JURNAL PENGGUNA MALAYSIA

Tahap Kesedaran, Pengetahuan dan Sikap Pelajar UPM Mengenai Amalan Keselamatan Siber Melalui Aktiviti Pembelian Dalam Talian
Muhammad Akmal Aizat Mohd Nazri dan Syuhaily Osman

Understanding Water Saving Behavior among Sub-Urban Households in Penang, Malaysia
Norzalina Zainudin, Nor Hidayah Che Ahmad, Askiah Jamaluddin, Bukryman Sabri, Nurnaddia Nordin and Nurhaiza Nordin

Determinants of Saving Behavior among the Students at Universiti Putra Malaysia
Muhamad Wafiy Asnawi Jaffar, Zuroni Md Jusoh and Rozita Naina Mohamed

Di Sebalik Kekayaan Industri Getah Malaysia: Menganalisis Ranjau Pengusaha Kecil dari Sisi Kitaran Biojisim
Nur Haffizah Azhar, Arniza Ghazali, Marcin Zbeic dan Mohd Nor Zamri Mat Amin

Nudges: An Alarm for Consumers Against Unfair Terms in Online Booking Flight Tickets
Zuhairah Ariff Abd Ghadas, Norhasliza Ghapa, Farihana Abdul Razak and Tuan Fatma Tuan Sulaiman

Perbelanjaan Isi Rumah Muslim: Sejauh Manakah Tahap Kemampanan Isi Rumah?
Nur Afifah Rahizal, Noorhaslinda Kulub Abd. Rashid, Zuraini Anang dan Anis Mat Dalam

Online Technology of Food Delivery Services Apps, Ofds on Purchase Intention
Rozita Naina Mohamed, Mohd Saifullah Rusli and Zuroni Md Jusoh

Faktor-faktor yang Mempengaruhi Keputusan Pembelian Pengguna Secara Dalam Talian di Melaka
Nizam Ahmat, Muhammad Najit Sukemi, Mohd Nasir Nawawi dan Tasnim Muhamad

Demystifying Halal Logo Literacy
Norkhazzaina Salahuddin, Normalisa Md Isa and Nurul Riddhaina Salahuddin

Perceived Ease of Use, Perceived Usefulness And Social Influence As Determinants of Customers Intention to Use E-Commerce Platform During Covid-19 Pandemic
Isnawati Hamid and Monizaihasra Mohamed

The Relationship Between Attitude, Subjective Norm, Sense of Community, Collective Efficacy and Trust in Agencies on Intention to Prepare for a Tsunami Disaster Among Households in Kudat, Sabah
Noor Diyana Fazan Ahmad, Elistina Abu Bakar, Nobaya Ahmad and Ng Yee Guan

JURNAL PENGGUNA MALAYSIA

PENYUMBANG ARTIKEL

Anis Mat Dalam	Fakulti Perniagaan, Ekonomi & Pembangunan Sosial, Universiti Malaysia Terengganu
Arniza Ghazali	Pusat Pengajian Teknologi Industri, Universiti Sains Malaysia
Askiah Jamaluddin	Fakulti Ekologi Manusia, Universiti Putra Malaysia
Bukryman Sabri	Fakulti Ekologi Manusia, Universiti Putra Malaysia Kumpulan Penyelidikan Penggunaan Lestari, Fakulti Ekologi Manusia
Elistina Abu Bakar	Fakulti Ekologi Manusia, Universiti Putra Malaysia
Farihana Abdul Razak	Department of Law, UiTM, Perak Branch, Tapah Campus
Isnawati Hamid	Fakulti Perniagaan, Ekonomi dan Pembangunan Sosial, Universiti Malaysia Terengganu
Marcin Zbeic	Institute of Wood Sciences and Furniture, Warsaw University of Life Sciences
Mohd Nasir Nawawi	Fakulti Perniagaan, Ekonomi dan Pembangunan Sosial, Universiti Malaysia Terengganu
Mohd Nor Zamri Mat Amin	Malaysian Timber Industrial Board
Mohd Saifullah Rusli	Arshad Ayub Graduate Business School, UiTM Shah Alam
Monizaihasra Mohamed	Fakulti Perniagaan, Ekonomi dan Pembangunan Sosial, Universiti Malaysia Terengganu
Muhamad Wafiy Asnawi Jaffar	Fakulti Ekologi Manusia, Universiti Putra Malaysia
Muhammad Akmal Aizat Mohd Nazri	Fakulti Ekologi Manusia, Universiti Putra Malaysia
Muhammad Najit Sukemi	Fakulti Perniagaan, Ekonomi dan Pembangunan Sosial, Universiti Malaysia Terengganu
Ng Yee Guan	Faculty of Medicine and Health Science, Universiti Putra Malaysia
Nizam Ahmat	Fakulti Perniagaan, Ekonomi dan Pembangunan Sosial, Universiti Malaysia Terengganu
Nobaya Ahmad	Fakulti Ekologi Manusia, Universiti Putra Malaysia
Noor Diyana Fazan Ahmad	Faculty of Human Ecology, Universiti Putra Malaysia Humanitarian Assistance and Disaster Relief Research Centre, National Defence University of Malaysia
Noorhaslinda Kulub Abd. Rashid	Fakulti Perniagaan, Ekonomi & Pembangunan Sosial, Universiti Malaysia Terengganu
Nor Hidayah Che Ahmad	Fakulti Ekologi Manusia, Universiti Putra Malaysia
Norhasliza Ghapa	Fakulti Undang-Undang & Hubungan Antarabangsa, Universiti Sultan Zainal Abidin
Norkhazzaina Salahuddin	College of Business, Universiti Utara Malaysia
Normalisa Md Isa	College of Business, Universiti Utara Malaysia
Norzalina Zainudin	Fakulti Ekologi Manusia, Universiti Putra Malaysia Kumpulan Penyelidikan Penggunaan Lestari, Fakulti Ekologi Manusia
Nu Haffizah Azhar	Pusat Pengajian Teknologi Industri, Universiti Sains Malaysia
Nur Afifah Rahizal	Fakulti Perniagaan, Ekonomi & Pembangunan Sosial, Universiti Malaysia Terengganu
Nurhaiza Nordin	Faculty of Entrepreneurship and Business, University Malaysia Kelantan
Nurnaddia Nordin	Faculty of Entrepreneurship and Business, University Malaysia Kelantan
Nurul Riddhaina Salahuddin	College of Business, Universiti Utara Malaysia
Rozita Naina Mohamed	Faculty of Business and Management, UiTM Puncak Alam
Syuhaily Osman	Fakulti Ekologi Manusia, Universiti Putra Malaysia Kumpulan Penyelidikan Penggunaan Lestari, Fakulti Ekologi Manusia, Universiti Putra Malaysia
Tasnim Muhamad	Fakulti Perniagaan, Ekonomi dan Pembangunan Sosial, Universiti Malaysia Terengganu
Tuan Fatma Tuan Sulaiman	Faculty of Business and Management, Open University Malaysia
Zuhairah Ariff Abd Ghadas	Fakulti Undang-Undang & Hubungan Antarabangsa, Universiti Sultan Zainal Abidin
Zuraini Anang	Fakulti Perniagaan, Ekonomi & Pembangunan Sosial, Universiti Malaysia Terengganu
Zuroni Md. Jusoh	Fakulti Ekologi Manusia, Universiti Putra Malaysia Kumpulan Penyelidikan Penggunaan Lestari, Fakulti Ekologi Manusia, Universiti Putra Malaysia

