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MOTIVATIONAL FACTORS OF HALALPRENEURSHIP IN PENETRATING HALAL INDUSTRY

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Abstract: Halalpreneurship concept is based on Islamic law for individuals conducting entrepreneurial activities in the global halal industry. Islamic values were integrated to transform the Muslim and non-Muslim entrepreneurs in the Halal industry. This chapter explores motivational factors that support halalpreneurship in the halal industry. Such understanding and knowledge about halalpreneurship will expose the motivational factors in numerous sectors of the global halal industry for the halalpreneurs to penetrate the halal industry. The chapter employs a content analysis methodology by reviewing research papers, books, journals, and articles to strive for the objectives. The findings of this chapter will encourage more entrepreneurs to be as competitive halalpreneurs in the halal industry.

Keywords: Halalpreneurship, Industry, Motivation, Khalifah, Theory Planned Behavior (TPB)

3.1. Introduction

As Muslims, it is obligatory, according to the requirements of Islamic law, to eat only halal food and stay away from haram. Halal, in some contexts known as “*halalan*” is an Arabic word that means “permissible”, “legal” or “allowed.” The concept of halal solely includes all aspects of justice and equality for all Muslims through daily transactions and businesses (Abdullah & Azam, 2020). In Islam, a haram is an act or object forbidden based on the evidence of the Quran and Sunnah (Yusuf, Shukur & Bustaman, 2015). Hence, Muslims are required to do halal things and leave haram things, as in the verses of the Qur’an, Allah mentions and commands Muslims to eat only what is good and lawful (halal).

According to the Quran:

“This day all things good and pure have been made lawful (halal) to you” (5:5)

Besides, al-Quran also stresses the principles of halal in edible thing:

“O mankind! Eat of that which is lawful and wholesome” (2:168)

Rules of halal and haram can be known, such as edible things, financial matters, and daily business (Sharifah, 2018). This encourages Muslims to be engaged in business and trading while not neglecting the *ibadah* and following the five objectives of *Maqasid al-Sharia* (Kayed & Hassan, 2011; Abdullah & Azam, 2020).

Due to the increase in Islamic business, the demand for halal trading has increased among Muslim countries, especially Malaysia. The main destinations of Malaysia Halal export products in 2018 and 2019 were China, Singapore, the United

States, Japan, Indonesia, Thailand, India, Australia, the Philippines, and Netherland. In addition, there were six categories of products involved in Malaysia Halal export, referring to Figure 3.1. The primary product was food and beverages, which represented 54.8 % (RM 22.1 billion), followed by halal ingredients likewise flour, egg, milk, and others, 31.4% (RM 12.6 billion). Besides, cosmetics and personal care items showed 7.3% (RM 3.0 billion), whereas oil-palm derivatives showed 3.1 % (RM 1.3 billion) and the chemical industry showed 2.3% (RM 0.9 billion). The minor product category was the pharmaceutical product, which represented 1.0% (RM 0.4 billion).

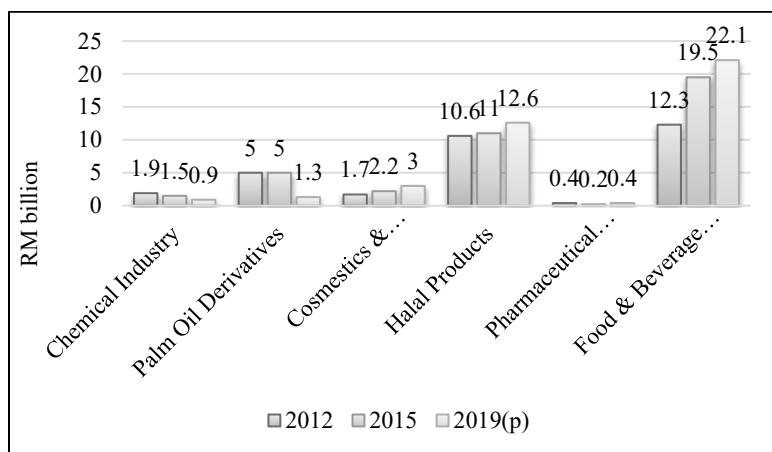


Figure 3.1: Malaysia Halal Export Product Categories
Source: Department of Statistics (2020)

