The Effect of Halal Awareness, Halal Certification, and Social Servicecafe on Purchase Intention in Indonesia: The Mediating Role of Attitude

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ABSTRACT

The research aims to determine the effect of Halal awareness, Halal certification, and social Servicescape on the purchase intention of Halal food, which is mediated by attitude towards Japanese food products. The research was conducted on 256 respondents who like Japanese ramen noodles. The determination of purposive sampling technique is used in this research. The research approach is the Structural Equation Model (SEM) with Smart-PLS analysis tool. The intention to buy Halal Food still needs to be considered in several aspects, such as certification, Halal Awareness, and social services, to lead the attitude to decide to buy Halal foods. The research is only focused on one Japanese restaurant, while the object of the study still needs to be comprehensive. In the next few years, it is hoped that the government will increase the counseling related to the "Indonesia is going to be the center of world's Halal" program and decide on new, more exciting programs related to the Halal Industry. Furthermore, producers encourage companies to implement more stringent processes for security, cleanliness, and the packaging process for goods distribution to be marketed. The value of this research is to determine the consumers' trust in continuing to visit Japanese restaurants, though there needs to be more clarity on the restaurant's Halal certification.

Keywords: Halal Awareness, Halal Certification, Social Servicescape, Attitude, Purchase Intention, Halal Food
JEL Classifications: M31, L83, Z12

1. INTRODUCTION

Based on World Population Review data, the Muslim population in Indonesia in 2020 reached 229 million people or about 87.2% of the 273.5 million people of the total population. The problem is realized to be caused by a high number of people whose Islam majority beliefs (Muslim communities), in which many Muslim communities population consume foods without knowing the food's halal standard since food is the vital thing that people should be concerned, other than, food must be clean (hygienics), healthy, the food also must be free from the haram meat content and harmful ingredients such as pork and lard content.

The purchase intention refers to the mental phase in deciding where the customers are more interested in a particular product with a brand, logo, and certification (Wibowo et al., 2022). Consumers' perception of Halal food is affected by their educational level, gender, age, group, marital status, and occupation (Endri et al., 2020).Customers' attitudes toward Halal food can influence the intention to buy Halal food positively in public society (Setiawati et al., 2019). Related to Halal food, the 2019-2024 Islamic Economic Master Plan notes the importance of increasing public literacy regarding Halal. Literacy is the effort to evoke public awareness and get people used to life by consuming halal products.

A further phenomenon is the increase in the purchase intention of Japanese foods that are popular among the public. One Japanese food that many people like is Ramen Noodle. Ramen, one of the foods from Japan, has many fans, including in Indonesia. However, it is still challenging to get the highest quality halal ramen noodles for the entire community's consumption because very few ramen noodle restaurants do not provide pork. Ramen noodles have recently become a popular Japanese food, with many outlets in Indonesia for its distinctive taste and broth. However, the problems occur as a barrier for consumers because of the lack of Japanese restaurants that have a brand but do not have halal certification, such as Tsurukamedou Ramen, Menya Sakura, Marutama Ramen, Hakata Ikkousha, Ippudo Indonesia Pacific Place, Bariuma Ramen Lippo Mall Puri, Yoiko Ramen, and Ikkudo Ichi. Most Indonesian people believe that the product is halal only from the seller's information or from the halal logos made by several food product companies. However, there are some steps that people can take with the current choice of products or restaurants to pay more attention to the labels of packaging products (Setyaningsih and Marwansyah, 2020).

In conclusion, the halal certification should be determined not only by pork and lard. However, the health assurance of the food, the place, the cutlery, and others are now becoming an essential issue that consumers must consider, especially the store management and the government. Azam (2016) explained that there are Muslim consumers who still refuse to buy food at halal-certified non-Muslim restaurants. Other factors, such as halal Awareness, Islamic branding, and product composition, must be analyzed as the first step to increasing Muslims' trust and confidence to consume non-Muslim halal foods. Muslim consumers prefer to choose certified halal products or services when choosing halal foods. Fitria et al. (2019) stated that halal certification for Muslims is only to convince and also to make sure that the products or services given have passed the test from the Indonesian Council of Ulama (MUI) so that there is no intention of finding out more about the products.