DEMYSTIFYING HALAL LOGO LITERACY

Norkhazzaina Salahuddin[1]
Normalisa Md Isa[1]
Nurul Riddhaina Salahuddin[2]

Corresponding author: Norkhazzaina Salahuddin
(email: norkhazzaina@uum.edu.my)

Abstract

Non-uniformity of Halal certification authorisation is a leading concern that creates confusion among consumers, especially during the selection and buying decision-making process. Even though Malaysia is a pioneer in the standardisation of Halal certification, consumers' confusion about the Halal logo is prevalent. The issue perhaps causes by unawareness and low literacy on Halal guidelines among consumers. This study was conducted to measure consumers' literacy on the authorised Halal logo by JAKIM. Two additional framings with Halal logo conditions were used as comparison groups consisting of an unauthorised Halal logo and a pork-free logo. The findings revealed that youth consumers' are unable to differentiate between the unauthorised Halal logo and the authorised Halal logo by JAKIM. This is a shocking signal to JAKIM as a reputable certification body because the Halal logo authorised by JAKIM's status as a brand name and quality signal in the consumer selection and decision-making process might be questionable.

Keywords: Ads trustworthiness; Ads framing; Halal logo certification; Literacy, Malaysia

Abstrak

Ketidakseragaman badan pemutus pensijilan Halal adalah isu utama yang menimbulkan kekeliruan dalam kalangan pengguna, khususnya dalam proses pemilihan dan pembuatan keputusan pembelian. Walaupun Malaysia merupakan pelopor piawaian pensijilan Halal, kekeliruan pengguna terhadap logo Halal semakin serius. Isu tersebut mungkin disebabkan oleh ketakperasanan dan literasi rendah terhadap logo Halal diperakui oleh JAKIM. Dua bingkai dengan tetapan tambahan logo Halal digunakan sebagai kumpulan perbandingan iaitu logo Halal tidak diperakui dan logo pork-free. Dapatan mendedahkan pengguna belia tidak berupaya membezakan logo Halal tidak diperakui dengan logo Halal diperakui dari JAKIM.

[1]School of Business Management, College of Business, Universiti Utara Malaysia

[2]Doctorate Student, School of Business Management, College of Business, Universiti Utara Malaysia,

Dapatan ini merupakan signal yang mengejutkan kepada JAKIM sebagai badan pensijilan bereputasi baik kerana status logo Halal diperakui oleh JAKIM sebagai signal jenama dan kualiti dalam proses pemilihan dan pembuatan keputusan pengguna mungkin boleh dipertikaikan.

