Analyzing Non-Muslim Characteristics Buying Halal Products in Petaling Jaya, Selangor

Hasan Saleh, *Thurga Rajandran
Universiti Teknikal Malaysia Melaka, Malaysia
hasansaleh@utem.edu.my, *thurgarajan29@gmail.com
Corresponding Author: Thurga Rajandran

Abstract: This study investigates the factors influencing non-Muslim consumers' intention to purchase halal products in Malaysia, focusing on halal awareness, halal certification, halal knowledge, and halal marketing. Using a quantitative approach, data were collected via surveys from 300 respondents at malls in Petaling Jaya and analyzed using SPSS version 29. The results reveal that halal certification and marketing strategies have a significant positive impact on purchase intention, while awareness and knowledge show moderate influences. These findings highlight the critical role of certification and targeted marketing in fostering non-Muslim consumer confidence in halal products. The study contributes to the growing body of knowledge on halal consumer behavior and offers practical insights for marketers and policymakers aiming to expand the halal market beyond the Muslim community.

Keywords: *Halal products, Non-Muslim consumers, Purchase intention, Halal certification, Halal Marketing, Halal Knowledge.*

1. Introduction

Nowadays, the halal market is growing in popularity (Azam and Abdullah, 2021). The halal industry is growing fast, and companies and governments need to figure out what makes non-Muslim consumers intend to purchase halal products in Malaysia (Lim, Lada, et al., 2022). Non-Muslim consumers make up approximately 40% of Malaysia's population, providing a significant market segment for halal products (Department of Statistics Malaysia, 2023). Consumer tastes and driving forces can offer essential insights into the dynamics of halal consumption (Ramli et al., 2023).

Rising prominence in the global halal industry has influenced changes in the attitudes of Malaysian Muslims and non-Muslim consumers (Tarofder et al., 2022). Non-Muslim consumers in Malaysia have been attracted to the benefits of halal products and to consuming them for safety reasons (Lee et al., 2016). Non-Muslim consumers expressed ambivalence regarding the Islamic killing procedure, perceiving it as inhumane and showing an unclear view of halal cuisine (Juergensmeyer et al., 2022).

Muslims and non-Muslims have particularly increased knowledge about halal practices and products in Malaysia (Halimi et al., 2022). Numerous factors, such as globalization, growing health consciousness, and increased demand for ethical and sustainable consumption, can be attributed to halal products (Azam and Abdullah, 2020). Non-Muslim consumers' preference for halal products highlights the importance of understanding the gap between awareness and product choice (Billah et al., 2020). However, the primary obstacle preventing acceptance and usage of halal products among non-Muslim consumers is general ignorance about what defines a halal product and the importance of halal certification (Rafiki, 2023).

Unclear information on halal certification, ingredients, and manufacturing procedures provides a barrier for non-Muslim consumers to make decisions to purchase halal products (Adekunle and Filson, 2020). Due to that, it's worsened by the growing demand for halal products outside of Muslim-majority countries as people from many cultural backgrounds express interest in halal-certified products for reasons such as health, ethics, or the desire for high-quality products (Elasrag, 2016).

Halal certification means verifying a product or business complies with Islamic law (Supriyadi et al., 2024). Halal products have gained significant recognition in Malaysia (Ismail et al., 2023). The concept of halal extends beyond food and includes various domains like cosmetics, equipment, clothing, hotel management, the medical field, and other business forms (Rafiki et al., 2023).

Businesses highly value halal certification to ensure following Islamic dietary standards (Supian, 2016). However, non-Muslim consumers struggle to navigate the array of halal logos, leading to confusion and challenges in purchasing intention (Adekunle and Filson, 2020). Many varieties of symbols can mislead consumers (Won et al., 2020), emphasizing the need for clear criteria and information about the certification process to build trust (Dashti et al., 2024).

Non-Muslim consumers evaluate labels and symbols of any halal products since they are unaware of halal products and services (Ambali and Bakar, 2014). However, despite the quality maintenance method, consumers believe halal cuisines are more sanitary, healthy, and tasty, increasing their understanding of the importance of eating healthy meals (Ramli et al., 2023). Non-Muslim consumers' understanding of high-quality food impacts people's preferences for halal products (Aziz and Chok, 2013). Non-Muslims' perceptions of halal products can help halal businesses thrive, adding to Malaysia's overall economic development (Hashim and Mohd Nor, 2022). Non-Muslim consumers sometimes lack a thorough grasp of halal procedures, consumer relevance, and accompanying advantages beyond religious conformity (Wilkins et al., 2019).

