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***Research paper***

# Foreign Consumers Purchasing Intention Towards Halal Product In Malaysia

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## Abstract

***Introduction:*** 'National Transformation 2050' or TN50 is an ingenuity to plan Malaysia's future in the 2020 to 2050. As of the viewpoint of becoming a developed nation, one of the TN50's agenda is to make our country one of the global halal supply chain which a part of economic growth for Malaysia. Halal food or halal product is the most important and potential sector to be the economic power for both domestic and globally.
***Aim:*** The aim of this paper is to provide a conceptual analysis of foreign consumer purchasing intention towards a few variable are halal integrity, halal awareness, halal certification, halal marketing and halal knowledge.
***Results:*** In this paper, conceptual analysis suggest that foreign consumer is an asset to generate national income in halal supply chain toward halal product.
***Research Implications:*** This paper supplies the theoretical implication and practical implication to understanding the relationships between halal variables and foreign purchasing intention.
***Paper type***: Conceptual Paper

***Keywords***: *Consumer Purchasing Intention; halal integrity; halal awareness; halal certification; halal marketing and halal knowledge*

## 1. Introduction

This Nowadays, halal is not any more a religious demand or practice, however, has been viewed as a standard decision for Muslims as well as for Non-Muslims all over the world (Golnaz, R., et al, 2010)(Rezai, Mohamed, & Shamsudin, 2012). According to Norhayati et al.(2013), as the number of Muslims across the country is increasing, the Malaysian government is strongly emphasizing and committed to halal and will ensure the enforcement of halal products among businesses and services in Malaysia is in compliance with the proper procedures internationally.

Our country is now on track to become a developed nation by 2020 (Ambali & Bakar 2014) but, the government has created a new and better vision for the country, that is 'National Transformation 2050' or TN50 is an ingenuity to plan Malaysia's future in the 2020 to 2050. As of the viewpoint of becoming a developed nation, one of the TN50's agenda is to make our country one of the global halal supply chain which a part of economic growth for Malaysia. Based on views from previous researcher (Ambali & Bakar 2014) Halal food or halal product is the most important and potential sector to be the economic power for both domestic and globally.

In terms of nutrition, most of them think that halal food means food that does not contain pork and liquor.(Yunus et al. 2010). Instead the opposite word for halal is haram which means totally not permitted and prohibited.(Yunus et al. 2010)

Based on current circumstances, a worldwide argument about the halal concept of the product or food due to the identification as an option of guidelines for protection, purity and standard of what we ingest and drink for every day. Products and food produced according to the actual halal process can be accepted by both consumer either muslim or non-Muslim. In place of Muslim consumers, food and products has met the necessities of Shariah law is a claim in religion while for non-Muslim consumers, it is a symbol of protection, hygiene and standard when the halal recognition process is controlled by the Holistic Halal Assurance Management System (Yunus, Ariffin, & Rashid, 2014).

According to the previous study, there are several studies focusing on halal goods but produced by non-Islamic producers. As a result, the development has attracted the consideration of all countries to produce more halal producers. The development of people who choose a healthy lifestyle, especially in relation to food has put Halal food products, which have been known as clean and dangerous products under the sun.(Yusaini H., Abd Rahman, Azanizawati, & Mohd Ghazli, 2016,Talib et al., 2010). Halal food has the potential to tap into the wider market of the world population, which is not just for Muslim consumers (Yusaini H. et al., 2016, Zulfakar et al., 2012).

Presently, customers of halal nutrition are extra cognizant and concerned about trustworthiness of Halal status and are likewise inquisitive about every activity of the movement associated with the procedure and process of supply chain whether the item they obtained is really worthy.(Zulfakar, Anuar, & Talib, 2014).

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In this age of contemporary science and technology, the creation of food goods that produce in different types and varieties. This development meets up with the growth of essences and fixings to suit the perfection of food production .A wide assortment of foods and goods offered in the market frequently make the clients confounded and the vast majority of them are unaware and are not sure what they have eaten or eat.(Ambali & Bakar, 2014).

Muslims population is increasingly rising and Islam as Muslims' religion is considered to be the most expanding religion in the world. The perception of Halal is regarded as complete criterion for Muslims' feeding. Therefore Halal brand possesses a significant place among customers around the world.(Isfahani, Pourezzat, Abdolmanafi, & Shahnazari, 2013).

