

Halal Logo Understanding and Social Factors to Food Product Purchase for Diploma in Food Services and Halal Practices Students

Azhan Bin Nawawi and Juwita Binti Mohd Johan
Tourism and Hospitality Department, Commerce Department,
Tuanku Syed Sirajuddin Polytechnic, Arau, Perlis, Malaysia

Abstract: The study was conducted to determine the level of student retention for semester 1, 3 and 5 in Diploma Food Services and Halal Practices against halal logo food and social factors. It also aims to identify students understanding for the food with halal logo, to assess the factors that are emphasized in the selection of food, and to identify the difference between pure and fake halal logos. Total 179 respondents from semester 1, 3 and 5 students were involved in this study. The set of questionnaires consisting of 16 items were distributed to respondents and was analyzed descriptively for frequency, percentage and mean values using Statistical Package for Social Science (SPSS) version 22.0. Overall, the results of the study showed that the respondents gave positive perceptions to the aspects studied. The findings also show that "student perceptions on the importance of products with halal logo" are the highest while for the "students will purchase halal logo products other than JAKIM halal logo", was the lowest. At the end of the study, the researcher has presented several suggestions to be addressed to the problems studied. Further studies are also proposed for future research.

Keywords: understanding of the halal logo, social factors, food product purchase

INTRODUCTION

Halal food/product sector one of the most important sectors that are no longer merely an industry that complies with religious requirements to feed about 60 percent million Malaysians who are Muslims but it is becoming an economic force in itself both domestically and globally.

The issue of purity of a product or service is sensitive to the Muslim community. For Muslims, any issues related to halal and haram matters should be taken seriously. Calling on halal products, especially food, the concept of halal from the point of syariah needs to be understood comprehensively because halal is not merely a product that can be edible in terms of Islamic law but also includes the meaning of "good" (tayyib) meaning clean, pure, safe and good quality.

The report by Thomson Reuters's [1] indicates that the Muslim market reached \$2,001 billion in 2013 or about 12% of the world market size. It also predicts the number will increase up to \$3,735 billion in 2019. For Muslim preserving Islamic principles, such as

considering of halal product, achieving Maslahah for individuals and society and being modest, is essential for their consumption pattern from Mustafar and Borhan [2] In 2013, the Muslim market for halal food has extended to 17.7% of total global market size having value of \$1,292 billion by Thomson Reuters [1]

Considering halal is essential for Muslims for their food type and choices, many studies on this topic grow significantly in recent years. Mohammed et al. [3] conclude the signing of the halal logo from Malaysia' authority toward respondents' awareness of food products. Other research also implies the importance of halal labeling in consumers' decision whether to buy a product or not by Latiff et al. [4]. There is a study by Shaari et al. [5] and Shaari et al., [6] Malaysia indicates spirituality, awareness, and lifestyle are significantly correlated with a confidence level of Muslims choosing halal restaurants.

Salman and Siddiqui [7] found that attitude towards halal food is faithfully analogous to the concept of

Corresponding Author: Azhan Bin Nawawi, Tourism and Hospitality Department, Commerce Department, Tuanku Syed Sirajuddin Polytechnic, Arau, Perlis, Malaysia; anptss@yahoo.com

belief in two groups of a sample in Pakistan. Yener [8] identify that Islam plays the important role that influence in Muslims consumer purchasing behavior.

The aims of this study are to identifying and understanding the halal logo of students Diploma in Food Services and Halal Practices. The research uses the questionnaires that were distributed to the students in the class. Therefore, the focus is on Diploma in Food Services and Halal Practices students to grasp the concept of halal logo more deeply not only on the halal logo but to explore the causes of clear doubts for students at the Tourism and Hospitality Department, Politeknik Tuanku Syed Sirajuddin, Perlis, Malaysia.

Background of Studies

Politeknik Tuanku Syed Sirajuddin, Perlis is the 18th Polytechnic under the Ministry of Education Malaysia. The departments that have at Politeknik Tuanku Syed Sirajuddin are Design and Visual Communication Department, Department of Mechanical Engineering, Department of Electrical Engineering, Department of Commerce, Department of Information and Communications Technology and Department of Tourism and Hospitality. There are 2 Support departments have been set up namely General Studies Department and Mathematics, Science and Computer Department. Tourism and Hospitality Department offers a Diploma in Tourism Management Diploma, Halal Practice Food Diploma, Diploma in Event Management, and Hotel and Certificate in Catering Skill.

