

THE ROLE OF HALAL ATTRIBUTE AS HALAL PRODUCT POSITIONING IN DETERMINING CONSUMER PURCHASE INTENTION

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ABSTRACT

This conceptual paper aims to investigate halal product attributes as halal product positioning in determining consumer purchase intention. This paper will review previous literature from marketing and social science perspectives. To focus on the halal market segment, this study seeks to address the issue of positioning dimensions that are in line with syariah requirements. The elements of halal product attribute discovered in this study range from safety, purity, product ingredient, and halal logo. In the context of this study, it is predicted that consumers, Muslims, and non-Muslims will behave predictably while purchasing halal food products, as proposed by Ajzen 1991. The Theory of Planned Behaviour will be used as an underpinning theory that clarifies how individual human thoughts or perceptions are shaped or impacted by a person's desire to engage in a particular behaviour. However, this study does not provide any empirical findings which mark the limit of the research.

Keywords: Positioning; Halal product; Halal positioning; Halal attribute; Purchase intention.

INTRODUCTION

The demand of halal products is increasing year by year as reported by HDC (2020), the market share for global halal consist of USD 3.1 trillion and it is expected to become USD 5.0 trillion in 2030. The trend of consuming halal product is become a phenomenon when people are starting to look a healthy and safe to use in consumer in their daily consumption (Nordin et al. 2021). On top of that factor that makes halal product demand increasing is because of the expansion among the Muslim population in the world. According to World population review (2022), there are 1.9 billion Muslim in 2020 and it will expand to become 2.2 billion Muslim in the world in 2030. Not just because the expansion of Muslim people, the acceptance of the non-Muslim consumer in other countries contribute to the raising of demand in halal food products (Golnaz et al. 2010). The non-Muslim consumer identify and differentiate between halal food product with other product is by recognizing the characteristics of halal product such as halal logo and certification, halal ingredient used, safety and cleanliness factor (Golnaz et al. 2010; Daud et al. 2012). Therefore, the attribute of halal products play an important role in distinguishing between halal and non-halal product. Other than that, the concept of *halalan-toyyiban* is the most important concept in supporting the halal attribute and it also act as positioning dimensions to be implement in the company's marketing strategy (Neio Demirci, Soon & Wallace 2016).

Positioning is part of important marketing strategy that a company must have. It will determine the competitive advantage and differentiate itself from other competitors. The idea of positioning is to place a product or a brand in a unique space in the customer's mind and be

different from others (Akpoymare, Kunle Adeosun & Ajao Ganiyu 2013; Kotler & Armstrong 2004). Since global halal market is expanding, the competition among industry players become tough and competitive. Therefore, the halal industry players must develop a strategy to help them in position their company offering and have a special place in the consumer mind (Nik Muhammad, Isa & Kifli 2009) by using the halal attribute that has been mentioned by previous studies. There are many studies has been done regarding positioning and numerous of positioning strategies developed from past studies. One of the well-known positioning dimensions that been used in most of marketing strategy is the attribute-based positioning by Aaker and Shansby (1982). According to both scholars, attribute-based positioning highlights the product characteristics that makes the product unique and different, at the same time provide benefit for the consumer. However, not all positioning strategies are suitable to be implemented for halal products. This is because halal product is related to Islam religion that become the main guideline for Muslim (Alserhan & Althawadi 2016; Wilson 2014). Therefore, having the halal attribute-based positioning tailored for halal products is critical to catering to the Muslim market. This current study suggested halal attribute for halal product that can be consider are safety, purity, product ingredient and halal logo toward halal products.

