



## Malaysian Halal Food Manufacturers' Venture into Global Markets: A Review

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### Article Info

Received: 18.06.2016

Accepted: 27.08.2016

Published online: 01.09.2016

ISSN: 2231-8968

### Abstract

International halal manufacturing endures to grow as an influential market dynamism in the global market. The halal trade includes the vast majority of manufacturing sub-sectors and shaped a profitable flea market. The main objective of this research is to explore on product characteristics and facilities that influence on Malaysian halal food products' accessibility into the global markets. Therefore, the previous researches in Malaysian halal food products will be studied as well as its accessibility into the global markets. This paper is a review paper and based on previous studies, this research explored that the food safety, quality, hygiene and sanitation, ingredients, certification logo and food labeling, financial facilities, and logistics have a significant influence on Malaysian halal food products' accessibility into the global markets.

**Keywords:** Halal food products; Product characteristics; Facilities; and Accessibility into global market.

## 1. Introduction

### 1.1. Background of the study

Ahmad, Rahman, and Rahman (2015) stated that the halal food market has chosen promptly even though several countries have been approved Islamic Business in their banking structure. Johannesburg (2014); and Heidarzadeh and Ramezani (2011) mentioned that the halal market has extended through numerous nations. With its origins logically in the Middle East and Asia, it also spreads to the important Muslim people in Africa and China. Similarly, there are some great halal markets in Europe, where more than 50 million Muslims living there, despite the fact that America and Australia are correspondingly perceiving a momentous development in halal food trades. Ngah, Zainuddin, and Thurasamy (2014) mentioned that South East Asian countries like Indonesia, Thailand, Brunei, and Singapore, South Asian countries such as Pakistan, India, and Bangladesh, and China, which has 39 million Muslims or further than twice over the whole Muslim residents in Malaysia, are the probable and encouraging markets for the halal goods and

facilities. Mohamad and Backhouse (2014) found that the increasing per capita revenue of the Muslims in countries in the Asia Pacific, Middle East and North America also offers profitable markets for the halal products. Yusof and Shutto (2012) stated that in Japan, the restrictions of the local market have implied the probable of halal food to be industrialized as a substitute segment in terms of supporting globalization.

## **1.2. Halal Food In Malaysia**

Eskandari, Miri, Gholami, and Sajadi Nia (2015) mentioned that Malaysia has been internationally acknowledged as the world's halal food hub, in spite of its multicultural, multi-religious environment. Bohari, Hin, and Fuad (2013) stated that Malaysia is a frontrunner in the halal product benchmarking. The United Nations has quoted Malaysia as the world's greatest instance of benchmarking of halal food. Hassan (2013) stated that Malaysia is the greatest area to share the understanding and knowledge around halal food as well as a tactical region to promote halal food. Ismail, Islam and Bakar (2013); and Eskandari et al. (2015) stated that the documentation of halal food has been accompanied all through the nations since 1982 by the Department of Islamic Development Malaysia (JAKIM). Majid, Kamarulzaman, and Rashid (2014) stated that the request for halal food is growing because of the advancement in the direction of locating Malaysia to be the international halal center. Eskandari et al. (2015); and Manaff (2012) stated that Malaysia has a great opportunity to create a halal global market.

## **1.3. Problem Statement**

Mun (2007) stated that nowadays, Malaysia has been improved as a halal hub for goods and services, and deserves to be well recognized as a center of dialogue and debates regarding to halal food themes. On the other hand, even though there are a lot of studies relating to Malaysian halal products and services, Malaysia has still not allocated in its appropriate position in the global halal market. According to Senik et al. (2014), other studies have extracted information from the understood of expert panels, but the business people have not included in their survey and data collection. Although, they are involved in the SME development in Malaysia. Celine (2013) stated that Malaysia is uncertain in appealing direct foreign investments, and this is between the globe's best twenty tradeoff states. Correspondingly, Bharadwaj (2014) found that internationalization generates both victors and failures between the poor. It must not be unexpected that the outcomes challenge informal simplification. According to Senik et al. (2011), In Malaysia, numerous obstructions influencing the SMEs progress toward internationalization recommended by emphasis mostly on the core feature in term of capitals such as human resource, marketing, processes and manufacture, economic and tactical preparation of the innovativeness.

