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(AIJBES)**[www.aijb.com](http://www.aijb.com)**THE INFLUENCE OF HALAL LOGO ON THE PURCHASING  
BEHAVIOR OF MUSLIM FILIPINOS: A STRUCTURAL  
EQUATION MODELLING**Aldrich June B. Caracle<sup>1\*</sup>, Mohammad Rehan D. Raopan<sup>2</sup><sup>1</sup> Faculty Mindanao State University, Philippines  
Email: aldrich.caracle@msumain.edu.ph<sup>2</sup> Master in Business Administration Graduate, Mindanao State University, Philippines  
Email: rehandiamla@gmail.com

\* Corresponding Author

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**DOI:** 10.35631/AJBES.619001.**This work is licensed under [CC BY 4.0](https://creativecommons.org/licenses/by/4.0/)****Abstract:**

The study investigated the influence of halal logo on the purchasing behavior of Muslim Filipinos. Moreover, it assessed the knowledge, attitude and the perceived issues of consumers toward halal logo, thereby gain a deeper understanding of the critical factors that shape consumer behavior. A quantitative research design was employed, utilizing a structured questionnaire administered to a sample of 400 Muslim Filipino consumers. Cronbach's alpha was tested to assess the reliability of the instrument. The instrument was also validated by research experts to ensure its functionality. Furthermore, the validity of the instrument was measured by convergent validity test. Descriptive statistics and PLS-Structural Equation modelling were used to analyze the data gathered. The findings of the study revealed the important role of Halal logo in influencing consumers' purchasing behavior. The respondents expressed a strong commitment to checking for the Halal logo, double-checking its presence, and exclusively buying products with the Halal logo. They are willing to pay a premium for products with the Halal certification, highlighting the importance of the logo as a guiding factor in their decision-making process. Based on the PLS-SEM, the attitude and the issues perceived by the Muslim consumers on products with halal logo have an influence on their purchasing behavior. With these findings, it is recommended that consumer protection measures be intensified to safeguard the rights and interests of Muslim Filipino consumers. Regulatory agencies, manufacturers, and retailers should ensure accurate and reliable halal certification processes and enforce strict adherence to Halal standards. Importantly, efforts should be made to raise awareness among Muslim consumers about the significance of the halal logo and the assurance it provides in terms of product quality and compliance with religious requirements.

**Keywords:**

Halal, Halal Logo, Purchasing Behavior, Muslim Filipinos, Structural Equation Modelling

**Introduction**

The dynamics of consumer behavior are always changing in a society that is continuously globalizing due to cultural, religious, and ethical factors. For Muslim consumers, the idea of Halal, which includes not just food preferences but also different elements of their everyday lives, including consumer goods and services, is one important factor that significantly influences their purchasing choices. The Halal logo, a representation of adherence to Islamic moral and dietary norms, has grown in popularity among consumers.

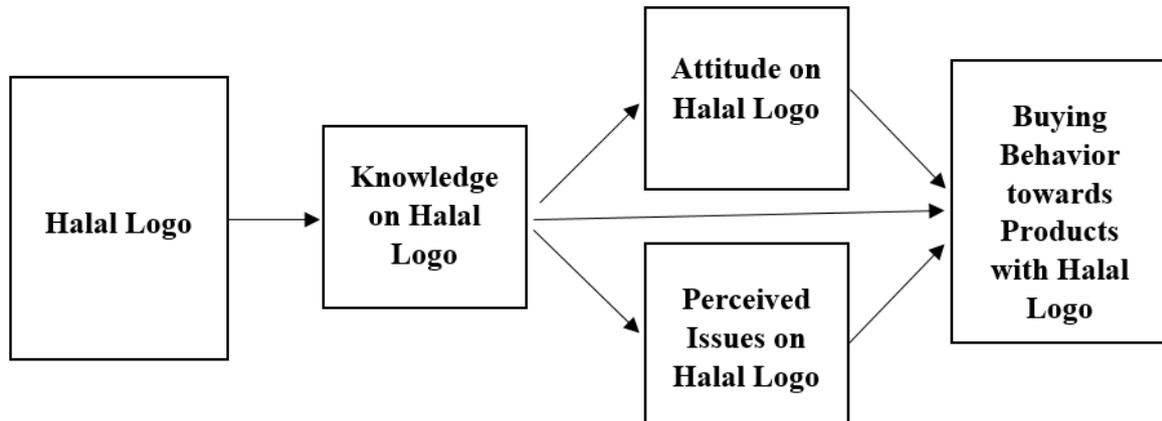
Islam is a belief system that aims to help people attain their greatest potential, especially in terms of cleansing and purification. Islam instils in its adherents an unequalled drive to attain absolute purity and to completely forego all impurities. The terms Halal (lawful) and Haram (unlawful) are relevant at this point. The term halal denotes what is permitted and Haram denotes what is forbidding. Therefore, Muslims should ardently preserve what Islam permits (Halal) and vigorously oppose what Islam forbids (Haram).