Basri and Kurniawati (2019) stated that the halal factors influencing purchase intention include halal awareness and labels. Furthermore, another research study by Septiani and Ridwan (2020) showed that the halal factor that affects purchase intention is the restaurant's halal certification. Popy and Bappy (2020) revealed that the trust and the attitude of trust in the user-generated content on social media platforms were directly related to the attitudes regarding product or service referrals on social networking sites. Aji et al. (2020) proved that social media was a suitable medium for marketing to build brand equity, positive word of mouth, and consumer loyalty. Loyal consumers of a certain product would share good experiences and positively recommend and influence their purchase intention and other purchase intentions (Samosir et al., 2024). It is also supported by Bashir (2019) and Aqdas and Amin (2020) found that social media marketing attitude had become one of the consumer's considerations to influence their intention to buy food products. If prospective consumers intend to buy a food product, they will do so in various ways to get information about buying it.

2. LITERATURE REVIEW

2.1. Purchase Intention
Purchase intention is an idea based on the consumers' behaviors to obtain, buy, or choose a product based on their experience, usage, and desire for a particular product (Kotler and Keller, 2016). Purchase intention refers to a mental stage in the decision-making process in which consumers are willing to act on a particular product or brand (Garg and Joshi, 2018; Rahmasari et al., 2024). Purchase intention usually begins with someone's knowledge about a product, which would later affect the consumers' attitude toward the intention to buy the product (Susanti et al., 2022; Mansur et al., 2021). Purchase intention refers to the possibility that consumers in a particular purchasing situation can choose specific products in the future, and purchase intention is an essential predictor of the actual buying behavior (Bashir, 2019).

2.2. Attitude
Sosianika and Amalia (2020) stated that attitude is admitted as someone's profitable evolution on behalf of the attitude according to the Theory of Planned Behavior (TPB), which is promoted. Generally, TPB explains someone's attitude that is affected by his intention. The intention itself can be developed because it is determined by the willingness (attitude and subjective norms) and non-willingness dimensions (perceived behavioral control). Aqdas and Amin (2020) also stated that attitude is the profitable tendency or someone's unpleasant behavior toward a product. However, Phua et al. (2018) defined attitude as the evolution of a practice triggered by oneself while consumers interact with an object. The attitude toward a behavior is the measure of whether someone has a favorable or unfavorable evolution of a person-related behavior. Consumers' attitudes and intentions to buy products are usually debated in the former literature in both halal and non-halal contexts (Bashir, 2019).

2.3. Halal Awareness
Halal Awareness is one of the consumer's initial rights to decide on the recognized halal certification. Without infusing halal Awareness among Muslim consumers regardless of age, educational level, or place of residence, it is useless to put forward the importance of halal certification and logos. Kurniawati and Savitri (2019) stated that halal awareness can be defined as having a specialty in an intention or an experience or having good information about food, drink, and halal products. So, halal awareness is a process of conveying information to increase Muslims' Awareness about what is allowed to eat, drink, and use. Basri and Kurniawati (2019) stated that awareness is the ability to understand, feel, and be aware of an event and the existence of one object. Halal Awareness is based on understanding whether a Muslim understands what halal is, knows the correct slaughtering process, and prioritizes halal food to be consumed by the consumers.

