

JOURNAL OF HALAL QUALITY AND CERTIFICATION

Research on Consumer Perception Towards Halal Products

¹Benjamin Čaušević, ¹Jasna Bajramović, ¹Muhamed Gladan,
²Midhat Jašić, ²Damir Alihodžić, ²Kemal Sejrančić

¹*Institute for health and food safety, Zenica, Bosnia and Herzegovina,*
²*Agency for Halal Quality Certification, Tuzla, Bosnia and Herzegovina*

Corresponding author: Benjamin Čaušević
E-mail address: benjamin.causevic@live.com

Professional paper



ABSTRACT

The aim of this research was to analyze consumer perceptions, trust, and needs regarding halal products, with a focus on identifying key trends and obstacles. Survey results revealed a high level of awareness about the importance of halal certification, with 60% of respondents expressing full trust in labels, 30% partial trust, and 10% expressing doubts. The main motives for purchasing halal products include religious reasons (50%), health benefits (30%), and quality assurance (20%).

The age structure of respondents shows that the majority are between 30 and 50 years old (70%), while those over 50 years old make up 20%, and those under 30 years old account for only 10%. Regarding product availability, more than half of respondents (55%) find the range unsatisfactory, particularly in the meat and dairy product segments. These groups were highlighted as priorities for improving the offering. Respondents also suggested greater focus on consumer education and certification transparency.

Recommendations for improvement include developing specialized store shelves, increasing product diversity, and investing in marketing aimed at raising awareness of halal product benefits. Additionally, introducing extra controls and strengthening trust through education and public campaigns are proposed.

This research contributes to understanding consumer needs and can serve as a basis for further strategies to develop the halal product market, aiming to meet consumer expectations and strengthen trust in halal certification.

Keywords: *consumer perception, consumer trust, halal products*

Introduction

The growing demand for halal food is an opportunity for every country to compete and participate in the lucrative global halal market. In order to improve and develop halal products and

the halal industry, good marketing planning is of key importance, for which marketing information and forecasts and marketing organization are the most important (Dugonjić, 2019).

The aim of this research was to analyze consumer perceptions, trust, and needs regarding halal

products, with a focus on identifying key trends and obstacles

Halal products occupy a significant place in the global market of the food industry, especially in countries with a predominantly Muslim population. In addition to the religious aspect, halal certification ensures health and product quality, which attracts the wider population. The aim of this paper is to investigate consumer attitudes towards halal products, identify the main obstacles and offer recommendations for improving their availability. Muslims have more purchase intention to consume halal label/logo products (Widyanto and Sitohang, 2021). False information on the Halal logo leading to the loss of confidence and trust can affect their intention to purchase Halal products (Mohamed et al., 2020).

Trustworthiness in the institution for halal foods and beverages was the highest determinant in satisfaction (Alsan et al., 2023). Misleading halal certification and fake news or fabricated news leading to the loss of confidence, affecting intention to purchase halal products about the halal status of particular foods and beverages decrease the trust of costumers (Derahman et al., 2017).

Trustworthiness in the institution for halal foods and beverages was the highest determinant in satisfaction (Madun et al., 2022). Misleading halal certification and fake news or fabricated news leading to the loss of confidence, affecting intention to purchase halal products about the halal status of particular foods and beverages decrease the trust of costumers (Derahman et al., 2017).

Consumption includes morality and spiritual intentions in Islam besides meeting satisfaction for one's needs, achieving God's pleasure and well-being (Ekoyudho, 2021)

Methodology

The survey was conducted via an online form and included questions related to trust in halal labels,

purchase motives, product availability and opportunities for improvement. The collected data was analyzed using quantitative methods to gain insight into the main trends and attitudes of the respondents.

The research was conducted through an online survey designed to collect data on consumer perceptions, trust, and needs regarding halal products. The survey questionnaire was divided into several thematic sections:

- **Demographic Data** (Age, gender, education, and economic status of respondents).
- **Trust in Halal Certification** (Questions about the level of trust in halal labels and perceptions of certification process transparency).
- **Buying Habits and Motives** (Reasons for purchasing halal products religious, health, and quality factors, purchase frequency, and the types of products most commonly bought).
- **Availability and Market Challenges:** Perception of product availability, difficulties in purchasing, and suggestions for improving the product range.
- **Education and Awareness** (Knowledge of halal certification criteria and the need for additional consumer education).

Data was collected through a structured questionnaire created using the Google Forms platform. Respondents accessed the survey via distributed links on social media, email, and through networks of partner organizations.

The collected responses were analyzed using quantitative methods, applying descriptive statistics to identify key trends and behavioral patterns.

The research was conducted with 105 respondents.