The purpose of this study is to provide a comprehensive picture or awareness of the research to be carried out. In Islamic teachings, there is a command to eat halal food and a ban on eating non-halal food. Food is a necessity that every living creature needs to eat. It is something that cannot be ignored in life because the process of growth and the strength of the body depends on the consumption of food taken.

Objective

In conducting a study, objectives take into account as it serves as a framework to ensure that the implementation of the study goes smoothly and systematically. The objectives to be achieved have been determined through this study:

1. Identify student understanding of halal logo food.
2. Assess the student's understanding of the factors emphasized in the selection of food.

3. Identify social factors that affect the purchase of food products for student semester 1, 3 and 5.

Research questions

This research has outlined some research questions to answer the objective of the study. Among the questions of the study were:

1. How do students identify halal logos on food packaging?
2. What are the factors being emphasized by a student in food selection?
3. To what extent do social factors affect the purchase of food products for semester 1, 3 and 5 students?

Conceptual Framework

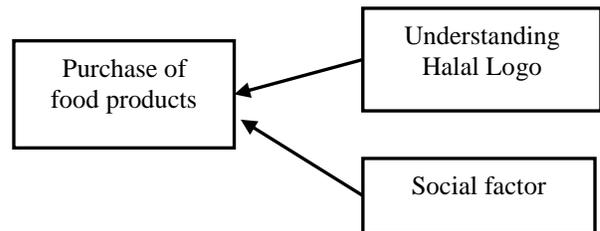


Figure 1 Conceptual Framework

LITERATURE REVIEW

Halal

According to Rahman et al. [9], good knowledge is influenced by informational experience revealing about halal products. Rajagopal et al. [10] in his study shows that respondents who know the concept of "Halal" still have low awareness and know the advantages of labeling and halal certificates of time. Values and beliefs that affect how and what products the user chooses.

Halal Food

The word halal is absorbed from the Arabic word al-ḥalāl which its literary meaning is permissible. In technical meaning, halal refers to "things and activities permitted by shari'ah." The concept carries spiritual values based on Holy Quran and Sunna which imply that Muslims should consider first whether their "activities, professions, contracts, and transactions" are lawful according to Islamic teaching by Khan, [11]. A particular definition of halal is generated in lawful under Islamic law, it implies that halal food refers to

permitted or legitimate food according to Islamic law by Muhammad and [12]; Wahab [13]; Alamer et al., [14]

Food Labelling

Food labeling is very important for the consumers to understand the inadequate information provided by food industries on their products. The Muslims consumers acknowledge the fact that halal food is not just about what the food is about, but how it prepared is also important. Similarly, Non-Muslims consumer are now also aware that food intake is nothing without knowledge of its content. Inadequate food labeling is considered unethical for food consumers. De Pelsmacker et al., [15] opined that consumers can express their feelings of responsibility towards society and their appreciation of socially responsible companies and /or products through ethical consumption behavior. Besides, ethical consumption can be defined as the purchase of a product that conforms to certain ethical issues and that a consumer chooses freely by Doane [16].

Halal logo

A halal logo is a symbol of permissible of product for consumption. The halal logo commonly appears on product mostly food. Any food labeling without the halal logo is considered impermissible for Muslim. Today, halal-logo is no longer a mere religious obligation or observance due to well identifications of the importance of consuming healthy food product and constant campaigns by Malaysia certification body. This is also considered by Non- Muslim in Malaysia. Besides, it is the standard logo of certification of choice for Muslim as well as Non-Muslim worldwide.

Halal Logo Enforcement

According to Lokman Ab. Rahman [17] the halal issue is a sensitive issue for Muslim consumers in Malaysia, therefore the escorting, monitoring and special care has been enforced by appointing several bodies responsible for safeguarding it. Among the agencies involved in the Department of Islamic Development Malaysia (JAKIM). The concept of the halal food industry set by JAKIM is in line with the Islamic concept of halal even that it fulfills the halal requirements in the provision of food. In addition, they also recommended some improvements to the system, effort, and role of JAKIM in conducting halal research, certification, and management in Malaysia by Omer Abdu Zerai, [18].

Social Factors

Munyaradzi and Caly [19] have examined the socio-cultural impression (education, religion, occupation, social stratification) on the perception of the use of halal logo products. The findings confirm that socio-cultural factors have little or no effect on consumer perceptions of halal products. Meanwhile, the purpose of purchasing halal logo products is to influence consumers namely the strength, certainty, authenticity, compliance, validity, place, distribution and knowledge of halal products buyers.