The presence of a halal logo serves as an important marker for Muslim consumers when making purchase decisions. It signals the adherence of a product to specific religious standards, instilling confidence and trust among Muslim consumers regarding its suitability for consumption. Several empirical studies have examined the effect of halal labeling on consumer attitudes and behavior, shedding further light on the significance of this logo in influencing purchasing decisions.

Anam et al., (2018) conducted a study in Malaysia to conceptualize the relationship between the halal logo, perceived product quality, and the role of consumer knowledge. The empirical data gathered from the study suggests that consumer knowledge plays a crucial role in the influence of the halal logo on purchasing behavior. Moreover, in a study by Khan et al., (2017) on the consumer behavior of halal-endorsed products in an emerging Muslim market, empirical data revealed that the presence of a halal logo significantly influenced consumer attitudes and purchase intentions. The study highlighted the importance of halal certification as a trust-building mechanism for Muslim consumers and emphasized the need for strict consumer protection measures regarding halal labeling.

By considering the aforementioned studies, it is evident that the presence of the halal logo exerts a significant influence on the purchasing behavior of Muslim consumers. However, the specific influence of the halal logo on the purchasing behavior of Muslim Filipinos remains relatively unexplored. Thus, this study aimed to address this gap by investigating the influence of the halal logo on the purchasing behavior of Muslim Filipinos. Specifically, it analyzed the influence of knowledge, attitude and issues perceived by consumers on halal logo towards their buying behavior using structural equation modelling. The findings of the study can provide valuable insights on the halal management and contribute to the development of an intensified consumer protection.

## Conceptual Framework



**Figure 1: Conceptual Framework**

The framework in Figure 1 illustrates how Muslim Filipino customers' purchase decisions are impacted by the halal emblem. It especially evaluated how consumers' purchasing decisions about products with the halal emblem are influenced by their knowledge, attitudes, and perceived problems with the halal logo. This framework offers a method for researching how Muslim Filipino consumers' purchase decisions relate to the halal emblem. The study examined the impact of the Halal label on Muslim Filipinos' purchasing behavior using the Knowledge, Attitude, and Practice (KAP) model theory and the Theory of Planned Behavior (TPB).

## Hypotheses

Based on the framework, the following null hypotheses were tested at 0.05 level of significance:

1. There is no significant and positive influence between the level of knowledge of the respondents and their attitude toward the halal logo.
2. There is no significant and positive influence between the level of knowledge of the respondents and their perceived issues with the halal logo.
3. There is no significant and positive influence between the level of knowledge of the respondents on the halal logo and their buying behavior towards products with the halal logo.
4. There is no significant and positive influence between the attitude of the respondents toward the halal logo and their buying behavior towards products with the halal logo.
5. There is no significant and negative influence between the perceived issues of the respondents on the halal logo and their buying behavior towards products with the halal logo.

## Literature Review

### *Factors Influencing Consumer Behavior towards Halal Products*

Several studies have delved into the various factors that influence consumer behavior towards Halal products, shedding light on the complexities of this phenomenon. Billah et al. (2020) conducted a comprehensive case study on Halal food, exploring the factors that shape

consumer behavior in this context. Their findings highlighted several key determinants that impact consumers' decision-making processes.

In another study by Khan et al. (2017), conducted in an emerging Muslim market, several additional factors influencing consumer behavior towards Halal-endorsed products were identified. Religious practices were found to be a significant factor, as consumers who adhere more strictly to religious practices exhibit a higher preference for Halal products. The study emphasized that religious teachings and cultural norms heavily influence consumer behavior in the context of Halal consumption.