Results and discussion

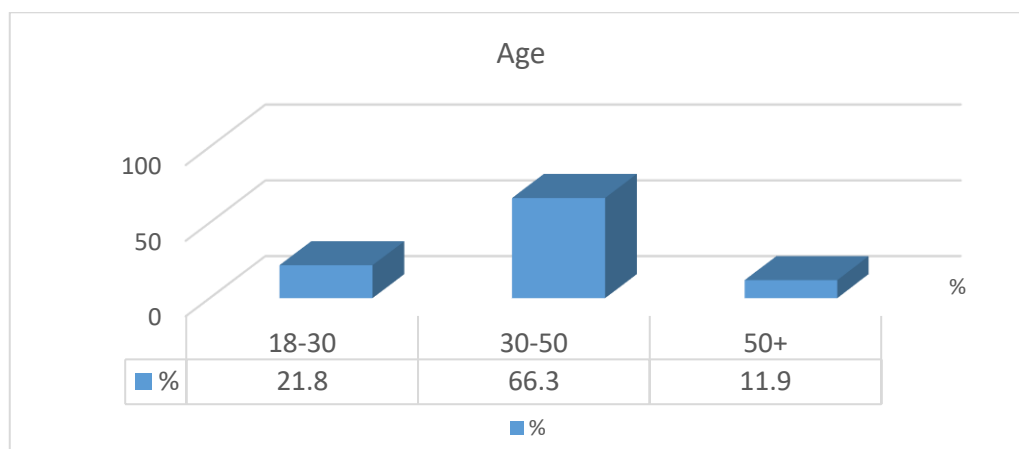


Figure 1 Age structure of respondents

The age structure of the respondents shows that the largest percentage (66.3%) are between 30 and 50 years old. A smaller proportion of

respondents (21.8%) belong to the 18 to 30 age group, while 11.9% are over 50 years old.

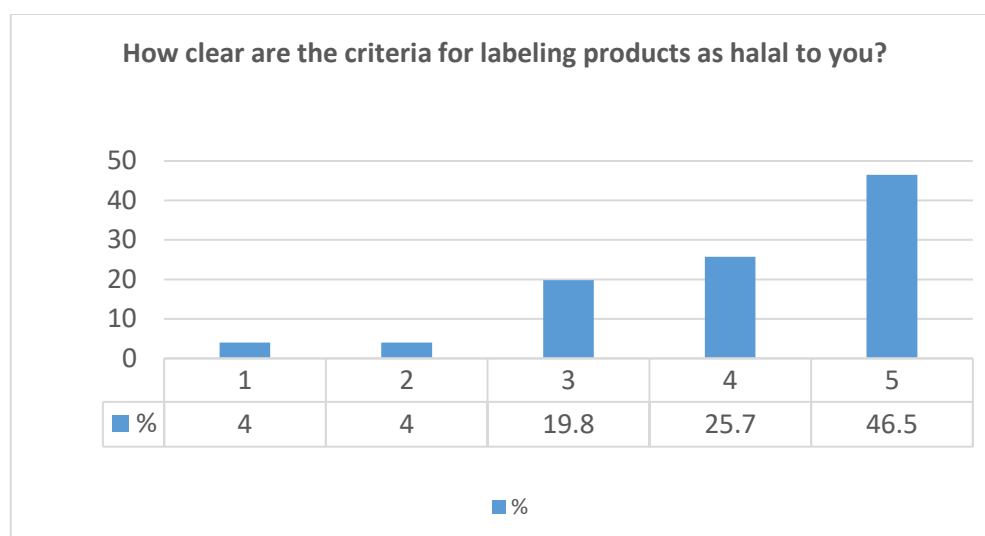


Figure 2 How clear are the criteria for labeling products as halal to you

Knowledge of Halal Certification Criteria
Respondents demonstrated a high level of knowledge regarding the criteria for halal product labeling, with 46.5% stating they are very familiar with the criteria, and 25.7% rated their knowledge as good. However, 4% of respondents felt the criteria were unclear. This indicates the need for greater consumer education, as a clearer

understanding of halal labeling could increase trust and motivate people to purchase halal products. Through additional marketing activities, such as informational materials and educational programs, the understanding of halal certification and its criteria could be improved.

