

Market Insights into Non-Muslim Consumer Perceptions and Acceptance of Halal Products

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ABSTRACT

This study investigates the demographic profile, purchasing behavior, perception, and acceptance of Halal products among non-Muslim consumers in Nueva Ecija. Using a descriptive quantitative research design, data were collected from 253 respondents through a structured survey. Results revealed that the majority of non-Muslim consumers are young adults aged 18–35, predominantly female and Roman Catholic. Most respondents purchase Halal products occasionally, primarily motivated by food safety, hygiene, and organic content. Awareness of Halal certification was moderate, with many associating Halal with cleanliness, strict production standards, and ethical values. Non-Muslim consumers expressed a generally positive perception and acceptance of Halal products, particularly in categories such as meat, snacks, and restaurant meals. However, knowledge gaps, misconceptions, and limited availability were identified as barriers to broader acceptance. The findings suggest that tailored marketing strategies emphasizing health, safety, ethical production, and educational campaigns could effectively promote Halal products among non-Muslim consumers in mainstream markets.

Keywords: *Halal products, non-Muslim consumers, purchasing behavior, perception, consumer acceptance, Halal certification, marketing strategy*

Introduction

The term halal, derived from Arabic, signifies what is “permissible” or “lawful” under Islamic law. While it has traditionally been associated with food and dietary practices, the concept of halal has expanded into a comprehensive lifestyle that now encompasses pharmaceuticals, cosmetics, finance, travel, and fashion (Department of Trade and Industry [DTI], 2023; Osman et al., 2022). This expansion reflects a global trend in which halal certification is not only recognized for ensuring religious compliance but is also valued as an assurance of quality, safety, and ethical standards (Osman et al., 2022).

In recent years, the global halal market has experienced remarkable growth, with projections estimating its value to reach USD 7.7 trillion by 2025 (DTI, 2023). Interestingly, this surge is not solely driven by Muslim consumers; there is also a growing interest among non-Muslim consumers worldwide. In the Philippines, for instance, the increasing attention to halal-certified products is influenced by factors such as rising health consciousness, heightened awareness of food safety, and ethical considerations linked to sustainable consumption (DTI, 2023). Despite this promising outlook, gaps remain in understanding how non-Muslim consumers perceive and accept halal products. Misconceptions often persist, with some viewing halal solely as a religious matter confined to dietary laws, which may hinder its wider market expansion (Osman et al., 2022). Furthermore, the effectiveness of marketing strategies targeting non-Muslim demographics has not yet been fully examined.

Given this context, the present study seeks to analyze the perceptions, acceptance, and purchasing behaviors of non-Muslim consumers in Nueva Ecija with regard to halal products. Specifically, it aims to describe their socio-demographic profile in terms of age, gender, civil status, and religion, as well as to understand their purchasing behavior. It further investigates their perceptions toward halal in relation to awareness of certification, perceived quality and safety, and cultural or religious considerations. In addition, the study examines their acceptance of halal products by exploring willingness to purchase, factors influencing decisions, preferred product categories, and barriers to acceptance.

Ultimately, the study endeavors to develop a strategic marketing framework that will effectively increase the acceptance of halal products among non-Muslim consumers. By addressing their demographic profiles, purchasing behaviors, perceptions, and acceptance levels, this research intends to provide insights that will enhance inclusivity, broaden the consumer base, and support the sustainable growth of the halal industry in the Philippines.

Literature Review

The global halal industry has become one of the fastest-growing sectors in the world economy, extending beyond its traditional focus on food consumption. Halal, which means “permissible” under Islamic law, has evolved into a broader lifestyle concept that encompasses food, cosmetics, pharmaceuticals, tourism, and finance (Bonne & Verbeke, 2008; DTI, 2023). Market forecasts indicate that the halal economy could reach a value of USD 7.7 trillion by 2025, driven by both Muslim and non-Muslim consumer segments (Statista, 2023). This rapid expansion is linked not only to religious compliance but also to consumer demands for safety, hygiene, ethical sourcing, and sustainability (Osman et al., 2022; Wilson & Liu, 2010).

Halal Awareness, Certification, and Standards

Halal certification plays a central role in shaping consumer trust and acceptance. According to Aziz and Chok (2013), awareness of certification logos increases consumers' confidence in product quality and authenticity. Non-Muslim consumers often associate halal certification with stringent production standards, cleanliness, and health benefits (Soon et al., 2017). Studies from Malaysia and Indonesia reveal that halal labeling significantly influences purchase intention among both Muslim and non-Muslim buyers (Shafie & Othman, 2006; Tieman, 2011). However, research also highlights that certification systems vary globally, sometimes creating confusion among consumers and limiting trust (Fischer, 2016). In the Philippines, halal certification remains a developing area, with ongoing efforts by the DTI and National Commission on Muslim Filipinos (NCMF) to establish uniform standards and increase public awareness (DTI, 2023).

