

Systematic Review of Halal Studies Adopting Theory of Planned Behaviour

Nabila Nizar¹ and Andi Triyawan²

Abstract. *Halal sector has emerged as one of the fastest growing markets in the world. Along with the increasing demand for halal products, researchers and experts have also produced a growing body of knowledge in the halal field. This paper aims to unveil the emergence and growth of halal studies using theory of planned behavior. Theory of Planned Behavior consists of three main variables: attitude toward the behavior, subjective norm, and perceived behavior. The method used is a systematic literature review, following Barbara Khitchenham. The authors found that 123 papers were qualified to be included in the study. There are 24 themes discussed in these halal studies, with the most significant contribution focused on consumption and products. Majority of studies are from Malaysia and Indonesia. Further research is necessary to examine several themes that are still not widely studied.*

Keyword: *Planned behavior theory, Systematic literature Review, Halal research.*

Abstrak. *Sektor halal menjadi salah satu pasar terbesar di dunia. Seiring dengan meningkatnya permintaan produk halal, banyak ahli riset yang menganalisis studi halal. Penelitian ini bertujuan untuk melihat kemunculan dan pertumbuhan studi halal yang menerapkan theory of planned behavior sebagai kerangka kerja konseptual. Theory of Planned Behavior terdiri dari tiga variabel utama: sikap terhadap perilaku, norma subjektif, dan perilaku yang dipersepsikan. Metode yang digunakan dalam penelitian ini adalah tinjauan pustaka sistematis oleh Barbara Khitchenham. Ditemukan 123 artikel penelitian yang memenuhi syarat untuk diteliti. Ada 24 tema yang dibahas dalam studi halal, dengan kontribusi penelitian yang paling signifikan difokuskan pada pembelian halal dan produk halal. Kontribusi penelitian yang sangat besar dari negara-negara Malaysia dan Indonesia. Penelitian lebih lanjut diharapkan dapat mengkaji beberapa tema yang masih belum banyak dikaji untuk memperkaya kajian halal.*

Kata Kunci: *Teori perilaku terencana, Tinjauan Literatur Sistematis, Riset Halal.*

¹ Faculty of Economics and Management, Department of Islamic Economics, University of Darussalam Gontor | nizar.nabila21@gmail.com

² Faculty of Economics and Management, Department of Islamic Economics, University of Darussalam Gontor | andisurabaya85@gmail.com

Introduction

The world's Muslim population reaches 1.8 billion people in 2018, and Islam is considered as the fastest growing faith among other religions. In addition, Muslims globally are spending as much as \$2.2 trillion in 2018 on food, beverages, pharmaceuticals, clothing and other necessities. It is estimated that by 2024 this figure will reach \$3.2 trillion, with 6.2% cumulative annual growth rate. Likewise, Islamic finance assets were accounted to have reached US\$2.5 trillion in 2018 (State of the Global Islamic Report 2019/2020).

With the growing number of Muslim populations worldwide, halal has become an important concept and talking point. Muslims are required to consume only halal or permitted products, particularly food and beverages. As such, halal industry could play a substantial role globally, especially among a diverse Muslim society (Nooren et al., 2015). Whether it is food or non-food products, the demand for halal goods and services has been growing rapidly.

According to the report by Pew Research Centre's Forum on Religion and Public Life (2011), seventy-nine nations will host more than a million Muslim citizens in 2030, compared to seventy-two countries at present. The number of Muslims who obey Islamic law to consume halal products has caused an increase in demand for halal products worldwide. However, the figure's basis is on the total Muslim population globally; on the other hand, the increase in demand for halal products by non-Muslims has not been considered. Talib and Ali (2009) suggested that "*Halal products not only gain ground among Muslim consumers but also attracts other consumers who have aware and concerned with the hygiene and safety of products in addition to the character of the product*".

The real meaning of halal (the lawful) in the Arabic language can be translated as permissibility, in which the action has been allowed to be completed (Yusuf, 2001). The word halal is rooted from an Arabic word which

means permissible or becomes legitimate, legal, licit, permitted, allowed, admissible, un-prohibited and unforbidden. Or simply, something that is lawful and permitted in Islam. By considering consumers' perspective, the halal concept can be regarded as a catalyst that can change the way people live and their ideas and interpretations of quality, health, safety, and environment (Suhaiza et al., 2010). On the one hand, Muslims are tied to halal food law and therefore, continuously monitor this law is very important. The total consumer interest in halal products will affects the purchase of halal products and consumer behavior. Many hypotheses have been used to measure consumer behavior factors. One of them is the Theory of Planned Behavior.

