Sustainability and Future Challenges of Halal Product Consumption

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Abstract—Halal businesses involving goods and services are experiencing an amazing growth. The Halal industry has become a lucrative industry contributing to an exceptional business opportunity for the industry players and entrepreneurs. Despite its great potential, especially its huge market covering local and international markets, the various challenges faced by the local industry has limit their performance on serving the halal market. Due to this constraint, consumers have misperception on the halal products availability in the market. Therefore, this study aims to review the consumers' challenges and concern, particularly in consuming halal products. The survey through questionnaire was conducted by the researcher to collect respondent answer and the data collected was analysed by quantitative research method. A total 150 questionnaires were coded and analysed with statistical techniques. This research contributes to an understanding of how consumers look upon the sustainability of Halal product consumption.

Keywords—*Halal Products; Sustainability; Awareness toward Halal Labeling; Halal Literacy; Acceptance toward Islamic Image; Product Safety and Quality*

I. INTRODUCTION

The word of *Halal* is an Arabic or Quranic terms that means allowed or permissible. Halal must be applied and practice to most of the aspect of Muslim life including transaction practices, *muamalah*, that relate to *ibadah* (Razzaque and Chaudhry, 2013). Based on Mohani (2010) research define the principle of halal is an ongoing problem for Muslim

consumption which complies to the prescribed model of values outlined in the Islamic Laws of Syariah, which includes the permissible and restricted. All food that are permitted for consumption under Islamic Law are considered Halal food. In 2007, global consumption of Halal food in more than 148 countries reached as much as 18% to 20% of the US$1.323 trillion in food value (Reuters, 2014). Muslim consumers must aware with the Halal logo and only consume Halal product from the market.

As reported by the Stated of The Global Islamic Economy Report in Thompson Reuters (2014b) Halal food market is one of the largest consumers in the world. From Thompson Reuters (2014b) show that the Muslim population will experience a growth from 1.6 billion people in 2010 to 2.2 billion people by 2030. According to State of the "Global

Islamic Economy", the Muslim consumer spending across halal food and lifestyle in 2014 was reported to be worth USD 1.8 trillion which is anticipated to increase to USD 2.6 trillion by 2020. This prove that in the future Halal food market will dominate the global food market as Muslim need to consume Halal product.

Not all Muslims will always decide to purchase Halal goods. While the person is the Muslim, it does not ensure that the behaviour will always be Islamic, particularly in the consumption of Halal product. According to Endang S. Soesilowati (2009) Islamic sharia Philosophy and execution are based on individual learning and socialization, formal and informal schooling. Religious education experiences will also determine the quantity of customer behaviour awareness towards Halal product.

The result of this research on sustainability of Halal product consumption is expected to give valuable insight and knowledge regarding the future challenge on Halal product consumption, as well as to help the consumer to aware with the challenge on consuming Halal product in the future. The awareness of the consumer toward future challenge on Halal product consumption will help to sustain the Halal product in the future. It was interesting to study what are the main challenge of Halal product consumption in the future for the consumer to aware with. Furthermore, it will be valuable to discover which future challenge will affect more toward sustainability of Halal product itself.

The aim of this study to study factor influence the sustainability of Halal food consumption. At this level, consumers should be more worried as they are one of the important medium in the profitability of Halal industry product as there are future challenge of Halal product consumption. Based on Ambali and Bakar (2013) consuming Halal product is necessary and Halal logo is one of the important roles in influencing consumer to buy Halal product. But, some Muslims in their daily lives are not too conscious about Halal. This cause the halal issue associated with the problem still exists to this day.

Other than that, the importance of this study is to determine the dominance factor influence the sustainability of Halal product consumption. The issue with halal problems is knowledge. This implies that Muslims sometimes lack awareness about halal, particularly based on products they buy, because of their actions or attitude that they do not want to learn the current or new knowledge or issues on halal issues. Although consumer have the Internet connection, television, radio and others, but their curiosity about Halal is very low. Therefore, they received the incorrect information or never received the Halal information right. For example, teenagers particularly like to browse other websites when surfing the Internet instead of going to beneficial websites like Jabatan Kemajuan Agama Islam Malaysia (JAKIM) or Halal (Latif et al., 2014) to explore and get more and more comprehensive information about Halal.

Then, there are several future challenges that have been identified by researcher as, there are other illegal parties that produce uncertified Halal logo. Today, customers can be easily deluded with fake Halal logos. Based on Razzaque and Chaudhry (2013), Halal logo can influence customers decision to buy Halal product even the consumer is do not aware of the legitimacy of the Halal logo. Cleanliness is important in production of Halal products. There are specific principles and guidelines that producer needs to comply with the Islamic Sharia requirement when producing clean Halal products.