Certification and trust were also identified as influential factors. Consumers rely on Halal certification as an assurance of compliance with Islamic dietary laws. Consumer behavior is greatly influenced by trust in the certification process, certification authorities, and companies that provide Halal items. The study emphasized how crucial transparent and unambiguous certification processes are to fostering customer confidence.

### ***Influence of Halal Logo on Consumer Purchasing Behavior***

In 2019, Shaari et al. carried out a study that concentrated on the buying intentions of consumers for packaged food goods that are Halal. The results of their study showed that the Halal emblem had a very favorable effect on customer behavior. Customers' trust and confidence in the product's adherence to Halal standards increased when they saw the Halal logo on packaged food products. Customers were therefore more inclined to choose Halal products with the emblem when making a purchase.

A study in Indonesia by Maison et al. (2018) compared the effects of explicit and implicit Halal information on consumer perceptions and purchase decisions. They investigated the consequences of two types of labeling: implicit, which incorporates halal information into the product description without explicitly displaying the logo, and explicit, which displays the halal emblem. The results of the study showed that the inclusion of the Halal label, whether explicit or implicit, had a favorable impact on consumers' opinions and intentions to buy. Customers believed that products labeled as Halal were safer, more reliable, and more appropriate for their eating habits.

Perdana et al. (2018) put up a research approach that looked at how Muslim customers' buying intentions are affected by Halal certification in the setting of the Middle East and North Africa. The empirical results showed that consumers' buying intentions are significantly shaped by the mediation effect of Halal certification. This factual data highlights the significance of the Halal emblem in influencing consumer behavior even more.

In order to determine how Muslim consumers' intentions to visit retail establishments are influenced by their perception of Halal food, Suki and Salleh (2018) carried out a study in Malaysia. The empirical results showed that consumers' perceptions of and loyalty to Halal-certified retail establishments were significantly influenced by the Halal image. This further empirical evidence emphasizes how the Halal emblem affects general consumer behavior and retailer preference.

A case study on the consumption patterns of Halal cuisine among Muslim and non-Muslim customers was carried out by Billah et al. (2020). The empirical results brought to light a number of variables that affect customer behavior, such as availability, price, quality, and

religious convictions. With the addition of this new empirical data, our understanding of the complexity of consumer behavior with regard to Halal items is expanded.

### ***Role of Consumer Knowledge and Attitudes in Halal Consumption***

In order to conceptualize the relationship between the Halal logo, consumer attitudes toward Halal products, perceived product quality, and consumer knowledge, Anam et al. (2018) conducted a study. They discovered that consumer perceptions of Halal items were greatly impacted by their understanding of the Halal certification and the requirements that go along with it. Higher knowledge consumers had more favorable opinions about Halal items, considering them to be safer, more reliable, and of superior quality. Customers' perceptions of Halal items were influenced by the Halal emblem, which they used as a cue to recognize and distinguish these products.

### ***Cross-cultural Perspectives on Halal Acceptance***

Kawata et al. (2017) looked examined Malaysian and Japanese consumers' perceptions of imported goods bearing the Halal mark. The research highlighted the relevance of Halal certification for non-Muslim consumers in both countries. It revealed that the presence of the Halal logo positively influenced the purchase decisions of non-Muslim consumers, indicating that Halal certification serves as a quality assurance marker, instilling confidence and trust in the products.

## **Methods**

### ***Design and Locale***

This study is predominantly quantitative research as it collected numerical data to achieve the purpose of the study. The study was conducted in Mindanao particularly between two (2) regions in the island with the highest number of Muslim population – the Bangsamoro Autonomous Region in Muslim Mindanao (BARMM), and Northern Mindanao (Region X)

### ***Participants***

The respondents of the study were the Muslim consumers who are at least 18 years old residing either in BARMM or in Northern Mindanao. Using Cochran's formula, a sample size of 400 Muslim consumers are considered as respondents of the study. Stratified random sampling was employed to ensure proportionate samples are taken from each region.

### ***Instruments***

A structured questionnaire was developed to collect relevant data for the study. The instrument is guided by several related studies (Temizkan, 2022; Yener, 2022; Damit, et. al, 2017). Cronbach's alpha was tested to assess the reliability of the instrument. The instrument was also validated by research experts to ensure its functionality. Furthermore, the validity of the instrument was measured by convergent validity test. An analysis of discriminant validity were undertaken. The result of the tests are presented in Table 1 and 2 below.