This study aims to investigate the factors influencing non-Muslim consumers' intention to purchase halal products in Malaysia, focusing on their awareness, knowledge, understanding of certification, and responses to marketing strategies. By addressing these factors, the study seeks to identify key barriers and opportunities for businesses to improve their approach to catering to non-Muslim consumers in the halal market.

2. Literature Review

Research Framework
The theoretical framework illustrated in Figure 1 was developed based on the literature reviewed and evaluated to determine non-Muslim consumers' intention to purchase halal products about halal awareness, halal certification, halal marketing, and halal knowledge. This study's variables include dependent and independent variables. The independent variables (halal awareness, halal certification, halal marketing, and halal knowledge) influence the dependent variable, which is non-Muslim consumers' intention to purchase halal products. Figure 1 highlights the hypotheses created for this study, which are aligned with the research questions and objectives.

Extensive literature was reviewed to support the development of the framework. Prior studies have emphasized the significance of halal awareness as a determinant of consumer behavior, indicating awareness influences attitudes and trust in halal products (Azam and Abdullah, 2020). Halal certification has been highlighted as a key factor in fostering trust and reducing ambiguity for non-Muslim consumers (Aziz, 2023). Halal marketing strategies have proven effective in promoting the benefits of halal products, especially when tailored to non-Muslim demographics (Ramli et al., 2023). Additionally, halal knowledge has been linked to increased consumer confidence and understanding, bridging the gap between awareness and purchasing decisions (Chong et al., 2022).

The proposed framework builds on these findings, aiming to explore how these variables collectively influence non-Muslim consumers' intention to purchase halal products.

Figure 1: Proposed Framework

Independent Variable   Dependent Variable

- Halal Awareness
- Halal Certification
- Halal Marketing
- Halal Knowledge

→ Non-Muslim consumers intention to purchase Halal Products
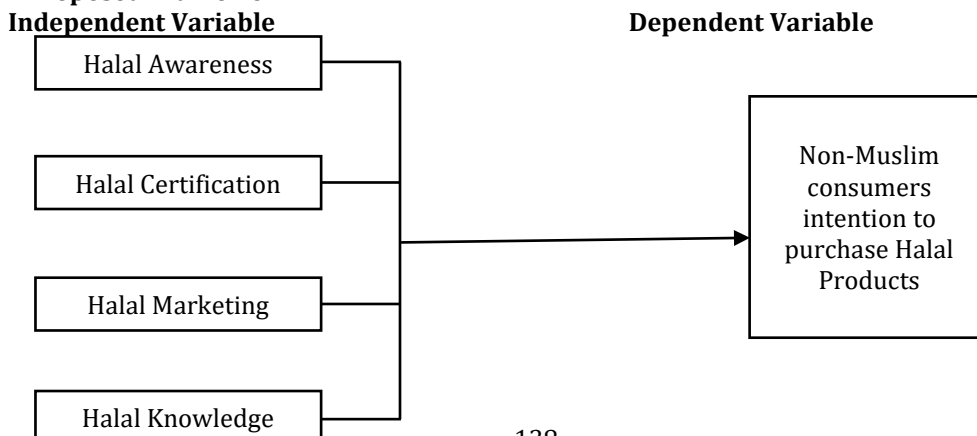
3. Methodology

Population and Sampling

The study focuses on non-Muslim consumers in Petaling, Selangor, which had a population of 2,298,130 in 2020 according to the Department of Statistics Malaysia (DOSM). Primary data will be collected through a structured survey questionnaire distributed to respondents in this region. The population in Petaling consists of 36.5% Chinese, 10.1% Indians, and 0.8% Others, making it essential to account for demographic diversity when designing the survey.

