

## Documents

Jaswir, I.<sup>a d e</sup>, Sari, D.P.<sup>a</sup>, Haji Che Daud, M.R.<sup>b</sup>, Sukmana, R.<sup>c</sup>

**Motives for participation in halal food standard implementation: an empirical study in Malaysian halal food industry (2023)** *International Journal of Islamic and Middle Eastern Finance and Management*, 16 (5), pp. 928-954. Cited 1 time.

**DOI:** 10.1108/IMEFM-07-2021-0264

<sup>a</sup> International Institute for Halal Research and Training (INHART), International Islamic University Malaysia, Kuala Lumpur, Malaysia

<sup>b</sup> Kulliyah of Engineering, International Islamic University Malaysia, Kuala Lumpur, Malaysia

<sup>c</sup> Department of Islamic Economics, Faculty of Economic and Business, Universitas Airlangga, Surabaya, Indonesia

<sup>d</sup> Faculty of Pharmacy, Universitas Ahmad Dahlan, Yogyakarta, Indonesia

<sup>e</sup> Faculty of Economy and Business, Universitas Airlangga, Surabaya, Indonesia

### Abstract

**Purpose:** This study aims to identify the factor that could be able to motivate the food industry to take part in the standardization process and analyse which motive is the most influential one. This study also examines the relationship between the motive and the implementation itself. **Design/methodology/approach:** As one of Malaysian Standard, MS1500 is focused on halal food matters. This standard was established by the Malaysian Government to realize their dream of becoming the leader in the global halal market. However, there are still many food and beverage small and medium-sized enterprises owned by Indigenous Muslims in Malaysia who still take it for granted by claiming that their products are halal without ever signing up for the halal certificate or implementing MS1500. **Findings:** The findings of this study can be used as an input for the Malaysian Government, so they will be able to plan any suitable programme that can promote the implementation of this standard. **Practical implications:** The halal food industry has grown significantly around the world. By category of spending, the halal food and beverages industry holds the biggest share, with a value of about US\$1,303bn in 2017 and is expected to reach US\$1,863bn by 2023. These big opportunities have been captured by several countries in the world, including Malaysia. As a Moslem country, Malaysia aspires to be the halal hub and has aggressively worked towards becoming the key player in delivering halal food products. By understanding the motives behind the implementation of the halal standard by the food industry, we can develop strategies to expand the growth of the halal industry itself. **Originality/value:** To the best of the authors' knowledge, this is the first study of its kind that has been conducted to explore the motives behind the implementation of halal food standards by the food industry, especially in Malaysia. From the review of the current literature, it is found that studies on halal food certification and halal logo mainly focused on the consumer side instead of the industry side. On top of that, it is also found that previous studies mostly adopted two notable theories, namely, theory of reasoned action and theory of planned behaviour. To elaborate on and use plenty of other theories in performing a halal standard research, the three isomorphism pressure from institutional theory of DiMaggio and Powell has been chosen as a pertinent theory in this study. As a result, the theoretical gap and the uneven scope of halal food standard and certification research, with particular attention on the industry or manufacturer side, are expected to be bridged. This theory is also used to identify the most dominant motive. Moreover, this study examined the relationship between the motive behind standardization and the standardization itself. © 2023, Emerald Publishing Limited.

### Author Keywords

Food industry; Halal food standard; Implementation; Motive; MS1500

### References

- Abdul, M., Ismail, H., Hashim, H., Johari, J.  
**SMEs and halal certification**  
(2008) *ECER Regional Conference*, pp. 609-618.
- Arifin, W.N., Yusoff, M.S.B.  
**Confirmatory factor analysis of the university sains Malaysia emotional quotient inventory among medical student in Malaysia**  
(2016) *SAGE Open*, 6 (2).  
p. doi:, 2158244016650240
- Awang, Z.  
(2018) *Malaysia forms global halal certification board*,  
The Malaysian Reserve