## **1.4. Research Objective**

This research has two main objectives which can be listed as below:

RO<sub>1</sub>: To explore from the literature on product characteristics that influence on Malaysian halal food products' accessibility into the global markets.

RO<sub>2</sub>: To explore from the literature on facilities that influence on Malaysian halal food products' accessibility into the global markets.

## **2. Literature Review**

### **2.1. Factors affecting the understanding of the Halal Food Concept**

Mamalis (2009) found that there are some important issues which may effect on the success of the food service industry. These features can be categorized as a revision to locality, service, facilities, food superiority, location, and marketing plan. Yunus et al. (2013); Nasaruddin et al. (2011); and Quantaniah, Noreina, and Syakinah (2013) stated that some elements impact the accepting of the halal food conception and choice of halal food that can be known as religion and belief, superiority, health, safety and food wellbeing. Samori, Ishak, and Kassan (2014); and Wortelhock (2015) claimed that the experiments confronted by halal food merchandises can be listed as product clearness and superiority, brand standing, halal logo and certification, and marketing assignment.

In this research, there are two groups of aspects which realizing the concept of halal food. The first group is about the product characteristic which is containing food safety, quality, hygiene and sanitation, ingredients, certificate logo and food labeling, and packaging. On the other hand, to admire the product in the global market, there are some other essential features that cannot be ignored in this study. These factors can be considered in facilities' group which comprised logistics and financial facilities.

#### **2.1.1. Product Characteristics**

##### **2.1.1.1. Food Safety**

According to Ambali and Bakar (2012), there is a significant relationship between halal food, and food safety. Siro, kapolna, kapolna, and Lugasi (2008) stated that there is a significant relationship between sustenance, wellbeing and hygiene that caused the growth of the perception of foods, which means that halal food is accomplishing the best quality rank by supporting the state of health and perhaps dropping the danger of illness. Heidarzadeh and Ramezani (2011) claimed that there is an actual connection among slaughter technique and wellbeing and safety awareness. Tudoran et al. (2012) found that the improved emphasis on healthiness has also been linked to the demographic variables in the world. Guerrero (2010) stated that food safety has considered as the business prize to global market contribution and it has totally delinked from the need and responsibility to maintain and feed human in this earth. Nasaruddin et al. (2011)

mentioned that halal concerns documented safety declaration which means that the product should be produced based on values and standards, which also comprise cleanliness.

#### **2.1.1.2. Quality**

Antić and Bogetić (2015) mentioned that the main constraint to obtain a competitive advantage is about quality and it has evicted that the presence of human resources management in the attainment, preservation and development of quality, to initiate its longstanding accomplishment. Talib, Ali, and Jamaludin (2008) stated that food quality is relating to safety, hygienic and healthy food. The whole aspect of excellence supervision, food quality declaration and freshness cannot be overlooked by the food dispensation manufacturing. Nasaruddin et al. (2011) stated that quality reassurance confirm that the halal products are definitely harmless. Due to that, halal food can be recommended to all consumers, whether they are Muslim or non-Muslim.

#### **2.1.1.3. Hygiene and Sanitation**

Hassan (2013) found that in terms of hygiene and sanitation, the evidences for producing, formulating and marketing food and drinks need to be hygienic and without those components which can cause any problem such as flies, rats, cockroaches, lizards and other such pests. Tudoran et al. (2012) found that wellbeing (hygiene and sanitation) claims on functional foods, typically have an undesirable influence on the insight of product qualities such as desirability, wellbeing, flavor, capability to shrink the risk of illness, and in specific, on the apparent product unaffectedness. Golnaz et al. (2010) stated that halal foods have to suffer a full examination to confirm a hygienic and clean industrialized method. According to Ambali and Bakar (2012), there is a significant relationship between halal, and hygienic food. Eskandari et al. (2015) claimed that halal food also follows to severe values and principles in hygiene and sanitation, and should not be hurtful or dangerous to the health of consumers.