**Table 1: VIF, Factor Loadings, Composite Reliability, Cronbach's Alpha, AVE**

Constructs	Items	VIF	Factor Loadings	Composite Reliability	Cronbach's Alpha	AVE
Knowledge	Knowledge_1	2.479	0.826	0.913	0.881	0.677
	Knowledge_2	2.1	0.79			
	Knowledge_3	2.249	0.825			
	Knowledge_4	2.024	0.816			
	Knowledge_5	2.341	0.855			
Attitude	Attitude_1	2.584	0.859	0.925	0.898	0.714
	Attitude_2	3.217	0.879			
	Attitude_3	2.889	0.879			
	Attitude_4	3.48	0.896			
	Attitude_5	1.5	0.696			
Perceived Issues	Perceived_1	1.887	0.815	0.896	0.855	0.633
	Perceived_2	1.653	0.747			
	Perceived_3	1.743	0.798			
	Perceived_4	2.242	0.85			
	Perceived_5	1.806	0.764			
Buying Behavior	Behaviour_1	2.072	0.793	0.9	0.861	0.643
	Behaviour_1	2.491	0.854			
	Behaviour_1	2.112	0.75			
	Behaviour_1	2.6	0.829			
	Behaviour_1	1.756	0.778			

As presented in Table 1, the reliability analysis showed that the Cronbach's alpha values for Knowledge, Attitude, Perceived Issues, and Buying Behavior are 0.881, 0.898, 0.855, and 0.861, respectively. As the Cronbach's alphas in this study were all much higher than 0.7, the constructs were considered to have adequate reliability (Taber, 2018). The standardized loadings on the factors are also examined and values varied from 0.747 to 0.896. Standardized factor loadings were higher than the minimum threshold of 0.6 proposed by Bagozzi and Yi (1988). Furthermore, the composite reliability (CR) estimates and Average Variance Extracted are also beyond the recommended value of 0.70 and 0.50, respectively (Hair et al., 1998).

**Table 2: Discriminant Validity (Fornell-Larcker)**

	<i>Attitude</i>	<i>Behavior</i>	<i>Knowledge</i>	<i>Perceived</i>
<i>Attitude</i>	0.845			
<i>Behavior</i>	0.557	0.802		
<i>Knowledge</i>	0.670	0.396	0.823	
<i>Perceived</i>	0.321	0.483	0.284	0.796

Discriminant validity was also assessed in this study where the square root of the average variance extracted (AVE) of each dimension is 0.845 for Attitude, 0.802 for Behavior, 0.823 for perceived knowledge, and 0.796 for privacy concerns. Below these values are the correlation coefficient of each dimension. Its maximum value does not exceed the aforementioned values therefore, each construct in this research model has good discriminant validity. The assessment of the reliability and validity results revealed satisfactory results, establishing the measurement model's reliability and validity.

### ***Data Collection Procedures***

Survey was mainly used to collect relevant data. A pre-survey was conducted to 20 respondents to ensure the functionality of the survey instrument. The responses to the questionnaires was screened to identify incidence of non-response to any question and evaluate the trend of responses. The result of the pre-survey was used to test the reliability and validity of the instrument. Experts on the field being studied as well as researchers were also consulted to ensure the validity of the instrument before it will be used for actual survey.

The researcher prepared a letter of permission to seek proper consent from the actual respondents. During the actual survey, instruments was translated using local dialect to the participants who have difficulty in understanding English, and instruction was thoroughly explained to ensure better understanding.

### ***Data Analysis***

The data gathered were processed and analyzed using descriptive statistics and structural equation modelling (SEM). SEM is a powerful, multivariate technique found increasingly in scientific investigations to test and evaluate multivariate causal relationships. SEMs differ from other modelling approaches as they test the direct and indirect effects on pre-assumed causal relationships (Fan et al., 2016).

The PLS–SEM is similar to the analysis of multiple regression, which investigates relationships by focusing less on the measurement model (Hair et al., 2017). This technique has been applied in many studies to examine the relationship between constructs (Henseler et al., 2015; Bahar et al., 2020; Hossain et al., 2021).

### ***Ethical Considerations***

Ethical considerations played a pivotal role in our research. An informed consent was obtained from all participants and their anonymity and confidentiality were ensured. Furthermore, the research was conducted in accordance with ethical guidelines and approval from the appropriate institutional review board.