3.1.1. Overview of the Halal Industry

Halal has been linked to the Muslim population since ages ago. Adherence to Islamic regulations is a must for them. They need assurance that the food and products consumed are safe, hygienic and permitted according to the Islamic rule. Although the term is commonly referring to the food sector, the halal concept can be applied to the entire range of products and services, such as pharmaceuticals, personal care, cosmetics, lifestyle, fashion, entertainment, tourism, financial and education. Halal industry

has huge potential in the global market, as there is around 1.9 billion Muslim population globally (Heng and Yee, 2021). The number is expected to increase even more in the future, since Islam has been referred to as one of the fastest-growing religions.

Malaysia is one of the countries with most of its population being Muslim. The country has placed an important aspect of Halal in their daily activities, especially food. According to SME Corp Malaysia, Malaysian halal industry contributed around 7% of the country's GDP in 2020. Despite an increased awareness and greater sense of consciousness, some products are still lacking in terms of providing the halal certificate on their packaging. For instance, foods and beverages that are imported from other countries still lack in terms of halal certification and logo. Even if it has one, some are still questionable for its authenticity. Some may exploit it for marketing purposes in the hope that by promoting product with halal certificate, regardless of its authenticity, may gain customer trust in the market.

Therefore, further research should be done to promote halal concept in many aspects of consumer. In fact, due to higher awareness of consumer to purchase quality products, halal industry could be a promising sector in future business, as it can be a symbol of quality standards, health, cleanliness and safety for consumers (Arifin et al., 2021). Due to this reason, the halal concept has been increasingly embraced by non-Muslims as well (Heng and Yee, 2021).

3.1.2. The Root of Halalpreneurship

Halal was demanded globally and became a universal concept. For instance, halal functioned as allowing food, personal care, clothing, etc., that safe to be consumed. This shows that Muslim care on all aspects of the products they consumed. Furthermore, Halal and *toyiban* are related to Islamic Law, which indicated clean, quality and safe. Thus, this has attracted most of the study across the field of *halal* and entrepreneurship (Abdullah and Azam, 2020; Anwari and Hati, 2020; Sari, Ahmad and Kartika, 2022). Apart from that, halalpreneurship term was also used in

global Halal industry that investigated halal factors and business practices. The term halalpreneurship has become a new phenomenon in developing halalpreneurs and entrepreneurship development.

Past research on entrepreneurship term, as described by Kuratko (2016), “to accomplish something” or “to embrace”. The word entrepreneurship is originated from *entrepredre*, which was a French word. Moreover, Kuratko mentioned that the subset of business entrepreneurship was such as facing challenges, responding to circumstances, bearing vulnerability and creating a balance between demand and supply in the market. On the other hand, halalpreneurship combined both entrepreneurship and halal. The scope of halalpreneurship is in the shariah perspective that involve *fiqh*, which is related to the rulings of *mukallaf*'s conducts. The man's conducts (the conduct of a *mukallaf*) should not deviate from the guidelines of Islam. Besides, halalpreneurship requires *Khalifah* (a man) to manage the business activities. A man was responsible to worship Allah (SWT), to develop and prosper the world and contribute good to societies.

Therefore, a man that handles and manages halalpreneurship was also called halalpreneurs. Abdullah et al., (2020) stated that Muslim entrepreneur, who produces goods and services that follow and comply with *maqasid* al sharia is known as halalpreneurs. However, a halalpreneurs not only limited to Muslim entrepreneur. Non-Muslim entrepreneurs that run business activities, and produce products and services based on shariah compliance, and abide *halal* specification are also known as halalpreneurs. In Islam, becoming halalpreneurs was a part of *ibadah* or good deed through the fulfillment of *fardhu kifayah* (communal obligation).