Kata kunci: *Kebolehpercayaan iklan; Bingkai pengiklanan; Pensijilan logo Halal; Literasi, Malaysia*

Introduction

The Halal market is undergoing globalisation transformation waves when the market is no longer exclusive to Muslim segmentation. The rapid changes in the global Halal market are estimated to reach $3.27 trillion by 2028 (Insight, 2020), not solely contributed by Muslim countries but also accompanied by the acceptance of Halal products in non-Muslim countries (International Trade Centre, 2015; Mohd Mokhtar et al., 2021). Malaysia, a prominent player in the global Halal market, has recorded $1.4 billion in the export of Halal products to China, followed by Singapore at $1.1. billion and the United States $1.06 billion (Mustapa, 2015). Alserhan (2010) described that Halal is no longer a religious brand. The statement is consistent with various studies which proposed that, nowadays, Halal is established as a quality, hygienic, and safety standard (Abdul Raufu & Ahmad Naqiyuddin, 2013; Mohd Mokhtar et al., 2021; Rezai et al., 2012). The constant growth of the Halal market indirectly influences the development of Halal certification standards as the assurance and quality signal for consumers. Even though the Halal certification standard which usually represents by the Arabic word حلال, the uniformity of the Halal logo is a current practice by the industry player.

Halal logo certification marks remain a leading information and assurance guideline for Muslim consumers in the selection and buying decision-making process. The rapid changes in the global food supply chain are a concern that leads to the necessity of having a Halal logo or certification as an assurance guideline and product trust indicator (Khan et al., 2019; Mohd Hafiz et al., 2014; Mohd Helmi et al., 2013). The nature of the global food supply chain, including Halal food, move at a greater distance and involve many parties and handling point before it can reach the end-consumers. This situation has created a risk of uncertainty with the authenticity of the Halal food status.

Therefore, the Halal logo or certification plays a significant role in protecting the integrity of Halal food status (Fuseini et al., 2020; Khan et al., 2019; Mohd Hafiz et al., 2014; Rashid et al., 2018). However, disagreement between Muslim countries regarding the centralisation of Halal logos or certification bodies leads to the mixed signal possibility and might form confusion among consumers (Fuseini et al., 2020; Mustafa Afifi & Mohd Mahyeddin, 2012; Sarbini et al., 2019).

At present, there are limited numbers of empirical research discussing the literacy of the Halal logo despite an increase in academic publications on the Halal certification process and its relationship with consumer intention to purchase for the past few years. Most of the research has discussed the perception of Halal certification as a business tool (Mohani et al., 2009; Sharifah Zannierah et al., 2012; Wannasupchue et al., 2021), Halal certification process requirement (Fuseini et al., 2020; Ismail et al., 2014; Noordin et al., 2009), motivation to implement Halal certification (Mohamed Syazwan et al., 2015; Salindal, 2019; Sulistyo Prabowo et al., 2015), Halal certification and marketing components (Giyanti et al., 2021; Rajagopal et al., 2011; Shafie & Othman, 2006), Halal certification and religion requirement (Ruževičius, 2012).

Research from a consumer perspective focused on consumers' awareness on Halal certified products (Erdem et al., 2015), intention to purchase Halal products (Ali et al., 2018; Azmawani et al., 2015; Mathew et al., 2014; Rohana et al. 2012), and consumer confidence in the Halal logo (Muhamad et al., 2017; Zainalabidin et al., 2013). The previous research prefers a self-rated scale or survey technique to understand consumers' issues. The strategy might lead to inconclusive findings due to data characteristics that measured consumers' perceived knowledge instead of consumers' actual knowledge of Halal matters. Even though Shafiq et al. (2015) conducted an open-ended structured interview to measure consumers' knowledge of differentiating authorised and fake Halal logos, the findings were inconclusive due to their exploratory research design.

Therefore, this research was conducted to measure consumers' literacy on the authorised Halal logo by JAKIM through a framing comparison strategy. The findings could shed light on understanding consumers' literacy towards authorised Halal logos or certification and practically significant to discuss the reliability of the logo as a quality signal in consumers' selection and decision-making process.

Literature Review

Halal Certification and Literacy

Halal certification is essential for an independent third-party quality assurance that a product does not contain anything haram or doubtful (Fuseini et al., 2020; Rajagopal et al., 2011). Based on the survey conducted by Mohamed Syazwan and Mohd Remie (2012) in their past research, there are around 122 active Halal Certification Bodies around the globe that provide Halal certification services, and the numbers were not significantly increased presently. The types of providers might differ from one country to another. Previous literature recorded various Halal certification authority approach like government agencies (e.g., JAKIM of Malaysia), quasi-

governmental bodies (e.g., Majelis Ulama of Indonesia), non-government organisations (e.g., Islamic Da'wah Council of Philippines), and religious special interest groups (e.g., Perth Mosque Incorporated of Australia). In Malaysia, the Department of Islamic Development Malaysia (JAKIM) is the sole authority that has the authorisation to give Halal certificates (Norazla et al., 2016). To facilitate the certification process, JAKIM partners with relevant local agencies, which include the Ministry of Domestic Trade, Cooperatives and Consumerism, Ministry of Health, Veterinary Services Department, local councils, and States Religious Departments.

Several studies consistently highlighted issues and challenges leading to confusion among Halal consumers in Malaysia, particularly with the availability of different types of the Halal logo in the market (Ismaeel & Blaim, 2012; Shafiq et al., 2015; Sulistyo Prabowo et al., 2015). Hence, JAKIM also considers validating the authentication of foreign Halal certification. For instance, Malaysia only accepts Halal certificates issued by foreign Islamic organisations or Halal certification bodies recognised by JAKIM (Mustafa Afifi & Mohd Mahyeddin, 2012). A comparative analysis by Ismail et al. (2014) also revealed that JAKIM holds the most stringent standards for Halal certification. In short, these initiatives are carried out to combat confusion among consumers.

