

The Factor Influencing the Acceptance of Using Islamic Attributes in Foods Packaging Labels

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Abstract

As a promotion to market products, strategic marketing is the fundamental element. Product label packaging is an important marketing component that plays a vital role in marketing communication and provides a significant part of the intended message along with legally prescribed content. However, some of the labels used in packaging might lead to consumer confusion. The use of Islamic symbols in food packaging labels is one of the practices that may confuse others. Therefore, it has become popular in the Malaysian market and as a trademark to attract Muslim consumers. This study analysed the factors influencing the acceptance of Islamic attributes in food packaging labels. This quantitative research was based on the data collected through the questionnaires with the respondents from Muslim consumers in Kampung Parit No 3, Muar, Johor. The data was then analysed using descriptive analysis through SPSS Program Version 22. The research results revealed that the factors of belief in religion, which believe the products are halal, good, and safe to be consumed, are the main factors that influenced them in accepting the products that use Islamic attributes in their packaging labels. This research indicates that using Islamic attributes in food packaging has influenced them to accept the products. This could offer significant insight to the authority body, manufacturers, consumers, and researchers.

Keywords: packaging labels, Islamic attributes, acceptance, consumers

1. Introduction

Every business has its targets to make the business successful. In achieving business targets, strategic marketing is essential to promote the products. Promotion is a set of marketing techniques or forms of communication that aim at overcoming a sales level by attracting the attention and capturing a potential buyer through points of sale, information, belief, training, and maintaining customer interest in the product and the manufacturing company (Alexandrescu & Milandru, 2018).

Among the important elements in marketing is the packaging labels of the products, where this aspect plays a significant role in marketing communication and, together with legally prescribed content, deliver a substantial portion of the intended message (Stefanic, 2018). In addition, product labelling helps the customer to distinguish between the quality, the ingredients, and the purchasing preference of customers, which will affect their purchase choice (Osman et al., 2020). Among the essential elements that shape the appearance of packaging include letters, colours, graphics, labels, logos, and symbol needs (Akbari et al., 2014). Bakar et al. (2013) add that consumers' perception of product packaging most often exists at the point of sale and visual signs on packaging play a key role in attracting consumer interest, typically in retail stores.

However, some of the labels used in product packaging to market the product may cause consumer confusion. Among them is the inclusion of Islamic attributes on food packaging labels. For example, the use of the term “sunnah food” in certain food products may confuse and deceive others, causing consumers to be suspicious of the sunnah prophet PBUH if such a product is not as effective as they claim (Osman et al., 2020). According to Osman et al. (2020), the use of Islamic attributes in marketing and labeling of food products is increasingly popular and widespread in the Malaysian market and this practice becomes trademarks to attract Muslim consumer which enable the consumers to identify a product of a particular company to distinguish it from other identical or similar products provided by competitors.

Six types of Islamic attributes are used in food packaging: i) Quran-related items, such as raisins containing 30 juzu' of Quran verses, ruqyah mineral water, and so on; ii) Sunnah and Hadith-related concepts, such as sunnah food or jus sunnah; iii) Islamic icons, such as the terms “Masjid” and “Mukmin”; iv) Islamic worship practises, such as valet Du'a; v) Muslim names, such as “Tok Guru” and “Al-Anbiyak”; and vi) Jawi writings (Osman et al., 2020).

Islamic attributes in food products are increasingly popular and widespread in the Malaysian market. Using terms such as sunnah food, ruqyah verses, Islamic names, logos, and products that claim to be recited with 30 Juzu' of the al-Quran verse is widely used to attract consumer attention (Osman et al., 2020). In this era, products based on “Sunnah food” or Ruqyah food and drink (being read al-Qur'an verses on them) are often referred to as the best food (Osman et al., 2019; Ahmad et al., 2015; Basir et al., 2016). Besides, there are also many products sold in the market which own by non-Muslims who use a symbol related to the Islamic religion at their product for the purpose of promotion, such as “bihun cap masjid”, “teh wangi cap masjid”, “kopi al-anbiyak”, jus al-sunnah and many more (Osman et al., 2019).

