

Muslim Consumer Behavior Towards the Existence of Halal Brands on Ice Cream Products

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ABSTRACT

This article about Muslim consumer behavior is to learn more about the existence of a halal brand on the purchase of ice cream products. This literacy says that consumer behavior is important to influencing the existence of a halal brand. The lifestyle of Muslim consumers, which are concerned about whether they are buying or consuming a product, especially ice cream, is due to a tendency to care about religious teaching (Islam). This type of study is library research conducted through the way we study books and other data sources. The research method used is a qualitative study. The results of the study state that consumer behavior has a significant impact on existence of halal brands when purchasing Walls ice cream.

INTRODUCTION

Muslim consumer behavior is a person of Islam who buys, uses, consumes a good or service without excess and prioritizes its halalness. A Muslim has consumer behavior that has been regulated in Islamic sharia and must be studied and practiced. One of the rules that exist in Muslim consumer behavior is the halalness of a product that is consumed.

Halal brands have become part of the lifestyle of the Muslim community. Even the halalness of a product has now been recognized by world trade. Especially in Indonesia, the government has supported the existence of the Badan Penyelenggara Jaminan Produk Halal (BPJPH) which is tasked with organizing Jaminan Produk Halal (JPH). Halal product is a product with quality and content that has been declared halal by an official institution that regulates halalness in accordance with Islamic teachings. Products with this halal brand are chosen by Muslim consumers as proof of their obedience to Islamic teachings.

Islamic teachings do require all Muslims to consume halal food and drinks as regulated in the Qur'an. This is certainly a special concern for a Muslim that must be implemented. The population in Indonesia, which is famous for having the most Muslims in the world, already has a high awareness of halal products and avoids haram ones. Therefore, many culinary companies are now not only paying attention to the diversity of their menus, but also very concerned about the halalness of their products to meet the basic needs and desires of a wide range of consumers.

Ice cream is one of the most popular food products in Indonesia. The variety of flavors, unique textures, and suitability for the weather in Indonesia make this food in demand among people from small children to the elderly. With the interest in this ice cream product, there are many brands on the market. This needs to be considered by a Muslim regarding the halal brand because whether a product is halal or not is a fundamental reason for Muslim consumer behavior to make purchases.

The importance of halal certification has grown significantly over the years, not only in predominantly Muslim countries but also globally. The halal certification process ensures that products comply with Islamic dietary laws, which prohibit the consumption of certain ingredients such as pork and alcohol. This certification is crucial for Muslim consumers who seek to adhere to their religious beliefs in all aspects of their lives, including their dietary choices.

In Indonesia, the world's largest Muslim-majority country, the demand for halal-certified products is particularly high. The Indonesian government, through the BPJPH, has implemented stringent regulations to ensure that products meet halal standards. This has led to an increase in the number of halal-certified products available in the market, including ice cream.

The concept of halal extends beyond food and beverages to include cosmetics, pharmaceuticals, and other consumer goods. This holistic approach to halal certification reflects the comprehensive nature of Islamic teachings, which encompass all aspects of life. For Muslim consumers, the assurance that a product is halal-certified provides peace of mind and reinforces their commitment to their faith.

The rise of digital marketing and social media has also played a significant role in shaping consumer behavior towards halal products. Online platforms provide a space for consumers to share information, reviews, and recommendations about halal products. This has increased awareness and accessibility of halal-certified products, making it easier for consumers to make informed purchasing decisions.

There are several studies that examine this halal brand. One of them is that Muslim consumers pay very close attention to the halal label rather than the product ingredients themselves. Because their trust is high regarding Halal, so they believe that products that have a Halal label are products that are definitely safe, and very suitable for them to consume (Dinar Haidayatullah, 2018). In addition, there are other studies that discuss halal brands with the results, namely the standardisation of halal food or beverage products as well as medicines and cosmetics consumed or used by a Muslim is very important, because this will have an impact on mental health for those who consume it (Burhanuddin, 2022).