3.1.3. Model of Halalpreneurship

Halalpreneurship model developed by Abdullah and Azam (2020) from *Halal Entrepreneurship: Concept and Business Opportunities* (Figure 3.2) is fundamental to the current study. There are several elements involved, such as opportunities which

were created by Allah S.W.T., Holy Quran dan Hadith as guidance, halal entrepreneurship and business, which were influenced by faith and wisdom, and success and reward. The model was developed by Ramadani, Dana, Ratten and Tahiri (2015), which supported the growth of Muslim enterprises worldwide. Furthermore, the Hadith of the Prophet SAW stated that “nine out of 10 sources of income are coming from business activities” which was narrated by *al-Tirmidhi* (Salwa, Shahbudin and Jusoff, 2013). Hence, entrepreneurship is considered a religious activity, or it is called ibadah to be faithful to Allah SWT.

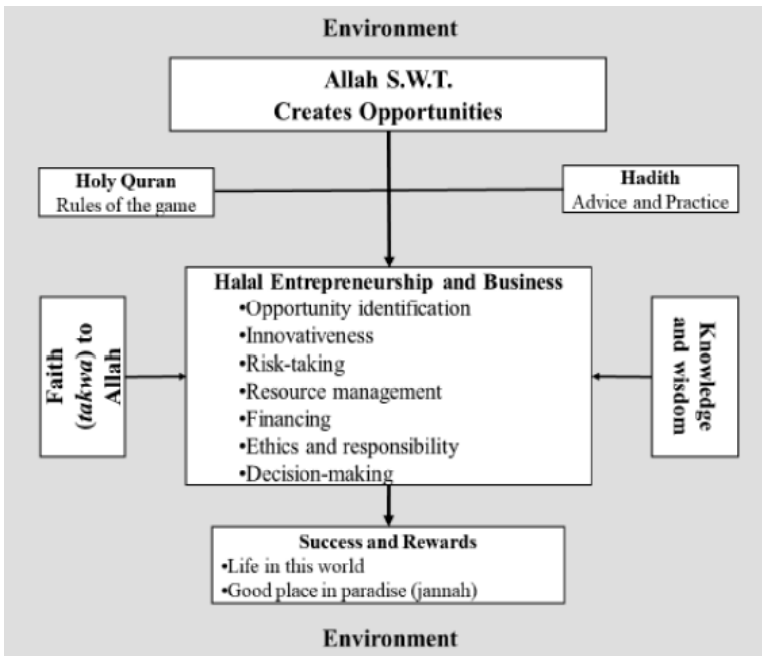


Figure 3.2: Original Model of Halalpreneurship (Abdullah & Azam, 2020)

3.1.4. Model of Motivation in Halalpreneurship

Most of the studies implemented the Theory of Reasoned Action (TRA) by Ajzen and Fishbein (1980) and Theory of Planned Behaviour (TPB) by Ajzen (1991) in exploring the motivational

factors of halalpreneurship throughout various sectors and industries.

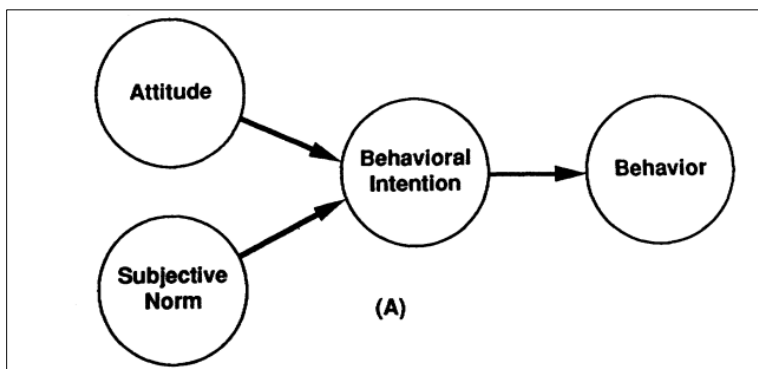


Figure 3.3: Theory of Reasoned Action (TRA)
Source: Ajzen and Fishbein (1980)