Besides that, this practice also will lead to the customer making assumptions that the goods are more blessed and productive than other products that do not use that kind of word when it is not what they expected (Mustapha, 2016). Then, it is considered fraud in marketing to gain consumer attention to their products. The thing gets more worst when there are few cases regarding the use of Islamic attributes in food products that impact the dignity of Islam. For instance, in 2018, a product named Jus al-Sunnah Gold contained prohibited substances that can cause harm to consumers (Abdullah, 2018). They use Islamic terms to mislead Muslim consumers and make others negatively judge the Islamic religious. The cases caused by the honour of the Islamic religion are affected.

Referring to the various cases, researchers identified this practice as negatively impacting Islam and its followers. Since the use of Islamic attributes in food packaging products became a trend in this era, this paper aims to analyse the factors influencing the acceptance of Islamic attributes in food packaging labels among Muslim consumers.

2. Literature Review

2.1 Factors Influencing Consumer Acceptance on Foods

According to Akbari et al. (2018), products for food labelling play a critical role in customer purchasing behaviour. A study by Yi and Jai (2020) and Mathew et al. (2014) stated they believed that when consumers intended to use it, they accepted goods, used the product, and continued to use it. Studies suggest that a product's physical characteristics can influence a buyer's attention to a product by trying to get him to purchase it (Enneking, Neumann, & Henneberg, 2007). According to Akbari et al. (2014), the interpretation by consumers of the quality of the goods influences their choice through the communication elements of packaging.

Akbari et al. (2018) also opine that the association between a customer and a religious symbol is likely to influence the expectations and attitudes of customers and thus affect the intention to purchase. Bakar et al. (2013) added that religious symbols on packaging positively impact consumers' purchase intention. It was supported by Ramli and Jamaluddin (2016), which said that religious belief is a one factor influencing purchase decisions in food products. A study from Akbari et al. (2018) found that religious symbols have enhanced customers' intent to buy on food packaging. He also states that people with low religiosity do not tend to purchase items in food packages with religious symbols. In contrast, religious symbols in food packaging positively and substantially impact consumers with high religiosity (Akbari et al., 2018).

Islamic symbols in food packaging as an excuse by saying that certain foods would be more blessed and more effective because such prayers are recited (Mustapha, 2016). Basir, Othman and Ahmad (2016) add that the best food is often called products based on "sunnah food" or ruqyah food and drink because al-Quran verses are read on them. Plus, according to Bakar et al. (2013), as a representation of their self-identity, Muslim consumers may prefer products that display symbols of faith and express that symbolic identity to those in their society. The same goes for the halal logo or halal word, where Damit et al. (2017) said that some

consumers take the Halal word or the Halal logo for granted without questioning their authenticity. Therefore, researchers find out the perceived benefits to Muslim consumers in attracting them into accepting the products. Among them are, these products are referred to as the best food from others

Moreover, time pressure and product involvement also will influence their purchase intention and cause consumer acceptance towards this practice. According to Zhao et al. (2020) the impulsive buying tendency of consumers under high time pressure is significantly higher than that under low time pressure. It is also supported by Akbari et al. (2014) held that it would be highly productive for people under time pressure and actively interested in products to purchase the goods. Therefore, it can be stated that if the time pressure was high when consumers intended to buy food, people are more willing to purchase food that included religious symbols on its packaging however, when the consumers' involvement in a product is low, visual symptoms on the packaging become more essential for them to and in this case, they pay less attention to the information written on the packaging (Akbari et al., 2014). Bakar et al. (2013) also supported it, which said people would be drawn to goods with a religious symbol in packaging that is often under pressure from time and offers little attention when choosing between competing brands.