According to Thomson Reuters. (2014), in 2014, the Islamic population comprises 1.7 billion individuals, and is relied upon to increment by 2030 to 2.2 billion. The populace growth rate of Islam will continue to grow by 1.5% annually equivalent to about twice the growth rate of non-Muslims. The facts of this researcher can be proven through table 1.1.

However, Halim & Ahmad. (2014), said the halal industry is increasing briskly not only in Malaysia but also spread across the country. The high demand in the halal industry has pressed the industry to encounter the demands of consumers not only Muslim consumers, but it has started to be an option for consumers from various places, races, religions and supported by Ambali & Bakar. (2014a), which considers the idea of halal foods and product is currently an overall discourse in view of its acknowledgment as another elective method for wellbeing, cleanliness and quality confirmation with respect to what we eat or drink day by day. Accordingly, the product or food delivered ought to be in accordance with the halal arrangements that are adequate to Muslims or different religious clients.

Based on this halal development process, it making more aware about (halal) for an extensive variety of items, for example, items food items, monetary and non-budgetary items, travel items and wellbeing items. This is, unavoidably further promising dealers working in food items, beauty care products and pharmaceutical items to survey the systems they are utilizing. (Hussin, Hashim, Yusof, & Alias, 2013)

In addition, to address the consistently expanding Halal food request from around the globe, a far-reaching and sensible store network administration approach ought to likewise be utilized to guarantee the accessibility of Halal food items. The honesty of Halal food items must be secure all around and all means that must be taken by all gatherings associated with the supply chain to maintain a strategic distance from cross defilement that will make the item be not Halal, or Illegal. Foods items ought to not exclusively be halal at the beginning stage of the supply chain however all through the production network until achieving the last goal. (Zulfakar, Anuar, & Talib, 2014)

## 1.2 History of halal and the Globalization of Halal products and services companies in Malaysia.

Halal, which characterize as "permitted" or "allowed" in Arabic, is fundamentally a lifestyle and isn't simply limited to the kind of food approved by a Muslim, however food is a basic segment of sustenance expected to have essential existences. The fact is that Halal sustenance isn't just about what nourishment is however how it is given. The Halal idea affirms security, neatness and nourishment. It likewise gives a radiant stage to adhering to a good diet (Golnaz, *et al.* 2010). In addition, the word halal and tayyib have been repeatedly mentioned in the Qur'an's sermon. Nevertheless, the understanding of many Muslims is superficial to say the least. (Yunus, Chik, & Mohamad, 2010)

To fulfill Islamic values, halal-certified products are a major reason behind Muslim purchasers to buy halal nutrition products for regular use. This is on interpretation of Halal guaranteed products instill sureness and belief that the nutrition products they buy fulfil with the Sharia Laws. (Zulfakar et al., 2014). Therefore, halal certification bodies will review elements such as slaughtering procedures, materials utilized, cleaning, taking care of and handling, transportation and dispersion, and to ensure food products meet halal standards (Zailani, Iranmanesh, Aziz, & Kanapathy, 2017 , Latif et al., 2014).

Currently, in Malaysia there are several aspects in the halal industry that are directly and indirectly involved but have differences in agencies such as the Jabatan Kemajuan Islam Malaysia (JAKIM), Halal Industry Development Corporation (HDC), Global Halal Support Center (GHSC) Halal industry training and services, halal certification, SMEcorp Malaysia, Malaysia External Trade Development Corporation (MATRADE). In addition, Malaysia will be the center of knowledge for the promotion of trade and investment in Halal products and services by appointing Malaysia Halal International Showcase (MIHAS) and the World Halal Forum (WHF) as an international halal trade channel (MANTRADE, 2011).

Entering this immense open door, Malaysia needs some Halal establishments or government organizations to catch the objective of turning into a worldwide Halal Hub. Malaysia has a few government agencies or agencies together with non-legislative associations, NGOs ,Muslim Consumer Groups (MSGs) and Halal focuses in a few state funded colleges set up to concentrate on the advancement of halal measures, Halal preparing, Halal research and development (R & D), Halal Innovation, Halal coordinations, Halal port administrations and Islamic budgetary administrations, Halal generation and Halal items and administrations. The foundation of the Halal Development Corporation (HDC), to work intimately with the Jabatan Kemajuan Islam (JAKIM), has additionally upgraded Halal advancement in Malaysia. (Hadiyan, Azman, Nik Azman, & Masron, 2012).