Nevertheless, several recent studies uncovered the prevalent issues concerning Halal certification. Among the major issues are the lack of a single unified Halal logo (Shafiq et al., 2015), the lack of uniformity in Halal standards (Fuseini et al., 2020; Mustafa Afifi & Mohd Mahyeddin, 2012), and the availability of fake logos (Rajagopal et al., 2011; Shafiq et al., 2015). These issues lead to several forthcoming as consumers face difficulty differentiating between authentic and fake logos. Besides consumers' mixed perceptions, low levels of awareness and literacy among consumers on Halal certification further stunt the growth of the Halal industry. This concern perhaps stems from a lack of marketing and branding efforts on Halal certification and brand.

Shafie and Othman (2006) stated that consumers' perception of the Halal logo is influenced by factors such as the definition of Halal on animal slaughtering, unauthorised Halal logo, Arabic or Islamic-sounding brand names, and display of Qur'anic verses, as indirect signals that the products are Halal and the lack of enforcement by authorities regarding the misuse of Halal logos. Previous literature strongly indicated the inadequacy of Halal logo literacy among consumers. Thus, this study aims to examine Halal logo literacy using a framing comparison approach.

Consumer literacy is the ability of consumers to process product information to make rational decisions. Studies show that increased consumer literacy results in more rational decisions and behaviours (Brounen et al., 2013; Guerra et al., 2005; Lusardi, 2008). In the context of the Halal industry, it was uncovered that an increase in

knowledge concerning Halal awareness might result in the loss of confidence towards Halal-labeled products, which consequently influences them to be more careful and aware in choosing Halal products (Zainalabidin et al., 2013). Mustafa Afifi et al.(2014) hold the view that inadequate literacy of consumers on Halal-related issues has been the main culprit for issues regarding fraudulent Halal logos and other forms of misuse. In other words, producers can easily deceive consumers by forging a Halal logo, as a consumer is unable to differentiate between a fake Halal logo and the authentic one.

Jae and DelVecchio (2005) demonstrated that consumers with adequate literacy levels evaluate product information in written form, while low literacy consumers rely on visual aids such as pictures, symbols, logos and so on. Hence, it is crucial to explore consumer literacy more to ensure that the Halal certificate producers can convey the correct product information, particularly about authentic Halal labels.

Certification and Quality Signal

Nowadays, certification is one of the credence attributes that consumer prefers to assess in determining the quality of goods and services (Auriol & Schilizzi, 2015; Chatterjee, 2020). The authors further asserted that certification transmits cues about unobservable quality, such as nutritional benefits, environmental benefits, prestige, etc. Hence, producers perceived a certificate as an essential tool to market their products better and sustain their position (Sharifah Zannierah et al., 2012), including the positioning of new products (Wu & Wu, 2019). Given today's complex supply chain structures, consumers look to Halal certification for assurance of religiosity, sustainability, environmental awareness, health, and safety (Dian Luthviati & Jenvitchuwong, 2021; Mohani et al., 2009; Zainalabidin et al., 2013). However, Ding and Veeman (2015) revealed that certification is insignificant compared to the brand name as a signal of high-quality products. This finding is consistent with Pasha et al. (2019), where the Halal certification was not influenced consumer purchase decisions significantly. It is also found that established brand names benefit more from certificates as compared to unbranded products. Not only that, Rios et al. (2014) found that the country of origin of Halal certification may also affect the perceived trustworthiness of Halal certification, thus affecting the effectiveness of Halal certification as a quality signal.

On the contrary, previous studies found that consumers value Halal certification more than other attributes when making a purchase decision (Haslenna et al., 2013; Mohayidin & Kamarulzaman, 2014; Septiani & Ridlwan, 2020). The mixed findings in the certification function as a quality signal motivate this study to assess further what consumers value in certificates. Previous researchers consistently highlighted the need to improve marketing and branding efforts of Halal certification to utilise Halal logos and certification as strong quality signals (Mohd Mokhtar, 2021; Rajagopal et al., 2011).

Advertising Trustworthiness

According to Beltramini & Evans (1985), advertising trustworthiness is the perceived belief of research resulting from information in advertising. In other words, the capability of product performance claims in advertisements evoke confidence regarding its truthfulness or rendering it acceptable. The five components that can affect advertising reliability are the size of the sample, the nature of the sample, the researcher's documentation, the nature of the research results, and the magnitude of claim difference. In the context of Halal certification, Rios et al. (2014) found the three main components that affect the perceived believability of Halal certification, which are the country of origin of Halal certification, the interaction of country favourability, and the brand name from the origin country. Meanwhile, Fadlullah et al. (2021) highlighted the importance of advertising believability on consumer purchase intention, particularly food products.

Methodology

A comparison approach was used to meet the research objective. Three (3) advertisement framings were developed with different conditions; namely, i) an unauthorised Halal logo, ii) a free pork logo and iii) an authorised Halal logo by JAKIM. Fig.1 illustrates the research on framing logo conditions. 300 questionnaires were distributed to each condition in four (4) higher learning institutions in Northern Peninsular Malaysia. This study occupied youths consumers as a sample based on three considerations. Firstly, the median age of the Malaysian population is 28 years old (Department Statistical Malaysia, 2019). Secondly, Pew Research Centre (2011) mentioned that most of the Muslim population is below 30. Lastly, Calder et al. (1981) stated that youth consumers (i.e., students) are the credible respondents for the consumer behaviour study because there were homogenous. This characteristic gives an advantage compared to the heterogeneous sample due to the ability to minimise the risk of making false conclusions.