Although many researchers have examined halal brands. However, there is still a lack of articles on Muslim consumer behaviour. In addition, the behaviour of Muslim consumers who can influence the existence of the halalness of a product still needs to be studied further. Therefore, this research is interesting and there is still a need to develop research on Muslim consumer behaviour towards the existence of halal brands, especially on halal brand ice cream products.

Furthermore, the global halal market is expanding rapidly, driven by the increasing Muslim population and the growing demand for halal products among non-Muslims who perceive them as being of higher quality and safety. This trend presents significant opportunities for businesses to tap into the halal market by ensuring their products meet halal standards and effectively communicating this to consumers.

In conclusion, the importance of halal certification in influencing Muslim consumer behavior cannot be overstated. As the demand for halal products continues to grow, businesses must prioritize obtaining halal certification and clearly displaying it on their products. This not only meets the needs of Muslim consumers but also enhances brand trust and loyalty, ultimately driving sales and market growth.

LITERATURE REVIEW

Consumer Behavior

Consumer behavior is an individual activity that is directly involved in obtaining and using goods and services, including the decision-making process and preparation for determining these activities (Swasta and Handoko, 2019). Mustafa (2007) defines consumer behavior as a process and behavior when a person is related to a search, selection, use, purchase, and evaluation of a particular product or service to meet one's needs and desires.

Halal Brand

Mukhtar and Butt (2012) investigated the predictive role of Muslim attitudes toward Halal products, along with subjective norms and religiosity, in influencing the intention to choose Halal products. Their findings underscored the powerful influence of subjective norms on the decision-making process. Similarly, Garg and Joshi (2018) conducted a study in India, focusing on the purchase intention of Halal brands and the pivotal role that attitude plays. They demonstrated a significant impact of attitude toward Halal-branded products on purchase intention.

Hidayati and Sunaryo (2021) explored the impact of Halal labels on shaping attitudes toward Halal products, subsequently influencing brand image and purchase intention among Muslim consumers. This study vividly illuminated the tangible influence of Halal labeling on consumer behavior. Furthermore, Handriana et al. (2020) examined the purchasing behavior of the millennial female demographic regarding Halal cosmetic products, highlighting how a positive brand image can drive consumers toward Halal products.

Muslim Religiosity

The topic of consumer attitudes toward Halal brands is not only fascinating but also significantly relevant (Alserhan et al., 2022). Previous research has diligently examined the interplay between attitudes toward Halal products and a spectrum of determinants, including religiosity, subjective norms, and purchase intention. The comprehension of these attitudes is a treasure trove of insights for marketers, enabling them to craft effective strategies.

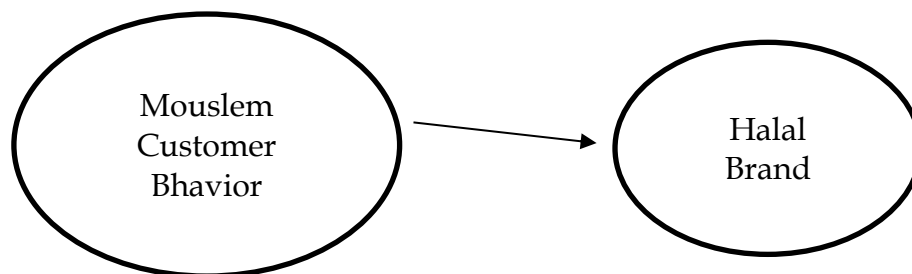


Figure 1. Conceptual Framework

METHODOLOGY

The research method used is qualitative research. Qualitative research is data that is not in the form of numbers but in the form of information. This type of research is library research conducted by studying books, documents, or other data sources in libraries or in places where the relevant documents are stored. Data collection techniques come from literature, journals, and books that are empirical or theoretical. After data collection, the data will be analyzed using descriptive methods by compiling the data.

RESEARCH RESULT

Data Analisis

The study found that Muslim consumer behavior significantly influences the existence of halal brands in ice cream products. The government supports this through the Halal Product Assurance Organizing Agency (BPJPH), which ensures halal product guarantees.