JAKIM is vital as it is completely in charge of issuing Halal confirmation. Additionally, HDC gives the vital framework to encourage interests in the Halal Malaysia industry (HDC, 2012). The foundation of the Halal Park by HDC is among the measures acquainted with encouraging the development of the business. The foundation of halal parks is a key advance towards upgrading the generation of Halal downstream items and giving makers, both local and foreign, by the method for setting up and keeping up the globally acknowledged instruments process that consolidates logical and religious necessities to guarantee the trustworthiness of halal. At this stage, HDC has set up nine halal parks; nine are being developed and two are wanted to be worked sooner rather than later. Presently, there are 28 organizations working in this Halal and are relied upon to keep on increasing later on. (Hadiyan, Azman, Nik Azman, and Masron, 2012).

Based on the figure 1.1, halal export value for last 5 years, from 2012 to 2016 shows an increase thereby proving the halal industry's economy is in fact increasing as it is supported by (Fischer, 2016) whereby over the past three decades, Malaysia has been the world leader in global halal market development. This is largely due to the fact that the state and government have played the part of the halal certification right in the country. Actually, it has ratified, legalized and enriched halal manufacture and utilization, in a way that allows it to extend this standard abroad.

Based on table 1.1 shows the category of food and beverage is the sector's majority contributing in Malaysia Halal Export growth which represents RM 19.5 billion in 2015 and RM18.5 billion in 2016. In this enhancement position it comes from government livelihood, which is supported by this Statement by (Noordin, Noor, & Samicho, 2014) in relation to business, governance in relation to reliable management, appropriate procedures, guidelines, processes and decision rights regarding specific areas of responsibility. Good governance requires examining examples, industry directives, advertising power and competition and com-

ponents within, such as, business systems and corporate culture objectives.

The following research questions are designed to address the aforementioned objectives:

i. What is the level of foreign consumers purchasing intention towards halal product in Malaysia?

ii. What is the relationship between halal integrity and foreign consumer purchasing intention?

iii. What is the relationship between halal awareness and foreign consumer purchasing intention?

iv. What is the relationship between halal certification and foreign consumer purchasing intention?

v. What is the relationship between halal marketing and foreign consumer purchasing intention?

vi. What is the relationship between halal knowledge and foreign consumer purchasing intention?

The objectives of this study are:

i. To determine the level of foreign consumers purchasing intention towards halal product in Malaysia.

ii. To examine the relationship between halal integrity and foreign consumer purchasing intention.

iii. To examine the relationship between halal awareness and foreign consumer purchasing intention.

iv. To examine the relationship between halal certification and foreign consumer purchasing intention.

v. To examine the relationship between halal marketing and foreign consumer purchasing intention.

vi. To examine the relationship between halal knowledge and foreign consumer purchasing intention.

**Table 1.1:** Malaysia Halal Export by Product Cluster in MYR (2014-2016)

| Types of Halal Product | 2014 (Billion) | 2015 (Billion) | 2016 (Billion) |
|---|---|---|---|
| Food & Beverage | 15.48 | 19.5 | 18.5 |
| Cosmetic & Personal Care | 2.31 | 2.2 | 2.2 |
| Halal Ingredient | 12.16 | 5.0 | 12.8 |
| Industrial Chemical | 1.92 | 1.5 | 1.7 |
| Palm Oil Derivatives | 5.30 | 11.0 | 6.3 |
| Pharmaceutical | 0.51 | 0.2 | 0.7 |

Source: Halal Industry Development Corporation

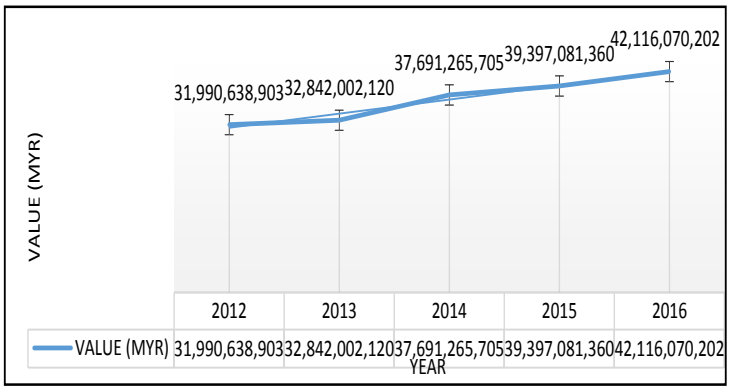



**Figure 1.1:** Malaysia Halal Export Value (2012-2016)Source: Halal Industry Development Corporation

### 1.3 Significance of Halal products towards globalisation.

The quickness of trade globalization shows the expansion of science and technology, the change will endure to produce products and will be an ongoing creativity to facilitate the manufacturing process, it is vital to apprehend the concept of halal in the entirety of consumers, whether consumer or non-food category. This is vital because as consumers become more ethical or halal sensible, they will find products that not only meet their needs but also give them "peace of mind." (Zailani et al., 2017)

