Hasan et al., 2016). Identifying particular characteristics of halal products to highlight can assist businesses in effectively positioning their products in the market (Arifin et al., 2023). Moreover, greater advertising credibility exerts a more pronounced positive effect on attitudes towards advertising, the brand, the firm, purchase intentions, and consumer willingness to accept credible information (Hasanah & Wahid, 2019). Table below summarizes the key signals for halal food from prior studies:

Table 1
Key Halal Food Signals from Previous Studies

Signal	Type	Study
Price	Extrinsic	Ishak, 2016; Rajavi, 2019; Ekoyudho, 2021
Manufacturer's reputation	Extrinsic	Ishak, 2016
Halal logo/ certification	Extrinsic	Andersen, 1994; Bonne, 2006; Omar, 2008; Dali, 2007; Rajagopal, 2011; Rezai, 2012; Nor Ardyanti, 2013; Ishak, 2016; Shaari, 2019; Ekoyudho, 2021
Physical product	Extrinsic	Ishak, 2016
Product packaging	Extrinsic	Ishak, 2016
Purity/ Ingredients	Intrinsic	Andersen, 1994; Vermeir, 2005; Bonne, 2006; Dali, 2007; Omar, 2008; Daud, 2012; Rezai, 2012; Djakeli, 2014; Ishak, 2016; Shaari, 2019; Yeow, 2019; Moghaddam, 2022
Labelling	Extrinsic	Ishak, 2016; Aslan, 2023
Refunds/ guarantees	Extrinsic	Wells, 2011
Country of origin	Extrinsic	Nor Ardyanti, 2013; Moghaddam, 2022
Brand/ manufacturer's identity	Extrinsic	Haque, 2011; Rezai, 2012; Al-Nashmi and Almamary, 2017; Bahsin 2018; Rajavi, 2019; Ekoyudho, 2021
Quality	Intrinsic	Andersen, 1994; Bonne, 2006; Ramaseshan, 2007; Daud, 2012; Yeow, 2019; Chong, 2022
Religious/ Sharia compliance	Intrinsic	Andersen, 1994; Vermeir, 2005; Bonne, 2006; Omar, 2008; Rezai, 2011; Daud, 2012; Saabar, 2014

Brand
Yunianto & Sirine (2018); Chun et al (2020) assert that advertising has a powerful and positive impact on brand recognition. The brand's reputation is crucial in establishing the food product's image. The manufacturer's identity or brand serves as an extrinsic cue, conveying the halal status message. Stronger brand names are associated with higher consumer trust (Colley, 1961; Haque et al., 2011; Ishak et al., 2016; Bahsin, 2018). As consumer trust in a

brand grows, companies find it more effective to communicate marketing messages and foster favorable brand impressions (Ebrahim, 2020).

Halal Logo/ Certification

Advertising in the context of halal food is confronted with a series of challenges that have global implications (Aslan, 2023). These challenges encompass attracting consumer attention through the use of Arabic fonts, logos, and Islamic motifs, creating an Islamic image even in the absence of a halal certificate, addressing food contamination issues, incorporating low-quality substances, ensuring the adequacy of certification audits, and concerns related to the acquisition of halal certificates through corrupt means. Erroneous information on the halal logo can lead to a loss of trust and confidence (Mohamed et al., 2008).

For Muslim consumers, purchasing halal packaged food featuring halal certification or logos is the most convenient method to ensure the halal status of their choices (Shafie, 2006). Trust and confidence in the halal logos provided by halal certifying authorities allow consumers to compensate for their limited intrinsic knowledge about halal, especially concerning product sourcing and overall production processes (Andersen, 1994).

In Malaysia, both Muslim and non-Muslim manufacturers produce halal food products. Consequently, the Malaysian government and halal authorities strongly advocate the adoption of halal certification (Mohd & Abang, 2018). Malaysia is currently the only nation with a state-controlled and managed halal regulatory framework (Idris et al., 2023). The halal logo bears significant religious connotations, yielding positive attitudes toward advertising among Muslims (Arriffin et al., 2016). However, advertisers are strictly prohibited from misusing the term "halal" or any statement or imagery related to Islamic religion, including Quranic verses, to mislead consumers (Aziz et al., 2019).