Besides that, the attribute-based positioning may have impact on the consumer purchase intention. Studies by Chang and Jai (2015) and Paharia, Avery, and Keinan (2014), shows that consumer purchase intention happen when company managed to position their product into consumer mine. In fact, in past studies positioning has been tested as moderator in between attitude, subjective norms, and purchase intention for halal cosmetic, the study shows that positioning has a significant result as moderator between variables (Nor Rahimy Khalid, Che Aniza Che Wel, & Suraya Akmar Mokhtaruddin 2021). Therefore, it shows that positioning does affect purchase intention which including the halal attribute-based positioning. Thus, this study will focus on four characteristics of halal product attribute positioning namely - safety, purity, product ingredient, and halal logo. These factors are expected to have a direct impact on consumer purchasing intention. This study aims to examine the relationship of halal product attribute with consumer purchase intention. Understanding these relationships will assist halal industry players in building a comprehensive halal product positioning strategy.

LITERATURE REVIEW

The increasing demand of halal product and consumer purchase intention has drawn an attention among marketing practise and the academician. Therefore, there are numerous research regarding halal product been done by various scholars. This study objective is to examine the halal attribute that act as positioning dimension or in other words halal attribute-based positioning. This current study implements the review method on previous studies in halal product. As mentioned by Aaker and Shansy (1982), product attribute consists of the characteristic of the product and benefit that consumer can gain from the products. Due to that, most of the previous study did verify several variables that can be consider as halal attribute (Table 1) and can be used as positioning dimension. Most of the past study used the Theory of Planned Behaviour as their underpinning theory in examining the purchase intention among consumer, so that for this current study. The theory was developed by Ajzen and Fishbein (1980), explained that purchase intention was influence by three main variables called attitude, subjective norms, and perceived behaviour control. In this current study scenario, TPB was employed to examine the relationship between consumer purchase intention and the diversity of halal attributes.

Table 1 Existing Halal Studies in Multiple Areas

Author(s), year	Area of Halal Study	Variables
Neio Demirci et al. (2016)	Halal Food	Safety
Shah et al. (2019)	Halal Product	Purity
Golnaz et al. (2010)	Halal Food	Safety / Purity / Product Ingredient
Mustaffa (2019)	Halal Food	Safety / Purity
Azam (2016)	Halal Food	Product Ingredient / Halal logo
Aziz and Chok (2013)	Halal Food	Halal logo and certification
Ahmad (2015)	Halal Brand Personality	Safety / Purity
Takeshita (2019)	Halal Food	Product Ingredient Halal logo and certification
Yunus et al. (2014)	Halal Food	Product Ingredient
Ali et al. (2021)	Halal Brand	Safety / Purity
Mohezar et al. (2016a)	Halal Cosmetic	Safety / Purity / Product Ingredient
Daud et al. (2012)	Halal Cosmetic	Purity / Safety
Rezai et al. (2012)	Halal Food	Safety
Haque et al. (2015)	Halal Food	Safety
Low and Cheng (2008)	Halal Brand	Safety / Purity
Omar et al. (2012)	Halal Food	Safety / Product Ingredient
Soon et al. (2017)	Halal Supply Chain	Safety / Purity
Nor Rahimy Khalid et al. (2021)	Halal Cosmetic	Purity / Product Ingredient / Safety
Sugibayashi et al. (2019)	Halal Cosmetic	Safety / Purity / Product Ingredient
Khan et al. (2021)	Halal Cosmetic	Safety / Purity / Product Ingredient
Aziz and Wahab (2013)	Halal Cosmetic	Safety / Purity
Asnawi et al. (2020)	Halal Cosmetic	Safety
Bonne et al. (2009)	Halal Food	Safety
Ruslan et al. (2018)	Halal Food	Product Ingredient / Safety
Wilkins et al. (2019)	Halal Food	Safety / Purity
Hassan et al. (2020)	Halal Food	Product Ingredient / Purity / Safety
Ayyub (2015)	Halal Food	Purity
Widyanto and Sitohang (2021)	Halal cosmetic	Halal logo and certification
Jaiyeoba, Abdullah, and Dzuljastri (2020)	Halal product	Halal logo and certification
Shah Alam and Mohamed Sayuti (2011)	Halal Food	Product Ingredient / Purity / Safety
Salindal (2019)	Halal food	Halal logo and certification

According to the table above, it is shows that most of previous studies have identify variables that always been studies in halal products area and can be consider as halal attribute – safety, purity, product ingredient and halal logo. These variables can act as halal attribute-based positioning as suggested by Aaker and Shansby (1982).

