



Social Media Marketing Strategies in The Global Halal Industry

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ABSTRACT

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The global halal market has evolved tremendously over the years owing to increased demand for their goods, technology, and use of digital mediums. The current research has been conducted to evaluate the impact of social media strategies across the global halal industry. For this purpose, qualitative data collection via secondary research through systematic review via Prisma analysis has been undertaken. The research findings highlight the importance of social media marketing strategies in increasing customer engagement, competencies, growth, and competitive advantage. It also speaks of challenges of such strategies which need to be overcome for ensuring sustainable business operations.

Keywords: *global halal industry; halal marketing; social media; social media marketing; halal tourism*

INTRODUCTION

The term 'halal' is derived from Arabic, implying what is allowed or permissible, i.e., lawful as per the Shariah law (Azam & Abdullah, 2020). The Shariah law states that every Muslim should consume only from a halal source, which includes ingredients, the overall production process, services, and the like (Zakaria, 2008). As the term halal is no longer restricted to food, the halal industry has grown potentially on the global front. For instance, halal marketing now includes cosmetics to tourism, with the global market worth being \$2.1 trillion annually (Izberk-Bilgin & Nakata, 2016). During 2020, the global halal food and beverages market size stood at \$1.96 trillion, with growth projections of \$2.09 trillion in 2021 to \$3.27 trillion by 2028, with a CAGR of 6.56% during this forecast period (GlobeNewswire, 2021). The halal market is now not restricted to Muslim countries only, as many non-Muslim countries have realized the industry's growth potential. Apart from Malaysia, other global countries have entered this space including China, Thailand, Indonesia, Singapore, Korea, the Philippines, and Australia. Now nations like India, Germany, Brazil, Australia, New Zealand, and the like are within the top 10 leading nations as per GIEI score across different halal sectors (Azam & Abdullah, 2020). This has led the industry to adopt different marketing strategies to stay competitive.

Advertising is the medium applied by organizations to create awareness and promote their products/services. Customers buy halal products based on their desire to buy such products. For example, religious inclination could be a reason to buy them (Awan et al., 2016). Likewise, customer engagement and brand satisfaction for a Muslim consumer could lead to the purchase of halal products online (Shah et al., 2020). Halal tourism for instance is gaining immense opportunity even for non- Muslim countries. Like, Japan and Thailand are becoming halal tourist hot spots. These nations are using social media like Twitter to their advantage to promote halal tourism packages as an effective communication tool (Feizollah et al., 2021). Social media is gaining thus seen to be gaining increasing prominence in the halal industry.

However, there are not many studies that have covered the social media marketing aspect across the global halal industry. The current research aims to bridge this research gap by evaluating the various social media marketing strategies of the global halal industry through conducting secondary research.

METHOD

This section explains the research approach applied for achieving the research aim. The section will include determining selection criteria of studies, data collection, and data analysis process. The study makes use of secondary studies only, wherein systematic review via Prisma analysis would be undertaken for arriving at the outcome.

RESULTS AND DISCUSSION

A. RESULTS

1) Data Collection

A qualitative data collection approach through secondary studies has been applied for this study through reputed online libraries by typing the relevant keywords as part of the topic under consideration.

2) Sources of Data

For this purpose, different research studies have been contemplated for data collection for achieving the research aim. Identification of the estimated number of past studies has been conducted, about the topic of social media marketing studies in the global halal industry, Key online databases including Google Scholar, JSTOR, IEEE Explore, ScienceDirect, PubMed, ERIC, Scopus, and Directory of Open Access Journals (DOAJ) were the main reference points, where only journal articles search was conducted.

PRISMA (Table I) is the primary source that would be applied for undertaking the search based on relevant keywords.

Table I

Search Strategy (Databases, Keywords, And Limits)	
Variable	Particulars
Database	Google Scholar, JSTOR, IEEE Explore, ScienceDirect, PubMed, ERIC, Scopus, and Directory of Open Access Journals (DOAJ)
Keywords	(Social media marketing in global halal industry OR) , (Halal Marketing) AND (Social Media Marketing Strategies in the global haha il industry)

Around 15,500 relevant topic studies appeared against the above keywords.

3) Selection Criteria (Inclusion and Exclusion)

This section discusses the selection criteria for research studies based on what studies have been included and excluded.

The inclusion criteria of the current research were based on:

- The studies published after 2010 have been considered for this study since social media became more popular after the period owing to increased digitization
- Only relevant studies related to social media marketing in the global halal industry
- Only those studies to the relevant context were contemplated wherein there was full access
- Studies in English language studies have only been contemplated
- Studies with any of the topic keywords from the above databases have been considered

The exclusion criteria of this research were based on:

- Studies not containing relevant topic keywords were excluded
- Studies not written in the English language were excluded
- Studies published before 2011 have been excluded
- Studies where full access was restricted and only abstract available have not been considered

4) Data Analysis

The qualitative data would be further analyzed via systematic review, undertaken through the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) application. So, on average 6-7 studies about each main were selected for collecting the relevant data. A total of 10 studies as seen in Figure 1 were reviewed and analyzed to arrive at a valid outcome.