Halal certification functions as a potent marketing tool for product differentiation and gaining a competitive edge (Yunos, 2014). However, an interesting finding by Omar (2008) in Kelantan, Malaysia, suggested that factors such as ingredients, ownership, and marketing have a positive effect on halal food products, while certified halal logos had a negative effect on Muslim consumers' attitudes. This anomaly can be attributed to Kelantan's unique status as the "Corridor of Mecca," where the halal logo holds little significance in consumers' perceptions.

Halal certification appeals to both Muslim and non-Muslim consumers, expanding market share (Yunos, 2014; Ishak et al., 2016; Jumani & Sukhabot, 2020). Wilson (2012) emphasized the role of halal certification in building trust through advertising, with the halal logo fostering positive attitudes in Muslims, particularly for food and beverages. Advertisers offering halal products can effectively engage Muslim consumers. Commercials can also enhance consumer understanding of halal food production processes and benefits, addressing producer and supplier shortcomings (Yunos, 2014). Encouraging halal education (Khan et al., 2021) can mediate the relationship between experiential value, religiosity, and brand relationship quality (Aslan, 2023).

Unlike the perspectives of Shafie (2006); Andersen (1994); Ishak (2016) contends that consumers don't rely solely on halal verification to determine a product's halal status.

Developing the perception of halal requires visible references that provide credible signals about the food product's halal attributes. This may be due to non-Muslim countries such as India, Brazil, Thailand, Vietnam, Netherlands, and China manufacturing products with Arabic labeling. Additionally, some halal certification organizations may prioritize financial gains over halal integrity (Perdana, 2018).

Zacharia et al (2017) argued that the halal label alone may not convince Muslim customers to buy halal products, considering concerns about fraudulent or misleading certifications. Honest signals in advertising are crucial and associated with the attributes they represent, guiding interactions between individuals (Dunham, 2011).

Purity

Halal signifies cleanliness Rejeb et al (2021), emphasizing attributes like cleanliness, nutrition, hygiene, safety, ethics, and honesty (Billah et al., 2020). Halal principles prohibit ingredients like pork, alcohol-based substances, and synthetic materials (Ab Rashid & Bojei, 2020). Halal products are expected to be pure, nourishing, safe, non-toxic, and wholesome (Haleem et al., 2020). Consumers in pursuit of halal food seek both extrinsic and intrinsic cues for the purity and non-contamination of ingredients, with particular caution toward unfamiliar components (Ahmed et al., 2018).

Hussin et al (2013) examined the relationship between product factors, advertising, and purchase intentions of halal cosmetics in Malaysia. Findings showed a significant but negative impact of product ingredients on consumer purchase intentions. However, subsequent research contradicted this (Ahmed et al., 2018; Yeow, 2019; Ekoyudho, 2021; Khan et al., 2021; Fadlullah, 2021; Bhutto et al., 2022; Moghaddam et al., 2022; Alia & Ahmada, 2023; Septiarini et al., 2023). Knowledge on product ingredients influences halal food purchases (Azam, 2016). Purity as a symbol influences marketing strategy to appeal to both Muslim and non-Muslim consumers (Daud, 2012).

Quality

High-quality and functional halal products positively impact purchase intentions (Ali et al., 2018). Factors like price, appearance, composition, features, advertising, and brand serve as lenses for assessing product quality, influencing consumer judgments and dimensions of quality, leading to customer satisfaction (Rajagopal et al., 2011).

Consumers often judge product quality based on signals from manufacturers (Wells et al., 2011). Halal food quality is indicated and assured through certification, promoting fair trade and humane treatment (Mabkhot, 2023). Certification also serves as a marketing tool. Advertising significantly shapes consumers' perceptions of quality. Halal food represents a healthier, appealing lifestyle for Muslims and non-Muslims, symbolizing quality (Daud et al., 2012; Yunos, 2014; Memon et al., 2020; Rejab, 2021; Alia & Ahmada, 2023).

Religious Compliance

Using religion as a marketing tool to signify value adherence has been uncommon (Daud, et al., 2012), even though religious compliance is viewed as a credible signal (Vermeir & Verbeke, 2005; Bonne & Verbeke, 2006). Academic research on religious and halal compliance is also limited (Zainuddin et al., 2023).