#### **2.1.1.4. Ingredients**

Eskandari et al. (2015) mentioned that the perception of halal food is actually from the farm to the table, and need to be beneficial and organized from permitted components in a hygienic manner. Tudoran et al. (2012) stated that the accessibility of wellbeing facts regarding to the product labels and collaborating health statement through the network is conceivably the most significant driver of customer health consciousness concerning to the raw materials and ingredients.

Nasaruddin et al. (2011) stated that ingredients which can be used in the production need to be prepared from halal foundations to be hygienic, harmless, and not originate from non-halal foundations. Othman and Sungkar (2012); and Mohamad and Backhouse (2014) stated that the general product growth method and food safety instructions such as the hazard analysis and control points and good manufacturing practice are also appropriate to halal merchandise.

#### **2.1.1.5. Certification Logo and Food Labeling**

Samori, Ishak, and Kassan (2014) stated that the importance of halal logo is incontrovertible in the direction of the manufacturers as well as patrons. Latiff, Mohamed, Rezai, and Kamaruzzaman (2013) stated that food labeling is a dynamic concern between Malaysian although Muslims are rest comfort of more raw materials that are not expendable for them named haram. Sukesti and Budiman (2014) found that halal label and individual religiosity effect on food products buying decision. Wortelhock (2015); and Ahmad, Rahman, and Rahman (2015) found that dealers or producers should deliberate receiving the halal certification for their products, meanwhile it is not a thoughtful recession as halal certification has now measured to be one of the labeling methods for those who can understand the scenarios. Samori, Ishak, and Kassan (2014) mentioned that this acknowledgement is significant since without halal certificate and logo, it would be so hard to go through global markets.

#### **2.1.1.6. Packaging**

According to Talib, Ali, Jamaludin (2008), Department of Standards Malaysia has industrialized a halal standard for diets, MS1500:2004, that casing from the creation of halal foods, preparation, wrapping, management and storing. Eskandari et al. (2015) stated that packaging is one of the dynamic points which is so significant in halal food production. Nakyinsige et al. (2012); and Tudoran et al. (2012) mentioned that suitability in packing can also be in a struggle with the ecologically complete performance since it often clues to leftover. Eskandari et al. (2015); and Talib, Rubin, and Zhengyi (2013) found that halal packaging subject is one of the most significant procedure. Tudoran et al. (2012) found that packaging is an essential feature of suitability food as it can save consumer's time and effort to prepare food. Masnono (2005) claimed that the method of packing products may affect customer's awareness of the real gratified of the merchandise.

### **2.1.2. Facilities**

#### **2.1.2.1. Logistics**

According to Tieman (2013); Gupta and Keshari (2013); Bruil (2010); and Wilson (2012) halal logistics include transportation, warehousing and terminal operations. Samori, Ishak, and Kassan (2014) stated that because of frugalities of scale, consideration has assumed to the entire procedure of the creation comprising assortment of ingredients, training, handling, packing, warehousing and shipping. Du and Bergqvist (2010) stated that logistics hubs perform and link suppliers and customers through the shipping process. Zidan (2015) mentioned that a lot of goods should be delivered with some specific techniques from manufacturing to consumption. Antić and Bogetić (2015) claimed that shipping of goods with advanced nutritious worth and less allergens has specified the point that customers are progressively concentrated on the superiority, containing calorie configuration, allergens such as gluten, flavors and additives. Latiff et al.

(2013) mentioned that patrons will request better service excellence, thus to confirm the quality of goods, traders, warehouse workers in addition to transport suppliers must effort together. On the other hand, Talib, Ali, and Idris (2013); and Majid, Kamarulzaman, and Rashid (2014) suggested that the mutual relationship could take an advantage of the halal food supply chain in reassuring halal reliability is supported throughout the product movement from source to customer for industry sustainability.

