

Juridical Study of Halal Certification Impact on Entrepreneurial Market Access within the ASEAN Economic Community

Elmonita Delima Angelita

Program Studi Ekonomi, Fakultas Ekonomi, Universitas Andalas (Unand), Indonesia

ARTICLE INFO

Article history:

Received July 03, 2024

Revised July 20, 2024

Accepted July 31, 2024

Keywords:

Halal Certification;
ASEAN Economic Community;
Entrepreneurship;
Market Access;
Regulatory Frameworks.

ABSTRACT

This research conducts a juridical study of halal certification within the ASEAN Economic Community (AEC), examining its legal frameworks, economic impacts, challenges, and competitive dynamics. Halal certification plays a pivotal role in protecting entrepreneurs' products within the AEC by ensuring compliance with Islamic dietary laws, building consumer trust, and facilitating market access. However, entrepreneurs encounter challenges such as bureaucratic hurdles, high certification costs, and inconsistencies in standards across countries. Despite these challenges, halal certification has positive impacts on competition within the AEC, including enhanced market access, consumer trust, and competitive differentiation. Nevertheless, potential negatives such as trade barriers, compliance costs, and regulatory fragmentation must be addressed to fully realize the benefits of halal certification. Collaborative efforts among governments, industry stakeholders, and certification bodies are essential to streamline certification processes, harmonize standards, and reduce compliance burdens. By leveraging the benefits of halal certification and addressing its challenges, entrepreneurs can effectively compete in the diverse markets of the AEC, driving economic prosperity and promoting regional integration.

This is an open access article under the [CC BY-NC](#) license.



Corresponding Author:

Elmonita Delima Angelita,
Program Studi Ekonomi,
Fakultas Ekonomi, Indonesia,
Limau Manis, Kec. Pauh, Kota Padang, Sumatera Barat 25175, Indonesia
Email: elmonitalita@gmail.com

1. INTRODUCTION

In recent years, the rapid economic integration within the ASEAN Economic Community (AEC) has brought both opportunities and challenges for businesses operating in Southeast Asia (Das et al., 2013). Established in 2015, the AEC aims to create a single market and production base, allowing for the free flow of goods, services, investment, skilled labor, and capital among its ten member states. This integration fosters economic growth and enhances regional competitiveness but also intensifies competition among businesses. Within this competitive landscape, the role of halal certification has emerged as a critical factor in protecting and promoting the interests of entrepreneurs, particularly those catering to the substantial Muslim consumer base in the region. Halal certification is a process that ensures products and services comply with Islamic dietary laws and ethical standards (Al-Teinaz & Al-Mazeedi, 2020). For Muslim consumers, halal certification serves as a mark of assurance regarding the permissibility and quality of products. The importance of halal certification extends beyond religious observance; it has significant economic implications.

In Islamic law, halal and its opposite, haram (forbidden), form the core guidelines that dictate permissible behavior and consumption for Muslims (Kashim et al., 2015). These guidelines are derived from the Quran, the Hadith (the sayings and practices of the Prophet Muhammad), and the consensus of Islamic scholars. The rules governing what is halal are detailed and specific, particularly regarding food (Regenstein et al., 2003). For instance, the slaughtering of animals must

be conducted by a Muslim who invokes the name of Allah, and the method must ensure minimal suffering. Additionally, certain substances, such as pork and alcohol, are categorically prohibited.

Halal certification provides a systematic and authoritative means of verifying that products meet these stringent religious standards. It involves rigorous scrutiny of the ingredients, production processes, and handling procedures to ensure that they align with halal requirements. Certifying bodies, often composed of Islamic scholars and food scientists, conduct inspections and audits before granting certification. This process ensures that consumers can trust the halal label as a mark of compliance with their religious obligations (Sayogo, 2018).

The significance of halal certification extends beyond religious observance; it has substantial economic implications, particularly in the context of global trade (Calder, 2020). The global halal market is vast and expanding, driven by the growing Muslim population, which is expected to constitute nearly one-third of the world's population by 2060. This demographic trend underscores the increasing demand for halal products worldwide (Randeree, 2020).

Countries with significant Muslim populations, such as Indonesia, Malaysia, Saudi Arabia, and the United Arab Emirates, exhibit high demand for halal-certified products. In these markets, halal certification is not merely a preference but often a legal requirement for products to be sold. As a result, businesses aiming to enter or expand within these markets must obtain halal certification to access Muslim consumers effectively.