### **Results**

The level of knowledge, attitude and issues perceived by the consumers on Halal logo are assessed.

### ***Knowledge on Halal Logo***

**Table 3: Knowledge of the Respondents on Halal Logo**

Statement	Mean	SD	Qualitative Equivalent
1. I know that Halal logo is used to identify products that have been processed in accordance with Islamic principles.	3.73	0.47	Strongly Agree
2. I know that Halal logo is a certification given to products that are Halal according to Islam.	3.72	0.48	Strongly Agree
3. I know that Halal logo guarantees that the product contains no haram ingredients.	3.66	0.54	Strongly Agree
4. I know that Halal logo assures quality, hygiene and safety compliance of the product.	3.57	0.63	Strongly Agree
5. I know that the presence of the Halal logo indicates that the products meet Islamic dietary guidelines.	3.6	0.58	Strongly Agree
<b>Overall</b>	<b>3.66</b>	<b>0.54</b>	<b>Strongly Agree</b>

As presented in Table 3, the findings suggest that the respondents have a commendable level of knowledge regarding the halal logo and its role in ensuring compliance with Islamic principles and dietary guidelines. Their strong agreement across the statements demonstrates a comprehensive understanding of the purpose and significance of the halal logo in product labeling. Notably, the findings coincide with previous research that emphasizes the importance of accurate labeling and appropriate marketing strategies for halal products (Nasir et al., 2020). Accurate labeling, specifically through the use of the halal logo, enables Muslim consumers to easily identify and select products that meet their halal requirements.

### *Attitude on Halal Logo*

The interpretation of the data in Table 4 reveals that the respondents possess a strong positive attitude towards the halal logo. Their agreement across the statements indicates their belief in the safety, healthiness, wisdom, and positive benefits associated with products carrying the halal logo. This positive attitude reflects a sense of trust and confidence in the certification process and the adherence of Halal-certified products to Islamic principles and dietary guidelines. The findings align with previous research that highlights the importance of consumer attitudes towards the Halal logo and its impact on purchase behavior (Alam, 2019). Positive attitudes towards the Halal logo can significantly influence consumers' purchasing decisions and increase their likelihood of choosing halal-certified products. This is particularly relevant for Muslim consumers who prioritize religious and dietary requirements in their consumption choices.

**Table 4: Attitude of the Respondents on Halal Logo**

Statement	Mean	SD	Qualitative Equivalent
1. I feel good to buy products with Halal logo as it safer and healthier to consume.	3.62	0.6	Strongly Agree
2. I feel assured that purchasing products with Halal logo is a wise choice.	3.58	0.62	Strongly Agree
3. Purchasing products with the Halal logo gives me peace of mind.	3.59	0.61	Strongly Agree
4. I am convinced of the good benefits I could get in consuming products with Halal logo.	3.51	0.63	Strongly Agree
5. It is critical for me to purchase and consume products bearing the Halal logo.	3.35	0.85	Strongly Agree
<b>Overall</b>	<b>3.53</b>	<b>0.66</b>	<b>Strongly Agree</b>

### *Issues Perceived on Halal Logo*

The overall interpretation on the data presented in Table 5 suggests that the respondents have significant concerns about the legitimacy and credibility of halal logos in the market. These concerns include the existence of fake logos, uncertainty about the appropriateness of different logos, skepticism towards certain certifiers, and the misappropriation of Islamic imagery and terminology. These findings align with previous research that has highlighted the challenges and issues surrounding halal certification, including the need for standardization, regulation, and transparency (Bhuiyan et al., 2020).

**Table 5: Issues Perceived by the Respondents on Halal Logo**

Statement	Mean	SD	Qualitative Equivalent
1. Due to the prevalence of fake Halal logos, I am concerned about the legitimacy of the Halal emblems that appear on the packaging of various items.	3.53	0.66	Strongly Agree
2. With so many Halal logos on the market today, I'm not sure which one is appropriate.	3.44	0.67	Strongly Agree
3. With halal certifiers' integrity issues, I am skeptical that certain products bearing the halal logo are truly halal.	3.46	0.64	Strongly Agree
4. I lost trust in some Halal certifiers because I believe it has become a money-making enterprise.	3.34	0.7	Strongly Agree
5. I have noticed the misappropriation of Islamic pictures and terminology on product packaging in order to associate them with the Halal logo.	3.35	0.65	Strongly Agree
<b>Overall</b>	<b>3.42</b>	<b>0.66</b>	<b>Strongly Agree</b>