Non-Muslim Consumers' Perceptions of Halal Products

Previous studies suggest that non-Muslim consumers often perceive halal products positively, particularly when linked to quality and hygiene. For instance, Haque et al. (2015) found that in multicultural contexts, non-Muslims often associate halal with safe food processing practices and ethical values. Similarly, Golnaz et al. (2010) observed that Malaysian non-Muslim consumers purchase halal food not for religious reasons but due to its perceived cleanliness and safety. In Western contexts, halal is often tied to ethical consumption trends, overlapping with interests in organic, fair-trade, and sustainable goods (Verbeke et al., 2013). Nonetheless, some non-Muslim consumers misunderstand halal as strictly religious, which can act as a barrier to broader acceptance (Mukhtar & Butt, 2012).

Purchasing Behavior and Acceptance of Halal

Consumer behavior research emphasizes that perception directly influences purchasing patterns. Non-Muslim consumers' willingness to purchase halal products often depends on factors such as price competitiveness, availability, and labeling clarity (Bonne et al., 2007). For example, a study by Aziz and Chok (2013) revealed that many non-Muslim consumers in Malaysia consider halal-certified products as healthier and safer, which drives occasional purchases. Similarly, Alam and Sayuti (2011) highlighted that awareness and perceived benefits positively predict purchase intention. In the Philippines, however, limited studies have been conducted, though anecdotal evidence suggests that rising health consciousness is encouraging more non-Muslims to explore halal products (DTI, 2023).

Barriers to Acceptance

Despite growing interest, several barriers continue to hinder the acceptance of halal products among non-Muslim consumers. Misconceptions that halal is solely tied to religious rituals reduce its appeal to broader markets (Wilson, 2014). Lack of awareness about certification standards and limited product availability in mainstream markets further constrain acceptance (Shafie & Othman, 2006). In addition, cultural and religious sensitivities sometimes create resistance, with some non-Muslim consumers perceiving halal as irrelevant to their lifestyle (Bonne & Verbeke, 2008). Pricing also plays a role, as halal-certified products are occasionally more expensive due to certification and compliance costs (Tieman, 2011).

Strategic Marketing Approaches

Marketing strategies play a crucial role in bridging gaps between halal producers and non-Muslim consumers. Studies emphasize that positioning halal products not solely as religiously compliant but also as healthy, safe, and ethically sourced enhances acceptance across diverse markets (Wilson & Liu, 2010). For example, educational campaigns that highlight halal's overlap with global consumer values—such as hygiene, animal welfare, and sustainability—have proven effective in multicultural societies (Soon et al., 2017). Branding efforts that integrate halal into mainstream retail settings, rather than niche or ethnic markets, also expand its appeal (Mukhtar & Butt, 2012). Policymakers and marketers are therefore encouraged to frame halal as a universal value proposition rather than a strictly religious one.

Synthesis of Literature

The reviewed literature demonstrates that non-Muslim consumers increasingly recognize halal as a marker of quality, hygiene, and ethical production, but knowledge gaps and misconceptions persist. Awareness of certification strongly influences perceptions and purchasing behaviors, yet limited marketing strategies and availability reduce its mainstream integration. While global studies highlight growing acceptance among non-Muslims, few empirical studies focus specifically on the Philippine context, particularly in provinces like Nueva Ecija. This gap justifies the present study, which seeks to analyze socio-demographic influences, perceptions, behaviors, and acceptance of halal products among non-Muslim consumers to develop strategic marketing frameworks that expand inclusivity and industry growth.

Conceptual Framework

The conceptual framework illustrates the interrelationship among key variables that influence the acceptance of halal products among non-Muslim consumers in Nueva Ecija. It follows a logical sequence where each variable builds upon the previous one, ultimately leading to the development of a strategic marketing framework. At the foundation of this model lies the socio-demographic profile, which includes factors such as age, gender, civil status, and religion. These personal characteristics shape how individuals perceive halal products, as younger or more educated consumers may be more open to trying them due to their awareness of health, ethical, or cultural considerations.

Building on this, perception toward halal products plays a significant role. This includes awareness of halal certification, perceived quality and safety, and cultural or religious sensitivity. Non-Muslim consumers who associate halal with cleanliness, ethical sourcing, and health consciousness tend to hold favorable perceptions that positively affect their buying decisions. These perceptions, in turn, influence purchasing behavior, which serves as the mediating variable. Purchasing behavior encompasses habits, frequency of purchase, and brand preferences, reflecting how attitudes are translated into actual market actions.