Halal certificate is very important for products as the identity to meet the halal requirements (Latif et al., 2014). All the industries that produce halal's product need to get certificate in order to encourage and give trustworthy to consumer especially for Muslim. It also was introduced in order to protect the Muslim in choosing halal products. Halal certificate is actually the official document which declare the halal status and also as a recognition that the products use is allowed in Islam and it is was given by JAKIM with several procedure must be followed by industries. Starting 1st January 2012, halal certificates and logo have been standardized in all states in Malaysia and the original or real certificate and logo which issued by JAKIM only can be used. This standardization is to facilitate the consumer besides to avoid consumer confusion in purchasing the right products. Furthermore, Malaysia is the only country where the government give full support in order to promote the halal certificate (Halal Industry Development Corporation, 2010).

Sustainability is that method of maintaining modification in a very balanced fashion, within which the exploitation of resources, the direction of investments, the orientation of technological development and institutional modification area. All in harmony and enhance each current and future potential to satisfy human wants and aspiration (Clayton and Radcliffe, 2018).

Halal industry is witnessing enormous development. The Halal Company has become a highly profitable company contributing to the industry players and entrepreneur associating outstanding company opportunity. Despite its good potential, the assorted challenge presented by the local business has limited its efficiency in serving the halal market as a result of this constraint, clients misunderstand the market availability of halal products. Therefore, there are several future challenge and concern, significantly in consuming Halal products, which is:

[i] **Awareness toward Halal Labeling** - Awareness is refer to the how consumer being aware about something which important and experience can give a valuable information (Yasida et al., 2016). Some of the consumer have been deceive by the logo of halal. There are also fake and real halal logo in the market but it not the issue to the consumer as their intention is to buy product with the halal logo (Farooq et al., 2016). So, consumer need to know and aware with the issue in order to consume halal product. Many people are lack of knowledge concerning the halal brand. For them it is the not important and not provide any impact to their lifestyle. Information is vital to understand about the halal brand that provided by JAKIM. Information can also influence the buyer in creating a choice and alter their intention to consume halal product. According to Lin, (2007) higher knowledge towards halal logo have better judgment in purchasing than those with lower knowledge.

H₁: There is significant relationship between awareness toward halal labelling and sustainability of Halal product consumption.

[ii] **Halal Literacy** - Halal literacy of the consumer is comprehension, consciousness and knowledge of the product they consume. There are many variables affecting Halal literacy, including private feelings, social and other environmental factors. Based study carried out by Ismail and Ibrahim (2011), although most users today are aware about Halal, their level of Halal literacy varies. Some consumers

misunderstand Halal's genuine conception. Consumer also associate Halal with religious rituals, especially slaughter, which is why customers feel uneasy with the product claimed to be Halal because of the obvious absence of knowledge on this issue (Elasrag, 2016).

H₂: There is significant relationship between Halal literacy and sustainability of Halal product consumption.

[iii] **Acceptance toward Islamic Image** - There is a vast and quickly growing international marketplace for Halal products. Halal is no longer a mere religious duty or observance but is regarded because of the selection standard for both Muslims and non-Muslims around the world. Muslims can only consume products that satisfy religious requirements, the Halal among clients who are not Muslims was not a significant element. But there is very little thought now about Halal parts and other factors that affect the non-Muslims consumer's choice of Halal products (Kaabachi and Obeid, 2016).

H₃: There is significant relationship between acceptance toward Islamic image and sustainability of Halal product consumption.

[iv] **Product Safety and Quality** - In this sense, halal food stressed that food safety is associated with cleanliness and hygiene (Haque, Sarwar, Yasmin, Tarofder and Hossain, 2015). Food hygiene necessary precautions and procedures to manage the operational situation of a food institution (Hashim, 2004). The Malaysian Halal Food Standard (MS 1500:2004) meets global norms for excellent practices and reasonable hygiene procedures and prescribes quality-based practical rules for the food company on the preparing and handling of Halal food (including nutrient supplements), hygienic and safety problems and serves as a fundamental necessity for food commodities and food trade or company in the Asian country. According to Vloreen et al., (2014) food processing methods are vital in sustaining the cleanliness and freshness of the food and directly affect the nutritional quality

of food consumed. In term of food quality, it defined by cleanliness and freshness of the food itself. Dimension of food quality is divided into four classifications which are hedonic, health-related, and convenience-related. Hedonic quality is related mainly on the food taste, smell and appearance. Health-related quality is focused on the effect of the product toward consumer health.

