

# The determinants of halal meat consumption in the various countries around the world

Syed Faheem Hasan Bukhari

University of Southern Queensland, Australia

## Abstract

The aim of this paper to review the literature associated with the determinants of halal meat consumption in various countries around the world and to compare the findings from different countries. The literature relating to the key words and phrases 'determinants of halal consumption', 'factors affecting halal consumption', 'marketing halal', and 'intention to use halal' were searched. 11 papers were considered directly relevant to the aims of this research and reviewed. These papers were related to France, Belgium, UAE, Malaysia, Pakistan and China. The review has not identified any major differences between the Muslim and non-Muslim countries in terms of the determinants of halal meat consumption. Some of the common determinants of halal meat consumption in both sets of countries include religiosity, subjective norm, positive personal attitude towards consumption of halal, perceived control towards consumption of halal, health benefits, respect for animal welfare, enjoyment, care for family, and trust in the source of the halal food and ingredients. It is expected that the findings from this research will be useful to the various stakeholders of halal, and help them optimize their processes, operations and marketing.

**Keywords:** Halal, Determinants, Predictors, Global Comparison

## Introduction

According to the Islamic Council of Victoria (2017), halal is defined as lawful or permitted. The term halal is commonly used for food items. For a food item to be halal, it should be free from all the components which are prohibited under Islamic law and all aspects of the processing and handling of the food should be according to Islamic law (Islamic Council of Victoria, 2017). The opposite of halal is haram. Haram items are items which are prohibited according to Islamic law (Islamic Council of Victoria, 2017).

The aim of this paper is, firstly, to review the literature associated with the determinants of halal meat consumption in various countries around the world, and secondly, to compare the findings from different countries. It is expected that the findings from this is such will be useful to the various stakeholders of halal (e.g., producers and distributors), and help them optimize their processes, operations, and marketing.

This is a review paper and it is structured as follows. The next section describes the methodology used to identify relevant literature, and how it was synthesized. The result section summaries the findings from the review and compares the findings from different countries. Finally the discussion and the conclusions section discusses the findings on different perspectives and offers some concluding comments.

## Methodology

The main database that has been utilized to search for relevant packages Google Scholar. The literature relating to the key words and phrases 'determinants of halal consumption', 'factors affecting halal consumption', 'marketing halal', and 'intention to use halal' were searched. Only the literature post the year 2000 was considered with the exception of literature which was related to original definitions. The search resulted in 173 papers, out of these 11 papers were considered directly relevant to the aims of this research and reviewed. The papers related to France, Belgium, UAE, Malaysia, Pakistan and China. The subsequent section describes the findings obtained from the review.

## Results

Bonne, Bergeaud-Blackler and Verbeke (2007) conducted a study which explored the determinants of halal food consumption in France. The researchers surveyed a population of Muslim immigrants, and found that halal meat consumption was driven by an influence of peers, a positive personal attitude towards consumption of halal, and perceived control over consuming halal meat.

Bonne and Verbeke (2006) used the means-end chain (MEC) theory to investigate the motivations for consumption of halal meat among Muslim consumers. First and second generation Muslim consumers from Belgium were interviewed to address the aims of the research. The authors identified health, faith, respect for animal welfare, enjoyment, and care for family as the main motivations for the consumption of halal meat. Other factors which were found to be significant to the consumption of halal meat are age, generation and gender of the participants.

Bonne, Vermeir and Verbeke (2008) used the theory of planned behaviour to identify the determinants of halal meat consumption within a Belgian Muslim migration population. The migrants that were surveyed were predominantly from North Africa. The main determinant of halal meat consumption was identified to be a positive attitude. On the flip side, safety and quality issues were the main deterrents of not eating certain halal foods. Additionally, the authors explored the impact of high and low Muslim self-identity on halal consumption. It was found that Muslims with high self-identity were driven by health related motivations whereas Muslims with low self-identity were influenced by religion and their peers.

Ireland and Abdollah Rajabzadeh (2011) surveyed a sample of 300 UAE Muslim consumers with the aim of identifying consumer concerns and reservations about halal meat consumption. Some of the main concerns that a substantial proportion of people had were to do with the halal status of processed meat and hamburgers. Differences were found between male and female responses. The findings reinforced a distrust of halal supply chains and a general desire for feeling more comfortable with their halal purchase decisions. Therefore, it is safe to say that trust in buying halal food was a major determinant of buying halal foods in this context.