- Badubi, R.M.  
**Theories of motivation and their application in organizations: a risk analysis**  
(2017) *International Journal of Innovation and Economic Development*, 3 (3), pp. 44-51.
- Bentler, P.M., Chou, C.P.  
**Practical issues in structural modelling**  
(1987) *Sociological Methods and Research*, 16 (1), pp. 78-117.
- Blind, K.  
(2013) *The Impact of Standardization and Standards on Innovation: Compendium of Evidence on the Effectiveness of Innovation Policy Intervention*,  
Manchester Institute of Innovation Research, Manchester Business School, University of Manchester, UK
- Brandt, T.  
(2015) *Potential and Challenges of Dairy Products in the Malaysian Market 2015; Market Analysis with Focus on Import Regulation and Halal Certification in Malaysia*,  
Malaysia-German Chambers of Commerce and Industry
- Byrne, B.M.  
(2016) *Structural Equation Modelling with AMOS: Basic Concepts, Applications, and Programming*,  
3rd ed., Taylor and Francis, New York, NY
- Celaya, C., Zabala, S.M., Pérez, P., Medina, G., Mañas, J., Fouz, J., Alonso, R., Agundo, N.  
**The HACCP system implementation in small businesses of madrid's community**  
(2007) *Food Control*, 18 (10), pp. 1314-1321.
- Chen, E., Flint, S., Perry, P., Perry, M., Lau, R.  
**Implementation of non-regulatory food safety management schemes in New Zealand: a survey of the food and beverage industry**  
(2015) *Food Control*, 47, pp. 569-576.
- Churchill, G.A.  
**A paradigm for developing better measures of marketing constructs**  
(1979) *Journal of Marketing Research*, 16 (1), pp. 64-73.
- Cook, D.A., Artino, A.R.J.  
**Motivation to learn: an overview of contemporary theories**  
(2016) *Medical Education*, 50 (10), pp. 997-1014.
- Cooper, J.O., Heron, T.E., Heward, W.L.  
(2007) *Applied Behaviour Analysis*, 2.  
Merrill Prentice Hall, Columbus, OH
- DiMaggio, P.J., Powell, W.W.  
**The iron cage revisited: Institutional isomorphism and collective rationality in organizational fields**  
(1983) *American Sociological Review*, 48 (2), pp. 147-160.
- Din, R.C., Daud, S.  
**Critical success factors of MS 1500:2009 implementation**  
(2014) *Proceeding-Social and Behavioural Sciences*, 121, pp. 96-103.
- Dulaimi, M.F., Ling, F.Y.Y., Bajracharya, A.  
**Organizational motivation and inter-organizational interaction in construction innovation in Singapore**  
(2003) *Construction Management and Economics*, 21 (3), pp. 307-318.

- Dunn, M., Glasgow, R., Handley, K., Kayondo, J.K., Kupfer, L., Khrisna, A., Sanchez, M., Werder, E.  
(2012) *Fundamentals of Implementation Research. Measure Evaluation*, US Agency for International Development, New York, NY
- Escanciano, C., Santos-Vijande, M.L.  
**Implementation of ISO-22000 in Spain: obstacles and key benefits**  
(2014) *British Food Journal*, 116 (10), pp. 1581-1599.
- Fernando, Y., Ng, H.H., Yusoff, Y.  
**Activities, motives and external factors influencing food safety management system adoption in Malaysia**  
(2014) *Food Control*, 41, pp. 69-75.
- Fikru, M.G.  
**International certification in developing countries: the role of internal and external institutional pressure**  
(2014) *Journal of Environmental Management*, 144, pp. 286-296.
- Fixsen, D.L., Naoom, S.F., Blase, K.A., Friedman, R.M., Wallace, F.  
(2005) *Implementation Research: A Synthesis of Literature*, National Implementation Research Network, North Carolina
- Glazer, J., Rubinstein, A.  
**Motives and implementation: on the design of mechanisms to elicit opinions**  
(1998) *Journal of Economic Theory*, 79 (2), pp. 157-173.
- Hair, J.F., Black, W.C., Babin, B.J., Anderson, R.E.  
(2010) *Multivariate Data Analysis: A Global Perspective*, 7th ed., Pearson Education, London
- Hair, J.F., Sarstedt, M., Ringle, C.M., Gudergan, S.P.  
(2017) *Advanced Issues in Partial Least Squares Structural Equation Modelling*, Sage
- (2021) *Malaysia Halal Industry Report 2020*, Ministry of International Trade and Industry (MITI)
- Hughes, R., Malik, R.  
**The global halal industry: an overview**  
(2017) *Global Islamic Finance Report*, 13, pp. 140-158.
- Jais, A.S.  
(2019) *Halal related Malaysian standards*, Halal Note Series-Halal Common, 1
- Jones, K.  
**No regrets about ISO certification**  
(2000) *Electrical Apparatus*, 53 (9), pp. 35-37.
- Jungmittag, A., Blind, K., Mangelsdorf, A.  
(2011) *The Economic Benefits of Standardization*, DIN, Berlin
- Kalaskar, P.B.  
(2017) *Strategy implementation*, Slide Share
- Latif, I.A., Mohamed, Z., Sharifuddin, J., Abdullah, A.M., Ismail, M.M.  
**A comparative analysis of global halal certification requirements**  
(2014) *Journal of Food Products Marketing*, 20 (1), pp. 85-101.

