

“Is this restaurant halal?” Surrogate indicators and Muslim behaviour

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Abstract

Purpose – The purpose of this study is to investigate what cues or surrogate indicators Muslims use to determine whether restaurants are suitable for dining purposes in the absence of the halal logo and to examine if the cues used are different among Muslims from non-Muslim countries as opposed to Muslims from Muslim countries.

Design/methodology/approach – Data were collected via semi-structured interviews in one Muslim majority (Malaysia) and one non-Muslim country (the UK). A total of 16 adults participated in the study with an equal representation from both countries.

Findings – In the absence of the halal logo, participants relied on extrinsic cues such as the presence of other Muslim-looking customers and service personnel to determine whether a restaurant was deemed safe for dining in. The location of a restaurant was a strong indicator for Muslims in both Muslim and non-Muslim countries. In the absence of the halal logo, participants read the menus carefully, queried the service personnel for additional information and selected safer options, such as vegetarian and seafood.

Research limitations/implications – The study used a small sample, and therefore, the findings are tentative.

Practical implications – Given the growth of Muslim population in many non-Muslim countries, it is important for restaurants in non-Muslim countries not to marginalize this customer base. Trust is a key issue and service providers without the halal logo should gain the trust of Muslim customers by training service personnel and equipping them with knowledge of what halal means, developing menus with vegetarian and seafood options, providing detailed information on ingredients and communicating this on their websites and social media sites. They could also consider working with Muslim food and travel bloggers to promote themselves to a Muslim audience. They can develop a more Muslim sympathetic marketing approach and consider using separate cooking and serving utensils to gain trust and patronage of Muslim customers as well as to appeal to a larger market (vegans/vegetarians).

Originality/value – The present study is one of the first studies that concentrates on gaining an insight into how Muslims make decision pertaining to the selection and dining at a restaurant in the absence of the halal logo. A major contribution of the study is the identification of cues that assist Muslims when evaluating and selecting alternative food options in the absence of a halal logo.

Keywords Restaurants, Halal, Muslim consumers, Surrogate indicators, Malaysia, UK

Paper type Research paper

Introduction

The growth of halal awareness and halal certification in the past two decades has certainly made decision-making easier for Muslim consumers. As such, the halal logo and certificate enables Muslims to make educated choices, build trust and reduce reservations in the



Muslim Behaviour

F. R. Faridi



Muslim Behaviour:

Muslim Behaviour, 1990 **Muslim Childhood** Jonathan Scourfield, Sophie Gilliat-Ray, Asma Khan, Sameh Otri, 2013-10-31 How do we learn to be religious To make sense of this process should we emphasise the habitual reinforcement of bodily rituals Or the active role of individuals in making decisions about faith at key moments Or should we turn to cognitive science to explain the universal structures on which religiosity is built And how does a relatively devout minority pass on religion in a generally secular Western context What significance does religion have for family life in this situation And how does a religious identity interact with other kinds of collective identification for example with a nation ethnic group or a locality These are some of the questions that Muslim Childhood deals with This book is about ordinary British Muslims everyday religious socialisation of children in early and middle childhood It provides a detailed description of how Muslim families in a secular Western context attempt to pass on their faith to the next generation It is rooted in detailed qualitative research with 60 Muslim families in one British city The authors own analysis of survey data suggests that Muslims in the UK more effectively pass on their faith to the next generation than other religious groups This book is in part an attempt to explain why that might be **Secularization of Muslim Behaviour** Moin Shakir, 1973 On the attitudes of Indian Muslims towards national integration before and after independence articles *The Anthropology of Islam* Gabriele Marranci, 2008-03-01 An increasing number of people have questions about Islam and Muslims But how can we approach and study Islam after September 11th Which is the best methodology to understand an Islam that is changing in a globalized world The Anthropology of Islam argues that Islam today needs to be studied as a living religion through the observation of everyday Muslim life Drawing on extensive original fieldwork Marranci provides provocative analyses of Islam and its relation to issues such as identities politics culture power and gender The Anthropology of Islam is unprecedented in its innovative and challenging discussion about fieldwork among Muslims and its ethnographically based interpretations of contemporary aspects of Islam in a post September 11th society The book will appeal to those in anthropology and beyond who see and are interested in investigating the unsettled place of Islam in our multicultural society **Muslim Conduct of State** Muhammad Hamidullah, 1953 **Wealth Management and Investment in Islamic Settings** Toseef Azid, Murniati Mukhlisin, Othman Altwijry, 2022-09-29 This book addresses the theory practices challenges key issues and potential future policies concerning investment and wealth management in connection with Islamic finance There is a noted scarcity of literature on Islamic approaches towards wealth management from a jurisprudential perspective and so this book aims to address this lacuna in available literature It demonstrates strategies for wealth management in keeping with the Qur'an and Sunnah posing questions relating to interest and investment and proposing financial models for benefiting the poorer segments of society while simultaneously satisfying economic necessities in keeping with Islamic law Given its breadth of scope combining perspectives from scholars and practitioners with extensive experience in the banking and finance sector