Halal certification opens up significant economic opportunities for businesses (Salindal, 2019). By obtaining this certification, companies can tap into the lucrative halal market, estimated to be worth trillions of dollars globally. This market includes a wide range of sectors, from food and beverages to pharmaceuticals, cosmetics, and even tourism and hospitality. For instance, halal-certified food products are not only essential in predominantly Muslim countries but are also gaining popularity in non-Muslim majority countries with substantial Muslim communities, such as India, China, Europe, and the United States.

Furthermore, halal certification can enhance a company's brand reputation and consumer trust. In an era where consumers are increasingly concerned about the ethical and health implications of their purchases, halal certification serves as an assurance of quality and integrity. It signifies that the products are not only permissible according to Islamic law but also meet high standards of hygiene and safety.

For exporting countries, halal certification facilitates smoother access to international markets with significant Muslim populations. Many countries have bilateral agreements or mutual recognition arrangements concerning halal standards, which can reduce trade barriers and enhance market access (Devadason et al., 2018). This is particularly important in regions like Southeast Asia, where the ASEAN Economic Community (AEC) aims to create a single market and production base, promoting free trade among its member states. In such integrated markets, consistent and recognized halal certification standards can simplify the regulatory landscape and foster economic cooperation (Ali et al., 2017). The global halal market is vast and growing, with halal-certified products becoming increasingly popular not only in Muslim-majority countries but also in markets with significant Muslim populations, including several ASEAN countries.

The integration of the AEC poses both opportunities and challenges for halal-certified products. On one hand, the single market framework of the AEC facilitates easier access to a larger consumer base and opens up new avenues for trade and investment (Pasierbiak, 2018). On the other hand, entrepreneurs face heightened competition from both regional and international players. In this context, halal certification can serve as a competitive differentiator, providing a unique selling proposition that can enhance marketability and consumer trust.

The legal frameworks governing halal certification vary across ASEAN member states, reflecting differences in religious, cultural, and regulatory contexts (Johan, 2018). This variability can lead to inconsistencies and barriers to trade, affecting the competitiveness of halal-certified products. Therefore, understanding the juridical aspects of halal certification within the AEC is crucial for entrepreneurs seeking to navigate this complex environment effectively.

This research delves into the juridical underpinnings of halal certification and its role in protecting entrepreneurs' products in the competitive AEC market (ESCAP, 2020). By examining the legal frameworks, standards, and practices across ASEAN countries, the study aims to identify the strengths and weaknesses of current systems. It also explores how harmonizing halal certification standards can enhance regional trade and provide a level playing field for entrepreneurs.

Furthermore, the research addresses the challenges faced by businesses in obtaining and maintaining halal certification. These challenges include bureaucratic hurdles, costs associated with certification processes, and the lack of standardized regulations across the region. Addressing these issues is vital for ensuring that halal certification can effectively serve its purpose as a tool for protecting and promoting entrepreneurs' products in the AEC.

2. RESEARCH METHOD

Comparative legal analysis is a fundamental method used to examine and compare the legal frameworks governing halal certification across ASEAN member states. This approach involves identifying similarities and differences in laws, regulations, and practices pertaining to halal certification. Researchers analyze legal documents, statutes, and regulatory guidelines to discern patterns and variations in the treatment of halal certification.

For example, researchers conduct a comparative analysis of halal certification laws in Malaysia, Indonesia, Brunei, Thailand, and Singapore. By scrutinizing the legal texts and regulatory practices in each country, they can identify commonalities in certification processes, standards, and enforcement mechanisms. Moreover, they explore divergences in legal frameworks, such as the role of government agencies, the accreditation of certifying bodies, and the scope of halal certification requirements. This comparative approach enables researchers to gain insights into the complex interplay between legal systems and cultural contexts within the AEC.

Case studies provide invaluable insights into the practical implications of halal certification laws and regulations within the AEC. Researchers examine real-world scenarios involving businesses, regulatory agencies, and consumers to understand the application and enforcement of halal certification requirements. Case studies offer a nuanced understanding of legal principles in action, highlighting challenges, successes, and areas for improvement.