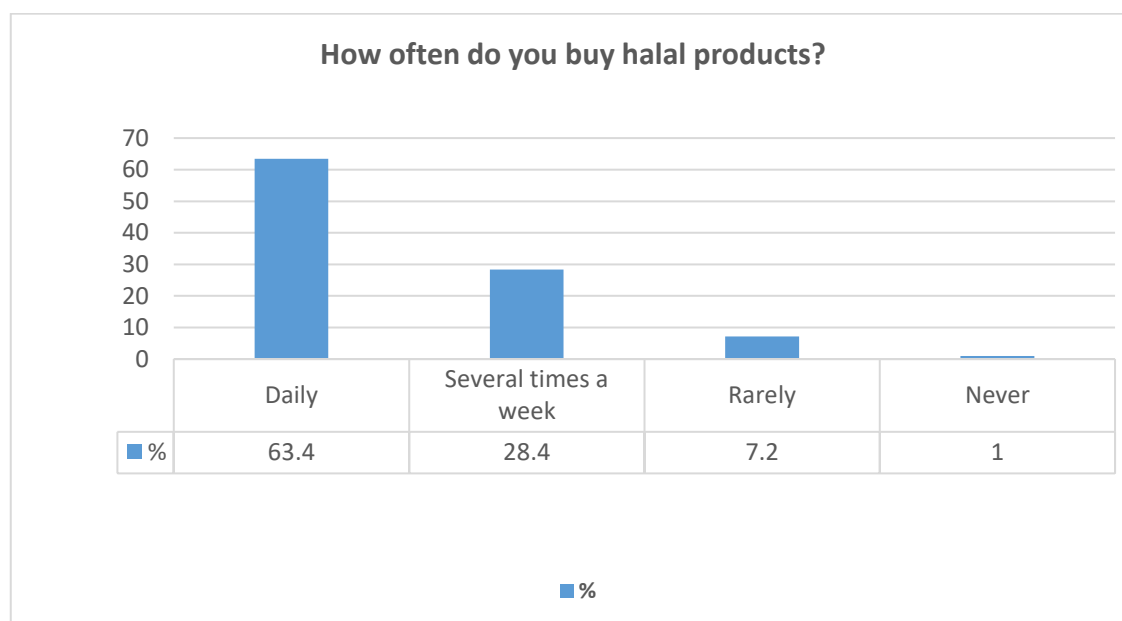


Figure 3 How often do you buy halal products?

Frequency of Purchasing Halal Products
 Respondents showed a high frequency of purchasing halal products, with 63.4% buying halal products daily, and 24.8% purchasing several times a week. Only 1% of respondents never buy halal products. These data indicate a significant demand for halal products, which is

crucial for further market development. However, there appears to be potential to increase the frequency of purchases among those who buy rarely, which could be achieved through stronger promotion and better availability of halal products.

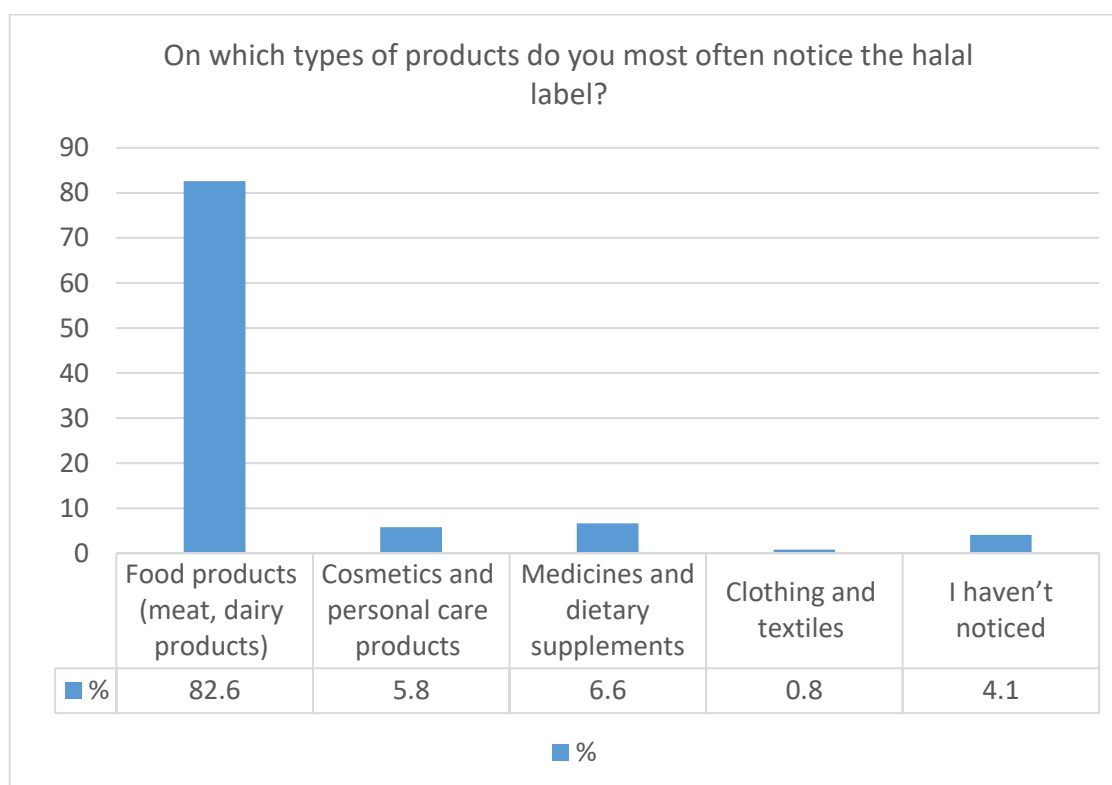


Figure 4 On which types of products do you most often notice the halal label?

