



HALAL PRODUCTS MARKET IN TURKEY AND THE WORLD AND ITS PROBLEMS AT THE MARKETING OF HALAL PRODUCTS

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ABSTRACT

In Islamic religion, the behavior of a person at the point of halal –haram is accepted as a requirement of Muslimism and also one of preconditions of it. Therefore, Muslims have to question whether or not the products they use in their daily lives are “halal”.

As a result of this questioning, consumer behaviors presented about halal products take their places, as a marketing instrument, among modern marketing methods. Halal product and all subsystems it is related to have developed halal products market in Islamic world and Turkey and led it to grow very rapidly. The growth of market caused some marketing problems to emerge in naturally meeting Islamic sensitivities and eliminating doubts toward halal products.

In this study, the findings were given place about the course of development in halal products and food market, economic size it reaches, and future predictions. In addition, in the face of marketing problems emerging with enlargement of halal food market, information about how marketing strategies would be shaped was discussed.

JEL CODE: Halal Product, Halal Food, Marketing

1. THE CONCEPT OF HALAL PRODUCT AND HALAL FOOD

If some distinctions, resulted from denominational differences, are left aside in the religious terminology, in short, *the things, which are permitted by the religion, and whose consumptions are not forbidden are defined as halal, while the things, whose consumption and use are forbidden by the religion as haram* (Okur, 2009:8). In Islamic religion, in many places, the concepts of halal and haram are given place, paying a special attention to comply with the borders drawn in this meaning, the orders are imposed.

The Codex Alimentarius Commission (CAC), established by United Nation Food and Agricultural Organization (FAO) in 1961, structured the contributions of World Health Organization (WHO), and to which Turkey is a member since 2005, first made the definition of halal food in 1997 and, according to this commission, halal food is defined as a product not including any element that is forbidden according to the Islamic rules, prepared, processed, transported, and stored in the places and devices free from these elements; and not being in direct contact with any food produced other than these situations (CAC, 1997).

When regarded to the scope of definition, and the elements it deals with, a product will be accepted as halal, when it is not only as a food product, but also it complies with the measures determined by Islamic Law together with all of its sub elements it is related to. The main reason for keeping the concept so comprehensive results from the aim to establish the thought of oneness i.e. uniting and to form a common identity of Muslim. The thought of oneness stands out in making haram to eat the animals especially slaughtered on the name of other than God and without mentioning about the name of God. (Yalçın, 2009:63 and Çayıroğlu, 2013:56).

The criterion of halal food attracting more attention every passing days in Turkey and Islamic societies all over the world should be in fact accepted as a main reference in the development of a new trade concept and formation of systems, because it proceeds on the way of development as a characteristic, sought in many areas, such as machinery-equipment, storing, logistics, financing, and human resources, in terms of production processes it relates to. In business world and the literature of many academic studies and domains, in which the concept halal is examined, it is generally seen that the concept "halal food" is emphasized, and the conditions for becoming halal of a food are discussed. However, since the issue of halal is a concept taking place in almost every area of the lives of Muslims, not only in the foods, it is necessary to discuss this issue in more comprehensive way. Therefore, since it is necessary to make examination of halal related to every product passing through the stages of

input- process- output, and Muslims use, halal product market is so large that it cannot be limited to food. Thus, some discussions are experienced in the literature of area about how to describe halal product that will include halal food and introduce a general standard, because dilemmas such as making a certification and documentation institute authorized in giving a fatwa or the fact that theologians, who are not specialist about the techniques and production process regarding to the product, give fatwa are met.

The main reason for this is that it is necessary to use together both technical and religious knowledge in the context of halal product, while, in manufacturing of a normal product, engineering knowledge and experiences in the relevant areas are enough (Riaz & Chaudry, 2004). While that many foods and other products consumed are haram or halal is definite, for the products that there are doubts about whether they are haram or halal, and that a detailed analysis is required for this, in case that there is a need for detailed and specialized knowledge, the products becomes doubtful (Akpınar, Devenci, Vural, Bayhan, Gür, & Oral, 2014:18, Ahmed (2008:658) for example, when one has a clear information about the origins of products such as gelatin, enzyme, hormone, chemical substances, and some additives, contained in the products such a cosmetics, clothing, and leather, and industrial products and food substances, or about methods used in the production stages, there is a doubtful case (Batu, 2012:51). Based on Quran, what seems to be disgusting to an human, whose divine order is not disordered (having a good sense) is dirty. What a human, whose divine order is not disordered, tolerates, is clean. What human having a good sense tolerates is halal, and what he/she does not tolerate is haram (Denizler & Belada, 2014). The products not forbidden by religion i.e. not deemed haram, and also produced in compliance with the religious rules, are halal (Torlak, 2012:2).