The proposed framework emphasizes the need to understand diverse consumer profiles to tailor halal marketing strategies effectively (Saleh and Wahab, 2024). Stratified sampling will be employed to ensure representative samples from different subgroups. The population is divided into three strata: Others (0.8%), Indians (10.1%), and Chinese (36.5%). The sample size for each stratum will be calculated using the formula:

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

In this formula where **nh** is the sample size for the **hth** stratum, **Nh** is the population size of the stratum, **N** is the total population, and **n** is the desired overall sample size (Keskinturk and Sebnem, 2007). Based on Krejcie and Morgan's table, the total sample size needed is 384, distributed proportionally as 3 for Others, 39 for Indians, and 140 for Chinese. Krejcie and Morgan's guidelines suggest that for a population of 182, a sample size ensuring a 95% confidence level with a 5% margin of error is sufficient for representativeness. This method ensures that each non-Muslim household in Petaling has an equal chance of being chosen, thereby enhancing the validity and generalisability of the study findings.

The survey questionnaire comprises five sections, designed to capture comprehensive insights into the study variables. The first section collects demographic information such as age, gender, ethnicity, and education level. The second section focuses on halal awareness by examining the respondents' familiarity with halal concepts and their ability to differentiate between halal and non-halal products. The third section explores perceptions of halal certification, trust in certification bodies, and clarity regarding the certification processes. The fourth section investigates the influence of halal marketing strategies, including advertisements, promotions, and packaging, on purchase decisions. The fifth section assesses respondents' halal knowledge, particularly their understanding of halal principles, ingredients, and manufacturing practices. Lastly, the final section focuses on purchase intention, aiming to gauge the likelihood of respondents purchasing halal products as influenced by the aforementioned factors.

The questionnaire employs a 5-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree), to measure responses, ensuring ease of analysis and comparability. Pilot testing will be conducted with 30 respondents to validate the reliability and clarity of the questions. This structured survey and stratified sampling approach aim to ensure that the data collected is both representative and robust, enabling meaningful insights into non-Muslim consumers' behavior towards halal products.

4. Results

Halal Awareness

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

Table 1: Descriptive analysis of Halal awareness

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

Halal Certification

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

Table 2: Descriptive analysis of Halal certification

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

HC13	Halal certification contributes to global food safety standards, benefiting consumers worldwide.	182	3.42	0.959
Valid N (listwise)	**182**			

Halal Marketing

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

Table 3: Descriptive analysis of Halal marketing

Code	Items	N	Mean	Std.Dev
HM1	Halal marketing campaigns play a significant role in shaping my purchasing decisions.	182	3.51	0.933
HM2	Companies should prioritize transparency in their halal marketing efforts.	182	3.42	0.868
HM3	Halal marketing strategies help me feel more connected to diverse cultural and religious practices.	182	3.76	0.884
HM4	Marketing campaigns that highlight the benefits of halal certification are informative.	182	3.36	0.835
HM5	Marketing campaigns for halal products should target non-Muslim consumers as well.	182	3.59	0.922

Table 3: Descriptive analysis of Halal marketing (continued)

Code	Items	N	Mean	Std.Dev
HM6	Marketing for halal products has encouraged people to experiment with new products and foods.	182	3.38	0.888
HM7	Information about halal certification increases consumer confidence in the authenticity of the brand when it appears in advertising.	182	3.50	0.872
HM8	Halal marketing campaigns educate consumers about the principles and process behind halal certification.	182	3.63	0.868
HM9	Halal marketing campaigns to be inclusive and welcoming towards non-Muslim consumers.	182	3.60	0.915
HM10	Halal marketing campaigns have made more aware of the religious significance behind halal products.	182	3.57	0.942
HM11	The effectiveness of halal marketing campaigns influences the of recommendation halal products to friends and family	182	3.88	0.894
Valid N (listwise)	**182**			

Halal Knowledge

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

Table 4: Descriptive analysis of Halal knowledge

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

Non-Muslim consumer's intention to purchase halal products

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

Table 5: Descriptive analysis of Non-Muslim consumer's intention to purchase halal products

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

Regression Analysis
Table 6 presents a multiple regression analysis that examines the impact of halal awareness, halal certification, halal marketing, and halal knowledge on non-Muslim consumer's intention to purchase halal products. The findings show a strong correlation between these variables and the intention of non-Muslim consumers intention to purchase.

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

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

Table 6: Coefficients of Multiple Regression Analysis

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

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

Correlation Analysis
Table 7 presents Pearson's correlation coefficients to illustrate the relationships between independent variables which are Halal Awareness (HA), Halal Certification (HC), Halal Marketing (HM), and Halal Knowledge (HK), and the dependent variable, Non-Muslim Consumers' intention to purchase halal products (NMC).