It is imperative for food producers within the halal supply chain to establish credibility with Muslim consumers, who are increasingly discerning about their food choices and seek further assurance regarding the integrity of halal food (Billah et al., 2020). Halal products are typically identified by specific symbols denoting compliance with Islamic principles (Akter et al., 2017). Halal has evolved into a symbol representing quality, integrity, and purity, embodying a more humane and environmentally friendly approach to production. The halal status assures consumers that all aspects, from sourcing to warehousing, adhere to Shariah law and Malaysia's halal standards, such as MS 2200:2008. This halal emblem provides psychological comfort to consumers, signifying a religiously correct purchase (Rejeb et al., 2021).

Previous studies have revealed a significant relationship between Sharia-based brand awareness and purchase intentions (Ali et al., 2018; Vizano et al., 2021). Consumer awareness refers to the knowledge that consumers possess about a specific product (Khan & Watson, 2003). Individuals with a high level of Islamic brand awareness tend to exhibit greater purchase intentions (Pratama et al., 2023).

Promoting Halal Food with Islamic Values in Advertising
Incorporating Islamic values into advertising can be advantageous for companies, as Islam is regarded as a comprehensive way of life for Muslims. To promote Islamic values, advertising should encourage virtuous behavior, align with Islamic principles, and adhere to Quranic guidelines in presenting information. For instance, it can portray respect for the elderly and family affection (Abdullah, 2008). Kalthom (2008) asserts that advertising should refrain from endorsing drug use, giving or accepting bribes, or irresponsible driving and should instead contribute positively to society.

Shafiq (2017) provided significant insights into beliefs about Islamic advertising in Malaysia, aligning with previous scholars in the field. As per Shafiq (2017), Islamic advertising, rooted in submission to Allah Almighty, must adhere to halal principles. The study identifies key characteristics of Islamic advertising as ethical, credible, non-deceptive, simple, dignified, and humane (Aziz et al., 2019). According to this research, the outcomes of Islamic advertising encompass social, individual, economic, and religious aspects. Islamic advertising is seen as a means to promote positive values, raise awareness for the betterment of lives, encourage social progress over material progress, and foster peace and psychological well-being. Economically, it fosters humility, reducing advertising expenses while achieving equivalent results compared to conventional advertising. Religious outcomes include facilitating the performance of religious obligations, promoting Islamic teachings, and preventing advertising malpractices.

In Arbak et al., study (2019) examining the relationship between advertising and purchase intentions for halal cosmetic products in Malaysia, findings revealed that women considered advertisements offensive when they did not align with Islamic ethics. Violations of Islamic advertising ethics, including issues related to honesty, discrimination, sexism, intention, and language, were found to be correlated with purchase intentions. Discrimination, sexism, intention, and language had a negative and significant impact on the purchase intentions of halal cosmetic products in Malaysia. The study concluded that sexism significantly influenced consumer intentions, discouraging them from purchasing halal cosmetic products. Furthermore, ethical violations causing customer offense had a detrimental effect on the

purchase intentions of halal cosmetic products. The study recommended that advertisers, to appeal to and retain Malaysian customers, must avoid customer offense by adhering to Islamic advertising ethics.

A comparable study was done in Palestine Salem et al (2019) on the effect of portraying female in advertising on Palestinian women purchase intention. The influence of sexualized female display in an advertisement was found to be negatively associated with female Palestinian consumer's purchase decisions. The results of the study showed that advertising appeals should be associated with the cultural values of the target audiences.

Hasan et al (2016) studied the relationship between involvement, attitude toward TV advertisements featuring Islamic symbols, and purchase intentions in Malaysia was examined using the Elaboration Likelihood Model. ELM explains how information is processed in the receiver's perception, while ST provides a structured framework for information transmission (Wang et al., 2019). Hasan et al (2016) discovered that participants displayed high involvement with advertisements incorporating the Islamic symbol of the "hijab," leading to the development of positive attitudes toward those advertisements. The study also found a moderately positive and significant connection between involvement in advertisements with Islamic symbols and purchase intentions, as well as a strong and positive relationship between attitudes toward advertisements featuring Islamic symbols and purchase intentions. The study suggested that a more effective depiction of Islamic cues could significantly enhance consumers' purchase intentions. Manufacturers of halal products could facilitate Muslims' access to these products by making the use of Islamic imagery or symbols easily recognizable.