With moving from conceptual explanations, for a product to be deemed halal, beginning from the stage of raw material, until finished product, it is necessary for all substances and additives, presented in the product composition of all processes, to comply with the Islamic criteria and human requirements in terms of their origins, and way of supply and source of supply. In addition, besides packaging material of product and storing conditions must be complied with human requirements and Islamic criteria and must provide good manufacturing practices (GMP), good hygienic practices (GHP), and HCCP conditions, in all elements taking place in manufacturing stages of product, and product composition, and in its effects that may be formed with coming together of each element present in the product composition, it must hold the attributes in compatible with Islamic criteria, human requirements, sanitation conditions, and nurturing requirements. (www.kascert.com; CAC, 1997).

2. THE STATE OF HALAL PRODUCT MARKET IN THE WORLD AND TURKEY

The number of Muslims consisting of the potential of halal product market in the world exceeds two billion with the respect of the end of the year 2014 as shown in Table 1 and on the reason for high fertility rate, Islam is the fastest spread religion. According to the report, titled “Future of World Religions: Predictions of Population Increase 2010-2050”, published by Pew Research Center (PRC), a research and thought of USA, in 2050, the number of muslim population all over the world is expected to be 2.75 billion people (Alam & Sayuti, 2011:10; www.aljazeera.com.tr; PRC, 2015). From the other aspect, with the effect of the current immigrant society, in 2020, it is predicted that 10% of Europe will consist of Muslims . (Bonne & Vermeir, 2007:369).

Table 1: Distribution of Muslim Population in the World (2014)

Continent	Total Population (Million)	Muslim Population (Million)	Muslim Population Ratio
Africa	1.096	581	%53
Asia	4.320	1.389	%32,1
Europe	739	56	%7,6
North America	469	8	%1,8
South America	489	2	%0,4
Oceania	38	1,8	%0,7
Total	7.151	2038	%28.26

Halal economy showing development with the demand of halal food of Muslim communities entered a rapid growth trend at the present days, also including the sectors such as pharmaceuticals, cosmetics, tourism, toys, confection, and finance and formed its own market economy. In respect with the year 2014, it is estimated that the worldwide volume of this economy exceeds about USD 2.5 trillion and it grows approx. USD 500 billion every year (www.musiad.org.tr; www.gimdes.org). According to Dubai Trade and Industry Chamber, while the volume of global food and drink sector is USD 1.3 trillion in 2014, this figure is expected to rise to USD 1.6 trillion in 2018 (GIV, 2014:3). The major actors of halal food market are Arab-Gulf countries, Malaysia, Indonesia and USA. Companies of Europe, for having more share from halal food market, enlarging the experience of kosher having the same conditions as halal conditions on many points make an effort to compete (Yunus, Rashid, Ariffin, & Rashid,

2014:151). In worldwide Muslims, although the official definition of the term “halal food” in the scope of international law is made in 1997. Kosher rules that are important for Jewish community were adopted in 1920s. The volume of kosher food market of Jewish Community, whose number is about 15 million, is alone about USD 250 million and food production that is compatible with this is in active industrially (Büyükozer,2014).. For Islamic world, that the economy of halal food and halal product is quite new and that it has yet 10% of the desired level, it shows that an important potential of market is idle. In addition, in respect with today, in 90% of this market, non-Muslim companies are dominant (Awang & Hassan, 2009:387).

The large majority of halal food sales in Gulf Cooperation Council with six members consist of the processed and unprocessed meat products, milk, and canned. While Saudi Arabia is known as the largest halal food market, it is followed by United Arab Emirates, Oman, Qatar and Bahrain. Market is also rapidly developing in Middle East, North Africa, South, Southeast Asian Countries, together with Indonesia, Malaysia and Singapore, Muslims in Europe and America especially demand halal food certified products. (www.dunyabulteni.net). According to the report published by Global Halal Food Market Focus (Commissioned Report), in Turkey having the second largest potential in worldwide halal food products, while the market volume was USD 154 billion, it is expected that it will reach USD 240 billion in 2018(Dinar Standart,2013).

