

The Need for New Service Innovation in Halal Marketing

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Abstract

Purpose: Global halal food trade is estimated to be \$700 billion (USD) and is expected to grow at the rate of 7% annually. Also, quality certifications and high quality standards have improved the product acceptability to a larger extent. The paper intends to analyze the opportunities and challenges of halal products.

Design /Approach: The primary focus of this paper is to provide a better understanding of the concept of “Halal” and application of the overall approach and concept practice in the community.

Findings and Social Implications : The paper intends to understand the importance of halal food in the halal market and understand the growth trajectory of halal products in both Muslim and non-Muslim population worldwide due to the increasing awareness and accessibility to information, which is affecting the global halal product demand. Also, halal accreditation is an effective tool to monitor halal products in the market as well as supervising their production during storage and transportation. The time period of the study was between 2010 and 2012.

Practical Implications: More than 25 countries established halal authority for achieving halal standards according to the halal requirements. Various countries are developing competitiveness for halal products and are extending growth through exports.

Originality/Value: This paper tries to develop an understanding on halal marketing and analyses opportunities and challenges for halal products and the halal industry so as to improve competitiveness and industrial development.

Keywords: halal, halal marketing, accreditation, Islamic practices

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The word “Halal” is mostly associated with religion and culture most of the times. The permissible food for Muslims is called as halal, while kosher associates with clean food for the Jewish community (Codex, 1997; Regenstein, Chaudry, & Regenstein, 2003). “Halal” is a Quranic word meaning lawful or permitted. It is considered as a dietary standard as ordained in the holy scripture of Muslims, that is, the Quran. Halal food is popular and is in great demand among the Muslim population. The law related to the halal is to avoid impurity and harmfulness, especially in food intake. In terms of meat, Muslims are prohibited to consume foods like pork, blood, meats of animals who died in ways other than proper slaughtering. The demand for halal food has been increasing both among Muslims and non-Muslims due to its purity and various other reasons like quality standards being maintained through certification. The integrated standards of halal certification are important to globalize halal products for consumer choices and to bring about acceptability of halal products for export and domestic usage. Halal certifications are followed in accordance with the internationally quality standards (ISO, HACCP, Codex, GHP, etc.) followed throughout the world. Most of the companies dealing with halal products wish to market food commodities with halal certification for interested consumers and for far-reaching impact of internationalization.

The Concept of “Halal”

Halal is an Arabic term which means “permissible” or “lawful”. Halal food is not only associated with cleanliness, but

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also with physical aspects like wholesome, clean, safe, healthy, and nutritious. Halal products include all plant products, verified halal meat, poultry, game birds and animals, fish, crustaceans, molluscs, gelatin produced from certified Halal agency, eggs from acceptable birds, non-animal rennet, and rennet from certified halal slaughtered calves. Cattle, sheep, goats, camels, deer, and poultry are permitted for human consumption under Islamic law. Fish, seafood, grains, fruits, and all vegetables which have no harmful effect are also halal. Halal is also applied to cosmetics and pharmaceuticals, hygiene products and nutritional supplements, travel, art, music, and books; even marriage and finance (Berg, 2007).

In order to conform to general guidelines stipulated by Islam for Halal production and consumption, Nooh, Nawai, Dali, and Mohammad (2007) suggested that all raw materials and ingredients used in the production process must be halal, and naturally halal animals such as cattle, goats, and so forth must be slaughtered conforming to the Islamic rites and rituals which establish that the act must be performed by a mentally sound Muslim, and a sharp cutting tool should be employed in order to sever the blood and respiratory channels of the animal. The halal ingredients should neither be mixed, nor should they come into contact with haram materials such as products from pigs or dogs during storage, transport, cooking, serving, and so forth. It must be understood that the production of halal food is not only beneficial to Muslims, but also to food producers, by means of increased market acceptance of their products.

Marketing of the halal products needs to engage specific requirement and marketing strategy, which can be vital for the organization. Halal's burgeoning popularity can be linked to religious fervor and beliefs that it is cleaner, healthier, and tastier (Berg, 2007). Muslim consumers are an equally well targeted segment with high demand for healthy and quality food (Halal) which has been indicated with Halal certification. It is very much required that the halal certification and its quality standards need to be followed, which can turn consumer's responses in favour of the product being offered by the organization. It is, therefore, worthwhile to take consideration of various marketing tools that can satisfy consumers as well as can be used by an organization to achieve its goals.