Types of Products Where Halal Label is Most Commonly Seen According to responses, 82,6% of respondents most often notice the halal label on food products. A smaller percentage notices the halal label on clothing (0,8%), pharmaceuticals and dietary supplements (6,6%), and cosmetics and personal care products (5.8%). These results suggest that halal products

primarily belong to the food industry, while visibility in other sectors such as pharmaceuticals and cosmetics is lower. To expand the range of halal products, manufacturers should consider introducing halal certification in these sectors, which would further increase consumer interest and trust.

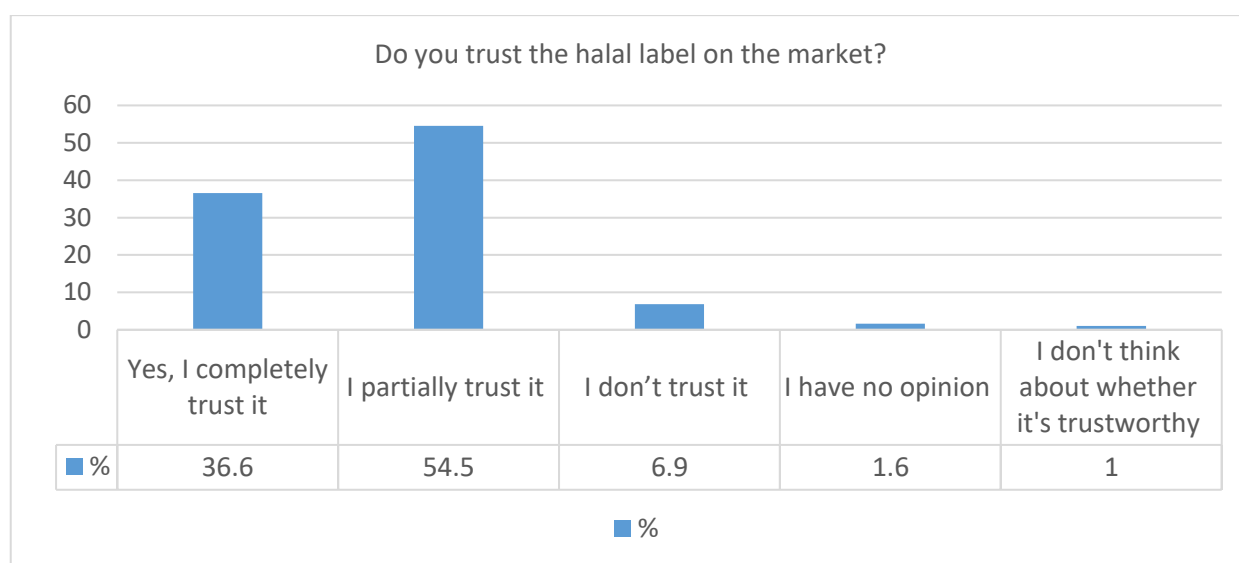


Figure 1 Do you trust the halal label on the market?

Trust in the Halal Label in the Market 36.6% of respondents completely trust the halal label, while 54.5% partially trust it. On the other hand, 6.9% of respondents do not trust the halal label. These results show a high level of trust in halal certification but also a certain percentage of

uncertainty. This uncertainty may stem from issues with the transparency of certification processes and doubts about product quality. There is a need to work on increasing the transparency of halal certification to reduce doubts and increase trust among consumers.