from different Islamic settings including Malaysia Saudi Arabia Sri Lanka Brunei and Indonesia this edited volume will benefit practitioners researchers and graduate students studying finance economics and business management in an Islamic context

Gender and Far Right Politics in Europe Michaela Köttig, Renate Bitzan, Andrea Petö, 2016-12-20 This book is a systematic consideration of the link between the extreme right and the discourse about developments in regard to gender issues within different national states The contributors analyze right wing extremist tendencies in Europe under the specific perspective on gender The volume brings together the few existing findings concerning the quantitative dimension of activities carried out by men and women in different countries and illuminates and juxtaposes gender ratios along with the role of women in right wing extremism Along with the gender specific access to right wing groups the chapters look at networks organizational forms specific strategies of female right wing extremists their ideologies especially regarding femininity and masculinity hetero normativity discourses on sexuality and preventive and counter strategies The book will be of use to students and scholars interested in gender and politics European politics and political extremism

New Muslims in the European Context Anne Sofie Roald, 2004-01-01 This material on Scandinavian converts tells the unique story of how Europeans embrace a new religion and their tendency to adjust and modify the social message of their new religion to the social values handled by the society they live in

Morals and Manners in Islam Marwan Ibrahim Al-Kaysi, 2015-06-01 *Morals and Manners in Islam* is a brief yet comprehensive handbook for Muslims and those non Muslims interested in acquiring a broad knowledge of the Muslim way of life The book's contents derived mainly from the Qur'an and the Sunnah the main sources of jurisprudence are listed in points format

Islamic Psychology G. Hussein Rassool, 2021-03-30 Islamic Psychology or ilm an nafs science of the soul is an important introductory textbook drawing on the latest evidence in the sub disciplines of psychology to provide a balanced and comprehensive view of human nature behaviour and experience Its foundation to develop theories about human nature is based upon the writings of the Qur'an Sunna Muslim scholars and contemporary research findings Synthesising contemporary empirical psychology and Islamic psychology this book is holistic in both nature and process and includes the physical psychological social and spiritual dimensions of human behaviour and experience Through a broad and comprehensive scope the book addresses three main areas Context perspectives and the clinical applications of applied psychology from an Islamic approach This book is a core text on Islamic psychology for undergraduate and postgraduate students and those undertaking continuing professional development in Islamic psychology psychotherapy and counselling Beyond this it is also a good supporting resource for teachers and lecturers in this field

Ritual and Religion Among Muslims in India Imtiaz Ahmad, 1981 Contributed articles

Aspects of Islamic Economics and the Economy of Indian Muslims F. R. Faridi, 1993 Contributed articles

Muslim Separatism Sita Ram Goel, 1995

The Islamic Review, 1915

Muslim Education Quarterly, 1986

Islamic Review and Muslim India, 1915

Social Sciences in Islamic Perspectives Javed Ahmad Khan, 2001

The Muslim World, 1920

Islamic Culture Marmaduke

William Pickthall, Muhammad Asad, 1941

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The book delves into Muslim Behaviour. Muslim Behaviour is an essential topic that must be grasped by everyone, from students and scholars to the general public. The book will furnish comprehensive and in-depth insights into Muslim Behaviour, encompassing both the fundamentals and more intricate discussions.

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- Chapter 2: Essential Elements of Muslim Behaviour
- Chapter 3: Muslim Behaviour in Everyday Life
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- Chapter 5: Conclusion

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This book is crafted in an easy-to-understand language and is complemented by engaging illustrations. It is highly recommended for anyone seeking to gain a comprehensive understanding of Muslim Behaviour.

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Muslim Behaviour Introduction

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