Purchasing Behavior

Purchasing behavior of consumers depend on labeling credibility (i.e. amount of credible information and trustworthiness of issuer), Zadek et al. [20]; Loureiro et al.[21]; Lee and Lee [22]. Marketing efforts which comprise of; branding and distribution strategy on the availability of the product in the shops and in promotion campaigns was observed by Wessels et al.[23]; Mielants et al.[24]; Nilsson et al.[25]; Maignan and Ferell [26]. They concluded that these entire attribute "may have an impact on the consumer buying decision" by De Pelsmacker et al. [15]. Thus, Food labeling has an impact on purchasing behavior of Non-Muslim in Malaysia through the factors examined in this study.

Consumer Awareness

Awareness in the context of halal food literally reflects a condition in which consumers have an interest, special attention, or have experience and good information about food that is allowed by Islamic law from Ambali and Bakar [27]. Teguh Widido [28] has identified the perceptions of Muslim consumers towards the halal logo food product variables affecting Muslim consumer awareness of halal products. The variables covered are safety, religious values, health, exclusive attitudes and purchasing goals. Awareness reflects the first stage of the halal product purchase process, where consumers who did not know the product began to know. Without prior knowledge of halal products, there is a fairly high probability for consumers not to buy the product or service by Kertajaya and Ridwansyah [29].

User Attitude

According to Abdul Kadir [30] shows that the unhealthy attitude of Muslim consumers especially

adolescents is particularly alarming. This is evident when they visit the well-known premiere premises without having a halal logo and never been recognized by JAKIM [31]. Awareness of Islamic users in ensuring the presence of a halal logo on goods or services and thus comparing the logo with the original logo to ensure that the authenticity of the logo is still low by Hamidah [32]. The use of mass media such as television, radio, and the internet is an important channel for consumers to get the latest information on current issues regarding the halal logo on food products by Nor Aini & Mohd Ali [33].

METHODOLOGY

The study was a descriptive study. The survey was conducted in order to determine user students' understanding of the factors emphasized in food selection and to identify social factors that affect the purchase of food products. Instrument collecting the data used is through a quantitative questionnaire using Likert Scale from 1 (strongly disagree) to 5 (strongly agree). The stratified sampling was use and the sample size determination is using Krejcie and Morgan Table [34]. Total 179 Islamic students majoring in Halal Practice Food Diploma for semester 1,3 and 5 in 2018 as respondents and have answered the questionnaire that has been conducted. The questionnaires were hand out to students and were collected immediately after they were completed.

RESULT AND DISCUSSION

The data of this study were analyzed and the findings were shown in the form of standard deviation and mean. The data obtained from this study were analyzed descriptively using mean of SPSS 22.0. The mean score obtained was translate using a table from Moidunny [35] source for reference

Figure 2 Moidunny (2009) Score Mean Table

Stage	Min score
Very low	1.00-1.80
Low	1.81-2.60
Moderate	2.61-3.20
High	3.21-4.20
Very high	4.21-5.00

Understanding Halal Logo	Mean	Standard Deviation	Interpretation
1 I have the knowledge to buy halal logo products.	4.25	.710	Strongly agree
2 I got to know the JAKIM halal logo correctly when buying food products.	4.27	.717	Strongly agree
3 For me, halal certification in the form of logos has to make it easier for consumers to choose halal foods.	4.33	.770	Strongly agree
4 I am confident with products that are halal logo.	4.34	.772	Strongly agree
5 I think that the halal logo should be display on the use of Muslim, especially in food.	4.41	.790	Strongly agree
6 The product has a halal logo, necessarily halal.	4.04	.847	Agree
7 I am in doubt with a halal logo on some products.	3.88	.889	Agree
8 Products sold by Islam are guarantee to be halal.	4.02	.899	Agree
Total Number	33.54	.6394	

Figure 3 Understanding Halal Logo

Figure 3 shows a mean score for understanding the halal logo. The highest mean score reading with the result of 4.41 is on the statement "I think the halal logo needs to be displayed on the consumables of Muslims, especially in food" and for the statement "I am confident with products that are halal logo" with 4.34. The higher score also with mean score 4.33 for the statement "For me, halal certification in the form of logos has to make it easier for consumers to choose halal foods". All the highest mean score were at a strongly agree level. The lowest mean score with 3.88 mean scores is for the statement "I am in doubt with a halal logo on some products" and "Products sold by Islam are guaranteed to be halal" with 4.02. The lower

mean score also on the statement “The product has a halal logo, necessarily halal” with 4.04. Most of the lowest mean score was at a agree level.