The global food market has undergone significant changes due to changes in lifestyle, taste and choice, and higher levels of income and education. This also leads to a more nutritious, high quality and easier food product among consumers. (Latif, Mohamed, Sharifuddin, Abdullah, & Ismail, 2014)

### 1.4. Trend of Halal Product

The concept of halal food or products is now getting talks around the world for its acknowledgment as an elective benchmark for the security, cleanliness and quality confirmation we eat or drink every day. Therefore, the product or food produced in accordance with the halal prescription is easily accepted by Muslim consumers and users of other religions (Ambali & Bakar, 2014b)

Halal or Islamic branding is a sharia-friendly principle. Malaysian halal food producers need to ensure best acceptable Halal branding strategies among Muslim consumers worldwide (Said & Hassan, 2014)

Halal certificates and logos not just ensure Muslims what they expend or utilize is as per Islamic law yet in addition urge producers to meet halal principles (Hanzaee & Ramezani, 2011, Ariff, 2009).

## 2. Literature Review

### 2.1. Consumer Purchasing Intention

Purchase intention is a procedure to dissect and foresee the conduct of purchasers (Borzooei and Asgari, 2013,Lin and Lin, 2007) relating to their ability to purchase, utilize and their broad consideration toward the particular brand (Borzooei and Asgari, 2013, Shah et al., 2012;Changa and Liub, 2009).

### 2.2. Halal Integrity

Halal Integrity means the product is still halal from upstream downstream chain, free of any activity that can violate Halal's status, intentionally or inadvertently. (Yusaini H. et al., 2016). There are some issues suggested by researchers by Aida et al., 2005 that food processors may choose to use pork derivatives, other non-halal meat slaughtered and gelatine to replace meat products as it is cheap and available. This raises questions about halal integrity and what steps can be taken to ensure that the product is produced and operated with integrity? (Soon later, Chandia, & Regenstein, 2017). This question was answered by a response by other researchers (Soon, Chandia, & Regenstein, 2017; Alqudsi, 2014; Farouk et al., 2016). The key to enhancing halal integrity in international trade is transparency for consumers to make decisions. Certification agencies located and supervising in one country must clearly define the standards used for a particular product, particularly with respect to slaughter. It should also ensure that the company / abattoir / product complies with the standards that have been announced.

Hypotheses: There is a positive relationship between halal integrity and foreign consumer purchasing intention.

### 2.3. Halal Awareness

Ambali & Bakar, 2014 found that "Awareness" in this halal context generally refers to the special interest in or knowledge that has been informed of what is currently happening on food, beverages and halal products. Moreover, to understand consumer awareness of the alternative nature of halal use, participants were asked about the categories of products and services they could consider Halal. (Ali, 2014).However, Halal information is the highest loading factor that affects Islamic consumers' awareness and perceptions of non-food Halal products as well as important factors (Rahim et al., 2015). In fact, the awareness of halal principles on halal food products is determined by one's affirmative attitude and the burden of others and the supposed control. (Golnaz et al. 2010).

Hypotheses: There is a positive relationship between halal awareness and foreign consumer purchasing intention.

### 2.4. Halal Certification

According to Riaz and Chaudry (2004), Halal certification is a certificate, mark, or symbol issued by an Islamic community confirming that the product or service is in accordance with Islamic law. Fischer (2012) shows that Halal certification is a sign of trust and labels that provide other dimensions for firms to produce, market, and sell their products or services. Similarly, Rajagopal et al. (2011) describes the Halal certification as a new marketing paradigm that is used to differentiate products or services in the current competitive business. In some countries, where the majority of Muslims live in Arab countries in the Middle East or North Africa, halal certificates are only required for meat or meat products. (Ismail Abd Latif, 2014). The certificate is a very important priority for Muslims to purchase halal food for royalty. This is because halal certificates have been entrusted to halal consumers especially Muslims because their food products comply with Islamic law.

Hypotheses: There is a relationship between halal certification and foreign consumer purchasing intention.