For instance, researchers may conduct case studies on businesses operating in diverse sectors, such as food manufacturing, cosmetics, and pharmaceuticals, seeking halal certification within the AEC. By analyzing their experiences in navigating the certification process, researchers can identify common obstacles, such as bureaucratic hurdles, compliance costs, and ambiguities in regulatory requirements. Additionally, researchers explore case studies of regulatory enforcement actions and legal disputes related to halal certification to assess the effectiveness of legal frameworks in safeguarding consumer interests and ensuring compliance.

Doctrinal research involves a systematic analysis of legal principles, statutes, and judicial decisions relevant to halal certification within the AEC. Researchers examine primary legal sources, including legislation, case law, and scholarly commentary, to elucidate doctrinal frameworks governing halal certification. This method enables researchers to identify legal norms, principles, and interpretations that shape the legal landscape of halal certification.

For example, researchers delve into the legal foundations of halal certification, including Islamic law principles, constitutional provisions, and statutory enactments in ASEAN countries. They analyze how these doctrinal sources inform the development of halal certification laws and regulations, emphasizing the intersection of religious norms, consumer protection objectives, and economic considerations. Moreover, researchers explore judicial interpretations and legal precedents relevant to halal certification disputes, providing insights into the evolution of legal doctrines and the resolution of legal conflicts within the AEC.

The study of halal certification within the ASEAN Economic Community (AEC) requires a diverse range of data to comprehensively analyze legal frameworks, economic impacts, and practical implications. Researchers employ various qualitative and quantitative methods to collect data, each offering unique insights into the complex dynamics of halal certification within the region.

Qualitative Data

Interviews with key stakeholders, including government officials, representatives from halal certification bodies, business owners, industry experts, and consumers, provide valuable insights into the practical challenges and benefits associated with halal certification. Semi-structured interviews allow researchers to explore complex issues related to halal certification, such as regulatory compliance, market access, consumer preferences, and business strategies. Participants' perspectives offer nuanced understandings of the socio-economic and cultural factors shaping the halal certification landscape within the AEC.

Case studies of businesses seeking halal certification, regulatory enforcement actions, and legal disputes provide rich contextual data on the application and implications of halal certification

laws and regulations. Analyzing case studies offers insights into the challenges faced by businesses, the efficacy of regulatory enforcement mechanisms, and the impact of legal frameworks on market dynamics. Researchers can identify patterns, trends, and best practices through detailed examinations of specific cases within the AEC.

Quantitative data on the number of halal-certified products, certified businesses, and accredited certification bodies provide empirical evidence of the prevalence and growth of halal certification within the AEC. Statistical data on trade volumes, export-import figures, GDP contributions, and sectoral analyses offer quantitative insights into the economic impacts of halal certification on businesses and trade within the region. Researchers can quantify the market size, assess market trends, and measure the financial implications of halal certification initiatives.

Quantitative data on intra-ASEAN trade flows of halal products, including food, cosmetics, pharmaceuticals, and other consumer goods, help researchers understand the patterns and dynamics of regional trade in halal-certified products. Analysis of international trade data, including exports to non-ASEAN countries, provides a broader perspective on the global competitiveness of ASEAN's halal products. Researchers can identify emerging markets, trade routes, and strategic opportunities for expanding halal exports beyond the AEC.

The integration of qualitative and quantitative data enhances the depth and breadth of the research findings on halal certification within the AEC. By triangulating data sources and methodologies, researchers can validate findings, corroborate evidence, and generate comprehensive insights into the multifaceted aspects of halal certification. Qualitative data provide rich contextual understanding and nuanced interpretations, while quantitative data offer empirical evidence and statistical rigor, ensuring a robust analysis of halal certification dynamics within the AEC.

3. RESULTS AND DISCUSSIONS

3.1 Halal Certification Laws: Protecting Entrepreneurs' Products in the ASEAN Economic Community (AEC)

Halal certification laws ensure that entrepreneurs' products comply with Islamic dietary laws and religious standards. By obtaining halal certification, entrepreneurs demonstrate their commitment to producing products that meet the religious requirements of Muslim consumers. These laws specify the permissible ingredients, production processes, and handling procedures necessary for products to be considered halal. As a result, entrepreneurs can access a significant consumer market segment comprising Muslim consumers who prioritize halal-certified products for religious and ethical reasons.

Halal certification laws contribute to building consumer trust and confidence in entrepreneurs' products. Certification by reputable halal certification bodies accredited by regulatory authorities enhances the credibility and authenticity of entrepreneurs' products in the eyes of consumers. Halal certification serves as a quality assurance mechanism, assuring consumers that products have been produced, processed, and handled in accordance with stringent halal standards. This trust and confidence translate into increased consumer loyalty and repeat purchases, driving demand for entrepreneurs' products within the AEC and beyond.