The Global Halal Market

Muslims number 1.6 billion, representing 23% of the global population (Pew Research Religion & Public Life Project, 2012). The Muslim population is estimated to grow at the rate of 1.5 % as compared to 0.7% for non Muslims, twice the rate of the non-Muslim population over the next two decades. At this growth rate, Muslims will make up 26.4% of the world's total projected population of 8.3 billion in 2030 (Pew Research Religion & Public Life Project, 2011). With the growth in population, the demand for halal products is increasing (with the expansion of the global halal market). The global halal market is estimated to be worth more than USD 2.3 trillion, and the value of the halal food sector is expected to reach USD 700 billion annually. The non-food sector is much bigger, and includes chemicals, healthcare, cosmetics, personal care, and pharmaceuticals. Another promising and fast gaining acceptance in the halal industry are the Shariah compliant services, which include banking and finance, logistics, warehousing, and distribution (World Halal Research, 2013). Quality certifications and other quality standards have improved the product acceptability to a larger extent. Muslims are concentrated in the Asia-Pacific region, where 62% of all Muslims reside. Many Muslims also live in the Middle East and North Africa (20%) and sub-Saharan Africa (16%). The remainder of the world's

Table 1. Global Halal Food Market

Region	2009	2010
Africa	150.6 billion	155.9 billion
Asia	400 billion	418.1 billion
Europe	66.6 billion	69.3 billion
Australia/Oceania	1.2 billion	1.6 billion
Americas	16.1 billion	16.7 billion
Total Halal food market	634.5 billion	661.6 billion

Source: World Halal Forum, 2009 & 2010

Muslim population is in Europe, North America, Latin America, and the Caribbean (Pew Research Religion & Public Life Project, 2012). The demand for global halal food market is shown in the Table 1. It can be inferred from the Table 1 that the demand for halal food is ascending. According to the Islamic Food and Nutrition Council of America, the U.S. halal market is estimated at \$17.6 billion. According to the World Halal Forum figures of 2010, Asia is the biggest halal food market, with demand for Halal food reaching a figure of 416.1 billion USD. In America, the halal food market is estimated to be 16.2 billion USD; in Europe, it is gauged to be 67 billion USD, and in African countries, it is reckoned to be 153.4 billion USD. The growth in the halal products can be seen both in Muslim and non-Muslim population worldwide due to increasing awareness and accessibility to information, which is affecting the global halal product demand. The halal market in Europe alone represents US \$67 billion, highlighting that the Halal food market in non-Muslim countries is substantial. Non-Muslim countries offer huge opportunities for Halal food producers (Agriculture and Agri-Food Canada, 2011).

The present paper tries to understand the importance of halal food, and analyzes opportunities and challenges in the halal market. The primary focus of this paper is to provide a better understanding of the concept of “Halal” and it tries to intend the overall approach of the concept to the community. In Muslim consumers, due to various factors, the demand of Halal products has increased. The growth for halal market is considered as sustainable and is growing at a rapid pace. The demand for global trade in halal products will generate growth opportunities for meat, poultry, and other agri-based products, leading to the development of other industries as well. The opportunities for the supply of halal products are continuously growing, with high growth being witnessed in the Middle East and Asian countries. Halal products not only include meat and agri-based products, but opportunities for other products like halal based cosmetics, sauces, water bottles, beverages, and so forth are growing in demand. The key halal countries include the markets in Algeria, Bahrain, Iran, Iraq, Saudi Arabia, Morocco, Qatar, Lebanon, India, Malaysia, Turkey, United Arab Emirates, Yemen, Syria, Tunisia, Oman, Jordan, Kuwait, Indonesia, Egypt, Turkey, Pakistan, Sudan, and so forth. India, China, United States, Philippines, France, Germany, and the United Kingdom are leading halal consumption non Muslim countries.