The next stage is the acceptance of halal products, which captures willingness to purchase, decision-making factors such as price and labeling, and preferred categories like food, cosmetics, or pharmaceuticals. Barriers such as misconceptions or lack of awareness are also considered. Ultimately, this process leads to the formulation of a strategic marketing framework. By understanding these interconnections, marketers and policymakers can design targeted campaigns that enhance consumer education, address misconceptions, and broaden the appeal of halal products beyond religious boundaries.

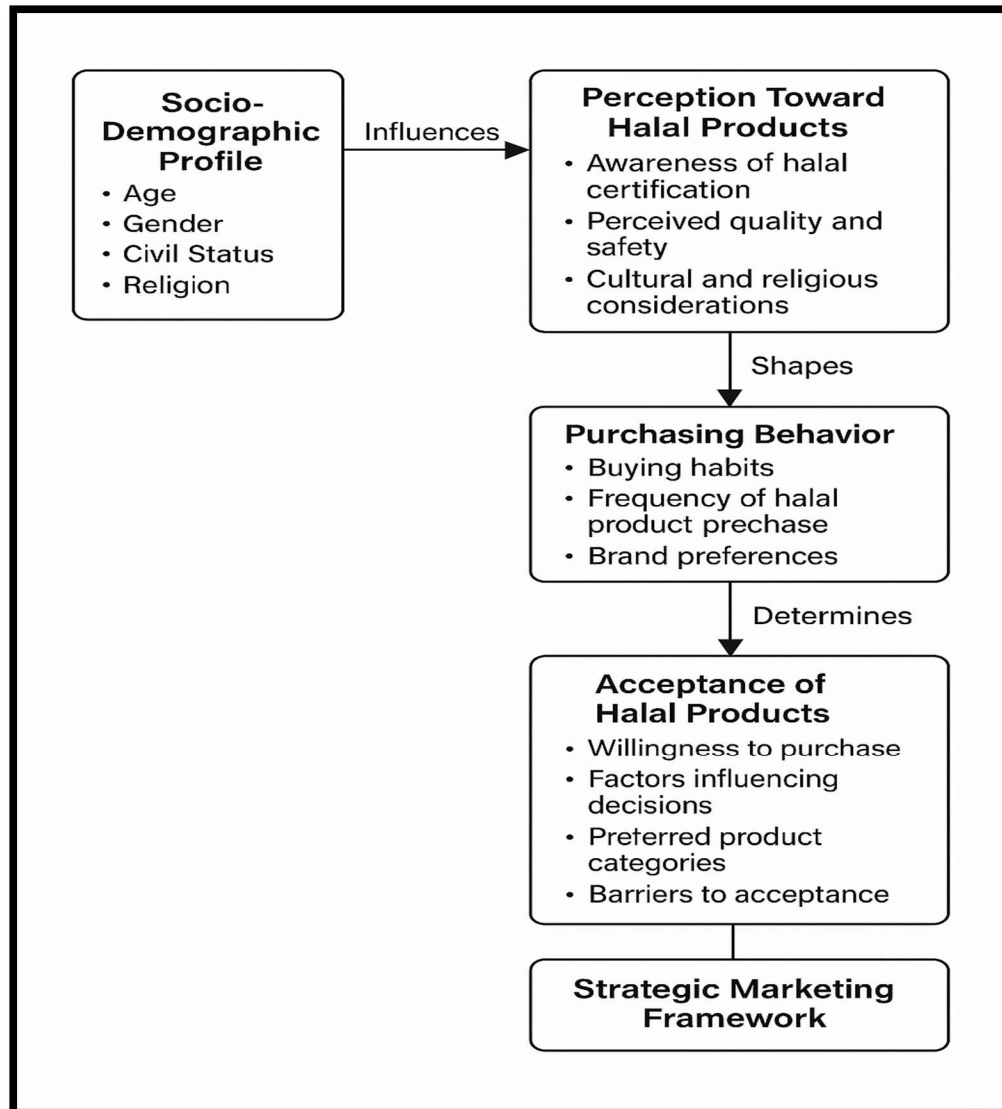


Figure 1. Conceptual framework showing the relationship among socio-demographic profile, perception, purchasing behavior, and acceptance of halal products among non-Muslim consumers, which serves as the basis for developing a strategic marketing framework

Research Methodology

This study employed a descriptive research design to systematically investigate the perceptions and acceptance of halal products among non-Muslim consumers in Nueva Ecija. The

descriptive approach facilitated a comprehensive analysis of consumer awareness, attitudes, and purchasing behaviors.

Locale of the Study: Nueva Ecija, a province in the Central Luzon region of the Philippines, was selected due to its diverse population and emerging market potential for halal products.

Population and Sampling: The study targeted non-Muslim consumers aged 18 and above residing in Nueva Ecija. Two hundred fifty-three participants were selected using simple random sampling to ensure representativeness and minimize selection bias.