- Leung, H.K.N., Chan, K.C.C., Lee, T.Y.  
**Costs and benefits of ISO 9000 series: a practical study**  
(1999) *International Journal of Quality and Reliability Management*, 16 (7), p. 675.
- Manders, B.  
(2015) *Implementation and impact of ISO 9001*,  
Doctorate Thesis, Erasmus Research Institute of Management (ERIM), Erasmus  
University Rotterdam, Netherland
- Milios, K., Zoiopoulos, P.E., Pantouvakis, A., Mataragas, M., Drosinos, E.H.  
**Techno-Managerial factors related to food safety management system in food  
businesses**  
(2013) *British Food Journal*, 115 (9), pp. 1381-1399.
- Morariu, J., Emery, A.  
(2014) *Do-It-Yourself Logic Models: Examples, Templates and Checklist*,  
Innovation Network, Richmond, British Columbia
- Nawai, N., Nooh, M.N., Dali, N.R.S.M., Mohammad, H.  
**An exploratory study on halal branding among consumers in Malaysia: factor  
analysis technique**  
(2007) *Journal of Muamalat and Islamic Finance Research*, 4 (1), pp. 19-44.
- Othman, R., Ahmad, Z.A., Zailani, S.  
**The effect of institutional pressures in the malaysian halal food industry**  
(2009) *International Business Management*, 3 (4), pp. 80-84.
- Othman, B., Shaarani, S.M., Bahron, A.  
**The effect of halal requirement practices on organization performance among food  
manufactures in Malaysia**  
(2016) *23rd International Academic Conference, Venice*,  
IISES
- Peters, D.H., Tran, N.T., Adam, T.  
(2013) *Implementation Research in Health: A Practical Guide*,  
World Health Organization, Geneva
- Powell, B.J., Fernandez, M.E., Williams, N.J., Aarons, G.A., Beidas, R.S., Lewis, C.C.,  
McHugh, S.M., Weiner, B.J.  
**Enhancing the impact of implementation strategies in healthcare: a research  
agenda**  
(2019) *Frontiers in Public Health*, 7, p. 3.
- Preedy, V.R., Watson, R.R.  
(2009) *Handbook of Disease Burdens and Quality of Life Measures*,  
Springer, Berlin
- Rahim, M.M., Shanks, G., Jagielska, I.  
**Organizational motivation for is adoption can serve as a suitable theoretical lens to  
understand why different organizations implement is differently**  
(2010) *Pacific Asia Conference on Information System (PACIS) 2010 Proceeding*, p. 192.
- Rezai, G., Mohamed, Z., Shamsudin, M.N.  
**Assessment of consumers' confidence on halal labelled manufactured food in  
Malaysia**  
(2012) *Pertanika Journal of Social Science and Humanity*, 20 (1), pp. 33-42.
- Riaz, M.N., Chaudry, M.M.  
(2003) *Halal Food Production*,  
CRC Press, Florida

