

**A RESEARCH ON PROMOTION
ACTIVITIES IN THE MARKETING
OF HALAL-CERTIFIED FOOD
PRODUCTS**

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Master Thesis
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AFYON KOCATEPE UNIVERSITY
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DEPARTMENT OF BUSINESS ADMINISTRATION
MASTER THESIS

**A RESEARCH ON PROMOTION ACTIVITIES IN THE
MARKETING OF HALAL-CERTIFIED FOOD
PRODUCTS**

by
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TEXT OF THE OATH

I hereby declare that this master's thesis titled "A Research on Promotion Activities in The Marketing of Halal-Certified Food Products" has been written by myself according to academic rules and ethical conduct. I also declare that all materials benefited in this thesis consist of the mentioned resources in the reference list. I verify all these with my honor.

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ABSTRACT

A RESEARCH ON PROMOTION ACTIVITIES IN THE MARKETING OF HALAL-CERTIFIED FOOD PRODUCTS

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**AFYON KOCATEPE UNIVERSITY
INSTITUTE OF SOCIAL SCIENCES
DEPARTMENT OF BUSINESS ADMINISTRATION (ENGLISH)**

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With the facilitation of trade between countries, the tastes and preferences of consumers have also diversified. The number of consumers who search for halal certification when purchasing food products is increasing and companies that target this consumer group need to obtain halal certificates. These companies carry out various promotional activities to attract the consumers' attention and it is essential to understand how companies can reflect the halal concept in their promotional activities. In this context, the primary purpose of this research was to analyze the promotion activities of companies that have received halal food certificates. The research was designed as exploratory research, and a qualitative data collection method was applied. The „in-depth“ interview method was preferred and the managers of ten companies in the food industry with halal certification from GIMDES were interviewed. According to the results obtained, the reasons for the preference for halal certificates are the demand and the creation of a loyal customer base, as well as the feature of inclusion in a commercial halal chain. It provides easy entry to the halal food market and includes it in the distribution channel. Also, it can be said that companies mostly think that halal certification increases their sales. The companies generally try to reflect the concept of "halal" in their promotion activities. In the literature in Türkiye, no study has been found on the promotional activities used in the marketing of halal-certified food products. Since this study is one of the first studies on this subject, it is expected that this study will contribute to theoretical literature and help companies with halal certification that need support in reflecting this on their promotional activities.

Keywords: Halal food, halal certification, integrated marketing communications, promotion.

ÖZET

HELAL SERTİFİKALI GIDA ÜRÜNLERİNİN PAZARLAMASINDA TUTUNDURMA FAALİYETLERİ ÜZERİNE BİR ARAŞTIRMA

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Ülkeler arası ticaretin kolaylaşmasıyla birlikte tüketicilerin zevk ve tercihleri de çeşitlenmiştir. Gıda ürünleri satın alırken helal sertifikası arayan tüketicilerin sayısı artmakta ve bu tüketici grubunu hedefleyen firmaların helal sertifikası almaları firmalar açısından faydalı gözükmektedir. Bu firmalar tüketicilerin dikkatini çekmek için çeşitli tutundurma faaliyetleri yürütmektedir. Firmaların tutundurma faaliyetlerine helal kavramını nasıl yansıtabileceklerini anlamak esastır. Bu bağlamda bu araştırmanın öncelikli amacı, helal gıda sertifikası alan firmaların tutundurma faaliyetlerini incelemektir. Araştırma keşfedici araştırma olarak tasarlanmış ve nitel veri toplama yöntemi uygulanmıştır. Derinlemesine görüşme yöntemi tercih edilmiş ve gıda sektöründe GİMDES'ten helal sertifikasına sahip on firmanın yöneticileri ile görüşülmüştür. Elde edilen sonuçlara göre helal sertifikaların tercih edilme nedenleri olarak, talep ve sadık bir müşteri kitlesi oluşturmasının yanı sıra ticari bir helal zincire dahil olma özelliğinin olmasıdır. Helal sertifikası, firmaların helal gıda pazarına girişini kolaylaştırmakta ve dağıtım kanalına dahil etmektedir. Ayrıca firmaların çoğunlukla, helal sertifikasının satışlarını artırdığını düşündükleri söylenebilir. Firmalar tutundurma faaliyetlerinde genellikle "helal" kavramını yansıtmaya çalışmaktadırlar. Türkiye'de literatürde helal sertifikalı gıda ürünlerinin pazarlanmasında kullanılan tutundurma faaliyetleri ile ilgili herhangi bir çalışmaya rastlanmamıştır. Bu çalışmanın konuyla ilgili ilk çalışmalardan biri olması nedeniyle teorik literatüre katkı sağlaması ve desteğe ihtiyacı olan helal sertifikasına sahip firmaların tutundurma faaliyetlerine yansıtma konusunda yardımcı olması beklenmektedir.

Anahtar Kelimeler: Helal gıda, helal sertifikalandırma, bütünleşik pazarlama iletişimi, tutundurma.

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LIST OF SYMBOLS AND ABBREVIATIONS

AMA: American Marketing Association

CERP: Centre Europeen de Relations Publiques

GHP: Good Hygiene Practices

GMP: Good Manufacturing Practices

FAO: Food and Agriculture Organization of the United Nations

HACCP: Hazard Analysis and Critical Control Point

HEDEM: Halal Inspection and Certification Center

HELALDER: Halal Association

HSC: Halal Science Center

IHI: International Halal Integration Union

IPRA: International Public Relations Associations

ISO: International Organization for Standardization

JAKIM: Jabatan Kemajuan Islam Malaysia

MUIS: The Majelis Ugama Islam Singapore

OIC: Organization of Islamic Cooperation

SMEs: Small and Medium-sized Enterprises

SMIIC: Institute of Standards and Metrology of Islamic Countries

TSE: Turkish Standards Institution

USA: United States of America

UN: United Nations

%: Percentage

&: and

INTRODUCTION

With the globalising world, the production and consumption of ready-made and packaged products have increased, the borders between countries have become transparent, and the import and export traffic has accelerated. However, Muslim consumers, who make up about a quarter of the world's population, have begun to question the products they use and consume. Especially in the food sector, the increase in additives, the fact that these additives are not clearly stated in the products or the information about the content is difficult to reach, puts every consumer who wants to buy halal and healthy products into a problematic situation. On the other hand, manufacturers have difficulties marketing their halal-certified products and have problems competing with global brands. They are also worn out by companies that use fake logos or halal certificates.

Today, Muslims are exposed to consuming or using products produced by people different from their religion, culture and geography due to travel to other parts of the world or imports to their country. Even products made in their own country create uncertainty in terms of halalness due to the additives they contain. Especially additives used to extend the shelf life of foodstuffs and give colour, smell, and taste have become a current issue for Muslims who pay attention to the halalness of the product they buy and all producers and consumers care about their health.

So why has the demand for ready-made foods increased so much today? The inclusion of women in working life (Batu, 2012) has directed the time and effort of the woman who makes her bread, yoghurt and all kinds of products she uses in her business life. As such, the demand for ready-made products has increased, and the tastes of consumers who are accustomed to these products have changed. In the face of the increasing demand for ready-made foods, manufacturers have also increased the supply of these foods. Therefore, the importance of halal and healthy food production has increased.

With globalization, the volume of the halal food market has expanded. As a result, the market value of the world halal food market increased to 1.3 trillion dollars in 2017. It is estimated that this figure will be 1.9 trillion in 2023 (Yetim & Türker, 2020: 9).

To list the reasons for this rapid growth of the halal sector, the first reason is that the Muslim population is the fastest-growing population. The total population, which was 1.8 Billion in 2017, is expected to be 3 billion in 2060. Another reason is that this population is young. While the average age of Muslim societies is 24, the average age of the remaining population in the world is 32 (Noor, 2019).

Businesses need to consider many factors when bringing a product or service to market. The separation and clarification of goals make it easier for marketers. The marketing mix is a theoretical framework designed for businesses to plan and implement effective strategies to sell their products. The marketing mix consists of product, price, promotion and place. Promotion, which is one of these elements, is a marketing mix element discussed in this study (Atkinson, 2019: 280).

Promotion refers to the personal or non-personal communications or combinations of these that organizations make over a period of time. The promotional mix elements are advertising, personal selling, sales promotion, public relations, and direct marketing (Peter Donnelly, 2016: 119).

According to the reasons mentioned above, it is essential to understand how companies can use halal-certification as a promotional tool in their marketing activities. Three main research questions exist to explore the subject:

1. Why do businesses need to obtain halal certification?
2. How is the reflection of the concept of halal in promotional tools?
3. How do producers with halal certification plan their promotion activities?

To answer the research questions, the thesis is designed in three parts. In the first part, integrated marketing communications and the promotion mix elements (advertising, personal selling, sales promotion, direct marketing and public relations) are explained. In the second part, halal food, halal certification and the use of halal certification as a promotional tool are mentioned. The third part includes the exploratory research which investigates companies that have halal-certified food products and how they reflect this certification on their promotional activities. The results of the study and suggestions for companies and marketers are also included in the final part.

It is believed that this exploratory research will contribute to theoretical literature in terms of providing a current picture of how food companies use halal certification in their promotional activities. The results and suggestions are also thought

to help other companies that want to facilitate their marketing of halal-certified products.

FIRST PART

INTEGRATED MARKETING COMMUNICATIONS AND THE PROMOTION MIX

In this first part of the thesis, the concept of integrated marketing communications and the promotion mix are explained. Firstly, the meaning of integrated marketing communications and the importance of it in marketing are discussed. Then, promotion, which is one of the elements in the marketing mix is explained in detail. The elements in the promotion mix are examined and the steps in developing a successful promotion strategy are stated. Finally, the current studies in related literature are mentioned.

1. INTEGRATED MARKETING COMMUNICATIONS

According to American Marketing Association (AMA), "marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large" (AMA, 2017). Marketing has undergone significant changes in recent years. Traditional media has begun to lose its influence, and the internet and social media have penetrated human life; thus, a new order has emerged. (Clow & Baack, 2016: 2). With technological developments, marketing methods have also improved and diversified. Organisations cannot move their businesses forward without using these methods (Smith & Zook, 2011:4).

In 1948, Neil Bordan of the Harvard vocational school was the first to coin the marketing mix concept. In addition, Neil Bordan presented eight variables in his marketing strategy: marketing research, product development, pricing, packaging, distribution, advertising and sales promotion, sales and merchandising, and after-sales services. In 1971, E. Jerome McCarthy expressed the marketing mix elements as 4Ps inspired by the first letters of product, price, place of sale and promotion (Jefkins, 1990:7).

Marketing communication is the tool that companies use to inform, persuade and remind consumers about their brands directly or indirectly. Developing a marketing communications program is complex and challenging (Keller, 2019: 190). According to another definition (AMA, 2021):

“Marketing communications are coordinated promotional messages and related media used to communicate with a market. Marketing communications messages are delivered through one or more channels such as digital media, print, radio, television, direct mail, and personal selling.”

Marketing communications represents the collection of all elements in an organization’s marketing mix that facilitate exchange by establishing shared meaning with its customers. Central to the definition of marketing communications is the notion that all marketing mix variables, and not just promotion alone, can communicate with customers. The definition permits the possibility that marketing communications can be both intentional (e.g., as with advertising and sales promotion) and unintentional (e.g., a product feature, package cue, store location, or price) (Shimp & Andrews, 2013: 7).

Having outlined the process of communication, people turn their attention to the elements of planning marketing communication strategies. Promotional elements of the marketing mix must be planned and managed in a systematic and strategic manner to be effective. For marketing communication to become strategic it needs to be planned and implemented so that it is consistent with, and supportive of, overall corporate and marketing strategies. (Lancaster & Massingham, 2010: 238).

Marketing communications is a critical aspect of companies’ overall marketing missions and a significant determinant of success or failure. All organizations use various marketing communications to promote their offerings and achieve financial and non-financial goals. Companies have a variety of general objectives for their marketing communication programs (Shimp & Andrews, 2013: 7):

- Informing customers about their products, services, and terms of sale;
- Persuading customers to choose specific products and brands, shop in particular stores, go to certain websites, attend events, and other specific behaviours; and
- Inducing action (e.g., purchase behaviour) from customers that is more immediate than delayed in nature.

It is difficult to differentiate “promotions” from “marketing communications” and it may be wise to consider it as a term that can be used interchangeably. However, marketing communications is a broader concept than promotions. Traditionally

promotion is identified as one of the four critical components of marketing: product, place, price and promotion. (Pickton & Broderick, 2005: 4).

The marketing department usually manages promotion activities. Different parts of the business can also have a say on other communication elements. For example, R&D and production departments have a more significant influence on product-related decisions, production and finance departments on price-related decisions, and logistics units on distribution. However, promotion activities primarily concern the marketing department (Yılmaz, 2019: 138). Because marketing efforts are basically about giving messages about the products and services of the business and positively affecting the purchasing decision of potential customers, it is a communication process. All of the marketing components contribute to this communication. However, the purpose of promotion, which is one of these components, is directly aimed at this communication (Altunışık et al., 2012: 199).

There is no such thing as the best way to communicate with customers. Making such a comparison is meaningless. Each element has advantages and disadvantages and the selection depends on the marketing situation. (Mackay, 2005: 20). Some factors must be considered in establishing the best promotion mix which are stated as follows (Öztürk, 2017: 136):

- Financial opportunities and promotion budget
- Market structure
- Product features
- Promotion strategy to be followed
- Distribution format

In determining the promotions mix, the marketer must examine the distinct advantages and costs of each communication tool over the others and the company's rank in the market. In order to measure the effectiveness of the marketing communication mix, questions can be asked to the target audience (Kotler & Keller, 2018: 580). The coordinated and harmonious execution of the promotion mix is called integrated marketing communication. Integrated marketing communications are instruments that traditionally have been used independently of each other and are combined so that a synergetic effect is reached. The resulting communications effort becomes seamless or homogeneous. The primary benefit of integrated marketing

communications is that a consistent set of messages is conveyed to all target audiences using all available forms of contact and message channels. Communications should become more effective and efficient due to the consistency and the synergetic effect between tools and messages. In other words, integrated marketing communications have an added value when compared with traditional marketing communications (Pelsmacker et al., 2013: 6-7). Benefits of integrated marketing communications (Pickton & Broderick, 2005: 27):

- Creative integrity
- Operational efficiency
- Consistent messages
- Cost savings
- Unbiased marketing recommendations
- High-calibre consistent service
- Better use of media
- Easier working relations
- Greater marketing precision
- Greater agency accountability

Marketing communications should be integrated for two reasons. First, customer databases that are not in discrete chunks add complexity. Secondly, to improve the customer experience, it is necessary to ensure consistency in communication (Smith & Zook, 2011: 4). A company communicates messages about itself and its products to consumers, workers, pressure groups, and others through the promotional mix elements. Since each of these groups receives messages from more than one transmitter, the letters do not get mixed up; the aspects of the blend are fed from each other. But the promotion mix elements are not interchangeable. Sales promotion cannot be used instead of a job that requires personal selling or a job that requires public relations (Blythe, 2005: 219). There is no precise formula for creating an integrated marketing communication program. Because each business differs in which communication tool it needs more. The business management needs to determine this communication mix program to obtain more accurate results (Kocabaş et al., 1999: 63).

2. THE PROMOTION MIX

Product, price and place alone can't generate sufficient sales and profits. There is a need for activities that enable communication between the business and consumers and make them aware of products and services. These activities are called promotion. The vast majority of potential customers cannot be mindful of the product or brand without promotion (Kotler, 1976: 268; Çağlar & Kılıç, 2010: 147). If there is no promotion, the sale will not occur by itself, so the efforts and expenses related to the other elements of the marketing mix will be wasted (Cangöz, 1995: 8). There is no point in producing a product that cannot be marketed. Promotion is like a key, and recognising other marketing mix elements depends on promotion (Çelik, 2011: 50). No matter how customer-focused a product is, it will fail if potential customers' attention is not drawn to the benefits of that product. The way to achieve this is the promotion (Ruskin-Brown, 2006: 136).

However, businesses have started to implement new marketing tactics. Today, with the increase in production, the variety of products and competitors have also increased. Consumers who can choose among so many options have also become more conscious and challenging to satisfy. Therefore, the promotion has become more critical today than in the past (Kocabaş et al., 1999:11) and businesses have begun to give more importance to promotional activities. There are some reasons for this. It is possible to list them as follows (Acuner et al., 2019: 386):

- Due to the increase in national and international competition, businesses are under intense competitive pressure,
- Increasing the distance between the producer and the consumer,
- Increasing the production capacity of the enterprises, increasing the product variety and substitute products,
- Developments in fashion and social life increase consumption expenditures, consumers' search for difference and quality increases,
- The constant change in the purchasing habits of consumers,
- Increasing income level and purchasing power increase demand,
- The increase in the number of consumers in parallel with the population growth,

- Increase in the number of intermediaries in distribution channels and developments in the intermediary system.

In the old marketing era, promotional tools were few. In addition, customers' attention was easily attracted, and they were easily persuaded. Therefore, there was no need to give much weight to such studies. However, nowadays, it is an advantage for businesses to allocate a sufficient budget and time to marketing communication studies due to reasons such as the difficulty of persuading customers, the increase in the number of communication tools, and the increase in competition (Smith & Zook, 2011: 4). Advertising, personal selling, sales promotion, public relations and direct marketing are considered as the elements of the promotion mix. Historically, businesses have benefited from personal selling first, then advertising and finally public relations as a separate function (Kotler, 1976: 299). Over time, other promotional mix elements were added. Communication channels can be personal or non-personal. For example, advertising, sales promotion, and public relations are examples of non-personal communication. Direct marketing and personal selling are examples of personal communication channels (Kotler & Keller, 2018: 568-570).

2.1. ADVERTISING

Advertising is one of the essential and remarkable elements of integrated marketing communication. Advertising can reach huge audiences with different characteristics at the same time. Advertising that offers value, understanding, proposition, or lifestyle can lead to social change or transformation. The share allocated for advertising in the marketing communications budget is usually significant (Tosun et al., 2018: 35-36).

According to the AMA, advertising is the placement of announcements and messages in time or space by commercial firms, non-profit organizations, government agencies, and individuals who seek to inform and persuade members of a particular target market or audience about their products services, organizations or ideas (AMA, 2022). According to another definition, advertising is a form of promotional activity made by paying the price of a good, a service or an idea and in a way that it is understood by whom the price is paid (Keller, 2019: 193).

Advertising is one of the most widely used promotional tools. Although sales promotion has taken precedence over advertising due to the increase in the power of

retailers in recent years, advertising still maintains its importance. Because effective advertising contributes positively to the brand image, it makes it easier for consumers to choose products and services. At the same time, it supports sales development and personal sales efforts (Altunışık et al., 2012: 206). Advertising is affected by the variables of product, price and distribution, which are elements of the marketing mix, and also affect these variables (Elden, 2015: 162).

Another function of advertising is to support other promotional mix elements. For example, sales promotion uses advertising to announce its campaigns and discounts to consumers. On the other hand, direct marketing can send advertising messages to the target audience through letters, e-mails, SMS, catalogues or brochures. Advertisements can also announce public relations activities to the target audience (Tosun et al., 2018: 38).

Companies aim to gain support for the goods, services, and ideas they offer to their target audiences through advertisements, communicating with them, and increasing sales (Elden, 2015: 161). Nevertheless, advertising is almost integrated with marketing. Because the ultimate goal of advertising and marketing a product or service is to generate sales, the distinction between advertising and marketing purposes is often not clear. The purpose of advertising, which is a part of marketing, is to provide psychological effects such as brand preference. On the other hand, the purpose of marketing covers all functions in the movement of products and services from the place where they are produced to the final consumer (Dutka, 2000: 4). In order to clarify this distinction, the primary purposes of advertising are shown in Table 1 (Altunışık et al., 2014: 430):

Table 1. The Main and Sub-Aims of Advertising

The Main Aims	The Sub-aims
Informing	<ul style="list-style-type: none"> • Introducing a new product to the market, • To show the new useful features of the product, • To inform the market about the price change, • Giving information about the use of the product, • To explain the services related to the product, • Correcting misconceptions about the product, • Eliminating consumers' concerns and fears about the product, • Creating a company image.
Convincing	<ul style="list-style-type: none"> • Creating a brand preference, • Changing consumer opinions, • Directing consumers to buy immediately, • To persuade the consumer to try the product, • Enabling consumers to purchase the product.
Reminding	<ul style="list-style-type: none"> • Reminding that the product will be needed soon, • Reminding consumers where to buy the product, • Trying to keep the product alive in the minds of consumers during the dead seasons, • Maximizing product or brand awareness.

