

Consumers' Trust and Values towards Halal Food Products in Malaysia

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Abstract : The issue of halal, especially in food products, raises lots of concern among Muslim consumers. Halal is often associated with safe, clean and nutritious food, according to the principle of halal toyyiban. Apart from that, the importance of halal food is not only emphasized by Muslim consumers but also non-Muslims. This is because the halal product is something that has been recognized for its cleanliness and safety. Nevertheless, consumers often face problems to ensure that the products they buy are genuinely halal as they can only rely on the certification of the authorities. However, the issue is the extent to which consumers place trust in the responsible certification authorities to determine the status of halal for a product. Therefore, this paper is intended to identify the relationship between consumer values and trust towards responsible parties such as Department of Islamic Development Malaysia (JAKIM), the Ministry of Health (MOH), foreign halal certification body and producers with consumers' behavior. Apart from that, this study will also determine the value which consumers hold when choosing halal food and its relationship with consumers' behavior. The total of 400 respondents who had been selected through stratified random sampling had participated in this study, and the data were collected through a set of self-administered questionnaire. The results showed that trust towards JAKIM is the highest, followed by trust towards MOH, foreign Halal certification agency and lastly the producers. Meanwhile, the values associated with halal foods are the quality, followed by emotional, economic and lastly social values. Results show that all factors can explain 20.3% variance in consumers' behavior when consuming halal food products and trust towards the producers become the main determinant factor. Therefore, this study is expected to help the certification authorities local or abroad to inculcate trust among consumers as well as assisting food products manufacturers to enhance the halal food industry in Malaysia.

Keywords : behavior, consumers, halal food, trust, value

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