

The Knowledge of Halal and Advertising Influence on Young Muslims Awareness

Suhaimee Saahar Saabar¹ and Syazwani Binti Ibrahim²⁺

Faculty of Communication and Media Studies, UiTM, Malaysia

Abstract. The purpose of this research is to study the level of awareness among young Muslims in this country on the aspects of Halal in their daily consumption and decision making. At the same time, advertising plays a significance role in influencing and educating this target group about Halal and its importance on their consuming decision.

Keywords: Halal, Advertising.

1. Introduction

Halal comes from an Arabic word which means permissible. The word Halal is mainly associated with food but Halal does not only restricted to the type of food but also the way it is handled. Halal foods are defined as the food that comes from permissible sources and are handled according to the Islamic law. Muslims are forbidden from consuming food that do not come from lawful or clean sources.

“O mankind, eat from whatever is on earth [that is] lawful and good and do not follow the footsteps of Satan. Indeed, he is to you a clear enemy”

(Surah Al-Baqarah, 2:168)

The verse of Surah Al-Baqarah above indicates that Muslims should only eat food that is permissible in the Islamic law. The food is Halal if it is free from anything labeled as filth or Haram, for example, carrion, alcohol, pork, blood, faeces and urine (Zuraidah Othman Salleh, 2005). There are many types food that are considered Haram, not focusing solely on pork and alcohol. The following verse from the Quran explains the types of food that are considered Haram.

“Forbidden unto you (for good) are carrion and blood and flesh of the swine, and that over which is invoked the name of other than Allah, and the strangled, and the dead through beating, and the dead through falling from a height, and that which has been killed by (the goring of) horns, and the devoured of wild beasts, unless you have cleansed (by slaughtering) it in the proper, lawful way, while yet there is life in it, and that which has been immolated unto idols. And (forbidden is it) that ye swear by the divine arrows. This is an abomination.”

(Surah Al-Ma'idah, 5:3)

Mohammed Saqib and Nisha Taneja stated that the preparation, processing and manufacturing tools that are used to perform the slaughter need to be free of non-Halal products (as cited in Zuraidah Othman Salleh, 2005). It is extremely important for the source of foods to be handled according to the Islamic law as the Muslims can only consume food that is considered Halal. In Malaysia, the Halal industry is expanding throughout the world as Malaysia is now considered as the top authority on the subject of Halal certification and auditing standards, Halal research and the efforts in Halal training (Halal Industry Development Corporation, n.d.). Malaysian Halal certificate has become one of the most preferred certification in the Halal food industries all over the world (Abdul Manaf Bohari, Cheng Wei Hin & Nurwahida Fuad, 2013). Malaysia's Halal Industry Development Corporation chief executive officer Dato' Seri Jamil Bidin stated that Malaysia has become the finest example in the Halal food industries in terms of Halal food standards

⁺ Corresponding author. Tel.: +60 17 2414408.
E-mail address: wanyibrahim@gmail.com.

and certification (Vanitha Nadaraj, 2013). Datuk Seri Mustapa Mohamed, the minister of Ministry of International Trade and Industry (Miti) Multinational said that multinational companies has continued to be the leading contributors to the Malaysia's Halal exports which stand at 72 percent, or RM4.1 billion (Muhammed Ahmad Hamdan, 2013).

2. Research Objectives

The research objectives are as followed:

RO 1: To identify the young Muslims' knowledge on Halal and their attitude and acceptance.

RO 2: To identify the factors that influence young Muslims' decision-making towards purchasing Halal food.

RO 3: To identify the roles of advertising in promoting Halal food towards young Muslims.

2.1. The black box model

The black box model is a model of consumer behavior in which it explained that the consumer behavior depends on two factors: the external factors and the internal processes (Tahir Ahmad Wani, 2013). The consumer's decision making process is influenced by the external factors as well as internal factors within the consumer itself. All these factors will determine the consumer's response towards a product. The black box model is used in the theory development of this research in which the young Muslims buying behavior are determined by various internal and external factors.