Convenience sampling was used due to the limitation of the sampling frame in consumer research. Calder et al. (1981) stated that convenience sampling is sufficient for a study that intends to test the model or theoretical framework without aiming for generalisation of the findings. The enumerator distributed the questionnaire through face-to-face mediums at student zones such as the library, cafeterias, and academic buildings. This strategy was utilised to achieve a high response rate. This approach was adopted from Wong et al. (2012) study, where university student was the sample frame, and the questionnaire was distributed in the institution. Even though the present study did not explicitly target Muslim youth, the response rate of non-Muslim youth is low. The first result has described the respondents' details, including the number of respondents for each framing logo condition, gender and religious background.

The questionnaire with English and Malay language instruction in one set was used as the instrumentation to acquire data. The first section contains framing logo condition illustration. The second section consists of two parts: Part A - Halal logo literacy measurement and Part B - advertising trustworthiness measurement. A 7-point Likert scale (1= Strongly Disagree to 7= Strongly Agree) was utilised to measure three items on Halal logo literacy, as an illustration whereby Halal logo literacy takes the form of '*Halal food provided by a restaurant that displays a Halal logo*.' Meanwhile, 10 items of advertising believability were adapted from Beltramini and Evans (1985) that used a semantic differential scale (e.g., 1= Unbelievable to 7= Believable, 1= Untrustworthy to 7= Trustworthy). The last section describes demographic details and 10 items of Halal concept literacy adapted from Salehudin (2010). The respondents were instructed to answer Part A and Part B based on the illustration in the first section.

Unauthorized Halal Logo   Pork Free Logo   Authorized Halal Logo By JAKIM

Results and Discussion

The backgrounds of the respondents are shown in Table 1. There were 539 usable responses obtained from unauthorised Halal logo condition (n=172), pork-free logo condition (n=174) and authorised Halal logo by JAKIM (n=193). The mean age of respondents is 21 years old and 75.9% of the total respondents are female. The frequency of non-Muslim youths is only 44 respondents.

Table 1: Respondents' background

Demographic	Details	Frequency	Percentage
Framing Logo Condition	Unauthorised Halal Logo	172	31.9
	Pork Free Logo	174	32.3
	Authorized Halal Logo By JAKIM	193	35.8
Gender	Male	130	24.1
	Female	409	75.9
Religion	Muslim	495	91.8
	Non-Muslim	44	8.2

As illustrated in Table 2, one-way ANOVA analysis showed a difference between framing logo conditions and Halal logo literacy (F= 13.401, p<0.05). However, Scheffe's Post-Hoc analysis determined no significant differences between the unauthorised Halal logo condition and the authorised Halal by JAKIM condition (p=0.867). This finding revealed that youth consumers could not differentiate between the unauthorised and authorised Halal logos by JAKIM though they successfully recognised the free pork logo.

Table 2: Framing group differences in the dimensions of framing logo literacy (One-Way ANOVA)

	Framing Logo Condition	Mean	F	p	Differences
Framing Logo Literacy	Unauthorised Halal Logo	5.157	13.401	0.000	Pork Free > Unauthorised Halal Logo by JAKIM
	Pork Free	5.593			Pork Free > Authorised Halal Logo by JAKIM
	Authorized Halal Logo by JAKIM	5.101			

In advertising trustworthiness, a significant difference was found between framing logo conditions, as shown in Table 3. Further analysis through Scheffe Post-Hoc showed the significant differences between unauthorised and authorised Halal logos by JAKIM condition towards advertising trustworthiness. The mean score of advertising trustworthiness for the authorised Halal logo by JAKIM is slightly higher than the unauthorised Halal logo. The results enriched our understanding of the complexity of consumer decision-making when youth consumers showed a high level of trustworthiness towards advertisements with the authorised Halal logo by JAKIM compared to advertisements alongside the unauthorised Halal logo in regards to their inability to differentiate between these two framing logos conditions.

Table 3: Framing group differences in the dimensions of advertising trustworthiness (One-way ANOVA)

	Framing Logo Condition	Mean	F	p	Differences
Advertising Trustworthiness	Unauthorised Halal Logo	4.509	5.812	0.003	Unauthorised Halal Logo > Authorized Halal Logo by JAKIM
	Pork Free	4.713			
	Authorized Halal Logo by JAKIM	4.978			

The results found a significant difference in Halal literacy concepts between religions (F=11.369, p<0.05). This finding is already predicted since Muslim consumers must follow Halal guidelines. Hence, they seek knowledge related to Halal matters. However, youth consumer literacy towards several Halal concepts is unanticipated. The results obtained from cross-tab analysis found that more than half of Muslim youths (52.3%) cannot deliver correct responses regarding the Halal status of shark fin. Muslim youths' literacy on drinking alcohol as medicine is worrisome when 37.4% are unaware that the behaviour is haram.