FINDING AND DISCUSSION

The attribute for halal product is unique and differ from conventional product. Halal product must go through the process of *halalan-toyyiban* start from raw material until end products. The product must meet the syariah requirement and halal standard set by the authority. The concept of *halalan-toyyiban* makes sure the process of making the product is safe, pure, healthy, and using halal material in term of ingredient or equipment used during processing. The concept is important to maintain the attribute of halal product so that it can gain a special place in the customer mind and may influence their purchase intention.

To differentiate between halal product and other product is by using the element of purity. Purity is meant for clean, hygienic, and high quality. Nor Rahimy Khalid et al. (2021), proposed that purity is about modesty, linked to cleanliness, starting with the raw material, and ending with the finished product. Consumer will feel confidence and may influence purchase intention when the product has no suspicious element (*syubhah*) (Ali, Razali, and Othman 2021). Meanwhile, according to Daud et al. (2012), purity mean clean and free from contaminants. This is important for Muslim to keep clean due to worship of Almighty Allah or *solah*.

Purity is meant for all halal products either food or non-food, this is because halal product must face the *halalan-toyyiban* concept to make sure the product maintains the halal attribute that can influence the purchase intention among consumer (Mustaffa 2019; Ahmad 2015; Hassan et al. 2020; Aziz & Wahab 2013; Khan et al. 2021). As a result, this study hypothesizes that

H1: There is a relationship between purity and consumer purchase intention

In Islam, safety is another important element that should be consider. Muslim are not allowed to eat or to use product that contain prohibited ingredients such as toxic chemicals, porcine DNA, blood, and harmful insects especially in their foods. A halal product is safe, clean, and hygienic. Furthermore, safety is portrayed as an image of halal product brands. As agreed by Ahmad (2015), there are five halal brand personality elements, and safety is part of it. Safety also may lower the risk during the purchasing a product. This is matched with the concept of *halalan-toyyiban* where safety is one of the main elements as the term halal can refer to more than the existence of pure and healthy goods and services (Ali, Razali & Othman 2021).

Meanwhile, for the non-Muslim consumer, they consume halal product such as halal food because of the safety factor. People in Russia and the Philippines prefer to eat halal food since it is safe, healthy, and environmentally friendly (Golnaz et al. 2010; Haque et al. 2015). On top of that, the non-Muslim consumer exercise the healthy lifestyle where they eat organic food which they concern on chemical used in the food. Since the concept of *halalan-toyyiban* is comprehensive, halal supply chain also stressed on the safety element in handling halal product on board. Besides that, halal supply chain has made their preparation in equipment by differentiate between halal and non-halal product equipment. As mentioned by Soon, Chandia & Regenstein (2017), for halal supply chian it is crucial to procurement of various permissible raw materials and their preparation (such as appropriate halal slaughter and no cross-contamination with haram products). Through safety element, it may influence the purchase intention among consumer by giving them confidence that the product that they consume is healthy and safe to eat or use. Therefore, it is hypothesized that;

H2: There is a relationship between safety and consumer purchase intention

When it comes to food, the first thing that comes to mind is the ingredient. Halal food places great importance on the ingredients used while preparing the food. Food containing prohibited ingredients such as alcohol, blood, pig, or any porcine DNA, an animal that is deadly and unsafe to eat, is forbidden to Muslims. Muslims may be more informed about the ingredients in the foods and products they buy or consume (Azam 2016). Hence, a halal food manufacturer must label and list all the ingredients used, allowing Muslim consumers to avoid buying food that contains non-halal ingredients. Product ingredients are crucial not just for halal foods, but also for non-food product like halal cosmetics because it will use at a consumer's skin. Halal beauty products are also known for being clean, safe, and of excellent quality. Halal cosmetics are made with natural ingredients that are gentle on hair and skin and are not tested on animals (Mohezar et al. 2016a).