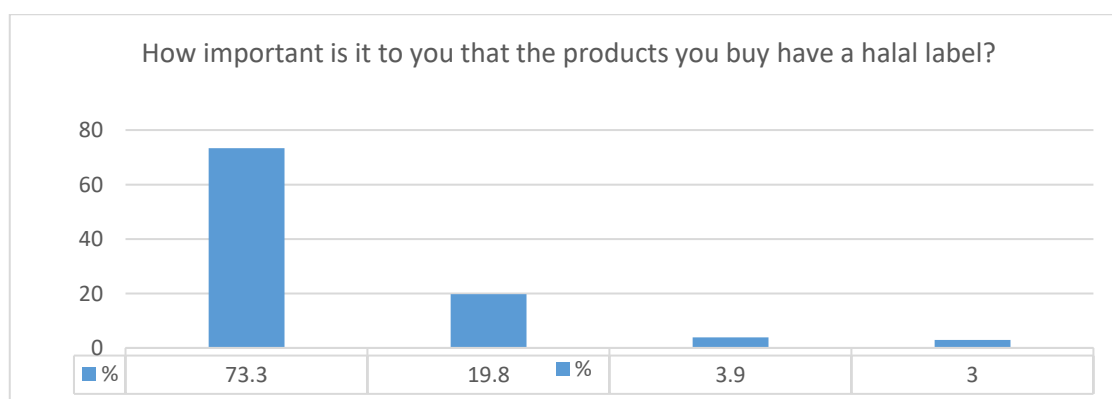


Figure 6 How important is it to you that the products you buy have a halal label?

Importance of the Halal Label When Purchasing
According to the results, 73.3% of respondents consider the halal label very important, while 19.8% consider it moderately important. Only 3% of respondents do not pay attention to the halal label. This shows that the majority of consumers place significant importance on halal certification

when choosing products. Consumers increasingly recognize halal products as safer and of higher quality, which can be leveraged for further development and promotion of the halal market.

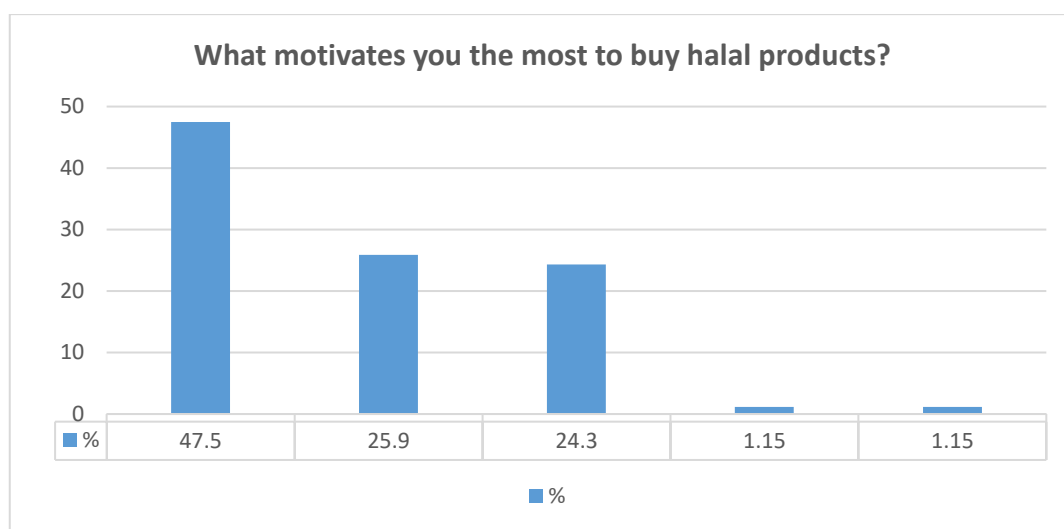


Figure 2 What motivates you the most to buy halal products?

Motivations for Purchasing Halal Products
Respondents most often cited religious reasons (47,5%) as their motivation for purchasing halal products, while health reasons (25,9%) and product quality and safety (24,3%) were also important factors. These results confirm that halal

food, in addition to meeting religious norms, is also recognized as a healthier option. Manufacturers could further emphasize the health benefits of halal products in marketing campaigns to attract a broader population.

