



FOCUS RESEARCH ON HALAL FOOD MARKETING

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Article Info	Abstract
<p data-bbox="215 593 391 622">Article History</p> <p data-bbox="215 660 359 712">Received: 14 May 2023</p> <p data-bbox="215 779 359 831">Accepted: 10 June 2023</p> <p data-bbox="215 898 375 949">Published: 30 June 2023</p>	<p data-bbox="526 593 1372 1523"><i>Halal food is a category of food or beverage that Muslims may consume according to Islamic law. Halal cuisine must also adhere to strict standards of sanitation and hygiene, which makes it noted for its cleanliness and higher quality. This study utilised a systematic review on halal food marketing scopus database from 2021-2023. In this research, the keyword used is "Halal Food Marketing" in the Scopus database. After conducting the screening, the researchers found 11 articles that met the predetermined criteria. Several research focuses on halal food marketing, namely intention to purchase, halal cosmetics, millennials, religiosity, halal food consumption, Halal brand image, Halal brand satisfaction, Halal brand trust, Halal brand equity, Customer attitude, Product attributes, Marketing stimuli, Halal food , Halal Tourism, halal, marketing, perceived risk, value, trust, purchase intention, product, Halal market, Islamic hospitality, Muslim traveler, Muslim-minority country, Halal hotel, Halal-friendly hotel, Islamic hotel branding, Relational value, utility value, Halal brand resonance, Halal brand relationship quality, supply chain integration, demand for halal products, halal marketing, process quality improvement, food safety concerns, health consciousness on sustainable product performance, Halal foods, Performance, Drivers, and Key success factors. Through proper marketing, halal food producers can increase consumer awareness about their products and expand their market.</i></p> <p data-bbox="526 1534 1252 1568">Keywords: Halal Food, Marketing, Systematic Review.</p>

INTRODUCTION

Halal food refers to food that is permissible or allowed for Muslims to consume according to Islamic dietary laws (Al-Teinaz et al., 2020; Iner & Baghdadi, 2021). These laws dictate what types of food and methods of preparation are acceptable for consumption. For example, pork and its by-products are considered haram (forbidden), as are animals that were not slaughtered in the prescribed manner, such as those that were already dead or those that were not slaughtered in the name of Allah.

Other dietary restrictions in Islam include the prohibition of alcohol, the requirement to avoid any food or drink that contains blood or has been contaminated by it, and the recommendation to eat meat in moderation. Halal food is prepared in a way that is clean, wholesome, and respectful of the animal being consumed (Bashir, 2019). It is also important to note that halal certification and regulations can vary by country and region.

Halal food is a crucial aspect of Islamic dietary laws and plays a significant role in the daily lives of Muslims (Rejeb et al., 2021). Halal food refers to food that is permissible or allowed for Muslims to consume according to Islamic guidelines. These guidelines dictate not only what types of food are permissible but also the methods of preparation and ingredients used. The consumption of halal food is not only a religious obligation for Muslims, but it is also a matter of health and well-being. The guidelines for halal food preparation are designed to ensure that the food is clean, wholesome, and respectful of the animal being consumed. This makes halal food a healthier and safer option for consumers, particularly when compared to food that is not prepared in accordance with halal guidelines (Bashir, 2019).

The importance of halal food is not limited to the Muslim community. With the growing Muslim population around the world, the demand for halal products is increasing, making it an important aspect of the global food industry. Many countries require halal food certification for food products that are exported to Muslim-majority countries, making it a vital aspect of international trade (Mohd Nawawi et al., 2019).

Moreover, the availability of halal food options is essential for Muslim consumers, especially when traveling or living in non-Muslim majority countries. Halal food is also seen as a symbol of quality, safety, and ethical standards in the food industry, making it an important consideration for consumers of all backgrounds. However, currently there are many problems with halal food, such as marketing problems. The problem is like first, limited access to global markets (Wilkins et al., 2019). Some manufacturers may find it difficult to enter global markets due to different standards and requirements in each country, and lack of access to information about these markets. This can make it difficult for producers to meet the different needs of consumers in each market, including the requirements for halal food certification.

Second, there is a lack of understanding about Muslim consumers. Even though the Muslim population in the world is increasing, there are still many producers who do not understand in depth the needs and preferences of Muslim consumers (Nurhayati & Hendar, 2020). For example, not all halal food producers know that Muslim consumers avoid products containing gelatin derived from non-halal animal ingredients, or food served with tools that have been used to process haram products.