Non-Muslim customers are concerned about the ingredients in halal products because halal food is healthful and organic. Any chemical used as a food ingredient will wreak havoc on their diet. Rigorous scientific research to make a product that is pure, safe, and made with the best natural ingredients, product ingredients go above religious criteria. Product ingredients, like purity and safety, might impact consumer purchasing intention. Individual and environmental factors, such as product ingredients, have a significant impact on customers' food purchase intentions in general. The contents of a product have a major influence on whether or not a Muslim will buy Halal packaged food (Yunus et al. 2014; Golnaz et al. 2010). Therefore, it is hypothesized that;

H3: There is a relationship between product ingredients and purchase intention

Obviously, halal logo is the main indicator for all halal products. It differentiates between the halal and non-halal products especially food. Halal logo may help Muslim consumer in avoiding buying a product which contain non-halal ingredient or item that is uncertainty (*syubhah*). Most in the past studies show that halal logo did influence consumer purchase intention (Khan, Sarwar, and Tan 2021; Bashir 2019). Instead becoming as, a benchmark for halal products, halal logo play a role in determining the standard of halal product which are pure, safe, and high quality. Halal logo has become a compulsory for halal product to influence the consumer purchase intention (Aziz & Chok 2013; Takeshita 2019; Zaidun & Hashim 2018). Meanwhile, the non-Muslim consumer will make halal logo as their main references before they are buying food or other product (Golnaz et al. 2010; Azam 2016). Therefore, it is hypothesized that;

H4: There is a relationship between halal logo and consumer purchase intention

CONCLUSION

Apparently, in past study scholars managed to identify several variables that can be consider as halal attribute which consist of safety, purity, product ingredient and halal logo. This attribute help in distinguishing halal and non-halal food products since all halal products must comply with the *halalan-toyyiban* concept during production. The non-Muslim consumer used these attributes as main reference to differentiate between halal food and other food products. Plus, the non-Muslim consume halal food because of safety, clean and hygienic factor. Halal market is a niche market, halal industry players need to develop specific marketing strategy including positioning to cater with the market. The positioning strategy must comply with Islamic teaching and fulfil the *shariah* requirement. The current positioning strategy is suit with western culture as mentioned by Islam and Chandrasekaran (2013); Alserhan and

Althawadi (2016), which it not suitable to implement for halal market. Religion is inseparable with all matter related to Muslim consumer either their daily routine activities or consumption activities.

Halal food become accepted by non-Muslim nowadays, as for Muslim they are compulsory eating halal food. Attribute like safety, purity, product ingredient and halal logo help halal food become well-known in global industry. JAKIM is the responsible bodies in Malaysia to make sure all halal product maintain halalness and comply with shariah requirement and follow the concept of halalan-toyyiban. Even though the product is imported, halal supply chain will play a role in keeping the halal requirement is fulfilled for those products. Separate equipment will be used to handle halal food such as storage, warehouse, other machinery, utensil, and other packaging tools. All these is to make sure that the product is safe and pure as per concept of halalan-toyyiban. Furthermore, halal branding puts a focus on purity, safety, and familiarity. Most consumers are familiar with the halal brand due to the safety factor. Furthermore, familiarity is critical in raising customer awareness of halal food products. Previous research has linked familiarity to product ingredients because the consumer is familiar with the ingredients in halal food. There must be no blood, harmful substances, porcine DNA, dangerous insects, or human body parts in the ingredient. This is to verify that halal food products are safe and pure. All of this is familiar to all consumers.