✎ **Halal Trade :** The size of the halal market is expanding worldwide and is creating huge opportunities for halal product business not only in Muslim countries, but also in predominantly non Muslim countries, for example, the halal food market size (US dollars) in France is \$17.6 billion; in Russia, it is \$21.9 billion; in U.K., it is \$ 4.2 billion; in U.S.A. , it is \$13.1 billion, and in Canada, it is \$1.9 billion (World Halal Forum, 2010). Halal trade has been recognized in all parts of the world with greater acceptability, with aggressive pursuing of the halal food retailing. Most of the superstores have made specific counters for halal products, which has been extended to smaller markets. China has a specific halal meat market with specific grocery stores selling halal products. Other halal products like cosmetics, water bottles, and so forth are specifically promoted in the departmental stores. Trade merchants are giving special attention to halal products for gaining the halal market, with the increasing size of the halal markets and expanding demand for halal products. Malaysia is considered as the halal hub in terms of export. Ministry of International Trade and Industry Malaysia (MITI) recorded a total trade for processed halal food as RM 11.9 billion in 2004. The country also achieved collaborations with other regions for developing the global market for halal products. Various government and private agencies are playing a vital role in promoting the halal food industry to other regions, giving them an opportunity for attaining a high growth rate. The major consumption of halal food products occurs in the Middle East, which is considered to have the highest Muslim population concentration. The sources of meat supply to this region were said to come mainly from non Muslim countries such as Brazil, Ireland, China, and India.

✎ **Halal Trading System :** The Muslim world, to trade halal commodities, has adopted potential practices based upon market needs. It consists of several aspects related to spiritual faith, operational aspects, and mode of exchange that conforms to the Shari'ah. A country adopts halal certification either by the government or by international agencies, which provide the framework for halal certification through various steps and procedures being followed for certification. Malaysian Halal certification, which is already the longest established and most widely recognized registered halal logo in the world (Badawi, 2004) , is used for halal certification by most of the producers of halal products. Malaysian Islamic Development Department's Halal logo is now among the most widely recognized and respected symbols of halal compliance in the world. Malaysian Halal Standard MS1500:2004 demonstrates the creation of clear and practical guidelines for halal compliance, which is in accordance with ISO methodologies and is

the first Halal Standard to be developed by a Muslim nation.

Halal trade is based on giving extreme importance to the stunning and slaughtering of animals. Various conditions for halal slaughter can be seen in literature (Islamic Foundation of Ireland, 2007 ; Naik, 1999). Islamic law believes that animals should be killed in a comfortable way. Unnecessary suffering to the animal must be avoided (Islamic Foundation of Ireland, 2007 ; Naik, 1999). Killing the animal in any other manner than the prescribed method acceptable to Islam will not be included under halal. Basically, any kinds and any reasons of stunning cannot be accepted by Islamic law (El-Awady, 2003; Islamic Foundation of Ireland, 2007).

✍ **Halal Standards and International Recognition :** Halal accreditation authority will be a member of a Muslim institution domestically or sometime, it will collaborate with a government institution and will be responsible for monitoring halal products in the market and issuing halal certificates to the manufacturer for producing halal products. In the last few years, different countries have established halal accreditation authorities for halal accreditation standards. Halal accreditation is an effective tool to monitor halal products in the market as well as for supervising their production during storing and transportation (Mukherjee, 2006; Saleh, 2006). More than 25 countries established halal authority for achieving halal standards according to the Islamic law. Halal accreditation authority is established in both Muslim and non-Muslim countries like New Zealand, U.S., Canada, Brazil, Argentina, UK, Germany, France, Ireland, Singapore, Indonesia, Malaysia, China, Australia, Japan, Hong Kong, Brunei, South Africa, Egypt, and Morocco (JAKIM, 2006). The process of Halal accreditation normally resembles quality standard procedures (ISO system). Halal accreditation will be useful for the halal product manufacturers for market acceptability, especially in the Muslim countries. Halal certification helps the producer to convince Muslim consumers about the authenticity and quality of the available products. Therefore, halal certification supports the producer for improving their competitiveness and marketability.

Halal Trade : Opportunities and Challenges

Business practices in Islamic countries are based on truthfulness, perfect weight and measure, spot trading, eliminating unjust exchange, and so forth. The business market characterized by Islamic faith and is not solely for worldly gains. The major opportunities for halal trade can be confined to:

- (1) Carrying the Halal product and services based on Islamic law to the global market with continuous improvement.
- (2) Developmental activities and value added services to sustain halal trade are:
 - ✍ Halal products based on agri-business farming and slaughtering services.
 - ✍ Packaging and storage, halal certification, produce information, and so forth.
 - ✍ Value added services like trade financing sector, exchange, retail, legal service, trade regulations, and so forth.
 - ✍ Trade analysis and market information.
- (3) Making awareness and creating market opportunities
- (4) With the growth of the Muslim population worldwide, it has been estimated that the global halal market for food and non - food products will increase annually.
- (5) The increase in the growth of the Muslim population will also increase the spending on food, which will majorly affect the Halal food industry.
- (6) It has also been observed that by increasing compliances with halal products among Muslims will create pressure for developing other sectors with halal specification and will bring in a demand for vital change in the production and service systems. Marketers should give due consideration to the influential aspects of religiosity across all product types and involvement levels in the Islamic markets as Muslim consumers are heedful in their consumption and regard all products as high involvement products due to religious stipulations (Yousaf & Malik, 2013).
- (7) Changes in lifestyle, demographic profile, and exposure to the external world will also create opportunities to be aware of and increase the demand for better halal products associated with the halal industry.
- (8) With growth being achieved in different industries worldwide, other areas like the financial sector, pharmaceutical

and cosmetic sector, and so forth will also be looking forward to implementing a system based on halal certification standards practices for better acceptability among the Muslim population, and thereby creating opportunities for halal products.

(9) Developing other segments: Reaching to the non Muslim segment will be an added opportunity to develop and improve the growth of the halal industry. The members of different religious groups are likely to make purchase decisions influenced by their religious identity (Schiffman & Kanuk, 1997).

(10) The non Muslim segment is also expanding, with large consumption percentage of halal products, providing greater opportunity for service.

(11) It has been observed that the opportunities for halal products for “cross over market” are growing, which is an area that can be explored.

✍ **Export Opportunities :** The Middle East and the North African region are known as Muslim regions with high potential of predominantly Muslim markets constituting high potential for halal products. Egypt is the largest halal market in North Africa, with more than 70 million Muslims. The region constitutes Muslim population with high income and per-capita rates of consumption. The region also constitutes for large halal product demand when it comes to food items. United Arab Emirates (UAE), Saudi Arabia, Oman, Kuwait, and Qatar are witnessing an increasing demand for halal products. Other countries like Turkey, Iran, Iraq, and so forth are also seeing an increasing demand for Halal products.

The Muslim population is growing at a faster rate in Asia. The highest population of Muslims is found in India, Indonesia, Pakistan, and Bangladesh. The Asian continent constitutes of over 1 billion Muslims, and has a great potential for Halal products. Asian countries have begun to emerge and are positioning themselves as areas for specialized halal based product consumption, its standardization, research, production, and international trade. Malaysia is aiming to become an international halal hub; Thailand is looking forward to position itself as the Halal Centre of Excellence in science and testing; both China and India are expanding halal industry with a competitive advantage of low costs of labor. Huge opportunities lie in the Asian countries to expand the Halal products' industry, which needs to be explored and expanded. France, Germany and the United Kingdom are the largest halal markets with significant purchasing power. Other Eastern European countries like Bosnia/Herzegovina, Albania, Russia, and Yugoslavia have been reported to have a high demand for Halal products.

✍ **Challenges for Halal Trade :** The challenges faced by halal trade can include:

(1) Developing Halal Products: The rise of the halal market by creating and developing halal standard products needs to be implemented for effective development of the Halal industry.

(2) Competitive and Related Products: Within the halal industry and other segments, halal products face challenges from related products and competition exists among different producers to serve the same market place.

(3) Marketing: Creating marketing awareness among the community according to Islamic laws seems challenging to the producer and acceptability of the consumer for quality needs to be created.

(4) Awareness and Capitalizing International Standards: International standards halal certification and creating the awareness for achieving international standards needs to be put forward for market growth.

(5) Reaching Other Segments: Reaching other segments or non Muslim segments acts as a challenge for the halal industry as the mindset among different communities differs for different reasons.

(6) Creating Infrastructure for Other Halal Products Sector: Developing infrastructure for other halal product sectors seems to be challenging with the development of infrastructure from the initial point.

✍ **Other Issues and Challenges :** Other issues and challenges that restrict the countries to grow and develop halal market are:

✎ **Availability of Loan** : For developing the Halal products, the citizens and institutions need easy and ready loan facility for expanding their businesses. Lack of availability of loan facilities in many countries restricts the halal business to grow with the change in demand. However, with the advent of Islamic banking in many Muslim dominant countries, and with the growing popularity of Islamic finances like Mudarabah and Musharakah, this situation is deemed to be gradually improving. A strategic integration of Islamic banking, Islamic finance, and Halal marketing is not a remote possibility in the coming years.