Third, the lack of consumer awareness regarding halal food products. Sometimes, consumers do not know whether the products they consume are halal or not (Nurhayati & Hendar, 2020). This can be caused by a lack of information or halal food certification which is not found on the product label. As a result, Muslim consumers may be limited in choosing food and drinks that comply with halal regulations.

Finally, the problem of fraud and dishonesty in the halal food industry (Azizah, 2021). This can happen when producers or sellers do not meet the requirements of halal food certification, or when they claim that their products are halal even though they do not have valid certification. This can be detrimental to Muslim consumers and can also damage the reputation of the halal food industry as a whole.

The focus of this study on halal food marketing, and it employs a systematic review methodology with the goal of presenting an accurate and trustworthy synthesis of the relevant literature while minimising bias and analytical errors (Triansyah, Ramadhaniyati, Dwi, et al., 2023). Systematic reviews are distinct from other review techniques like bibliometric reviews, which are designed to spot trends and research concentrations in a specific field (Triansyah, Gunawan, & Ramadhaniyati, 2023; Triansyah, Mitayana, Yanti, et al., 2023; Triansyah, Suwatno, & Machmud, 2023; Triansyah, Suwatno, & Supardi, 2023).

LITERATURE REVIEW

Halal Food

Halal food is a category of food or beverage that Muslims may consume according to Islamic law (Mannaa, 2020). Halal cuisine must adhere to strict guidelines established by Islamic sharia law, including guidelines for manufacture, processing, and serving. According to Islamic law, animals that are permitted for food must be slaughtered legitimately and properly, and they may not contain any prohibited ingredients, such as blood, pork, or animal products originating from prohibited animals. Additional components in food and beverage goods must also adhere to halal requirements and not contain anything that is prohibited by Islam. Halal cuisine is not just restricted to adherents of the Islamic faith; many people who are concerned about their diet's impact on their health and hygiene also prefer it.

Halal cuisine must also adhere to strict standards of sanitation and hygiene, which makes it noted for its cleanliness and higher quality (Al-shami & Abdullah, 2023). This enables many individuals to choose Halal food as a safer and healthier option, particularly for those who care about the welfare and health of animals. Worldwide, the halal food sector is expanding quickly, with many eateries, cafes, and food and beverage producers now carrying halal goods. This demonstrates that halal cuisine is not only a choice for Muslims but is also becoming more popular and in demand among non-Muslims who value quality and cleanliness in food and beverage goods.

Marketing

Marketing is a process that involves actions taken by a company or individual to add value and sell their goods or services to potential clients or customers in order to satisfy their demands and those of the target market as well as to accomplish predetermined organizational objectives (Zaki, 2019). Marketing encompasses all facets of market research, product development, strategy formulation, product sales promotion, performance analysis, and result evaluation in a corporate setting. By selling the offered goods or services, marketing's primary objective is to meet consumer wants and generate profits for the company. In addition, marketing is sometimes viewed as a difficult art and science that involves a variety of fields, including sociology, psychology, and economics. Marketing demands creativity and invention to develop successful marketing plans and methods.

The way social media and technology are used in marketing to reach a larger audience is changing and evolving as the digital era continues to expand (Kapoor & Kapoor, 2021). For many businesses, using digital marketing to advertise their products more effectively and efficiently is becoming increasingly crucial. Search engine optimization (SEO), online advertising, social media marketing, and email marketing are further marketing strategies utilized in the digital age that help businesses reach their target audiences more precisely and tangibly. The ability of the business to establish a powerful brand and corporate image is another indication of the value of marketing. Companies may gain the trust of consumers and foster enduring customer loyalty by building a strong and trustworthy brand image. As a result, marketing plays a crucial part in managing a company and attaining its objectives.

METHOD

This study utilised a systematic review on halal food marketing scopus database from 2021-2023. A systematic review is a form of research study that seeks to answer a particular research question by systematically identifying, selecting, and evaluating all relevant evidence. This methodology is characterised by a comprehensive search strategy designed to identify all relevant published and unpublished work on a topic, a systematic integration of search results, and a critique of the quantity, nature, and quality of evidence in relation to a specific research question. Systematic reviews are regarded as providing the highest level of evidence on the evidence pyramid and are conducted according to rigorous research methodology. (Caldwell & Bennett, 2020; Siddaway et al., 2019). In this research, the keyword used is "Halal Food Marketing" in the Scopus database. After conducting the screening, the researchers found 11 articles that met the predetermined criteria.