In Turkey, besides halal food market, another sector attracting attention and faster growing compared to the other sectors is halal tourism. Since it is very new yet, although there is no full consensus on it, the travel and accommodations in the direction of similar references and Islamic fundamentals, i.e. tourism activity carried out in compliance with the orders and prohibitions of Islam (Namin, 2012:18) is defined as “Islamic Tourism” or “Halal Tourism” (Hamza, Chouhoud, & Tantawi, 2012:87). However, in the reviews carried out on the relevant national literature, in the studies in limited number, which is similar to the content targeted in this study, it has been seen that this concept is dealt with the title of “religious tourism” and “belief tourism”. However, that the relevant studies are not the same as the content that is designed to be presented in this study has made obligatory to make a new definition. In the review carried out in international literature, due to the fact that it is identified that the similar issues are generally evaluated under the titles of “Islamic Tourism” and “Halal Tourism”, in order to form a conceptual integrity, also in this study, the title of halal tourism has been used (Tekin, 2014:755). In our country, the concept is mostly used as “alternative holiday” in practice

Again, according to the data of Dinar Standard, Global Islamic tourism market is in a position of niche market, whose demographic structure is young, and welfare level is in rise. Turkey suggests that various marketing activities toward attracting the tourists having the demand of halal in the countries such as Malaysia, India, Egypt, Dubai, Australia, Spain, and Thailand are carried out. Muslims, except for umra and hajj visits, made tourism expenditures of USD 130 billion in 2013 all over the world, and this figure, according to WTO, corresponds to 12.3% of worldwide tourism expenditures in the same year. Between the years 2012-2020, it is estimated that the expenditures of Muslim tourists, increasing about 5%, will exceed about USD 190 billion, and this is 3.8% more than the general increase in the tourism market (Dinar Standart, 2013).

According to Association of Tourism Authors and Journalists (ATAJ), 51% of Muslim tourist wants to make halal tourism. In 2014, about 75 million of Muslim tourism formed the market of halal tourism with about expenditure of USD 85 billion. Malaysia, in order to increase the number of tourist arriving to the country, gave the certificate of halal food and, advertising this issue to the worldwide Muslims, managed to attract Muslim tourists to its country. However, it is not seen that a standardization has not been provided yet all over the world about halal tourism. The facilities of halal tourism the Muslims arranging their lives according to the Islamic rules prefer can be put in order as hotels, in which there is no alcohol service, there are small mosques, where the voice of azan is heard five times a day, which includes the area of use such as pull and beach, and spa specific to women; the tours arranged according to salaah (ritual worship) times; and rental villas, which includes pulls nobody can see from environment.

Although the conservative hotels being in active in Turkey are rather expensive compared to the others, while occupancy rates are 60-70% in the other hotels, they are higher here, are about 85-90%. In the feast and special days, it becomes difficult to find a place in these hotels. Although there are approx. 400 alternative hotels all over the world, more than 150 of these are in Turkey. In spite of this, Turkey takes place in the second order in this area, following Malaysia and, while the bed capacity of all country is 1 million, bed capacity of these hotels is about 30 thousand. While the number of demand was 600-700 10 years ago, this number approached 100 thousand in respect with the year 2014 (www.turizmaktuel.com; UNWTO).

As currently occurring, in the future, the major new destinations in tourism are expected to be Turkey and Malaysia. Especially the urbanite group of the countries influenced from Arab spring

must be adopted as potential target mass. That is why when the financial possibilities of these masses, qualified as middle class in the Muslim countries, and in competition of climbing social ladder and exhibiting status, increase they reserve for especially foreign travels, this should be an evaluated as an important opportunity. While among the major destinations of these countries, European countries are in the first order, this axis shifts toward the other Muslim countries, especially Southeast Asian Countries, Turkey that has newly discovered halal tourism market has begun to become a new favorite of Muslim tourists (Akyol ve Kılınc,2014).. However, the efforts of certification and promotion efforts in this area have not reached the desired level yet.