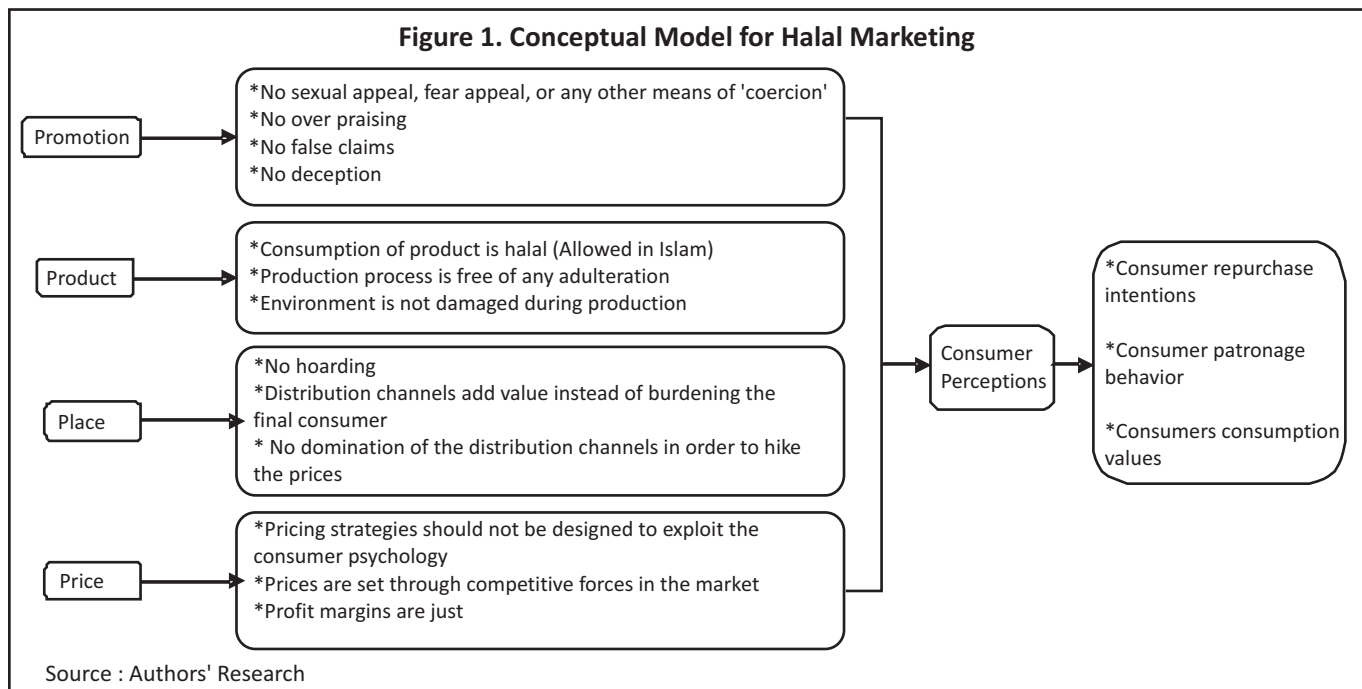
✎ **Competition** : Competition within the region and involvement of halal business organization in price wars would lead to stagnant growth for the Halal industry. Furthermore, the global halal players act as tough counterparts, and are trying to gain market share at both the domestic and global market, restricting the natural growth of the Halal industry. The domestic halal SMEs need training, export process acquaintance and assistance to approach and explore new markets globally.

✎ **Lack of Raw Material and Infrastructure** : Countries like India and China having a full advantage of raw material, resources, and export infrastructure with low-cost labor can grow in halal market and its requirements. Other countries, especially some countries in the Middle East and North African region, lack raw material to supply and fulfill the needs of the consumers for Halal products. Furthermore, lack of certification agency and export infrastructure in most of the countries restricts the countries to develop a competitive halal product industry.

✎ **Marketing** : Most of the companies are not able to promote through marketing tools, which can create awareness. The organizations are also confining themselves in terms of collaboration with organizations, dealers/ wholesalers and retailers, which restricts their growth. Marketing can enhance the efficiency and competitiveness of the industry. Another issue is the conformance of Islamic promotional ethics in marketing of halal products. Halal marketing is not only confined to the production, transportation, storage and packaging processes, but it extends to the promotional avenues as well.