Azhari & Oktavia (2019) also employed ELM to investigate the role of Islamic symbol in advertising in hijabers and non-hijabers. Study showed that Islamic symbol serves as peripheral route in advertising processing among hijabers. Utilization of halal logo and hijaber talent in the advertising is evident to be useful in improving the likelihood to try a new product in particular among hijabers. Therefore, Islamic symbols are the peripheral route or a short cut in evaluating certain advertising. Study also showed that there is no significant difference between hijabers and non hijabers in viewing relevant product features. Relevant product features were important to both groups.

Niazi et al (2019) explored the impact of Islamic religiosity on Pakistani consumers' attitudes towards Islamic and conventional advertisements, brand perceptions, and purchase intentions. The study also investigated how consumer attitudes towards these advertisements and brands mediated the relationship between Islamic religiosity and purchase intentions. The results showed a positive connection between Islamic religiosity and favorable attitudes towards Islamic advertisements, but an adverse relationship with conventional ads. Furthermore, the study revealed that attitudes towards Islamic advertisements and brand perceptions played a positive mediating role in linking Islamic religiosity to purchase intentions, while conventional advertisements had a negative mediating effect.

It has been widely clearly established in previous studies that non-Muslims too are of positive perception for Muslim products (Golnaz et al., 2010; Haque et al., 2015; Kawata et al., 2018). Therefore, making an effective advertising campaign is particularly important to attract non-

Muslim consumers. Nonetheless, limited research has examined non-Muslim's attitudes towards Islamic TV advertising (Aji, 2019).

Ting (2012) distinguished advertising into matter and manner. Shafiq (2017) extended this concept to Islamic advertising where the matter can be anything as long as it is halal. Islam does not prohibit advertising but prohibits the misconducts in it. And manner is, every way permitted in Islam is the halal way, namely, credibility, non-deceptive, simple and ethical.

Advertising in the Islamic context demands unwavering truthfulness and avoidance of deception (Aziz, 2019). Islamic advertising requires clear and straightforward communication to prevent ambiguity (Kadir & Al-Aidaros, 2015) while maintaining respect for Islamic values, particularly in the portrayal of women (Salem et al., 2019). Women should only appear in advertisements when their presence is essential and must not be portrayed in a sexualized manner.

In a nut shell, from previous studies it can be comprehended that beliefs of Islamic advertising are very different from the general contemporary advertising. It requires advertisers to aim on sharia and appropriate conventions. Islam prohibits deception, unverified product claims and overstatement of product benefits by sellers. Islamic advertising should not exploit basic instincts of consumers and should avoid provoking desires that can never be fulfilled; should be based on truth and complete revealing of all products attributes; advertised product should not be haram neither should be harmful; and should advocate consumption as a form of worship and promote moderation in the same. Islamic advertising contributes to economic prosperity when lesser is spent on making advertisements while achieving the same result as that of the conventional advertisement. Religious outcomes include: performance of religious obligations, promotion of Islamic thoughts/ teachings, and inhibiting advertising malpractices. The advertising has to be halal or permitted within Islamic confine. Islamic advertising is ethical, credible, non-deceptive, simplicity, and humane. There should be dignity in the advertisements, role of women should not be stereotyped, and it should not involve any exaggeration rather be based on truth. It was explored in previous studies that the Islamic advertising bears the following characteristics: ethical, credible, non-deceptive, simplicity, and humane (Abdullah, 2008; Fadahunsi & Samia, 2015; Shafiq et al., 2017; Aziz et al., 2019).

Halal Food and Trust-Building Power of Advertising
MacKenzie & Lutz (1989) identified factors influencing attitudes toward advertising, notably advertising credibility. Lafferty & Goldsmith (1999) emphasized its role in shaping consumer attitudes and behavior. Ling et al., (2010) demonstrated a positive link between credibility and consumer attitudes, focusing on transparency, trustworthiness, and reliability. In advertising, credibility relates to consumer's perception of the truthfulness and believability of brand claims (Scott & Lutz, 1989).

Trust plays a pivotal role in marketing relationships and is seen as a prerequisite for successful relationship marketing (Omar et al., 2021; Tee et al., 2022). It is also a crucial element in advertising, where the audience's perception of the information's reliability and honesty influences their likelihood to take action (Shieh et al., 2018; Ebrahim, 2020).