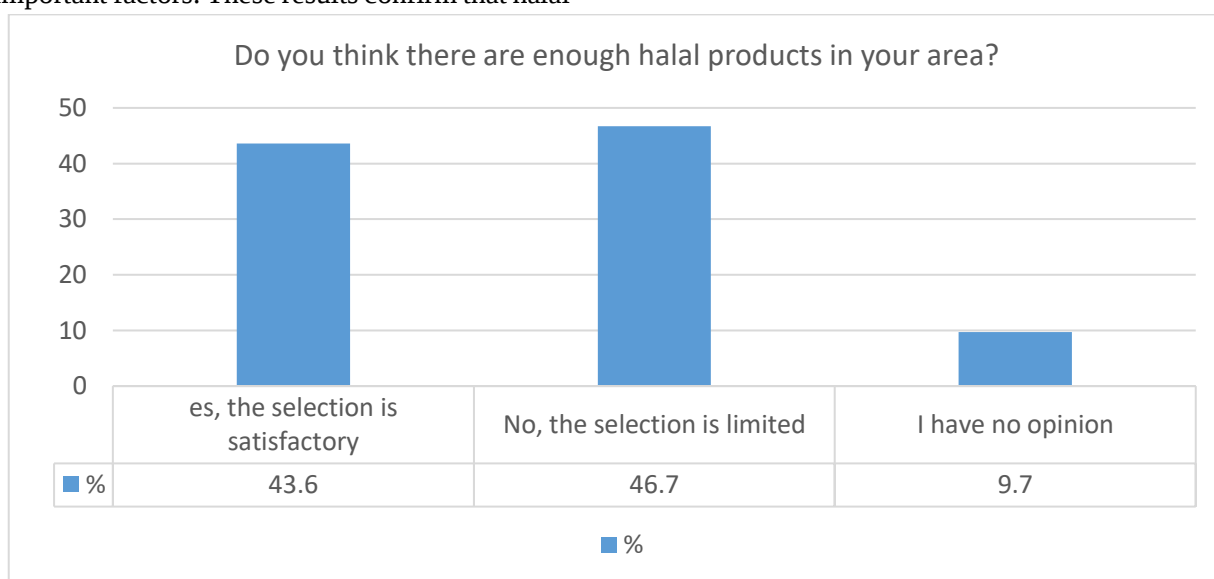


Figure 8. Do you think there are enough halal products in your area?

Availability of Halal Products Half of the respondents believe that the availability of halal products is unsatisfactory, while 43.6% consider the availability satisfactory. This result highlights the need to expand the range of halal products in stores to meet the growing market demand.

Specialized halal product shelves could help improve the availability and visibility of these products, which would increase their purchase.

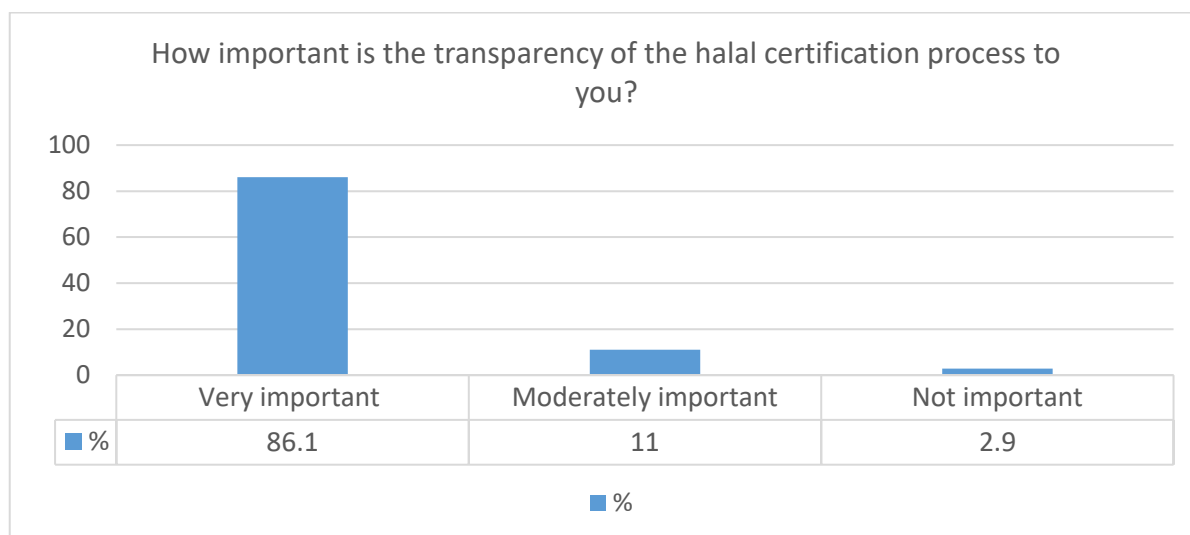


Figure 3 How important is the transparency of the halal certification process to you?

Importance of Transparency in Halal Certification 86.1% of respondents believe that transparency in halal certification is very important. This highlights the need for greater emphasis on clarity and transparency throughout

the certification process, including information about ingredients, production methods, and quality control. A clearer explanation of the certification process can increase consumer trust and reduce uncertainty regarding halal products.