Conclusion and Recommendation

The most prominent contribution of the current study is the advancement of understanding consumers' decision-making process by examining Halal logo literacy among youth consumers. The results on Halal logo literacy are consistent with the previous research by Ding and Veeman (2015), in which a logo or certificate is insignificant compared to the brand name for influencing the consumer selection and decision-making process. These findings are related to the quality of the signal possessed by the authorised Halal logo by JAKIM. Shafiq et al. (2015) also recorded Muslim consumers' inability to recognise the authorised Halal logo by JAKIM. (Mohammad Hashim, 2011) indicates that youth consumers' knowledge of Halal as a brand is low even though their familiarity with Halal products is adequate.

The findings contradict the suggestion for Malaysian consumers to incline prioritisation to use of authorised Halal logo by JAKIM (Abdul Hafaz et al., 2014; Esfahani & Shahnazari, 2013; Kordnaeij et al., 2013; Mahdi & Maryam, 2013; Rarick et al., 2012; Yener, 2014). In recent years, researchers proposed that Halal has a competitive advantage with a high potential to become a valuable brand (Abdul Hafaz et al., 2014; Esfahani & Shahnazari, 2013; Kordnaeij et al., 2013; Mahdi & Maryam, 2013; Rarick et al., 2012; Yener, 2014). Therefore, the inability to recognise the authorised Halal logo JAKIM might cripple the competitive advantage of the Halal brand.

The finding also shed some light on the ability of youth consumers to eliminate the pork-free logo as a signal for the Halal product. There are several possible explanations for this result. Ahlam Nuwairah et al. (2015) uncover that low-literate consumers depend on the peripheral route when deciding on the advertisement. They also highlighted the tendency among consumers to rely on symbols or pictures rather than written information in advertisement frames. Perhaps the findings explained why youth consumers could not differentiate between the unauthorised Halal logo and the authorised Halal logo by JAKIM though able to eliminate the pork-free logo as a signal for Halal products or services. Both conditions of the framing logo used the Arabic word حلال, which can be interpreted as a symbol that represents Halal. However, it is worth noting that other logo elements, such as colour, design and position on the packaging, might influence consumers' ability to recognise the authentic Halal logo. Thus, there is a need for future researchers to diversify the Halal logo framing by manipulating language symbolism to demystify Halal logo literacy among consumers and enrich their understanding of the credibility of the Halal logo as an indicator of quality.

Acknowledgement

References

Abdul Hafaz, N., Yuserrie, Z., & Ramayah, T. (2014). Barriers and enablers in adopting Halal transportation services: A study of Malaysian Halal manufacturers. *International Journal of Business and Management*, *2*(2), 49–70.

Abdul Raufu, A., & Ahmad Naqiyuddin, B. (2013). Halal food and products in Malaysia: People's awareness and policy implications. *Intellectual Discourse*, *21*(1), 7–32.

Ahlam Nuwairah, A., Azmawani, A. R., & Suhaimi, A. R. (2015). Assessing knowledge and religiosity on consumer behavior towards Halal food and cosmetic products. *International Journal of Social Science and Humanity*, *5*(1), 10–14.

Ali, A., Xiaoling, G., Sherwani, M., & Ali, A. (2018). Antecedents of consumers' Halal brand purchase intention: an integrated approach. *Management Decision*, *56*(4), 715–735.

Alserhan, B. A. (2010). Islamic branding: A conceptualization of related terms. *Journal of Brand Management*, *18*(1), 34–49.

Auriol, E., & Schilizzi, S. G. M. (2015). Quality signaling through certification in developing countries. *Journal of Development Economics*, *116*, 105–121.

Azmawani, A. R., Ebrahim, A., & Suhaimi, A. R. (2015). Consumers and Halal cosmetic products: Knowledge, religiosity, attitude and intention. *Journal of Islamic Marketing*, *6*(1), 148–163.

Beltramini, R. F., & Evans, K. R. (1985). Perceived believability of research results information in advertising. *Journal of Advertising*, *14*(3), 18–24.

Brounen, D., Kok, N., & Quigley, J. M. (2013). Energy literacy, awareness, and conservation behavior of residential households. *Energy Economics*, *38*, 42–50.

Calder, B. J., Phillips, L. W., & Tybout, A. M. (1981). Designing research for application. *Journal of Consumer Research*, *8*(September), 197–207.

Chatterjee, S. (2020). Signalling service quality through price and certifications. *Global Business Review*, *21*(1), 279–293.

Department Statistical Malaysia. (2019). *Current Population Estimates, Malaysia, 2018-2019*.

Dian Luthviati, R., & Jenvitchuwong, S. (2021). Implementation of Halal Product Assurance in the Pharmaceutical Sector in Indonesia. *Journal of Human Rights, Culture and Legal System*, *1*(3), 164–179.

Ding, Y., & Veeman, M. (2015). Effectiveness of quality signalling: Brand versus certification. *EAAE-AAEA Joint Seminar Consumer Behavior in a Changing World: Food, Culture, Society*, 1–19.

Erdem, E., Varinli, I., & Yildiz, M. E. (2015). The level of consumers' awareness and perceptions in consumption of Halal certified products. *European Journal of Business Management*, *7*(16), 65–75.

Esfahani, A. N., & Shahnazari, A. (2013). Designing Halal and pure food model by emphasizing consumer behavior management. *Journal of Basic and Applied Scientific Research*, *3*(2), 574–578.