Data Collection Instrument: A structured questionnaire comprised sections on socio-demographic information, awareness of halal certification, perceptions of halal products, purchasing behaviors, and acceptance levels. The questionnaire utilized a 4-point Likert scale to gauge the degree of agreement or disagreement with various statements. Prior to deployment, the instrument underwent validation by experts in consumer behavior and Islamic studies to ensure reliability and content validity.

Data Collection Procedure: Data were collected through face-to-face interviews conducted in various commercial establishments across Nueva Ecija. Participants were briefed on the study's objectives and assured confidentiality and anonymity. Informed consent was obtained before participation.

Data Analysis: Collected data were analyzed using descriptive statistical methods, including frequency distributions, percentages, and weighted means. These analyses provided insights into consumer profiles, awareness levels, perceptions, and acceptance of halal products. The findings served as the basis for developing strategic marketing frameworks to enhance the appeal of halal products to non-Muslim consumers.

Ethical Considerations: The study adhered to ethical research standards, ensuring voluntary participation, informed consent, and the confidentiality of participant information. Participants were informed of their right to withdraw from the study at any point without any repercussions.

RESULTS

This study aims to investigate the demographic profile of non-Muslim consumers and analyze their perception and acceptance of Halal products. It seeks to understand the factors that influence their purchasing behavior and level of awareness regarding Halal certification. Additionally, the study proposes effective marketing strategies to enhance the appeal and acceptance of Halal products among non-Muslim consumers in the mainstream market.

1. The Socio-Demographic Profile of Non-Muslim Consumers.

Table 1.1: Age Distribution

Age Group	Frequency	Percentage
Below 18	10	3.95%
18 – 25	60	23.72%
26 – 35	80	31.62%
36 – 45	50	19.76%
46 – 55	30	11.86%
56 and above	23	9.09%
Total	253	100%

Over half of the respondents (55.34%) are between 18 and 35 years old, representing a younger demographic. This age group is often characterized by openness to global food trends, increased health awareness, and willingness to try new products. As younger consumers are more flexible

in purchasing decisions, they represent a key target market for Halal product promotions. Marketers should focus on youth-friendly campaigns on social media and emphasize health, safety, and ethical production to align with their values (Najmudin & Ahyakudin, 2022).

Table 1.2: Gender Distribution

Gender	Frequency	Percentage
Female	140	55.34%
Male	113	44.66%
Total	253	100%

The higher representation of females suggests that women may have a greater influence in household purchasing, particularly in food and consumer goods. Female consumers are often primary decision-makers for grocery shopping and may prioritize hygiene and food safety. This supports the strategy of targeting marketing content toward women, primarily through platforms like Facebook, Instagram, and YouTube, where lifestyle and food content is prevalent (Rahimi Mavi et al., 2024).

Table 1.3: Civil Status

Civil Status	Frequency	Percentage
Single	120	47.43%
Married	100	39.53%
Separated	20	7.91%
Widowed	13	5.14%

Total	253	100%
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Many single consumers may suggest a more experimental consumption behavior, especially in food choices. Single individuals are more open to new food items and may be more responsive to lifestyle branding and packaging. Marketing efforts can leverage this by positioning Halal products as modern, ethical, and globally accepted.

Table 1.4: Religious Affiliation

Religion	Frequency	Percentage
Roman Catholic	150	59.29%
Born Again Christian	50	19.76%
Seventh-day Adventist	30	11.86%
Iglesia ni Cristo	23	9.09%
Total	253	100%

The predominance of Roman Catholic respondents mirrors the religious demographics of Nueva Ecija. Since religious belief can influence food choices, understanding these affiliations allows marketers to craft messages emphasizing the universal benefits of Halal products—such as hygiene and ethical preparation—rather than religious observance. Educating non-Muslim consumers about the inclusive nature of Halal can bridge religious gaps (Saleh & Rajandran, 2025).

2. Purchasing Behavior of Non-Muslim Consumers

Table 2.1: Frequency of Purchasing Halal Products

Frequency	Number of Respondents	Percentage
Never	30	11.86%
Rarely	50	19.76%
Sometimes	100	39.53%
Often	50	19.76%
Always	23	9.09%
Total	253	100%

Most (39.53%) purchase Halal products sometimes, showing sporadic engagement. The presence of 28.85% who often or always purchase Halal items reflects a growing market base. Consistent purchase frequency may be achieved through visibility, price competitiveness, and consumer education about Halal benefits (Madinah et al., 2020).