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

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

Table 7: Pearson's Correlation result

Variables	HA	HC	HM	HK	NMC
Halal Awareness	1				
Halal Certification	0.354**	1			
Halal Marketing	0.541**	0.636**	1		
Halal Knowledge	0.288**	0.346**	0.400**	1	

Non-Muslim consumers intend to purchase halal products	0.458**	0.661**	0.616**	0.392**	1

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

Hypothesis 1:
There is a positive relationship between halal awareness with non-Muslim consumer intention to purchase halal products.

Linear regression analysis presented in Table 8 examines the impact of Halal Awareness on Non-Muslim consumers' intention to purchase halal products. Results indicate a strong positive relationship between Halal Awareness and purchase intention. These findings suggest increasing Halal awareness effectively enhances the intention of Non-Muslim consumers to purchase halal products, underscoring the importance of awareness programs in shaping consumer behavior.

Table 8: Linear regression analysis between Halal Awareness and Non-Muslim consumer intention to purchase halal products

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

Hypothesis 2:
There is a positive relationship between halal certification with non-Muslim consumers' intention to purchase halal products.

Table 9 presents the results of a linear regression analysis that investigates the influence of Halal certification on Non-Muslim consumers' intention to purchase halal products. Analysis reveals a significant positive effect of Halal Certification, with a standardized beta coefficient of 0.661. This coefficient indicates a strong relationship, where higher Halal Certification levels are associated with a greater intention to purchase halal products. The highly significant p-value of less than 0.001. A constant term of 1.036, also significant with a p-value below 0.001, represents baseline intention to purchase when Halal Certification is at zero. Overall, these results highlight Halal Certification is a crucial factor in influencing Non-Muslim consumer's purchase intentions.

Table 9: Linear regression analysis between Halal Certification and Non-Muslim consumer intention to purchase halal products

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

Hypothesis 3:
There is a positive relationship between halal marketing with non-Muslim consumers' intention to purchase halal products.

Table 10 outlines the findings of a linear regression analysis effect of Halal Marketing on Non-Muslim consumers' intention to purchase halal products. Results indicate a strong positive relationship, with a standardized beta coefficient of 0.616. This suggests effective Halal Marketing significantly increases the likelihood that Non-Muslim consumers will choose to purchase halal products. The p-value of less than 0.001 supports the statistical significance of this effect. Additionally, the constant term of 0.713, significant at the 0.009 level, reflects the baseline purchase intention when Halal Marketing is absent.

Table 10: Linear regression analysis between Halal Marketing and Non-Muslim consumer intention to purchase halal products

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

Hypothesis 4:
There is a positive relationship between halal knowledge with non-Muslim consumers' intention to purchase halal products.

The findings from linear regression analysis, outlined in Table 11, demonstrate a p-value of <0.001. Analysis reveals a significant positive effect, with a standardized beta coefficient of 0.392. This indicates that increased Halal Knowledge is strongly associated with a higher intention among Non-Muslim consumers to purchase halal products.

Table 11: Linear regression analysis between Halal Knowledge and Non-Muslim consumer intention to purchase halal products

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

5. Conclusion and Recommendations

This study provides several recommendations to key stakeholders, including the Ministry of Higher Education (MOHE), halal certification bodies, industry players, and the community. MOHE should integrate halal studies into academic programs such as business and food science, ensuring students gain knowledge about halal awareness, certification, and marketing strategies. Strengthening collaborations with the halal industry through internships and research initiatives can bridge academic knowledge with practical skills. Encouraging research on halal consumer behavior, especially among non-Muslims, can guide policies and improve market strategies.

Halal certification bodies must standardize procedures globally to enhance consumer trust. Transparent certification processes, including clear labelling and regular compliance reporting, are essential for building confidence. Educating consumers about the ethical, quality, and health aspects of halal products is necessary to improve market acceptance. Integrating technologies like blockchain and QR codes can enhance traceability and make certification more accessible.

Businesses should prioritize obtaining halal certification and prominently showcase it on products to attract diverse consumers. Marketing strategies should emphasize ethics, quality, and health benefits to connect with wider audiences. The community, especially non-Muslims, plays a key role by exploring halal-certified products, supporting ethical practices, and engaging in educational initiatives. These actions can promote a more inclusive halal market and drive sustainable industry growth.