2.4. Halal Certification
Halal certification is essential for companies to market their products internationally, and it has become necessary in many

countries (Talib et al., 2018). Halal food certification, in the form of a logo, sign, or certificate, is 'documents issued by an Islamic organization stating that the listed products have met the Islamic dietary guidelines, as determined by certain certification institutions." Halal certification for food products explicitly implies that the entire process, from raw material procurement, production, distribution, and sale of the goods, is done in a hygienic and safe environment (Pasha et al., 2019). Therefore, halal certification functions and plays its role because it is the evidence of a product that all supply chain paths are by the halal concept. The producers use halal certification to provide information and convince their consumers that the products produced and marketed are declared halal by Sharia (Fitria et al., 2019). On behalf of the consumers' products' credibility that is safe to be consumed by Moslems, a halal logo is usually given to the products that will be marketed later.
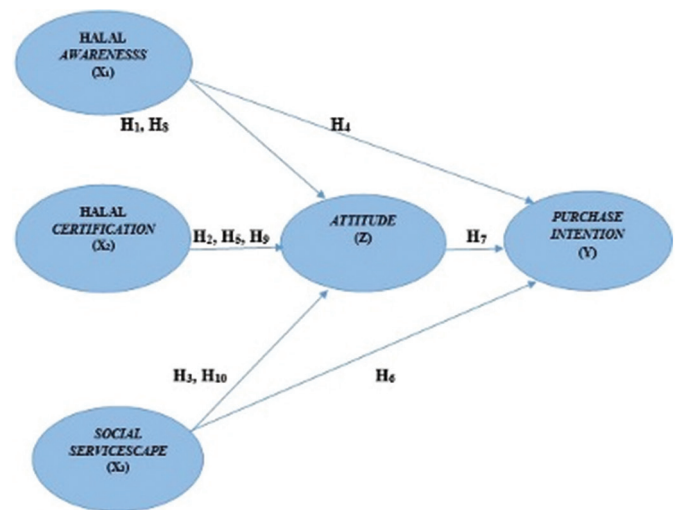
2.5. Social Servicescape

Social Servicescape is the style without any physical appearance or elements of an experience obtained by the consumers at the point of delivery service (Johnstone, 2012). Social Servicescape and other physical evidence such as business cards, stationery, reports, employee attire, uniforms, and other physical evidence may have major roles in marketing. The social servicescape concept needs to be considered as the aspect of the service environment that relates to people. Hanks and Line (2018) found that the elements of social Servicescape have directly affected various customers.

2.6. The Hypothesis Development

Akin and Okumus (2020) stated that the level of awareness significantly influences consumers' behavior whenever consumers consider that they have a high level of awareness about specific products or brands that they are encouraged to buy and increase the amount of purchasing. If the consumers know more about a particular product, they will easily recognize it. Besides that, the ability to be the decision-makers can develop, and it creates more of the entire profitable evolution (Nusraningrum and Endri, 2024; Nurlatifah et al., 2020). Handriana et al. (2020) found that halal awareness positively affects attitude.

H1: Halal Awareness has a positive and significant effect on attitude.

Sosianika and Amalia (2020) stated that certification can also help consumers reduce risks related to the product's quality; for example, the information revealed about the good's trust in the form of food can affect the consumers' attitude and trust toward foods. A similar concept will also occur in halal food; the halal claim becomes very credible whenever the halal logos are attached to the food packaging as the halal certification symbol from the official halal certification institution. Khalek (2014) found that halal certification positively and significantly affects attitude.

Hanks and Line (2018) proved that social Servicescape significantly affects attitude. Sahoo and Pillai (2017) also found that social Servicescape affects attitude. Azzam (2016) showed that halal awareness positively and significantly affects purchase intention.

H2: Halal certification has a positive and significant effect on attitude.

H3: Social Servicescape has a positive and significant effect on attitude.

H4: Halal Awareness has a positive and significant effect on purchase intention.

Fitria et al. (2019) showed that halal certification positively and significantly affects purchase intention. Anggraeni et al. (2019) proved that social Servicescape significantly affects the purchase intention at the restaurants. Chiang (2018) found that social Servicescape influences on purchase intention are positively significant. Abd Rahman et al. (2015) noted that attitude positively and significantly affects purchase intention. That is why the hypothesis can be given as follows:

H5: Halal certification positively and significantly affects the purchase intention.