## 2.5. Halal Marketing

Thoughtful behaviour of buyers is basic with a specific end goal to advertise Halal sustenance items. This sustenance segment imparts general benchmarks to various other regular divisions as far as its promoting however in any case has its express arrangement of suggestions (Awan, Siddiquei, and Haider, 2015, Wilson, 2012). Halal food is vital in worldwide marketing meanwhile its demand is increasing today.(Ismoyowati, 2015). The assumption is that the meaning of existing marketing is accurate for the ordinary perspective, but not exactly from an Islamic perspective that holds to Islam, faith (faith) and virtue as core in action. The inaccurate definition leads to inefficient marketing strategies by marketers in their quest to inculcate Islamic marketing. This certainly prevents the attempt to form a loving and market-loving society and at the same time deny the true Islamic aspirations.(Fabrizio Baldassarre & Campo, 2015) .

Hypotheses: There is a relationship between halal marketing and foreign consumer purchasing intention.

### 2.6. Halal Knowledge

On the contrary, information mentions the reality, emotion or encounter known to individuals or individual assemblies; it can also be characterized as awareness, cognizance, or similarity acquired by understanding or learning. (Abd-Rahman, Asrar-haghighi, and Ab Rahman, 2015). Halal principles are no longer just Islamic applies that slaughter their animals but also include issues such as sustainability, eco-friendly, food security and animal welfare care. Therefore, for Muslims, halal standards show Halalness products and not for Muslims, not just fair and just business dealings but also to care for animals, environment, sustainability, social justice and animal welfare. (Rezai, Mohamed, & Shamsudin,

Hypotheses: There is a relationship between halal knowledge and foreign consumer purchasing intention.

### 2.7. Proposed Theoretical Framework

The proposed theoretical framework in this study is guided by Theory of Planned Behaviour. Theory of Planned Behaviour (TPB) is a connection between beliefs and behaviour. According to the TPB theory, halal integrity,halal awareness,halal certification,halal marketing, and halal knowledge is a factor that influence foreign consumer purchasing intention the halal product in Malaysia. Therefore, the aim of this paper to provide conceptual framework as an analysis and guided for future researcher in examining the relationships between halal integrity,halal awareness,halal certification,halal marketing, and halal knowledge is a factor that influence foreign consumer purchasing intention. By referring to the rational proposition as presented in this paper, the proposed theoretical framework is established as in Figure 2.1.

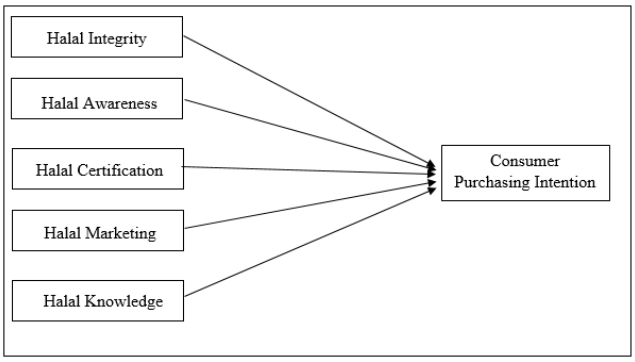



**Figure 2.1:** Proposed Theoretical Framework

# 3. Methodology

The research design is an orderly or consistent approach in planning and directing part of the research (Zikmund, 2010). It is also an overall plan of how researchers intend to apply for a project (Draper, 2004). The research design is a set of stipulations for data collection and analysis aimed at gathering links to the purpose of research in the process (Hafeezrm, 2011).

In addition, research methods refer to when, where, how and how practical to collect and analyze research data (Draper, 2004). This can be qualitative or quantitative. Qualitative methods are analyzing, collecting and interpreting data by observing what people are doing and saying. This method can be implemented through semi-structured or unstructured interviews, narrative analysis and content analysis and observation of participants. Meanwhile, quantitative approaches refer to calculations and
Measure things consisting of structured questionnaires and rating scales. (Draper, 2014) Horror research design with realistic arrangement of obtaining and collecting information for research inquiries from external sources.

In this study, the researcher will use a quantitative research method where the questionnaire will be distributed in one of the top universities in Malaysia with many foreign students. There are several reasons why researcher will distribute questions at local university. Respondents from the university will provide relevant answers as well as honesty as they belong to educated people.