Besides that, perception may impact consumers' decision-making (Elhajjar, 2023). According to Vainikka (2015), perception is essential in processing consumers' information and decision-making. Chen et al. (2022) said that individual perception is one of the internal influences affecting consumer behaviour. Plus, need and motives will influence consumers perception until they impact their feelings and emotions. Achar (2016) adds that emotions may affect consumer decisions and are seemingly unrelated via appraisal tendencies. For example, consumers will accept food based on their willingness to buy or pay, positive attitudes, intention to use or general acceptance of the products (Bearth & Siegrist, 2016).

2.2 Conceptual Model for Measuring Consumer Acceptance

To measure consumer acceptance, researchers follow Mathew's measurement. Mathew et al. (2014) study on the acceptance of non-Muslim consumers into halal products constructed the questionnaires based on identified factors that influenced them in accepting non-halal food. Therefore, the same measurement method by Mathew's as a model of this study to construct questionnaires evaluating consumers' acceptance of the use of Islamic attributes in foods packaging products. The measurement model that has been used is shown in Figure 1.

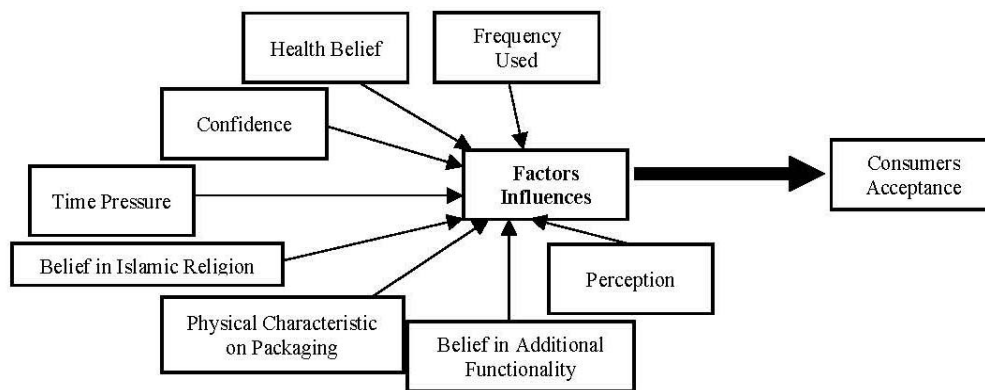


Figure 1. Model for measuring consumer acceptance

Source: Matthew et al., 2014.

3. Method

This study addresses the issue of the factors influencing the acceptance of using Islamic attributes in food packaging labels in Kampung Parit No 3, Muar, Johor. Regarding sample size, 92 Muslim villagers were chosen as the respondents from the 120 people, according to Krejcie and Morgan (1970) table. Thus, data were collected through personally administered questionnaires by researchers. This method was chosen because the designed questionnaires could be collected from the informants within a short period (Sekaran, 2010).

Researchers have used a questionnaire with two sections. Section A asks about demographic features such as gender, age, residence and religion. Section B is designated about the factors influence consumers in accepting these products with a five-point Likert scale to obtain data for each of the constructs in the model of the study. Based on the insights obtained from previous study on the acceptance of non-Muslim consumers into halal products and they constructed the questionnaires based on identified factors that influenced them in accepting non-halal food (Mathew et al., 2014), a questionnaire was adopted with some modifications to earn information on the aspect influencing the acceptance towards the use of Islamic attributes in food packaging labels.

The information gathered from the questionnaire survey will be analysed by using the SPSS program version 22. The data will also be analysed using descriptive statistics that describe a frequency distribution, percentage and mean. Frequency distribution and percentage will be used for the demographic features and to identify the factors influencing them to accept these products. While the mean score has been used to identify their level of acceptance on Islamic attributes in food packaging labels.

In this study, we have used reliability tests to measure how consistently the measuring instruments had measured the constructs through a pilot test. Ahmad Mahzan (2002) said that a pilot study is conducted to determine whether the questions provided to respondents are

relevant and easy to understand. Therefore, the survey will go through a few stages of filtering and checking to determine its reliability. This prevents confusion and weaknesses of the built-in items (Creswell, 2014). Based on the measuring model Rasch, the value score of Alpha Cronbach that can be accepted is 0.6–0.7 as explained by Bond and Fox (2015) in Table 1.