Marketing of Halal Products

With a growing population of Muslims, the possibility of growth of the halal products industry is increasing rapidly.



The halal market is growing at a tremendous rate, with the Muslim population estimated to reach 2 billion by 2012 end. Due to systematic and strategic planning, the halal products would be able to reach the potential consumers. The adverse part of the system is that only 6 million people have access to Halal products. It has also been observed that halal products are recognized globally as being a symbol of quality and hygiene. With the emergence of various safety and hygienic processes in normal dietary systems, halal products have been well accepted among non Muslims as well. The marketing strategy for Halal product needs to be taken special care of, which can improve the performance of the industry as well as being in the ambit of the laws. Marketing of halal products should be positioned for higher order to be able to reach the potential customers through an effective supply chain process, which is lacking most of the time. The framework for marketing of Halal products should be interlinked to form a holistic model which includes marketing approach for providing better price and products to its consumers. An integrative holistic model of Halal marketing is presented in the Figure 1, which depicts distinctive Halal marketing principles in relation to other marketing functions.

🔗 **Product :** The success of marketing of halal products depends on two basic criterions, which include halal food products and all other halal items. The marketing of halal food not only depends upon the quality of the product, but is also shaped due to attributes being used based on religious and cultural issues. The product quality and halal procedure are combined to form the halal certification, which acts as a symbol of trust, confidence, and quality, providing the consumer with full satisfaction. Researchers have explained that the failure of Muslim halal exporters to recognize the consumers' needs led them to switch to suppliers who believed in the ultimate rights of the consumers. Due to this reason, the consumers not only look for halal products, but also look for quality products either imported from a Muslim country or from a non Muslim country. Islamic principles emphasize that the production quality (*Al-Quran*, 2:172,177) and production process should remain free from any wrongdoing and from any element of adulteration from the beginning to the end (Al-Farruki, 1992). If the halal food chain is properly managed, then soon, the term 'Halal' would be synonymous with quality and purity without any form of adulteration, and it will possess the ability to attract not only Muslim consumers, but also non Muslim consumers.

🔗 **Packaging:** It has been observed that the producers use various labels indicating various alternative words, which mislead the Muslim consumers for a shorter period of time. The label on the halal products should be clear and meaningful. The label should indicate the clear sources of food and should not be abbreviated or symbolized in the alpha numeric form, which may mislead the Muslim consumers, creating a negative effect. The halal accreditation council within the country should develop the halal logo, which will incorporate and take appropriate care for the label and packaging issues among halal product manufacturers.

🔗 **Promotion and Branding :** Promoting and branding the halal products helps the producer to reach beyond a certain limit to attract new potential consumers of halal products and services. Promoting the trust mark will create a brand image and serve for better performance. Developing halal food as a strong brand will also create new opportunities to explore more countries in terms of export. Promotion and branding will also bring awareness for Muslims and non-Muslims for the Halal products and the suppliers / wholesalers at both the national and international level, giving good results in terms of supply chain and product acceptability. Promotion of halal can also be done through advertisement on various media channels, which would improve the market sales and create awareness related to quality, purity, standards, and food contents, which can provide good growth opportunities for the Halal products. Promotion of halal products through conferences, seminars, and publications will also create a positive effect on the overall growth. The halal certification helps the producers for branding the products and services which are being offered to the consumers. One important consideration is that marketers should consciously avoid the promotional tactics that do not comply with Islamic teachings (Haque, Ahmed, & Jahan, 2009). For example, hiding unfavorable product information from customers, exaggerating the claims, making false promises, manipulating the customers, and enticing them into making purchases are all against the spirit of Islam (Yousaf & Li, 2014).

🔗 **Pricing :** Pricing of the Halal product is not only dependent upon the method, but varies from brand to brand, allowing the producer to take benefits based on various criteria like brand name, certification, producers' technological advances, and so forth.

Price discrimination is not allowed in Islam, where the same product is sold at different prices to different buyers (Ahmad, 1995). However, in cases like the airline industry and hotel booking, where the level of the customer's demand at a particular point of time determines the price level, price discrimination strategy can be employed (Hasan, Chachi, & Latiff, 2008). 'Non storable' commodities like electricity and telecommunications can also be priced differently. This is because demand of such products varies across different time periods and marginal costs associated with producing additional units of products/services also vary according to the time and period of supply. During the 'peak demand' hours, the system usually works at full capacity, incurring incremental costs, but at 'off peak' hours, spare capacity is available and additional costs are not incurred; therefore, price control measures could be imposed (Bashar, 1997).