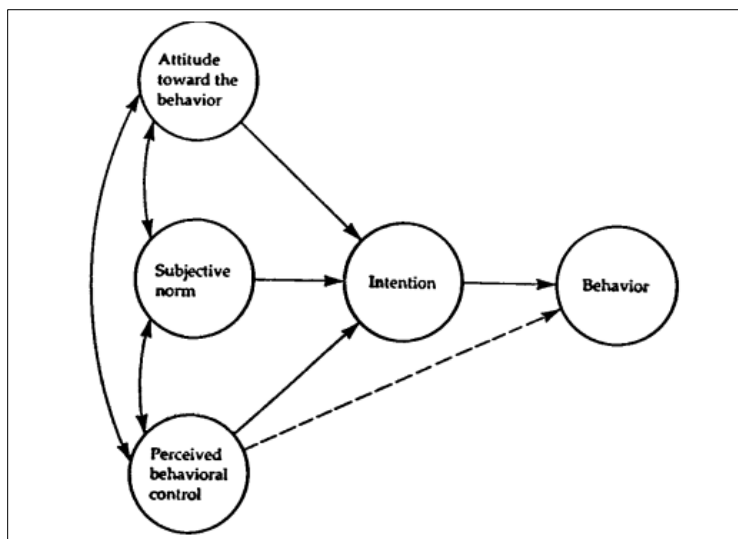


Figure 3.4: Theory of Planned Behaviour (TPB)
Source: Ajzen (1991)

The variables, likewise, attitude, subjective norm, and perceived behavioural control were employed to *halal* compliance as the dependent variable (Soltanian et al., 2016; Bakar, Shahwahida and Ehsan, 2018; Anwari and Hati, 2020). Moreover, the items included under attitude of *halalpreneurs* measured in Model of Motivation (Figure 1.4.3) and (Figure 1.4.4) were parallel to the items under halal entrepreneurship and business in Model of Halalpreneurship (Figure 1.3).

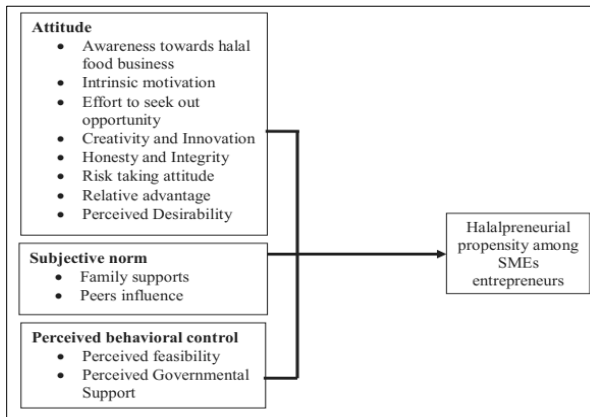


Figure 3.5: Factors of Motivation in Halalpreneurship
Source: Soltanian et al. (2016)

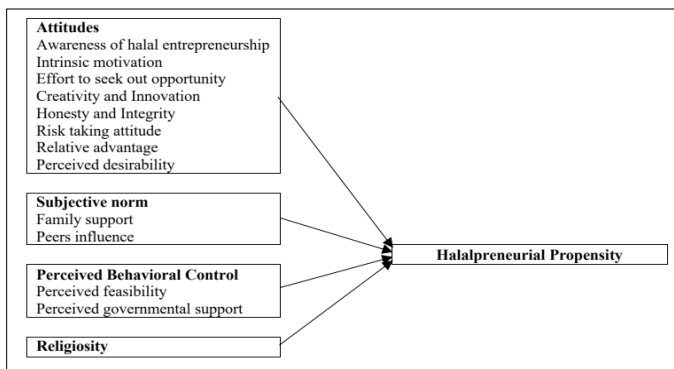


Figure 3.6: Factors of Motivation in Halalpreneurship
Source: Anwari and Hati (2020)

3.2. Motivation Factors of Halalpreneurship

3.2.1. Needs of Religiosity

Islam is very concerned with Islamic laws that shape the teachings of the religion and apply halal products for Muslims in particular. According to Rahim and Junos (2012), religion can be linked to a guide to someone who wants to decide to choose the behaviours and ethics of the individual himself. The decision to choose halal, and non-halal food is an application of Islamic teachings since childhood, and it has become a habit for them not to choose non-halal food in daily life.