Source: Altunışık et al., 2014: 430.

Business should list its advertising objectives in more detail. Because the goals of the advertisement are determined in advance, the results of the ad can be measured more easily (Dutka, 2000:3). Advertising objectives should be clearly and comprehensibly noted. For example, instead of "increasing sales", a target can be set such as "to increase the sales profit of the Q brand by 5% in a year" or "to increase the consumer's brand awareness in the target market by 80%". Higher success would be achieved if the purpose is defined more clearly and understandably before the advertisement is created (Oluç, 2006: 483).

Six elements are effective in the success of the advertisement. These are the target audience, the creativity of the advertisement, the perception/understanding of the consumer, the position of the brand, the motivation of the consumer and the memorability of the advertisement (Keller, 2019: 196). Besides, an advertisement may not take effect immediately. Advertisers should know that an increase in advertising expenses may not increase sales at the same rate. Advertising may not produce the desired results unless it bears a specific cost and is done continuously. In addition, other communication tools also affect advertising costs. Factors such as economic conditions, consumer behaviour, the impact of competing advertising campaigns, and the quality of

the company's advertising message all play a role in the effectiveness of advertising (Yükselen, 2014: 328). The advertising program should be adjusted to support personal selling and sales promotion efforts, both in consistency and timing. The personal selling and sales development team should highlight the features specified in the advertisement. The units responsible for distribution should have stocks ready in the sales regions before the campaign starts (Oluç, 2006: 430).

It is possible to classify advertisements from different angles. Different types of advertisements can be listed as follows (Altunışık et al., 2014: 431-432):

- For advertisers: Manufacturer advertisements, broker (retailer) advertisements, service business advertisements.
- In terms of payment: Individual advertising, joint advertising.
- In terms of target market: Advertisements for consumers, advertisements for industrial buyers, advertisements for intermediaries.
- In terms of purposes: Primary demand-generating advertisements, selective demand-generating advertisements.
- In terms of the subject covered: Advertising for direct sales, advertising for indirect sales.
- In terms of the message: Advertising for goods or services, corporate advertising.
- Geographically: Local advertising, national advertising, international advertising.

Some techniques are used in advertisements to attract the attention of consumers. Examples of these techniques include cute babies, puppies, music, famous people, sexual appeals, and horror appeals. Most marketers think that such techniques are necessary in order to attract consumers. However, too much use of these elements can distract the consumer's attention from the brand or the message that the brand wants to convey. Therefore, one of the biggest challenges faced is the transmission of the advertising message and overcoming the advertising clutter (Keller, 2019: 195).

Today, especially with the rapid change in the internet and technology, social media tools are the most widely used advertising tools by businesses (İnce & Gürbüz, 2019: 4). Advertising channels have expanded with the internet and social media. A person is exposed to 3000-5000 advertisements per day (Kotler & Keller, 2018: 559). In

such a competitive environment, businesses must ensure that the target audience is exposed to advertising to achieve their advertising goals. The majority consider that a one-time exposure is insufficient. The tripartite exposure hypothesis argues that it is sufficient for a consumer to be exposed to the advertisement three times. Some say it should be ten or more. On the other hand, the succession theory argues that one exposure may be sufficient. The audience must be exposed to the product presented in the advertisement when they need it (Clow & Baack, 2016: 195-196).

Print, visual, and audio advertisements, outer packaging, brochures and catalogues, posters and banners, flyers, and outdoor advertisements are the communication tools considered in the advertising class. Advertising has advantages and disadvantages compared to other promotional tools. Examples of its superior aspects are its ability to reach a large number of people simultaneously, its ability to deliver effective and lasting messages, and its low cost of reaching per person. Examples of its weaknesses are that it causes high costs in total, that it is difficult to measure efficiency and that the result cannot be seen immediately (Öztürk, 2017: 135). Besides that, smartphones, internet connections, and digital video recorders that allow skipping advertisements have reduced the effectiveness of mass media. In 1960, companies were able to reach 80% of American women with a half-minute television commercial broadcast simultaneously on three channels (ABC, CBS & NBC). Today, for the same ad to achieve the same level of success, the ad must be broadcast on more than 100 channels (Kotler & Keller, 2018: 558). It can also be considered a disadvantage.

When planning an advertising campaign, marketers must distinguish between the message strategy (the information the ad wants to convey about the brand) from the creative strategy (the way the brand communicates what it claims). Creating an effective advertisement is both a science and an art. Creative strategy requires art. Message strategy, on the other hand, requires science (Keller, 2019: 194).

Advertising increases competition as it allows many brands to reach the target audience simultaneously. Thus, companies offer more advantageous offers to their target audiences. Advertising increases consumption and stimulates the economy. Advertising can also be used to draw attention to some social problems in the public interest and mobilize the target audience to solve these problems. However, advertising is often criticized for encouraging a consumer-oriented lifestyle (Tosun et al., 2018: 42).

For an advertisement to be successful, it should not contain messages that contradict cultural values (Altunışık et al., 2012: 206).

After the objectives and targets of the advertisement are determined, the advertising message should be determined. The message should offer a value proposition and be original. The basic message given in all media channels should be the same. Thus, the brand displays a consistent image, and the listener is not confused (Kotler, 2009:139). The communication process is complex and challenging. Creating and transmitting messages without common reference points with potential customers in the target market causes ineffective advertisements (Oluç, 2006: 490).

Different strategies can be adopted when creating an advertising message. These strategies are as follows (Çaglar & Kılıç, 2010: 168):

- Early action strategy: The business creates effective messages by acting before its competitors. Their opponents find it difficult to find different messages and fall into the position of imitators.
- Sales proposition strategy: If the product marketed by the business has superior features and this feature is not available in competitor products, this feature is highlighted, and a message is created.
- Brand image strategy: This strategy focuses on psychological factors and differences and tries to affect the target audience emotionally by using a brand image.
- Positioning strategy: The company sets itself in a superior position by comparing its brand with competing brands.

When making a media decision, it should be determined how much of the target audience is wanted to be reached. Then, it should be determined how many times a person should be exposed to the advertisement at a particular time, for example, during a day. Then, the leading media types should be selected, and the media channels that will directly reach the target audience should be determined. Finally, the timing of the media should be decided. It should be determined at what times of the year or at regular intervals (Oluç, 2006: 485). The advantages and disadvantages of different advertising channels can be summarized as shown in Table 2 (Altunışık et al., 2012: 212):

Table 2. *Advantages and Disadvantages of Advertising Channels*

Advertising Channel	Advantages	Disadvantages
Newspaper	Being flexible, offering time preference, allowing positioning, reaching many people, being reliable, making regional pricing.	Advertisement quality depends on print quality, can be read and forgotten in a short time, there is a risk of being overlooked, can be thrown away.
Magazine	To appeal to specific target audiences, to allow quality printing, to be long-lasting and permanent, to be read for a long time and to stand out more often.	Long advertisements spread the purchase over time, can be thrown away, do not allow positioning due to high costs.
Radio	To be able to appeal to the masses, to appeal to specific target audiences, to be low cost.	It can be forgotten in a short time because it is only verbal, it is less noticeable than television.
TV	To appeal to more than one sense organ, to be remarkable, to be catchy.	It is very costly, is published at irregular intervals, does not allow an appeal to special audiences.
Outdoor	Flexible, repeatable, low cost, memorable.	Reaching a limited number of viewers, offering limited messages and images.
Direct marketing	Personality, flexibility, lack of competition in the same channel.	High probability of going to waste, costly compared to other tools.
Internet	Being selective, enabling interaction, easy to use, widespread use, low cost,	It is not used sufficiently in underdeveloped countries, the possibility of not being read due to a large number of incoming messages, high competition.

Source: Altunışık et al., 2012: 212.

According to a research conducted by Kantar Media, the most advertising sectors in December 2020-November 2021 were the food sector on TV, the textile sector in magazines, the finance sector in newspapers, radio and cinema, and the retail industry in outdoor advertisements. According to the same research, the number of advertisements in the last three years is as shown in the table. According to these results, the most advertised medium is digital-internet, followed by TV and cinema (Marketing Türkiye, 2022: 158). The relevant results are shown in Table 3.

Table 3. Advertising Numbers in the Last Three Years

MEDIA	2019	2020	2021
TV	11.759.692	12.194.901	10.597.436
RADIO	4.856.992	3.615.852	4.222.163
PRESS	206.870	151.866	97.389
CINEMA	68.694.945	15.865.755	10.534.765
OUTDOOR	2.879.915	1.994.891	1.831.066
DIGITAL	462.958.805.962	392.993.657.770	501.092.387.969

Source: Marketing Türkiye, January 2022/1, Year 20, Issue 380, Page 158.

Often the effects of advertising are difficult to predict and measure. However, many studies using different approaches show that advertising has a significant impact on brand sales (Keller, 2019: 193). Therefore, every company wants to know the results of the advertisement it gives, to what extent it achieves its purpose, and whether the money spent is wasted (Yükselen, 2014: 327). Many methods have been developed to measure advertising effectiveness. The business should choose one of these methods according to the type of information it wants to reach and the amount of budget it allocates. These methods are evaluated under two headings (Kocabaş & Elden, 2006: 160-167):

i. Pre-Advertising Activity Measurement Methods

These methods are done before the advertisement is published. In this respect, it is essential to prevent expensive mistakes that can be made in advertising. Therefore, these methods are used more.

- Consumer jury method: ranking method, pairwise comparison method and group discussion method (methods that try to understand the ideas and attitudes of the target audience regarding advertising).
- Physiological methods: eye camera, tachistoscope, GSR/PDR/EEG (these methods measure the person's physical reactions watching the advertisement).

ii. Post-Ad Activity Measurement Methods

Three main methods are used to measure the advertisement's effectiveness after publication. These are;

- Recognition method: This method reaches the result by counting the number of people who see the ad and how much they read it.
- Recall method: It is measured whether the target audience remembers the advertisement. There are assisted and unassisted recall methods.
- Sales method: It is done by measuring the increase in sales. However, many factors increase sales, not just advertisements. Therefore, this method may not give the desired result.

Advertising can be weak in persuasion. Because people know that advertising is a biased message trying to sell them something, they ignore such persuasive arguments. That's why most advertisements don't try to persuade. Advertising works well when it doesn't force people to think or try to change their minds. People are more inclined to notice the advertisements of the brands they use. They notice less of the advertisements of the brands they do not use. Advertising is effective in protecting the market share of brands. That's why brands with a significant share in the market continue to advertise constantly. Smaller brands can grow without advertising. But big brands need to advertise in order to keep growing (Kennedy et al., 2021: 449-450).

2.2. PERSONAL SELLING

Another promotional mix element is personal selling. Personal selling is personal customer communication by companies' sales teams to interact with customers, sell them products and services, and develop relationships with them. (Kotler & Armstrong, 2018: 423). According to the AMA, personal selling is making a verbal presentation by talking to one or more buyers for selling (Oluç, 2006: 609). Personal selling is the interpersonal aspect of promotion in which salespeople interact with customers, make sales and build relationships (Bozacı et al., 2017: 273).

Personal selling is two-way communication between a potential buyer and a salesperson designed to perform at least three tasks (Peter and Donnelly, 2016: 138):

1. Identifying the potential buyer's needs.
2. Matching these needs with one of the products and services offered by the company.
3. To persuade the buyer to buy that product or service.

Personal selling differs from other promotional mix elements because it is individual rather than mass-based. Personal selling is more used in industrial markets

(Odabaşı & Oyman, 2007: 170). It is used more frequently in marketing industrial products such as various production tools or large machines than consumer products. Personal selling is the oldest and most effective type of communication (Mucuk, 2018: 261). The personal selling application of the business is more convenient in the following cases (Altunışık et al., 2014: 437):

- If the market is concentrated in one or two places (Oluç, 2006: 609),
- If the unit value of the product is too high,
- If the product needs to be shown,
- If the product needs to be adapted to the customer's requirement,
- If the number of potential customers is minimal,
- In cases where the product cannot be generalized to all customers,
- If the only way to reach the consumer is personal selling,
- In case other promotional tools are insufficient,
- When customers are not aware of the product,
- If product use requires technical knowledge,
- When customers want to see or try the product.

Salespeople, called sales promoters, talk to wholesalers and shippers to increase merchandise availability. Wholesale sales personnel are divided into representatives of producers and representatives of consumers. Manufacturer representatives are known in the market by sales engineers or sales consultants. They usually bring products to market for the first time. Manufacturer representatives market their products to representatives of wholesalers. Retail salespeople are also divided into two. It consists of sales personnel who sell outside products, sales personnel who market consumer goods (door-to-door sales), and sales personnel who market goods. On the other hand, clerks can be an example of the sales personnel connected to the point of purchase (Altunışık et al., 2012: 228).

Personal selling is vital in marketing communication, especially in business-to-business marketing. Business-to-business sales can be more complex than business-to-consumer sales. The sales role is determined by the type of customers (such as the home consumer or the corporate consumer) and whether the supplier or customer initiates the communication (Wilkinson, 2021: 430). Good salespeople don't just try to make sales. Instead, they show the advantages and disadvantages of products by understanding

customers' needs. They help the customer to buy. In this way, customers will be satisfied that they made the right decision, and long-term relationships will be established between the company and the customers (Perreault et al., 2013: 349). The relationship established with personal selling can lead to a continuous sales relationship or turn into a deep friendship (Kotler & Keller, 2018: 575).

Personal selling techniques may differ from country to country. For example, a Japanese customer may perceive the sales representative of an Arab customer differently. Therefore, cultural differences in countries should be taken into account (Perreault et al., 2013: 348).

The sales representative should not make promises that the business cannot keep. He/she should market the values that will emerge when the resources of the enterprise and the maximum effort are combined (Yılmaz, 2011:24). It should not be forgotten that the salesperson is the main connection point between the customer and the company. For some customers, the salesperson even means the company itself (Peter & Donnelly, 2016: 138). Salespeople represent the company while in contact with the customer. Salespeople represent the customers while in the company (Perreault et al., 2013: 350). As can be seen, a company's sales force is the unit that plays an active role in marketing actions. For this reason, teaching sales strategies to the sales team, informing them and supporting them with fair wages and rewards are essential in achieving marketing communication goals (Yükselen, 2014: 330).

Personal selling has some advantages as well as disadvantages. The advantages and disadvantages of personal selling are given in Table 4:

Table 4. *The Advantages and Disadvantages of Personal Selling*

Advantages	Disadvantages
Efficiency in selecting target people, Opportunity to deal closely with customer problems, Specific behaviour to each customer, Possibility to increase customer loyalty, Increase sales, Efficiency in industry sales requires technical knowledge, Reducing the disruptions in distribution, Detailed explanation, Quick feedback (Öztürk, 2017:135), Persuasiveness (Öztürk, 2017:135).	Reaching a low number of people, Difficulty finding new customers, Limited product sales, High time cost and travel expenses, The salesperson is the critical point, It is expensive, Causing prejudice, Salesforce management requires a planned implementation, Differentiation of the message by the salesperson (Bakım, 2015: 30).

Source: Yılmaz, 2011: 18.

Personal selling involves the relationship and interaction between individual customers and the salesperson. This communication can be face-to-face as well as by phone, e-mail, social media channels, video or online conference (Kotler & Armstrong, 2018: 479). Today consumers prefer electronic media more. Personal selling is increasingly focusing on customer relationship management (Wilkinson, 2021: 422-425). New digital technologies offer salespeople an opportunity to reach and communicate with potential customers. Thanks to online, mobile and social media tools, salespeople save time and reduce travel costs. It has become necessary for sales personnel to use these new digital tools. Because many customers today no longer trust the information provided by salespeople. Customers comment on the products they buy through social media channels and evaluate them on e-commerce sites. Also, they do product research and access information before purchasing a product via the internet and social media (Kotler & Armstrong, 2018: 488).

2.3. SALES PROMOTIONS

Sales promotion is defined as promotional activities aimed at consumers, intermediaries and sales force, encouraging them to try and buy, excluding advertising, public relations and personal selling (Perreault et al., 2013: 399). This promotion tool is neither as massive as advertising nor as one-to-one as personal selling. It has a structure that integrates with and between the two (Erciş, 2010: 318). Sales promotion is used to complement other promotion activities. The effects of advertising and personal selling are long-lasting. However, sales promotion is very short-lived. It gives fast results (Perreault et al., 2013: 399). Some of the definitions of sales promotion in literature are stated as follows:

- ISP (The Institute of Sales Promotion) defines sales promotion as a marketing activity for the consumer or business that increases the product's attractiveness by providing an extra incentive to activate the purchase action (Mackay, 2005: 311).
- According to another definition, sales promotion is a short-term incentive applied to encourage the sale of a product or service (Kotler et al., 2005: 719).
- According to the AMA, sales promotion refers to marketing actions other than personal selling, advertising and publicity that encourage consumers to buy and dealers to be active. These actions are exhibits, exemplary

practices, instructive demonstrations, and non-repeated and non-periodic efforts (Oluç, 2006: 635).

- Non-routine promotional efforts that encourage consumers and intermediaries to buy more are called sales incentives (Altunışık et al., 2012: 213).

Advertising offers a reason to buy, while sales promotion tries to generate the impulse to buy. Promotions are geared towards groups as opposed to personal selling. However, it is not applied to large audiences such as advertisements, but smaller and well-selected target audiences. Promotion efforts will fail if the right audience and the correct type of promotion are not selected (Altunışık et al., 2014: 442).

Sales promotion in markets where brands are very similar can generate a good sales response in the short run. However, it loses its effect in the long run. On the other hand, sales promotion can significantly change the market share in markets where the differences between brands are high. In addition to changing brands, consumers can also try to stock up on products. So they always buy more than they get, but when the campaign is over sales drop. Sales promotion should be aimed at broadening the consumer base. (Kotler & Keller, 2018: 600). Used together, advertisements and sales promotions create assertive communication (Kotler, 2013: 154).

Sales promotion has some potential effects on sales. There are three situations (Perreault et al., 2013: 399):

1. Sales increase temporarily, then decrease, then return to their normal level.
2. Sales increase temporarily and then return to their normal level.
3. Sales increase and then continue at a high level.

There are several reasons companies spend more and more budgets on sales promotion. According to Odabaşı & Oyman (2007: 194), these reasons are listed as follows:

- Increasing power of retailers,
- Decrease in customer loyalty and increase in the number of brands in the market,
- Shrinkage and growth in the number of target market segments,
- Businesses want to achieve results in the short term,
- Measurable sales improvement

On the other hand, Bozacı et al. (2017: 287) expressed the reasons for spending more money on sales promotion as follows:

- Increasing unplanned purchases,
- Similarity of rivals,
- Competitors use sales promotion,
- The fragmentation of the media,
- Legal restrictions and increased advertising costs,
- Increased competition,
- The customer becomes value-conscious.

The development of sales promotion indicates that companies are more committed to day-to-day sales than building brand image. That is a turnaround from relationship marketing to sales-first marketing (Kotler, 2013: 152). Sales promotion can be made for intermediaries, sales personnel or consumers. Some examples are listed in Table 5.

Table 5. *Types of Sales Promotion*

Consumers Oriented	Intermediary Oriented	Business and Sales Force Oriented
Deploy a product sample Coupons Cashback offers Discount packaging Gifts Frequent purchase programs Prizes (contests, sweepstakes, games) Customer rewards Free trial Product warranty Linked sales promotion Cross-sell promotion Point-of-purchase exhibits and hands-on demonstrations	Price discounts (discount on invoice or list price) Conditional discount Free item	Trade shows and meetings Sales contests Giveaways

Source: Kotler and Keller, 2018: 602-603.

Sales promotion has both advantages and disadvantages. Some of the advantages of sales development are as follows (Öztürk, 2017: 136):

- It gives the impression that the business is prominent and influential,
- It can be believed as a business that considers consumer interests,
- It can strengthen purchasing,

- It provides the image that it is not a profit-oriented business,
- It provides results in a short time,
- It has flexible application possibilities,
- It is easy to control.

The disadvantages are that it can be abused, turned into a promotional tool, easily imitated and not repeated frequently. It aims to increase sales immediately and has no continuity (Öztürk, 2017: 136). In addition, it is not implemented in a narrow distribution channel, cannot be carried out independently from other marketing tools and cannot support the continuous sale of an expensive or known product (Özcan, 2008: 80).