Islamic economists are in consent with each other that price should be regulated by the market mechanism as it ensures compatibility of interests between the different market forces (Ghanim, 1984; Mahboob, 1992). Islam does not command against the self-operating mechanisms of price control; state intervention in conforming prices is permissible only if social welfare necessitates it (Ibn-Taimiyah, 1976:37). In other words, market controls can only be applied if there is natural scarcity, or shortage of that product due to hoarding. Islam strongly discourages the application of manipulative approaches to exploit customers to gain more profit (Koku, 2011), creating a false impression for the customer that he/she is getting a bargain when actually, it is not (Shaw, 1996). Hoarding a product and creating a scarcity in the market to sell it at higher prices and gaining more profits, and propagating false demand supply position in the market to sell products/services other than at the optimal price level is strongly discouraged in Islam. As stated in Hadith, 'No one withholds goods till their prices rise but a sinner' (*Sunan Abu-Dawud*, Hadith no: 3440, 980). It has also been forbidden to raise prices by sellers trying to outbid one another (An- Nawawi, 1999).

Islam encourages healthy competition in the market. Selling products at very low prices to eliminate any sort of competition (predatory pricing) is not allowed in Islam (Saeed, Ahmed, & Mukhtar, 2001), and cartels formed by producers to restrict the competition by exercising control over distribution and production of goods is discouraged (Bashar, 1997). Similarly, market monopoly is also forbidden as it allows the monopolist to fix any price and draw large profits in the absence of competition (Al- Buraey, 1983: 42-43), though situations arising by 'natural monopolies' like in the case of railway utilities and electric supply could be considered differently as long as the public interests are safeguarded (Bashar, 1997).

👉 **Place :** Halal products can be capitalized through both direct selling and through a dealer based network for faster reach to the consumer. In many cases, especially in non Muslim countries, the Muslim populations are distributed among various segments and locations. In this condition, the producer needs to look for smaller retailers or wholesalers who can participate in the network system. For reaching the non-Muslim community, conferences and promotions can be useful. The major emphasis should be on the availability of Halal products through effective distribution to reach the ultimate consumers. For Muslim countries, direct selling points can be made or local distribution with high commitment can be implemented to supply customers on a regular basis. Also, the domestic market should be very carefully served with high quality and confirming to the regulation of halal certification of that particular country.

Islam prohibits the practice of hoarding (*Al-Quran*, 3:180) when an artificial shortage of goods is created in the market to exploit the supply-demand conditions by raising the prices. Islam discourages its followers from being the slaves of their desires as worldly life is no more than a temporary illusion (*Al-Quran*, 57:20). Moreover, Islam also condemns the practices of dominating the distribution channels in order to hike the prices (Trim, 2009), dominating the business channels by one party, thereby disabling the other participants of that supply chain to earn 'just' profits. Like the other marketing functions, decisions regarding the distribution channels should be made on maximizing the welfare of the whole society. The decisions made on profit maximization motives prove fatal for the sustainability of healthy and peaceful societies (Saeed, Ahmed, & Mukhtar, 2001).

According to the Islamic teachings, distribution channels should be designed in order to facilitate consumers by providing timely deliveries. Distribution channels should not burden customers with piling up of extra charges and higher prices (Al-Ukhuwa, 1983), but instead, they must add value to the final goods (Diya' al- din, 1983).

Conclusion

With the growth in population, especially with the growth of the Muslim population, the demand of the Halal products

is increasing with the expansion of the global halal market. The opportunities for the supply of halal products are continuously growing with high growth opportunities in the Middle East and Asian countries. Marketing of halal products needs to engage specific requirements and marketing strategy, which can be vital for the organizations dealing in halal products. Application of various marketing tools and techniques can be useful for creating awareness and developing the market for halal products. Halal accreditation certification will be essential and important for the continuous customer service and satisfaction. Halal requirements are in accordance with the quality standards like ISO, HACCP, and so forth. Halal products are not only appropriate for Muslim consumers, but they are well suited for the non-Muslim community globally as well. Marketing strategies for halal products need to be developed carefully for attaining the required market growth rate.

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