Abdullah and Azam (2020) argued that meeting human needs is an effort carried out by halal entrepreneurs by producing what is allowed (halal) by shariah and needed by humans, in addition to making a profit. Goods and services are based on product preferences such as necessity, comfort, luxury, harmless and not illegal. In other words, Halalpreneurs produce what conforms to the priorities and classifications of *Maqasid-alShari'a: Daruriyyat* (essentials), *Hajiyyat* (necessities), *Tahsiniyyat* (complementary). The concept of Halalpreneurship is based on *Maqasid al Sharia* (objectives of Islamic law). The five objectives of sharia; protection of faith, protection of life, protection of lineage, protection of intellect and protection of wealth – are derived from the essentials (dharuriyat) of humankind.

In Halalpreneurship, it is the responsibility of halalpreneurs to understand the product priorities of the consumers. To address the objectives of Shariah, Halalpreneurs should prioritise the products and services that are in the category of essentials in their production. They should serve what the Muslim ummah and humanity need. They should not focus on complementary (tahsiniyat) products or services when there is a need for basic goods and services in a society. Therefore, the priority is to meet the demand for essentials and then complementary and embellishments.

3.2.2. Demand of Halal Industry

The halal industry is an interesting concept to be studied. Most of countries, especially Muslims in a country need halal labels for the food they eat and also for all other aspects of life, such as public sectors, services, health, and trade (Bahri, Hidayat, and Saleh 2021). Demand of the Halal product and services are still growing following the increase in Muslim population in Muslim majority and minority countries, has spurred the rate of growth of *halal* markets especially *halal* products and services. *Halal* market is estimated to grow at 15% annually and forecasted to reach USD 30 trillion by 2050. This indicates that the *halal* market alone is worth USD 2.1 trillion a year and increasing at USD 500 billion a year (Centre for Excellence in Islamic Finance, 2016).

The statement by Masood and Abdul Rahim (2019), mentioned that understanding of halal and *Toyyiban* is rapidly increasing amongst Muslim and non-Muslim industry players, and nations are clamouring to capture the halal market. Halal markets around the world shows the cumulative in Muslim-majority countries and non-Muslim majority economies, such as China, Japan, US and UK are thriving; they understand that for Muslims, halal is a way of life. They have to comply and satisfy the demand for halal offerings to seize this market they have to comply and satisfy the demand for halal offerings. Worldwide demand for halal-certified products that have resulted in the increase of demand for hygienically processed food, as well as halal and sharia-compliant services, are mostly from the 1.8 billion Muslim consumers, as well as non-Muslim countries such as China, Japan, Taiwan and Hong Kong (Afiq Aziz, 2018).

3.2.3. Government Encouragement

Anwari and Hati (2020) carried out a study in Indonesia. The study mentioned a very low entrepreneurship over the total population in Indonesia. This situation forced Indonesian government to initiate development of Halal Micro, Small and Medium Enterprises (MSMEs). It will serve as a support system in order to encourage entrepreneurship activities and act as one of

government initiatives to offer job for unemployed that intends to run business. On the other hand, Soltanian et al., (2021) explored on the motivational factors recognised by a halalpreneur and implications towards policyholders in Malaysia. The study suggested policymakers to adjust their tactics and strategies, which could encourage halal entrepreneurship among SME entrepreneurs.

Research by Yakub and Zein (2022) mentioned about halal certification is in Malaysia that directly handled by the state (federal government) through JAKIM. “JAKIM (Malaysian Islamic Advancement Department) is a department under the Prime Minister that specializes in dealing with matters related to Islam and Muslims in Malaysia. Within JAKIM, there is a special division that handles halal certification under the name “Halal Hub Division” (www.halal.gov.my/v4)”.