H₄: There is significant relationship between product safety and quality and sustainability of Halal product consumption.
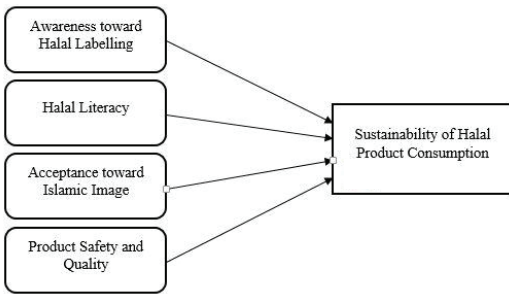

Fig. 1. Conceptual framework of study

II. RESULT AND FINDINGS

TABLE I. DESCRIPTIVE ANALYSIS

Demographic Profiles	Category	Frequency	%
Gender	Male	53	44.2
	Female	67	55.8
Age	< 25 Years	100	83.3
	25 - 40 Years	16	13.3
	40 - 60 Years	4	3.3
Education	PMR	1	0.8
	SPM	8	6.7
	Diploma/Degree	95	79.2
	Post-Graduate	16	13.3
Religion	Muslim	107	89.2
	Non-Muslim	13	10.8

Table I shows that 67 out of 120 people involved were female, 55.8% of the total sample, while 53 out of 120 were male, 44.2%. From the sample of 120 respondents selected in table above, it can be seen that 100 out of 120 respondents were under 25 years of age where 83.3% of the total respondents were in the first rank, while the respondent was in the second rank between the ages of 25 and 40

where 16 of the respondents made up 13.3% of the total sample. Therefore, there were 4 out of 120 respondents at the age between 40 to 60 years old which 3.3% of overall in the age group. Four level of education in this research which are PMR, SPM, Diploma/Degree and Post-Graduate. 95 out of 120 respondents are Diploma/Degree and made up 79.2% of the overall sample and in the second rank of the level were 16 respondents that made up 13.3% is Post-Graduate respondents.

Next in the third rank is respondent from SPM that made 6.7% from overall sample with 8 respondent and lastly it shows that respondent from PMR level made up 0.8% from overall sample with only 1 respondent. From the percentage, it shows that consumers with Diploma/Degree education level are the most participated in answered the questionnaire. For the last category shows that two types of religion in this research which are Muslim and Non-Muslim. 107 out of 120 respondents are Muslim and made up 89.2% of the overall sample. Then, 13 out of 120 respondents are Non-Muslim and made up 10.8% of the overall sample. This shows that most of the respondents for this research are Muslim that consume halal products.

TABLE II. RELIABILITY ANALYSIS FOR CRONBACH'S ALPHA RELIABILITY COEFFICIENT

Case Processing Summary		
	N	%
Valid	120	100.00
Excluded	0	0.0
Total	120	100.00
Reliability Statistics		
Cronbach's Alpha		N of Item's
0.895		25

Table II shows that the reliability coefficient between four independent variables which were; (i) awareness toward halal labelling, (ii) halal literacy, (iii) acceptance toward Islamic image and (iv) product safety and quality and also the dependent variable which are sustainability of Halal product consumption. Cronbach's Alpha is a coefficient of reliability and not a numerical test and the reliability should be more than 0.6 and below than 1.0. The test is not acceptable if the reliability is lower than 0.6 (Saunders et al.,

2015). Cronbach's Alpha reliability coefficient stand for 'a' value normally ranges between zero (0) to one (1). The closer the coefficient is to 1.0, the greater is the internal consistency of the item (variables) in the scale (Awang et al., 2017). The value of Cronbach's Alpha in this study is $a = 0.895$, so this situation proof that the questionnaire was reliable and accepted to this study.

TABLE III. THE PEARSON CORRELATION BETWEEN INDEPENDENT VARIABLES AND DEPENDENT VARIABLE

Variables	1	2	3	4	5
(1)	1				
(2)	0.361**	1			
(3)	0.479**	0.377**	1		
(4)	0.391**	0.498**	0.598**	1	
(5)	0.457**	0.466**	0.695**	0.628**	1

**. Correlation is significant at the 0.01 level (2-tailed)
*. Correlation is significant at the 0.05 level (2-tailed)
Note Independent & Dependent Variable:
(1) Awareness toward Halal Labelling.
(2) Halal Literacy.
(3) Acceptance toward Islamic Image.
(4) Product Safety and Quality.
(5) Sustainability of Halal Product and Consumption (**DV**).

Therefore, the result indication satisfactory internal consistency reliability due to all variables and overall model values are above 0.8.