Fadlullah, A. K., Soetjipto, B. E., & Rahayu, W. P. (2021). The Effect of Halal Label, Halal Awareness, Food Ingredients, Advertising and Purchase Interest on The Decision to Buy "Samyang Noodles" (Study on Universities Students in Malang City). *South East Asia Journal of Contemporary Business, Economics and Law*, *24*(2), 107–113.

Fuseini, A., Hadley, P., & Knowles, T. (2020). Halal food marketing: An evaluation of UK halal standards. *Journal of Islamic Marketing*, *12*(5), 977–991.

Giyanti, I., Indrasari, A., Sutopo, W., & Liquiddanu, E. (2021). Halal standard implementation in food manufacturing SMEs: its drivers and impact on performance. *Journal of Islamic Marketing*, *12*(8), 1577–1602.

Guerra, C. E., Dominguez, F., & Shea, J. A. (2005). Literacy and knowledge, attitudes, and behavior about colorectal cancer screening. *Journal of Health Communication*, *10*(7), 651–663.

Haslenna, H., Zuriani, M. I., Normala, A., & Kamaruzaman, J. (2013). Purchasing decisions among Muslim consumers of processed Halal food products. *Journal of Food Products Marketing*, *19*(1), 54–61.

Insight, F. B. (2020). *Halal Food Market Size*. https://www.fortunebusinessinsights.com/halal-food-and-beverages-market-106186

International Trade Centre. (2015). *From niche to mainstream: Halal goes global*.

Ismaeel, M., & Blaim, K. (2012). Toward applied Islamic business ethics: Responsible Halal business. *Journal of Management Development*, *31*(10), 1090–1100.

Ismail, A. L., Zainalabidin, M., Juwaidah, S., Amin Mahir, A., & Mohd Mansor, I. (2014). A comparative analysis of global Halal certification requirements. *Journal of Food Products Marketing*, *20*(1), 85–101.

Jae, H., & DelVecchio, D. (2005). The effect of consumer literacy on product choice. *Asia Pacific Advances in Consumer Research*, *6*.

Khan, M., Najmi, A., Ahmed, W., & Aman, A. (2019). The role of consumer willingness to pay for halal certification in Pakistan. *Journal of Islamic Marketing*, *10*(4), 1230–1244.

Kordnaeij, A., Askaripoor, H., & Bakhshizadeh, A. (2013). Studying affecting factors on customers' attitude toward products with Halal brand (Case Study: Kuala Lumpur Malaysia). *International Research Journal of Applied and Basic Sciences*, *4*(10), 3138–3145.

Lusardi, A. (2008). Financial Literacy: An essential tool for informed consumer choice? In *NBER Working Paper Series* (No. 14084; Vol. 53).

Mahdi, B., & Maryam, A. (2013). Establishing a global Halal hub: In-depth interviews. *International Journal of Academic Research in Business and Social Sciences*, *3*(10), 169–181.

Mathew, V. N., Ardiana Mazwa Raudah, A., & Siti Nurazizah, M. I. (2014). Acceptance on Halal food among non-Muslim consumers. *Procedia - Social and Behavioral Sciences*, *121*, 262–271.

Mohamed Syazwan, A. T., Abu Bakar, A. H., & Thoo, A. C. (2015). Conceptualising the implementation of Halal food certification: An institutional theory perspective. *International Malaysia Halal Conference (IMHALAL) 2015*, 1–9.

Mohamed Syazwan, A. T., & Mohd Remie, M. J. (2012). Issues in Halal packaging: A conceptual paper. *International Business and Management*, *5*(2), 94–98.

Mohammad Hashim, K. (2011). Tourism and the Halal industry: A global shariah perspective. *World Islamic Tourism Forum 2011*, *2011*(July), 12–13.

Mohani, A., Hashanah, I., Haslina, H., & Juliana, J. (2009). Consumer decision making process in shopping for halal food in Malaysia. *China-USA Business Review*, *8*(9), 40–48.

Mohayidin, M. G., & Kamarulzaman, N. H. (2014). Consumers' preferences toward attributes of manufactured Halal food products. *Journal of International Food & Agribusiness Marketing*, *26*(2), 125–139.

Mohd Hafiz, Z., Marhani, M. A., & Mohamed Syazwan, A. T. (2014). Conceptual framework on Halal food supply chain integrity enhancement. *Procedia - Social and Behavioral Sciences*, *121*, 58–67.

Mohd Helmi, A., Kim, H. T., & Zafir, M. M. (2013). Mitigating Halal food integrity risk through supply chain integration. *Asia Pacific Industrial Engineering and Management System*, *44*.

Mohd Mokhtar, S. S. (2021). Halal and quality perceptions of consumers. In *Halal Marketing: Concepts and Strategies*. Penerbit Universiti Utara Malaysia.

Mohd Mokhtar, S. S., Javeed, A., & Khan, M. Y. (2021). Halal products going global. In *Halal Marketing: Concepts and Strategies*. Penerbit Universiti Utara Malaysia.

Muhamad, N., Leong, V. S., & Md Isa, N. (2017). Does the country of origin of a halal logo matter? The case of packaged food purchases. *Review of International Business and Strategy*, *27*(4), 484–500.

Mustafa Afifi, A. H., Kamilah Wati, M., Mohd Mahyeddin, M. S., Asming, Y., Syed Najib, S. O., Asmidah, A., Azlin Alisa, A., & Mohd Izhar Ariff, M. K. (2014). Consumer protection of Halal products in Malaysia: A literature highlight. *Procedia - Social and Behavioral Sciences*, *121*, 68–78.