The reasons for that halal industry begins to develop have brought together several discussions. For, as expressed above, which of the aims of obtaining a gain by creating a new market, which has a new and idiosyncratic features, exceeding USD 2.5 trillion or eliminating the idle point in this area is given to needs further explanation. Although departure point is different, in terms of that halal product economy reaches so large market volume, when it is evaluated in regard to a concrete reflection of building a common Muslim identity all over the world, it can be accepted as an important and suitable development. From the aspect, since halal food market has a potential to trail many other sectors from financing to raw material, so to speak, it undertakes the role to become admiral ship of this market.

With moving from the fact that non-Muslim countries have a significant advantage in world food market, as a result of the development and growth of this field, owing to entry barriers and difficulties to be experienced in competition, there are some efforts to impede. The most important indicator of this is that 90% of world halal product are not still satisfied. The causes of this are that many Muslim countries cannot compete in international market; that global standardization is not institutionalized; that the simple products take place; low quality; not being able to brand; promotion policies remaining weak; not being able to become sustainable; and instable production. On most of products manufactured by Muslim communities, as a result of the dominance of non-Muslims, the social, political, cultural, and genetic contents also enable them to have control.

In Turkey, in export to European, Middle East, Asian, and African countries, in spite of fluctuations in domestic markets and world economy, the market of halal products continue to grow. However, halal product market still take place in niche area in the Turkish and world markets. It is necessary to increase the share of halal products in the country economy and take long termed steps in this market on a strategic ground of this emerging market. The

major steps to be taken is to position halal products a part of a life style and develop promotion policies in this direction.

2.1. HALAL PRODUCTS AND SERVICES

Since “halal” is a vital feature of Islamic culture, halal certificate presents the possibility to discover the new paradigms of market. According to IFANCA (Islamic Food and Nutrition Council of America), when any business receives a halal certificate for its products, consumers, with the consciousness that this product is not haram and does not contain a doubtful substance, exhibit a behavior and can purchase that product. The products and services of businesses manufacturing halal certificated products, thanks to this certificate, can cover important distances in both domestic market and export and, in this way, they can generate a broad consumer mass for their products. The range of halal product, in parallel with the development in life style, enlarges every passing days and the halal products and services are shortly described as follows (Rajagopal, Sitalakshmi, Ramanan, & Subhadra, 2011: 142'den Akt.Torlak, 2012:4);

Halal food and drink: Companies are planning to increase the variety of food and drink products in this century. Thanks to this, increasing the demand to the food and drink products is planned. Companies have chosen the products containing less fatty oil and being halal by 100 % as a field having a potential growth of the concept halal in business world

Halal Agriculture: Fruits and Vegetables; It is considered that genetic modified products are not suitable in terms of Islamic religion and, as a result of this, they are haram. Halal Development Company (HDC) establishes by Malaysia Government, produces the reliable agricultural products in Asia.

Halal Logistic: In halal product chains, it is paid attention to provide the necessary conservation in transporting halal products and is taken care of mixing the halal and non-halal products during transportation.

Halal Pharmaceutical and Chemical Substance: This sector having a market of \$ 607 million in 2006, when reached to 2013, is expected to reach \$ 818 million. According to Teo (2000), the rules put by the government authorities have begun to attract attention of the investors concerning these products. Malaysia puts forward that Titan Chemicals is the first petrochemical company in the world, given halal certificate by HDC in Malaysia and Majelis Ulama Indonesia in Indonesia

Halal Chocolate: Nestle plan to create an area for halal products in the retail chains of supermarkets in Switzerland. Nestle, since 2004, in most of products in the countries such as

France, United Kingdom, and Germany introduces the halal sorts of products. Halal products are presented for sale in 1,000 stores in five European countries. As an example for the products sold in these countries, Nido, Smarties, Maggi Soup, Kit Kat, Milo, Nescafe can be given. The annual sale of these products reaches \$ 5.2 million. 85 out of 456 plants, where these products are sold, have halal certificate.

Halal Cosmetics: Demand to halal cosmetics rises all over the world. These products are shown interest both by the rich Muslim customers and middle class customers expecting high quality and reliability, however, cosmetic products, used by Muslim women, keeps its feature to become a controversial issue. Especially cosmetic products, during manufacturing of which pork oil and alcohol are used, create discussion between those using these products and those not using them. In this case, one of the most important issues is at what degree consumers are informed about products.