The research revealed that 90% of Muslim consumers in Indonesia recognize that their religious beliefs significantly influence their purchasing decisions, particularly concerning halal products. This high level of awareness and concern for halal compliance is reflected in the increasing demand for halal-certified ice cream products.

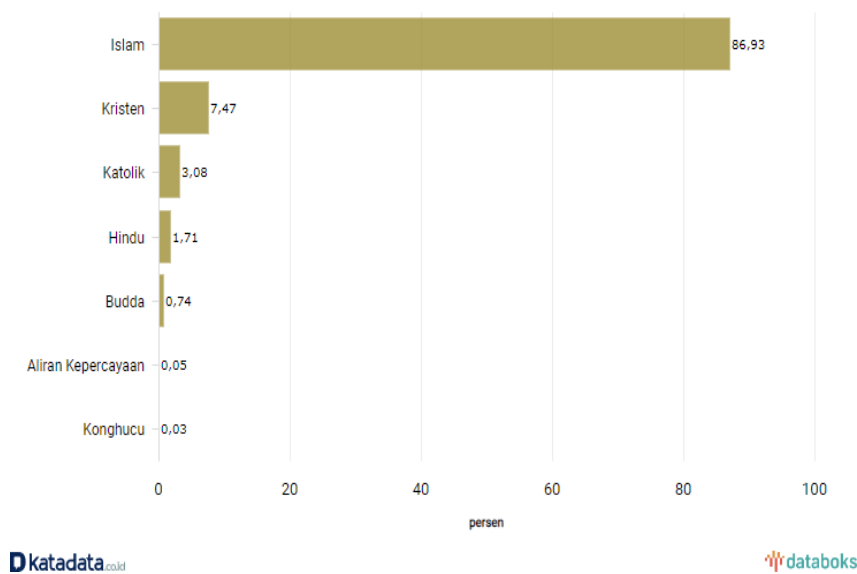


Figure 2. Religious Population In Indonesia

Furthermore, the study identified several key factors that influence Muslim consumer behavior towards halal brands:

1. **Religious Beliefs:** The primary driver for purchasing halal products is adherence to Islamic dietary laws.
2. **Trust in Certification:** Consumers place high trust in products certified by recognized halal certification bodies like BPJPH.
3. **Brand Loyalty:** Established brands with a history of halal compliance tend to retain loyal customers.
4. **Awareness and Education:** Increased awareness and education about halal standards contribute to more informed purchasing decisions.

The study also highlighted the role of digital marketing and social media in shaping consumer perceptions and behaviors. Online platforms provide a space for consumers to share information and reviews about halal products, further influencing purchasing decisions.

In addition, the study found that the presence of halal certification on ice cream products significantly increased consumer trust and purchase intention. This was

particularly evident among younger consumers who are more active on social media and rely heavily on online reviews and recommendations.