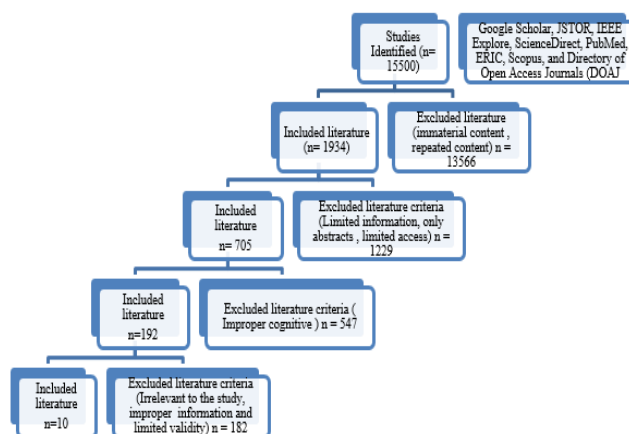


Figure 1
Study Selection For Systematic Review Based On Inclusion And Exclusion Criteria

B. DISCUSSION

Social media has gained increased significance across industries globally, including the global halal industry. The below section will analyze the findings of the systematic review conducted to evaluate social media marketing strategies in the global halal industry, and the impact of social media on the industry. Prisma analysis has been undertaken as part of the systematic review.

1) Types Of Social Media Marketing Strategies Used In The Global Halal Industry With Examples

Social media has encompassed across industrial streams owing to adopted of advanced technology ad increasing use of digital mediums. Global halal marketing has also worked towards adopting social media as a marketing tool for their development and gaining a competitive advantage (Fadahunsi & Kargwell, 2015). Implications of social media marketing strategies have been shown under the Prisma analysis below.

Table II
Types Of Social Media Marketing Strategies Used In The Global Halal Industry

S.No.	Factor	Purpose	Methodology	Finding	Source
1.	Social Media Tourism Strategy	To examine the potential impact of halal tourism via social media	Visual content analysis was applied for evaluating the image formation of halal tourism from the photograph of two Indonesian destinations collected via	Social media is important as a digital instrument in online internet-based marketing for formatting an online image successfully.	(Ahmed & Akbaba, 2018).

			their Instagram account		
2.	Social Media Communication	To evaluate the role of social media in halal marketing	The secondary research approach was applied	Social media has a significant role as a brand communication tool for influencing buying behavior among Muslim customers	(Fadahunsi & Kargwell, 2015)
3.	Social Media Communication	To evaluate sentiments on halal food via social media tweets (Jian et al., 2021)	A random sample of 100,000 tweets related to halal food was considered	Religious units extensively used social media tweets to communicate about halal food	(Mostafa, 2018)
4.	Social Media as a Crowd Funding Platform	To examine the need for a Shariah-compliant online crowdfunding platform	Analysis was conducted of the current existing financing modes mainly applied under the Islamic financial services industry.	Shariah-compliant equity crowdfunding platform required for a sustainable halal industry	(Abdullah & Oseni, 2017)
5.	Social Media consumer engagement tool	To investigate the social media marketing strategies of Mc Donalds in Malaysia and Indonesia	The online survey method was applied via SPSS version 24. Literature reviews, journals, and papers were conducted for data collection.	The majority of customers identified Mc Donalds through social media	(Jian et al., 2021)
6.	Social Media consumer engagement	To evaluate tweets related to halal	Tweets from October 2008 to October 2018 were considered	Halal tourism is slowly evolving in non-Muslim countries	(Feizollah et al., 2021)

tool tourism for analysis

The above analysis shows the key factors which form part of the social media marketing strategies across the global halal industry. Halal tourism has been developing at a rapid pace. The use of social media platforms like Skype, Facebook, Instagram as a digital tool for undertaking internet-based marketing, has helped to expand halal tourism even across non-Muslim countries (Ahmed & Akbaba, 2018). Social media was seen to help in building relationship-oriented marketing approaches, leading to their emergence as key communication tools facilitating continuous two two-way communication between an organization and its audience, and maintaining traditional marketing push-messaging competencies (Fadahunsi & Kargwell, 2015). Websites such as Facebook, Twitter, and the like are being increasingly used as content creation, sharing, and micro-blogging sites for organizations and users to manage their online interactions and engagement and evaluate customer behavior (Fadahunsi & Kargwell, 2015). Social media tweets are being increasingly used to gain information about customer sentiments on halal products. For instance, the religious diaspora made use of social media tweets to gain insight into how customers perceived halal food (Mostafa, 2018). The use of social media is not only restricted to gaining customers but also as a crowdfunding platform for halal organizations. Research has shown that a Shariah-compliant online crowdfunding platform would help build a sustainable halal industry (Abdullah & Oseni, 2017). Also, social media strategy as an online customer engagement tool is seen to be successful across the halal industry. For instance, research conducted on Mc Donalds in Indonesia and Malaysia has shown that customers became more aware of Mc Donalds owing to their marketing is done through social media (Jian et al., 2021). Social media as a consumer engagement tool is not restricted to halal food but has even covered halal tourism as evident from tweet based research survey, wherein the research concluded that halal tourism has been evolving rapidly due to its exposure on social media platforms, even across Non-Muslim countries (Feizollah et al., 2021). Social media marketing strategies have helped halal organizations to expand their business operations, increase customer engagement and gain a competitive advantage.