Table 2.2: Motivating Factors for Purchasing Halal Products

Motivating Factor	Frequency	Percentage
Food safety and hygiene	65	25.69%
Organic or natural ingredients	48	18.97%
Curiosity or desire to try new products	30	11.86%
Recommendations from family or friends	35	13.83%
Availability or convenience	28	11.07%
Perception of better quality	20	7.91%
Ethical or humane production practices	15	5.93%
Religious or cultural appreciation (non-Muslim)	12	4.74%

Attractive packaging or branding	10	3.95%
Total	253	100%

Food safety and hygiene emerge as the primary motivators for purchasing halal products among non-Muslim consumers. This aligns with findings by Anggraeni et al. (2020), who noted that the COVID-19 pandemic heightened health and sanitation awareness, leading to increased interest in halal products perceived as clean and safe.

Table 2.3: Usual Sources of Halal Products

Source	Frequency	Percentage
Public markets	60	23.72%
Supermarkets/Malls	100	39.53%
Convenience stores	30	11.86%
Online (Shopee, Lazada)	40	15.81%
Specialty stores	13	5.14%
Restaurants/Cafes	10	3.95%
Total	253	100%

Supermarkets and malls are the predominant sources of halal products, indicating the importance of mainstream retail channels in distributing halal-certified items. The growing role of online platforms also suggests opportunities for e-commerce strategies targeting non-Muslim consumers.

Table 2.4: Likelihood of Recommending Halal Products

Likelihood	Frequency	Percentage
Very likely	60	23.72%
Likely	80	31.62%
Neutral	70	27.67%
Unlikely	30	11.86%
Very unlikely	13	5.14%
Total	253	100%

Over half of the respondents (55.34%) are likely or very likely to recommend halal products, indicating a positive perception that can be leveraged through word-of-mouth marketing. Rahimi Mavi et al. (2024) emphasized the role of corporate social responsibility and perceived company motives in influencing consumer advocacy for halal products.

3. The Perception of Non-Muslim Consumers Toward Halal Products

Table 3.1: Awareness of Halal Certification

Awareness of Halal Certification (Items)	Weighted Mean	Verbal Interpretation
1. I am familiar with the term "halal."	3.60	Agree
2. I can identify halal-certified logos on the packaging.	3.40	Agree
3. I understand the basic principles of halal certification.	3.35	Agree

4. I know that halal certification applies to non-meat products, too.	3.10	Agree
5. I believe halal logos guarantee food safety.	3.50	Agree
Total Average	3.39	Agree

Non-Muslim consumers generally agree that they know halal certification; however, their knowledge of the detailed scope of halal certification (beyond food) is moderate. This shows the importance of awareness programs to deepen understanding and boost consumer confidence.

Saleh and Rajandran (2025) found that increased halal certification awareness significantly impacts consumers' intention to purchase halal products beyond religious obligations.

Table 3.2: Perceived Quality and Safety

Perceived Quality and Safety (Items)	Weighted Mean	Verbal Interpretation
1. I perceive halal products as clean and hygienic.	3.75	Agree
2. Halal products are safe for anyone to consume.	3.65	Agree
3. Halal certification implies strict production standards.	3.60	Agree
4. I feel more secure consuming halal-certified food.	3.55	Agree
5. I trust the quality of halal-labeled items.	3.60	Agree
Total Average	3.63	Agree

The strong agreement reveals a positive perception of halal products as safe, hygienic, and high quality, encouraging non-Muslim consumers to accept and purchase these products. This perception transcends religious boundaries and taps into universal food safety and quality values.

Rahimi Mavi et al. (2024) emphasize that diverse consumer groups view halal certification as a marker of rigorous hygiene and safety standards.

Table 3.3: Cultural and Religious Considerations

Cultural and Religious Considerations (Items)	Weighted Mean	Verbal Interpretation
1. I respect the religious significance of halal practices.	3.55	Agree
2. Halal products do not conflict with my religion.	3.40	Agree
3. I feel comfortable purchasing halal products despite not being Muslim.	3.60	Agree
4. Halal is more cultural and ethical than just religious for me.	3.35	Agree
5. Halal products should be available to everyone.	3.70	Strongly Agree
Total Average	3.52	Agree

Consumers respect halal's religious roots while perceiving it as a cultural and ethical choice suitable for all consumers. The strong agreement on inclusivity highlights a trend towards broader acceptance of halal products in the mainstream market.

Najmudin and Ahyakudin (2022) report that non-Muslim younger consumers increasingly perceive halal as an ethical lifestyle choice rather than a purely religious mandate.