# 4. Research Implication

## 4.1. Theoretical Implication

This paper implication to halal food and halal industry body of knowledge in several ways. In today's world, business in Halal industries is the fastest growing business worldwide. Firstly, this research will focus on Halal Integrity, Halal Awareness, Halal Certification, Halal Marketing, Halal Knowledge and their effects on foreign Consumer Purchasing intention. Thus, this research also extends the current body of knowledge on this are by demonstrated potential moderating role variables. In Malaysian perspectives, studies more related to certification, rules and regulation and always focus on problem from policy maker but the comparative and opinion from foreign consumer about national products is limited in number especially among academicians. Review from literature found several researcher had been conducted about potential issues include lack of global standard for halal logo or label, and monitoring the processing stages after certification has been issued to a company(Ambali & Bakar, 2014). These researches mostly focused on halal global standard and the processing stages after certification. This research fills the gap and contributes new knowledge by identifying factors influencing foreign consumers purchasing intention towards halal products in Malaysia.
Besides that, foreign consumer also play as an important role in purchasing intention towards halal products. Therefore, this research emphasize more on the halal awareness and halal knowledge as a positive behaviour in enhancing the feedback from foreign consumer. This research also investigated the effect of halal marketing, halal integrity and halal certification towards purchasing intention of foreign consumer.

## 4.2. Practical Implication

This paper also has practical implications for organization in several ways. First, this paper provides information for researchers on the important of examination trusts to outfit beneficial adapting additionally understanding of the authorities. Those experience will enhance the analysts' learning around the buyer intentional especially outside purchasers over the world to the thing Halal from Malaysia. It similarly could help diverse researchers with do additionally investigate in a similar business endeavors on the other hand unique business undertakings.
Second, this paper also provided the information to the university which the exposures beginning with the consider help others to use concerning delineation references later on. The examination may help those researchers with get the additional dominant part of the information besides as a helper to them done their consider. It is like manner may enable the worldwide advantages of the business to individuals ought to reduce this ponder correspondingly as a champion among their guidelines on the workers' execution in the business.
Third, this paper also provided the mechanism for halal product manufacturing companies related to analyses gives universal advantages of the difficulty of an organization a remarkable comprehension as for which affirmation for a halal outcome beginning with customer towards halal from items. Further, the consequences of the ponder will enable a relationship to will redesign their execution moreover manufacture an extraordinary picture on overall advantages of the business. Those consider moreover could make practical to a relationship with make advantages of the business society that is fit to push ahead the level of import then again convey. It moreover would have preferred that those impacts of this examination will help those most significant point administration make that is just a hint of a greater challenge profitable approaches will continue going help and accomplish an extensive measure of business execution.
In addition, this paper also provided the bits of knowledge and results from this investigation could conceivably be useful to the Halal specialist. As the investigation asserts that administrative pronouncement is among the motivations to end up noticeably Halal ensured, it gives the point of view that Halal specialist assumes an urgent part in the effective usage of Halal nutrition accreditation. Henceforth, the Halal expert ought to enhance their present condition of operation and gain by Malaysia's trustworthy Halal nutrition confirmation.
Moreover, Halal expert could empower more non-certified sustenance organizations to wind up noticeably Halal guaranteed and in the meantime pull in more nutrition producing organizations to secure the Malaysian Halal sustenance accreditation. Moreover, as the investigation proposes that Halal sustenance confirmation may impact operational, advertise, and budgetary execution, it put forward the Halal specialist's vision of turning into an incredibly famous Halal center point.

# 5. Conclusion

In this study, we would like to highlight some possible issues concerning future food and product guidance in Malaysia. Among the issues include the shortage of worldwide practice for logos or halal labels, and studying the processing level after certificates are

issued to the company. As acknowledged in the paper, the motivation of different players in the halal chain involvement, technical limitations, economic requirements or cultural ranges is a major issue in this paper to be read by the government. In addition, in relation to this, the paper draws attention of politicians to the point that players such as breeders, slaughter houses, distributors, retailers, consumers, and religious representatives in most cases have different interests and views on the production and processing of Halal, which may affect the potential of the halal economy market in the future. Therefore, some policy actions need to be made because the halal administration is not systematic by the government in Malaysia. However, while laws made by the government will eliminate false halal certificate problems from untrustworthy sources, however, policy mechanisms are needed to ensure the confidence of Muslims in verifying the product with some laws provided for consumer protection in terms of food and products. As summarized, foreign users are assets to generate state revenue in the halal supply chain of halal products. Hence, it can be concluded that halal integrity, halal awareness, halal certification, halal marketing and halal knowledge are major factors affecting foreign consumers to use halal products in Malaysia.

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