Theory of Planned Behavior is one of the most widely used to measure consumer behavior. This theory is an explanatory model developed by Icek Ajzen in 1985, which is used for various behavioral intentions. Behavioral intention consists of three main variables: attitude toward the behavior, subjective norm, and perceived behavioral control (Jung Lee et al., 2010). Agreeing to this theory, a specific lot of motivational factors, including attitudes toward a behavior, subjective norm (i.e., A person's perception of injunctive and descriptive norms in a given population), and perceived behavioral control leads to intention to perform a behavior (Paul Spark et al., 2000).

Literature Review

In recent years, researchers have become increasingly interested in making the Theory of Planned Behavior the conceptual framework in halal studies. Adnan Ali et al. studied expanding the Theory of Planned Behaviour to predict Chinese Muslims halal meat purchase intention; Muhammad Nursalwani et al. (2017) studied the effect of attitude, subjective norm and perceived behavior control toward the intention of Muslim youth at public universities in Kelantan to consume halal purchase in attention and consumer behavior and Andrian Haro (2016), studied understanding Theory of Planned Behavior Model, Availability, and Information on Consumer Purchase

Intention for Halal Food, and several other studies using this theory as a research framework.

The number of researches in the halal are is still small. Most of the articles are found only to discuss halal product and their growth, just limited major of a systematic review, presented in the academic publication, and the other just weekly or monthly report published, a trade magazine, etc.

In 2015, Nooren Noor Abd Aziz et al. studied the Emergence and Growth of Halal Studies, in which 17 articles about halal studies applying the Theory of Planned Behavior as the conceptual framework. Nevertheless, there is a demand for an updated review of the literature, focusing solely on halal studies. The research aims to conduct a systematic review of halal studies literature published in peer-reviewed journals, thesis, conference paper and proceeding paper between 2006-2019, which serves as a roadmap for both faculty members and practitioners to understand the development of halal studies and key out the major of the previous works.

The literal meaning of halal (the lawful) in the Arabic language can be translated as permitted, concerning which no restriction exists, and the doing of which the law-giver, Allah has allowed, while it's opposite, haram (the prohibited), that which the law-giver has prohibited, anyone who commits it is liable to incur the punishment of Allah in the hereafter as well as a legal punishment in this world (Yusuf, 2001). In the Holy Quran, Allah commands Muslims and humankind to consume only good and halal (lawful). According to the Quran Al Maidah [5] : 4

يَسْأَلُونَكَ مَاذَا أُحِلَّ لَهُمْ قُلْ أُحِلَّ لَكُمْ الطَّيِّبَاتُ ۗ وَمَا عَلَّمْتُم مِّنَ الْجَوَارِحِ مُكَلِّبِينَ تُعَلِّمُونَهُنَّ مِمَّا عَلَّمَكُمُ اللَّهُ فَكُلُوا مِمَّا أَمْسَكْنَ عَلَيْكُمْ وَاذْكُرُوا اسْمَ اللَّهِ عَلَيْهِ ۖ وَاتَّقُوا اللَّهَ ۚ إِنَّ اللَّهَ سَرِيعُ الْحِسَابِ

The verse above explains how Allah guides Rasulullah SAW regarding what food is halal for Muslim. So Allah explains in the verse that halal food is "*thayyib*", good food; on the other hand, a trained hunting animal can catch halal prey according to what has been taught by Allah SWT.

The Theory of Planned Behavior (TPB) is an extensively recognized model for enlightening human behavior. TPB has received considerable attention and been successfully applied to predicting and understanding human behavior across various fields (Armitage and Conner, 2001; Rhodes and Courneya, 2003). As in the original Theory of Reasoned Action, a central factor in the Theory of Planned Behavior is the individual's intention to perform certain behaviors. The intention is assumed to capture the motivational factors that influence behavior; they are indications of how hard people are willing to try, of how much of an effort they are planning to exert, to perform the behavior (Ajzen and Driver, 1992).