Table 1. Interpretation Cronbach Alpha score

Cronbach Alpha Score	0.9–1.0	0.7–0.8	0.6–0.7	< 0.6	< 0.5
Interpretation of reliability	Very good and effective with high consistency	Good and can be accepted	Can be accepted	Items need to be fixed	Items need to be deleted

Source: Bond & Fox, 2015.

Based on Chua (2012), some scholars recommend a pilot study sample is not more than 100 respondents or between 10 and 30 respondents or need to exceed 20 or minimum data point of 100 or five times. Therefore, based on scholars' views, researchers decided to pick 20 respondents who will be randomly selected at Kampung Parit Gantung, Batu Pahat, Johor. After a pilot test was done, the data were analysed using SPSS program version 22 to obtain the reliability value of the questionnaire. The value of reliability obtained is $\alpha = 0.669$, as shown in Table 2. Based on the Rasch model, this reliability value indicates that the questionnaires can be accepted to this study.

Table 2. Reliability statistics

Cronbach's Alpha	N of Items
0.669	14

Sources: SPSS system version 22.

4. Results and Discussion

4.1 Profile Demographics of Respondents

This profile demographic of the respondent is carried out to see the different variables with the percentage and frequency number of respondents that fall under each category, as shown in Table 3.

Table 3. Respondent demographic

Category	Frequency (f)	Percent (%)
Gender		
Male	35	38
Female	57	62
Age		
Below 17	10	11
18–25	24	26.1
26–35	14	15.2
36 and above	44	47.8
Residence		
Kampung Parit No 3	92	100
Others	0	

Source: Author.

Based on Table 3, most respondents are female, with 62%. Besides that, most of the respondents were 36 and above years old, with 47.8%. In terms of residence, all of the respondents are from Kampung Parit No 3. Hence, this study has met the requirement of researchers to study villagers in Kampung Parit No 3. The purpose of this item is to ensure there is no respondent from another residence to be included in the analysis data.

4.2 The Factor Influencing the Acceptance of Using Islamic Attributes in Foods Packaging Labels

A total of 8 items were underlined on the factors that influence Muslim consumers into these products to measure their acceptance. Respondents have been given a 5-scale to be answered: strongly agree, agree, uncertain, disagree and strongly disagree. Researchers analysed the data and divided the Likert scale into three categories: disagree, uncertain, and agree, as stated in Table 4 by Ghafar (2003) to facilitate the researchers in analysing the data.

Table 4. Likert-scale ranking

5 Likert-scale ranking	3 Likert-scale ranking
Strongly disagree	Disagree
Disagree	
Uncertain	Uncertain
Agree	Agree
Strongly agree	

Source: Ghafar, 2003.

According to Konting (1994), the analysis of fact is the researcher's right. Thus, the researchers identify that they react positively if the respondent gives an agreed answer. In contrast, if the respondent disagrees, the respondent responds negatively.

4.2.1 Frequently Used to The Food Products That Used Islamic Attributes on Its Packaging

On a five-point Likert scale, 49% (45 person) of the respondents agree that these products are usually used, and 6% (5 people) strongly agree with this item, which means that this group of respondents usually use this kind of product. In the meantime, 27% (25 people) of the respondents were uncertain about the item, which means that maybe the respondent was unsure whether they usually use the products or only once. However, 15% (14 person) respondents disagreed with this item, saying that they usually use food products with Islamic attributes in their packaging label, and 3% (3 people) strongly disagreed with this item. It means that they did not use the products or did not usually use them.

Therefore, based on the 3-Likert scale ranking modified, it can be concluded that generally, the villagers in Kampung Parit No 3 usually used food products that used Islamic attributes in their packaging label with 55% of agreement, which means that consumers' frequency of these products is the factor that influences the villagers to accept these products. When they usually use these products, they accept the products that use Islamic attributes on their packaging labels. It is supported by Mathew et al. (2014), who said that consumers would accept products when they have the intention to use it, have used the product and continue using it. So, the villagers in Kampung Parit No 3 identified that most of them are usually used and continue using these products, and they intend to use them.