3.3. Discussion on Halalpreneurship between Sectors

3.3.1. Food Industry

Table 3.1: Overview of studies on food industry and halal related matters

No.	Factors	Authors(s)	Model	Method	Findings
1	1. Intention 2. Attitude 3. Subjective norm 4. Perceived behavioural control 5. Religiosity	Bakar, Shahwahid and Ehsan (2018)	Theory of Planned Behaviour (TPB)	Quantitative-survey questionnaire	The findings showed that intent, attitude, subjective norm, and religiosity of food truck operators have a significant positive relationship with Halal compliance.
2	1. Attitude 2. Subjective norm 3. Perceived behavioural control 4. Religiosity	Anwari and Hati (2020)	Theory of Reasoned Action (TRA) Theory of Planned	Quantitative-survey questionnaire	From the result, awareness of halalpreneurship, intrinsic motivation, effort to seek out opportunity, relative advantage, perceived desirability, family support, and perceived feasibility positively is found to influence

	Behaviour (TPB)	halalpreneurial propensity significantly.	propensity
3	1. Attitude 2. Subjective norm 3. Perceived behavioural control	Soltanian et al. (2016)	creativity, honesty, and integrity, perceived governmental support, peer influence, risk-taking, attitude, and religiosity is not significant in influencing the MSMEs entrepreneur's halalpreneurial propensity.
	Theory of Reasoned Action (TRA)	Quantitative-survey questionnaire	Results indicated that halal entrepreneurship, intrinsic motivation, effort to seek out opportunity, perceived desirability, peer influence, perceived feasibility and perceived governmental support significantly affected halalpreneurial propensity among SME entrepreneurs.
	Theory of Planned Behaviour (TPB)		

4	1. <i>Maqasid Sharia</i>	Abdullah and Azam (2020)	Nil	Qualitative-content analysis	On the other hand, the effects of creativity and innovation, honesty and integrity, risk-taking attitude, relative advantage, and family support on halalpreneurial propensity were not supported. The findings of the study clarify the concept of Halalpreneurship from <i>Maqasid al-Sharia's</i> perspective and recognise Halalpreneurs as distinguished from conventional entrepreneurs.
5	1. Spirituality 2. Emotional value 3. Image 4. Trust 5. Satisfaction 6. Purchase behaviour	Farah Syahida Firdaus, Ridho Bramulya Ikhsan and Yudi Fernando (2022)	Consumption Theory	Quantitative method questionnaire	By comparing Muslims from two cultural backgrounds and countries, results indicated that spirituality, trust, satisfaction, and customers' emotional value affect consumer behaviour.

6	<p>1. Perceived compatibility</p> <p>2. Perceived relative advantage</p> <p>3. Perceived complexity</p> <p>4. Religious belief</p> <p>5. Awareness</p> <p>6. Halal supply chain adoption</p>	<p>Qader, Shahid, Junaid, Shaikh, and Qureshi (2022)</p> <p>Diffusion of Innovation Theory (DOI)</p>	<p>Quantitative – online survey</p>	<p>The aim of the study is to adopt the halal supply chain in meat export in Pakistan. As indicated in the results, perceived compatibility, perceived relative advantage, perceived complexity, awareness, and religious belief are the driving factors towards the latent variable.</p>
7	<p>1. Attitude</p> <p>2. Subjective norm</p> <p>3. Perceived behavioural control</p> <p>4. Moral obligation</p> <p>5. Self-identity</p>	<p>Sari, Ahmad and Kartika (2022)</p> <p>Theory of Planned Behaviour (TPB)</p>	<p>Quantitative- online survey questionnaire</p>	<p>The results obtained based on the path analysis showed that the attitude and subjective norms of the entrepreneurs are both statistically significant in influencing the intention to use halal-certified bakery ingredients. In contrast, entrepreneurs' perceived behaviour control, self-identity, and moral obligations had no</p>

	significant influence on the intention to use halal-certified bakery ingredients.
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3.3.2. Pharmaceutical Industry

Table 3.2: Overview of studies on Pharmaceutical Industry and halal related matters