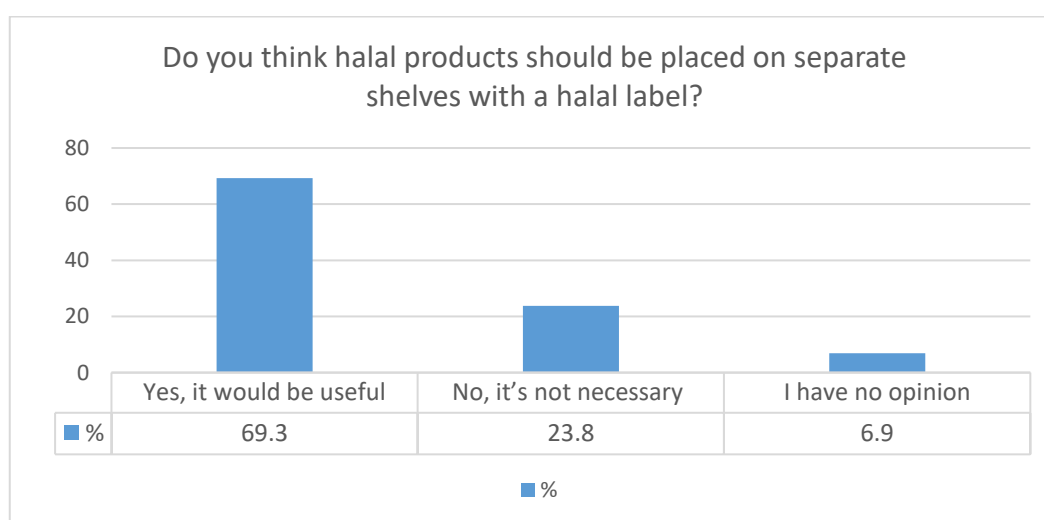


Figure 4 Do you think halal products should be placed on separate shelves with a halal label?

Special Shelves for Halal Products 69.3% of respondents believe that it would be useful to have dedicated shelves for halal products in stores. This would increase the visibility of halal products and make it easier for consumers to find these products. This suggestion aligns with trends in retail, where specialized sections for specific products help create clearer identities and greater demand.

Increasing Demand for Halal Products: Key Steps for Market Improvement In today's globalized market, halal products are experiencing significant growth, with their influence extending beyond the boundaries of Muslim communities.

Question "What types of halal products do you miss the most?"-free answer

According to the responses to the survey on the availability of halal products, the market shows a significant need for expanding the offering in several key categories. The majority of responses pertain to meat and meat products, which constitute the core of consumers' dietary habits. Although chicken is already available on the market, there is a need for greater availability of other types of meat, such as turkey, as well as meat products like burgers, ćevapi, and dry-cured meats(restaurants). Consumers also emphasize the importance of transparency in the slaughter process, meaning the meat must truly adhere to halal practices in line with Sharia law, not just be labeled as halal.

There is a significant demand for halal sweets, particularly those containing gelatin, such as gummy candies. This is a specific issue because gelatin must be plant-based or synthetic, not of animal origin.

In addition to food, there is a need for halal cosmetics, hygiene products such as toothpaste, and medicines that should comply with Sharia law. This demand is especially pronounced among consumers who wish to use products that are halal not only in food but also in everyday consumer goods.

The lack of halal-certified non-alcoholic beverages is also mentioned in the surveys,

indicating the need to expand the offering in this category.

Consumers also point to a broader need for halal versions of various food products, including dairy products, soups, spices, mayonnaise, instant coffee, chewing gum, and similar items. This suggests growing interest in halal-certified products across all segments of food.

Conclusion

The halal market holds significant growth potential, not only as a religious concept but also as a market opportunity that meets the needs of diverse consumers seeking ethical, safe, and healthy products. To fully realize this potential, several key strategies must be implemented. Increasing the availability of halal products, consumer education, transparency in the certification process, support for local producers, and stronger marketing efforts can significantly contribute to growing demand.

One of the key steps to increasing the availability of halal products is the introduction of specialized shelves in stores. Dedicated spaces for halal products would provide consumers with easier access and better visibility, attracting a wider audience, not only consumers from Muslim communities but also those seeking products that support a healthier lifestyle. Specialized sections would allow halal products to become an integral part of the broader offering, thus increasing their availability and recognition.

Consumer education plays a crucial role in increasing demand for halal products. It is essential to ensure that consumers are better informed about what halal means and the benefits these products offer, enabling them to make educated purchasing decisions. Transparency in the certification process is also vital for building consumer trust. Clear communication about what halal certification entails, including production, packaging, and storage standards, will ensure that consumers can trust the products they purchase.

The halal market extends beyond food to include cosmetics, pharmaceuticals, and financial services that comply with Sharia principles. Developing these services, such as halal loans,

insurance, and investments, can significantly contribute to the market's expansion, creating a new segment that connects halal products with broader social and economic activities.

Encouraging local producers to obtain halal certification is essential for diversifying the halal product range. Local producers often benefit from lower production costs and faster distribution, which enables competitive pricing. Providing subsidies or other forms of assistance to help local producers transition to halal production can accelerate market growth. Continuous education for producers about the value of halal certification and its positive impact on market recognition and demand can motivate them to adopt halal standards.