Halal Technology: Thanks to HalalPal, for Muslims living in America, finding a halal restaurant increasingly becomes easier. In addition, the applications of iPhones provide information for its users about the place, communication information, price categories, and recommendations about them, of restaurants the closest to them, where halal products are presented to customers. This sort of services provided for people becomes a source of inspiration for companies.

Halal Accommodation, Hospitality: Demand to Islamic hotels gradually shows an increase among the Muslims and non-Muslims. Among the reassess for this interest, the friendly interests of hotel staff to the customers, that hotels are quite, that the food and drink services consist of halal products, and clothing styles of women working in hotel can be counted. Also, it is not permitted the sale of alcoholic drink and use of alcoholic drink in this kind of hotels. The important parts of customers of these hotels consist of the people coming from Commonwealth of Independent States (CIS) and Baltic Countries. Another possibility related to this issue is that the Muslims are taken to the places they desire for holiday. This sector reaching people more than 1 million cannot have the value it serves for that moment and gets attention under its value.

Halal and Vegetarianism: The Vegetarian Resource Group, in a survey study it carried out in 2009, estimates that there are vegetarians between six and eight million. Halal products also involve in non-vegetarian people. These two areas – Muslims and non-vegetarian- are added to market, and both of them are also motioned as foreign market and address to the important section of world population.

3. PROBLEMS OF HALAL PRODUCT MARKET

Consumers have many worries and doubts regarding halal food and products related to both content and product processes. In the study, instead of technical details, more comprehensive evaluations will be carried out. First of all, it is necessary to provide a consensus about what kind of aim halal products have in the origin of the problems experienced. For, when halal products and halal industry are under consideration, that full integration of Islamic Law and technical issues with the sensitivity, shown in balancing trade expectations with the religious values, form an aim and principal integrity should be carefully adopted by those presenting the issue.

In order to overcome the problems in front of halal product market, it is necessary to adopt the following points as aims (İTO,2009:2);

- 1. Halal Integrity:** Issuing certificate, revision of certificates issued, increase of consciousness, developing and implementing ability development programs.
- 2. Industrial Development:** Supporting SMSEs that are the most important producers of halal product market, providing investment possibilities, promoting R&D investments, allocating place in halal parks, providing finance for capital.
- 3. Branding and Promotion:** Creating halal consciousness in customers and consumers and, strengthening this consciousness, providing its sustainability.
- 4. Making halal the standards:** That food does not contain animal products not slaughtered in compliance with Islamic region and not giving halal certificate, if it contains a product or sub-product against Islam. In halal products, standardizing not only the product itself but also all production processes according to Islamic fundamentals and complying with this . (Akgündüz, 2012).

The main aims of halal products market basically develop with moving from a need to form an identity and oneness, in the accompaniment of integrated principles, are toward providing an integrity . This makes it necessary halal integrity (Yalçın, 2009:63).

It is possible to put in order the meaning of halal integrity in this way (İTO,2009:3);

- 1.** In each phase of production processes and chain, protecting the condition of becoming halal or halalism and internalizing this sensitivity;
- 2.** Accepting that the issue of becoming halal, in addition to the health, hygiene, and nutrition conditions, forms the real fundamentals of halal life;
- 3.** Providing the acceptability of halal products and services in such a way that it does not leave a place to doubt in its production and consumption.

Forming the response of the aims and principles given above in the practice is not enough to eliminate the problems experienced about marketing halal products. For, all of other products are in a positioned state in a certain place within its own market slices, halal products are currently in niche market and are not clear where they are. Therefore, it is necessary to correctly identify the place of halal products in the minds of consumers and canalize the other marketing components for the targets compatible to this place.

It is possible to put in order the problems and impediments in front of halal product market.

1. Problems experienced in the direction of supply: In the world, especially halal food, a large part of products part is under the dominance of non-Muslim actors. The level of religiousness perceptions of consumers demanding halal product largely affect their attitudes toward the consumption of halal food and their intention to purchase (Öztürk, İşlek, Pala & Sağ, 2014:89). As a side element of this attitude, while the consumer demands halal food, they give importance that those producing these are to be Muslim. (www.dunyabulteni.net). Hence, Muslim companies must, first of all, appropriate halal industry.