#### **2.1.2.2. Financial Facilities**

Kesavan (2015) mentioned that in each single country the Bank is responsible to sponsor, simplify, and support two-way global business and enterprise, and pursues to improve the worldwide effectiveness of investments. Mohamad and Backhouse (2014) investigated that investing on the export of halal food products can be included pre-shipment credit, post-shipment credit, and eligibility for pre and post shipment credit which can be included in export project cash flow deficit finance, and eligibility. Hamid (2010) stated that monetary obstructions are mainly significant for SMEs is manufacturing innovative goods and machineries or depending on innovative information in the sciences. Gupta and Keshari (2013) mentioned that the materials included in export finance chiefly include obtainability of acceptable and appropriate investment, establishment of concessional credit in order to create the export globally economical, and obtainability of superior postponed credit for advertising of assignment exports comprising turnkey projects.

### **2.2. Accessibility into Global Market**

Makhlouf (2014) stated that a lot of definitions of internationalization emphasis on its influence on international business and the current assets and other features of the invention through general positions. Goeltz (2014); and Labeş (2014) stated that internationalization is demanding novel multinational unrestricted scopes and societies eager to go further than race and provincial boundaries. Neutzling, Santos, Barcellos, and Land (2015) stated that internationalization has turned into a matter for scheming effective and marketing approaches in various segments, particularly in industrialized nations, and has also increased reputation in developing markets. Mehlika (2015); Chu (2014); Pineda (2013); and Alam et al. (2011) stated that SMEs are more likely to be indicted comparatively great interest rates and requested for extraordinary insurance and loan assurances.

#### **2.2.1. Internationalization of Food Industry**

Wortelhock (2015); and Heidarzadeh and Ramezani (2011) mentioned that the growing halal food market signifies an important occasion for global food corporations, in Muslim nations and correspondingly, in Western markets with rising Muslim residents between whom halal fulfilment is proceeding to the upsurge. Osman, Roudini, and Heidarzadagan (2014) revealed that the internationalization of Malaysia's businesses has concerned important consideration,

particularly from halal good and service enterprises in current ages. Lindgreen and Hingley (2013) mentioned that the most significant cause for internationalization residues festering local food marketplaces and the subsequent imposed rivalry. Celine (2013); Antić and Bogetić (2015); Supachaturat, Pichyangkura, Chandrachai, and Pentrakoon (2015); and Josling (1999) specified that with the developing internationalization of the food manufacturing, new merchandises emerging from the mastery of biotechnology, and the firming up of business directions for agricultural goods, trade struggles over food safety matters are becoming extra mutual.

### **3. Conclusion, policy implications and further studies**

According to Ahmad, Rahman, and Rahman (2015); Eskandari et al. (2015); Antić and Bogetić (2015); Supachaturat et al. (2015); Mehlika (2015); Neutzling et al. (2015); Wortelhock (2015); Osman, Roudini, and Heidarzadagan (2014); Senik et al. (2014); Ngah, Zainuddin, and Thurasamy (2014); Majid, Kamarulzaman, and Rashid (2014); Mohamad and Backhouse (2014); Makhlof (2014); Chu (2014); Goeltz (2014); Labeş (2014); Bohari, Hin, and Fuad (2013); Celine (2013); Hassan (2013); Ismail, Islam and Bakar (2013); Pineda (2013); Lindgreen and Hingley (2013); Celine (2013); Quantaniah, Noreina, and Syakinah (2013); Tudoran et al. (2012); Ambali and Bakar (2012); Siro et al. (2008); Heidarzadeh and Ramezani (2011); Tudoran et al. (2012); Nasaruddin et al. (2011); Senik et al. (2011); Heidarzadeh and Ramezani (2011); Ismail and Ehsan (2010); Guerrero (2010); Mun (2007); Hashim and Ahmad (2005); and Josling (1999), can conclude that the safety has a significant influence on Malaysian halal food products' accessibility into the global markets. Food safety has considered as the business prize to global market contribution and it has totally delinked from the need and responsibility to maintain and feed human in this earth.