- Samori, Z., Ishak, A.H., Kassan, N.H.  
**Understanding the development of halal food standard: suggestion for future research**  
(2014) *International Journal of Social Science and Humanity*, 4 (6).
- Sampaio, P., Saraiva, P., Rodrigues, A.G.  
**ISO 9001 certification research: questions, answers and approaches**  
(2009) *International Journal of Quality and Reliability Management*, 26 (1), pp. 38-58.
- Schermelleh-Engel, K., Moosbrugger, H., Müller, H.  
**Evaluating the fit of structural equation models: tests of significance and descriptive goodness-of-fit**  
(2003) *Measures Methods of Psychological Research Online*, 8 (2), pp. 23-74.
- Shikoh, R.  
(2015) *Halal Business: The New Global Market Paradigm*, WIFE-AFF Roundtable, Tokyo
- (2019) *Driving the islamic economy revolution 4.0*, The 7th Annual State of the Global Islamic Economy Report (2019/2020)
- Sunarya, F.C.M., Busneti, I., Adinugroho, T.P.  
(2015) *Manfaat Ekonomi Standar*, Badan Standardisasi Nasional Publications, Jakarta
- Talib, M.S.A., Hamid, A.B.A., Chin, T.A.  
**Motivation and limitation in implementing halal certification: a pareto analysis**  
(2015) *British Food Journal*, 117, pp. 2664-2705.
- Talib, M.S.A., Sawari, S., Hamid, A.B.A., Chin, T.A.  
**Emerging halal food market: an institutional theory of halal certificate implementation**  
(2016) *Management Research Review*, 39 (9).
- (2016) *State of the Global Islamic Economy Report 2015/16*, SGIE Annual Report
- Ticu, D.  
**Theories of motivation in public policies process**  
(2013) *Social and Behavioural Sciences*, 92, pp. 925-929.
- Tomašević, I., Šmigić, N., Đekić, I., Zarić, V., Tomić, N., Rajković, A.  
**Serbian meat industry: a survey on food safety management systems implementation**  
(2013) *Food Control*, 32 (1), pp. 25-30.
- Weitzel, T., Beimborn, D., König, W.  
**A unified economic model of standard diffusion: the impact of standardization cost, network effects and network topology**  
(2006) *MIS Quarterly*, 30, pp. 489-514.
- Willy, A.M.  
**Malaysia seen as potential 'Halal Industry champion**  
(2016) *The Edge Market Newspaper*, Kuala Lumpur
- **Implementation research toolkit: facilitator's guide**  
(2014) *Training in Tropical Disease of Poverty*, WHO Library, Geneva
- Yapp, C., Fairman, R.  
**Factors affecting food safety compliance within small and medium-sized**

**enterprises: implications for regulatory and enforcement strategies**

(2006) *Food Control*, 17 (1), pp. 42-51.

- Zailani, S., Kanapathy, K., Iranmanesh, M., Tieman, M.  
**Drivers of halal orientation strategy among halal food firms**  
(2015) *British Food Journal*, 117 (8), pp. 148-163.
- Bartlett, J.E., Kotrlik, J.W., Higgins, C.C.  
**Organizational research: determining appropriate sample size in survey research**  
(2001) *Information Technology, Learning, and Performance Journal*, 19, pp. 43-50.
- Bellina, N., Bullock, C., Duffy, P., Ferrero, M.L., Faughnan, L., Gallagher, S., McDonnell, F., Paterson, E.  
(2002) *Study into the Impact of Standardization: Final Report to DG Enterprise*, Impacts of Standards Users Group, Kuala Lumpur
- (2009) *Malaysian standard MS1500: 2009 halal food-production, preparation, handling and storage-general guidelines (2nd revision)*,
- Lawrence, T.B., Shadnam, M.  
**Institutional theory**  
(2008) *The International Encyclopaedia of Communication*, 5, pp. 2288-2293.  
Donsbach, W. (Ed.), Blackwell Publishing Ltd., New Jersey
- Lorenzi, N.M., Riley, R.T.  
**Managing change: an overview**  
(2000) *Journal of the American Medical Informatics Association*, 7 (2), pp. 116-124.
- (2014) *MITI annual report*,
- Penrose, J.M.  
**The role of perception in crisis planning**  
(2000) *Public Relations Review*, 26 (2), pp. 155-171.
- Richard, S.W.  
(2004) *Institutional Theory in Encyclopaedia of Social Theory*,  
Ritzer, G. (Ed.), Sage Publication, Los Angeles
- (2007) *SMEs – increasing contribution to the economy*,  
Annual Report 2006/2007, SME Corporation
- Tabachnick, B.G., Fidell, L.S.  
(2012) *Using Multivariate Statistics*,  
6th ed., Person Education, London

**Correspondence Address**

Jaswir I.; International Institute for Halal Research and Training (INHART), Malaysia; email: irwandi@iium.edu.my

**Publisher:** Emerald Publishing

**ISSN:** 17538394

**Language of Original Document:** English

**Abbreviated Source Title:** Int. J. Islam. Middle East. Financ. Manage.  
2-s2.0-85152298575

**Document Type:** Article

**Publication Stage:** Final

**Source:** Scopus