4.2.2 The Physical Characteristics Used Islamic Attributes on Its Packaging

On a five points Likert scale, 33% (30 people) of the respondents agreed that they did not mind if foods they bought had an Islamic symbol or not on its packaging and 3% (3 people) strongly agreed to this item. However, many respondents also disagreed where 33% (30 people) of the respondents were chosen to disagree, and 11% (10 people) strongly disagree. The number of agree and disagree scales was the same as the data. However, 3-Likert's scale ranking indicates that disagree scale is higher where the number of people with disagreeing is more than agree on the scale with a total of 44%. The data shows that Muslims in Kampung Parit No 3 disagreed that they ignored physical characteristics on their packaging labels.

Hence, researchers found that most of the villagers in Kampung Parit No. 3 cared about using Islamic attributes in food packaging labels. Meaning that their acceptance of these products is not because they accept it in general where they make sure the validity of the products before purchasing it.

Therefore, the physical characteristics of its packaging are not the factors that influence the villagers to accept the products where they accept those products due to some reason or intention to use it. Even physical characteristics of packaging may affect consumer purchase (Enneking, Neumann, & Henneberge, 2007). However, most of the villagers in Kampung Parit No 3 cared about the physical characteristics on its packaging. They do not purchase the products without confirming the validity of the physical characteristics on its packaging. This

is a good behaviour practiced by the villagers in which they do not accept one's products by ignoring the physical characteristics of its packaging. However, those who are chosen to agree or strongly agree show that they do not really care whether the products have been used Islamic attributes or not. This behaviour should be avoided to avoid any bad impact on them. This is because Stefanic (2018) said that food labels impact the consumers' trust in food producers, processors and distributors. Then, the unregulated usage of Islamic attributes in food product labeling can cause various negative impacts (Osman et al., 2020).

4.2.3 Perception on Food Products Which Used Islamic Attributes on Food Packaging

On a five points Likert scale, 41% (38 people) of them agreed that products that use Islamic attributes in their packaging did not have any problem to be used and 13% (12 people) strongly agreed with this item. However, 33% (30 people) of the respondents were uncertain whether there is a problem with the products to be used or not. Meanwhile, only 9% (8 people) disagree and 4% (4 people) strongly disagree with this statement. It can be seen that the gap between agreeing and disagreeing scales were very big.

The data identified that most of the respondents trust those food products with Islamic attributes on its packaging have no problem using them. It means that the villagers in Kampung Parit No 3 perceive that the products that use Islamic attributes on its packaging are beneficial to them and safe to be consumed. This positive perception impacts them in purchasing the product and this is supported by Vainikka (2015), who said that perception may impact consumers' decision making. Plus, according to Akbari et al. (2018), consumers' positive feelings caused consumers' acceptance into the products. Plus, Siegrist (2008) held that products that significantly influenced the perceived benefit of the innovation products are key drivers for consumer acceptance of food. Therefore, researchers identified that this perceived benefit is the factor that has influenced them in accepting these products. The 3-Likert scale modified shows that most of them agree with this statement that these products have no problem being used with a total of 54%.

4.2.4 Belief in Islamic Religion Influence the Acceptance of Using Islamic Attributes in Foods Packaging Labels

On a five points Likert scale, 49% (44 people) were chosen to agree, and 21% (19 people) strongly agree that this product is halal, good and safe to be consumed. 22% (20 people) were still uncertain with the statement given. It means that they are still suspicious of the products with Islamic attributes on its packaging, whether they are halal, good and safe to be consumed. Meanwhile, 8% (7 people) disagreed with this item, and only one respondent strongly disagreed.