RESULTS & DISCUSSION

Documents by Year

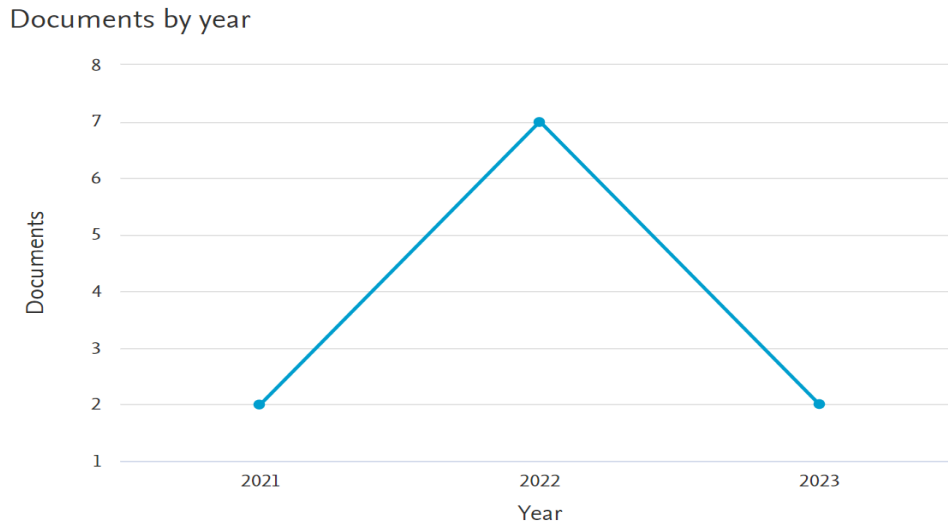


Figure 1. Documents by Year

Based on the picture above, the most documents related to halal food marketing were published in 2022, namely 7 documents, while for 2021 there were 2 documents and in 2023 there were also 2 documents.

Documents by Author

Documents by author

Compare the document counts for up to 15 authors.

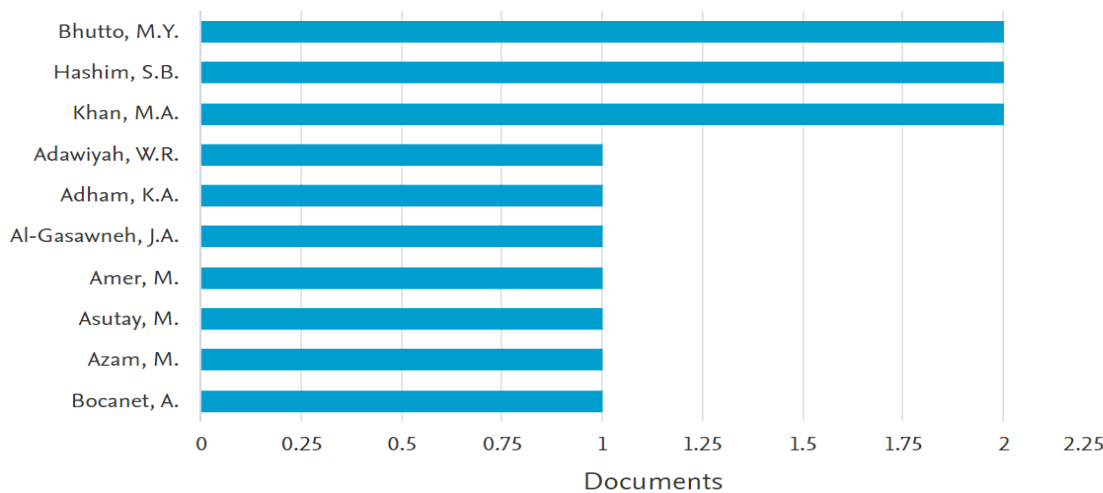


Figure 2. Documents by Author

Based on the picture, the top 3 authors and each of the largest number of documents, namely 2 documents written by Bhutto, M.Y, Hashim, S.B, and Khan, M.A.

Documents by Country

Documents by country or territory

Compare the document counts for up to 15 countries/territories.