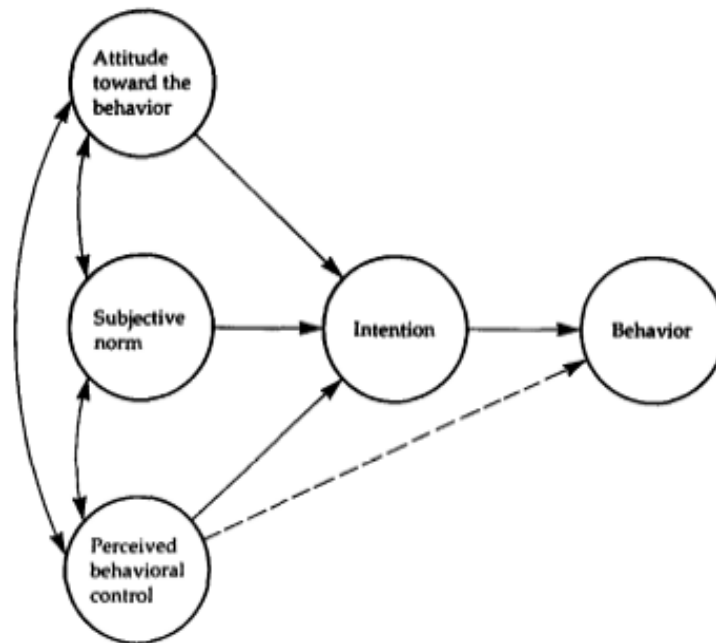


Figure 1. Theory of Planned Behavior

Source: Adopted from Lisa Beck and Icek Ajzen

The theory postulates three conceptually independent determinants of intention. In the Theory of Planned Behavior, the first construct is an attitude towards behavior, which refers to the degree of a person's favorable or unfavorable reaction (evaluation, appraisal) to perform a particular behavior (Ajzen 1991, 2002, Ajzen and Fishbein, 1975). This factor is the individual's positive or negative evaluation of performing the behavior (Ajzen, 1985).

Attitude towards behavior is the consumers' evaluation of the behavior. The primary characteristic that distinguishes attitude from other concepts is that it is evaluative of affective nature. Indeed, the widespread agreement affects the essential part of the attitude concept (Ajzen and Fishbein, 1975).

Subjective norms in TPB are social pressure felt by each individual to do or not do a certain behavioral impulse. According to Ajzen (2002), objective norms are even considered a function of normative beliefs that have a major influence and can also be associated with the possibility of certain individuals or groups carrying out certain behaviors such as expectations of friends or other family members as well as motivation that drives them to do something.

PBC (Perceived Behavioral Control) is included in the third predictor, which explains how individuals perceive the ease and difficulty of carrying out certain behaviors (Ajzen, 2002). More than that, PBC requires a set of control beliefs that can be implemented, including how behavioral control reflects one's belief about the existence of resources and opportunities needed or things that hinder behavior or power that comes from existing resources or opportunities in order to facilitate the achievement of the behavior (Iris and Wim, 2006).

Methods

An in-depth evaluation of halal studies is conducted using a systematic literature review based on the approach adopted by Barbara Kitchenham (2009). This approach consists of three steps; planning the review, conducting the review and documenting the review. The review process started by searching literature review with keyword "halal" and "Theory of Planned Behaviour" and the significant of the result to only peer-reviewed Halal literature review based on the Theory of Planned Behavior as a research framework.

Referable to the time constraints, research only manages to get limited Journals, thesis, master thesis, conference paper and proceeding paper, studies only highlight 2006-2019 and written in English. Islamic banking literature

and any other research paper such as; textbook, magazine, periodical report, book chapters, trade report, etc., were excluded. The major bibliographic databases used in searching the relevant articles are Emerald Insight, Science Direct, Research Gate and Google Scholar. These databases are selected because of their comprehensive coverage of halal studies literature.

Below are several questions that will be analyzed in this study, including:

- RQ1 What are the current themes in halal studies applicable to the Theory of Planned Behavior and the previous studies' primary focus?
- RQ2 How much research is a distribution across the type of publications and research themes on halal studies applicable to the Theory of Planned Behavior?