The data indicated 70% of the villager's believe that products that use Islamic attributes on their packaging labels are halal, good and safe to be consumed. Since Bakar et al. (2013) said that religious symbols on packaging positively impact consumers' purchase intention. Then, this factor positively impacts the villagers in accepting the products. Other researchers added that people with a high religiosity will positively impact consumers by the existence of religious symbols in the packaging label (Akbari et al., 2018). Thus, researchers identified

that those who agree and strongly disagree that the products halal, good and safe to be consumed are in the category of high religiosity. Overall, this item also is a factor that influenced the villagers in Kampung Parit No 3 in accepting these products where they believe that these kinds of products are halal, good and safe to be consumed.

4.2.5 Belief in Additional Functionality Influence the Acceptance of Using Islamic Attributes in Foods Packaging Labels

On a five points Likert scale, 40% (36 people) of the respondents were uncertain that the products have their advantages and the best foods compared to other products. However, 36% (33 people) agreed with this statement, and 9% (8 people) strongly agreed that this product has its advantages and the best foods compared to other products. In the meantime, only 11% (10 people) of the respondents disagreed, and 4% (4 people) strongly disagreed with the statement given to them.

The data demonstrate that the number of respondents who are uncertain about this statement is higher than others where they are not chosen to agree and choose to disagree. Meanwhile, based on the 3-Likert scale ranking, the number of agrees is higher than others which are 45%. In other words, the villagers in Kampung Parit No 3 deleted item are more believe that these kinds of products have their advantage and the best foods compared to other products. The figure above shows that the gap between agreeing and disagreeing is quite big, where the number for disagreeing is only (15%). Therefore, researchers concluded that the factor of additional functionality belief toward this kind of product is a factor that has influenced the villagers in Kampung Parit No 3 in accepting these products. This factor caused the use of these products among them.

4.2.6 Health Belief to Food Products Which Used Islamic Attributes on Food Packaging

On a five-point Likert scale, 39% (36) of the respondents agreed with the statement, and 8% (7) strongly disagreed that the products may improve their health. Only 14% (13 people) respondents disagreed, and 2% strongly disagreed with this statement. Meanwhile, 37% (34 people) were chosen to be uncertain whether these products may improve their health or not.

From the data, 47% of the villagers in Kampung Parit No 3 agreed that these products might improve their health, and only 16% did not believe that the products might improve their health condition while the others were not sure whether it might improve their health or not. Hence, researchers identified that most respondents believe these products may improve their health. This item is also one of the factors that influenced the villagers in Kampung Parit No 3 in accepting these products. This is because the total number of agreeing and strongly agreeing is the highest than others, and based on the 3-Likert scale, it shows overall respondents were agreed. This finding is supported by Akbari et al., 2018 studies which showed that health belief is the value that causes consumers' acceptance of the products. This finding has proven that health beliefs have influenced them in accepting products that use Islamic attributes in their packaging labels.

4.2.7 Confidences to The Food Products That Used Islamic Attributes on Food Packaging

On a five-point Likert scale, 37% (34 people) of the respondents agreed that these products never hesitate when choosing it, and 12% (11 people) were chosen to agree with the statement in this item strongly. Besides that, 33% (30 people) of the respondents were chosen to be uncertain about this item because they are unsure if they ever feel suspicious about these products. However, a few respondents disagreed with this item with 14% (13 people) disagreeing while the rest were chosen to disagree strongly. According to the 3-Likert scale ranking, the number of agreed scales is higher than other scales.

The data found that 49% of the villagers in Kampung Parit No 3 felt confident when choosing these products because they never hesitated when choosing products that use Islamic attributes on their packaging. Only 15% of them questioned the authenticity of Islamic symbols in the packaging, while the others were uncertain. Then, the Likert scale ranking demonstrates that respondents are concerned about these products due to their trust in the safety of these products. In other words, the number of people who are aware of Islamic attributes in food packaging labels is low. This is due to the lack of making a wise decision in purchasing foods in a market where they are not hesitant once they make a purchase. According to Jamaluddin et al. (2013), people with awareness will help them make better decisions and satisfy them. This means that the decision made by them was not a good decision. Thus, the level of confidence in the uses of Islamic attributes in foods packaging among Muslim consumers in Kampung Parit No 3 is a factor that influences them in accepting these products where they mostly have confidence in terms of the authenticity of the products without question it.