Figure 4 Social Factors

Social Factors	Mean	Standard Deviation	Interpretation
1 Products that have a halal logo are important to me.	4.47	.729	Strongly agree
2 I like to buy a product that has a halal logo.	4.34	.794	Strongly agree
3 I am able to buy halal logo products.	4.28	.727	Strongly agree
4 I am always aware of the halal logo issue.	4.13	.796	Agree
5 I will also buy halal logo products other than JAKIM halal logo.	3.66	1.000	Agree
6 With the presence of a halal logo sign provides me with a safety and hygiene guarantee.	4.30	.710	Strongly agree
7 I'll see the halal logo before buying a food parcel.	4.30	.724	Strongly agree
8 I will buy non-Islamic products if the product has a halal logo.	3.68	1.192	Agree
Total Number	33.16	.482.192	

Figure 4 shows a mean score for social factors. The highest mean result with 4.41 is for the statement "I think the halal logo should be displayed on the consumables of Muslims especially in food". For statement "I like to buy a product that has a halal logo" with mean score 4.34 and “With the presence of a halal logo sign provides me with a safety and hygiene guarantee”, “I'll see the halal logo before buying a food parcel” with mean score 4.30 and most of the respondent state “Strongly Agree” for that social factors. The lowest mean score 3.66 for the statement “I will also buy halal logo products other than JAKIM halal logo” and “I will buy non-Islamic products if the product has a halal logo” with mean score 3.68. The other lower mean score with 4.13 also for the factor “I am always aware of the halal logo issue” and all the low reading mean score at the level “Agree”.

Discussion

The results of the study and data analysis have shown that students are less sensitive to the purchase of halal logo products than the halal logo products JAKIM is the lowest. According to Faryal Salman and Kamran Siddiqui [36] students who purchase halal logo products should be sensitive to the release of the halal logo issued to consumers. Meanwhile, views and perceptions from the consumer were reviewed by Zainalabidin Mohamed et al. [37] and Nordin Ahmad [38] found that the use of JAKIM's halal logo solely on an item is insufficient to convince consumers of the status of the halal goods. However, there is no denying that the use of this halal logo helps many users.

From the studies, students prefer to buy halal logo products. This study is in line with Ahmadi Masnono [39] found that halal logo products issued by JAKIM could affect the consumer confidence to buy the product. This view also agreed by Endang [40] has identified that consumers need to evaluate a product based on the halal logo on display.

In addition, the results of the study have shown that products that have halal logo are important for students as students prefer halal logo products, according to Guntale Ruenrom's view with Sawika Unahandh [41] discussed that consumer issues in terms of awareness, against the halal logo. This suggests that broad user concepts have described the diversity of criteria that each user has purchased halal products.

The evidence that consumers are more careful in evaluating the “halalness” of the food products by referring to the exporting country of the product brands by Golnaz [42]. The study also showed that labeling has a significant and positive effect on students buying behavior label is an important factor that influences the consumer purchasing behavior because those with high positive and greater reliance on food ingredient and nutrient appeared to have greater intentions to purchase goods or products that possess these labels.

CONCLUSION

The research gathers data from respondents who are the student. Understanding the concept of a halal logo from different aspects of the halal logo issued by JAKIM and the halal logo not issued by JAKIM is different because it can give a negative impact on students to purchase halal logo products. Some efforts and actions should be taken to facilitate students and users to

identify the proper halal logo. At the same time, certain parties, as well as JAKIM, should enhance the existing halal management and services system as a step forward to make Malaysia the world's halal center.