Mustafa Afifi, A. H., & Mohd Mahyeddin, M. S. (2012). The possibility of uniformity on Halal standards in organization of Islamic Countries (OIC) country. *World Applied Sciences Journal*, 6–10.

Mustapa, M. (2015). Status of The Halal Industry. In *Ministry of International Trade and Industry* (Issue March). MITI.

Noordin, N., Md Noor, N. L., Hashim, M., & Samicho, Z. (2009). Value chain of Halal certification system: A case of the Malaysia Halal industry. *European and Mediterranean Conference on Information Systems*, 1–14.

Norazla, A. W., Farah, M. S., Nor' Adha, A. H., Norziah, O., Syaripah Nazirah, S. A., Marliana, A., Surianom, M., & Wawarah, S. (2016). Contributions of Malaysia and Singapore in the development of halal industry in the ASEAN region. *Asian Journal of Social Sciences & Humanities*, *5*(2), 37–46.

Pasha, S., Wahab, S. N., & Daud, D. (2019). Purchase intention towards Islamic branding. *ACM International Conference Proceeding Series*, 37–41.

Pew Research Centre. (2011). *The future of the global Muslim population: Projections for 2010-2030*.

Rajagopal, S., Ramanan, S., Visvanathan, R., & Subhadra Satapathy. (2011). Halal certification: Implication for marketers in UAE. *Journal of Islamic Marketing*, *2*(2), 138–153.

Rarick, C., Falk, G., Barczyk, C., & Feldman, L. (2012). Marketing to Muslims: The growing importance of Halal products. *Journal of the International Academy for Case Studies*, *18*(2), 101–106.

Rashid, N. A., Supian, K., & Bojei, J. (2018). Relationship between Halal Traceability System Adoptions on Halal Food Supply Chain Integrity and Performance. *International Journal of Asian Social Science*, *8*(8), 569–579.

Rezai, G., Mohamed, Z., & Shamsudin, M. N. (2012). Non-Muslim consumers' understanding of Halal principles in Malaysia. *Journal of Islamic Marketing*, *3*(1), 35–46.

Rios, R. E., Riquelme, H. E., & Yasser, A. (2014). Do Halal certification country of origin and brand name familiarity matter? *Asia Pacific Journal of Marketing and Logistics*, *26*(5), 665–686.

Rohana, K., Hadijah, I., & Alwi, S. (2012). Willingness to pay for Halal logistics: The lifestyle choice. *Procedia - Social and Behavioral Sciences*, *50*(July), 722–729.

Ruževičius, J. (2012). Products quality religious-ethnical requirements and certification. *Economics and Management*, *17*(2), 761–767.

Salehudin, I. (2010). Halal literacy: A concept exploration and measurement validation. *ASEAN Marketing Journal*, *2*(1), 1–17.

Salindal, N. A. (2019). Halal certification compliance and its effects on companies' innovative and market performance. *Journal of Islamic Marketing*, *10*(2), 589–605.

Sarbini, N. A., Mahalle, N., & Mohd Raffi, R. (2019). Global Standardisation on Halal Standards : Issues and Challenges. *International Conference on Business Management 2019 (ICBM2019)*, *December*.

Septiani, D., & Ridlwan, A. A. (2020). Marketing Performance Determinant of Halal Products in Indonesia. *Indonesia Journal of Halal Research*, *2*(2), 55–60.

Shafie, S., & Othman, M. N. (2006). Halal certification: An international marketing issues and challenges. *IFSAM VIII World Congress*, 1–11.

Shafiq, A., Haque, A. K. M., & Omar, A. (2015). Multiple Halal logos and Malays' beliefs: A case of mixed signals. *International Food Research Journal*, *22*(4), 1727–1735.

Sharifah Zannierah, S. M., Hall, C. M., & Ballantine, W. (2012). Restaurant managers' perspectives on halal certification. *Journal of Islamic Marketing*, *3*(1), 47–58.

Sulistyo Prabowo, Abd Rahman, A., Ab Rahman, S., & Abu Samah, A. (2015). Revealing factors hindering Halal certification in East Kalimantan Indonesia. *Journal of Islamic Marketing*, *6*(2), 268–291.

Wannasupchue, W., Mohamad, S. F., Ishak, F. A. C., & Ungku Zainal Abidin, U. F. (2021). Challenges to obtain halal certification among restaurants in northeast Thailand. *Journal of Islamic Marketing*.

Wong, Y. T., Osman, S., Jamaluddin, A., & Yin-Fah, B. C. (2012). Shopping motives, store attributes and shopping enjoyment among Malaysian youth. *Journal of Retailing and Consumer Services*, *19*(2), 240–248.

Wu, J., & Wu, Z. (2019). ISO certification and new product success in an emerging market. *Asian Business and Management*, *18*(1), 51–71.

Yener, D. (2014). Factors that affect the attitudes of consumers toward Halal-certified products in Turkey. *Journal of Food Products Marketing*, *21*, 1–19.

Zainalabidin, M., Mad Nasir, S., & Rezai, G. (2013). The effect of possessing information about Halal logo on consumer confidence in Malaysia. *Journal of International Food & Agribusiness Marketing*, *1*, 73–86.

Jurnal
Pengguna Malaysia