The Usage of e-Marketing for Halal food in Malaysia

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Abstract
A quickly developing human civilization is likewise trailed by a fast advancement of data innovation. The current fast mechanical advancement is brought about by the presence of web. This paper means to advance Muslim marketing using e-commerce to influence Muslim customers' intention to purchase HALAL productfrom Muslim marketing. Research is being done to complete this proposal. Many markets are selling halal product but not all product in certain market is halal and there is still have some of the product there is no halal certificate. Promoting halal product to Muslim consumer is one of the best options in this new era. SABASUN Hypermarket Sdn. Bhd. In Kuala Terengganu is one of the Muslim markets that very concerned about halal certificate. Other than opening the market around Terengganu and Kelantan using E-commerce can be one of the best options to expend Muslim product around Malaysia or can be worldwide.

Keywords: MuslimMarket, e-Marketing, e-Commerce, Halal Food, Malaysia.

I. INTRODUCTION

Innovation has become a focal point of coffee shop business as the broadcast communications industry thrives, advances in computer hardware capabilities, and advances complex programming to help move departments. Innovation has assumed a major role in the disruptions in managing the transportation of food from the Internet-based phone to the Internet demand to satisfy the steadily evolving shopper's demands, and the progress towards the top [1].

Residents across the country are turning towards web-based demand and more ways to buy with less effort and cost. With the emergence of a new innovation and its impact on the functions of the coffee shop [2], one might accept that most of the companies in the field of restaurants are the information technology present in the creation and transfer of products and institutions. Convenience is the biggest attraction for shoppers as the means to place an order are live like some shots on cell phones such as cell phones, tablets, or workstations. As such,

current and young shoppers may be characterized as indifferent to reliance on innovation and convenience.

Malaysia is a multi-ethnic country with a wide range of nationalities and religions, like Islam, Christianity and Hinduism. The halal condition is a significant idea among Muslims that expects an essential part in their day by day utilization. God Almighty has made a commitment for each Muslim to devour great quality (legitimate) halal food and satisfactory minerals and nutrients on a case by case basis [3]. These two angles won't just ensure the best nature of actual wellbeing and cautiousness, yet they will likewise be an inspiring component assisting with expanding the nature of devotion (God's devotion) and Sukkur (appreciation) towards God Almighty. The field of Islamic Marketing has pulled in more scientists because of its quick advancement in the current worldwide halal promoting with an estimation of more than US $ 2.3 trillion yearly. Halal food items represent over 60% of the market esteem, adding up to $ 680 trillion. It has been demonstrated by the ascent of distributed diaries, research articles, association of courses, workshops and warning reports [4].

At present, interest in Halal isn't simply confined to Muslims, however mindfulness has stretched out to non-Muslims too. Halal is an image of legitimacy that relates to item, administration, and creation measure with Islamic law or Islamic law [5]. The term halal is utilized as a norm for Muslims when playing out their day by day exercises like eating, drinking, or participating in business exchanges. These exercises incorporate butchering, showing, putting away and getting ready groceries and items identified with shopper items. Besides, Halal verification has been utilized as a norm in different sorts of customer items like beauty care products [6], individual consideration, drugs, and administrations like banking and the travel industry.

II.   BACKGROUND OF THE STUDY

Founder of SabasunhyperruncitSdn. Bhd. Is found by Haji Che Ibrahim Bin Haji Abdul Kadir and HajahSalehaBinti Mohammad as Haji Che Ibrahim is his wife along with his son. Sabasun started operation on second April in 1995 as a small grocery store. Beginning of the journey sabasun only has 8 worker including haji Ibrahim and his family among other class family member. Starting with a sales space of 3,000 square feet and 2 units of payment counters, Sabasun started with a capital turnover of RM 150,000.00. With the introduction of the concept of "*HargaMurohSokmo*" or "Always Low Price" [7].