Trust is a well-established concept in marketing literature, deemed essential for fostering enduring and profitable marketing relationships (Brudvig, 2015). In an economic transaction context, trust is characterized by terms like "confidence," "ability," "credibility," "competence," "benevolence," "risk," "willingness to rely on," and "integrity" (Blau 1964; Larzelere & Huston, 1980; Mayer et al., 1995; Soh et al., 2009). It holds significance in both business-to-consumer and business-to-business transactions (Morgan & Hunt, 1994; Gill & Butler, 2003). Trust not only preserves an organization's existing customer base but also attracts new customers, fostering sustainability and growth (Aziz et al., 2019).

Building customer trust necessitates consistent delivery of confidence, reliability, and sincerity (Morgan & Hunt, 1994). Trust, characterized by confidence in the reliability and integrity of exchange partners, is a psychological state (Erkmen & Hancer, 2019). In marketing, trust motivates individuals to share opinions and views about a brand or product (Rahman et al., 2020). The significance of trust extends to the food industry, especially in establishing customer loyalty for food purchases (Ball et al., 2004; Nguyen et al., 2013; Porral & Levy-Mangin, 2016; Rahman et al., 2021). In the context of halal food, trust is inextricably linked with consumers' reliance on product information, profoundly influencing decision-making processes (Morrow et al., 2004; Madun et al., 2022).

Trust in food extends from the initial stages of food production, encompassing consumer perceptions of food safety and hygiene, through to consumption (Marzuki, 2012). Several studies have highlighted that trust influences consumer choices of food products (Lang & Heasman, 2004; Lee et al., 2018). Beyond food products, a producer's integrity also impacts consumer trust and confidence (British Brand Group, 2015).

Saabar & Ibrahim (2014) research, "knowledge of halal and advertising influence on young Muslim awareness," examined the role of advertising in promoting halal food to young Muslims. The study found that advertising is crucial in promoting halal products to this demographic. Furthermore, a substantial portion of the respondents depended on advertising for information about halal products. This underscores the significance of advertising in shaping consumer awareness and knowledge of halal products.

Rezai et al (2012) identified several factors influencing consumer confidence in halal-labeled food, including the role of advertisements. Trust and confidence in information and knowledge about how halal food is produced were closely linked to the core attributes of halal food. An essential aspect of effective advertising is consumer trust in the information source (Okazaki, 2012). Consequently, when the audience perceives advertising as less reliable or trustworthy, the likelihood of avoiding advertisements increases, resulting in less favorable attitudes toward them (Prendergast et al., 2010; Baek & Morimoto, 2012; Okazaki, 2012). Conversely, higher perceived trustworthiness in advertising leads to more positive consumer attitudes toward ads and a greater likelihood of exposure to them.

Trust plays a significant role in advertising and consumer behavior, as the trustworthiness of an advertisement can influence consumer purchasing intentions (Chia et al., 2019). Moreover, the truthfulness of advertising claims governs the quality and effectiveness of the advertising message (Hussain et al., 2020). Consumer knowledge about a specific food product also affects purchasing decisions. Therefore, consumers need to be educated about food products

(Tuu & Olsen, 2012). Knowledge acquisition can reduce perceived risks, increase trust in specific products or brands, and encourage consumers to become loyal customers (Lee et al., 2018).

Trust is a crucial element in how consumers perceive brands and their success (Aaker, 1997; Rajavi et al., 2019). While overall trust in brands has declined globally, advertising can positively influence consumer trust (Rajavi et al., 2019). Research has shown that consumers who trust a vendor's honesty are more receptive to product or service benefits presented in advertisements (Gvaili & Levy, 2016). Trust plays a central role in shaping consumer responses to advertising messages.

In a United Kingdom context, Moghaddam et al (2022) explored consumer attitudes toward halal food and impact of marketing stimuli on product attributes. Study revealed that advertising for halal food did not significantly affect consumer attitudes toward such products. Meanwhile, in Bangladesh, Ashraf (2019) delved into Islamic marketing and consumer behavior concerning the purchase of halal food. The study investigated how an individual's belief in the trustworthiness of halal food products influenced their intentions and actual purchasing behavior. The findings emphasized the pivotal role of trustworthiness in influencing the purchase of halal food in the Bangladeshi market, underscoring its significance in food marketing.