2. Consumer Intention: There is less number of studies on consumer behavior about halal products. This limitedness makes obligatory forming datasets in measuring and determining consumer behavior. In market, where consumer intention is not fully measured, particularly standards and certification, the other processes also results in lack of trust and doubt (www.gidaraporu.com). Indeed, for Muslims consisting of 24% of world population, besides a few main standards that are food oriented, there are no common, generally acceptable, multi sectorial, and comprehensive halal standard. From the other aspect, so far from forming a standard covering all of 57 Islamic countries, there is no consensus among even four sects in deed. Because the state is so, the halal product market of the world remains behind of what should be and its growth becomes limited (Savgı, 2015:1).. In halal market of the world, the consumers mostly show sensitivity to the food products. The major ones are meat and fast food. On the basis of this orientation, there are the factors, such as social environment at the belief axis, media, education, media, educational status, religiousness level, age, and income (Kızgın ve Özkan, 2014).

3. Lack of trust to becoming halal: The first reasons for lack of trust is in the direction of whether or not foreign origin brands taking place in this area really meet halal conditions. The second reason is about the degree of complying with halal conditions of Muslim companies, for example, while the product itself can be alone halal, it can be the doubt on the confliction of the production process, and conditions in storage area or in the direction

of whether or not supervision standards can meet becoming halal. (Teke,2013:25) . On this issue, that some applications have been done, which negatively affect the credibility and perception, and that one has information about these are among the important factors increasing lack of trust in halal product market. Even trade between Muslims, the fact that the negativities on this issue was mostly experienced triggers the perception problems about trust and lack of trust (Torlak, 2012:7).

4. Certification Problems: “Halal Certification” was first begun to be applied toward Muslim community in USA in 1960s, while in Turkey and Islamic countries has a short history (Atty vd.2008’den Akt.Teke,2013:27).

The most important point in halal certification and, thus, in the formation of consumer trust is that the institute that will certify the halal food and halal products must be a competent team consisting of academics, who are impartial, independent, and technically specialist in its domain in the production of additives. In addition, in this team, scholars of Islamic law /Fiqh) must be present and the consumers must be informed about this team (Özer,2010).

There are many agencies giving halal certificate or setting halal standard, in the world (Table 2). The agencies giving halal certificate apply the standards they themselves identify the standards. Hence, harmonization of standards and phlegmatic has a large importance. For this aim, at Organization of Islamic Conference (OIC) in May 2010, in the leadership of Turkey, Standardization and Metrology Institute for Islamic Countries-SMIIC was established. SMIIC has 13 members. These are Algeria, Cameroon, Guinea, Jordan, Libya, Mali, Morocco, Pakistan, Somali, Sudan, Tunisia, Turkey, and United Arab Emirates. Headquarter is in Istanbul and its expenditures of three years are met by Turkish Standard Institute. The agency has begun activities to develop halal standards (SMIIC, 2012:13).

In this scope, on the date of May 17, 2011, three main standards are formed and these are **(1)** instructions about halal food, **(2)** instructions about agencies giving certificate about halal food, and **(3)** instructions about agencies accrediting the agencies giving halal food certificate. Following this, Turkish Standards Institute (TSI), in order to find solution the problems of exporter firms about Halal Food Certificate that will be searched in export of red and white meat, in cooperation with Religious Affairs Administration, has begun the activities of certification of halal food on July 4, 2011. Again, in the leadership of Islamic Chamber of Commerce and Industry, ICCI subjecting to OIC, efforts are made on harmonization in the standards of halal certification, and the institute targeting on producing total 10 standards were able to prepare the draft document of six of them. These are: **1)** Laboratory

tests and analysis, **2) Fodder, 3) Food processing, 4) Cosmetics, 5) Finance and 6) Pharmaceutics** (GMKA, 2011:2).