2) Impact Of Social Media Marketing On The Halal Industry

The halal industry has increased its product base beyond food to encompass products including pharmaceuticals, cosmetics, health products, toiletries, and medical devices apart from service sectors like logistics, marketing, print and electronic media, and the like. These growing opportunities have led it to become one of the fastest-growing industries worldwide (Azam & Abdullah, 2020). This has also made the industry adopt newer mediums like social media for creating the right impact on the organization, customers, and the society at large, which is seen in the below Prisma analysis.

Table III
Impact Of Social Media Marketing On The Halal Industry

S.No.	Factor	Purpose	Methodology	Finding	Source
1.	Social Media Impact	To examine how global halal marketing has evolved under social media	The secondary research approach was applied	There is a need to tap into untapped market areas through product sales and promotion.	(Azam & Abdullah, 2020)
2.	Social Media Impact	To evaluate how social media has impacted halal tourism	A descriptive approach was applied to analyze an Islamic and Halal hotel	Internet could provide a good opportunity for halal tourism	(Akyol & Kilinc, 2014)
3.	Social media impact	To investigate how global halal marketing has evolved	Kry scholarly discussions conducted across international conferences and past published literature were considered	Marketing in non-Muslim countries is not without challenges	(Abdul-Talib & Abd-Razak, 2013).
4.	Social Media Impact	To explore social media role as a mediator and community connector for the halal industry	A netnographic study for halal food in the U.S.A was conducted	Social media websites were important tools for checking and verifying halal food sources	(Kamarulza man et al., 2015)

The above analysis has shown how social media marketing has impacted the halal industry over time. The growing opportunities for the industry owing to increasing demand for halal products/services, the emergence of the halal market in Non-Muslim countries, adoption of newer technology and digital mediums including social media has helped the industry expand globally. However, challenges do exist owing to the standardization of halal across nations, lack of proper data, animal rights laws across nations, halal rules across Muslim countries, and such related factors (Azam & Abdullah, 2020). Still, the internet has become a key promotional medium for the halal hospitality sector, as halal hotels promote themselves through their websites and social media platforms. Through these mediums, halal organizations are seen to gain a competitive advantage as they get to target niche audiences including Muslims, Jews, and other communities who have easy access to the internet and social media (Akyol &

Kilinc, 2014). Also, the internet and social media are seen as important information exchange mediums between the consumers and the hotel industry, their intermediaries like travel agents and regulatory authorities. Social media is an effective tool for helping consumers make their travel planning like selecting halal tourism destinations through online research tools like search engines, company websites, destination websites, blogs, and the like (Akyol & Kilinc, 2014). Halal industry marketers thus need to evaluate the importance of the impact of social media across tourism. However, this does not mean all is smooth operations for the global halal industry. Challenges do exist in various forms like cultural and religious differences. For example, marketing halal commodities across supermarkets becomes more challenging when compared with local meat, if the local culture and religion are different (Abdul-Talib & Abd-Razak, 2013). Still, social media has become quite an influence for the new age customer. For instance, social media websites have been increasingly used for checking and authenticating the purity of halal food sources (Kamarulzaman et al., 2015). This shows that the impact of social media marketing across the halal industry will gain increasing prominence in the future owing to newer strategies and technologies being implemented, helping the sector gain immense brand visibility, growth, and competitive edge.

CONCLUSION

The impact of social media platforms as a marketing tool for the global halal industry has risen over the years, mainly owing to the increasing adoption of new technologies and the growing online consumer base. This has seen the halal industry expand even across Non-Muslim countries like halal tourism. The use of social media marketing has led to increased customer engagement helping the halal industry grow and gain a competitive advantage. Though there are still issues like standardization of halal products, obtaining halal certification, supply chain challenges, and the like which make halal organizations face issues with their delivery of goods to their customer, still the importance of social media as a strong driver for online growth cannot be eliminated. Organizations need to work out better social media marketing strategies in the future to address such bottlenecks and aid in the sustainable development of the global halal industry.

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