Omar, Muhammad and Omar (2008) studied Muslim consumers' attitudes towards halal food in Kelantan (Malaysia). The relationship between ingredients, ownership, marketing-related factors, certified halal logo and halal meat consumption was explored. Ingredients, ownership, marketing-related factors were found to be positively associated with halal food consumption.

Lada, Harvey Tanakinjal and Amin (2009) used the theory of reasoned action to predict the intentions to choose halal. A sample of 485 people were surveyed in Malaysia using a structured questionnaire. The authors found intention and subjective norm to be significant predictors of choosing halal products. Additionally, the study found the theory of reasoned action to be a valid model to predict halal consumption behaviour.

Shah Alam, Mohammad and Hisham, (2011) studied the effect of religiosity on Muslim consumers halal consumption decision. A survey of 232 middle to high income groups was conducted in Malaysia to address the aims of the research. The study found that religiosity plays a significant role in a Muslim consumers' halal food buying behaviour.

Mukhtar and Mohsin (2012) studied the role of religiosity in the intention to choose halal products. A quantitative methodology was used to establish the relationship between consumer attitude, subjective norms, and the intention to choose halal products and the degree of religiosity. A sample of 180 people from Pakistan was used to address the aims of the research. Results from a stepwise regression found that subjective norms, attitudes towards halal products and religiosity were positively associated with the attitude towards other products. Subjective norms was found to be the strongest predictor out of all the predictors.

Salman and Siddiqui (2011) surveyed a sample of university students and people from the corporate sector in Pakistan to learn about the perception of halal food in Pakistan. The authors found that religiosity and religious beliefs was closely associated with the attitude towards halal food. The study also found that awareness about halal foods is low in Pakistan compared to countries such as Malaysia and Indonesia, and there is no formal certifying authority.

Ali, Xiaoling, Sherwani and Ali (2017) studied a sample of international Muslim students in China. The theory of planned behaviour was used as a conceptual framework. The study found that positive personal attitude towards the consumption of halal meat, personal conviction and the perceived control were significant predictors of the intention to eat halal meat among the sample.

Ali, Ali, Xiaoling, Sherwani and Hussain (2018) studied the determinants of halal meat consumption within the Chinese Muslim population. The authors explored the effect of Muslim self-identity, dietary acculturation, moral obligation to purchase halal meat, and trust on the authenticity of halal meat on halal meat consumption. The authors found that positive personal attitude, personal conviction, motivation to comply (subjective norm), perceived control over consuming halal meat, and perceived availability of halal meat were significant predictors of halal meat consumption among Chinese Muslims.

## **Discussion and Conclusions**

This study has reviewed the determinants of halal meat consumption in various countries around the world. These countries include both predominantly Muslim and non-Muslim countries. France, Belgium and China are the three non-Muslim countries whose literature has been reviewed. UAE, Malaysia and Pakistan are the three Muslim countries whose literature has been reviewed. The review has not identified any major differences between the Muslim and non-Muslim countries in terms of the determinants of halal meat consumption. Some of the common determinants of halal meat consumption in both sets of countries include religiosity, subjective norm, positive personal attitude towards consumption of halal, perceived control towards

consumption of halal, health benefits, respect for animal welfare, enjoyment, care for family, and trust in the source of the halal food and ingredients.

Additionally, the review has revealed that the theory of planned action, theory of reasoned action, and means-end chain are some of the models that can be used to predict the predictors or determinants of halal consumption.

On the flip side, the study has also identified some factors which deter people from consuming halal foods. Distrust in the halal supply chain and the source of the food is one of the major deterrents. Some specific trust related issues that were identified include questionable quality of the halal foods, safety concerns, and fears of contamination by foods which are not halal.

The review has found that halal food is the preferred choice for Muslim consumers around the world and there is no reason to believe that this is going to change. The findings have implications for the stakeholders associated with the halal food industry and supply chain. By having an understanding of the determinants of health food consumption, the manufacturers, distributors and marketers associated with the halal supply chain can optimise their processes, operations and marketing. For example, marketers can focus on health benefits, respect for animal welfare, and enjoyment aspects of halal food consumption to promote halal food among both Muslim and non-Muslim populations. This may translate to greater uptake of halal meat consumption and increased revenue for the stakeholders.

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