H6: Social Servicescape has a positive and significant effect on the purchase intention.

H7: Attitude has a positive and significant effect on the purchase intention.

Attitude is an important factor in affecting consumers' purchase intention to purchase halal goods; people with positive attitudes toward halal goods also have greater purchase intention (Silitonga et al., 2020; Afendi et al., 2014). An attitude toward halal food products means a direction or focus by consumers toward a product based on their interests and preferences for halal food.

Setiawati et al. (2019) stated that halal awareness is mediated by attitude and positively and significantly affects purchase intention. Widyanto and Sitohang (2021), attitude is the most important thing in influencing the consumer's purchase intention to purchase

halal products comfortably whenever it is supported by a halal certification of a product, in which the product with a halal logo must able to convince the prospective buyer to buy the product and consume it. Widyanto and Sitohang (2021) found that halal certification is mediated by the attitude effects on the purchase intention in a positively significant way. Sahoo and Pillai (2017) showed that consumers' attitudes mediate the relationship between social Servicescape and purchase intention. The consumer's attitude can mediate the relationship between Servicescape and the consumer's bond, and it is hoped to help construct the consumer's purchase intention.

H8: Attitude mediated the relationship between halal awareness and the purchase intention.

H9: Attitude mediated the relationship between halal certification and the purchase intention.

H10: Attitude mediated the relationship between the social Servicescape and the purchase intention.

3. METHODOLOGY

3.1. Population and Research Sampling

Population refers to the whole group of people, some events, or an exciting thing that a researcher wants to investigate (Sekaran and Bougie, 2013). A population can be a group of people, events, or things that grab the researcher's attention when making conclusions. Taking a sample can be started by determining the exact target population. The target population must be presented in terms of elements, geographic boundaries, and time. The population of this research is all Japanese food consumers.

The sample is a part of the population comprising some selected members. In other words, some, but not all, of the elements of the populations become the sample. The sample size was taken by the number of samples that had to be by the number of statement items that are used in the questionnaire by assuming nx5 until nx10 observation. In this research, the number of samples is 32 indicators multiplied by 8, resulting in 256 respondents. The sampling technique chosen in this research is non-probability sampling, precisely purposive sampling. Sekaran and Bougie (2013) stated that taking a non-probability sample is sometimes the only way to get the data. Several plans for taking non-probability samples are more trustworthy than other techniques and can offer some important instructions for the potentially valuable information related to the population. This non-probability sampling technique can be used if the researcher needs an adequate sample framework. Differ from the probability sampling technique that has the characteristics of all members of the population to be selected as the sample, the weakness of this technique is that there are no equal chances for members, so the research result using this technique is no longer used to conclude the condition of the population.

4. RESULTS AND DISCUSSION

4.1. Respondent Description

The research was conducted on the consumers of Japanese Food products. The respondents in this research were 256 people. The result, based on religion, was that 100% of respondents were Islam, and the female respondents were more than male by 70.31%. The respondents' ages were mainly between 21 and 30 years old, with a percentage of 79.69%, and their latest education was mostly a Bachelor's degree (S1), with a percentage of 60.15%.

4.2. The Convergent Validity Test

In order to assess each construct, the constructed assessment was based on its convergent validity. The Convergent Validity was measured by using the outer loading and AVE (Average Variance Extracted) parameters. An individual reflexive measure was said to correlate if the value was more than 0.7 with the construct that would be measured (Table 1). However, the measurement scale with a loading factor value of 0.5-0.6 is considered sufficient for research in the early development phase. The results obtained from the outer model show the Outer Loading value using the SmartPLS 3.2.9 analysis application. The Convergent Validity aims to determine the validity of each relationship between the indicator and its latent constructs or variables. The Convergent Validity of the measurement model with the reflexive indicators is assessed based on the correlation between the item or component scores with the latent variable scores or the construct score estimated by the SmartPLS program.