Halal certification laws facilitate market access for entrepreneurs' products, both domestically and internationally. Within the AEC, harmonization of halal standards and mutual recognition agreements among member states streamline the certification process and eliminate trade barriers for entrepreneurs. By adhering to a standardized certification framework, entrepreneurs can access markets across ASEAN countries more efficiently, reducing compliance costs and administrative burdens. Moreover, halal certification laws open doors to international markets with significant Muslim populations, such as the Middle East, North Africa, and South Asia, where halal-certified products are in high demand.

Halal certification laws provide entrepreneurs with a competitive edge in the halal market, where demand for halal-certified products is steadily growing. Certification distinguishes entrepreneurs' products from non-certified competitors, allowing them to command premium prices and capture market share. Halal-certified products are perceived as superior in quality, safety, and authenticity, giving entrepreneurs a competitive advantage in attracting Muslim consumers. Additionally, halal certification enhances the brand reputation and marketability of entrepreneurs' products, fostering brand loyalty and repeat business in the increasingly competitive halal market within the AEC and beyond.

3.2 Challenges Faced by Entrepreneurs in Obtaining and Maintaining Halal Certification

Entrepreneurs seeking halal certification encounter various challenges that can impede their efforts to comply with Islamic dietary laws and access the lucrative halal market within the ASEAN

Economic Community (AEC). These challenges range from bureaucratic hurdles and high costs to inconsistencies in standards across countries, presenting significant obstacles to entrepreneurs' endeavors.

One of the primary challenges faced by entrepreneurs is navigating the bureaucratic hurdles inherent in the halal certification process. Obtaining certification often involves interacting with multiple regulatory agencies, halal certification bodies, and government departments, each with its own set of requirements and procedures. Entrepreneurs may encounter delays, paperwork, and administrative complexities, particularly when seeking certification for products intended for export to multiple ASEAN countries. Bureaucratic inefficiencies can prolong the certification process, leading to increased time-to-market and potential lost opportunities for entrepreneurs.

The high costs associated with obtaining and maintaining halal certification pose a significant barrier for entrepreneurs, especially small and medium-sized enterprises (SMEs) with limited financial resources. Certification fees charged by halal certification bodies can be substantial, particularly for businesses operating in multiple sectors or seeking certification for a wide range of products. Additionally, entrepreneurs may incur expenses related to facility upgrades, ingredient sourcing, staff training, and compliance audits to meet halal certification requirements. These costs can strain entrepreneurs' budgets and deter them from pursuing halal certification, particularly if the return on investment is uncertain or insufficient.

Inconsistencies in halal certification standards across ASEAN countries present a major challenge for entrepreneurs operating in regional or global markets. While efforts have been made to harmonize halal standards within the AEC, differences in interpretation, implementation, and enforcement persist among member states. Entrepreneurs face uncertainty and complexity when navigating these divergent standards, leading to confusion, compliance difficulties, and potential market access barriers. For example, variations in permissible ingredients, labeling requirements, and certification processes can complicate cross-border trade and hinder entrepreneurs' ability to meet the diverse needs of consumers in different ASEAN countries.

The lack of regulatory clarity surrounding halal certification laws and procedures can exacerbate challenges for entrepreneurs seeking certification. In some cases, regulatory frameworks may be ambiguous or incomplete, leaving room for interpretation and inconsistent application by certification bodies and regulatory authorities. Entrepreneurs may struggle to understand their legal obligations, navigate compliance requirements, and anticipate changes in halal certification regulations. This lack of clarity can create uncertainty, legal risks, and compliance burdens for entrepreneurs, particularly those operating in highly regulated industries or niche markets within the halal sector.

3.3 Impact of Halal Certification on Competition within the ASEAN Economic Community (AEC)

Halal certification exerts a profound influence on competition within the ASEAN Economic Community (AEC), shaping market dynamics, consumer preferences, and business strategies across member states. While halal certification offers numerous benefits such as improved market access and enhanced consumer trust, it also poses challenges such as trade barriers and compliance costs.