Recently, the importance of sales development has been better understood by businesses. The reasons for the sales improvement practices of the companies are as follows (Altunışık et al., 2012: 214):

- To increase the effectiveness of the 4Ps,
- Supporting advertising and personal sales activities,
- To increase sales in the short term,
- To improve customer loyalty,
- Emphasising the innovation in the product or announcing the new product,
- Encouraging unplanned purchases,
- To meet the competition for a while,
- Acquiring new customers.

Sales promotion encourages unplanned purchases. The business can carry out many original works on the product or service, so the usage area is unlimited. Generally, campaigns last for a maximum of 3 months. In addition, sales promotion cannot be used alone; its effectiveness will be very low if used alone. It should be supported, especially with advertising. If the same campaign is repeated, it will fail. Sales development must be applied by making a difference or diversifying the product. If it is used on a product that has been on the market for a long time, it will still fail. Sales promotion, which is applied mainly to compete, is not used when the market shrinks and in the last period of the product life cycle (Odabaşı & Oyman, 2007: 196-198).

2.4. PUBLIC RELATIONS

The importance given to people in societies is increasing day by day. There may be several problems that may adversely affect the company, organization or brand. Marketing understanding is insufficient to overcome these problems. There is a need for a "crisis management plan" prepared by Public Relations in such crises (Okay & Okay, 2018: 62).

Public relations is building good relations with the company's various publics by obtaining favourable publicity, building up a good 'corporate image', and handling or heading off unfavourable rumours, stories and events (Kotler et al., 2005: 719). According to IPRA (International Public Relations Associations), "public relations is a decision-making management practice tasked with building relationships and interests between organisations and their publics based on the delivery of information through trusted and ethical communication methods." (IPRA, 2022). The value of public relations in the integrated communication process comes from its ability to establish relationships and its integrative ability (Bozkurt, 2015: 46).

The first international Public Relations organization IPRA, was established in 1955 under the chairmanship of Tom File Clark. The organization proclaimed the Moral Code in 1965. In 1959, a union organizing Public Relations organizations in Europe was established under the name of CERP (Centre Europeen de Relations Publiques). Then, regional alliances continued to be found in Africa, Asia and America (Asna, 1983: 247-249). CERP adopted IPRA's code of ethics. Each public relations organization should adopt the rules set by IPRA or another organization or establish ethical regulations by the laws and customs of its own country. It is essential to protect professional ethics (Black, 1970: 7).

The goals to be achieved with public relations can be summarized as follows (Oluç, 2006: 447):

- Establishing good relations with the press and ensuring that positive news about the company or its products/services are published,
- Introducing new products to the market or repositioning mature products (Kotler & Keller, 2018: 607),
- Creating a positive attitude both inside and outside the company by publications,

- Defending products that have had problems in public (Kotler & Keller, 2018: 607),
- Trying to influence the legal regulations in favour of the company by carrying out lobbying activities,
- Developing the corporate image (Kotler & Keller, 2018: 607),
- Providing consultancy to the management regarding all these related and responsible issues.
- Influencing specific target audiences (Kotler & Keller, 2018: 607).

Increasing competition and advertising clutter necessitated methods and understandings specific to public relations, not only for corporate purposes but also for marketing purposes, resulting in the concept of marketing public relations. Therefore, it is possible to divide public relations into marketing public relations and corporate public relations (Tosun et al., 2018: 39). Public relations, a business function, includes much broader efforts than marketing public relations. However, in both cases, public relations has a close relationship with marketing (Altunışık et al., 2014: 443-444).

Marketing public relations are classified as proactive and reactive. Studies that are newsworthy about the product, brand or company and that are oriented toward the future and opportunities are called Proactive Public Relations (Kocabaş, 1999: 61). Aiming to turn the business's strengths into opportunities, Proactive PR deals with positive changes (Bilgin, 2010: 156). The work done to correct the company's negative image, brand or product on the past and future threats and defence is called Reactive Public Relations. These are also relationships that are likely to be injured in the future. Therefore, its other name is Vulnerability Relations (VR) (Kocabaş et al., 1999: 61).

Public relations and marketing often use the same media, are structured on common disciplines, and pursue the same organizational goal. Marketing management uses public relations in its newsworthy activities. For example, a company that launches a new car model uses public relations to announce the features of this car to consumers. Such newsworthy activities have a chance to be featured in the written and audio-visual media (Okay & Okay, 2018: 63). Public relations can use all communication possibilities. It tries to create a positive image for the business in the eyes of different target groups such as customers, investors, shareholders, employees, unions, associations, foundations, government and society (Altunışık et al., 2012: 216). Many

companies use marketing public relations to provide corporate communication, create an image and promote their products (Kotler & Keller, 2018: 607).

Some of the news in the mass media is based on the documents coming from the public relations units of the companies. The company has no say when and how this news will be published. Because the company does not pay for it. Editors and reporters decide the content of the news and the way it is published (Okay & Okay, 2018: 65). The company only pays some staff to develop and distribute news and manage events (Kotler & Keller, 2018: 608). It is possible to categorise the tools used by marketing public relations with the word "pencils". These are (Kotler, 2009: 142):

- Publications: company magazines, annual reports, helpful client brochures, etc.
- Events: sponsorship of sports, arts or commercial events
- News: positive news about the brand, product or company
- Community involvement activities: meeting the needs of the community
- Identity media: communication tools identified with the company (letterheads, business cards, personnel's clothing, etc.)
- Lobbying activities: the study of influencing government decisions for the benefit of the company
- Social responsibility activities: to provide material and moral support to those in need in society without making a profit.

There is a need to use different communication tools in order to reach each target audience. Aware of this, public relations experts use modern communication tools as well as traditional tools. One of them is the internet and websites. These new communication tools provide convenience to the public relations units and the opportunity to reach the target audience directly. However, it also brings some risks. The bad news about a company or brand can spread quickly on the internet. This complicates the company's crisis management (Okay & Okay, 2018: 653). Most Fortune 500 companies use their websites to strengthen public relations (Hill & White, 2000: 31-32).

Not all public relations efforts rely solely on mass messaging channels. Consumers can find public relations by researching, transferring information, or experiencing. For example, information transfer occurs when one person recommends

that others read or watch something. These recommendations, which multiply on the Internet, cause the message to spread very quickly. That's why companies are trying to implement this "word of mouth" type of public relations (Perreault et al., 2013: 394-395).

Marketing PR has some advantages and disadvantages compared to other promotional mix elements (Altunışık et al., 2014: 445):

Advantages:

- It is more economical than advertising and personal selling,
- It is more reliable than advertising,
- It draws more attention and is read more,
- It contains more information,
- It is used when necessary.

Disadvantages:

- Lack of control authority over the message,
- One-time publication and limited dissemination,
- The possibility of paying high prices from time to time,
- The chances of being published depend on personal relationships.

When creating a public relations program, the groups associated with the company are determined. Groups can be formed as customers, suppliers, partners, employees, competitors, creditors, locals, government, the press, and the public. Then, the attitudes of these groups towards the firm are determined. If necessary, research is done to find out. Necessary adjustments are made in the company's policies according to these results. Finally, explanations regarding these changes and correcting any misunderstandings are made to the relevant groups or the entire public (Oluç, 2006: 449).

The primary purpose of public relations is to build trust. Of course, the basis of this trust should be correct information. Public relations should not include such efforts for non-existent cases (Okay & Okay, 2018: 45). Some experts say that the news in the media is five times more likely to affect consumers than advertisements (Kotler & Keller, 2018: 608).

It would be better to answer the question of what public relations is not, rather than what it is (Black, 1970: 17):

- It is not a means of hiding facts.
- It is not trying to impose an opinion on the target audience without considering the interests of the society and by violating moral rules.
- Its priority is not to increase sales.
- It does not contain cheats.
- It is not free advertising.
- Its field of activity is not only relations with the press.

In some cases, public relations becomes mandatory. For example, the marketing activity of some products is prohibited or restricted. Alcohol and tobacco are examples of this. Therefore, more public relations activities are preferred to facilitate the sale of these products. Besides, public relations is used in conjunction with other promotional mix elements. (Kocabaş, 1999: 79). Therefore, it is not easy to measure the impact of marketing public relations on the company's profitability (Kotler & Keller, 2018: 609).

Public relations is sometimes confused with publicity, advertising, corporate advertising, propaganda and journalism. The differences between these terms and PR can be summarized as follows:

- **Publicity:** It is an organisation's presentation to the target audience based on reality and announcing news about itself. We can say that publicity is a public relations function because public relations include publicity and recognition. While public relations is two-way, publicity is one-way (Oluç, 2006: 453-459; Altunışık et al., 2012: 216).
- **Advertising:** Advertising, like public relations, relies on mass media to communicate messages, and writing is certainly common to both. However, the major difference between the two is the degree of control over the message. Advertisers pay to place their material and, therefore, control the content and placement such as the time or date. Therefore, the advertisement has the ability to control the message. However, public relations does not have a say on the message. Finally, advertising is principally a one-way communication effort, but public relations seeks two-way symmetrical

communication through engagement in ongoing dialogue (Freitag & Stokes, 2009: 8).

- **Corporate Advertising:** It is the concept most similar to public relations. Because both aim to strengthen the corporate image. Public relations makes the corporate advertisement free of charge and may not give definite results, and it does not have the right to decide on the elements such as time and place of the advertisement. However, since the corporate advertising is made for a fee, the enterprise can use all its savings rights on the advertising (Bilgin, 2010: 131).
- **Propaganda:** Propaganda is the acceptance of an idea by the target audience. If necessary, it adopts oppression and destructiveness as a method. It is one-sided. It does not care about the opinions of the target audience. It can be misleading (Bilgin, 2010: 132).
- **Journalism:** Public relations has a broader scope that incorporates management responsibilities for long-term planning, allocation of limited resources, and evaluation. Also, while journalists must strive for objectivity, public relations specialists function as advocates for the organizations they represent, and their writing may often pursue a persuasive purpose. In addition, while journalists write consistently for the same basic audience, public relations practitioners must address a wider spectrum of publics, both internal and external (Freitag & Stokes, 2009: 7-8).

One of the public relations activities is sponsorship. Sponsorship activities are used to realize the public relations, advertising, marketing and sales promotion purposes included in all communication policies of the organizations and to support these purposes (Okay & Okay, 2018: 569). Sponsorship is an agreement covering the processes of planning, implementation and control of all activities made with in-kind, cash or other support to various individuals, organizations and organizations in sports, culture, arts and social fields in order to achieve the goals determined by an organization, to benefit each other between the parties mutually (Beger et al., 1989: 353'den aktaran Okay & Okay, 2018: 569).

Public relations is an increasingly important communication tool for consumers. According to a study by PRovake Media, in January 2022, the 250 largest PR agencies globally were announced. The absence of any agency from Türkiye in this list indicates

that Türkiye's progress in PR is relatively slow. Because consumers now expect brands to take a stand on social and political issues. It is predicted that companies without clear policies will face the danger of regression (Kutlay, 2022: 64).

2.5. DIRECT AND DIGITAL MARKETING

Direct marketing is the use of direct channels to reach customers and deliver goods and services without marketing intermediaries (Kotler & Keller, 2018: 635). According to another definition, direct marketing is the direct connections with carefully targeted individual consumers to obtain an immediate response and cultivate lasting customer relationships, telephone, mail, fax, email, the internet, and other tools to communicate directly with specific consumers (Kotler et al., 2005: 719). It is direct communication with potential consumers individually, planned to get an immediate response (result) (Mucuk, 2018: 266).

Direct and digital marketing has become the fastest-growing form of marketing (Kotler & Armstrong, 2018: 511). Besides, direct marketing has gained significant importance in terms of competition. The vast majority of global companies have websites and accept international orders. In this way, companies both communicate with distant customers and have the opportunity to maintain personal relationships with them (Geller, 2004: 319-320).

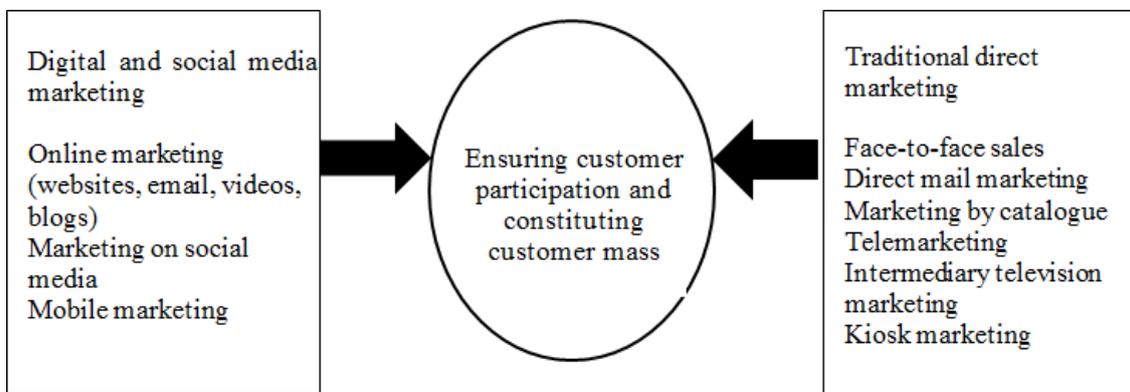
Direct marketing is often a low-cost, effective, and fast alternative to gaining market access for sellers. Today's direct marketers can target individual customers or small groups. Direct marketing provides more information about customers' needs and enables the personalization of products and services. This way, marketers can quickly change their products and services and offer instant offers. In addition, today, direct marketing provides real-time marketing opportunities in the digital environment, allowing brands to have information about the crucial moments in the lives of their customers (Kotler & Armstrong, 2018: 512).

Direct marketing can be done face to face with the customer, or the following methods can be used; direct mailing, catalogue marketing, telemarketing, kiosk marketing, internet marketing and marketing efforts in television, video or CD media (Altunışık et al., 2012: 218). Direct mail marketing is the sending of an offer, announcement, reminder or other items to an individual consumer. On the other hand, Catalogue marketing is when companies send their product line catalogues, speciality

consumer catalogues, and business catalogues to their target audiences in print, DVD or online. Telemarketing uses telephone and call centres to attract prospects, sell to existing customers, and provide services by taking orders and answering questions (Kotler & Keller, 2018: 637-638).

On the other hand, mobile marketing is messages about marketing content and promotion campaigns sent to mobile phones, tablets and other mobile devices of busy and active consumers (Kotler & Armstrong, 2018: 523-529). Social media marketing is the use of social media platforms to connect with consumers to build the brand, increase sales, and drive website traffic. This involves publishing great content on a social media profiles, listening to and engaging company followers, analyzing results, and running social media advertisements (Buffer, 2022). Mobile marketing is any advertising activity that promotes products and services via mobile devices, such as tablets and smartphones. It makes use of features of modern mobile technology, including location services, to tailor marketing campaigns based on an individual's location (Investopedia, 2022). There are different forms of direct and digital marketing which are shown in Figure 1.

Figure 1. Different Forms of Direct and Digital Marketing



Source: Kotler and Armstrong, 2018: 515.

Compared to other promotional tools, direct marketing has several advantages and disadvantages. Its advantages are as follows: eliminating the effect of intermediary costs on the price and preventing time loss, and being interactive and getting results quickly are the superior aspects of direct marketing (Mucuk, 2018: 266). Compared to retail sales, direct marketing has advantages. In retail sales, control over sales is quite limited. Also, the production is done in advance. In direct marketing, on the other hand, since there is only the amount of output to be sold, the inventory cost is saved. Loss of

customers occurs if the retailer closes the shop or stops selling the residual product. Since there is no intermediary, there is no question of losing customer information (Geller, 2004: 11-12). At the same time, direct marketing provides efficiency in the measurability of results and selection of the target audience. Besides the advantages of direct marketing, there are also some disadvantages. These are; access to a limited number of customers, security problems, does not contribute to employment, customers have to buy the product without seeing it, and return/exchange procedures (Öztürk, 2017: 136; 168-169).

To be able to market directly, marketers must know their customers. They must collect information about customers and potential customers and store it in a database (Kotler & Keller, 2018: 640). Also, it is crucial to get the customers' reactions in direct marketing. For this, companies need to find the right customers, process the correct information into the database, update it when necessary, and do all these on time (Altunışık et al., 2014: 447).

There are some severe issues with direct marketing. For example, messages sent more than necessary can disturb consumers. Some reckless consumers are abused. In addition, dishonest marketers or fake accounts in the digital environment can defraud consumers. Another important issue concerns consumer privacy. Excessive use and sale of databases and obtaining too much information about consumers cause violations of privacy. To prevent this, some governments have provided opportunities to block incoming messages or calls to consumers (Kotler & Armstrong, 2018: 531-532).

3. DEVELOPING A PROMOTION STRATEGY

It is important to build a promotion strategy that fits the company's overall marketing strategy. In order to build the promotion strategy, firstly the company needs to develop a general plan. Then it should decide about the budget and select the right promotion mix to deliver the message within the budget. Finally, the company should implement the plan successfully. Communication design requires answering three questions (Kotler and Keller, 2018: 580):

- What to say (Message strategy)
- How to say (Creation strategy)
- Who to say (Message source)

The marketing manager should pay attention to some issues before making a promotion plan. For example, what are the features of the product and service? Is it an industrial product, or is it for consumers? What is the place of the product in the life cycle? What is the amount of money allocated for promotion? What are the characteristics of the target market? All this helps determine which promotion tools to use and which are more critical to the business (BC Campus, 2022). The following factors need to be considered to determine the promotion mix:

- Marketing communications budget (Yükselen, 2014: 314),
- Market segmentation (Drummond & Ensor, 2001: 44),
- Product perception (Drummond & Ensor, 2001: 44),
- Behaviours of distribution channel members (İslamoğlu, 1999: 492),
- The geographical breadth of the market (Oluç, 2006: 424),
- Type of customer (Oluç, 2006: 424),
- Market density (Oluç, 2006: 424),
- Classification and characteristics of the product (Altunışık et al., 2014: 415),
- The place of the product in the life cycle (Yükselen, 2014: 314),
- Basic policies of the business (İslamoğlu, 1999: 492),
- Promotion strategy (push, pull) (Altunışık et al., 2014: 415),
- Stage of buyers in terms of purchasing decision process (Altunışık et al., 2014: 415),
- Enforcement efforts of competitors (Altunışık et al., 2012: 203).

The promotion has a significant impact on product perception. The perceived first impression of the product is more important than its actual performance. That is the promotional work that gives the perceived first impression. In addition, market segmentation is critical in terms of promotion. Segmentation gives the possibility to choose the media channel to be used to reach a specific target audience. For example, many young women are into fashion and probably follow fashion magazines. Using mass-market media for such a target audience wastes business money and effort. Instead, it is necessary to choose the type of communication that appeals only to the target audience (Drummond & Ensor, 2001: 44). Therefore, creating a good promotion plan requires accurate market segmentation.

To create a promotion plan, you must first have a sufficient budget. Every promotion tool needs a more or less specific payout. Another consideration is the structure of the market. Personal selling is fine in small local markets, while advertising is more viable in geographically large markets. On the other hand, the type of customer also has a feature that determines the promotion tool. A salesforce is generally preferred for intermediaries and industrial users, while advertising is given to households. If the potential customers are scattered throughout the country, advertisement becomes vital. If the potential customers are concentrated in a particular region, personal selling plays a decisive role. Again, advertising is given if the product is consumer goods, and personal selling is emphasised as an industrial product (Oluç, 2006: 424-425).

Another determining factor is the product's place in the life cycle. Different methods are applied at different stages of the product life cycle. First, the demand is created. Since the consumer does not know the product during the introduction period, it is essential to inform. In the first period, personal selling gains importance. On the other hand, in the growth period, promotion efforts are emphasized due to the increase in competition. The benefits of the brand to the consumer are explained rather than the product. Sales promotion efforts support advertising. During the maturity period, product differentiation is made, or new market segments are entered. Personal selling activities are supported by advertisements. In the decline period, intensive communication efforts are abandoned. Only as a reminder advertisements can be used (Yükselen, 2014: 315). Some of the promotion strategies for the periods in product life cycle are stated in Table 6.