About the state of becoming halal of substances in the products taking place in these six items, on many points, the discussions are continuing. On this issue, the case of the substances gelatin and cysteine can be shown as an example, in which not being able to identify of the measure of change of a vegetable or animal product from a state to another state, defined as transformation, or changing quality or what is the measure of it is discussed (Döndüren, 2009: 67). In the cases, where the sensitive details should be entered, when the consumer is not adequately informed, a lack of trust emerges. Therefore, the agency providing certification is completely free from economic concerns and should express that it stands out consumer interest with Islamic reference in the different channels. In addition, that these agencies establish its credibility in the face of both sects and religious groups; that they show that they do their works very well; and they do not lead to any doubt have a great importance in accelerating the halal product market. Therefore, that public authority forms a ground for the institutes in this area and executes its supervision function effectively are important (Karaman,2012).

In our country while the studies on “Halal Food Standard”, initiated within TSI in 2005, are still continuing, in November 2007, Malaysia entered Word Halal Forum held a meeting in Istanbul. In addition, Under secretariat of Foreign Trade has begun the studies to give halal certificate for export products in the areas of pharmacy, cosmetics, and health. Targeting that Turkey can have a share from the cake of halal industry of \$ 2.5 trillion and that it enters an advantageous position to the competition to take place in industry, the focus points of this industry must be recognized , such as halal standards that are being applied and certification systems.

The most important problem in marketing halal products and development of halal industry is in fact with halal food certification. Although important improvements are provided, the points such as the reliability and credibility of agency providing certificate, its competencies about whether or not the requirements of certification are fulfilled, whether or not the test and laboratory examinations are healthily carried out, whether or not supervision after certification is enough, and adequacy of public regulations and supervisions of non-governmental organizations continue to become the most important problem resource during and after certification. Another one of the most important problems in certification is that a standardization between international certification agencies and that worldwide valid

certification is not made at the adequate level. This problems stands a very important barrier in front of marketing of halal products all over the world ((Özdemir ve Yaylı, 2014:186; Torlak, 2012:8).

Table 2: Some Important Agencies Forming Halal Standards and Giving Certificate

Uluslararası	İslam Konferansı Teşkilatı (OIC)	www.oic-oci.org
	İslam Ülkeleri Standardizasyon ve Metroloji Enstitüsü (OIC bünyesi altında)	Merkezi İstanbul'da ve henüz internet sitesi mevcut değildir.
	Codex Alimentarius Komitesi (FAO ve WHO)	www.codexalimentarius.net
	International Halal Integrity Alliance (IHI) ve Islamic Chamber of Commerce and Industry (ICCI)	www.ihialliance.org
Amerika	World Halal Council	www.mvsitemalixi.com
	1 FANCA (Islamic Food and Nutrition Council of America)	www.ifanca.org
	AHA (American Halal Association)	www.americanhalalassociation.org
Avrupa	American Halal Foundation	www.halalfoundation.org
İngiltere	Halal Control	www.halalcontrol.eu
	Halal Monitoring Committee	www.halalmc.net
	Halal Food Authority	www.halalfoodauthoritv.com
İsviçre	Muslim Food Board	www.tmf.net/home
	Halal Certification Services	www.swisshalal.ch
Kanada	Islamic Society of North America (Canada)	www.isnahalal.ca
Güney Afrika	South Africa National Halaal Authority (SANHA)	www.sanha.co.za
Avustralya	Western Australia Halal Authority	www.waha-service.com
	Halal Australia	www.halal-australia.com.au
Malezya	Malaysian Department of Islamic Development (JAKIM)	www.islam.gov.my/en/about-iakim
Endonezya	Majelis Ulama Indonesia (MUI)	www.mui.or.id
Tayland	Halal Standard Institute of Thailand	www.halal.or.th/en/main/index_ofo
Singapur	Majlis Ugama Islam Singapura (MUIS)	www.muis.gov.sg/cms/index.aspx
Çin	Halal China	www.halalchina.com
Filipinler	Islamic Dawah Council of the Philippines	www.idcohalal.com/certification.html
Hindistan	Halal India	www.halalindia.co.in
Türkiye	Gıda ve İhtiyaç Maddeleri Denetleme ve Sertifikalandırma Araştırmaları Derneği (GİMDES)	www.gimdes.org
	Türk Standartları Enstitüsü (TSE)	www.tse.org.tr

5. Lack of Marketing and Promotion : In the face of the global brands that are strong in marketing and promotion, professionally or in the meaning of budget, whether or not transferring the sufficient resource to marketing and promotion is another resource of problem in marketing halal product. In response to the strong marketing efforts of global brands, not being able to exhibit the adequate effort of marketing and promotion continue to be very significant deficiency in marketing halal product, and this leads the products and brands not to be able to take enough share they deserve from the market(Torlak,2012:8).