4.2.8 Time Pressure in Accepting Food Products Which Used Islamic Attributes on Food Packaging

On a five-point Likert scale, 43% (39) disagreed with this statement and 10% (9) strongly disagreed. 17% (16 people) of the respondents agree that they chose these products due to high time pressure to check the label on the packaging before buying it, and 3% were chosen to agree with this statement while the rest chose uncertainty strongly.

The data analysed, 53% of them disagreed with this item which indicates villagers in Kampung Parit No 3 choose these products not because there is no time to check the label on the packaging before buying the products. Thus, it can be concluded that this group of respondents has the intention to use or purchase the products. Plus, researchers identified that the low in product involvement among respondents caused them to pay less attention to the packaging label, which caused their acceptance into these products (Akbari et al., 2014). Meanwhile, only several respondents have chosen these products because they have no time to check the label before buying and for the rest who choose uncertainly it is a neutral feeling. According to Akbari et al. (2014) this group of respondents have a high time pressure in which when they intend to buy food, people are more willing to buy food that includes religious symbols on its packaging. Hence, time pressure is not included in the factors that influence the villagers in Kampung Parit No 3 because most of them have purchased these products, not because of time pressure.

4.2.9 Discussion of the Factors Influencing the Acceptance of Villagers in Kampung Parit No 3, Muar, Johor to the Foods that Use Islamic Attributes on Their Packaging

From the 8 items given based on the factors identified, researcher found item No 4 indicate that most of them agree that food products that use Islamic attributes in their packaging are halal, good and safe to be consumed and this is the main factors that influenced villagers in Kampung Parit No 3 into accepting the food which use Islamic attributes in packaging labels. This factor became the main factor that influenced them because researchers identified that the villagers in Kampung Parit No 3 are mostly high in religiosity. This is supported by Akbari et al. (2018) which held that the use of religious symbols in food packaging has a positive and important effect on customers with high religiosity. According to Adzharuddin and Yusoff (2018), high religious factors indicate their personality and then influence halal products' purchasing. Plus, Jamal and Nur Shahira (2008) also explained that religion plays a big role in influencing consumers' behaviour based on trust and their religion

Apart from that, based on the data above, only two factors were found that did not influence the villagers in Kampung Parit No 3 into accepting the products with the uses of Islamic attributes on its packaging label. Among the items are "I do not mind if the food I bought has an Islamic symbol or not on its packaging" where they do not purchase the foods by ignoring the physical characteristics appearing on its packaging. The other item that does not influence them is "I choose this product because I did not have time to check the label on the packaging before buying" where they purchase or accept these products not because they do not have time or in a rushing time to check the labels in packaging. However, they have an intention to use and continue using it. Meanwhile, the other 6 items with identified factors have been proven to influence them in accepting these products. Therefore, even though they know that these practices are a kind of marketing strategy in attracting consumers, these 6 items successfully attracted them to purchase and accept the products.

In terms of respondents' level of acceptance into these products, mean score has been used to identify their level of acceptance on Islamic attributes in food packaging labels. Researchers will use the table Awang (2012) used in his studies to measure their acceptance (Table 5).

Table 5. Interpretation of Mean Score

Mean score	Interpretation (level)
1.00–2.49	Low and not satisfied or not necessary
2.50–3.79	Medium and quite satisfied or quite necessary
3.80–5.00	High dan very satisfied or very necessary

Sources: Awang, 2012.

Then, researchers found that the level of acceptance among Muslim consumers in Kampung

Parit No 3 is at a medium level. It is based on the mean score calculated in Table 5 where researchers found that most of the items calculated were at a medium level. Muslim consumers in Kampung Parit No 3 have accepted the products that use Islamic attributes in their packaging label in moderation. They are not extremely accepting and not extremely rejecting these products.