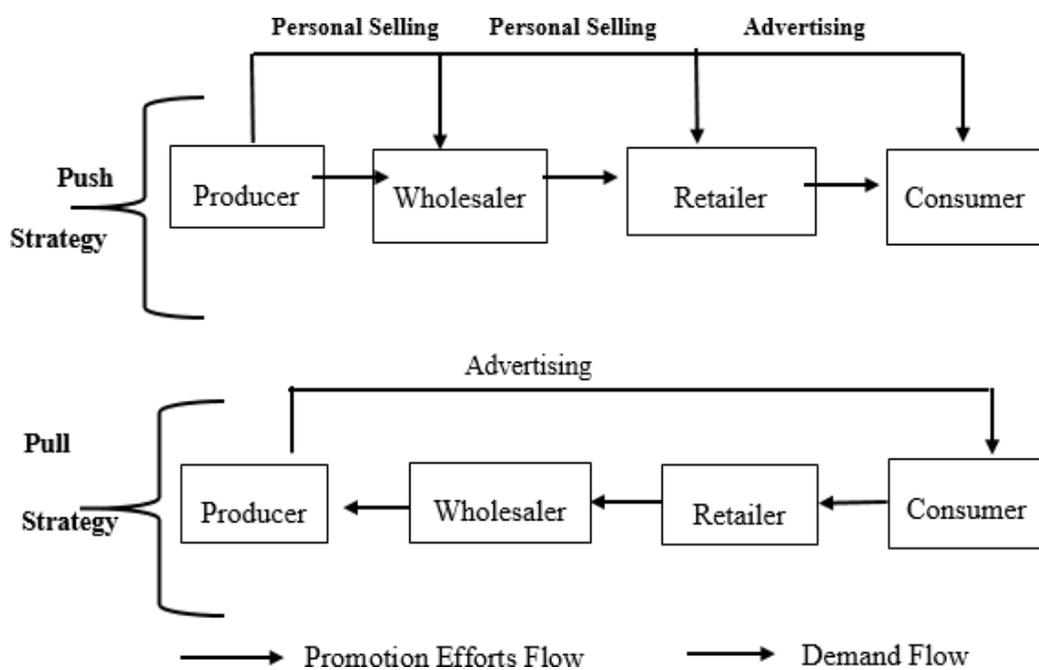
Table 6. Product Life Curve Periods

Product Life Curve Periods	Entry	Growth	Maturity	Decline
Promotion Purpose	Informing	Persuading	Reminding	
Promotion Efforts	An announcement in appropriate media of communication	Personal selling efforts for intermediaries and direct marketing	Reminder and brand loyalty oriented advertisements	Decreasing advertisement
	Advertising and personal selling	Distinctive advertising and direct marketing	Discounting and distributing coupons to consumers	Direct marketing
	Promotional visits to intermediaries	Gifts for product overview	Discount application and sales support for intermediaries	
	Sales sample distribution		Direct marketing	

Source: Altunışık et al., 2014: 417.

Another influential factor in determining the promotion mix is the distribution policy applied to the intermediaries. There are two basic strategies for intermediaries. Push strategy and pull strategy. Push strategy allows wholesalers and retailers to keep the manufacturer's products on the shelves and promote their sales. Personal selling and sales promotion are often used to accomplish this strategy. As a result of the promotional efforts applied intensively to the consumers, pull strategy ensures that the consumers demand the product from the retailers and the retailers from the wholesalers. Here, advertising and sales promotions play an essential role. Consumers are persuaded to order the product (Kotler & Armstrong, 2018: 439-440). Promotion efforts in push and pull strategies are shown in Figure 2.

Figure 2. Promotion Efforts in Push and Pull Strategies



Source: Altunışık et al., 2014: 418.

Promotion expenditures vary considerably between industries and from company to company. While the advertising expenditure of the cosmetics industry can be between 40% (Percentage) and 45% of the sales, it is only between 5% and 10% in the construction machinery industry. This ratio may vary from company to company (Kotler & Keller, 2018: 572).

Businesses try to create the most economical promotion mix to help them achieve their goals. However, each promotional tool has a different effect. Therefore, it

is not easy to choose between them (Altunışık et al., 2012: 202). Four main methods are used when determining the promotion budget. These methods are (Kotler & Armstrong, 2018: 437-438):

Expenditure method according to budget possibilities: It is the determination of the promotion budget by the company managers, taking into account the company's possibilities.

Percentage of sales method: The promotion budget is determined as a percentage of current or projected sales or as a percentage of the unit selling price.

Competitive budget method: It is the determination of the promotion budget according to the expenditures of the competitors.

Goal-task method: The promotion budget is determined by defining specific promotion goals, identifying the tasks required to achieve these goals, and estimating the costs of performing these tasks.

After planning for the optimum promotion mix and budget, the company should implement the plan carefully to achieve the desired results.

4. CURRENT STUDIES IN THE LITERATURE

There are lots of studies about promotion in the literature and in this section some of the selected literature that is related to the promotion activities of companies are reviewed in historical order.

Leonidou et al. (2002) conducted a meta-analysis to determine the effect of marketing strategy variables on export performance. In the study, it was revealed that advertising, sales promotion, personal selling, participation in trade fairs and personal visits have a positive and significant effect on export performance. According to the results of the study, export performance can be increased with appropriate promotion strategies.

Özgöz (2005) evaluated the results of the survey he conducted with the participating SMEs at the İzmir 11th International Natural Stone and Technologies Fair. According to the results of this study, SMEs think that trade fairs, exhibitions and internet marketing are the most effective promotional activities used to open up to foreign markets. However, it is understood that they cannot use internet sales efficiently enough among them. Companies participating in the research mainly sell through

intermediaries, but they think direct sales are more effective and efficient. It is understood from this that businesses are making efforts in this direction, and it is foreseen that the demand for direct sales will increase in the future.

The study conducted by Cop and Gülen (2007) applied questionnaires to 390 consumers in the white goods sector in Bolu, with the aim of measuring the effectiveness of promotional activities. According to the research results, it was understood that the majority of the participants were affected by the promotion activities. It was concluded that those who were not affected found such activities misleading. In addition, it is emphasized that the most important promotional tool for the participants is advertising, followed by personal selling, sales promotion and public relations. It was stated that the participants were insensitive to sponsorship activities, and the reason for this was financial inadequacies.

The study by Özcan (2008) examines the identification of the branding problem and promotion activities in SMEs. The research was conducted by applying a questionnaire to 100 enterprises registered to KOBINET operating in the Konya textile and ready-made clothing industry. According to the research results, SMEs are very enthusiastic about branding, but they think it is necessary to solve the industry problems. They state that financial problems are an obstacle to branding and that sometimes the financing allocated to the marketing process negatively affects other business segments. In addition, businesses that state that their export procedures create obstacles to opening up to foreign markets say that they will make progress in branding and promotion activities if the legislation and laws are improved.

In his study, Akın (2009) examined integrated marketing communication practices by conducting in-depth interviews with two production cooperatives from Türkiye and one from the Turkish Republic of Northern Cyprus. As a result, it is understood that integrated marketing communication activities contribute positively to the marketing process of cooperatives. Cooperatives participate in fairs for this, select and train their marketing department managers with great precision, give importance to exports, offer some advantages to their loyal customers, keep in constant communication with their customers and care about their complaints. As a result of all these efforts, the commercial relations of the cooperatives that implement integrated marketing communication are developing, and the loyalty of the customers to the cooperative is increasing.

Within the scope of the study conducted by Çelik (2011), the survey results applied to 50 businesses selected among 282 companies that produce baby and children's clothing registered with TOBB (Turkish Union of Chambers and Commodity Exchanges) are as follows. These businesses find the promotion mix's personal selling and sales development tools more effective than other promotion tools. In addition, small enterprises apply more promotion than medium-sized enterprises and enterprises oriented to the domestic market compared to enterprises introduced to the foreign market. While sales promotion is preferred more in the domestic market, personal selling is selected in the foreign market. Promotions for distributors and dealers are used as sales promotions.

Atlı (2011) conducted in-depth interviews with four cooperatives to investigate the integrated marketing communication activities in the cooperatives. As a result, it has been seen that the concept of "Integrated Marketing Communication" is not known and applied in most of these cooperatives. However, some of the communication tools are used in line with the budget of the cooperatives. Cooperatives care about loyal customers and do various work for them. Cooperatives have databases where they keep their customers' information. Customer requests and complaints are significant for every cooperative, and they are immediately resolved and returned to the customer.

The study conducted by Özbucak Albar (2014) was applied to 385 consumers who shop from supermarkets in Giresun city centre to investigate the effects of promotion strategies and other factors on consumers purchasing behaviour toward private label products. According to the research results, the increase in the promotion strategies causes the perceived risks to decrease and the perceived quality to increase by increasing the awareness of private label products. When the effect of packaging, brand name, price and store name from external indicators are evaluated, It was concluded that consumers care most about the product's brand name among these indicators. In short, the increase in promotion strategies increases the purchasing behaviour.

Çalık (2014) applied a survey to 240 company managers, and as a result, it was revealed that BPI (Business Process Improvement) is not a work that brings too much cost and obligations. There is a prevailing opinion that the most critical improvements can be achieved in the company's performance with the most negligible costs, with the coordination of the professionals who have mastered the subject and the support of the senior management.

The study by Bakım (2015) showed the frequency of use of promotion mix elements and the importance they attach to 40 companies operating in international markets in Gaziantep. According to the study results, it was concluded that the promotion mix elements have an important place in the companies operating in the international arena, and the internet and online sales, which are among the promotion mix elements, are more critical and can affect large masses.

In a recent study by Domazet, Đokić and Milovanov (2017), increasing company image, brand information and brand awareness and the effects of variables were examined by using company messages, various promotional tools and different media tools. In the study, it was examined in the context of researching the effect of different advertising tools on consumer awareness of the brand and socio-demographic characteristics of the participants. The results of the study concluded that TV, radio, newspaper, billboards and internet advertisements affect consumer awareness in the context of gender, age, education and economic income of the participants. It is also reflected in his recommendations regarding the media, which is an adequate promotional tool, based on the results obtained.

In their study, Doktoralina and Saluy (2018) found that; They argue that market research, price, product development, managing distribution channels, promotion factors play an important role in improving the exports of SMEs.

Kasapoğlu (2019) applied a face-to-face survey to 59 tea producer companies to investigate the importance of marketing communication in marketing branded products. According to this survey, only 27.1% of the companies state that they implement a marketing communication program. In addition, an increase has been observed in advertising, personal selling and public relations activities in the last three years. Due to the lack of capital, the companies cannot invest enough in their own branded packaged tea products. They sell a significant amount of bulk tea to companies selling market branded products or are forced to manufacture them. Another result is that profit-making companies perform marketing communication practices more than loss-making companies.

The study by İnce and Gürbüz (2019) tried to analyze the effect of promotional activities on business performance in SMEs (Small And Medium-Sized Enterprises). The face-to-face survey method was applied to 92 businesses operating in Karabük

Province. About half of the companies participating in the study have a marketing department, and about half do not. The financial performance of those with a marketing department gives better results than those who do not. While advertising and public relations contribute more to the non-financial performance of companies, sales promotion and personal selling directly affect financial performance. In addition, it is understood that especially the financial and non-financial performances of SMEs differ depending on the size of the enterprise, whether the enterprise has a marketing department and whether the enterprise carries out promotional activities.

Saka (2019) surveyed the participation of 520 people operating in the Konya food sector. 86.2% of the participants stated that public relations, 79% advertising, 77.7% personal sales, 67.5% sales promotion, and 55.2% direct marketing practices are applied in their workplaces.

SECOND PART

HALAL CONCEPT AND HALAL CERTIFICATION

In the second part of the thesis, the concept of halal and current halal food problems are discussed. Then, the issue of halal certification and halal certification studies in Türkiye and in the world are explained. Finally, the current studies in related literature are mentioned.

1. WHAT IS HALAL?

There are prohibitions and inappropriate behaviours in almost all religious, legal and moral systems. In the religion of Islam, the last of the monotheistic religions, there are some prohibitions (Karaman, 2009: 13).

Accordingly, all pure and clean foods are permitted for consumption by the Muslims except the following categories, including any products derived from them or contaminated with them (Riaz & Chaudry, 2004: 22):

- Carrion or dead animals
- Flowing or congealed blood
- Pork, including all by-products
- Animals slaughtered without pronouncing the name of God on them
- Animals killed in a manner that prevents their blood from being fully drained from their bodies
- Animals slaughtered while pronouncing a name other than God
- Intoxicants of all types, including alcohol and drugs
- Carnivorous animals with fangs, such as lions, dogs, wolves, or tigers
- Birds with sharp claws (birds of prey), such as falcons, eagles, owls, or vultures
- Land animals such as frogs or snakes

As a matter of fact, in verse 168 of Surat al-Baqara, Allah Almighty states: “O people! Eat clean and halal things on earth, do not follow the devil, for he is an open enemy for you” (Kuran Meali, 2022).

In addition to its religious definition, in terms of goods and services, halal product is “the product that does not contain haram and derivatives and is prepared, processed, transported, stored with tools and in places cleaned from these elements, and not in contact with another product produced outside of these conditions during

processing, storage and transportation” (Çallı, 2014; Alagöz & Demirel, 2017; Güzel & Kartal, 2017; Tüzüner, 2020). Halal can be viewed as an act, object or conduct which is sanctioned by the Islamic Shari‘ah. This Muslim religious duty has evolved into an industry. One of the key sectors in the halal industry is food and beverages. Muslims are urged to consume halal and tayyib food and beverage that transcends beyond the individual physical well-being (Salleh, 2015).

The Messenger of Allah (PBUH) said in the hadith: "There is no doubt that halal is clear, and haram is clear. Between these two, there are suspicious things that many people don't know. Whoever is protected from dubious things means he has aspired to protect his religion and honour" (Buhari, 2013: 206). Since it is essential to avoid both the suspect and the haram, it can be said that the suspect and the haram are considered identical (Tüzüner, 2020). The conditions of these three situations are as follows (Büyükozer, 2018: 12):

- Conditions of being halal: If it is an animal, firstly halal and then slaughtered according to Islamic methods, and additives produced from these animals or plants that do not use alcohol in their production are considered halal.
- Conditions of being haram: Additives that are haram to eat in Islam or whose slaughter is not in accordance with Islamic methods, which are of animal origin or vegetable origin, processed with alcohol or made from substances known to be poisonous are haram.
- Conditions of being suspicious: Additives that are not known, whether they are haram or cut according to Islamic methods or whether they are plant-based but not processed with alcohol, are considered suspicious.

Everything harmful to human health is haram in Islam. For example, regardless of the breed, all porks have higher than normal levels of cholesterol, fatty acids, sulfur, and histamine growth hormones. As a result of eating the meat of this animal, diseases are seen such as trichinae, pork strip, pork eel, pork plague, pork flu, rabies, anthrax, rumen, alum, tuberculosis (Mammadli, 2013).

A study conducted in Malaysia revealed actual results in terms of halal food. Chinese and Indian consumers living in Malaysia do not have halal sensitivity in purchasing behaviour. However, they may prefer halal-certified products because they

think they are healthy and clean (Golnaz et al., 2010). Choosing halal food is not limited to religiousness. In addition, various social issues such as the health and welfare of animals and religious identity have an essential role in the preference for halal foods (Bonne & Verbeke, 2008). Islam places great emphasis on the humane treatment of animals. The animals must be raised, transported, handled, and held under humane conditions. However, these are only desirable actions, and mishandling of animals does not make their meat haram (Riaz & Chaudry, 2004: 28). In addition, studies on consumer behaviour have revealed that consumers' religious beliefs are related to consumption behaviours (Akbiyık, 2020: 48).

2. CURRENT ISSUES IN HALAL FOOD

With the increase in the world population and the effects of globalization, the demand for food has increased worldwide. In order to meet this incredible demand, human beings have started to benefit from industrial production techniques and have had the opportunity to produce more than the current demand. Therefore, in order to increase the demand even more, they have started to use more than four thousand additives in the production phase of food to extend the life of the food at the same time by turning to people's desires (Büyüközer, 2018: 9). Due to the busy working life of Muslims like other people, the demand for ready-made foods has increased. The fact that ready-made foods have halal certification is an essential advantage for producers (Akbiyık, 2020: 92).

With globalization, the facilitation of trade between countries, and the shortening of the distance between people with communication opportunities, also affected the production and consumption culture. Thus, Muslims began to question what they ate and drank. The halal food issue is one of the biggest problems of today's Muslim societies, and the studies on it are essential in terms of raising the awareness of the communities. That is not only a matter for Muslim societies in the world but for all people who want to consume halal and healthy food. Unfortunately, today, non-Muslim people and organizations manage the production, raw materials and additives of products in many sectors, especially in the food, cosmetics and pharmaceutical sectors (Büyüközer, 2018: 7-24).

In this new system, a product produced at one end of the world can be marketed at the other end of the world. However, the concerns of Muslims increased because the

international food trade is not carried out according to the sensitivities of Muslim societies. Food fraud and scandals that have arisen in recent years increased the concerns of Muslims. All these concerns have raised the issue of food safety. Food safety is a package of all measures that will ensure that food reaches the consumer healthily and safely by preserving its physical, chemical, sensory and biological properties from production to consumption (Yetim & Türker, 2020: 1-2).

Today, packaged foods are addictive and cause many health problems. Despite the adoption of many decrees in order to prevent such issues, it is seen that these laws are not implemented in the field. The reasons for this can be summarized as the following (Parlar, 2020):

- Large companies control the food industry,
- Continuous innovations in production methods and fierce competition between companies,
- Hiding many additives under the name of "Privacy Policy" or making them incomprehensible with crypto names,
- Even if the foods are processed with hormones and antibiotics, the manufacturers do not have to specify the ingredients,
- People's ignorance and indifference,
- Gaps in the law,
- Some "fatwa" supporting this situation.

Access to halal and healthy food is a universal right. As a matter of fact, this right is given to all people in the Universal Declaration of Human Rights with the following statement (Türker, 2020):

"Every person has the right to have access to healthy and safe food of sufficient quality and quantity to survive, in accordance with their belief and culture".

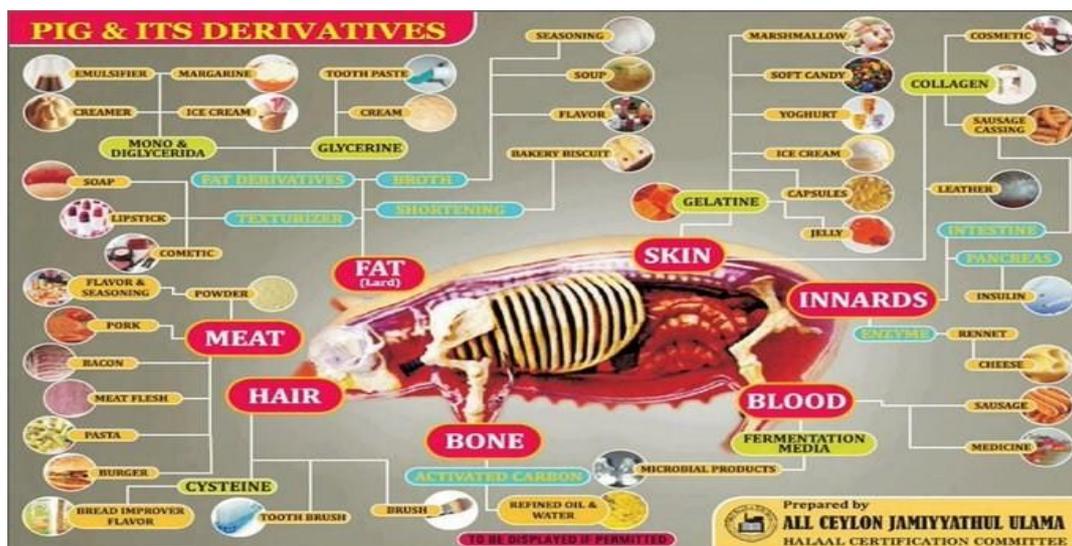
In halal food, there are some issues that can make the food haram or suspicious. One of them is that mechanization in cutting should not be allowed. Another is that the pharmaceutical and cosmetics industry contains more of the haram or the suspect, so it is an issue that should be studied by Muslims in these sectors (Büyüközer, 2018: 33). Another issue is an irradiation with radiation (radura) is applied in order to extend the shelf life of foods (Öner, 2016).

Another issue is stunning of animals before nonreligious slaughtering is generally accepted in the U.S. and Canada where methods of stunning generally are non-lethal. In many European countries, the type and severity of stunning usually kills the animals before bleeding, which makes it unacceptable for halal. Moreover, dismemberment (i.e., cutting off the horns, ears, lower legs) of an animal must not take place before the animal is completely dead (Riaz & Chaudry, 2004: 28). On the other hand, on chickens since there is a danger of contamination of chickens and poultry with the watery way, the most worthy fatwa is the preference for the dry way (Cıbız, 2015).

Another food issue is the GMO (Genetically Modified Organism). Changing the nature of food is a situation in question. Companies such as DuPont, Monsanto, Calgene Inc., Aventis CropScience, Florigene Pty Ltd., and Asgrow-Seminis Inc., which are internationally Jewish, globally control genetically modified crops and seeds (Büyüközer, 2018: 61). In other words, not only processed packaged products but also the fruits and vegetables we consume daily are far from natural.