Halal certification facilitates market access for businesses within the AEC by allowing them to tap into the growing demand for halal products among Muslim consumers. Certification serves as a passport for entry into Muslim-majority markets such as Indonesia, Malaysia, and Brunei, where halal compliance is mandatory for food products. This expanded market access enables businesses to reach new customers and increase sales volumes, driving competition and market growth.

Halal certification builds consumer trust and loyalty by assuring Muslim consumers of the authenticity and integrity of products. Certification by reputable halal certification bodies enhances product credibility, signaling compliance with Islamic dietary laws and ethical standards. Consumers are more likely to choose halal-certified products due to the perceived quality, safety, and religious legitimacy they offer, fostering brand loyalty and repeat purchases. This trust strengthens businesses' competitive position in the market and enhances their ability to attract and retain customers.

Halal certification enables businesses to differentiate their products from competitors and gain a competitive advantage in the halal market. Certification distinguishes products as halal-compliant, highlighting their adherence to strict religious standards and ethical principles. This differentiation enhances product visibility, brand reputation, and marketability, enabling businesses to command premium prices and capture market share. By offering halal-certified products, businesses can meet the preferences of Muslim consumers and capitalize on a niche market segment, strengthening their competitive position within the AEC.

Inconsistencies in halal certification standards and regulatory requirements across ASEAN countries can create trade barriers and regulatory hurdles for businesses. Divergent interpretations, documentation requirements, and certification processes may hinder cross-border trade and impede market access for businesses seeking halal certification. Entrepreneurs may encounter delays, administrative burdens, and compliance challenges when navigating the complex regulatory landscape within the AEC, limiting their ability to compete effectively in regional and international markets.

The high costs associated with obtaining and maintaining halal certification can pose financial burdens and resource constraints for businesses, particularly small and medium-sized enterprises (SMEs). Certification fees, facility upgrades, ingredient sourcing, and staff training expenses can significantly impact businesses' operational budgets and profitability. SMEs, in particular, may struggle to afford the upfront costs of certification and ongoing compliance requirements, limiting their ability to compete with larger firms within the AEC.

Fragmentation and duplication of halal certification efforts among ASEAN countries can lead to inefficiencies and redundancies in the certification process. Differences in certification standards, accreditation procedures, and certification bodies may result in overlapping jurisdictional responsibilities and inconsistent enforcement practices. This fragmentation complicates regulatory compliance, increases administrative burdens, and undermines the harmonization efforts aimed at facilitating cross-border trade and promoting regional economic integration within the AEC.

4. CONCLUSION

This research has provided a comprehensive examination of the juridical study of halal certification within the ASEAN Economic Community (AEC). Through the analysis of legal frameworks, economic impacts, challenges, and competitive dynamics, several key findings have emerged. Firstly, halal certification plays a crucial role in protecting entrepreneurs' products within the AEC by ensuring compliance with religious standards, building consumer trust, and facilitating market access. However, entrepreneurs face significant challenges in obtaining and maintaining certification, including bureaucratic hurdles, high costs, and inconsistencies in standards across countries. Despite these challenges, halal certification has a profound impact on competition within the AEC, offering benefits such as enhanced market access, consumer trust, and competitive differentiation. Nevertheless, potential negatives such as trade barriers, compliance costs, and regulatory fragmentation must be addressed to fully realize the potential of halal certification in fostering economic growth and regional integration. Overall, this research underscores the importance of halal certification as a catalyst for economic development, market competitiveness, and regional integration within the ASEAN Economic Community.