3. The Acceptance of Non-Muslim Consumers Toward Halal Products

Table 4.1: Non-Muslim Acceptance of Halal Products in Terms of Willingness to Purchase Halal-Certified Products

Willingness to Purchase Halal-Certified Products	Weighted Mean	Verbal Interpretation
I am open to trying halal-certified products even if I am not Muslim.	3.6	Strongly Agree
I would purchase halal products if they were readily available.	3.4	Agree
I do not mind if a product is labeled halal.	3.5	Strongly Agree
Halal-certified products are of good quality.	3.3	Agree
Total	3.45	Agree

Most non-Muslim consumers agree or strongly agree that they are open to purchasing halal-certified products, indicating a positive perception and acceptance of halal labeling and quality.

According to Awan et al. (2021), non-Muslim consumers increasingly accept halal products when perceived as safe, hygienic, and ethically prepared.

Table 4.2: Non-Muslim Acceptance of Halal Products in Terms of Factors Influencing Purchasing Products

Factors Influencing Purchasing Products	Weighted Mean	Verbal Interpretation
Halal products are perceived to be hygienic.	3.5	Strongly Agree
I consider halal certification a mark of food safety.	3.6	Strongly Agree
Positive recommendations influence my purchase of halal products.	3.2	Agree
My curiosity about new products drives me to try halal items.	3.3	Agree
Total	3.40	Agree

Non-Muslim consumers' acceptance is influenced by factors such as hygiene, food safety, and recommendations, with a strong agreement on the hygiene and safety of halal products.

Alqudsi (2021) highlights that food safety, hygiene, and ethical preparation are key drivers for non-Muslim consumers' interest in halal products.

Table 4.3: Non-Muslim Acceptance of Halal Products in Terms of Preferred Product Categories

Preferred Product Categories	Weighted Mean	Verbal Interpretation
Halal-certified meat and poultry	3.6	Strongly Agree
Halal-certified snacks and packaged foods	3.4	Agree
Halal-certified cosmetics and personal care products	3.1	Agree

Halal-certified restaurant meals	3.3	Agree
Total	3.35	Agree

Consumers are most receptive to halal-certified meat and poultry, followed by packaged foods and restaurant meals. Cosmetics received a slightly lower agreement.

Rezai et al. (2022) noted that meat and processed foods are the most preferred halal categories among non-Muslim buyers due to perceived health and cleanliness.

Table 4.4: Non-Muslim Consumer Acceptance of Halal Products in Terms of Barriers to Acceptance

Barriers to Acceptance	Weighted Mean	Verbal Interpretation
I lack knowledge about halal certification.	3.2	Agree
I associate halal products exclusively with Muslims.	3.3	Agree
I have concerns about the availability of halal options.	3.1	Agree
I am unsure about the quality standards of halal products.	3.0	Agree
Total	3.15	Agree

Knowledge gaps and misconceptions about halal, such as exclusivity to Muslims and availability, pose significant barriers for non-Muslim consumers.

Tieman and Ghazali (2023) pointed out that lack of awareness and perceived exclusivity are common barriers among non-Muslim consumers, affecting their willingness to engage with halal products.

5. A strategic marketing framework developed to effectively increase non-Muslim consumer acceptance of halal products by addressing their demographic profiles, purchasing behaviors, perceptions, and levels of acceptance

This framework provides a comprehensive and actionable roadmap for marketers, producers, and stakeholders to tailor their efforts toward building trust, enhancing product visibility, and fostering positive consumer experiences. By integrating consumer insights with targeted communication, inclusive branding, accessible distribution, and continuous feedback, this strategy aims to position halal products as religiously compliant and universally appealing options that meet the diverse needs of modern consumers. The following matrix outlines core components, objectives, and strategic actions to drive effective market penetration and sustained growth in the non-Muslim halal consumer segment.