On the other hand, Özbekar et al. (2019) analyzed the origin of natural bristle brushes in Türkiye, which are widely used in food factories, using by real-time PCR method. As a result, it was determined that 20 of the 22 bristle samples analyzed were produced from pork hair. The vast majority of bakers unconsciously use these brushes. Products are made not only from the hair of the pork but also from many parts of its body. These are shown in Figure 3.

Figure 3. Products Derived From Pork



Source: Twitter (2022). “Uganda Halal Bureau”,
<https://twitter.com/TheHalalBureau/status/1523915345765019648>.

Another issue in halal food is additives. Additives are chemicals added to foodstuffs to promote sales and facilitate marketing. It has no nutritional value. It is used for the following purposes (Büyüközer, 1992: 48):

- To prevent staleness and deterioration as a preservative,
- In order to facilitate the mixing of substances that are difficult to mix with each other (emulsifiers, lecithin, etc.),
- To provide a pleasant appearance as a colourant,
- To add flavour as a sweetener

A total of 4500 types of additives are marketed and consumed in the world. In Türkiye, foreign expenditures of around 10 billion dollars are made to import additives. Today, 400,000 tons of gelatin are consumed annually in the world. Türkiye's annual consumption is around 6,000 tons. Most of this consumption is met by imports. Although most of them have many damages from cancer to brain damage, the health of humanity is being played with due to the international food industry system and the ambitions of the bosses of this system to make money (Büyüközer, 2018: 63-68).

One of the food additives is gelatin, which is widely used today. However, it is not classified as a food additive in many countries, including Türkiye. In addition to the food sector, it is also used in products such as pharmaceuticals, cosmetics, photography, paints, and pesticides. Its raw material, collagen is a structural protein that is very common in animals. The majority of commercially produced gelatin is produced from pigskin (Boran, 2011).

Türkiye meets most of its gelatin needs by importing it. Import countries are Germany, Italy, France, Colombia, Korea, Japan, Canada, USA (United States of America), Brazil, India, China, and Pakistan (GIMDES, 2021). In order to inform Muslim consumers, it is not enough to write beef gelatin in the ingredient section of the product. They should also indicate whether these cattle were slaughtered according to Islamic methods. Otherwise, it will be considered haram, and the consumer will be deceived (Batu, 2012).

Another problem is that gelatin is considered a food ingredient, not a food additive, and it does not have to be specified on the label. Even if the additives are below a certain amount, there is no obligation to indicate them on the label. Türkiye is among the most permissive to food additives in the world. In many European countries,

the number and amount of food additives are limited by law. The content of a product sold by a global company to Türkiye and the content of a product sold to a European country may be different due to state laws (Aktürk, 2020: 251).

The protein injection process is also a way of making meat haram. This protein is obtained from pigskin and it helps to increase the weight of the animals. This process is unfortunately not known by most Muslim consumers, and it is haram. This protein injection process is not only used in meat but also in animal feeds, chicken, sausage, salami, pastrami, doner kebab, yoghurt, spice, protein drinks, coffee, cosmetic products, medicines, vitamins, soap, ointment, cream, botox, porcelain and many other areas (Büyüközer, 2019: 64).

Although it is not licensed in Türkiye, the chemical substance “bradmix” is used to increase the volume of meat by 25-30 per cent and it provides a livelier and brighter appearance during finishing. Moreover, the nitrate and nitrite sodium is added to the processed meat. This is one of the causes of stomach cancer. Anti-corrosion sodium sulfate increases the risk of pancreatic cancer by 67 per cent and leukaemia by 700 per cent (Yalçın, 2021). Another problem is mixing wastes such as 3% carrion, blood, and plasma into animal feeds (Keleş, 2015).

TSE (Turkish Standards Institution) and the Turkish Food Codex have allowed soft drinks to contain up to 3 gr/L of ethyl alcohol (Resmi Gazete, 2007). However, this ratio should be measured by volume calculation, not gram calculation. Because the density of liquids is different, it differs according to the type of 3 g liquid. In addition, the alcohol content is not specified on the soft drinks. In a study conducted on ten carbonated beverages in Türkiye, alcohol content was between 0% and 1.56% (Cıbız, 2015).

Beverages contain harmful additives such as phosphoric acid, caffeine, dyestuff, carbon dioxide gas, carmine, artificial sweetener, as well as alcohol. For example, since carmine is obtained from insects, it is not considered appropriate in all four sects according to Islam (Büyüközer, 2018: 76).

The reason for non-Muslims to prefer the pork is because it is an easy animal to care for and feed, can eat everything except glass, can give birth to 6-7 cubs at once, and has a high-fat content. Almost all gelatin produced in America and Europe is of pork origin. Therefore, it has become an indispensable product of production technology. It is

preferred because of its features, such as benefiting from every particle of its body, giving consistency and being protein (Şahin, 2020). Among the reasons why alcohol is preferred, reasons such as cheapness and easy processing make alcohol attractive. It is preferred because it facilitates the work of production companies due to reasons such as aroma dissolver in foods, combining substances effortlessly, acting as a cleaning agent, and being volatile (Elgün, 2019).

3. HALAL CERTIFICATION

A halal certificate is accepted as a document issued by Islamic organizations that certify products that comply with Islamic dietary rules (Hanzaee & Ramezani, 2011). Halal certification is a reliable, authorized and impartial institution that inspects the products subject to the application and, consequently, the product produced and confirms this determination with a document upon the determination of full compliance with halal standards. Halal certification concerns many commodities and services in coordination, not only in food but also from tourism to cosmetics, from renewable energy to logistics and agricultural processes (Şimşek, 2013; Tüzüner, 2020; Fındık, 2019).

The fact that different organizations make halal certification causes differentiation in the criteria sought in halal. Another organization may not issue a certificate for a product that one organization has given halal certification. While an organization considers a single standard in certification, another organization may question more than one criterion (Aktürk, 2020).

Every person has the right to a healthy diet as required by their faith. States should give and protect this right of their citizens. As a matter of fact, this right has been guaranteed in our country in general terms. This situation is expressed in Article 172 of the Constitution of the Republic of Türkiye as follows: "The state takes protective and enlightening measures for consumers and encourages consumers to take measures to protect themselves" (TC. Anayasası, 1982). Again, in Maslow's hierarchy of needs, physiological needs come first, and food comes first among these needs. It is a universal human right for a person to demand something that is a requirement of his belief and not want something contrary to his belief (Keleş, 2015).

Consumers who consume non-halal products without their knowledge can claim non-pecuniary damages. Because selling non-halal products to consumers without their

knowledge violates their personal rights. In addition, it is possible for consumers to demand that sellers using unfair or illegal halal certificates be punished (TCK art.62) and administrative sanctions (TKHK art.77) applied to these people (Topçuoğlu et al., 2017).

It is seen that the concept of halal certification emerged in order to protect the religious identities of Muslims living in non-Muslim countries such as the USA, Europe, certain parts of Asia and Pacific countries. The first halal certification started to be implemented in the USA in 1960 (Akbıyık, 2020: 63). However, it was not wholly successful. Therefore, it is accepted that the first certification was made by Malaysia (Yetim & Türker, 2020: 14).

Today, unfortunately, substances that are not written on the content label of the products can be found in the content of the tests. For example, if alcohol is used directly in the product, this is stated, but if there is alcohol in a substance in the product, only the name of that substance is written (Yener, 2011). Or, instead of writing the name of the additive, the content is tried to be hidden with general expressions such as sweetener and colourant. In order to solve such problems for Muslims, organizations that work with the science and fiqh staff dealing with the science of this business determine which substances are halal, haram or suspicious as a result of the examinations and give halal product certificates to the manufacturer or brand. Thus, these associations or institutions have undertaken a duty called the bail system in Islam on behalf of Muslims. Muslim consumers can easily choose by looking at the logo on the product when purchasing a product (Büyüközer, 2018: 37-41).

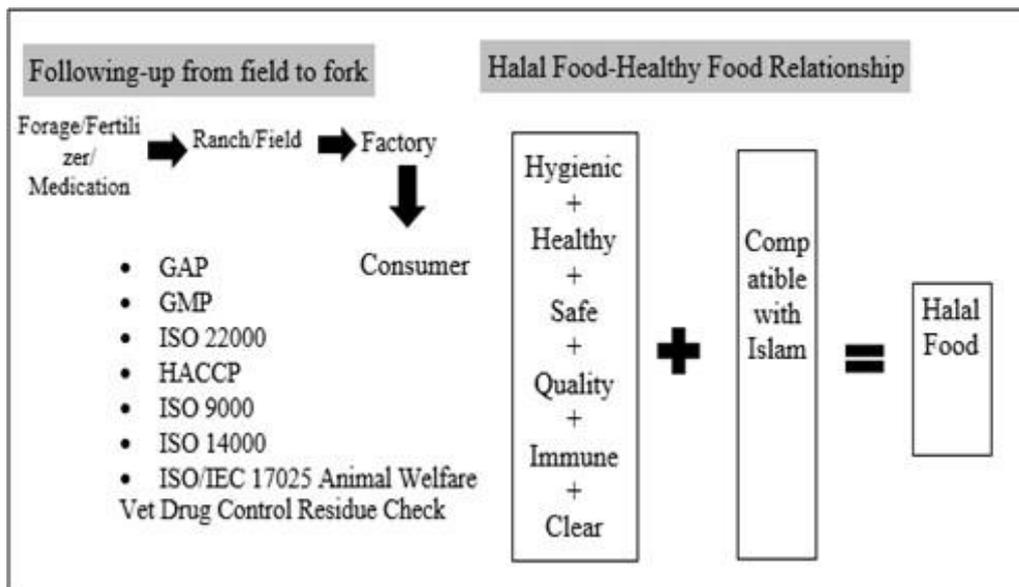
Whether it is an Non-Governmental Organizations (NGO), a public institution or an association, an organization that works on halal certification should establish a committee consisting of at least a few academicians, veterinarians and experts in the field of food processing, food analysis and food additives as a manager or consultant. Each organization should create its delegation and comply with its decisions (Batu, 2012). Halal certification business is primarily a matter of faith and then a process that includes knowledge, experience and moral values. The halal certificate should remain a religious indicator and should not be used as a commercial material for profit. Halal certificate, which is used as a product of commercial concerns, also damages consumer confidence (Keleş, 2015).

Types of halal certificates are (Riaz & Chaudry, 2004: 165-166):

- Certificate given to a facility/business: This type of certificate is a document that shows that a factory, production facility, food facility, slaughterhouse or any food processing establishment produces, distributes or markets halal food. This does not mean that all food products produced are halal. A business certificate should not be used as a product certificate.
- Halal certificate for a certain product in a certain period of time: This type of certificate is the certification of products that meet the standards by examining the products produced by the enterprise by the certificate issuer. Such a certificate may be issued for a certain time period or for a specified quantity of the product destined for a particular distributor or importer. If the certificate is for a specific quantity, it may be called a batch certificate or a shipment certificate. Meat and poultry products, for which each batch or consignment has to be certified, generally receive a batch certificate.
- Annual certificate: Automatically renewed certificate that is attached to passing the annual supervision, through halal observance and payment of the certification fee.

Halal food certificate, apart from compliance with religious provisions, additionally stipulates to meet conditions such as GMP (Good Manufacturing Practices), GHP (Good Hygiene Practices), ISO (International Organization for Standardization) 22000 and HACCP (Hazard Analysis and Critical Control Point). This means that every halal food is safe food, but not every safe food is halal food (Yetim & Türker, 2020: 58). Therefore, halal-certified products are higher quality than products that only meet food standards (Teng et al., 2013). For this reason, non-Muslim consumers also consume halal products (Akbiyık, 2020: 45). Halal food requirements are shown in Figure 4 below:

Figure 4. *The Relationship Between Halal and Healthy Food From Farm To Table*



Source: Yetim & Türker, 2020: 58.

Halal certification can positively change the purchasing decision of consumers. In the study conducted by Çukadar (2015) in Kahramanmaraş, more than half of the consumers (54%) stated that they were willing to overpay for the halal-certified product.

The institution and country that issued the halal certificate can also determine the demand for the product. For example, when importing halal-certified products from Australia, consumers' attitudes can be negative. However, consumers may find products that do not have a halal certification but are imported from Saudi Arabia, an Islamic country, more reliable (Shafie & Mohamad, 2002). Similarly, some consumers do not pay attention to whether there is a halal logo on the products. They think that everything produced and sold is halal because they live in a Muslim country (Dali et al., 2008). If the clothing style of the people who provide the product or service is similar to the clothing style of Muslims, again, consumers assume that the products they buy are halal (Zakaria, 2008).

4. HALAL CERTIFICATION STUDIES IN THE WORLD

The fact that Muslims immigrated to western countries such as Europe and America and started to search for halal food increased the growth rate of the halal food market, and the interest in this market grew. In addition, the development of Muslim countries and the increase in their material well-being are among the most important reasons for the development of this sector (Yener, 2013). Another reason for the growth of the halal food market is the emblem of awareness in this sector. In addition, not only

Muslims but also non-Muslims prefer halal products because they are hygienic and natural (Torlak, 2012). However, almost 80% of halal-certified products sold in the world halal market today are produced by companies from non-Muslim countries (Yetim & Türker, 2020: 10).

According to the report presented by Noor (2019), state of the global Islamic economy datas are: Lifestyle is US\$2.1 trillion, Islamic Finance is US\$2.4 trillion, food and bevareges are US\$1.3 trillion, apparels are US\$270 billion, Media & Entertainment is US\$209 billion, travel is US\$177 billion, pharmaceuticals is US\$87 billion and cosmetics is US\$61billion. Besides, Muslims expenditure on foods and bevareges grows at 6.1%, and is forecast to reach US\$1.9 trillion dollar by 2023.

One of the most critical problems in certification is using a joint halal certificate that all Muslims will adopt in the world. Common standardization activities among international certification bodies are insufficient (Lada et al., 2009). This problem reduces trade among Muslims and hinders the worldwide marketing of halal products. Another problem is the inadequacy of halal production companies in the face of global brands in marketing and promotion activities or the problem of not allocating enough resources to this field (Torlak, 2012). As such, brands that produce halal have difficulty competing with global brands. In fact, these global brands make halal production in various world regions according to their needs, and they want to dominate the halal trade. Because these companies see the concept of halal as a potential growth tool (Rajagopol et al., 2011), it would be helpful to talk about the leading countries in halal certification in the world.

4.1. MALAYSIA

Malaysia, the first in the world, started halal food studies and has been working since 1971. JAKIM (Jabatan Kemajuan Islam Malaysia), a government agency, carries out halal certification in the country. JAKIM has been providing halal certification since 1982. In this regard, the Codex Alimentarius Commission¹ shows Malaysia as the best example of halal food (Noordin et al., 2009; Ibrahim & Mokhtarudin, 2010). The

¹ The Codex Alimentarius Commission was established in 1963 by the United Nations Nutrition and Agriculture Organization (FAO) and the World Health Organization (WHO). It aims to protect consumers' health and guarantee honest food trade. The Ministry of Food, Agriculture and Livestock is a member of the Commission on behalf of our country. The Commission published the halal food directive in 1997. The directive draws a framework for the member states on halal (Bayraktar, 2015: 71).

organization controls not only the end product but also the equipment in which the product is produced. It evaluates halal not only in the field of food but also in terms of packaging materials, branding, labelling, logistics, travel and hotel management. While importing, the country imports products that comply with its specifications (Aktürk, 2020: 246-247).

JAKIM, the world's leading halal food certification body, has been approved by the United Nations (UN). Publishing Halal Standards in 2004, Malaysia published a bimonthly magazine called "Halal Journal" (Büyüközer, 2019: 240). One of the reasons why Malaysia's halal certification is recognized worldwide is that it complies with international standards such as ISO, HACCP, GMP and GHP. JAKIM accredits two certification bodies in Türkiye. These are GIMDES and Kascert International. Malaysia imports from Türkiye, taking into account the certificates of these two institutions (Fındık, 2019).

Malaysia has given support to many countries in this regard and has given the standards it has created to those countries. Severe studies on halal are carried out in universities. For example, in the Halal Products Research Institute of Putra University, machines that can detect the DNA (Deoxyribo Nucleic Acid) of porks in a short time have been produced. In addition, he put his signature under important works by establishing the organization called "World Halal Forum". The organization, which has 90 members, has its own standards (Çelen, 2012). The organization accepts the countries accredited by Malaysia as a member and mostly deals with the market of halal products. It has a wide working network. It established the international halal standard in 2009 (Bayraktar, 2015: 78). In addition, another organization belonging to Malaysia is the World Halal Foundation. The organization aims to establish an organization accredited by the UN and provide a joint certification and accreditation service approved by both ISO and halal (Büyüközer, 2019).

The Malaysian government increased the powers of JAKIM by enacting a law in 2011 so that JAKIM has the power to carry out enforcement activities but also has the power to arrest, prosecute and revoke the license of the enterprise when necessary. In the states, this task is undertaken by MAIN/JAIN. In addition, the laboratory centre established in Malaysia in 2012 is the first Halal Analysis Center in the world (Fındık, 2019).

The biggest reason why Malaysia is a pioneer in the halal sector and halal certification in the world is the excess of the non-Muslim population living in the country. Muslims make up about 60% of the country's population, while non-Muslims make up 40%. In addition, a large part of the food industry in the country is in the hands of non-Muslims. Again, the intense commercial activity of non-Muslim food brands and restaurant chains in this country has forced Malaysia to switch to a certification system (Yetim & Türker, 2020: 14-15).

4.2. INDONESIA

In terms of halal certification, Indonesia comes after Malaysia in the world. In this country, halal certification studies are carried out by Majelis Ulama Indonesia (MUI), the highest Islamic authority in the country (Aktürk, 2020: 247). MUI was established in 1975 as an autonomous public institution with Muslim scholars. The organization is subject to strict control of the products for which it gives a halal certificate (Bayraktar, 2015: 79). Another certification body is Kosmetika from Lembaga Pengkajian Pangan Obat-obatan. Both organizations have accreditation with JAKIM (JAKIM, 2020).

4.3. THAILAND

HSC (Halal Science Center), established at Chulalongkorn University in Bangkok, in a country where only 10% of the population is Muslim, has been dealing with halal issues both technically and politically since 2003. It supports the halal food industry in reaching international food safety standards such as GMP and HACCP (Büyüközer, 2019: 241). In addition, The Central Islamic Council of Thailand (CICOT) is an organization that performs halal certification and is also accredited by JAKIM (JAKIM, 2020).

The country, whose population is mostly Buddhist and with a Muslim population of approximately 10 million, works with the HSC, which was established within the body of Chulalongkorn University in 2004 in order to control and standardize the production process of daily consumption products, especially halal food, for the use of permissible products in the entire production process of food (Anadolu Ajansı, 2017).

4.4. SINGAPORE

The country, where Muslims make up only 16% of the total population, exports halal food to the Middle East (Büyüközer, 2019: 241). MUIS (The Majelis Ugama

Islam Singapore), a public institution, is the only institution authorized to issue halal certification in the country (Bayraktar, 2015: 80). Singapore is a country that has implemented halal certification activities within the state after Malaysia and has an essential regional role in the national and international halal market as a commercial, integrated and accredited country (Asa, 2019).

According to Salaam Gateway report, Singapore is an ideal center for halal food production, trading and re-export as it is close to Muslim majority Malaysia and Indonesia, with a highly developed logistics substructure for global trade and the quality of Singapore made products and MUIS halal certification (Noor, 2019).

4.5. AUSTRALIA

Australia, which is at the top of food production, exports halal-certified food to more than 70 countries every year. Indonesia, Malaysia, Saudi Arabia, Egypt, UAE (United Arab Emirates) and Bangladesh are among these countries (Bayraktar, 2015: 80; Büyüközer, 2019: 242).

In Australia, one of the countries with the highest food production volume in the world, there is a certification body called the Halal Certification Authority (HCAA). This organization requires its employees to pray five times a day in order to issue certificates to companies (Aktürk, 2020: 247-248). This organization also has an accreditation agreement with JAKIM. Other organizations accredited with JAKIM in Australia are (JAKIM, 2020):

- Supreme Islamic Council of Halal Meat in Australia Inc. (SICHMA)
- Islamic Co-ordinating Council of Victoria (ICCV)
- Australian National Imams Council (ANIC)

4.6. USA (United States of America)

Despite the increasing Muslim population in North America, where there are about 1000 halal-certified products, Muslims are forced to buy kosher products. Muslims constitute 16% of the US kosher market, which has reached 100 billion dollars in 2019 (Büyüközer, 2019: 242).