Authors found 360 in the initial databases. Each of the articles was examined to ensure that its content was relevant to the research aims. That halal literature that was not related were excluded from the review. In brief, we considered the followings to identify the literature: A duplicate copy of the same research study; Articles that do not describe the Theory of Planned Behavior; Articles that were written in languages other than English; Chapter of the book will not be studied; only articles are considered for review.

All the studies will be peer-reviewed, must be qualified inclusion criteria; they are: Include primary studies related to the research questions; Research article or journal topic closely related to the topic of the research question; Articles explaining the halal studies applicable Theory of Planned Behavior as a conceptual framework; The research published between 2006-2019.

To get articles with the required specifications, it is necessary to choose the right keywords; in this case, a google scholar search is carried out by writing the keywords "theory of planned behavior" and "halal". The first keyword found 14200 hits, including articles, references, patents.

Subsequently, the keywords were modified by placing quotes around the keywords so that they were found to be fewer, 2,340 hits.

This case shows that the concept of the theory of planned behavior generates much less research interest than the topic of planning or behavior as a different keyword. Other portals found 5,324 hits covering 360 scientific articles. A summary of the primary study selection process and the number of papers identified at each stage are shown in figure 2.

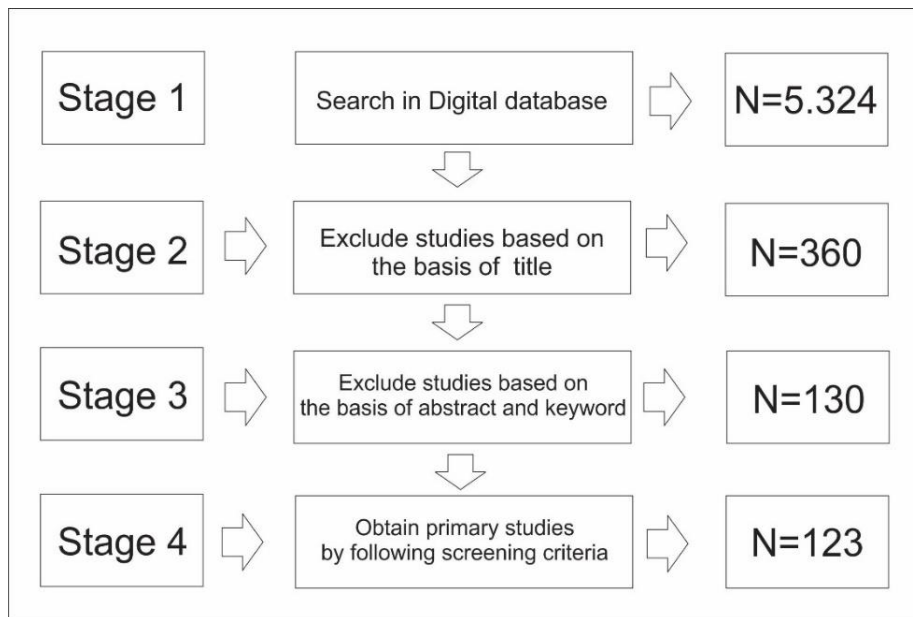


Figure 2. The Selection Process of Primary Studies

Source: Data processed by the authors

Results and Discussion

This section discussed how the research paper was selected for reviews and their results with the research questions. The number of literature found in this study comprises 123 papers. The emergence of publication years is begun in 2006 and still grows till 2019, despite the decline in the number of studies in several years, such as the year 2012, 2016 and 2018. As illustrated in figure 3 on the development of halal studies applicable, the Theory of Planned Behavior annually.