Marketing halal products should involve the implementation of total quality management practices. Unfortunately, despite the existence of laws and regulations, truth in advertising or marketing is often not perceived as honest. Consumers may be skeptical even when advertising claims are verifiably true, particularly if they seem too good to be true (Dunham, 2011).

Trust is of paramount importance to consumers when it comes to halal products, particularly due to concerns about counterfeit cases. The presence of halal logos from various countries, uncertainties about information sources, food quality, consumer knowledge, and production processes contribute to this ambiguity. Consequently, establishing and nurturing trust is a vital requirement for advertisers aiming to build strong and reliable relationships with their customers (Tee et al., 2022).

Results
This paper explores advertising's central role in addressing the surging demand for halal food and trust-related concerns in the Malaysian context. Malaysia is a diverse nation with varying religious and ethnic values. Advertising serves numerous functions, from persuasion and information to economic advancement and brand image formation, affecting consumer behavior and politics. ST is applicable to trust and customer choices, particularly in the context of halal food advertising, where credible signals are crucial. These signals, whether extrinsic or intrinsic, alleviate consumer uncertainty about product features. The quality and functionality of halal products play a significant role in consumer purchase decisions. Halal certification acts as a valuable quality indicator and marketing tool, appealing to diverse consumer bases. Islamic advertising, driven by ethical and Quranic principles, fosters good conduct, simplicity, and credibility, leading to various social, individual, economic, and religious impacts. Trust and credibility are pivotal in halal advertising, shaping consumer

behavior and brand perception, fostering long-term customer relationships. Trust is rooted in producer integrity and significantly influences consumer purchase intentions. While total quality management practices are essential for marketing halal products, ensuring advertising credibility remains challenging, given its profit-oriented nature. Establishing and maintaining trust is paramount for advertisers to build and nurture customer relationships.

Implications

Halal food is not limited to Muslim consumers; it also attracts non-Muslim consumers who prioritize food safety and purity. The global demand for halal food presents a significant opportunity for Asian businesses, particularly in countries like Malaysia with diverse population. Therefore, businesses involved in the food industry, should recognize the potential of halal products to appeal to a broader customer base, both locally and globally. This expansion of market reach can lead to increased sales and growth opportunities. However, understanding and respecting the cultural and religious values of consumers is crucial. Advertisers and marketers involved in businesses in diverse populations must exercise cultural sensitivity to avoid controversies and conflicts that may arise from advertising messages potential of offending religious, racial, or emotional sensitivities of various communities. This requires tailoring advertising strategies to align with local values (Khan & Rizwan, 2018)

ST (Spence, 1973), plays a vital role in consumer Trust. The idea embedded in ST extends beyond halal food and can be applied in various business contexts. ST emphasizes the importance of credibility and reducing uncertainty for consumers. Hence, businesses should consider how ST can be used to build trust and credibility in their products and services, not only in the food industry but across sectors (Spence, 1973; Connelly et al., 2011). Advertising plays a vital role in building brand recognition and trust. Businesses should invest in building strong, reputable brands that consumers can trust. This is particularly important in the context of halal food, where trust in the brand signifies adherence to religious principles and product quality. The same applies to businesses in other industries that rely on trust and credibility (Aaker, 1997; Keller, 1993).

Islamic advertising, which adheres to ethical principles, can have a broad impact on various aspects of business, from individual consumer perceptions to economic outcomes. Understanding the guidelines of Islamic advertising and implementing them can be beneficial for businesses across Asia, especially those seeking to cater to Muslim consumers (Othman & Owen, 2009; Cheok et al., 2017).

As per Hashim et al (2011); Awang et al (2017), the implications of advertising and trust in halal food reach far beyond national borders. Businesses involved in halal food production can leverage advertising to gain trust in global markets, which are increasingly interested in halal products. Meeting global halal standards and conveying this through advertising can open up opportunities for exporting halal products since according to Johan & Plana-Casado (2023) who analyzed halal food guidelines under the ASEAN (The Association of South East Asian Nations) way approach, few challenges of harmonization for halal standards remain and calls for deeper exploration.

These implications for businesses multicultural environments underscore the importance of cultural awareness, credibility, brand building, adherence to Islamic advertising principles, and adaptability in a globalized market. By considering these factors, firms can effectively make their way up in the growing market for halal food.

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