

May 5th, 11:55 AM - 12:40 PM

KEYNOTE: British Muslim consumers and halal food choices

Ahmad Jamal
Cardiff Business School, Cardiff University, UK

Follow this and additional works at: <https://ir.iba.edu.pk/icm>

iRepository Citation

Jamal, A. (2012). KEYNOTE: British Muslim consumers and halal food choices. International Conference on Marketing. Retrieved from <https://ir.iba.edu.pk/icm/2012/day1/17>

This document is brought to you by *iRepository*. For more information, please contact irepository@iba.edu.pk.

British Muslim Consumers and Halal Food Choices

Dr Ahmad Jamal

Islam is the second largest religion in the UK after Christianity, and existing research suggests that religious identity plays an important role in shaping consumption experiences of ethnic minorities including British-Muslim consumers. The British Muslim community contributes £3.1bn to the national economy every year and, in comparison with other religious groups, British Muslims have the youngest age profile and larger than average households. Despite this, British Muslim community is little reported in consumer research terms.

Recent scholarly work indicates that British-Muslims are making their presence felt by demanding halal labelled food products. This is coupled with a change in consumers' lifestyles (e.g., more people eating out than cooking at home) and a rapid growth in convenience food market in the UK. There is therefore a growing demand for halal-labelled packaged food products. A recent study involving British-Muslim housewives concluded that many British-Muslim consumers spend a lot of their time and effort in deliberately seeking out halal choices while shopping for family and grocery products. This included reading the food labels for a list of ingredients and using 'Suitable for Vegetarian' logo as a proximate cue for establishing the halalness of food products.

While various halal certification bodies exist in the UK, the use of Halal logo on food packaging is still in its infancy. I would therefore like to present findings from a study, which was specifically designed to compare and contrast the usefulness of using Halal logo against Suitable for Vegetarian logo on packaged food products. The study took its theoretical guidance from the cue utilisation theory, the theory of reasoned action (Fishbein and Ajzen, 1975), the technology acceptance model (Davis et al., 1989), the diffusion of innovation theory (Rogers, 1962), and the extant literature dealing with religious commitment, cultural orientation, and ethnic minority consumer behaviour. The research developed and empirically tested a conceptual framework exploring the role of perceived value, perceived usefulness, perceived risk, trust, religious commitment, collectivism, individualism, and ethnic identity in predicting consumer intentions and attitudes.

Data was collected using self-administered questionnaires in two phases. Findings of Study One (n=100) revealed that perceived usefulness was a stronger predictor of attitudes than perceived value and that more positive attitudes were shown towards food products with a Halal label than the ones with Suitable for Vegetarian label. Findings of Main Study (n=303) revealed that perceived value, perceived usefulness, trust, cultural orientation, religious commitment and ethnic identity had significant linear relationships with attitude towards packaged food product with halal label. Similarly, British-Muslim consumers' attitudes towards halal label significantly impacted their intentions to buy products with halal label and also their intentions to patronize stores that sold halal label products. Further regression analysis confirmed the moderating roles of religious commitment, ethnic identity, gender and product type in predicting attitudes and intentions to buy and intentions to patronize stores.

Our research is first of its kind and has strong implications for theory development, policy-making, and practice as well as for understanding the consumer behaviour of British-Muslims. This research also makes a number of contributions to the existing research involving the consumer behaviour of ethnic minorities in the UK.