Sabasun became known as a shop selling daily and monthly necessities at very cheap prices, in fact it is not an exaggeration to say "Cheapest Price Store" in the East Coast of Peninsular Malaysia at all times and times of operation. With the introduction of the concept, the name SabasunSdnBhd began to fall on the lips of the general public [8]. Directly, the need to expand the store space and increase the number of payment counters from 2 units to 4 units, and further to 8 units had to be done to accommodate the growing number of customers [9].

In 2000, Sabasun began buying land next to the original building, which was 20,000 square feet. The following year, a new building (now available) was built bringing the total sales space to 37,000 square feet [10]. In the same year, SabasunSdnBhd was registered as SabasunHyperRuncitSdn Bhd. The word HyperRuncit is taken from the words "hyper" and "retail" which carries the concept of providing the same sales space and selection of goods as hypermarket but still retains the touch of local "retail store" [11], where the treatment and choice of goods type is based on demand and needs local communities. With the addition of

the sales space, Sabasun also increased the number of payment counters making the total number is 23 units. The total workforce at that time was 180 local residents and indigenous Malay Muslims promoter in charge of 54 people. Parking spaces are also added by renting and adding swamps in the backyard of the current building, which can accommodate from 150 to 200 cars at a time representing 60% of the total parking space [12]. For the convenience of all customers, the land area has been completely paved. A surau and public toilets are also provided for public facilities

In 2010, Sabasun changed its only futsal court in WakafTembesu, Kuala Terengganu to its second branch. The premises started operations on 30 August 2010. The area of business space in this second branch is only 30% compared to the retail space in the main premises, and had only 80 manpower at that time. However, in the following year, the growing demand following the continuous increase of support from the local community, Sabasun increased the sales space at the WakafTembesu branch by 50% of the original space [13]. This increase in sales space makes the total number of employees in Sabasun more than 350 people.

SabasunHyperRuncit also has 3 subsidiaries that function to complement the existing facilities available on its premises. S-PU Café, an eatery located in the front of the Sabasun Bukit Kecil building, while in SabasunWakafTembesu is located next to the surau, close to the car park. The store sells food at reasonable prices and provides facilities for staff and visitors to eat and drink [14].

KIOSK provides photocopy services, prepaid cards, facsimiles, computer equipment, medicines, gifts, stationery, snacks and also sells books and magazines. In Sabasun Bukit Kecil, this shop is located next to the back entrance of the car park [15]. In SabasunWakafTembesu, it is located next to the main entrance, next to the BiskutTimbang sales space.

SIMAP (Sabasun Internal Multimedia and Promotion) serves as an advertiser for any promotions and internal alerts. By placing 35 TV units in a strategic area of sales space and 1 large screen on the roof of the building, all advertisements and alerts can be widely disseminated [16].In general, Sabasun still maintains 100% of the workforce consisting of local children, making it the only large-scale retailer that does not use foreign labour. It is also equipped with a wide selection of the best and halal food items, coupled with other basic facilities provided such as a surau, free parking and toilets making it the main choice of daily shopping malls for the people of Terengganu.

III.   PROBLEM STATEMENT METHODOLOGY

Sabasun hypermarket is only open in Terengganu only among local state. business is not known to other states.Many Malaysians still do not know about the halal market has in Malaysia [17].There is no online business for Sabasun Hypermarket.

About the study method:
    1. Data collecting:
Data collecting phase is where all the data about sabasun hypermarket is being collected by interviewing sabasun manager and staff details about sabasun. All the details will be collected and store in the application of website.
    2. Creatingsabasun e-commerce application:

This phase is where application or website sabasun online store is being created and tested.

3. Spread all around Malaysia:

This phase after the application is being created, passing the application around Malaysia and introducing sabasun halal store to all Muslim and non-Muslim that sabasun is existed.

4. E-Service Quality to Online Repurchase:

In the world of marketing, the principle of quality is conceptualized as "quality perception", which depends on the judgment of consumers. The existence of services in good and bad perspectives can be used as an individual construct for predictors of repurchase intentions.