REFERENCES

- [1] Thomson Reuters. (2014), State of the Global Islamic Economy 2014 - 2015 Report. New York: Thomson Reuters.
- [2] Mustafar, M.Z., Borhan, J.T. (2013), Muslim consumer behavior: Emphasis on ethics from Islamic perspective. *Middle East Journal of Scientific Research*, 18(9), 1301-1307.
- [3] Mohamed, Z., Rezai, G., Shamsudin, M.N., Eddie Chiew, F.C. (2008). Halal logo and consumers' confidence: What are the important factors. *Economic and Technology Management Review*, 3, 37-45. MUI. (2009), Indonesian Halal Product Directory 2008-2009. Jakarta: PT. Tribuana Cahya Ananta.
- [4] Latiff, Z.A.A., Rezai, G., Mohamed, Z., Ayob, M.A. (2015), Food labels' impact assessment on consumer purchasing behavior in Malaysia. *Journal of Food Products Marketing*, 1-2.
- [5] Shaari, J.A.N., Khalique, M., Malek, N.I.A. (2013), Halal restaurant: Lifestyle of Muslims in Penang. *International Journal of Global Business*, 6(2), 1-15.
- [6] Shaari, J.A.N., Khalique, M., Aleefah, F. (2014), Halal restaurant: What make Muslim in Kuching confident? *Journal of Economics Development, Management, IT, Finance and Marketing*, 6(1), 23-34.
- [7] Salman, F., Siddiqui, K. (2011), An exploratory study for measuring consumers awareness and perception towards halal food in Pakistan. *Interdisciplinary Journal of Contemporary Research in Business*, 3(2), 639-651.
- [8] Yener, D. (2014), Factors that affect the attitudes of consumers toward halal-certified products in Turkey. *Journal of Food Products Marketing*, 21(2), 160-178.
- [9] Rahman, A.H.A., Ahmad, W.I.W., Mohammad, M.Y., & Ismail, Z. (2011). Knowledge on halal food amongst food industry entrepreneurs in Malaysia. *Journal of Asian Social Science*, 7, 216-221. doi:10.5539/ass.v7n12p216
- [10] Rajagopal S Ramanan S Visvanathan R & Satapathy (2011). Halal certification: implication for marketers in UAE. *Journal of Islamic Marketing*. <http://www.emeraldinsight.com/doi/abs/10.1108/17590831111139857>
- [11] Khan, M.A. (2003), *Islamic Economics and Finance: A Glossary*. 2nd ed. London: Routledge.
- [12] Pelu, M.E.A. (2009), *Label Halal Antara Spritualitas Bisnis dan Komoditas Agama*. [Halal Label between Spirituality of Business and Commodification of Religion]. Malang: Madani.
- [13] Wahab, A.R. (2004), *Guidelines for the Preparation of Halal Food and Goods for the Muslim Consumers*. Available from: <http://www.halalrc.org/images/Research%20Material/Literature/halal%20Guidelines.pdf>.
- [14] Alamer, A.R.A., Salamon, H.B., Qureshi, M.I., Rasli, A.M. (2015), CSR's measuring corporate social responsibility practice in Islamic banking: A review. *International Journal of Economics and Financial Issues*, 5(1S), 198-206.
- [15] De Pelsmacker, P., L. Driessen and G. Rayp, 2005. "Do consumers care about ethics? Willingness-to-pay for fair-trade coffee", *Journal of Consumer Affairs*, 39.
- [16] Doane, D., 2001. *Taking Flight: The Rapid Growth of Ethical Consumerism*, London: New Economics Foundation.
- [17] Lokman Ab. Rahman (2012). "Penilaian Terhadap Pelaksanaan Pensijilan Halal Jabatan Kemajuan Islam Malaysia (JAKIM)". "Tesis kedoktoran, Jabatan Fiqh dan Usul, Universiti Malaya.
- [18] Omer Abu Zerai (2011). "al-Shahadah al-Maliziyyah li Sina'ah al-Ta'am al-Halal wa Ishamiha fi I'timad Maliziya al-Mihwar al-Dawli lil Halal. Tesis Kedoktoran, Jabatan Dakwah dan Pembangunan Insan, Akademi Pengajian Islam, Universiti Malaya.
- [19] Munsyaradzi M, Cally HB (2012). The influence of socia-cultural on consumers perception of halal food product : A case of Masvingo Urban Zimbabwe. *International Journal of Business and Management*, 7 (20), pp.112. DOI:10.5539/ijbm.v7n20p112
- [20] Zadek, S., S. Lingayah and M. Forstater, 1998. *Social Labels: Tools for Ethical Trade*, Brussels: New Economics Foundation.
- [21] Loureiro, L.M., J.J. McCluskey and R.C. Mittelhammer, 2002. "Will consumers pay a premium for eco- labeled apples", *The Journal of Consumer Affairs*, 36: 159-83.
- [22] Lee, B.K. and W.N. Lee, 2004. "The effect of information overload on consumer choice quality in an on- line environment", *Psychology and Marketing*, 14: 200-13.
- [23] Wessels, C.R., R.J. Johnston and H. Dothan, 1999. "Assessing consumer preferences for eco-labelled seafood: the influence of specie, certifier and household attributes", *American Journal of Agricultural Economics*, 81: 1084-9.
- [24] Mielants, C., P. De Pelsmacker and W. Janssens, 2003. "Kennis, holding en gedrag van de Belgen t.a.v. fair trade producten. Conclusies uit vier focusgroeps gesprekken", ("knowledge, attitude and