Conclusion
This study examined the influence of halal awareness, certification, marketing, and knowledge on non-Muslim consumers' intention to purchase halal products. The findings revealed a positive relationship between these factors, with halal certification identified as a significant trust-building element. Marketing strategies focusing on universal values such as quality, ethics, and health, combined with consumer education, played a crucial role in shaping purchasing intentions. These insights underscore the growing acceptance of halal products among non-Muslim consumers and highlight the importance of transparent certification processes, inclusive

marketing, and effective education. These factors provide valuable guidance for stakeholders aiming to enhance the halal industry's growth in a rapidly expanding global market.

The study's policy implications suggest the need for stronger collaboration between educational institutions, industry players, and certification bodies to ensure standardized halal education, consistent certification processes, and inclusive marketing strategies. Additionally, policymakers should prioritize consumer education and awareness campaigns, particularly among non-Muslim groups, to increase understanding of halal products and their ethical, health, and quality benefits. These actions will foster a more inclusive market, driving consumer trust and broadening the appeal of halal products beyond religious boundaries.

References

Adekunle, B., & Filson, G. (2020). Understanding halal food market: Resolving asymmetric information. *Food ethics*, *5*(1), 13. https://doi.org /10.1007/s41055-020-00072-7

Ambali, A. R., & Bakar, A. N. (2014). People's awareness on halal foods and products: potential issues for policy-makers. *Procedia-Social and Behavioral Sciences*, *121*, 3-25. https://doi.org/10.1016/j.sbspro.2014.01.1104

Azam, M. S. E., & Abdullah, M. A. (2020). Global halal industry: realities and opportunities. *IJIBE (International Journal of Islamic Business Ethics)*, *5*(1), 47-59. http://dx.doi.org/10.30659/ijibe.5.1.47-59

Azam, M. S. E., & Abdullah, M. A. (2021). Halal standards globally: A comparative study of unities and diversities among the most popular halal standards globally. *Halalsphere*, *1*(1), 11-31. https://doi.org/10.31436/hs.v1i1.20

Aziz, I. (2023). Where Do We Go From Here?: Halal Food Regulation and Monitoring. *UCLA J. Islamic & Near EL*, *20*, 179. https://doi.org/10.5070/N420160506

Aziz, Y. A., & Chok, N. V. (2013). The role of Halal awareness, Halal certification, and marketing components in determining Halal purchase intention among non-Muslims in Malaysia: A structural equation modelling approach. *Journal of International Food & Agribusiness Marketing*, *25*(1), 1-23. https://doi.org/10.1080/08974438.2013.723997

Billah, A., Rahman, M. A., & Hossain, M. T. B. (2020). Factors influencing Muslim and non-Muslim consumers' consumption behavior: A case study on halal food. *Journal of Foodservice Business Research*, *23*(4), 324-349. https://doi.org/10.1080/15378020.2020.1768040

Chong, S. C., Yeow, C. C., Low, C. W., Mah, P. Y., & Tung, D. T. (2022). Non-Muslim Malaysians' purchase intention towards halal products. *Journal of Islamic Marketing*, *13*(8), 1751-1762. https://doi.org/10.1108/JIMA-10-2020-0326

Dashti, L. A., Jackson, T., West, A., & Jackson, L. (2024). Enhancing halal food traceability: a model for rebuilding trust and integrity in Muslim countries. *Journal of Islamic Marketing*, *15*(12), 3382-3408. https://doi.org/10.1108/JIMA-06-2023-0167

Elasrag, H. (2016). Halal industry: Key challenges and opportunities.