According to Antić and Bogetić (2015); Ahmad, Rahman, and Rahman (2015); Mehlika (2015); Wortelhock (2015); ); Eskandari et al. (2015); Neutzling, Santos, Barcellos, and Land (2015); Chu (2014); Osman, Roudini, and Heidarzadagan (2014); Johannesburg (2014); Mohamad and Backhouse (2014); Senik et al. (2014); Ngah, Zainuddin, and Thurasamy (2014); Makhlof (2014); Goeltz (2014); Labeş (2014); Majid, Kamarulzaman, and Rashid (2014); Bharadwaj (2014); Lindgreen and Hingley (2013); Pineda (2013); Celine (2013); Bohari, Hin, and Fuad (2013); Hassan (2013); Celine (2013); Ismail, Islam and Bakar (2013); Manaff (2012); Tudoran et al. (2012); Mun Heidarzadeh and Ramezani (2011); Nasaruddin et al. (2011); Senik et al. (2011); Alam et al. (2011); Heidarzadeh and Ramezani (2011); Ismail and Ehsan (2010); and Talib, Ali, and Jamaludin (2008), can conclude that the quality has a significant influence on Malaysian halal food products' accessibility into the global markets. Quality reassurance confirm that the halal products are definitely harmless. Due to that, halal food can be recommended to all consumers, whether they are Muslim or non-Muslim.

According to Antić and Bogetić (2015); Mehlika (2015); Wortelhock (2015); Neutzling et al. (2015); Eskandari et al. (2015); Chu (2014); Majid, Kamarulzaman, and Rashid (2014); Ngah,

Zainuddin, and Thurasamy (2014); Makhlof (2014); Goeltz (2014); Labeş (2014); Mohamad and Backhouse (2014); Senik et al. (2014); Lindgreen and Hingley (2013); Pineda (2013); Celine (2013); Yusof and Shutto (2012); Bohari, Hin, and Fuad (2013); Hassan (2013); Ismail, Islam and Bakar (2013); Ambali and Bakar (2012); Tudoran et al. (2012); Heidarzadeh and Ramezani (2011); Alam et al. (2011); Golnaz et al. (2010); Senik et al. (2011); Ismail and Ehsan (2010); Mun (2007); and Hashim and Ahmad (2005), can conclude that the hygiene and sanitation have a significant influence on Malaysian halal food products' accessibility into the global markets. Halal foods have to suffer a full examination to confirm a hygienic and clean industrialized method.

According to Eskandari et al. (2015); Neutzling et al. (2015); Mehlika (2015); Wortelhock (2015); Bharadwaj (2014); Mohamad and Backhouse (2014); Ngah, Zainuddin, and Thurasamy (2014); Senik et al. (2014); Makhlof (2014); Goeltz (2014); Chu (2014); Labeş (2014); Osman, Roudini, and Heidarzadagan (2014); Lindgreen and Hingley (2013); Celine (2013); Pineda (2013); Yusof and Shutto (2012); Bohari, Hin, and Fuad (2013); Hassan (2013); Ismail, Islam and Bakar (2013); Quantaniah, Noreina, and Syakinah (2013); Tudoran et al. (2012); Othman and Sungkar (2012); Heidarzadeh and Ramezani (2011); Alam et al. (2011); Senik et al. (2011); Nasaruddin et al. (2011); Mun (2007); and Hashim and Ahmad (2005), can conclude that ingredients have a significant influence on Malaysian halal food products' accessibility into the global markets. Ingredients which can be used in the production need to be prepared from halal foundations to be hygienic, harmless, and not originate from non-halal foundations.

According to Antić and Bogetić (2015); Supachaturat et al. (2015); Neutzling et al. (2015); Eskandari et al. (2015); Mehlika (2015); Ahmad, Rahman, and Rahman (2015); Wortelhock (2015); Ngah, Zainuddin, and Thurasamy (2014); Chu (2014); Majid, Kamarulzaman, and Rashid (2014); Samori, Ishak, and Kassan (2014); Senik et al. (2014); Osman, Roudini, and Heidarzadagan (2014); Makhlof (2014); Bharadwaj (2014); Goeltz (2014); Sukesti and Budiman (2014); Labeş (2014); Lindgreen and Hingley (2013); Pineda (2013); Celine (2013); Latiff et al. (2013); Bohari, Hin, and Fuad (2013); Hassan (2013); Ismail, Islam and Bakar (2013); Quantaniah, Noreina, and Syakinah (2013); Celine (2013); Yusof and Shutto (2012); Senik Manaff (2012); Alam et al. (2011); Heidarzadeh and Ramezani (2011); Mun (2007); Hashim and Ahmad (2005); and Josling (1999), can conclude that the certification logo and food labeling have a significant influence on Malaysian halal food products' accessibility into the global markets. Halal logo is a commanding, self-regulating and trustworthy evidence to sustenance halal food entitlements.