The final Convergent Validity test results show that all indicators are valid and meet the Convergent Validity because all indicators have a Loading Factor value above 0.70.

4.3. The Discriminant Validity

The Discriminant Validity value is seen through the cross-loading value, which shows the magnitude of the correlation between constructs and their indicators and indicators of other constructs. The standard value used for cross-loading must be >0.7 or by comparing each construct's Square Root Average Variance Extracted (AVE) value with the correlation between the construct and other constructs in the model. If the AVE root value of each construct is greater than the correlation value between the construct and other constructs in the model, it has a good Discriminant Validity value. The cross-loading result from the Discriminant Validity analysis can be seen in the Discriminant Validity test; reflective indicators can also be seen in cross-loading between indicators and their constructs.

Another method to see the Discriminant Validity is to look at the value of the Square Root of Average Variance Extracted (AVE) of each construct with the correlation between the constructs and other constructs in the model. In this research, each AVE construct value should be above 0.5, so there is no matter in the Convergent Validity of the tested model (Table 2). Hence, the construct in this research model has a good Discriminant Validity.

The purchase Intention, Attitude, Halal Awareness, Halal Certification, and Social Servicescape variables are already above 0.5. Therefore, every variable in this research has a good AVE value.

It can be concluded that the square root of the extracted mean-variance (√AVE) for each construct is greater than the correlation

Table 1: The convergent validity test result

Variable	Indicator	Outer Loading	Condition	Information
Purchase Intention (Y)	PI2	0.852	>0.7	Valid
	PI3	0.765	>0.7	Valid
	PI4	0.744	>0.7	Valid
	PI5	0.711	>0.7	Valid
	PI6	0.784	>0.7	Valid
	PI7	0.799	>0.7	Valid
	PI8	0.759	>0.7	Valid
Attitude (Z)	ATT1	0.765	>0.7	Valid
	ATT2	0.852	>0.7	Valid
	ATT3	0.830	>0.7	Valid
	ATT4	0.845	>0.7	Valid
	ATT5	0.873	>0.7	Valid
Halal Awareness (X1)	HA1	0.744	>0.7	Valid
	HA2	0.816	>0.7	Valid
	HA3	0.813	>0.7	Valid
	HA4	0.725	>0.7	Valid
	HA5	0.861	>0.7	Valid
	HA6	0.787	>0.7	Valid
	HA7	0.771	>0.7	Valid
Halal Certification (X2)	HC1	0.806	>0.7	Valid
	HC2	0.734	>0.7	Valid
	HC3	0.755	>0.7	Valid
	HC4	0.797	>0.7	Valid
	HC5	0.821	>0.7	Valid
Social Servicescape (X3)	SS2	0.773	>0.7	Valid
	SS4	0.770	>0.7	Valid
	SS5	0.827	>0.7	Valid
	SS6	0.800	>0.7	Valid
	SS7	0.757	>0.7	Valid

Table 2: The average variance extracted test result

Variable	Condition	AVE
Purchase Intention (Y)	>0.5	0.600
Attitude (Z)	>0.5	0.695
Halal Awareness (X1)	>0.5	0.623
Halal Certification (X2)	>0.5	0.613
Social Servicescape (X3)	>0.5	0.617

Table 3: The discriminant validity test result (Fornell-Lacker Criterion)

Variable	Attitude	Halal Awareness	Halal Certification	Purchase Intention	Social Servicescape
Attitude	0.834				
Halal awareness	0.823	0.851			
Halal certification	0.783	0.810	0.890		
Purchase intention	0.762	0.792	0.812	0.820	
Social servicescape	0.716	0.750	0.800	0.814	0.854