The most well-known organization is the Islamic Food and Nutrition Council of America (IFANCA), founded in 1982. At first, it provided education, training and consultancy services, then started certification studies. Today, it still carries out

certification studies in America, Europe and Africa (Akbiyik, 2020: 75). The Council published its first standard under “Halal Industrial Production Standards” in 1997 (Bayraktar, 2015: 76). Islamic Services of America (ISA) and the American Halal Foundation (AHF) organizations are also internationally recognized organizations (JAKIM, 2020).

4.7. CANADA

With the migration of some Muslims to the West, Muslims who started to live in non-Muslim societies began to seek halal food. Especially in the USA, Muslims who were content to prefer Kosher products at first established their own halal certification systems (Tekle et al., 2013). Islamic Society of North America (ISNA) is a non-governmental organization founded by Canadian Muslims in 1963. American and Canadian Muslims first determined the halal standards and then advanced their studies until today (Akbiyik, 2020: 75). Halal Montreal Certification Authority (HMCA) and Halal Monitoring Authority (HMA) are other certification bodies accredited with JAKIM (JAKIM, 2020).

4.8. EUROPE

Due to the increase in the population of Muslims in Europe, the halal food market has developed considerably, especially in England, France, Germany and Italy. The most prominent of these are France and England. On the other hand, Germany is a little more distant from halal food products. This is because conservative Christian consumer associations are very active in Germany, and companies are afraid of these associations. (Bayraktar, 2015:102). In Europe, the certification bodies by country are (JAKIM):

1. Austria: Islamic Information and Documentation Center
2. Belgium: Halal Food Council of Europe (HFCE)
3. Bosnia and Herzegovina: Agency for Halal Quality Certification
4. France: Ritual Association of Lyon’s Great Mosque (Association Rituelle de la Grande Mosquée de Lyon)
5. Germany: Halal Control GmbH Inspection and Certification Body
6. Ireland : Islamic Foundation of Ireland
7. Italy:

- Co.Re.Is - Halal Italia
 - World Halal Authority (WHA)
8. Netherlands / Holland:
- Control Office of Halal Slaughtering B.V & Halal Quality Control
 - Foundation Halal Correct Certification (TQHCC - Total Quality Halal Correct)
 - Halal Feed and Food Inspection Authority (HFFIA)
9. Poland :
- Muslim Religious Union in Poland (MRU)
 - Polski Instytut Halal (Polish Institut of Halal)
10. Spain:
- The Halal Institute of Spain (Junta Islámica)
 - Halal Food and Quality (HFQ)
11. Ukraine: LLC Certification Center “Halal”
12. United Kingdom (UK):
- Halal Certification Europe (HCE) (formerly known as: The Muslim Food Board UK)
 - Halal Food Authority
13. Switzerland: Halal Certification Services

4.9. JAPAN

It is understood that in Japan, whose relationship with Islam began in the 1877s, there were no institutional arrangements for halal food in the 2000s, and the demand for halal food increased in cities such as Tokyo, where international students are concentrated in the 21st century (Yusof & Shutto, 2014). The halal menu, which was started by international students in cafeterias just before 2000, also has a course that coincides with the development of halal certification, which began to become evident in 2012. On the other hand, Muslims between the ages of 20-40 residing in Japan are another source of the rise of these demands. By 2010, there was a trend toward this market share in Japan. The growth desires of companies towards the global market are one of the motivations for turning to the halal industry, which is a big niche market for them (Sevinç, 2021). The halal certification bodies in Japan are (JAKIM, 2020):

- Japan Muslim Association
- Japan Halal Association (JHA)
- Japan Halal Unit Association (JHUA)
- Japan Islamic Trust (JIT)
- Muslim Professional Japan Association (MPJA)
- Nippon Asia Halal Association (NAHA)
- Japan Halal Foundation (JHF)

4.10. CHINA

The Chinese authorities also confirmed that the source of the Coronavirus, which spread from the city of Wuhan, China, was wild animal meat. It is stated that the Chinese National Food Committee made a call for halal nutrition on Wechat. Halal food federation, one of the sub-federations of the Chinese Catering Federation, emphasized “What is halal food?” and “Halal is for humanity”. Chinese consumers rely more on halal food as it undergoes extra inspection. The Chinese halal food market is estimated to be around 6 billion dollars and is growing %10 per year. After these explanations and sharing on social media, the halal food market is expected to rise above normal (Milli Gazete, 2020). Some of the certification bodies in China are listed below (JAKIM, 2020):

- Shandong Halal Certification Service (SHC)
- China Islamic Association
- ARA Halal Certification Services Centre Inc.
- Linxia Halal Food Certification Centre (Gansu)
- Shaanxi Shang Pin Yuan Halal Food & Restaurant Management Limited Company
- Halal Certification Services Chongqing (HCS)

5. HALAL CERTIFICATION STUDIES IN TÜRKİYE

It is emphasized that a halal certificate has an important place in developing Türkiye’s exports. Both Europe and Muslim countries are looking for halal certification in their imports (GMKA, 2012). It is stated that Türkiye’s halal food and lifestyle domestic consumption market is the second-largest potential halal market globally. This market in Türkiye reached 240 billion dollars in 2018. Indonesia, the largest halal market in an Islamic lifestyle, had a halal market of 235 billion dollars in 2017. The

third-largest market, Saudi Arabia, was around 90 billion dollars (Yetim & Türker, 2020: 9).

According to the report published by the Ministry of Development, it is predicted that the current impact of organic production and halal production in the livestock sector will increase in the coming years, there will be new trends in terms of production and consumption, and the market shares will increase significantly (Kalkınma Bakanlığı, 2018: 104). In addition, the potential of halal food production offers important opportunities for Türkiye, which is mostly Muslim. According to GIMDES; although the halal food demand potential of the Islamic world, with a population of 2 billion in the world, is 860 billion USD, only 14% of this can be met (S.T.B., 2021).

In Türkiye, in the 1980s, the public suspected that there was lard in foods such as margarine, biscuits and chocolate, and rumours emerged. As a result, the manufacturers added sentences such as "There is no lard" to their product packages and tried to gain consumers' trust. Indeed, this has been effective. But this statement is a very narrow one. The absence of lard in a product is not enough for that product to be halal. Because many elements such as alcohol and alcohol-containing additives, pork gelatin and other pork-containing additives are widely used today, and animals that are not slaughtered according to Islamic methods, even if they are halal, are sufficient to render a product haram (Güzel & Kartal, 2017).

It is very important for Türkiye to develop itself in the halal food market, which grows approximately 10% a year, in terms of getting a share of the market (Özdemir & Yaylı, 2014). Consumers should be made aware of halal food, and they should know what they are consuming. Halal food aisles should be created in every market, and the consumer's attention should be drawn. In this way, producers will review and renew their production processes against conscious consumer demands and will make efforts to produce quality, healthy and halal products according to their wishes (Çukadar, 2017). In order to ensure that Türkiye is represented in the halal accreditation process on international platforms, HAK (Halal Accreditation Agency) was established in 2017 with a presidential decree (HAK, 2019).

In Turkish Law, there are no Shariah provisions regarding halal products that contain a special halal law, that is, sanction in accordance with the definitions of halal-

haram. In this respect, Turkish Law is similar to the laws of other European Union member states. However, in sharia-based laws, there are provisions containing the abuse of halal certificates, halal-haram words as well as their definitions (Tüzüner, 2020).

The high fees for halal certification are a disadvantage for small and medium-sized businesses. As a result, halal certification requires a significant financial investment, and completing the certification process takes a lot of time. In most cases, the consumer bears the additional cost of halal certification. Achieving global unification in halal standards will clarify the certification criteria and help balance the fees. Thus, businesses will compete under equal conditions in the field of halal products (Fuseini, 2017).

The legislation of institutions such as FAO (Food and Agriculture Organization of the United Nations), Codex Alimentarius Commission and EFSA (European Food Safety Authority) is the source of food legislation in Türkiye. Unfortunately, the Turkish Food Codex and its additional communiqués are literal translations of the European Food Codex, which is the product of Christian culture. Türkiye has an obligation to implement the binding sanctions of the World Trade Organization in this area (Özer, 2012). When the Turkish Food Codex is examined, it is seen that there are some deficiencies in terms of compliance with religious rules. These are (Bayraktar, 2015):

- There is no provision to meet the concepts of halal and haram in the communiqué of the Turkish Food Codex on labelling.
- In the article that regulates the mandatory information on the labels of foodstuffs, the origin of the product compositions and additives in terms of halalness is not emphasized.
- In the regulation of product components, there is no obligation to specify separately if the product components are less than 25% of the product.
- New substances that may occur due to fermentation do not have to be specified on the product label.
- Although it is obligatory to specify “country of origin” for manufactured substances, it is not compulsory for additives.
- If the beverages contain less than 1.2% alcohol, the alcohol does not have to be specified.

- There is no obligation to present a prospectus for the use of foodstuffs.

Today, there are more than 400 halal certification bodies in the world, 184 of which are international (Yetim & Türker, 2020: 126). In Türkiye, the most commonly used organizations are:

- GIMDES (Food and Necessary Substances Inspection and Certification Research Association)
- TSE (Turkish Standards Institution)
- World Halal Union
- HEDEM (Halal Inspection and Certification Center)
- KAS International Certification
- HELALDER (Halal Association)
- HAFSA Halal

These organizations are explained in the following sections.

5.1. GIMDES (Food and Necessary Substances Inspection and Certification Research Association)

In the 90s, lists of halal and haram products and E codes were started to be given on some websites. Thus, consumers began to inform and warn each other. In 2003, a group dealing with these studies established a website called "Food Report" and carried out essential studies (Batu, 2012). In 2005, the same group activated the "Food and Necessary Substances Inspection Research and Certification Association (GIMDES)" association and started certification studies four years after its establishment (Belen et al., 2018). GIMDES has the institution title that carries out the first certification activity in Türkiye (Bayraktar, 2015: 92; Yalçın, 2017). GIMDES, which has also published various publications, started its certification processes in 2009 (Akbiyık, 2020: 80).

Founded in 1999 in Jakarta, the capital of Indonesia, the World Halal Council (WHC) is an umbrella organization. Today, the members of this organization, which has 60 members, accredit each other. In addition, member countries have their own standards. As a result of some divisions in the organization (WHC, 2021), GIMDES in our country took over the management (Yalçın, 2017). Later, it became a founding member of the WHF (World Halal Foundation), which was established to create international Halal Markets, and AHC-EURO, formed by internationally accredited

halal certification bodies in Europe (Afia, 2022). In addition to these international umbrella organizations, GIMDES has been accepted to be a member of national and international umbrella organizations such as TGTV (Turkish Voluntary Organizations Foundation) (TGVT, 2022) and The Union of NGOs of the Islamic World (IDBS, 2019).

"Halal Expo 2016 International Halal Food Summit", sponsored by GIMDES and KOSGEB (Small and Medium Enterprises Development Organization), was held in Türkiye with the participation of 200 brands from 30 countries. Another event was the World Halal Summit held in 2017. OIC (Organization of Islamic Cooperation) and Discover Events have partnered with this summit (Belen et al., 2018). GIMDES' halal logo is shown in Figure 5.

Figure 5. GIMDES Halal Logo



Source: gimdes.org

GIMDES International Recognized Halal Certification Bodies are listed as the following (Gimdes Accreditation, 2022):

- Islamic Council of South Africa (ICSA) / South Africa
- Muslim Association of Malawi (MAM) / Malawi
- South African National Halal Authority (SANHA) / South Africa
- American Halal Foundation (AHF) / USA
- Halal Product Development Services (HPDS) / Canada
- Islamic Da`wah Council of the Philippines (IDCP) / Philippines
- Islamic Food Research Centre Malaysia & Asia Region (IFRC Asia) / Malaysia
- Jabatan Kemajuan Islam Malaysia (JAKIM) / Malaysia

- Jamiat Ulama Halal Foundation / India
- Jamiat Ulama I-Hind Halal Trust / India
- Majelis Ugama Islam Singapore (MUIS) / Singapore
- Shandong Halal Certification Service (SHC) / China
- The Japan Moslem Association (JMA) / Japan
- Supreme Islamic Council of Halal Meat in Australia Inc. (SICHMA) / Australia
- New Zealand Islamic Processed Foods Management (NZIPF) / New Zealand
- Agency for Halal Standards / Macedonia
- Halal Feed And Food Inspection Authority (HFFIA) / Netherlands
- Halal Control GmbH / Germany
- Halal Food Authority (HFA) / UK
- Total Quality Halal Correct Certification (TQHCC) / Netherlands
- World Halal Authority (WHA) / Italy
- Halal International Authority (HIA) / Italy
- European Centre of Halal Certification (Halal Greece) / Greece
- Halal Food & Quality of Islamic Center of La Vall / Spain

52. TSE (Turkish Standards Institute)

The fact that especially Muslim countries that will import from Türkiye ask for halal certificates has prompted the Ministry of Foreign Affairs. In order to find solutions to these problems of exporting companies, TSE started certification studies in 2011 in cooperation with the Presidency of Religious Affairs (Bayraktar, 2015: 87). The institution's standards were created by the SMIIC (Institute of Standards and Metrology of Islamic Countries) (Akbiyık, 2020). SMIIC is the Standards and Measurement Institute of OIC member countries (SMIIC, 2022).

Upon the request of the countries to which Türkiye exports halal certificate on behalf of the state from Türkiye, Türkiye started halal certification studies together with the TSE. TSE President Hulusi Şentürk stated the following on the subject in 2011, when TSE started halal certification studies:

"French, Italian, Belgian, Dutch and American companies will get this certificate in 3 days, while Turkish companies will lose the food market in Islamic countries by

saying 'You have an eyebrow on your eye' and not having this document for months or years. In other words, seeing the commercial dimension of the event, all parties should give us full support in this regard. Okay, there is serious document money, but the halal food market is actually 930 billion dollars a year. The turnover of the halal food market last year was 930 billion dollars worldwide. This means that our business world remains in the background in this turnover. Neither of us has the right to do that." (Gıda Güvenliđi Hareketi, 2012).

The Halal Food Certification Commission of five people, including a member from the Diyanet, is the final decision-maker. In addition, the Academic Advisory Board within the body of TSE provides academic support to the certification commission (Şimşek, 2013). This state institution continues its work with the participation of 11 Muslim countries; but Malaysia, the pioneer of halal food, is not among these countries (Batu, 2012). The contribution of the Presidency of Religious Affairs to TSE in terms of institutionalism is a good contribution that cannot be ignored. Still, it is seen that it is insufficient compared to other halal food studies globally (Keleş, 2015). TSE halal logo is shown in Figure 6.

Figure 6. TSE Helal Logo



Source: tse.org.tr

Another halal food umbrella organization in Türkiye is the OIC. TSE participates in the work of this organization, but non-governmental organizations in the country are not included. The fact that this accreditation institution, which carries out studies involving the state administration, may be adversely affected by possible conflicts between states should also be considered. Rather than issuing a halal

certificate, the state's primary duty is to regulate the issues related to the halal certificate by law and authorize those who want to make certification and to inspect the certification bodies (Batu, 2012).

TSE also issues a halal certificate as a public legal entity, but there is no detailed regulation on the halal conditions in the Halal Certification Procedures and Principles. This situation can create uncertainty in terms of halal requirements, and it can also spread the abuse of halal certificates (Topçuoğlu et al., 2017).

53. WORLD HALAL UNION

Founded in 2010 and headquartered in Bursa, World Halal Union is a non-governmental organization established primarily to raise consumers' awareness and carry out halal certification studies. It publishes a magazine called 'Halal Food' every two months and also exchanges information with institutions such as TSE and TÜRKAK (World Halal Union, 2019). The World Halal Union, an organization with representatives in 37 countries on 5 continents, branches in 4 provinces, and 4 authorized organizations, applies the OIC/SMIIC General Halal Standard created by the SMIIC as a standard (Düny Helal Birliđi, 2021). World Halal Union logo is shown in Figure 7.

Figure 7. World Halal Union Logo



Source: dunyahelalbirligi.org

The World Halal Union is based on the following three issues in halal certification processes (Çöp et al., 2021);

- There should be no cheating in the product or service; the information on the package and the product content should match,
- The product or service should not cause any negative consequences for the consumer,
- Production should be carried out with processes and inputs in accordance with Islam.

54 HEDEM (Halal Inspection and Certification Center)

Founded in Istanbul in 2010, this organization was established to issue Halal Inspection Certificates and Halal Inspection Control Reports and is a member of the IHI (International Halal Integration Union) (Uyanık, 2020). HEDEM issues Halal Audit Certificates and Halal Audit Control Reports for businesses and cooperates with leading laboratories from Türkiye or different countries in this process (Çöp et al., 2021).

HEDEM, which was established to raise people's knowledge and awareness about food by taking religious rules as their guide, aims to contribute to human health by carrying the values of respecting the beliefs of believers and establishing hygienic food and to do this by considering the religious sensitivities of each society (Saygılı, 2019). HEDEM halal logo is shown in Figure 8.

Figure 8. HEDEM Halal Logo



Source: helaldenetim.com

55. KAS INTERNATIONAL CERTIFICATION

Established in Izmir in 2004, Kas Certification has provided certification services accredited/approved by Malaysia Halal Certification "JAKIM", Thailand,

Singapore and the Middle East since 2010. KAS Certification has been working as an "International Inspection Company" in 75 different chapters since 2009 with authorization from the Undersecretariat of Foreign Trade (KAS, 2021). Kascert Halal Logo is shown in Figure 9.

Figure 9. Kascert Halal Logo



Source: kascert.com

5.6. HALALDER (Halal Association)

The Halal Association, established in Konya in 2010, uses the Halal22 Standard, created by taking the ISO 22000 Food Safety Management System as a reference (Helal Raporu, 2019). There are four separate boards within the body of HELALDER. The Islamic Executive Board and the Technical Executive Board play a role in the certification processes in line with their fields of expertise. In addition to these, the Islamic Issues Advisory Board and the Technical Issues Advisory Board consist of experts who are consulted when deemed necessary (Çöp et al., 2021). HELALDER Halal Logo is shown in Figure 10.

Figure 10. HELALDER Halal Logo



Source: helalder.org.tr

HELALDER aims to contribute to the halal product market and to set standards. HELALDER, which is a member of the IHI and the West Africa Islamic Economic Forum (WAIEF), is also accredited by the Turkish Accreditation Agency (TÜRKAK) (Yıldırım & Özbay, 2019).

6. STUDIES IN THE LITERATURE ABOUT HALAL FOOD CONSUMPTION AND CONSUMER PREFERENCES

In this section, the literature on halal food consumption and consumer preferences is reviewed. The results of the studies are stated below.

Moklis (2006), in his study, examined the effects of consumers' religion on their lives and the level of religious commitment to their attitudes towards halal food consumption on the example of Malaysia. In the results obtained, it was seen that the consumption of halal food increased as the religious affiliation increased.

In the study conducted by Soesilowati (2010), the behavior of Muslim consumers in terms of halal food was tried to be analyzed. Muslim consumers, especially when purchasing meat, fish and vegetable products, have a high level of awareness about the concept of halal and haram, there is a strong relationship between consumers' individual religiousness and halal food consumption, and the criteria that Muslim consumers give importance to in their halal food preferences are pork and alcohol products. It was found that the results were not included. In the study, a weak relationship was found between the individual religiosity levels of consumers and their preferences for halal certified products and halal food attitudes.

Alam and Sayuti (2011) examined the halal food purchasing behavior of Malaysian consumers. As a result of the research, it was concluded that attitude has a significant and positive effect on halal food purchase intention. It is stated that the attitude variable is an important factor affecting consumer intention in purchasing halal food products. It has been revealed that consumers with highly positive attitudes are more likely to purchase halal products.

Batu (2012), in his study called halal food and certification system in Türkiye, argued that halal certification will provide some benefits to producers. These provide consumer confidence, offer export and competitive advantage, and be of good quality.

Tieman et al. (2012) focused on halal logistics and, accordingly, halal assurance system in their studies. They stated that the products should be made in accordance with

the halal assurance system they mentioned during the storage, waiting and transportation stages.

Torlak (2012) conducted a study to measure the marketing potential of halal products among Islamic countries and put various problems and solutions there. As a result, Torlak stated that there is not enough budget allocated for the marketing and promotion of halal products. Regarding halal product marketing, he thinks that efforts to create a brand should be important both in products and certification. He also favours giving weight to public relations efforts. In addition, it recommends using correct information in advertising and promotional messages and avoiding misleading and incomplete information.