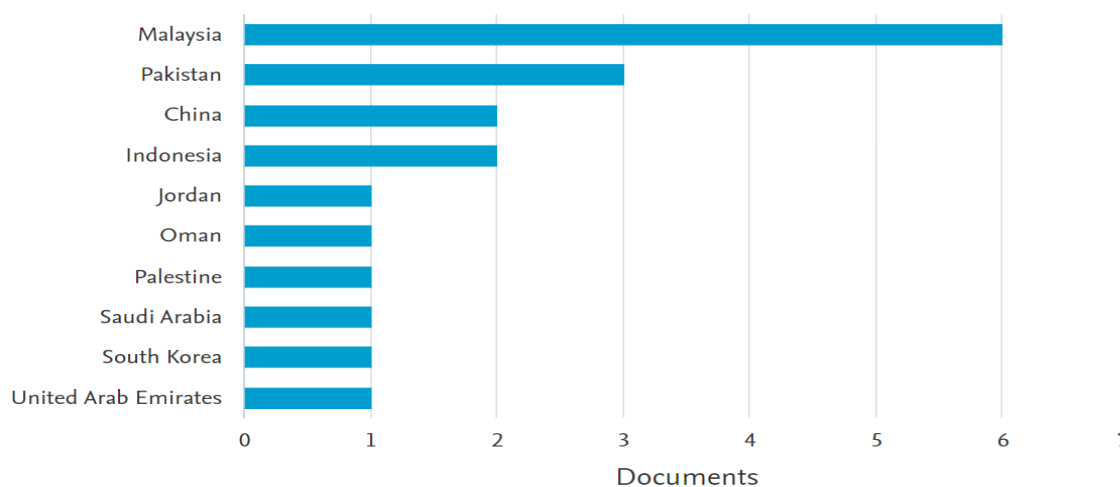


Figure 3. Documents by Country

The figure shows that the most countries that publish halal food marketing are Malaysia with 6 documents, followed by Pakistan with 4 documents, then China and Indonesia with 3 documents each and other countries that publish 1 document, namely Jordan, Oman, Palestine, Saudi Arabia, South Korea, and the United Arab Emirates.

Focus of Research on Halal Food Marketing

Table 1. Focus Study on Halal Food Marketing

No	Author	Year	Focus Study
1	(Ngah et al., 2021)	2021	Despite the acceptance of halal food, literature on the acceptance of halal cosmetics remains scarce. The intention to purchase halal cosmetics is crucial for the sustainability of halal cosmetics manufacturers
2	(Suleman et al., 2021)	2021	Contribute to the literature by focusing on the relationship between religiosity and physical well-being and identifying the mediating halal-food consumption that affects on physical well-being
3	(Khan, Hashim, Iqbal, et al., 2022)	2022	Islamic marketing is an emerging field with a lot of potentials, so it is worthwhile to explore it. This paper aims to conduct research on the unexplored relationship of antecedents of the equity, image and consumers' trust and satisfaction of halal brands
4	(Moghaddam et al., 2022)	2022	Determine the effect of product attributes and marketing stimuli on customer attitudes

			toward halal food among Muslim customers in the U.K. A cross-sectional study was adopted for this study
5	(Echchabi et al., 2022)	2022	Explore the factors influencing tourists' selection of the UAE as their halal tourism destination
6	(Miftahuddin et al., 2022)	2022	Analyze the impact of halal perceived value, halal trust, and halal perceived risk on halal purchase intention among Muslim customers in Indonesia
7	(Said et al., 2022)	2022	This study focusses on the underlying needs of Muslims to adhere to the tenets of their religion and to guide their behaviours accordingly. These requirements, for the purpose of travelling, constitute halal tourism. As Muslim-minority nations, such as Taiwan, South Korea and Japan, began to market their own brands of halal tourism, there are concerns of whether their current practices are able to meet the requirements of Muslim travellers. Thus, this study aims to understand the main needs and concerns of Muslim travellers when they visit Muslim-minority countries.
8	(Muharam & Asutay, 2022)	2022	Analyses the online disclosure practices of halal-friendly hotels, denoting their service provision within "halal" expectancies. This study aims to discover the halal attributes commonly used in the online marketing practices of halal-friendly hotels.
9	(Khan, Hashim, & Bhutto, 2022)	2022	Carried out through structured questionnaire by stratified sampling and cross-sectional data was collected from 410 Halal food consumers in Rawalpindi and Islamabad, twin cities of Pakistan
10	(Mabkhot, 2023)	2023	Examine the impact of supply chain integration (SCI), demand for halal products (DHP), halal marketing (HM), process quality improvement (PQI), food safety concerns (FSCs), and health consciousness (HC) on sustainable product performance (SPP) in the halal food industry in Malaysia
11	(Amer, 2023)	2023	Study the correlational and effect relationship between Halal standards and the