Table 1.1 The Black Box Model

External Factors		Buyer's Black Box		Buyer's Response
Marketing Stimuli	Environmental Stimuli	Buyer Characteristics	Decision Process	
Product	Economic	Attitudes	Problem recognition	Product choice
Price	Technical	Motivation	Information search	Brand choice
Place	Political	Perceptions	Alternative evaluation	Dealer choice
Promotion	Cultural	Personality	Purchase decision	Purchase timing
	Social	Lifestyle	Post-purchase behaviour	Purchase amount
				No buy

Source: Keegan et al. (1992, p.193 as cited in Tahir Ahmad Wani, 2013)

2.2. Muslims buying behavior

According to Syed Shah Alam & Nazura Mohamed Sayuti (2011), the attention to details and quality of Halal certification has increased the acceptance of Muslim and non-Muslims towards purchasing Halal products. Muslims are becoming more concern towards the food they consume and always seek for a *syariah* compliant products and services, hence, making the Halal food industry an essential industry for Muslims across the globe (Abdul Manaf Bohari, Cheng Wei Hin & Nurwahida Fuad, 2013). This statement was also supported by Nik Maheran Nik Muhammad, Filzah Md Isa & Bidin Chee Kifli (2009), in which they stated that Muslims nowadays are giving more details and consideration towards the Halal status of the food the consumers consume. Tahir Ahmad Wani (2013) stated that the buying behaviour from the perspective of Islam is moderate in spending and follows the Islamic *syariah* and for the purpose of seeking happiness from Allah SWT.

2.3. Muslim market

Muslims have become one of the important consumers in the world market today. A research by Halal Industry Development Corporation (HDC) found that Halal product is being acknowledged not only by the Muslims but also the non-Muslims who understand the importance and benefits of Halal products (Nik Maheran Nik Muhammad, Filzah Md Isa & Bidin Chee Kifli, 2009). It shows that the Halal industry is

gaining acceptance from Muslim consumers and also from other consumers who are health conscious and concern about the food they consume and the products they purchase.

3. Methodology and Findings

The research design that has been chosen for this research is quantitative research. The research will be conducted at Faculty of Communication and Media Studies, UiTM Shah Alam. The location is chosen for the reason that the population is seen as suitable for collecting information needed to complete this research. The population in UiTM Shah Alam suits the targeted group of this research. The number of respondents is 100 respondents which consist of 50 female respondents and 50 male respondents. The respondents are students from Faculty of Communication and Media Studies with the age range of 19 to 25 years old. The sampling technique used in this research is judgemental or purposive sampling. Purposive sampling is conducted towards a targeted and specific group of informants. The samples are selected based on the researcher's opinion that the population has the suitable characteristics to provide the right information for the research (Kumar, 2011).

Out of 100 respondents, 21 percent of them are 19 to 21 years old, 77 percent are 22 to 24 years old and two percent are 25 years old and above. 63 percent of the respondents live in urban area, 33 percent of the respondents live in sub-urban area and only four percent of the respondents live in rural area.

3.1. Respondents' knowledge on Halal

From the research, 65 percent of the respondents were agreed that they are aware of the Halal food brands in the market. This is followed by 25 percent of the respondents who strongly agreed four percent who chose neutral, four percent who disagree and the least is strongly disagree with only two percent. Most of the respondents, with 50 percent, agree that they check the restaurant's Halal logo before deciding to eat at the place. This is followed by 26 percent of the respondents who strongly agree on the statement. 16 percent of the respondents chose neutral and six percent do not check the restaurant's Halal logo. The least is two percent of the respondents who strongly disagree with the statement. Total of 49 percent of respondents purchased a product as long as they see Halal logo on the packaging. This is followed by 25 percent of the respondents who strongly agree 17 percent who chose neutral and seven percent who disagree with the statement. Two percent of the respondents, who strongly disagree, do not purchase the product without the official Halal logo. Out of 100 respondents, more than half that is, 51 percent agreed that they examine the packaging carefully before purchasing the product. This is followed by 25 percent of the respondents who answered neutral and 11 percent who disagreed with the statement. 11 percent of the respondents answered strongly agree and only two percent of the respondents answered strongly disagree.