Table 4: Validity and reliability construct test result

Variable	Cronbach's Alpha	Composite Reliability	Information
Purchase Intention (Y)	0.888	0.913	Reliable
Attitude (Z)	0.890	0.919	Reliable
Halal Awareness (X1)	0.899	0.920	Reliable
Halal Certification (X2)	0.842	0.888	Reliable
Social Servicescape (X3)	0.845	0.890	Reliable

Table 5: R-Square test result

Variable	R-Square
Purchase Intention	0.885
Attitude	0.832

between one construct and the other constructs in the model (Table 3). From the AVE value, the construct in the estimated model meets the discriminant validity criteria. Cronbach's Alpha testing aims to test the reliability of the instruments in a research

Table 6: The F-Square test result

Variable	F-Square	Information
Attitude > Purchase Intention	0.075	Weak
Halal Awareness > Purchase Intention	0.063	Weak
Halal Awareness > Attitude	0.099	Weak
Halal Certification > Purchase Intention	0.139	Weak
Halal Certification > Attitude	0.309	Medium Strong
Social Servicescape > Purchase Intention	0.104	Weak
Social Servicescape > Attitude	0.034	Weak

Table 7: Hypothesis testing results

No	Hypothesis	Original Sample	Standard Deviation	T- Statistics	P-value	Description	Results
H1	Halal Awareness→Attitude	0.305	0.082	3.587	0.000	Significant Positive	Accepted
H2	Halal Certification→Attitude	0.479	0.069	6.941	0.000	Significant Positive	Accepted
H3	Social Servicecafe→Attitude	0.171	0.052	3.142	0.001	Significant Positive	Accepted
H4	Halal awareness→Purchase Intention	0.211	0.066	3.212	0.001	Significant Positive	Accepted
H5	Halal Certification→Purchase Intention	0.304	0.066	4.609	0.000	Significant Positive	Accepted
H6	Social Servicecafe→Purchase Intention	0.252	0.047	5.275	0.000	Significant Positive	Accepted
H7	Attitude→Purchase Intention	0.226	0.069	3.200	0.001	Significant Positive	Accepted
H8	Halal Awareness→Attitude→Purchase Intention	0.069	0.034	2.002	0.046	Significant Positive	Accepted
H9	Halal Certification→Attitude→Purchase Intention	0.108	0.031	3.479	0.001	Significant Positive	Accepted
H10	Social Servicecafe→Attitude→Purchase Intention	0.039	0.017	2.328	0.020	Significant Positive	Accepted

Table 8: The construct cross-validation redundancy test results

Variable	SSO	SSE	Q2 (=1-SSE/SSO)
Purchase Intention	1.792.000	859.796	0.520
Attitude	1.280.000	558.842	0.563

model or to measure the internal consistency, and the value should be ≥0.60. Suppose all latent variables have Composite Reliability and Cronbach's Alpha values ≥0.70. In that case, it indicates that the construct has good reliabilities or that the questionnaires used as a tool in this research are reliable and consistent (Table 4).

4.4. The Structural Model Test Results (Inner Model)
Inner model testing is the coefficient of inner model testing determination, which is the development model of concepts and theory-based models to analyze the relationship between the exogen and endogen variables. It has been described in a conceptual framework. The inner model analysis is conducted to ensure that the structural models built are robust and accurate. The structural model is tested by seeing the R-squared value, which is the Goodness-Fit model test.

The R-Square (R^2) coefficient of determination shows how many independent variables explain its dependent variables. R-Square value is zero to one. If the R-Square value gets closer to one, the independent variables provide all the information needed to predict the variation of dependent variables. In contrast, the smaller the R-Square value is, the more limited the ability of the independent variables to explain the variation of dependent variables. The weakness of the R-Square value is that the R-Square value will increase every time there is an addition of one independent variable, though the independent variables have no significant effect on the dependent variables. Based on the data analysis, the R-Square value results as follow in Table 5.