Furthermore, these halal attributes can be implemented to other halal products such as cosmetic, pharmaceutical, medical, and medical device, halal tourism, and entertainment. The element of safety, purity, product ingredient and halal logo are comprehensive which applicable to all products either food or non-food. Due to that, this element can be use as halal attribute-based positioning strategy to cater with halal market since these elements show the characteristic of halal products and provide benefit to consumer who consume halal food or other products. Marketer can use these attributes in their marketing strategy especially positioning strategy which is it suit with the nature of halal product and market. Other than that, these attributes may influence on the consumer purchase intention as proven by previous research. Consumer are feeling confidence toward halal product once they saw halal logo. This is because, halal logo represents the other element since the product may run through thorough inspection from JAKIM before they get halal logo. Which mean the product is certified safe, pure, clean and high quality. Thus, it may affect consumer purchase intention toward halal food.

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APPENDIX A

TITLE	AUTHOR(S) / YEAR	FINDING	VARIABLES
Positioning food safety in halal assurance	Neio Demirci et al. (2016)	Food safety issues are part of the context of halal certification.	Safety
Halal marketing: a marketing strategy perspective	Shah et al. (2019)	Halal is an attribute to create a distinct image in the minds of Muslim consumers, whilst commercial firms can use the halal's hygienic nature to position themselves among non-Muslims.	Purity
Non-Muslims' awareness of halal principles and related food products in Malaysia"	Golnaz et al. (2010)	Food safety and healthiness play an important role in marketing halal food products. consumers' purchase intentions for food are strongly influenced by individual and environmental factors such as marketing information, situation, and food-specific features, which include product ingredients. "	Safety Purity Product Ingredient
Developing the <i>halalan-tayyiban</i> concept in Malaysia's food industry	Mustaffa (2019)	A decent and quality food product must meet halal (pure and safe) standards.	Safety Purity
An empirical study on Non -Muslim's packaged halal food manufacturers Saudi Arabian consumers' purchase intention"	Azam (2016)	Product ingredients may include concerns about the consumer's knowledge of the ingredient, quality, as well as the food's safety. From the perspective of familiarity with its ingredients, it can impact Muslim customers' judgments on a product's "halalness" Muslims may be more knowledgeable about the ingredients in the foods or items they want to purchase or consume.	Product Ingredient Halal logo and certification
The role of halal awareness, halal certification, and marketing components in determining halal purchase intention among non-Muslims in Malaysia: a structural equation modeling approach	Aziz and Chok (2013)	Ingredients for specific products must be disclosed in detail because they serve as a guide for non-halal items. halal items should be seen as a mark of purity, safety, and high quality.	Halal logo and certification
Antecedents of halal brand personality"	Ahmad (2015)	Due to a rise in Muslim consumers, purity features, which are essential in the manufacture and sale of halal products, are making inroads into traditional markets. This approach offers greater product safety than typical halal products and services, and it can be employed as a corporate, marketing, and communication strategy.	Safety Purity
Halal certification or ingredient disclosure a comparative analysis of serving food in Japanese tourist destinations	Takeshita (2019)	Muslim tourists want to see both halal certification and ingredient disclosure.	Product Ingredient Halal logo and certification

Muslim's purchase intention towards non-Muslim's halal packaged food manufacturer	Yunus et al. (2014)	Muslims' intentions to buy halal food products supplied by non-Muslim businesses have been considerably impacted by halal awareness and product ingredients.	Product Ingredient
Enhancing brand awareness via halal brand personality	Ali et al. (2021)	There are a few reasons to incorporate halal into the branding strategy, halal can indicate more than just the presence of pure and healthy products and services. The halal brand is a secure option for reducing the risk of product buying.	Safety Purity
Halal cosmetics adoption among young Muslim consumers in Malaysia: religiosity concern	Mohezar et al. (2016a)	Halal beauty products are also known for being clean, safe, and high in quality.	Safety Purity Product Ingredient
Identifying the determinant attributes of halal cosmetics product that influence its positioning strategy in Malaysian market	Daud et al. (2012)	When promoting halal cosmetics, the concept of purity can be used to distinguish them from non-halal-certified products. Marketers can use this method as an effective marketing strategy by emphasizing the cosmetics product's safety feature, as well as the halal certification, in the eyes of the consumer, producing a positive perception that this product is safer than conventional cosmetics.	Purity Safety
Non-Muslim consumers' understanding of halal principles in Malaysia	Rezai et al. (2012)	Non-Muslims are also aware that halal principles are concerned about food safety and environmentally friendly practices.	Safety
Non-Muslim consumers' perception toward purchasing halal food product in Malaysia	Haque et al. (2015)	The perception of food safety and environmental friendliness has impacted non-Muslim consumers.	Safety
The brand marketing of halal products: the way forward	Low and Cheng (2008)	Non-Muslims who see the big picture and can relate to the concepts of "eating healthy food" and "being environmentally conscious.	Safety Purity
Positioning the halal food industry: the case of Malaysia	Omar et al. (2012)	Increased health awareness has given halal food a significant opportunity to be promoted further, as they follow one of the safest methods of production while also putting more pressure on domestic food manufacturers to meet strict halal safety criteria.	Safety Product Ingredient