No.	Factors	Authors(s)	Model	Method	Findings
1	1. Perceived benefit	Abdul Hafaz	Diffusion of Innovation	The unit of analysis is the organisation.	Perceived environmental pressure from customers and competitors were found to have a significant relationship with the intention to adopt <i>Halal</i> warehousing services.
	2. Organisational readiness	Ngah, T. Ramayah, Mohd	(DOI)		
	3. Customer pressure	Helmi Ali	Institutional Theory	The respondents are top management from Halal pharmaceutical and halal cosmetic	A positive relationship between competitive pressure and intention to adopt <i>halal</i> transportation services was
	4. Competitive pressure	Imran and Mohd	Technology-Organization		
	5. Top management attitude	Khan (2020).	- Environment		

4. Intention to adopt Halal transportation	Framework (TOE)	manufacturers (local and international Halal companies).	moderated by top management and readiness.
2 1. Religiosity 2. Knowledge of Halal product 3. Attitude 4. Subjective norm 5. Perceived behavioural control Intention to consume Halal	Kasri, Ahsan, Widiatmoko and Hati (2021)	Theory of Planned Behaviour (TPB) Quantitative approach- Purposive sampling method.	Religiosity, attitude, knowledge of <i>halal</i> products and perceived behavioural control have positive effects on the intention to purchase <i>halal</i> pharmaceutical products.

pharmaceuticals product			
3	1. Religiosity 2. Halal knowledge 3. halal certification 4. subjective norm 5. attitude 6. purchase intention	Widyanto and Sitohang (2021)	Theory of Reasoned Action (TRA) The findings confirm the importance of <i>halal</i> certification among young millennials in Indonesia when it comes to buying pharmaceutical products.

3.3.3. Cosmetics Industry

Table 3.3: Overview of studies on Cosmetics Industry and halal related matters

No	Factors	Authors(s)	Model	Method	Findings
1	1. Attitude 2. Subjective norm 3. Perceived behavioural control	Bhutto et al., (2022)	Theory of Planned Behaviour (TPB)	Quantitative-survey	The results show that RC and self-efficacy both significantly impact the attitudes of Gen Y. Normative beliefs also had a significant relationship with SN.

<p>4. Religious commitment 5. Self-efficacy 5. Halal literacy</p>	<p>Furthermore, ATT and SN had a significant relationship with PI of <i>halal</i> cosmetics, while PBC was nonsignificant.</p>			
<p>Furthermore, halal literacy is found to have a positive moderating influence on ATT and PI and SN and PI. Finally, the moderating effect of <i>halal</i> literacy does not exist in the relationship between PBC and PI.</p>				
<p>2 1. Growth constraint</p>	<p>Adlin Masood and Aisah Zaidi (2021)</p>	<p>Cybernetics Theory</p>	<p>Qualitative method Systematic literature review and interviews.</p>	<p>Enforcement activities directly affect growth constraints.</p>
<p>3 1. Company performance</p>	<p>Kamila Usmanova, Daoping</p>	<p>Social Capital Theory</p>	<p>Quantitative - Questionnaire</p>	<p>All dimensions of supply chain orientation indicate a significant</p>

2. Top management support	Wang, Eli Sumarliah and Fauziyah Fauziyah (2021).	effect on the performance of SMEs.
3. Commitment		
4. Credibility		Top management support has been highlighted as essential in motivating company performance.

3.3.4. Tourism Industry

Table 3.4: Overview of studies on Tourism Industry and halal related matters

No.	Factors	Authors(s)	Model	Method	Findings
1	1. Tourism in the Islamic perspective 2. Halal tourism 3. Digital Platform 4. Halalpreneurs 5. Innovation of Halal products	Azizuddin and Hamdan' Ai nulyaqin (2022)	Nil	Qualitative-descriptive	The findings help tourism actors, and <i>Halal</i> entrepreneurs to promote <i>Halal</i> tourism products and services to meet the needs of Muslim tourists.

6. Halal awareness			
7. Halal certificate			
8. Sustainable products and services			
9. Muslim Friendly			
10. Friendly services			
2	1. Certificate	Šuligoj and Maruško (2017)	Technological Acceptance Model (TAM) Theory of Reasoned Action (TRA)
			The most important elements in the adoption of the certificate are the simplicity and efficiency of the procedure itself and the fact that the process does not require major financial investments. The element that significantly influences the managers' decision-making process is the possibility of adjusting to the standard of the certificate.