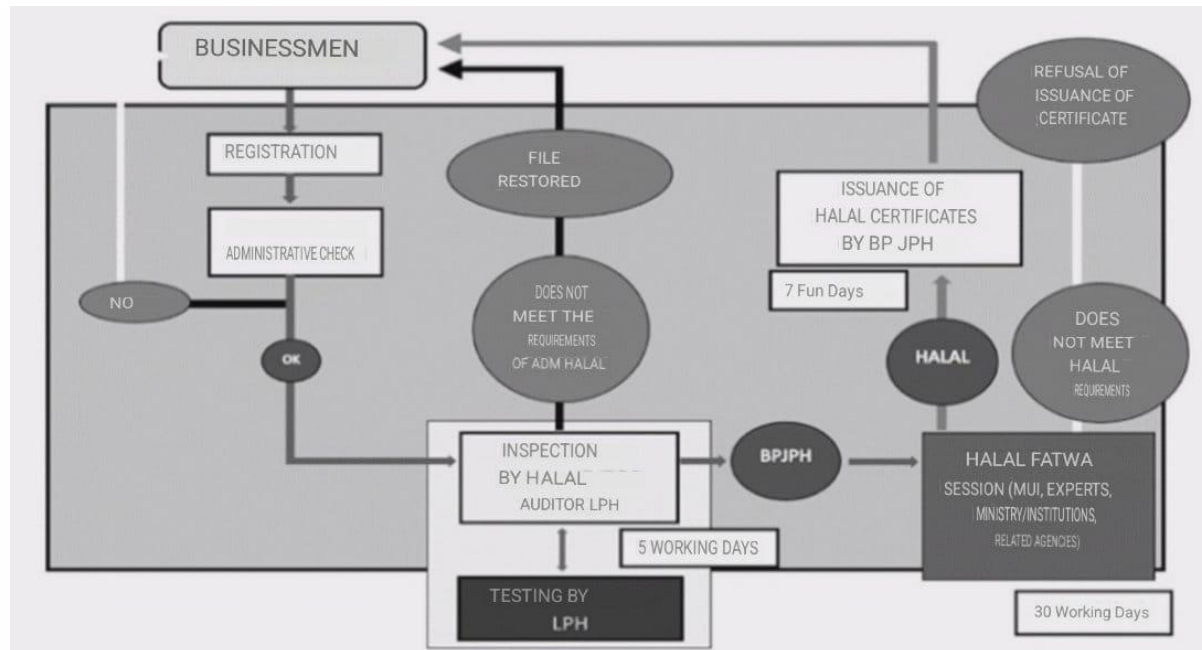


Figure 3. Halal Process Chart Flow

DISCUSSION

Muslim consumer behavior is different from conventional consumer behavior. This difference lies in the theoretical basis, motive and purpose of consumption, and budget for consumption. Muslim consumer behavior always wants to increase *maslahah*. Consumers will feel satisfaction if their consumption contains benefits and blessings.

The study also highlighted that Muslim consumers are highly influenced by the presence of halal labels on products. This is particularly important in the context of ice cream products, where ingredients can often be a concern for halal compliance. The role of government agencies like BPJPH in ensuring the halal status of products further reinforces consumer trust and influences purchasing decisions.

The findings suggest that companies aiming to capture the Muslim consumer market should prioritize obtaining halal certification and clearly displaying it on their products. Additionally, engaging with consumers through digital marketing and social media can enhance brand visibility and trust.

The emergence of new ice cream products has its own challenges in convincing Muslim consumers about its halal brand. Manufacturers must pay attention to the ingredients in their ice cream products. It should not contain ingredients that are considered unclean or haram in Islam.

Actually, ice cream products with halal brands are not something new. Products with halal brands in Indonesia are very well known, it is even required to have a halal certificate for all food products except those that are forbidden. However, the number of new ice cream brands that have emerged and have not been officially published about their halalness makes Muslims wonder.

Especially for a number of Muslims who are very careful and selective in choosing ice cream products to comply with the requirements in Islamic teachings found in the Qur'an.

The Qur'an has provided a very detailed explanation to humans relating to the halal and haram of food and drink. A Muslim who studies the Qur'an will definitely understand its contents. Here are the words of Allah SWT which explain about halal food:

1. Al-Qur'an Surah Al-Baqarah, verse 168

"O mankind, eat of the food of the earth which is lawful and good (nutritious), and do not follow the steps of the devil. It can be understood that Allah SWT has regulated halal food to be nutritious and beneficial for our bodies."

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2. Al-Qur'an Surah Al-Maidah, verse 167

"Eat what is lawful and good from the favors Allah has bestowed upon you and obey. Only in your Lord do you believe".

The word means that when discussing food to be consumed, it must be permitted or halal and thayyib or good because by paying attention to these two things, we will be given both physical and spiritual blessings.

In addition to the word regarding halal food, the Qur'an also explains about foods that are forbidden to be consumed by Muslims. In the Qur'an letter Al-Baqarah, verse 173: "Verily, Allah has forbidden to you only carrion, blood, swine, and animals which when slaughtered are called by the name of other than Allah. But whoever is compelled to eat them when he does not desire them and does not overdo it, there is no sin on him. Verily, Allah is Forgiving and Merciful". The verse explains what makes food haram. However, if forced then there is no sin for him. This is because the nature of Allah is Forgiving and Merciful.