Strategic Marketing Framework Matrix

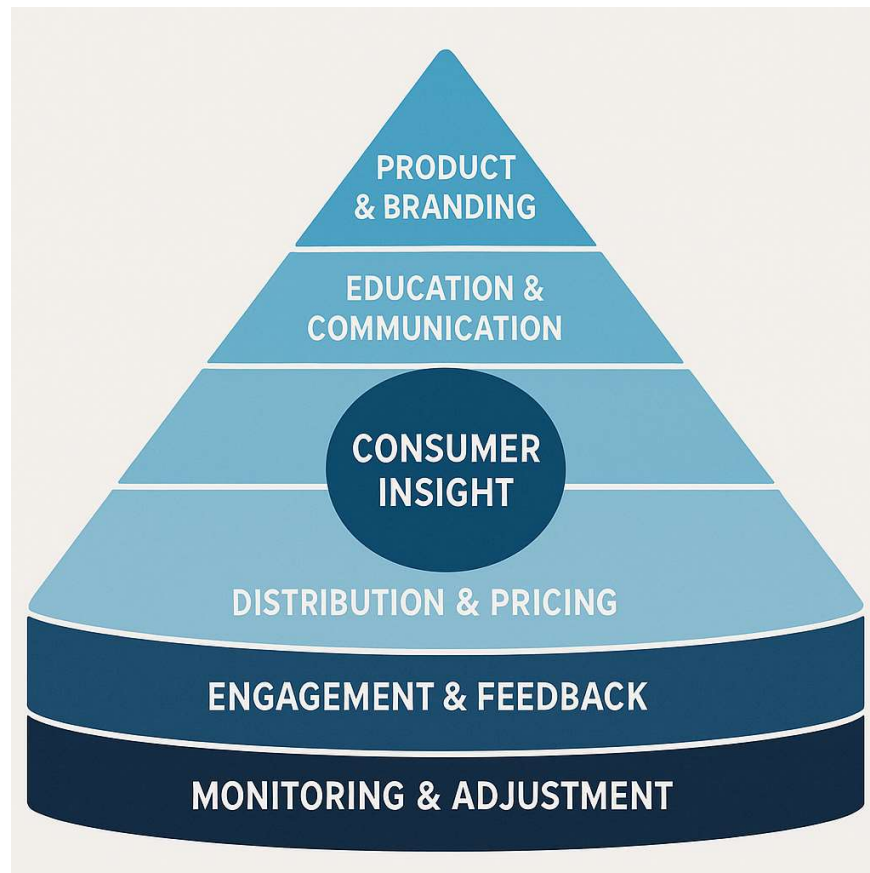
Component	Objective	Strategies / Key Actions
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1. Market Segmentation and Consumer Profiling	Understand and segment non-Muslim consumers based on demographics and behaviors	<ul style="list-style-type: none"> - Segment by age, income, education, religion, and lifestyle - Develop buyer personas (e.g., health-conscious millennials) - Analyze buying motivations (e.g., ethics, hygiene)
2. Product Positioning and Branding	Reframe halal products beyond religious compliance to highlight universal values	<ul style="list-style-type: none"> - Message: “Halal = Clean, Safe, Ethical” - Use inclusive branding for all faiths - Co-brand halal with quality/organic certifications
3. Awareness and Education Campaign	Improve perception and correct misconceptions about halal products	<ul style="list-style-type: none"> - Run myth-busting campaigns (infographics, short videos) - Use influencers and health experts - Deliver talks in schools, online, and in stores

4. Distribution and Accessibility	Ensure halal products are widely available and clearly labeled for all consumers	<ul style="list-style-type: none"> - Mainstream retail expansion (supermarkets, e-commerce) - Label with neutral terms (e.g., "Clean Choice") - Pop-up stores in non-Muslim areas
5. Price Strategy and Value Perception	Address pricing concerns by highlighting value and offering competitive options	<ul style="list-style-type: none"> - Loyalty rewards and bundled pricing - Offer affordable halal variants - Provide cost-benefit comparisons
6. Consumer Engagement and Feedback	Build trust through interaction and user-generated input	<ul style="list-style-type: none"> - Gather reviews and conduct surveys - Involve non-Muslims as brand ambassadors - Host halal food fairs and demos
7. Monitoring and Continuous Improvement	Evaluate strategy effectiveness and adapt to changing consumer behavior	<ul style="list-style-type: none"> - Monitor KPIs (awareness, trust, repurchase rates) - Use feedback loops for adjustments

		- Conduct quarterly marketing reviews
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FRAMEWORK MODEL



Discussion

This study examined the demographic profile, purchasing behavior, perception, and acceptance of Halal products among non-Muslim consumers, and developed a strategic marketing framework to increase their engagement. The findings confirm that Halal products are increasingly

perceived as safe, hygienic, and high quality, even outside their religious context, and point to actionable strategies for enhancing market penetration.

Demographic Insights and Market Potential

The results revealed that the majority of respondents were younger (18–35 years), female, single, and Roman Catholic. This demographic composition is significant because younger consumers often demonstrate openness to global food trends, ethical consumption, and lifestyle-oriented products (Najmudin & Ahyakudin, 2022). Female consumers, as primary household decision-makers, further represent a crucial market segment due to their influence on food and grocery purchases (Rahimi Mavi et al., 2024). These demographic patterns highlight an opportunity for marketers to position Halal products as modern, ethical, and lifestyle-compatible, beyond religious connotations.

Purchasing Behavior and Market Drivers

Non-Muslim consumers showed sporadic yet promising purchasing behavior, with a substantial proportion buying Halal products sometimes or often. Their purchasing motivations were driven by food safety, hygiene, natural ingredients, and recommendations, rather than religious factors. This aligns with Anggraeni et al. (2020), who reported that the COVID-19 pandemic amplified consumer demand for hygiene and safety assurances in food products. The dominance of supermarkets and malls as purchase points reflects the role of mainstream retail channels in shaping Halal accessibility, while the rise of online platforms underscores the potential of e-commerce-driven marketing.