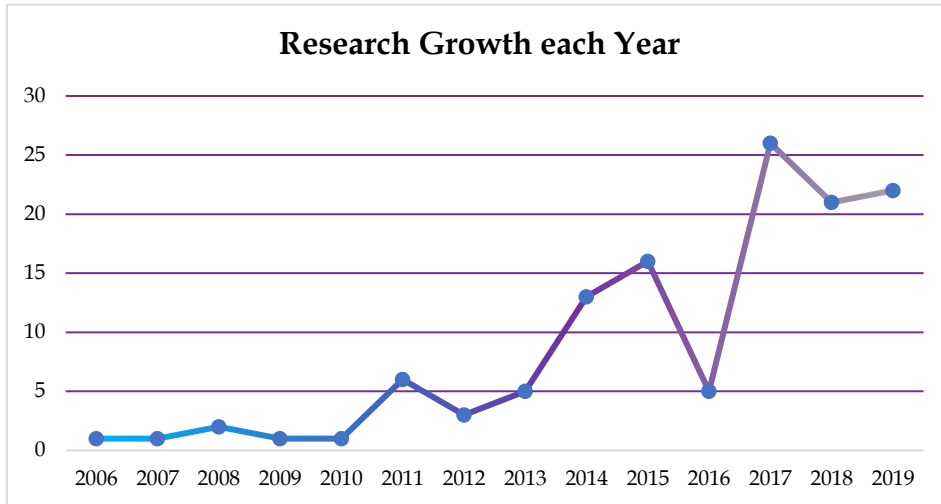


Figure 3. Distribution of Reviewing Articles Each Year

Source: Data processed by the authors

Table 1 below shows the number of papers published from 2006 to 2019 on halal studies. Therefore, each year's publication volume shown in the table indicates that the researcher's interest in halal studies is increasing.

Table 1. Year-Wise Distribution of Selected Research Papers

Year	2006	2007	2008	2009	2010	2011	2012
Research Paper	1	1	2	1	1	6	3
%	1,23%	1,23%	2,46%	1,23%	1,23%	7,38%	3,69%
Year	2013	2014	2015	2016	2017	2018	2019
Research Paper	5	13	16	5	26	21	22
%	6,15%	15,99%	19,68%	6,15%	31,98%	25,83%	27,06%

Source: Data processed by the authors

Malaysia is the most extensive research distribution on halal studies applicable to the Theory of Planned Behavior, with the amount of research reaching 73 overall and continued by Indonesia with 23 Research. While other countries only donate around less than five studies are expected to evolve annually, as illustrated in figure 4 below.

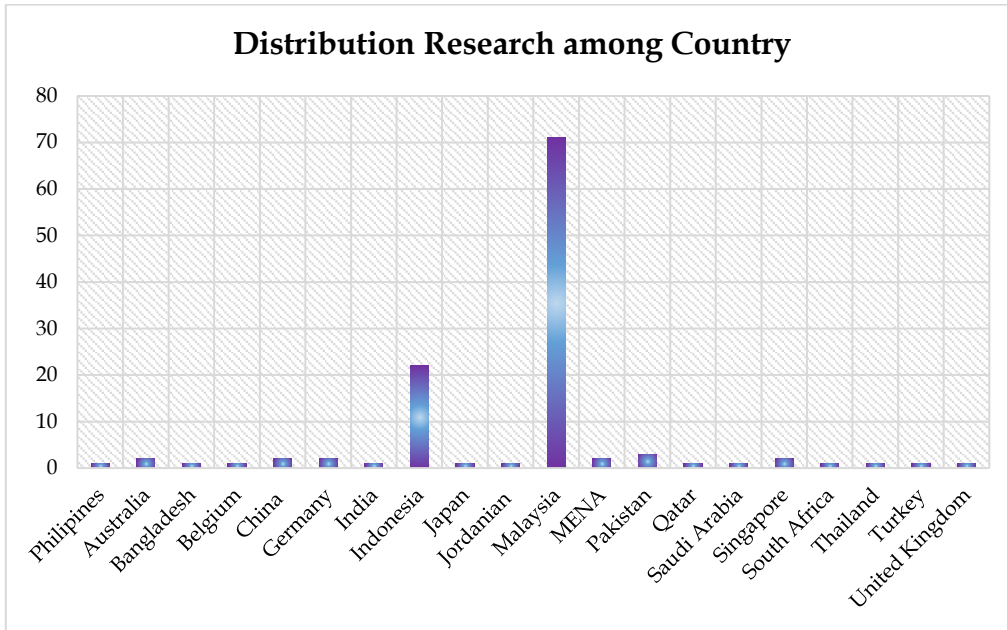


Figure 4. Distribution of Reviewed Articles among the Country

Source: Data processed by the authors

The type of publication reviewed divided into five classifications: Academic journal paper, Master thesis, Thesis, Proceeding paper, and conference paper. The summary of the literature, according to the above classification, is shown in figure 5 below.