			performance of Halal-certified Palestinian Food Companies
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Several research focuses on halal food marketing, namely intention to purchase, halal cosmetics, millennials, religiosity, halal food consumption, Halal brand image, Halal brand satisfaction, Halal brand trust, Halal brand equity, Customer attitude, Product attributes, Marketing stimuli, Halal food , Halal Tourism, halal, marketing, perceived risk, value, trust, purchase intention, product, Halal market, Islamic hospitality, Muslim traveler, Muslim-minority country, Halal hotel, Halal-friendly hotel, Islamic hotel branding, Relational value, utility value, Halal brand resonance, Halal brand relationship quality, supply chain integration, demand for halal products, halal marketing, process quality improvement, food safety concerns, health consciousness on sustainable product performance, Halal foods, Performance, Drivers, and Key success factors.

Some researchers focus on things that influence halal food marketing such as (Ngah et al., 2021) to despite the acceptance of halal food, literature on the acceptance of halal cosmetics remains scarce. The intention to purchase halal cosmetics is crucial for the sustainability of halal cosmetics manufacturers. A total of 501 responses were analyzed with smart partial least squares to run a multigroup analysis. The analysis revealed that subjective norms have a stronger effect on females, and perceived behavioral control has a greater effect on males. Although attitude and brand image have a positive effect on the intention to purchase halal cosmetics, gender has no effect. The findings are essential for halal cosmetics manufacturers to craft a marketing strategy aimed at Muslim millennials in Malaysia.

Khan, Hashim, Iqbal, et al. (2022), aims to conduct research on the unexplored relationship of antecedents of the equity, image and consumers' trust and satisfaction of halal brands. The study finds a positive relationship of three antecedents of brand equity, which confirms a strong relationship between the image and satisfaction of halal brand equity. The results further showed that halal brand image is linked with halal brand trust, but the relationship between halal brand trust and its equity could not be proved.

Amer (2023), to study the correlational and effect relationship between Halal standards and the performance of Halal-certified Palestinian Food Companies. The results show Halal implementation and certification had a positive impact on performance (operational, financial and marketing). The depth/intensity of implementation fully mediates operational performance and partially mediates marketing and financial performance.

Marketing plays an important role in promoting halal food products. Halal food is not only important to Muslim communities who follow religious rules, but is also increasingly popular among consumers who seek food that is healthy, safe and ethically produced. In the era of

globalization, the demand for Halal food is increasing, and this is the time for food manufacturers to market their products effectively.

Through proper marketing, halal food producers can increase consumer awareness about their products and expand their market. Effective marketing can help halal food producers to reach more consumers, including those who do not fully understand the concept of halal food. By using easy-to-understand language and providing clear explanations about their products, halal food producers can overcome consumer confusion and doubts about halal food.

CONCLUSION

Halal food is a category of food or beverage that Muslims may consume according to Islamic law. Halal cuisine must adhere to strict guidelines established by Islamic sharia law, including guidelines for manufacture, processing, and serving. According to Islamic law, animals that are permitted for food must be slaughtered legitimately and properly, and they may not contain any prohibited ingredients, such as blood, pork, or animal products originating from prohibited animals. Several research focuses on halal food marketing, namely intention to purchase, halal cosmetics, millennials, religiosity, halal food consumption, Halal brand image, Halal brand satisfaction, Halal brand trust, Halal brand equity, Customer attitude, Product attributes, Marketing stimuli, Halal food , Halal Tourism, halal, marketing, perceived risk, value, trust, purchase intention, product, Halal market, Islamic hospitality, Muslim traveler, Muslim-minority country, Halal hotel, Halal-friendly hotel, Islamic hotel branding, Relational value, utility value, Halal brand resonance, Halal brand relationship quality, supply chain integration, demand for halal products, halal marketing, process quality improvement, food safety concerns, health consciousness on sustainable product performance, Halal foods, Performance, Drivers, and Key success factors. Through proper marketing, halal food producers can increase consumer awareness about their products and expand their market. Effective marketing can help halal food producers to reach more consumers, including those who do not fully understand the concept of halal food. By using easy-to-understand language and providing clear explanations about their products, halal food producers can overcome consumer confusion and doubts about halal food.

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