Perceptions of Halal Products

Non-Muslim consumers demonstrated positive perceptions of Halal certification, associating it with quality assurance, safety, and ethical practices. However, their awareness was limited to general understanding, with moderate knowledge of the broader application of Halal beyond food. This gap is consistent with Saleh and Rajandran (2025), who noted that misconceptions about Halal often prevent wider consumer engagement. Importantly, respondents expressed inclusivity, agreeing that Halal should be available for everyone, echoing the shift from Halal as a religiously exclusive concept to one with universal ethical appeal (Najmudin & Ahyakudin, 2022).

Acceptance and Barriers

Acceptance levels were generally high, with respondents expressing willingness to purchase Halal products and recommending them to others. They strongly associated Halal with hygiene and food safety, key factors driving consumer trust (Alqudsi, 2021). However, barriers included limited knowledge, misconceptions of exclusivity to Muslims, and concerns about availability. Tieman and Ghazali (2023) observed similar barriers, emphasizing the need for targeted education and awareness campaigns. These insights suggest that improving consumer understanding and addressing perceived limitations are central to expanding Halal acceptance.

Strategic Implications

The integration of these findings into a strategic marketing framework highlights several implications. First, inclusive branding should emphasize Halal as a symbol of safety, cleanliness, and ethical production rather than solely religious compliance. Second, awareness campaigns must address misconceptions and highlight Halal's broader scope, supported by influencers and educational initiatives. Third, ensuring accessibility through mainstream retail and online channels

is critical to normalizing Halal products in everyday consumption. Lastly, building trust and engagement through consumer feedback and advocacy can enhance long-term loyalty.

Theoretical and Practical Contribution

Anchored in consumer perception theory, the study affirms that non-Muslim consumer choices are shaped more by perceived attributes (safety, quality, hygiene) than by the intrinsic religious value of Halal. The findings extend this framework by showing that socio-demographic factors—particularly age, gender, and civil status—moderate these perceptions and acceptance. Practically, the proposed marketing framework offers a structured, evidence-based roadmap to enhance Halal market expansion, not only within Muslim-majority contexts but also in mixed or non-Muslim settings.

Practical Implications for Asian Business

The findings of this study present significant implications for businesses in Asia, particularly in the food, retail, and consumer goods sectors. With the majority of non-Muslim consumers surveyed belonging to the younger age group (18–35 years) and largely female, Asian businesses can strategically target this demographic as a promising market segment for halal products. Their openness to exploring halal-certified goods reflects an opportunity for businesses to capture a wider customer base that extends beyond religious affiliation.

One practical implication lies in market positioning and consumer education. Although awareness of halal certification exists, knowledge gaps remain regarding its broader scope beyond religious practice. Asian businesses must therefore invest in clear and inclusive communication strategies. By framing halal products as synonymous with cleanliness, safety, and ethical

production, businesses can build credibility and appeal to a wider audience. This positions halal as a universal lifestyle choice, not just a religious requirement.

Another key implication involves distribution and accessibility. While supermarkets and malls remain the dominant purchasing points, the rise of online shopping in Asia provides a vital platform to expand halal product availability. Businesses should ensure visibility of halal goods both in physical retail outlets and e-commerce platforms. Clear, neutral labeling can further reduce misconceptions and help attract non-Muslim buyers who associate halal with quality and safety.

Pricing and value perception also matter in the Asian context, where consumers are often price-sensitive. By offering competitive prices, bundle promotions, and loyalty rewards, businesses can encourage trial and repeat purchases. This not only makes halal products more accessible but also strengthens brand loyalty among younger and budget-conscious consumers.

Furthermore, the growing influence of digital engagement in Asia highlights the importance of leveraging social media, lifestyle influencers, and non-Muslim brand ambassadors to promote halal products. Their endorsements can foster consumer trust, amplify awareness, and generate positive word-of-mouth. At the same time, partnerships with health and ethical lifestyle advocates can reinforce the perception of halal as a healthier and more responsible choice, further enhancing its market reach.

Finally, businesses must recognize that sustainable growth in the halal market requires continuous market monitoring and consumer engagement. Regularly tracking consumer preferences, satisfaction levels, and awareness ensures that businesses remain adaptive to changing demands. Promotional activities such as halal food fairs, pop-up stores, and product sampling in non-Muslim areas can also create greater exposure and acceptance.

In summary, the practical implication for Asian businesses is clear: halal products, when positioned inclusively as ethical, clean, and safe, have strong potential to penetrate the non-Muslim market. By combining targeted marketing, expanded accessibility, competitive pricing, and consumer engagement strategies, Asian businesses can foster long-term acceptance and strengthen their foothold in this growing sector.

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