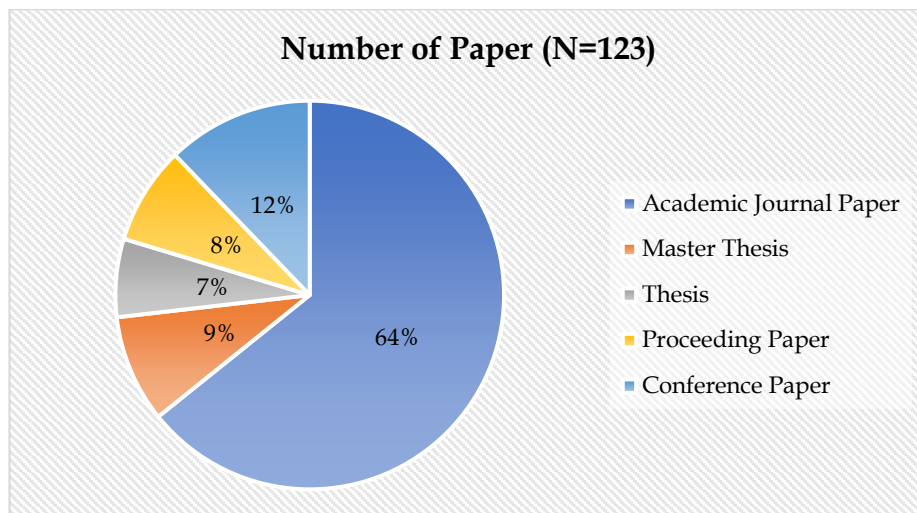


Figure 5. Distribution Number of Research Paper

Source: Data processed by the authors

Journal occupies the most significant percentage of research distribution with 64%, as the fastest-growing research on the current issues

and research trends, with the most accurate research. The details of the distribution type of publication specified in table 2.

Table 2. Classification of Publication Reviewed

Type of Publication	Number of Paper (N=123)
Academic Journal Paper	81
Master Thesis	11
Thesis	8
Proceeding Paper	10
Conference Paper	13

Source: Data processed by the authors

This section discussed findings based on a review of selected papers on halal studies applicable Theory of Planned Behavior to answer the research questions. The focus was to examine user acceptance of the Theory of Planned Behaviour used in halal studies.

RQ 1: *What are the current themes in halal studies applicable to the Theory of Planned Behaviour and the major foci of the previous studies?*

The outcome is systematized in 24 different themes, as follows:

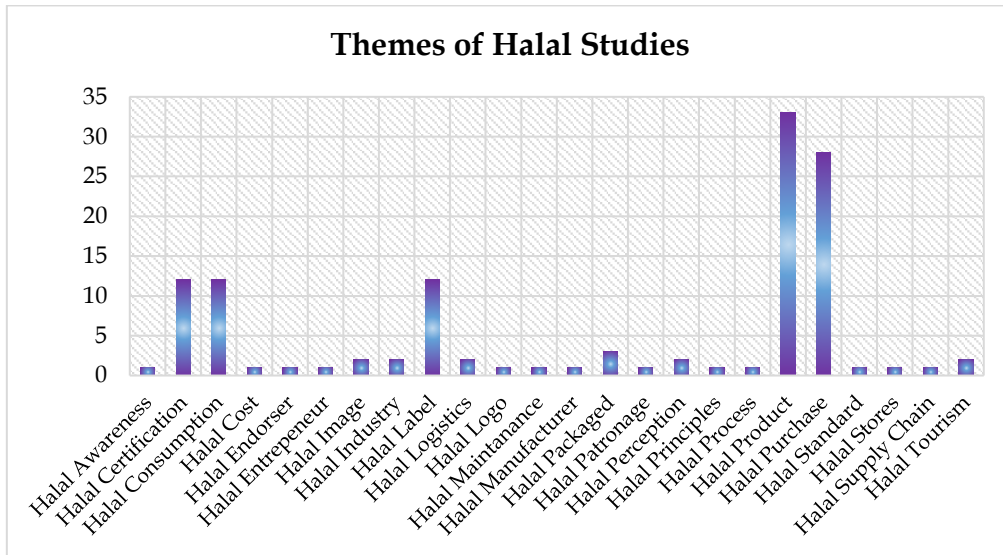


Figure 6. Distribution of Reviewed Articles by Research Theme

Source: Data processed by the authors

A systematically reviewed classification of halal studies theme into 24 discrete research areas with the major foci of this research is halal products and halal purchase. One of the limitations is that halal literature in other sectors such as halal awareness, halal cost, endorser and halal entrepreneur. Furthermore, halal certification, halal consumption, halal label, halal product, and halal purchase are the most chosen theme to be write in several research because that topic are needed in many industries around the world.

RQ 2: How much research is distribution across the type of publications and research themes on halal studies applicable to the Theory of Planned Behavior?

From the publication reviewed, the articles were separated into the principal subject of the work. Twenty four different themes have been found and shown in Figure 2. Out of 123 articles reviewed, the halal studies dominated Halal Products' dimension, 33 papers and Halal Purchases with 28 papers. The biggest research distribution is a journal, which is the fastest-growing research in recent issues. The limited number of publications on the partly research team shows a significantly huge gap in the body of knowledge.

Table 3. The Number of Publications Reviewed According to The Publication Main Theme and Publication Type

Main Themes	Type of Publication					Total Publication
	Academic Journal Paper	Master Thesis	Thesis	Proceeding Paper	Conference Paper	
Halal Awareness	0	0	0	0	1	1
Halal Certification	8	0	1	1	2	12
Halal Consumption	6	2	2	1	1	12
Halal Cost	1	0	0	0	0	1
Halal Endorser	1	0	0	0	0	1
Halal Enterpreneur	1	0	0	0	0	1
Halal Image	2	0	0	0	0	2
Halal Industry	2	0	0	0	0	2
Halal Label	9	1	0	0	2	12
Halal Logistics	1	1	0	0	0	2
Halal Logo	1	0	0	0	0	1
Halal Maintanance	1	0	0	0	0	1
Halal Manufacture	0	1	0	0	0	1

Main Themes	Type of Publication					Total Publication
	Academic Journal Paper	Master Thesis	Thesis	Proceeding Paper	Conference Paper	
Halal Package	3	0	0	0	0	3
Halal Patronage	1	0	0	0	0	1
Halal Perception	0	0	0	2	0	2
Halal Principles	1	0	0	0	0	1
Halal Process	1	0	0	0	0	1
Halal Product	20	4	3	3	3	33
Halal Purchases	18	4	2	3	3	28
Halal Standard	0	0	0	0	1	1
Halal Stores	1	0	0	0	0	1
Halal Supply Chain	1	0	0	0	0	1
Halal Tourism	2	0	0	0	0	2
Total	81	11	8	10	13	123

Source: Data processed by the authors

Conclusion

Worldwide demand for halal purchases and halal products is rising. Research in halal studies is relatively young. With the increasing need for halal products and halal services, research in this area also produces. The study has been executed a systematic critique of the Kosher study literature used behavioral theory planned as a conceptual framework published in peer-reviewed journals, master thesis, dissertation, newspaper publisher and conference paper between 2006-2019 and identified 123 research for further analysis. The survey indicated that the emergence of halal studies started in 2006. The importance of halal studies that applied behavioral theories began to grow since 2011, and more than 50% of the reviewed papers were issued between the period of 2011-2019.

The country's most recent research contributor to Halal Studies is in Malaysia, with the research of 73 papers. A systematically reviewed classification of halal studies theme into 24 discrete research areas with the major foci of this research is halal products and halal purchase. One of the limitations is that halal literature in other sectors such as Halal Awareness, halal cost, halal endorser, halal entrepreneur, etc., has not been considered.

Future research might improve this framework by taking a closer look at other factors that can influence Halal Products' purchase. Such studies might allow specific features to be investigated in greater detail and used another language to do this research and focus on one of the halal themes of this research to find a specific conclusion of a variable that affects the halal consumer. To use the other aspects of publication, such as the research methodology perspective, the conceptual framework might also be explored in future studies to fill the knowledge gap in this subject matter.

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