

Antecedents of Perceptions About Halal Foods Among Non-Muslims in United States of America

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Abstract : The main objective of this study is to empirically study the antecedents of perceptions of non-Muslim consumers towards Halal foods. The questionnaire survey was conducted through surveymonkey.com from non-Muslims (n=222) of USA. The validated scales of knowledge about Halal foods, animal welfare concerns, acculturation and perception about Halal foods were adopted after necessary adaptation as measures. The structural equation modelling (SEM) approach was used to study the structural model. It was found that Knowledge about Halal foods and ongoing acculturation among non-Muslims has a positive effect on perception about Halal food whereas; animal welfare concerns have negative effect on it. Furthermore, the acculturation has moderating effects but it was found non-significant. It is recommended that Halal food marketers should increase their efforts to educate customers by updating their knowledge about it. Furthermore, it is recommended that the non-Muslim consumers must be apprised of the fact that their animal welfare concerns are adequately addressed while Halal food production and supply chain. Online data collection is the only limitation of this study. This study will guide the Halal marketers of western countries about how to market the Halal food products and services to serve the non-Muslim customers.

Keywords : non-Muslims, consumer perceptions, animal welfare concerns, acculturation, knowledge about Halal

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