3.2. Influential of religious factors

53 percent strongly agree that they purchase Halal products because of their religious belief. This is followed by 37 percent of the respondents who agree and seven percent who are neutral. Two percent of the respondents disagree and only one percent of them strongly disagree that religious belief is the reason for the purchase of Halal products. Most respondents with 54 percent agree that they trust local food to be approved by Jakim. 22 percent of the respondents answered strongly agree and 15 percent are neutral about it. Only nine percent of the respondents disagree that they trust local food to be approved by Jakim.

3.3. The roles of advertising in promoting Halal products

Out of 100 respondents, 46 percent of respondents are neutral about relying on advertisement for the information on Halal products. This is followed by 32 percent of the respondents who agree that they rely on advertisement to get information on Halal products. 11 percent of the respondents disagree and nine percent answered strongly agree. Only two percent of the respondents strongly disagree for the reliability on advertisement for information on Halal products. 41 percent agree that advertisements increase their knowledge on Halal products. This is followed by 35 percent of the respondents who are neutral about it. 15 percent of the respondents disagree and seven percent answered strongly agree. Only two percent of the respondents strongly disagree that advertisements increase knowledge on Halal products. 51 percent strongly

agree that Halal food products should be advertised frequently on the media. This is followed by 43 percent of the respondents who agree and five percent who are neutral. Only one percent of the respondents disagree.

4. Conclusion

Through the findings, the researcher gained views and opinions from UiTM students regarding the buying behaviour of young Muslims in Malaysia towards purchasing Halal food. The research was conducted to understand young Muslims' decision making process and their buying behaviour towards the purchase of Halal food. From the survey conducted, it can be concluded that most of the respondents are concern and aware of the food they consume. Most respondents are aware of the new Halal logo and have a great concern on the products they purchase and the information they obtained regarding Halal. In this research, the respondents claimed that they purchase the product as long as the packaging has a Halal logo without further inspection of the logo and they trust any Halal logo other than the official logo from Jakim. This specifies that most young Muslims are confident with any Halal logo they see on the packaging of the product even though most of them examine the packaging carefully before making a purchase. Advertising has an important role in promoting Halal towards young Muslims. Most respondents agreed that advertisements have given them more information, increase knowledge and increase their awareness on Halal products even though most of the do not rely on advertisement to get information on Halal products. In general, advertisements of Halal products should be increased on the media to strengthen the role of advertising in promoting Halal products towards young Muslims.

5. References

- [1] Zuraidah Othman Salleh. 2005. *The Initial Study on User Awareness Regarding Jakim's Halal Certification*.
- [2] Abdul Manaf Bohari, Cheng Wei Hin, and Nurwahida Fuad. *The competitiveness of halal food industry in Malaysia: A SWOT-ICT analysis*. Geografia Online Malaysia Journal of Society and Space. 2013: 1-9.
- [3] Vanitha Nadaraj. (2013, August 30). Malaysia Needs to Get Bigger Bite of Halal Food Industry. Retrieved November 22, 2013, from The Establishment Post: <http://www.establishmentpost.com/malaysia-needs-to-get-bigger-bite-of-halal-food-industry/>
- [4] Muhammed Ahmad Hamdan. (2013, September 13). Halal exports grow steadily. Retrieved November 22, 2013, from Business Times: http://www.btimes.com.my/Current_News/BTIMES/articles/halfes/Article/#
- [5] Tahir Ahmad Wani. *Buying Behaviour - An Islamic Perspective: An Analysis of an Ideal Muslim Buying Behaviour*. International Journal of Research in Commerce and Management. (2013). 4(10): 152-155.
- [6] Nik Maheran Nik Muhammad, Filzah Md Isa, Bidin Chee Kifli. *Positioning Malaysia as Halal-Hub: Integration Role of Supply Chain Strategy and Halal Assurance System*. Asian Social Science. 2009, 5(7): 44 – 52
- [7] Kumar, R. (2011). *Research Methodology. A Step-by-Step Guide for Beginners* (3rd edition ed.). London: Sage Publications Ltd.