Halal integrity in the food supply chain	Soon et al. (2017)	The halal food supply chain begins with the procurement of various permissible raw ingredients and their preparation (for example, appropriate halal slaughter method and no cross-contamination with haram foods).	Safety Purity
Product positioning as a moderator for halal cosmetic purchase intention	Nor Rahimy Khalid et al. (2021)	These products can appeal to non-Muslims who are concerned about product safety, quality, or animal testing.	Purity Product Ingredient Safety
Halal cosmetics: a review on ingredients, production, and testing methods	Sugibayashi et al. (2019)	The halal logo on cosmetics must be regarded as a sign of cleanliness, safety, purity, and quality.	Safety Purity Product Ingredient
Determinants of purchase intention of halal cosmetic products among generation Y consumers	Khan et al. (2021)	Cosmetics are considered halal only if the ingredients meet <i>Shariah</i> requirements, and ingredients such as alcohol and substances derived from animals are free and have no chance of being used in the preparation of the cosmetic. They also have to follow the strict scientific investigation to come up with a product that is pure, safe, and uses the best natural ingredients.	Safety Purity Product Ingredient
Understanding of halal cosmetics Products: TPB model	Aziz and Wahab (2013)	Consumers are influenced to purchase halal cosmetics by knowledge, purity, and safety.	Safety Purity
Consumer perceived value and halal food products consumption in the Indonesia and Russia	Asnawi et al. (2020)	To maintain the safety and quality of halal foods, they must be hygienic, clean, and safe.	Safety
Impact of religion on halal meat consumption decision making in Belgium	Bonne et al. (2009)	Muslim consumers' perceptions of halal meat as nutritious meat and concerns about its safety affect or prevent them from eating it.	Safety
Muslim consumers' awareness and perception of Halal food fraud	Ruslan et al. (2018)	The certified halal logo, expiration date, price, brand name, ingredients, location of origin, and other verification on food labels offer consumers knowledge and awareness while purchasing food products. Raising customer awareness of food safety issues has a big impact on unethical producers and manufacturers who put profit over quality in their products.	Product Ingredient Safety

The acceptance of halal food in non-Muslim countries effects of religious identity, national identification, consumer ethnocentrism, and consumer cosmopolitanism	Wilkins et al. (2019)	Halal products are thoroughly inspected to verify that the manufacturing process is clean, safe, and sanitary.	Safety Purity
Buy Muslim-made first – does halal consciousness affect Muslims' intention to purchase?	Hassan et al. (2020)	The phrase <i>halalan-tayyiban</i> refers to food that is not only halal, healthy, delicious, and pure, but also useful to the body and not injurious to the body, as defined by <i>Shariah</i> law.	Product Ingredient Purity Safety
Exploring perceptions of non-Muslims towards halal foods in UK	Ayyub (2015)	Halal meat and food contain no blood, they have a longer lifespan and are safe to eat.	Purity
Applying the Theory of Planned Behavior (TPB) in halal food purchasing	Shah Alam and Mohamed Sayuti (2011)	Non-Muslims appreciate the safety, health, and freshness of halal foods.	Product Ingredient Purity Safety