Table III stated that the p-value (sig. 2-tailed) of the correlation between independent variables (awareness toward halal labelling, halal literacy, and acceptance toward Islamic image, product safety and quality) and the dependent variable (Sustainability of Halal Product Consumption) is less than 0.05 at significant level. This reflects that there is a significant relationship between them. The positive value of correlation coefficient indicated that the relationships between each independent variables and dependent variable are positively related. The strength of the relationships is positive as all the values of correlation coefficient are greater than 0.3.

Among all the independent variables, the strength of association between acceptance toward Islamic image and product safety and quality are the strongest ($r = 0.598$), and the correlation coefficient is highly significant ($p = 0.000$). This explained that the acceptance

toward Islamic image have a positive and strong relationship with the product safety and quality. Conversely, the strength of association between halal literacy and product safety and quality is the second strong among all the independent variables ($r = 0.498$). This also shows that there is a positive relationship between the two variables. The third strong among all independent variables are awareness toward halal labelling and acceptance toward Islamic image ($r = 0.479$)

TABLE IV. MODEL SUMMARY OF AWARENESS TOWARD HALAL LABELLING

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.457a	0.208	0.202	0.39346

a. *Predictors: (Constant), Awareness toward Halal Labelling*

TABLE V. ANOVA OF AWARENESS TOWARD HALAL LABELLING

ANOVAa					
Model 1	Sum of Squares	df	Mean Square	F	Sig.
Regression	4.809	1	4.809	31.066	0.000b
Residual	18.268	118	0.155		
Total	23.077	119			

b. *Dependent Variable: Sustainability of Halal Product Consumption*

c. *Predictors: (Constant), Awareness toward Halal Labelling*

On the other hand, the p-value (sig.) of the correlation between all independent variables and the dependent variable is 0.000 which is less than 0.05 at significant level. This reflects that there is a significant relationship between them. The value of correlation coefficient of acceptance toward Islamic image and Sustainability of Halal Product Consumption is $r = 695$, which indicated that there is a strong positive relationship between these two variables. Followed by product safety and quality and Sustainability of Halal Product Consumption with the value of $r = 0.628$ and halal literacy and Sustainability of Halal Product Consumption with the value of $r = 0.625$. Lastly, awareness toward halal labelling and Sustainability of Halal Product Consumption with value of $r = 0.457$.

TABLE VI. COEFFICIENT OF AWARENESS TOWARD HALAL LABELLING

Model 1	Unstd. Coef.		Std. Coef.	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.535	0.543		2.827	0.006
PSQ	0.646	0.116	0.457	5.574	0.000

d. *Dependent Variable: Sustainability of Halal Product Consumption*

H₁: H₀ rejected while H₁ was accepted.

The result of awareness toward halal labelling factor influence the sustainability of Halal product consumption which can be seen in the table above $p = 0.000$ (less than 0.05 significant level). Meanwhile, the beta (B) was 0.646 and the R value 0.457. The R value is the correlation of the awareness toward Halal labelling factor that influence the sustainability of Halal product consumption. Other than that, the value of R-square (R^2) is 0.208 and researcher can conclude that 20.8% of variation in sustainability of Halal product consumption are explained.

From the ANOVA and coefficient table above, as the F-ratio is 31.066 and significant level of $p = 0.006$ (less than 0.05 at significant level). Hence, it can be concluded that awareness toward halal labelling can explained the statistically significant (variation) of the dependent variable. Thus, the null hypothesis (H₀) is rejected and the alternative hypothesis (H₁) is accepted.

TABLE VII. MODEL SUMMARY OF HALAL LITERACY

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.466a	0.217	0.210	0.39136

e. *Predictors: (Constant), Halal Literacy*

TABLE VIII. ANOVA OF HALAL LITERACY

ANOVAa					
Model 1	Sum of Squares	df	Mean Square	F	Sig.
Regression	5.004	1	5.004	32.674	0.000b
Residual	18.073	118	0.153		
Total	23.077	119			

f. a. *Dependent Variable: Sustainability of Halal Product Consumption*

g. *Predictors: (Constant), Halal Literacy*

TABLE IX. COEFFICIENT OF HALAL LITERACY

Model 1	Unstd. Coef.		Std. Coef.	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.861	0.473		3.939	0.000
PSQ	0.595	0.104	0.466	5.716	0.000

h. *Dependent Variable: Sustainability of Halal Product Consumption*

H₂: H₀ rejected while H₂ was accepted.

The result of Halal Literacy factor influences the sustainability of Halal product consumption which can be seen in the table above $p = 0.000$ (< 0.05 significant level). Meanwhile, the beta (B) was 0.595 and the R value 0.466. The R value is the correlation of the Halal Literacy factor that influence the sustainability of Halal product consumption. Other than that, the value of R-square (R^2) is 0.217 and researcher can conclude that 21.7% of variation in sustainability of Halal product consumption are explained.