In Turkey, according to the notification of Labeling Rules from the Aspect of General Labeling and Nutrition of Food Substances, Ministry of Food, Agriculture, and Livestock, it is forbidden

to place the emblem or inscription of "Halal Food " on the label of a product, presented to the sale in domestic market. The reason for this prohibition is to prevent unfair competition and its leaving an impression in the way that the other products are "haram". However, in the products receiving halal certificate, that the inscription or logo of halal (Picture 1) can be used on the packages of products exported increases the competition power, in the foreign markets, of the businesses in this area. The logo of each agency giving certificate is different. "What is important in export is not to have halal certificate, to get certificate from an acceptable agency" is another important issue (GMKA,2011:4).

Figure 1: Example of Halal Product Logo



In the literature of domain, in almost all of issues dealt with the scope of marketing halal products, it is seen that foods are emphasized. However, as also expressed earlier, halal food is a beginning point in the process going to the approach of "halal life". Therefore, totally considering "halal industry", it is necessary to form marketing strategy according to this. This can only be possible with the long termed promotion efforts to increase halal demand. Currently, on the reason for legal niches and barriers in the domestic market, advertisements cannot be done with the slogan of halal product. Removing this barrier is important for the market to develop. That a product holds an package with the logo of halal, instead of describing that the others are haram, otherwise, promoting it, can enable the market to spontaneously develop and its volume to grow, because halal, as a concept, describes the clean things not damaging to human being.

Although halal product market takes place in niche market in the societies such as USA and Europe, where Muslim population is in minority, although it takes place in Niche market, in the countries, where Islamic region is in dominant majority, that it is positioned in the same category is a deficiency for this industry. That the part of 80-90 of Halal market opening its own area in global trade system is still idle and that there is dominance of foreign companies in the existing market get the possibility that Muslim community will remain in the purchasing part, not supplying, considered. From the other aspect, as, in the food, in tourism that is the arm showing a the second important development, similar developments are experienced.

CONCLUSIONS

According to the findings, obtained from some research in the literature of domain, but having a new past, when “halal product” is said, four elements forming in the minds of consumers at the first moment are foods that do not contain pork additive; meat products, slaughtered according to Islamic rules; products manufactured by Muslims, and, lastly the products that are more expensive compared to others. Just as this perception is a difficulty in the development of halal product market, it also has a potential to be transformed into opportunity (Torlak, 2012:3; Borzooei and Asgari, 2013:485; Öztürk, vd. 2014:87; Okur, 2009:38; Çukadar, 2015:29; Kurtoğlu ve Çiçek, 2013:182). Therefore, it is mentioned about halal product, the marketers in this area, first of all, coming out from special food, should describe the concept of halal product and, in this context, try to position the usability and applicability in the trade, production, quality standards with Islamic reference, and processes of doing work as symbol of a life style, in the mind of consumer

This industry having a very big potential in terms of population and volumetric potential ended the understanding of halal meat of world Islamic ummah, when it is mentioned about halal food. In hall area of global standardization and integration one of the big barriers in front of halal market, an understanding of oneness must be established. The agencies and people only being Muslim and making the study of Competent Halal Certificate must participate in preparing these standards, and European Union and non-Muslim organizations must not take place, since they will injure the reliability in preparing these standards

Developing halal codex and going toward standards in marketing and certifying halal product, providing certificates having international validity will contribute to the solution of trust and credibility. Besides this, concentrating on the efforts of public relations and promotion forming reliability in marketing will be in place. Using correct information in the advertisement and promotion messages, avoiding the misleading and missing information, and preferring the simple and understandable expressions instead of complex expressions can be suggested. In the marketing of halal products, efforts should be made to create brands. Otherwise, it seems impossible to get enough shares from the market against global brands. In this market, although religious terminology of the word halal has an important meaning, it is known that it will be very difficult to challenge the reliability the global brands will form. Therefore, in the efforts of forming brand, it will be useful to take into consideration this point (Torlak, 2012:9).

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