5. E-Service Quality to E-satisfaction:

The researchers' states that service quality has a strong impact on customer satisfaction and company performance. Consumer satisfaction is described as a positive evaluation of a company's performance based on its prior experience, including service quality.

6. E-Satisfaction with Online Repurchase:

Unsatisfied consumers will find solutions to move to other stores to get satisfaction. If e-satisfaction with online repurchase has increased, it will increase the level of desire for repurchase. Consumers who feel a greater level of satisfaction are likely to buy back more in the future than dissatisfied consumers. Meanwhile, the researcher in their research results conveyed that e-satisfaction has a direct and indirect influence on online repurchase.

The researchers stated that the existence of e-satisfaction consumers can be a mediator in the relationship between experience and online shopping habits with online repurchase. When consumers are satisfied with the services provided by the seller, the desire to buy back will be formed, the higher the customer satisfaction will have implications for repurchase [18].

Satisfaction as a form of evaluation by consumers in using services has an important role in determining consumer behavior in the future. If consumers who feel greater satisfaction are more likely to buy back more in the future than dissatisfied consumers.

IV. DISCUSSION

In e-commerce, transactions also involve directly or indirectly, depending on the complexity of the transaction conducted. This means whether all the buying and selling transactions are carried out online, or just a few steps are done online, either starting from a sale and purchasing transaction to payment.

Internet business optimization makes it easier for enterprises to participate in business sectors in various countries, however, in addition to this, it highlights the problems associated with local guidelines. The prerequisite for following different guidelines in different countries increases the cost of caring for organizations. It is tempting for local guidelines in different countries to be related and limited so as not to dent the business progress on the Internet. The required administrative rules must then be studied.

Working together locally helps directly support brands and organizations locally. It also ensures that cash is recycled back into the near economy. Buying adjacent brands supports the region, stimulates the individual economy, and ensures that we have abundant options regarding nearby items and departments. Buying nearby is also an essential part of living green; Privately created stuff shouldn't be sent out to the nation to reach you. All in all, shopping nearby features your current conditions and your local area. There are some motives behind why the neighbourhood should support nearby elements.

4.1 Support your local economy:

When you shop near the cash, the courses are spent again in the local area. This activity supports organizations operating in the area. After that, nearby organizations can continue to use residents within the local area.

4.2 Get healthy and halal food

When we shop in the nearby farmer's market for products, we support the actual market and the individuals who sell there. Ranchers join to go to a market based on bargain-hawking people. So, when customers make it worth their time and energy, they keep popping up and providing audio products for the entire local area for your appreciation. Neighbouring Malaysians can confirm that it is halal by Jakim.

Through the shopping district, we gain acceptance for a variety of solid artisan-level items for your family. You'll also have the option to serve a high-quality dinner with the latest possible fixture. You will not need to send products from the nation for long before they will contact you. Regardless of whether you don't have a neighbourhood livestock market, shopping at a nearby supermarket that purchases locally packaged products negatively affects your ability to access quality food in the neighbourhood. Natural hamburgers, herb, live nectar, fresh eggs and more can be purchased locally to help small farms and finance managers.

V.   CONCLUSION AND RECOMMENDATIONS

It has been emphasized in this article that the meaning of the display of mill operation which is the center of advertising technology by the advertiser is wrong from the Islamic point of view. The incorrect definition in the long term leads advertisers to excessive advertising procedures to train the Islamic display community.

Local product is one of the most important things to support all the Malaysian business. Opening local market application can makes local product spread all around Malaysia easily. by using local goods, the halal certificate of local goods is also guaranteed without any doubt. Making sabasun e-commerce application is one of the things to support local product and halal product all around Malaysia. creating application is one of the best options for promoting sabasun hypermarket to Malaysia. other that application making or improving sabasun website for promoting local product and halal product is the best option than using outside brand.

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