Kurtoğlu and Çiçek (2013) conducted a study to determine consumers' perceptions, attitudes and expectations about halal products. Kurtoğlu and Çiçek stated that consumer awareness about halal products is essential, and the way to achieve this awareness is based on promotion efforts. As a result, consumers' preference as a promotional tool in purchasing halal products has been a factor in the first place. In other words, promotion efforts are why consumers prefer halal products. In addition, the consumers who participated in the study mainly stated that they prefer to buy halal products through internet advertisements.

Khan and Azam (2016) conducted a study to determine the purchasing intentions of consumers for halal certified products in India and the reasons that affect the consumption behavior of these consumers. In their study, they used a questionnaire based on the Theory of Planned Behavior and tested this with regression and correlation analyses. As a result of the analysis, it has been determined that attitude and perceived behavior control are the most important factors affecting the purchase intention for halal certified products.

According to Yasid et al. (2016) conducted a study to investigate the factors affecting students' awareness of halal food products. The study was applied to 234 students. In the study, religious belief and media pressure are determined as the independent variable, while consumer awareness is considered as the dependent variable. As a result of the study, it has been seen that the awareness of Muslim consumers about halal food is affected by their religious belief, self and media pressure.

Yusoff and Adzharuddin (2017) focused on the awareness factor on sharing and researching halal products in Muslim families in Malaysia. Recently, it has been emphasized that halal food has become a popular topic as it includes the religious beliefs of the society. As a result of the research, it was revealed that the awareness factor was significantly related to the information seeking behavior in the Muslim family.

Ünalın (2017) examined the marketing mix elements in halal food products and found various conclusions. One of them is that it is necessary to have an emblem, logo or any representative sign showing that the products have a halal certificate on their packaging.

Göktürk (2019) states that the need for halal certification in our country does not arise according to the domestic market demand in his study titled "Investigation of consumers' attitudes towards purchasing halal products. He argues that foreign trade is the main reason for halal certification in our country. It also emphasizes that the exporting company should have international accreditation in addition to the halal certificate, or it should hold a document recognized by the country to which it will export. Hence, Turkish manufacturers go to the certification path because they are stuck with the halal certificate barrier in the countries they aim to export.

Yener (2021) tried to determine the effects of halal product certificate, product type and religious origin of the country where the product was produced on consumer behavior. As a result, it shows that the existence of halal certificate increases the purchase intention for utilitarian products more. In addition, it is seen that halal certificate increases both purchase intention and confidence for products produced in non-Muslim countries.

As a result of the evaluation, it is seen that while there are many studies on Halal food in countries such as Malaysia and Indonesia, it is limited in Türkiye. Due to the increasing demand for Halal food and the growing market share in recent years, companies need to give the necessary attention and importance to the Halal food market (Ördek, 2017). In addition, although there are many studies in the literature on halal food that analyze consumer preferences, the number of studies on halal food producers is very few. In this context, it is thought that this study will contribute to the literature.

7. PROMOTION ACTIVITIES OF HALAL-CERTIFIED PRODUCTS

Not only in Islamic countries, but among Muslims all over the world, there is a rising awareness in the consumption of goods and services, in search of the existence of qualities that Islam accepts as halal (Shafie & Othman, 2006). This situation led to the emergence of the concept called Islamic consumer culture and led to the development of marketing methods for Muslim consumers (Özdemir & Yaylı, 2014).

Halal certification is not just a valuable tool for consumers. It also allows companies to market their products to a whole new segment of the population (New Food, 2022). Islam is the world's second largest religion with a population of approximately 1.9 billion Muslims and the fastest growing religion globally in 2015. Every country in the world has its own Muslim community. Therefore, there are many market and opportunity avenues for halal products (Bolst Global, 2022).

The halal products of the Muslim industry face the problem of branding. Marketing and market problems have always hindered the growth of small industry. Therefore, small businesses need to give more importance to halal marketing (Omar, 2013).

Halal products should create a “win-win” situation for all parties, including the government, the public and manufacturers. Each side must find the most appropriate way to overcome the challenges they face. It is the responsibility of each party to ensure that consumers know inside out what they have to offer. No party should consider monetizing the widespread use of this logo. Because this halal system, which provides the necessary information to the consumers, is already a responsibility (Shafie & Othman, 2006).

The fact that halal certified products are halal-friendly, it does not mean that the target audience of these products is only Muslims. Every halal product has the ability to resonate with everyone with similar beliefs and values. Halal is linked to ethical, sustainable and healthy living. Halal products also have the ability to perform well in the category of organic, healthy, vegan products. Southeast Asia, in particular, may be worth investigating in this regard. The region is full of growing and thriving economies, resulting in increased demand for halal products among the Muslim population (Bolst Global, 2022).

There are some factors that affect a consumer's preference for halal food during the purchasing process. These factors are listed as follows (Kurtoğlu & Çiçek, 2013):

- Promotion,
- Attractiveness and quality
- Halal certification,
- Price and sample product,
- Market demand,
- Hygienic working environment,
- Market place,
- Differences between halal certified products and non halal certified products.

Promotion plays an important role in persuading and motivating consumers to buy the product. It has been observed that the effect of promotion on halal food changes the consumer's attitude towards the product, that is, the attitude of having the intention to purchase. In addition, the brand is an important determinant of halal purchase intention. The perception of the consumer about the brand affects the consumer purchase intention (Aziz & Chok, 2013).

In terms of halal product marketing, it is necessary to focus on efforts to create a brand in both products and certification. Otherwise, it does not seem possible to get enough share from the market against global brands. Adequate resources should be allocated to marketing and promotion in terms of budget. In addition, it is important to focus on public relations and promotion efforts that build trust in marketing, in terms of promoting halal certified products. It can be recommended to use correct information in advertising and promotional messages, avoid misleading and incomplete information, and prefer simple and understandable expressions instead of complex ones (Torlak, 2012).

Halal certification seems to become a vital marketing tool in promoting a product, as it represents not only quality but also, at least for Muslims, devotion to religious orders. In the Muslim market, businesses are expected to operate in accordance with Islamic principles, especially when executing their marketing strategies. For this reason, businesses need to develop appropriate marketing strategies for such industries (Daud et al., 2011). While marketing halal food products, the use of certain techniques

within the framework of promotional activities is not permitted by Islam and does not find it ethical. These techniques are; sexuality, sensuality, fear, perjury, fabricated research assurances, exploiting the lack of reason, encouraging extravagance, etc. (Ünalın, 2017).

The majority of customers are looking for a durable, high-quality product that validates the promotional activities and product information that marketers claim. Delivering high quality product is a priority for marketers to keep customers satisfied. As a matter of fact, it was forbidden by the Prophet (PBUH) that poor quality products should not be offered together with quality products in order to deceive customers. In addition, the performance of promotional activities, which include pricing strategies such as discount pricing, should be free of fraudulent elements. In other words, a business should offer discounted prices in accordance with the reasonable quality and quantity of the product. Price cuts should not be manipulated to increase sales, but rather encourage prudent spending and affordable prices for certain customer segments. Likewise, in cases where the technically "discounted price" concept cannot be applied, the product quantity should not be reduced in line with the discounted price. A business must be honest in communicating the benefits and flaws of its products to ensure that its products satisfy the customer. In addition, unethical appeals should be avoided, especially in advertisements (Abdullah et al., 2015).

In Islamic marketing, the intention of the marketer is important. In Islamic marketing, how the promotion is used is more important than whether it is used or not. Promotion should not be used as a form of propaganda aimed at deceiving customers about products. Islam does not allow marketers to create unnecessary needs and desires, promote sex and beauty, or send inappropriate messages to children (Billah, 2020).

In Islam, sellers and buyers are accountable to Allah. Both must be honest and fair in their marketing activities. There should be no room to hide any flaws in the promotion of products. It is not permissible to praise or exaggerate a product or service excessively. It is not permissible to swear by Allah to promote products and persuade buyers to purchase the goods. In addition, false and misleading advertisements as well as deceptive and manipulative promotions should be avoided. All vague or hidden defects in a product/service must be disclosed. In an attempt to persuade people to buy their products, advertisers tend to exploit ambiguity, conceal facts, exaggerate by

making claims that are not supported by evidence, and use psychological appeal that persuades by appealing to customers' emotional aspects (Abuznaid, 2012).

Promotion activities can play an important role in raising awareness about halal certified products in Muslim and non-Muslim communities. Promotional tools, especially advertising, play an important role in value orientation as they shape and reflect society's values. Advertisements and other promotional measures implemented in Islamic societies should reflect Islamic values. Therefore, special attention should be paid to the design of promotions that will help reflect Islamic values, build the characters of customers, and spread the truth in society. Since the ultimate purpose of all promotional tools is to promote trade, activities such as advertising, public relations, sales promotions and contests can be implemented if they comply with Islamic principles and orders. Therefore, companies have the right to spend reasonably on promotional activities in order to inform consumers who have the right to know the exact qualities, quantities and value of products on the market. Promotional activities that lead to healthy competition between companies are acceptable. Consumers need to be conscious of the media strategies used to provoke unhealthy, unethical and unnecessary consumption (Anwar & Saeed, 1996).

An overtly religious positioning or brand story is not necessary to reach the Muslim consumer. Instead, a nuanced promotion that emphasizes the health, ethical, and purity aspects of products allows companies to manage the complexities surrounding halal. For example, emphasizing a product's pesticide-free or fair-trade qualities appeals not only to those who are halal-conscious, but also to non-Muslim consumers. A great example is Tom's of Maine, which offers halal-certified toothpaste, deodorant, and mouthwash. On its website, it showcases Cruelty-free, Leaping Bunny and kosher certifications alongside its halal certification, emphasizing the natural and sustainable qualities of its products (Izberk-Bilgin & Nakata, 2016).

There are consumer groups who want their promotions to have both rational and emotional characteristics in order for businesses to promote their halal certified products in the market. As a result of the market segmentation to be made, promotion activities that have the most suitable features for the profile of the target audience should be carried out (Yener, 2011).

The strong role of advertising in marketing communication is also evident in halal products. Advertising messages that the products have halal certification are an important factor in influencing consumers who are sensitive about this issue. As a matter of fact, there has been a significant increase in halal product advertisements or the emphasis on halal in advertisements in Türkiye in recent years (Çallı, 2014).

The number of producers sensitive to halal food in the food sector is quite low. The existence of such an outcome is relevant for the producers as well as the consumers. Because there is no market that will remain insensitive to a product or service demanded in the global world. From the perspective of the producer, the fact that the halal food market is not seen as large enough has directly affected the amount of production activities in this sector. Therefore, the fact that consumers do not have halal awareness in their consumption habits results in the producers being insensitive to the issue (Kızılkaya, 2017). Halal food producers and marketers should also research the cultures and preferences of the Muslim population living in different geographies and put their products on the market according to the structure of that market (Alagöz & Demirel, 2017).

Current studies in the literature about subject are stated below.

Dali et al., (2008) wanted to determine the halal certificate perceptions of consumers in their study. As a result, the majority of the participants found halal-certified products more expensive than other products. Among the reasons for this, it has been stated that the "promotion" factor plays an important role.

Torlak (2012) conducted a study to measure the marketing potential of halal products among Islamic countries and put various problems and solutions there. As a result, Torlak stated that there is not enough budget allocated for the marketing and promotion of halal products. Regarding halal product marketing, he thinks that efforts to create a brand should be important both in products and certification. He also favours giving weight to public relations efforts. In addition, it recommends using correct information in advertising and promotional messages and avoiding misleading and incomplete information.

Kurtoğlu and Çiçek (2013) conducted a study to determine consumers' perceptions, attitudes and expectations about halal products. Kurtoğlu and Çiçek stated that consumer awareness about halal products is essential, and the way to achieve this

awareness is based on promotion efforts. As a result, consumers' preference as a promotional tool in purchasing halal products has been a factor in the first place. In other words, promotion efforts are why consumers prefer halal products. In addition, the consumers who participated in the study mainly stated that they prefer to buy halal products through internet advertisements.

Derin and Türk (2016) interviewed seven "Halal World Markets" affiliated with GIMDES in Turkey, and as a result, they reached some conclusions. It is stated that these markets give advertisements on local radios and televisions, and also distribute catalogs and brochures. They also state that one-on-one contact is made with the customers who come to the market, trainings are given by going to various schools, non-governmental organizations, and the importance of halal food is explained.

In the study of Akbıyık and Erođlu (2016) in the province of Isparta, it was revealed that six different factors were effective in increasing awareness of halal-certified products. These factors are promotions, place, halal-certification, price and market demand, attractiveness and quality. Tatlı et al., (2017) also reached similar results. They conducted a study to determine the halal food awareness and attitude of consumers in food consumption in Bingöl province. As a result, they concluded that six factors are determinative. These are certification, health, promotion, reliability, price and supply.

Ünalın (2017) examined the marketing mix elements in halal food products and found various conclusions. One of them is that it is necessary to have an emblem, logo or any representative sign showing that the products have a halal certificate on their packaging.

Gürdin (2017) evaluated the view of consumers in Aydın toward halal food in his study. As a result, he stated that halal food has a negative image in terms of reliability. To correct this negative image, it is necessary to focus on promotional efforts.

Gümüş and İnan (2018) conducted research on 412 SMEs in the TR82 (Kastamonu, Çankırı, Sinop) region, where a total of 651 SMEs operate in the food sector. It has been determined that 248 of them (60.2%) do not have halal food certificates, and 164 (39.8%) SMEs have halal food certificates. The result that approximately 25% of the SMEs who have a certificate, in general, have held this

certificate for 3 years or more, shows that the studies carried out by SMEs on this subject are very new. Another important result of the research is the finding that 96.8% of the participants comply with the Islamic rules in the production processes, and 1.2% do not comply with the Islamic rules in the production processes. It is understood that public institutions on halal food certification should inform SMEs about the process and reorganize the certification process in a transparent and non-tiring way.

Göktürk (2019) examined consumers' halal product purchasing attitudes in his study. As a result, he stated that consumers do not have enough information about halal-certified products and that brands' promotion, promotion, and information activities are insufficient. He argues that companies should give more importance to promotional activities for their brands in this direction.

Demirer and Özdemir (2020) studied halal-certified products and food label reading. As a result of this study, they argue that food providers should also specialize in issues such as halal food certification and sales strategies.

In the studies mentioned above, the importance of promoting halal certified products has been emphasized. Because of this importance, how are the promotion activities of halal certified products carried out? Is the concept of halal used in these studies? such questions come to mind. It is thought that this study, which investigates the answers to these questions, will contribute to the literature.

THIRD PART

A RESEARCH ON PROMOTIONAL ACTIVITIES USED IN THE MARKETING OF HALAL-CERTIFIED FOOD PRODUCTS

In the third part of the thesis, the purpose and importance of the study, the research hypotheses, the limits of the research and the research method are mentioned. Then, the research findings and the discussion conclusion titles are discussed.

1. THE PURPOSE AND IMPORTANCE OF THE RESEARCH

To date, the issue of halal products has been evaluated chiefly in terms of consumer preferences but not from the producer's perspective. The process of certification of halal products by the manufacturer, the difficulties they encounter, the way they follow the marketing process, and the competitive environment they experience with major global brands are essential issues that need to be addressed. Among the reasons for the increase in the importance of halal certificates, many countries, especially the Middle East and the Far East, are asking for accreditation while importing products. For this reason, exporters in Türkiye have tended to obtain halal certification.

Companies that target the consumer group searching for halal and healthy food carry out various promotional activities to attract their attention. It is crucial how the concept of halal used in these activities affects that promotion tool. The importance of halal certification is increasing day by day, and its target audience is growing. With the facilitation of trade between countries, the tastes and preferences of consumers have also diversified. One of these choices is the search for halal. Aware of that, companies tend to produce halal products and obtain halal certification.

Companies need to use the concept of halal in their promotional activities to attract their target audience. In this context, the primary purpose of this research is to analyze the promotion activities of companies that have received halal food certificates and the reflection on the concept of halal in their promotional activities. In the literature in Türkiye, no study has been found on the promotional activities used in the marketing of halal food certified products. Therefore, since this study is one of the first studies on this subject. It is expected that this study will contribute to theoretical literature and help companies with halal certification, but it needs support in reflecting this on their promotional activities.

2. RESEARCH QUESTIONS

In this study, answers to three primary research questions were analyzed. These research questions are:

1. Why do companies need to obtain halal certification?

Batu (2012), in his study called halal food and certification system in Türkiye, argued that halal certification will provide some benefits to producers. These provide consumer confidence, offer export and competitive advantage, and be of good quality.

In their study, Alam and Sayuti (2011) described the producer's obtaining halal food certification as a step and requirement that will facilitate the marketing of the product.

Batu and Regenstein (2014) state that obtaining a halal certificate of a company will increase its recognition in the market.

Göktürk (2019) states that the need for halal certification in our country does not arise according to the domestic market demand in his study titled "Investigation of consumers' attitudes towards purchasing halal products. He argues that foreign trade is the main reason for halal certification in our country. It also emphasizes that the exporting company should have international accreditation in addition to the halal certificate, or it should hold a document recognized by the country to which it will export. Hence, Turkish manufacturers go to the certification path because they are stuck with the halal certificate barrier in the countries they aim to export.

In their studies, Kızılkaya (2017) and Güler (2022) state that the manufacturer has a halal certificate and can use halal food as a marketing tool.

Abbasov (2020) and Can (2021) emphasized in their study that halal certification provides a competitive advantage for producers.

The studies in the example explain that the companies where the halal certificate provides some benefits to the company are certified. These are benefits such as giving consumer confidence, providing export and competitive advantage, being used as a marketing tool, and increasing the company's recognition. Do companies prefer to get a halal certificate because of these benefits? Or are there different reasons for companies to obtain halal certification? To clarify that, the first research question is to find the

answer to this. "Why do companies need to obtain halal certification?". This research question has nine sub-questions. Companies were asked these questions.

2. How is the reflection of the concept of halal in promotional tools?

Yener (2011) discussed the factors affecting consumers' attitudes towards halal-certified products in his study. Yener stated that consumer groups want their promotions to have both rational and emotional characteristics for companies to promote their halal-certified products in the market. Therefore, the religiosity of consumers is an essential factor in positioning products and services and developing promotion strategies accordingly.

Ünalın (2017) examined the marketing mix elements in halal food products and found various conclusions. One of them is that it is necessary to have an emblem, logo or any representative sign showing that the products have a halal certificate on their packaging.

Kurtođlu and Çiçek (2013) conducted a study to determine consumers' perceptions, attitudes and expectations about halal products. Kurtođlu and Çiçek stated that consumer awareness about halal products is essential, and the way to achieve this awareness is based on promotion efforts. As a result, consumers' preference as a promotional tool in purchasing halal products has been a factor in the first place. In other words, promotion efforts are why consumers prefer halal products. In addition, the consumers who participated in the study mainly stated that they prefer to buy halal products through internet advertisements.

In the literature of these studies, it is stated that promotion studies play an essential role in the preference for halal products and that the halal certificate logo must be on the packaging of the products. In addition, it is understood that consumer religiosity is an essential factor in positioning products and services and developing promotion strategies accordingly. As a result, our research question, "How is the reflection of the concept of Halal in promotional tools?" question becomes essential. This research question has seven sub-questions. Companies were asked these questions. As a result of the analysis of the answers received, our research question was answered.

3. How do producers with a halal certification plan their promotion activities?

Göktürk (2019) examined consumers' halal product purchasing attitudes in his study. As a result, he stated that consumers do not have enough information about halal-

certified products and that brands' promotion, promotion, and information activities are insufficient. He argues that companies should give more importance to promotional activities for their brands in this direction.

Derin and Türk (2016) interviewed seven "Halal World Markets" affiliated with GIMDES in Turkey, and as a result, they reached some conclusions. It is stated that these markets give advertisements on local radios and televisions, and also distribute catalogs and brochures. They also state that one-on-one contact is made with the customers who come to the market, trainings are given by going to various schools, non-governmental organizations, and the importance of halal food is explained.

Demirer and Özdemir (2020) studied halal-certified products and food label reading. As a result of this study, they argue that food providers should also specialize in issues such as halal food certification and sales strategies.

Torlak (2012) conducted a study to measure the marketing potential of halal products among Islamic countries and put various problems and solutions there. As a result, Torlak stated that there is not enough budget allocated for the marketing and promotion of halal products. Regarding halal product marketing, he thinks that efforts to create a brand should be important both in products and certification. He also favours giving weight to public relations efforts. In addition, it recommends using correct information in advertising and promotional messages and avoiding misleading and incomplete information.