### ***Buying Behavior Towards Products with Halal Logo***

The finding as shown in Table 6 reveals that the respondents highly value the Halal logo in their buying decisions. Their sense of obligation, the practice of double-checking, the preference for products with both the logo and 100% Halal ingredients, and the willingness to pay a premium all indicate the strong influence of the Halal logo on their purchasing behavior. These findings are consistent with previous research that emphasizes the central role of the Halal logo in guiding the choices of Muslim consumers and their willingness to pay a premium for Halal-certified products (Syed Alwi et al., 2011).

**Table 6: Buying Behavior of the Respondents Towards Products with Halal Logo**

Statement	Mean	SD	Qualitative Equivalent
1. When purchasing goods, I always check for the Halal logo since it is my obligation as a Muslim to be mindful of what I purchase and consumer	3.56	0.55	Strongly Agree
2. Before purchasing goods, I double-check the Halal logo.	3.47	0.61	Strongly Agree
3. I exclusively buy products with the Halal logo because Muslims are compelled to consume such products.	3.1	0.85	Agree
4. I only buy products that contain 100% Halal ingredients and bear the Halal logo.	3.16	0.8	Agree
5. I purchase products with Halal logo even though it is more expensive than those without Halal certification.	3.34	0.69	Strongly Agree
<b>Overall</b>	<b>3.33</b>	<b>0.7</b>	<b>Strongly Agree</b>

### ***Hypothesis Testing***

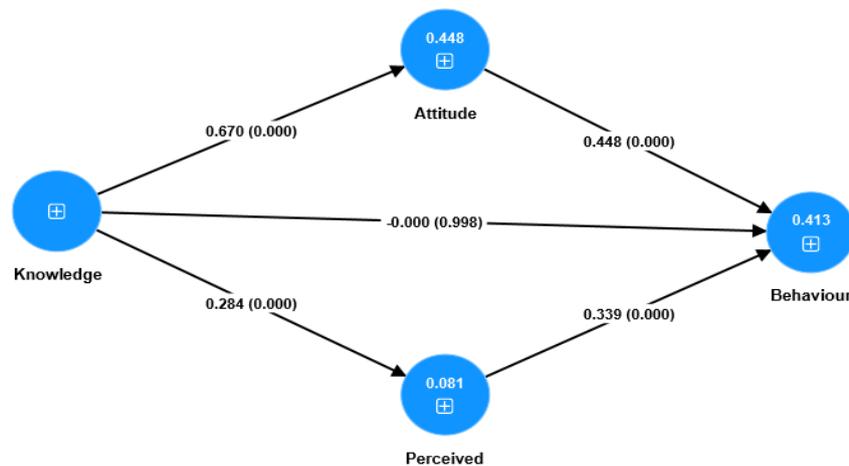
The hypotheses formulated in the study were tested. The result of the tests is presented in the table below.

**Table 8: Relationship of Tested Variables (Knowledge, Attitude, Perceived Issues, Buying Behavior)**

Significant Relationship Between 2 Variables	Original sample (O)	t- statistics	P values	Decision
Knowledge -> Attitude	0.67	16.116	0	Reject Ho
Knowledge -> Behavior	0	0.003	0.998	Failed to Reject Ho
Knowledge -> Perceived Issues	0.284	6.046	0	Reject Ho
Attitude -> Behavior	0.448	6.744	0	Reject Ho
Perceived Issues -> Behavior	0.339	6.962	0	Reject Ho

Table 8 presents the findings of the path coefficient analysis, which was done to determine the relationship between the dependent and independent variables. To determine significant path coefficients the T-statistics must have a value greater than 1.96 or p-value of less than 0.05. The following are the results of the assessment of the path coefficient with their corresponding t-statistic and the p-values of the hypothesized relationships.