3 1. Perceived behavioural control (PBC) 2. Attitude 3. Subjective norms (SN) 6. Behavioural intention	Akter and Hassan (2022) Theory of Planned Behaviour (TPB)	The results reveal that PBC moderates the relationship between attitude and halal tourism intention. <i>Halal</i> tourism intention is also influenced by attitude and PBC, but not by SN.
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3.4. Discussions

This research explores motivational factors that support halalpreneurship in the halal industry. The findings of the research were quite unique and helpful to understand the knowledge about Halalpreneurship, which will expose the motivational factors in different sectors (food industry, pharmaceutical industry, cosmetic industry, and tourism industry) of the global halal industry for the halalpreneurs to penetrate the halal industry. In future research, this study is expected to employ halalpreneurs as unit analysis in data collection. Thus, this study proposes framework as presented below in Figure 3.7.

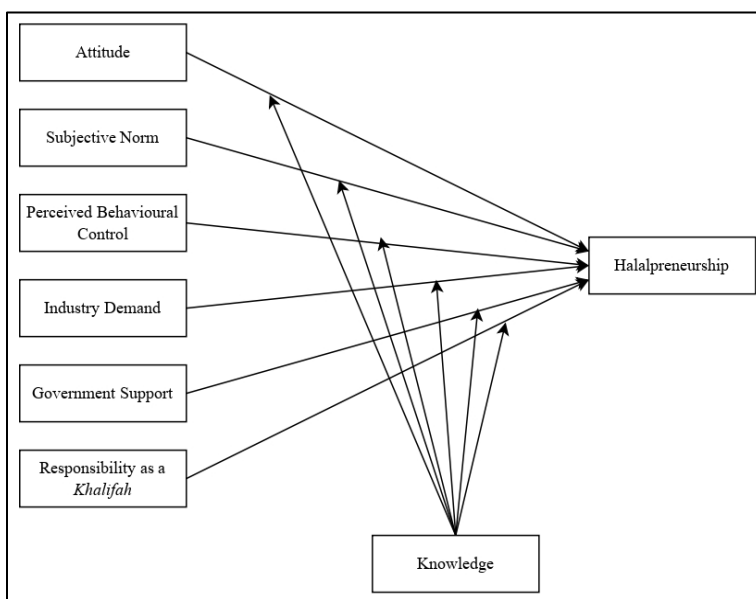


Figure 3.7: Halalpreneurship Proposed Model

According to the Halalpreneurship proposed Model in Figure 3.7, the dependent variable in the current study is Halalpreneurship while the independent variables that are exposed are attitude, subjective norms, perceived behavioural control, industry demand, government support and responsibility as a khalifah. Knowledge is also one of the variables and was

suggested to be the moderator in the relationship of independent variable and dependent variable in the proposed model. The findings of this chapter will encourage more entrepreneurs to be competitive halalpreneurs in the halal industry. Further empirical testing can be carried out in future research to test the relationship between variables that have been stated in this proposed framework for better understanding.

3.5. Conclusion

This study reveals the concept of halalpreneurship, and statistics of the halal industry that indicated the percentage of chemical products, pharmaceutical products, food and beverage products etc., as in Figure 1 and the models of motivational factors implemented in most of the past research in part one, which are Theory of Planned Behaviour (TPB) and Theory of Reasoned Action (TRA). Apart from that, part two explains several motivational factors that are expected to be independent variables in the next study. The factors are the need of religiosity (Kasri et al., 2021; Widyanto and Sitohan, 2021; Qader et al., 2022), demand of industry and government support (Anwari and Hati, 2020; Sotanian et al., 2016). The last part of this study, which was the third part, explores the comparison of motivation factors, model, and methods on different industries such as food industry, pharmaceutical industry, cosmetic industry, and tourism industry. Hence, this study found that throughout all industries, most of the past research applied model and theory based from Ajzen (1991). This is because the motivational factors are related to those perceived behavioural control (PBC), attitude, subjective norms (SN) and behavioural intention (BI). In addition, studies that applied Ajzen's theories conducted quantitative survey.

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