From the ANOVA and coefficient table above, as the F-ratio is 32.674 and significant level of $p = 0.000$ (< 0.05 at significant level). Hence, it can be concluded that halal literacy can explained the statistically significant (variation) of the dependent variable. Thus, the null hypothesis (H₀) is rejected and the alternative hypothesis (H₁) is accepted.

TABLE X. MODEL SUMMARY OF ACCEPTANCE TOWARD ISLAMIC IMAGE

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.695a	0.483	0.478	0.31811

i. *Predictors: (Constant), Acceptance toward Islamic Image*

TABLE XI. TABLE XI. ANOVA OF ACCEPTANCE TOWARD ISLAMIC IMAGE

ANOVAa					
Model 1	Sum of Squares	df	Mean Square	F	Sig.
Regression	11.136	1	11.136	110.042	0.000b
Residual	11.941	118	00.101		
Total	23.077	119			

j. *Dependent Variable: Sustainability of Halal Product Consumption*

k. *Predictors: (Constant), Acceptance toward Islamic Image*

TABLE XII. COEFFICIENT OF ACCEPTANCE TOWARD ISLAMIC IMAGE

Model 1	Unstd. Coef.		Std. Coef.	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.160	0.325		3.571	0.001
PSQ	0.734	0.070	0.695	10.490	0.000

l. *Dependent Variable: Sustainability of Halal Product Consumption*

H₃: H₀ rejected while H₃ was accepted.

The result of acceptance toward Islamic image factor influence the sustainability of Halal product consumption which can be seen in the table above $p = 0.000$ (< 0.05 significant

level). Meanwhile, the beta (B) was 0.734 and the R value 0.695. The R value is the correlation of the acceptance toward Islamic image factor that influence the sustainability of Halal product consumption. Other than that, the value of R-square (R^2) is 0.483 and researcher can conclude that 48.3% of variation in sustainability of Halal product consumption are explained.

From the ANOVA and coefficient result, as the F-ratio is 110.136 and significant level of $p = 0.001$ (less than 0.05 at significant level). Hence, it can be concluded that acceptance toward Islamic image can explained the statistically significant (variation) of the dependent variable. Thus, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted.

TABLE XIII. MODEL SUMMARY OF PRODUCT SAFETY AND QUALITY

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.628a	0.394	0.389	0.34414

m. *Predictors: (Constant), Product Safety and Quality*

TABLE XIV. ANOVA OF PRODUCT SAFETY AND QUALITY

ANOVAa					
Model 1	Sum of Squares	df	Mean Square	F	Sig.
Regression	9.102	1	9.102	76.851	0.000b
Residual	13.975	118	0.118		
Total	23.077	119			

n. *Dependent Variable: Sustainability of Halal Product Consumption*

o. *Predictors: (Constant), Product Safety and Quality*

TABLE XV. COEFFICIENT OF PRODUCT SAFETY AND QUALITY

Model 1	Unstd. Coef.		Std. Coef.	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.696	0.328		5.177	0.000
PSQ	0.631	0.072	0.628	8.766	0.000

p. *Dependent Variable: Sustainability of Halal Product Consumption*

H_4: H_0 rejected while H_4 was accepted.

The result of product safety and quality factor influence the sustainability of Halal product consumption which can be seen in the table above $p = 0.000$ (< 0.05 significant level). Meanwhile, the beta (B) was 0.631 and the R value 0.628. The R value is the correlation of the product safety and quality factor that influence the sustainability of Halal product consumption. Other than that, the value of R-square (R^2) is

0.394 and researcher can conclude that 39.4% of variation in sustainability of Halal product consumption are explained.

From the ANOVA and coefficient result, as the F-ratio is 76.851 and significant level of p=0.000 (< 0.05 at significant level). Hence, it can be concluded that Product safety and quality can explained the statistically significant (variation) of the dependent variable. Thus, the null hypothesis (H_0) is rejected and the alternative hypothesis (H_1) is accepted.

III. CONCLUSION

In conclusion, this paper studies the sustainability of halal product consumption in Melaka City based on four main variables which are: (i) Awareness toward Halal Labelling, (ii) Halal Literacy, (iii) Acceptance toward Islamic Image, and (iv) Product Safety and Quality. These factors are chosen in order to state the impact toward Sustainability of Halal Product Consumption. All the factors have been identified as having significant factor that influence the sustainability of halal product consumption and research objective achieved.

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