REFERENCES

- Abdullah, M. A., & Azam, M. S. E. (2020). Halal industry in ASEAN: issues and challenges. *Economics, Business, and Islamic Finance in ASEAN Economics Community*, 77–104.
- Aisyah, M., Suzanawaty, L., & Said, M. (2019). The demand for halal certified restaurants in Indonesia. *International Journal of Supply Chain Management*, 8(5), 86–98.
- Al-Teinaz, Y. R., & Al-Mazeedi, H. M. M. (2020). Halal certification and international Halal standards. *The Halal Food Handbook*, 227–251.
- Ali, M. H., Zhan, Y., Alam, S. S., Tse, Y. K., & Tan, K. H. (2017). Food supply chain integrity: the need to go beyond certification. *Industrial Management & Data Systems*, 117(8), 1589–1611.
- Azam, M. S. E., & Abdullah, M. A. (2020). Global halal industry: realities and opportunities. *IJIBE (International Journal of Islamic Business Ethics)*, 5(1), 47–59.
- Calder, R. (2020). Halalization: Religious product certification in secular markets. *Sociological Theory*, 38(4), 334–361.
- Chan, F. T., Beatty, S. J., Gilles Jr, A. S., Hill, J. E., Kozic, S., Luo, D., Morgan, D. L., Pavia Jr, R. T. B., Therriault, T. W., & Verreycken, H. (2019). Leaving the fish bowl: the ornamental trade as a global vector for freshwater fish invasions. *Aquatic Ecosystem Health & Management*, 22(4), 417–439.
- Das, S. B., Menon, J., Severino, R. C., & Shrestha, O. L. (2013). *The ASEAN economic community: A work in progress* (Vol. 14). Institute of Southeast Asian Studies.
- Devadason, E. S., Govindaraju, V. G. R. C., & Mubarik, S. (2018). Defining potentials and barriers to trade in the Malaysia–Chile partnership. *International Journal of Emerging Markets*, 13(5), 758–779.
- ESCAP, U. N. (2020). *Maximizing benefits of Mekong value chains for SMEs*.
- Hana, N. (2019). *THE CHALLENGES OF HALAL CERTIFICATION IN INDONESIA HALAL PRODUCT ASSURANCE ACT Perspective of Islamic Law and World Trade Organization Law*.
- Hosen, M. N., & Lathifah, F. (2020). Comparison of halal certification in several countries toward halal standard of Indonesia. *Dalam Proceedings of the 1st International Conference on Recent Innovations*, 201–210.

- Hudaefi, F. A., & Jaswir, I. (2019). Halal governance in Indonesia: Theory, current practices, and related issues. *Journal of Islamic Monetary Economics and Finance*, 5(1), 89–116.
- Johan, E. (2018). New challenges in asean regional market: International trade framework on halal standard. *Jurnal Dinamika Hukum*, 18(1), 93–102.
- Kashim, M. I. A. M., Majid, L. A., Adnan, A. H. M., Husni, A. B. M., Nasohah, Z., Samsudin, M. A., & Yahaya, M. Z. (2015). Principles regarding the use of haram (forbidden) sources in food processing: A critical Islamic analysis. *Asian Social Science*, 11(22), 17.
- Khan, M. I., & Haleem, A. (2016). Understanding “halal” and “halal certification & accreditation system”-a brief review. *Saudi Journal of Business and Management Studies*, 1(1), 32–42.
- Latif, I. A., Mohamed, Z., Sharifuddin, J., Abdullah, A. M., & Ismail, M. M. (2014). A comparative analysis of global halal certification requirements. *Journal of Food Products Marketing*, 20(sup1), 85–101.
- Nurdiansyah, A. (2018). Halal certification and its impact on tourism in Southeast Asia: A case study halal tourism in Thailand. *KnE Social Sciences*, 26–43.
- Pasierbiak, P. M. (2018). Causes, origins and possible effects of the ASEAN Economic Community (AEC). *Journal of ASEAN Studies*, 6(1), 1–23.
- Randeree, K. (2020). Demography, demand and devotion: driving the Islamic economy. *Journal of Islamic Marketing*, 11(2), 301–319.
- Rattanakhomfu, S., Ongkittikul, S., Laksanapunyakul, N., Thongpat, N., & Natcha, O. (2015). *Thailand Country Study ASEAN Economic Community Blueprint Mid-term Review Project*.
- Regenstein, J. M., Chaudry, M. M., & Regenstein, C. E. (2003). The kosher and halal food laws. *Comprehensive Reviews in Food Science and Food Safety*, 2(3), 111–127.
- Salindal, N. A. (2019). Halal certification compliance and its effects on companies' innovative and market performance. *Journal of Islamic Marketing*, 10(2), 589–605.
- Sayogo, D. S. (2018). Online traceability for halal product information: perceptions of Muslim consumers in Indonesia. *Journal of Islamic Marketing*, 9(1), 99–116.
- Siala, H. (2013). Religious influences on consumers' high-involvement purchasing decisions. *Journal of Services Marketing*, 27(7), 579–589.
- Wahab, N. A., Shahwahid, F. M., Hamid, N. A., Othman, N., Ager, S. N. S., Abdullah, M., Miskam, S., & Saidpudin, W. (2016). Contributions of Malaysia and Singapore in the development of halal industry in the Asean region. *Asian Journal of Social Sciences & Humanities*, 5(2), 37–46.