To raise the profile of halal products, a strong marketing strategy is necessary. Advertising campaigns should highlight the quality, safety, and ethical aspects of halal product production. Using social media and digital platforms to promote these products, especially through educational content, can help reach a broader audience, particularly younger generations. Innovative marketing tactics, such as video content that explains the halal production process, can make halal products more appealing to a wider consumer base.

The visibility and reliability of the halal label are key factors that need to be improved. Consumers require clear and recognizable labels that allow them to easily identify halal products. Introducing standardized, globally recognized symbols for halal products can help eliminate confusion. Additionally, providing clear guidelines on what qualifies as halal—including ingredients, packaging, and production methods—can build consumer trust and reduce doubts about the authenticity of halal products.

In conclusion, with the right strategies, the halal market can become a key segment of the global industry, offering products that meet the needs and values of a growing and diverse consumer base.

References

- Aslan, H. (2023). The influence of halal awareness, halal certificate, subjective norms, perceived behavioral control, attitude and trust on purchase intention of culinary products among Muslim costumers in Turkey. *International Journal of Gastronomy and Food Science*, 32, 100726.
- Derahman, Z., Takrim, K. B., & Rahman, Y. A. (2017). Customers' intention to eat at halal certified restaurant using SEM PLS. *Politeknik & Kolej Komuniti Journal of Social Sciences and Humanities*, 1(1), 9-23.
- Dugonjić, A. (2019). Halal standard po mjeri čovjeka. *Islamska zajednica u Hrvatskoj*, Zagreb, Republika Hrvatska: str, 73-77.
- Ekoyudho, P. (2021). Factors That Influence Muslims' Buying Behaviour Of Halal Meat Products In The Special Region Of Yogyakarta.
- Mohamed, Z., Shamsudin, M. N., & Rezai, G. (2013). The effect of possessing information about halal logo on consumer confidence in Malaysia. *Journal of International Food & Agribusiness Marketing*, 25(sup1), 73-86
- Widyanto, H. A., & Sitohang, I. A. T. (2022). Muslim millennial's purchase intention of halal-certified cosmetics and pharmaceutical products: the mediating effect of attitude. *Journal of Islamic Marketing*, 13(6), 1373-1394.

Istraživanje percepcije potrošača prema halal proizvodima

¹Benjamin Čaušević, ¹Jasna Bajramović, ¹Muhamed Gladan, ²Midhat Jašić,
²Damir Alihodžić, ²Kemal Sejrančić

¹ Institute for health and food safety, Zenica, Bosnia and Herzegovina,

² Agency for Halal Quality Certification, Tuzla, Bosnia and Herzegovina

Autor za korespondenciju: Benjamin Čaušević

E-mail adresa: benjamin.causevic@live.com

Stručni rad

SAŽETAK

Cilj ovog istraživanja bio je analizirati percepciju, povjerenje i potrebe potrošača u vezi s halal proizvodima, s naglaskom na identifikaciju ključnih trendova i prepreka. Rezultati ankete pokazali su visok nivo svijesti o važnosti halal certifikacije, pri čemu je 60% ispitanika izrazilo potpuno povjerenje u oznake, dok je 30% djelomično vjerovalo, a 10% izrazilo sumnju. Glavni motivi za kupovinu halal proizvoda uključuju vjerske razloge (50%), zdravstvene benefite (30%) i osiguranje kvalitete (20%).

Dobna struktura ispitanika pokazuje da većinu čine osobe između 30 i 50 godina (70%), dok stariji od 50 godina čine 20%, a mlađi od 30 godina samo 10%. Što se tiče dostupnosti proizvoda, više od polovine ispitanika (55%) smatra ponudu nezadovoljavajućom, posebno u segmentima mesnih i mliječnih proizvoda. Ove grupe su istaknute kao prioritetne za poboljšanje ponude. Ispitanici su također predložili veći fokus na edukaciju potrošača i transparentnost certifikacijskih procesa.

Preporuke za poboljšanje uključuju razvoj specijaliziranih polica u trgovinama, povećanje raznolikosti proizvoda i ulaganje u marketing usmjeren na podizanje svijesti o prednostima halal proizvoda. Osim toga, predlaže se uvođenje dodatnih kontrola i jačanje povjerenja kroz edukaciju i javne kampanje.

Ovo istraživanje doprinosi razumijevanju potreba potrošača i može poslužiti kao temelj za daljnje strategije razvoja tržišta halal proizvoda, s ciljem zadovoljenja potrošačkih očekivanja i jačanja povjerenja u halal certifikaciju.

Ključne riječi: percepcija potrošača, povjerenje potrošača, halal proizvodi