According to Eskandari et al. (2015); Antić and Bogetić (2015); Mehlika (2015); Wortelhock (2015); Neutzling et al. (2015); Ngah, Zainuddin, and Thurasamy (2014); Makhlof (2014); Goeltz (2014); Labeş (2014); Osman, Roudini, and Heidarzadagan (2014); Chu (2014); Senik et al. (2014); Celine (2013); Lindgreen and Hingley (2013); Pineda (2013); Bohari, Hin, and Fuad



(2013); Hassan (2013); Quantaniah, Noreina, and Syakinah (2013); Ismail, Islam and Bakar (2013); Talib, Rubin, and Zhengyi (2013); Nakyinsige et al. (2012); Tudoran et al. (2012); Manaff (2012); Alam et al. (2011); Heidarzadeh and Ramezani (2011); Senik et al. (2011); Ismail and Ehsan (2010); Talib, Ali, Jamaludin (2008); Mun (2007); Masnono (2005); and Hashim and Ahmad (2005); can conclude that packaging has a significant influence on Malaysian halal food products' accessibility into the global markets. Halal packaging is an additional matter in the halal food supply chain. There are apprehensions on the wrapping resources that applied in the halal food merchandise.

According to Zidan (2015); Antić and Bogetić (2015); Neutzling et al. (2015); Mehlika (2015); Eskandari et al. (2015); Wortelhock (2015); Samori, Ishak, and Kassan (2014); Majid, Kamarulzaman, and Rashid (2014); Chu (2014); Bharadwaj (2014); Makhoulf (2014); Goeltz (2014); Labeş (2014); Senik et al. (2014); Osman, Roudini, and Heidarzadagan (2014); Tieman (2013); Latiff et al. (2013); Talib, Ali, and Idris (2013); Lindgreen and Hingley (2013); Bohari, Hin, and Fuad (2013); Celine (2013); Hassan (2013); Ismail, Islam and Bakar (2013); Quantaniah, Noreina, and Syakinah (2013); Gupta and Keshari (2013); Wilson (2012); Senik et al. (2011); Alam et al. (2011); Du and Bergqvist (2010); Bruil (2010); Mun (2007); and Hashim and Ahmad (2005), can conclude that the logistics have a significant influence on Malaysian halal food products' accessibility into the global markets. Logistics include the administration of demand handling, catalogue, shipping and the mixture of storing, resources management, and packing, all joined during a network of services.

According to Kesavan (2015); Eskandari et al. (2015); Mohamad and Backhouse (2014); Makhoulf (2014); Chu (2014); Ngah, Zainuddin, and Thurasamy (2014); Senik et al. (2014); Osman, Roudini, and Heidarzadagan (2014); Bharadwaj (2014); Goeltz (2014); Labeş (2014); Lindgreen and Hingley (2013); Celine (2013); Gupta and Keshari (2013); Bohari, Hin, and Fuad (2013); Hassan (2013); Ismail, Islam and Bakar (2013); Pineda (2013); Quantaniah, Noreina, and Syakinah (2013); Celine (2013); Yusof and Shutto (2012); Manaff (2012); Senik et al. (2011); Alam et al. (2011); Heidarzadeh and Ramezani (2011); Hamid (2010); and Mun (2007), can conclude that the financial facilities have a significant influence on Malaysian halal food products' accessibility into the global markets. The food manufacturing is a main financial provider to several countries by making treasure and engagement in the developing, production and marketing area. Companies classically may require external sponsorship to fund the expenses of market entrance.

It is recommended for future research to investigate further on the relationship between variables affecting Malaysian halal food products and its accessibility into the global market. Also, testing the impact of product characteristics and financial facilities that influence on Malaysian halal food products' accessibility into the global markets can be recommended for further study.

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