- behavior of Belgians with respect to fair trade products, Conclusions of four focus groups”), working paper for DWTC- PODO II-project, Antwerp.
- [25] Nilsson, H., B. Tunçer and A. Thidell, 2004. “The use of eco-labeling like initiatives on food products to promote quality insurance- is there enough credibility?”, *Journal of Cleaner Production*, 12: 517-26.
- [26] Maignan, I. and Ferrell, O.C., 2004. “Corporate social responsibility and marketing: An integrative framework”, *Journal of the Academy of Marketing Science*, 32(1): 3-19.
- [27] Ambali, A.R., Bakar, A.N. (2014), People’s awareness on halal foods and products: Potential issues for policy-makers. *Procedia-Sosial and Behavioral Sciences*, 121, 3-25.
- [28] Teguh Widodo (2013) The influence of muslim consumers perception towards hall product on attitude and purchase intention at retail stores. *Inorbiz* (1),5-20.
- [29] Ketrabaya.H., Ridwansyah,A. (2014), *Wow Selling*. Jakarta:PT. Gramedia Pustaka Utama.
- [30] Abdul Kadir Mohd. Ayub (2012). *Remaja Melayu Tidak Sensatif Isu Halal?* Dewan Masyarakat. Akses paa 27 April 2012 dari <http://dwanmasyarakat.dbp.my/?=1373>
- [31] *Pandangan Pengguna Muslim Terhadap Pemakaian Logo Halal Jabatan Kemajuan Islam Malaysia (JAKIM): Satu Sorotan Literatur** (2016)
- [32] Hamidah Syed Kader. (2012). *Halal Bukan Setakat di Kedai Makan*. Dewan Masyarakat. Akses pada 29 April 2012 dari <http://dwnmasyarakat.dbp.my/?=1755>
- [33] Nor Aini Hj Idris & Mohd Ali Mohd Noor (2013). *Analisis Keprihatinan Pengguna Muslim Terhadap Isu Halal Haram* (tesis ijazah,ukm). <http://www.ukm.my/fep/perkem/pdf/perkemVIII/PKEM20134F5.pdf>
- [34] Krejcie, R.V., & Morgan, D.W. (1970). Determining sample size for research activities. *Educational and Psychological Measurement*, 30, 607-610.
- [35] Moidunny, K. (2009). *The Effectiveness of the National Professional Qualifications for Educational Leaders (NPQEL)*. Unpublished doctoral Dissertation, Bangi: The National University of Malaysia.
- [36] Faryal Salman & Kamran Siddiqui (2011). “An Exploratory Study for Measuring Consumers Awareness and Perceptions Towards Halal Food in Pakistan.” *Interdisciplinary Journal of Contemporary Research in Business*, vol. 3 (2), 639-652.
- [37] Zainalabidin Mohamed et al. (2008). “Halal Logo and Consumers’ Confidence: What are the Important Factors?” *Economic and Technology Management Review*, vol. 3, 37-45.
- [38] Nordin Ahmad (2007). “Persepsi Persatuan Pengguna di Malaysia Terhadap Status Pengesahan Halal Jabatan Kemajuan Islam Malaysia (JAKIM).” Tesis Kedoktoran, Jabatan Fiqh dan Usul, Akademi Pengajian Islam, Universiti Malaya.
- [39] Ahmadi Masnono (2005) Factors influencing the Muslim consumer’s level of confidence on halal logo issued by JAKIM: An empirical study. (Tesis Sarjana). Universiti Sains Malaysia. Ajzen I (1991) The theory of planned behavior, organizational behavior and human. *Decision Processes* 50, 199-211.
- [40] Endang SS (2010) Business opportunities for halal products in the global market: Muslim consumer behaviour and halal food consumption. *Journal of Indonesian Social Sciences and Humanities* 3, 151-160.
- [41] Guntalee Ruenrom & Sawika Unahanandh (2005). “Needs, Behavior and Attitudes of People in the United Arab Emirates Towards Consuming Thai-Halal Packaged Food.” *The Business Review*, Cambridge, vol. 4 (1), 274-279.
- [42] Golnaz, R., M. Zainalabidin, and M.S. Nasir, 2012. *Assessment of Consumers’ Confidence on Halal Labelled Manufactured Food in Malaysia* *Pertanika J. Soc. Sci. and Hum.*, 20(1): 33-42 UPM Press (2012).