However, Table 6 indicates that item No 4 which is respondents' belief in the Islamic religion, reaches a high level of acceptance. They believe that products that use Islamic attributes in their packaging are halal, good, and safe to be consumed. This item is the factor influencing Muslim consumers in Kampung Parit No 3 to accept these products where they believe they are halal guaranteed, good and safe to consume. Therefore, it can be concluded that respondents' belief in religion is high among them compared to others until it reaches to the high level of acceptance to the use of Islamic attributes on foods packaging among consumers in Kampung Parit No 3 because Akbari et al. (2018) said that religious symbols in food packaging has a positive and substantial impact on consumers with high religiosity.

Thus, from the data collection, it shows that this marketing strategy succeeds in attracting Muslim consumer into the products especially in attracting them into believing that the products are halal, good and safe to be consumed since this item got a high level of acceptance among Muslim consumers in Kampung Parit No 3. This is supported by Damit et al. (2017) who said that some manufacturers tend to use Islamic images in food packaging to trick buyers by thinking that certain products are halal products. Osman et al. (2020) said that Islamic attributes in marketing foods products are widely used in the Malaysian market to attract Muslim consumers. Plus, Alexandrescu and Milandru (2018) also supported that marketing strategy is aimed to attract consumers attention.

Table 6. The level of consumer acceptance toward the uses of Islamic attributes in food packaging labeling

No	Point	1	2	3	4	5	Mean	Level
	Likert-scale	Strongly Disagree	Disagree	Uncertain	Agree	Strongly Agree		
1.	This product is a product I usually use.	3	14	25	45	5	3.38	Medium
2.	I do not mind if the food I bought has an Islamic symbol or not on its packaging.	10	30	19	30	3	2.85	Medium
3.	This kind of product did not have any problem to be used.	4	8	30	38	12	3.50	Medium
4.	I believe this product is halal, good and safe to be consumed.	1	7	20	44	19	3.80	High
5.	I believe this product has its own advantages and the best foods compared to other products.	4	10	36	33	8	3.34	Medium
6.	I believe some of these products may improve my health condition.	2	13	32	36	7	3.36	Medium
7.	I have never hesitated when choosing this kind of product.	4	13	30	34	11	3.38	Medium
8.	I chose this product because I did not have time to check the label on the packaging before buying.	9	39	25	16	3	2.62	Medium

5. Conclusion

It can be concluded that the factors of belief in religion that trust the products are halal, good and safe to be consumed are the main factors that influenced them to accept the products that

use Islamic attributes in their packaging labels. According to Akbari et al. (2018), these people are in the category of high religiosity. However, based on the findings, not all factors identified during the researcher's literature influenced the respondents to accept these products. Among the factors that do not influence them is physical characteristics appeared in food packaging labels where they not only rely on the physical characteristics itself, but they make sure on its authenticity before buying it and under time pressure also do not influence them in accepting these kinds of products where they accept the products due to an intention to use it.

In ensuring Muslim consumers and Islamic religion are protected from any misunderstanding or misuse by others, especially in terms of halal, the authority's body should seriously consider this issue to restrain the uses of Islamic attributes in food packaging labels in marketing their products. Government agencies' responsibility is to protect consumers from being deceived by irresponsible people into believing that the products are halal and have added value. Unfortunately, the absence or lack of regulation regarding these practices caused no action to be taken against them, especially non-Muslim products (Ab. Halim & Mohd Salleh, 2012).

Therefore, the authority's body should strengthen enforcement by enforcing Islamic attributes in food packaging focused on Quranic verse, sunnah related and Islamic worships, and other usages such as Muslim icon, Muslim names Jawi words and others which related. Furthermore, they should review and update on the other types of Islamic attributes commonly used in the market by considering various parties. As well as the authorities should ensure the existing regulations were enforced correctly to restrain this practice. Besides that, Muslim consumers must always be careful before purchasing some products. They should ensure it is halal, safe to consume, and not hazardous to health.

Finally, since the uses of Islamic attributes negatively impact the Muslim community, researchers suggest making a future study in this area by focusing on the weaknesses of authorities in monitoring products in the market to give awareness to them in making an action to restrict these practices.

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