Halimi, F. F., Gabarre, S., Rahi, S., Al-Gasawneh, J. A., & Ngah, A. H. (2022). Modelling Muslims' revisit intention of non-halal certified restaurants in Malaysia. *Journal of Islamic Marketing*, *13*(11), 2437-2461. https://doi.org/10.1108/JIMA-01-2021-0014

Hashim, N. S., & Mohd Nor, A. R. (2022). The benefit of halal certificate application from small and medium industries perspective. *Journal of Islamic Philanthropy & Social Finance (JIPSF)*, *4*(2), 102-112. https://doi.org/10.24191/JIPSF/v4n22022_102-112

Ismail, W. R. W., Mazlan, N. H., Rahim, N., & Bakar, A. R. A. (2023). Halal Malaysia Brand Image: Analyzing the impact of negative publicities using implicit and explicit measures. *Environment-Behaviour Proceedings Journal*, *8*(SI14), 97-104. https://doi.org/10.21834/e-bpj.v8iSI14.5058

Juergensmeyer, M., Moore, K., & Sachsenmaier, D. (Eds.). (2022). *Religious othering: global dimensions*. Taylor & Francis. https://doi.org/10.4324/b22926

Keskintürk, T., & Er, Ş. (2007). A genetic algorithm approach to determine stratum boundaries and sample sizes of each stratum in stratified sampling. *Computational Statistics & Data Analysis*, *52*(1), 53-67. https://doi.org/10.1016/j.csda.2007.03.026

Lee, S. H., Siong, K. C., Lee, K. S., & Kim, H. S. (2016). Non-Muslim customers' purchase intention on halal food products in Malaysia. *Culinary Science & Hospitality Research*, *22*(1), 108-116. https://doi.org/10.20878/cshr.2016.22.1.012

Lim, Y. H., Lada, S., Ullah, R., & Abdul Adis, A. A. (2022). Non-Muslim consumers' intention to purchase halal food products in Malaysia. *Journal of Islamic Marketing*, *13*(3), 586-607. https://doi.org/10.1108/JIMA-06-2020-0172

Rafiki, A., Pananjung, A. G., & Nasution, M. D. T. P. (Eds.). (2023). *Strategies and applications of Islamic entrepreneurship*. IGI Global. . https://doi.org /10.4018/978-1-6684-7519-5

Ramli, M. A., Abd Razak, M. A., & Jaafar, M. H. (2023). Understanding non-Muslims' reluctance to halal food: a systematic review. *Journal of Islamic Marketing*, *14*(2), 544-561. https://doi.org/10.1108/JIMA-05-2021-0134

Ramli, R. Z., Wan Husin, W. Z., Elaklouk, A. M., & Sahari@ Ashaari, N. (2024). Augmented reality: a systematic review between usability and learning experience. *Interactive Learning Environments*, *32*(10), 6250-6266. https://doi.org/10.1080/10494820.2023.2255230

Saleh, H., & Wahab, N. A. A. (2024, December). Employers' Perspectives on Skills Falling Short, HEIs' Education System, and Graduates' Attributes. In *2024 International Conference on TVET Excellence & Development (ICTeD)* (pp. 54-58). IEEE. http://dx.doi.org/10.6007/IJARBSS/v14-i8/22119

Supian, K. (2016). Enhancing halal practices integrity in the Malaysian halal food industry. *Australian Journal of Basic and Applied Sciences*, *10*(11), 221-227.

Supriyadi, S., Aulia, R., Nubahai, L., Ab Rahman, R., & Mohamed, R. (2024). Legal Effectiveness of Halal Product Certification in Improving Business Economics in Indonesia and Malaysia. *Al-Ahkam*, *34*(1), 193-220. https://doi.org/10.21580/ahkam.2024.34.1.20546

Tarofder, A. K., Sultana, U. S., Ismail, R., Salem, S. F., & Musah, A. A. (2022). The anatomy of non-Muslim consumers' halal fashion buying behavior: a quantitative approach. *Journal of Islamic Marketing*, *13*(8), 1763-1785. https://doi.org/10.1108/JIMA-05-2020-0156

Wilkins, S., Butt, M. M., Shams, F., & Pérez, A. (2019). The acceptance of halal food in non-Muslim countries: Effects of religious identity, national identification, consumer ethnocentrism and consumer cosmopolitanism. *Journal of Islamic Marketing*, *10*(4), 1308-1331. https://doi.org/10.1108/JIMA-11-2017-0132

Won, J., Lee, S., Park, M., Kim, T. Y., Park, M. G., Choi, B. Y., ... & Lee, C. J. (2020). Development of a Laboratory-safe and Low-cost Detection Protocol for SARS-CoV-2 of the Coronavirus Disease 2019 (COVID-19). *Experimental neurobiology*, *29*(2), 107. https://doi.org/10.5607/en20009