The structural model indicated that the model on the purchase intention variables is vital due to having a value above 0.67. Purchase intention

resulted in an R-Square value of 0.885 or 88.5%, which means that purchase intention can be explained by halal Awareness, halal certification, and social Servicescape, whereas 11.5% can be affected by other unexamined variables. Furthermore, attitude produced an R-Square value of 0.832 or 83.2%, which means that mentality can be explained by halal Awareness, halal certification, and social Servicescape, whereas unexamined variables can influence 16.8%.

F-Square (Effect Size) is a measure used to evaluate the relative impact of an influencing variable (exogenous) on the affected variable (endogenous). The F-Square model value is used to determine the effect size of an endogenous latent variable on an exogenous latent variable. If the F-Square value is equal to 0.35, it can be interpreted that the latent variable predictor has a strong influence; if the value is equal to 0.15, it has a medium effect, and if it is equal to 0.02, it has a weak effect. Table 6 presents the results of the F-Square test, where of the seven relationships between variables, only halal certification has a medium-strong effect. In comparison, the other six relationships have a weak effect.

Table 7 presents the statistical test results of the model based on ten research hypotheses, where the conclusion is that all null hypotheses are rejected. The results of this test can be interpreted in the three groups. First, the variables Halal awareness, Halal certification, and social servicescape partially have a positive effect on attitude. Second, the variables Halal awareness, Halal certification, social servicescape, and behavior partially positively affect the purchase intention. Third, the behavioral variable partially mediates the positive influence of Halal awareness, Halal certification, and social servicescape on purchase intention.

The testing of the Goodness of the Structural Fit Model on the inner model uses the predictive-relevance (Q^2) value. The Q-Square value is >0 (zero), showing the model has a predictive relevance value. The R-Square value of each endogenous variable in this research can be seen in the following calculation:

Based on the Table 8, the results of the Construct Cross-Validation Redundancy test show that the result of the predictive relevance calculation denotes the value of $Q2 = 0.520$ on the purchase intention variable and the value of $Q2 = 0.563$ on the attitude variable. The calculation results present a predictive relevance value of >0, so it can be said that the model is feasible and has a relevant predictive value.

5. CONCLUSION

All variables and hypotheses show a positive significant result in which all variables and hypotheses can be accepted because they have a t-statistic value of more than 1.96, and the P-value of each hypothesis variable, which is below the value of 0.05, can be explained if all variables have a significant effect. Furthermore, for the original sample, each variable and hypothesis indicates positive results, and it can also be explained that all variables and hypotheses lead to positive results. In addition, the results of all of them are positive and significant. The theoretical suggestions are for further researchers to enhance other variables to generate different research. After that, to expand the scope of the research object, more discussion will be discussed in the further study and support in the data collection process. The practical suggestions in this research are that consumers have to pay more attention in choosing Japanese foods that are safer to consume, to see whether or not there are halal labels on the packaging, and to ensure that food ingredients do not contain harmful substances like alcohol, wine, and others. Then, they will be more careful to counterfeit halal logos and ask friends for recommendations whenever they visit or consume halal and good quality Japanese Foods on the restaurant's menu and social services.

However, Japanese restaurant owners should provide the finest and most convincing services to the potential customers that the restaurant has the best, clean, hygienic services, and then serve the best menu with safe quality and fresh ingredients so that the potential visitors do not doubt to visit. Moreover, the halal certification or logo should be provided to give a secure feeling when visiting and buying products at the restaurant. Afterward, the government increased the counseling related to the *"Indonesia Menuju Halal Dunia"* program and created new, more exciting programs related to the Halal industry. So that the producers feel encouraged, the company will implement more stringent security, cleanliness, and the goods packaging process for goods distribution to be marketed. Furthermore, the government also has to enforce strict sanctions on the producers or companies who do not comply, such as companies that do not administer the logo or halal certification related to the products they sell but are still free to produce the marketed goods.

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