Allah SWT has regulated and explained in detail about halal and haram foods. With this, various Muslims have absolute standards in consuming a food. The concept of halal awareness comes from the opinions of Ambali and Bakar (2014), which explains "awareness" in the context of halal literally means having a special interest or experience of something and or about something that occurs as a process of informing to increase the level of awareness of something that is allowed for Muslims to eat, drink and use something. Products are good when they are food, drink and halal.

The concept of halal brands comes from the opinion of Ambali and Bakar (2014) who explain that halal (Islamic) brands and halal certification issues are represented by halal logos or halal labeling on food or products. Brand awareness, according to Bachleda, Fakhra and Elouazzani (2016), because awareness refers to Keller's (1993) opinion, namely the ability of consumers to remember or recognize brands from memory. Keller (2003) states that brand awareness is the ability of consumers to identify brands under different conditions. Brand elements consist of names, logos, symbols, slogans, and

packaging that can be selected to increase brand awareness, identify brands in general, and differentiate them from other brands.

Regarding the halalness and haram in the ingredients contained in a food product that will be consumed by the Muslim community, Majelis Ulama Indonesia (MUI) has regulated halalness in food with the aim of protecting Muslims when consuming food. The agency is tasked with providing halal certificates for a product. Therefore, after being tested safe from haram ingredients, the existence of a halal brand or halal logo in the packaging of ice cream products needs to be considered because it is very important. In addition to convincing Muslim consumers, the presence of halal information in a package can also increase the sales level for the ice cream product itself.

Based on the results and discussion above, Muslim consumer behavior is proven to greatly influence the existence of halal brands in ice cream products as food. A Muslim consumer is not enough just with delicious and quality products. But they are satisfied when the products consumed are halal, useful and blessed with the restrictions of Islamic law. The restrictions of the sharia in question are the prohibition of consuming haram, the prohibition of earning income from non-halal activities, the prohibition of receiving usury, and the obligation to pay zakat from their income. In addition, Muslim consumer behavior is also governed by the principles of strong Islamic teachings.

CONCLUSIONS AND RECOMMENDATIONS

The presence of a halal brand on ice cream products that are purchased, used, and consumed by Muslims is of paramount importance. This significance is closely tied to Muslim consumer behavior, which is heavily influenced by the guidelines established in Islamic teachings, specifically the Qur'an. The Qur'an provides a comprehensive framework that outlines what is permissible (halal) and what is not (haram), thereby shaping the dietary choices and consumption habits of Muslims.

There are five key principles of Muslim consumer behavior that play a crucial role in determining the existence and prominence of halal branding on food products, including ice cream. These principles are the principle of justice, which emphasizes fairness and equity in trade; the principle of cleanliness, which underscores the importance of purity in food preparation and consumption; the principle of simplicity, advocating for straightforward and unpretentious choices; the principle of generosity, which encourages sharing and giving to others; and the principle of morality, which guides consumers to make ethically sound decisions that align with Islamic values.

These principles collectively influence Muslim consumer behavior, leading to a heightened awareness and scrutiny of halal branding on products. As a result, consumers are often seen diligently examining product labels and certifications before making a purchase. This careful consideration is driven by the understanding that the halal content of the food consumed is not merely a matter of preference but a fundamental aspect of their lifestyle and identity. For Muslims, consuming only halal products is integral to fulfilling their spiritual and religious obligations. Thus, the availability of halal brands in ice cream and other food items is not just a commercial opportunity but a necessity that caters

to the basic needs of the Muslim community, ensuring that they remain compliant with their faith in all aspects of their lives.

ADVANCED RESEARCH

Future research could explore the impact of digital marketing on the awareness and perception of halal brands among Muslim consumers. Additionally, studies could investigate the role of social media influencers in shaping consumer behavior towards halal products. Another area of interest could be the comparative analysis of halal brand perception in different cultural contexts, providing insights into global marketing strategies for halal products.

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