1. Knowledge on Halal Logo significantly influenced Attitude on Halal Logo because it had a t-statistic value of 16.116 or higher than 1.96 and a p-value of 0.00 or lower than 0.05. The positive influence was indicated by the original sample value (path coefficient) of 0.670.
2. Knowledge on Halal Logo had no significant influence on Purchasing Behavior Towards Products with Halal Logo because it had a t-statistic value of 0.003 or lower than 1.96 and a p-value of 0.998 or higher than 0.05.
3. Knowledge on Halal Logo significantly influenced Perceived Issues on Halal Logo because it had a t-statistic value of 6.046 or higher than 1.96 and a p-value of 0.000 or lower than 0.05. The positive influence was indicated by the original sample value (path coefficient) of 0.284.
4. Attitude on Halal Logo significantly influenced Purchasing Behavior Towards Products with Halal Logo because it had a t-statistic value of 6.744 or higher than 1.96 and a p-value of 0.000 or lower than 0.05. The positive influence was indicated by the original sample value (path coefficient) of 0.448.
5. Perceived Issues on Halal Logo significantly influenced Purchasing Behavior Towards Products with Halal Logo because it had a t-statistic value of 6.962 or higher than 1.96 and a p-value of 0.000 or lower than 0.05. The positive influence was indicated by the original sample value (path coefficient) of 0.339.



**Figure 2: Model of PLS-SEM Path Analysis Diagram**

Figure 2 shows the R-Square value of the dependent variable in this study, namely Purchase Behavior of 0.413, which would mean that the independent variables in the study namely, Knowledge on Halal Product, Attitude on Halal Logo and Perceived Issues on Halal Logo can influence the Purchasing Behavior of the consumers towards Products with Halal Logo of 41.3%. Path coefficients displayed in Table 8 are also presented in the Figure with their corresponding p-values to easily compare and identify significant paths in the model.

## Conclusions

It is found in this study that Muslim consumers have high level of knowledge with regard to the use and importance of halal logo. It is also evident that they have a favorable attitude towards products with halal emblem. However, consumers have viewed some valid issues on halal logo that needs to be addressed by halal certifiers. These issues have affected the trust and integrity of halal logo in the eyes of the customers. Finally, the study clearly revealed that halal logo can significantly influence the purchasing behavior of the Muslim customers; thus, need to be given importance by manufacturers and halal authorities.

## Recommendations

Based on the findings and conclusions of the study, the following are recommended:

1. *Enhance transparency and regulation.* To address concerns about the legitimacy of Halal logos, there is a need for greater transparency and regulation in the Halal certification process. Implementing stricter standards, conducting regular audits, and ensuring third-party verification can help build trust among consumers and ensure the authenticity of Halal certifications.
2. *Educate and empower consumers:* Many respondents expressed uncertainty about which Halal logos are appropriate and reliable. Therefore, efforts should be made to educate consumers about recognized and trustworthy Halal certifiers. Providing accessible and accurate information about the certification process, the criteria for Halal products, and the significance of the Halal logo can help consumers make informed decisions.
3. *Strengthen enforcement against misappropriation:* Respondents also noted the misappropriation of Islamic imagery and terminology on product packaging to falsely associate them with the Halal logo. Authorities and relevant organizations should enforce stricter regulations to prevent such practices, ensuring that the use of Islamic symbols and language is respectful, accurate, and aligned with the Halal standards.
4. *Foster collaboration and standardization:* Collaboration among Halal certification bodies and stakeholders is crucial to establish uniform standards and criteria for Halal products and logos. Harmonizing certification processes, establishing mutual recognition agreements, and promoting international cooperation can help reduce confusion among consumers and provide a consistent and reliable Halal certification framework.
5. *Address affordability concerns:* Even though respondents said they would be willing to pay more for Halal products bearing the mark, it's crucial to address issues with cost. In order to ensure that the cost of Halal options does not become a deterrent for customers, manufacturers and merchants must endeavor to increase the accessibility and competitiveness of Halal-certified items.
6. *Leverage digital platforms:* With the growth of digital platforms and e-commerce, it is critical to use technology to improve the visibility and traceability of Halal products. Creating mobile apps or online databases with current, reliable information on Halal certifications can enable customers to quickly verify items and make wise decisions.
7. *Continuous research and feedback:* The halal market is dynamic and ever-changing, necessitating ongoing research to stay abreast of consumer inclinations, issues, and new developments. Gaining relevant insights to adjust tactics and meet evolving market demands can be facilitated by gathering customer feedback, conducting market studies, and keeping an eye on consumer views.

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