

# EXAMINING THE AWARENESS OF HALAL LOGO AND THE CONFIDENCE LEVEL OF MALAYSIAN FOR THAILAND HALAL PRODUCTS

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## ABSTRACT

*Halal industry has a significant contribution to the global food market. Halal consciousness and mindfulness are sharpened in multi-ethnicities, multi-religious and multi-linguistic societies, where Muslim and Non-Muslim coexist. In Malaysia, the constant flow of people as a tourist, commodities, and information from the rest of the world, the interaction zone between Muslim and Non-Muslim has been widening. The main intention of this study was to examine the factors that influence the confidence level of Malaysian customers accepting Thailand halal logo products. To achieve the objective of this study, 500 individuals from the northern part of Malaysia that is Alor Setar, the capital city for the State of Kedah were picked through purposive sampling technique. Data were gathered through a structured survey form. Smart PLS was used to examine the proposed research hypotheses. Results reported marketing and awareness were supported while Thailand's halal logo and devoutness were not supported. This study will be useful for policymakers and future researchers to explore this area in detail.*

**Keywords:** Halal Logo, Devoutness, Awareness, Marketing, Alor Setar, Kedah Malaysia

## INTRODUCTION

In a contemporary business environment, the halal industry is growing exponentially around the globe and it has secured overwhelmed response from academicians and researchers. Many researchers such as (Puspaningtyas 2021; Elias et al., 2016; Fahmi et al. 2019; Shaari et al., 2013) argued that the halal food industry is playing a significant contribution to the international food market. The halal food market is mainly based on the principles of the Islamic religion. Islamic principles, law, and values are derived from Holy Quran and Hadith (Prophet Muhammad Saying). In Islam Halal and Haram are clearly defined and for the Muslim community, it is compulsory to follow the Islamic principles with full spirit and zeal (Hosain 2021). Despite the Muslim community, halal food is growing sharply in Non-Muslim society. The halal food market is considered one of the largest food markets in the globe due to healthy, safety, and high-quality assessment. Presently many non-Muslim societies are convinced that halal food is good for their health and hygienic improvement.

In 2020, the global halal food industry has “USD 1374590 million and it is expected to reach USD 1872260 million by the end of 2027, with a CAGR of 4.3% during 2021-2027” contribution in the global food industry. The halal food industry is considered as the largest consumer market in developing and developed economies. In 2020, the total Muslim population was estimated at 1.9 billion. It is stated that in 2030 the Muslim population will be