Gürdin (2017) evaluated the view of consumers in Aydın toward halal food in his study. As a result, he stated that halal food has a negative image in terms of reliability. To correct this negative image, it is necessary to focus on promotional efforts.

Dali et al., (2008) wanted to determine the halal certificate perceptions of consumers in their study. As a result, the majority of the participants found halal-certified products more expensive than other products. Among the reasons for this, it has been stated that the "promotion" factor plays an important role.

In the study of Akbıyık and Eroğlu (2016) in the province of Isparta, it was revealed that six different factors were effective in increasing awareness of halal-certified products. These factors are promotions, place, halal-certification, price and market demand, attractiveness and quality. Tatlı et al., (2017) also reached similar

results. They conducted a study to determine the halal food awareness and attitude of consumers in food consumption in Bingöl province. As a result, they concluded that six factors are determinative. These are certification, health, promotion, reliability, price and supply.

In the literature of these studies, it is mentioned that companies with halal certificates do not allocate sufficient budgets to promotional activities. It, therefore, does not give weight to these activities. They also argue that companies should increase these activities. The question is to understand this. Are the efforts to promote halal-certified companies insufficient? Our third research question, "How do the producers who have obtained the halal certificate plan their promotion activities?" This research question has 15 sub-questions. Companies were asked these questions. As a result of the analysis of the answers received, our research question was answered.

3. SCOPE AND LIMITS OF THE RESEARCH

The scope of this research includes companies in the food industry that have halal certification. Within this scope, ten companies with halal certificates were selected from the food industry, and in-depth interviews were conducted with the managers of these companies.

In the application phase of the research, ten companies with halal certificates from GIMDES were selected, and in-depth interviews were conducted with the managers of these companies. In this respect, the inclusion of only companies certified by GIMDES and only food companies can be considered a limitation. In addition, although choosing the interview method provides the advantage of obtaining in-depth information, this situation can also be considered a limitation as it does not provide statistical data in terms of the generalizability of the results.

4. RESEARCH METHOD

The research was designed as exploratory research, and a qualitative data collection method was applied. The in-depth interview method was preferred both due to the small volume of the universe and because it was desired to obtain data that would provide in-depth insight.

A semi-structured research form was used in these interviews. For this reason, it has been taken into consideration that new questions can be asked according to the need

in line with the data obtained during the interviews. The data obtained were evaluated with content analysis, one of the qualitative analysis methods.

4.1. DATA COLLECTION METHOD

This study was conducted using the qualitative research method and by providing in-depth interviews with the marketing managers of companies operating in the halal food sector. Interviews were made and recorded on the internet using Zoom and Whatsapp applications. The interview was conducted with the marketing department officials or company owners of a total of ten companies, including Acıcık Çiğ Köfte, Afia, Babı Natural, Erbal, Galetaş, Ömeroğlu Tarım, Rumeli Maya, Saygın Doğal Gıda, and two companies that preferred to remain anonymous. The interviews were held between 11 February and 11 April 2022. The companies participating in the research are located in various provinces of Türkiye. Interview questions are semi-structured. During the preparation of the questions, the framework created in the theoretical part of the study was taken as the basis. Considering the literature mentioned in the previous sections, interview questions were created by the researcher. Then, the questions were evaluated and finalized by an academician working in the field of marketing.

The semi-structured interview form in English and Turkish are presented in Appendix 1 and 2. The ethics committee approval for the research is presented in Appendix 3.

4.2. POPULATION AND SAMPLE

In this research, food companies that have received halal certification from GIMDES have been determined as the study universe. The number of organizations that carry out the highest number of halal certification processes in Türkiye is 12. Fındık (2021), in his study, examined the standards and working principles of halal certification institutions operating in Turkey. As a result, he stated that no institution other than GIMDES and TSE Institution could reach the halal certification standards. In addition to the halal standards of GIMDES, many publications and works, halal system requirements, additives etc. found to be explained in detail. Fındık (2021), states that no other institution other than this institution has access to such transparent and detailed information. Therefore, GIMDES was chosen as the certification body in this study. 917 brands received halal certification from GIMDES. 76 of them are non-food products.

Among the remaining 841 food brands have been determined as the study universe. Purposive (judicial) sampling method was used in the research. In order to reach the participants, help was received from an expert working at GIMDES. 10 companies directed by the expert were selected as a sample.

4.3. DATA ANALYSIS

The analysis of the obtained data was made with the Maxqda qualitative analysis program in the first place. However, since the number of data was small and the answers were based on interpretation, the analysis was made by the researcher. The research findings were concluded using the content analysis method. Content analysis is an analysis technique that aims to discover the meanings in the text. Text, audio, video, images, etc. it can be any content that contains symbols and meanings. Content analysis requires a more detailed examination of the collected data and reaching the concepts, categories and themes that explain this data (Neuman, 2020).

Content analysis focuses on collected data. Codes are extracted from the events and facts that are frequently repeated in the data set or that the participant emphasizes heavily. From the codes to the categories and from the categories to the themes. In short, data (codes) that are found to be similar and related to each other are interpreted by bringing them together within the framework of certain concepts (categories) and themes. In content analysis, the content of the participants' views is systematically separated (Bengtsson, 2016).

5. RESEARCH FINDINGS

The interview was conducted with the marketing department officials or company owners of a total of ten companies. The year of establishment, size and types of products produced by the companies are given below.

Table 7. Companies' Features

	Company Foundation Year	How Many People Work?	Products Types	The Title of the Person Interviewed
P1	2011	6 (small company)	Steak tartar alaturca	Company owner
P2	1998	50	Sneak food, honey, meat products	Corporate communications and advertising manager
P3	2016	6 (small company)	Butter, vinegar, coffee	Company owner
P4	2005	11 (small company)	Apicultural products	Company owner
P5	2006	18	Fine white flour	Company owner
P6	2000	235 (large-scale company)	Juice	Quality Management Officer
P7	1968	135 (large-scale company)	Vegetable oil	Strategic Management and Human Resources Director
P8	1984	270 (large-scale company)	Spices	Company owner
P9	1963		Abomasus yeast	Company owner
P10	2014	30 (medium-sized company)	Salt, vinegar, grape molasses, tahini, marmalade, flour, honey, bread, dib roman, olive oil	Sales and marketing manager

5.1. REQUIREMENT OF HALAL CERTIFICATE FOR COMPANIES

The first research question is “Why do companies need to obtain halal certification?”. This question has nine sub-questions. After examining the answers to the sub-questions, the answer to the research question will be given.

Question 1: When and from which institution did you get your halal certificate?

The interviewed companies answered this question as GIMDES as an organization. Only the P5 company stated that in addition to GIMDES, they also have Hafsa Halal and Kosher certificates. The years of certification of companies are as follows;

Table 8. Certificate Acquisition Dates

P1	P2	P3	P4	P5	P6	P7	P8	P9	P10
2013	2010	2021	2014	2010	2014	2020	2012	2010	2018

Question 2: Why did you choose this institution for the certificate?

P2 company answered this question:

"GIMDES is the world halal food council president. It is an organization that is valid in every country globally and that everyone trusts and respects. There are so many certification companies in Türkiye and even around the World. We preferred GIMDES in terms of faith. Some institutions wanted to call our company and give a certificate before. Their demands were as follows. They phoned and said, "We are calling from X company (I will not give the company's name); we are giving certificates". Here's how many pens we have. Let's say we have 300 barcode products. If you give three hundred thousand TL per barcode regarding this, we will provide certificates for all your products. What does this mean? It means you can get your certificate when you pay for it. That is not how the process in GIMDES works."

P10 company answered:

"We saw GIMDES as closer to ourselves in terms of criteria. Especially in terms of halal standards. There is also an international validity of GIMDES. That is why we chose it. Otherwise, we also know some organizations give documents without ever coming for inspection. Our aim is not only to get a halal certificate but to carry out this business with the institution that does it best. We saw GIMDES as the closest institution to ourselves."

Five of the ten companies (P1, P2, P3, P5, P8) stated that they preferred GIMDES because they find it reliable, GIMDES does its job well and correctly, and the inspection mechanism works well, and it does not compromise on standards. Company P6, in line with customer demands, company P4 with the suggestion of the project consultant, company P7 because it is a widespread organization, company P9, due to the lack of alternatives, company P10 because of its international validity, announced that they preferred it. At the same time, P9, P6, and P10 companies stated that, besides these reasons, they found GIMDES reliable and GIMDES does their job correctly. In other words, it is understood that the majority of companies prefer GIMDES in terms of reliability and good functioning of the inspection mechanism.

Question 3: Do you think halal certification is a necessary certification in your industry? Why?

P5 company gave the following answer to this question:

"Halal certification is required for breadcrumbs. Because food additives affect everything, whether people sit or stand up, some things are haram in food additives."

These are also harmful to human health. There are many additives obtained from porks. Thickeners, thickeners. Pork is forbidden in our religion. Substances are added to keep water in industrial meatballs. The man aims not to sell meatballs there but to sell water. When he adds this additive, he buys 500 grams of water if he normally takes 100 grams. He is selling water to you here."

P1, P2, P3, P5, and P9 companies said that halal certification is necessary for their industry. This is because the additives added to the food products they produce harm human health and make that product haram or suspicious. P6 and P7 companies stated that it is necessary because of customer demands.

On the other hand, P4, P8, and P10 companies said halal certification is unnecessary in their industry because their customers do not have such halal sensitivity in their product group. For example, P8 company, a spice producer, explained that customers' certificate is not requested in their sector, with the following statements:

"No. I don't think it's too necessary. But there is a reality of kosher certificates in the world. That's why I believe there should be a halal certificate. It's not a necessity; it's a matter of the heart. Clean your job. And I believe that people who make it beautiful should do it. It is halal and necessary for health, but the certificate is not sought after in our industry."

On the other hand, the company P4, a honey producer, said:

"Honey is not necessary either. People do not think it is haram or halal when they buy Honey. Care is taken in meat products or snacks. That is not considered important in Honey. Only propolis is taken into consideration because it has alcoholic and non-alcoholic varieties. But some sensitive people only consume GIMDES certified products. The number of them is very few. They always check whether there is a certificate when buying Honey or any other product."

The five company owners have received certificates because they prefer their products to be healthy and halal. Two companies think necessary halal certification because of customer demands. So, seven company owners consider a halal certificate necessary in their sector.

Question 4: What are the benefits of halal certification?

P1, P2, P3, P7, P9 and P10 companies stated that the halal certificate enables their brands to be preferred, creates a demand for their products and creates a loyal customer base. Some companies think that halal certification (P5, P8, P9, P3) makes a commercial halal food chain, and being involved in this chain benefits their companies. P10 and P6 companies stated that they provide trust and have improved by learning new things thanks to halal certification audits. P5 and P10 companies said that halal certification provided moral relief and relieved their conscience. Finally, P6 company also stated that it provides support to sales and marketing.

As a result, the most chosen benefit of the halal certificate is that it is preferred; that is, it creates demand and creates a loyal customer base. The second reason is that it makes a commercial halal food chain.

Question 5: Do you think halal certification increases your sales?

Companies P2, P3, P5, P6 and P9 stated that halal certification increased sales, while P1 did not. The P7 company said they did not know this, while the P4, P8 and P10 companies said they increased it but that this was a minimal increase. As a result, it can be noted that companies mostly think that halal certification increases their sales.

Question 6: How would you describe the customers in your target audience? Do you think they have halal awareness?

To this question, five companies (P1, P2, P5, P6, P8) answered that their target audience was everyone in the world. Two (P10 and P3) said they appealed to organic and natural-fed audiences, and two (P9 and P4) noted that their target audience was wholesalers. P7 company, on the other hand, stated that its target audience is people living in Türkiye. In general, we understand from the answers that the companies do not segment the market and do not expressly appeal to halal consumers.

In addition, companies mostly stated (P2, P4, P6, P8, P10) that their customers have very little halal awareness. Three companies (P1, P3, P5) stated that their target customers do not have halal awareness, and two companies (P7 and P9) indicated that their customers have high halal understanding. The overall finding on this question reveals that the companies generally do not engage in segmented marketing and treat the market as a whole. Their target customers have a low level of halal awareness.

Question 7: Do you export? Which country(s) do you ship to?

Nine companies stated that they exported, and one of them indicated that they did not (P9) due to the lack of supply. The most frequently mentioned country among exporting countries is Germany. Exports are mostly made to the Middle East and Europe as a region. Some companies stated that they shipped to a few countries, while one company exported to 97 countries and the other to 60 countries. For this reason, they answered as continents instead of country names. As a result, it can be stated that these halal-certified companies mainly export their products to European and Middle Eastern countries.

Question 8: Do you think halal certification is an advantage in foreign trade?

All participants answered yes to this question, but most companies stated that this situation varies from country to country. One company noted that this situation changes according to the quality of the promotional efforts. The P1 company attributed its advantage to some criteria. The company expressed this:

"If it can be explained to the right people in the right place, if social media can be used well, I think this can be an advantage."

P2 company also attributed the advantage to some situations and said:

"Big Muslim countries such as Indonesia and Malaysia do not demand products when there is no halal certificate. They do not buy products. At this point, a halal certificate is a bit of a necessity. Some countries are content with the certificate given by TSE, but some countries insist on it. They demand the certificate of GIMDES. Many of the companies apply to GIMDES for this. So we are a little more advantageous in export in this regard."

P3 company also stated that it changes according to the situation and added: "When we went to Malaysia for export and said that we have GIMDES certificate, this was enough for us." The honey producer company P4 replied:

"There is not much in Europe, but there is a counterpart in Muslim countries such as Indonesia. Sensitive consumers pay more attention to the halal certificate in products such as jelly beans with gelatin content. But they do not pay much attention to honey."

P10 company replied,

"Yes, advantage. Muslim countries pay attention to this, countries like Malaysia." P9 company replied, "Of course, it is an advantage. That's it. There were also requests from Arab countries and Eastern countries."

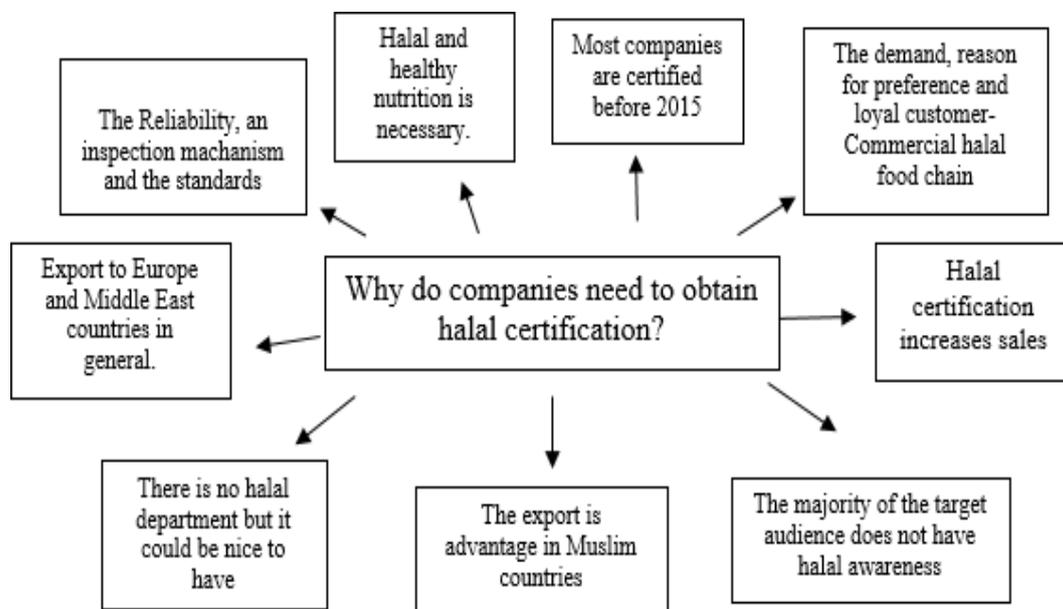
In general, companies have linked the halal certificate to be an advantage in foreign trade when exporting to Muslim countries.

Question 9: Do you have a department in your company that only works on halal food? Do you think it is necessary?

One of the participating companies (P3) had a consultant on halal food, while the other nine companies did not have such a department. P4 and P8 companies stated that there is no need for such a department. Other companies said that it would be good to have such a department. In other words, no department works on halal food in companies. In a general opinion, having such a department is viewed positively.

As a result of the answers given by the companies to the nine questions, the reasons for obtaining a halal certificate can be summarized below on Figure 11.

Figure 11. First Research Question: Why Do Companies Need To Obtain Halal Certification?



Today, foods are produced using too many additives. These additives or production processes make food suspicious or haram and harm health. Some companies

have received certificates due to customer demands. For this reason, most companies consider it necessary to obtain a certificate.

The most chosen benefit of the halal certificate is a reason for preference; that is, it creates demand and creates a loyal customer base. The second reason is that it makes a commercial halal food chain. It provides easy entry to the halal food market and includes it in the distribution channel. Also, it can be said that companies mostly think that halal certification increases their sales.

Companies generally do not engage in segmented marketing and treat the market as a whole. They said their target audiences do not have halal awareness, and very few are conscious. Most stated that they inform their target audience about the halal certificate and what it does. In other words, companies raise awareness about halal. Doing so requires companies to have halal certification.

Companies stated that the advantage of a halal certificate in exports varies from country to country. It is generally understood that Muslim countries request certificates. In other words, to expand export channels, companies need to apply for halal certification. They export typically to Muslim countries or foreign countries where Muslims are concentrated, like Germany. That again shows that it is necessary to obtain a certificate.

There is no department working on halal food in companies. The absence of such a department necessitates an organization where the company can apply its knowledge and experience in the halal food production process. It can be said that the way to do this is to get a halal certificate. All of the companies said that they received support from GIMDES in this regard.

5.2. THE REFLECTION OF THE CONCEPT OF HALAL ON PROMOTION ACTIVITIES

The second research question is, "How is the reflection of the concept of halal in promotional tools?". Seven questions were asked to the companies to find the answer to this question. After addressing these questions and their answers, it will be tried to find the answer to the research question.

Question 1: Is there a halal logo on the packaging of your products? Or why not use it?

Nine companies said that their products have a halal logo on their packaging. In other words, the logo is used in general. Only the P8 company stated no logo, but it was made if anyone wanted a logo.

Question 2: Do you emphasize that you are a halal-certified brand in your marketing communication practices?

Companies gave three types of answers to this question. Companies P1, P2, P5, P6 and P9 answered yes, while company P7 said no. On the other hand, P3, P4, P8 and P10 companies stated that they acted according to the situation and emphasized the certification if the customer had such a sensitivity. In general, it can be concluded that companies emphasize that they are halal-certified brands.

Question 3: Do you include content emphasizing that you have a halal certificate in your advertisements?

P7 and P10 companies said that they do not include such content. Company P8 stated that it does not advertise. On the other hand, other companies stated that they always have a range saying halal-certified in their advertisements.

Question 4: Does your sales staff notify customers that your products are halal certified?

P8 and P10 companies said they stated according to the customers' demands. Other companies have stated that they do. In other words, companies generally indicate to their customers that they have a halal certificate.

Question 5: Do you have a website? If yes, what details about your halal certificate are on your website?

All companies have websites. There are also halal certificates on their website. On the certificate, there is information such as the date and the product groups that have been certified.

Question 6: Do you inform customers or do marketing about your halal certification on social media? How and on which social media channels?

P7 company does not provide such information or do marketing via social media. P8 company does not use social media very actively. P9 company is not involved in social media at all. The remaining seven companies provide information and marketing about halal certificates on social media to their customers. The most used

social media channels are Instagram (P1, P2, P3, P4, P5, P6, P10) and Facebook (P1, P2, P3, P4, P5, P6). Twitter (P2, P4, P6) and Youtube (P2) channels are rarely used. As a result, most companies inform and market that they have halal certificates through social media channels.

Question 7: Do you receive feedback from your customers regarding your halal certification? How do you manage them?

P4, P9, and P8 companies received feedback that they encountered reactions due to the product group they produced (honey, yeast and spices) and that halal or haram situations could not be in question in this product group. They manage this feedback by trying to raise awareness of the customers. P7 company has not received any feedback on this issue so far. The other six companies stated that they always received positive feedback and were satisfied with this situation. Only some products of company P6 are halal certified. The company is under pressure from its customers to obtain certification for other products without certification. It has been understood that consumers find the halal certification meaningless in some product groups, and at this point, the companies inform the customers. As a result, companies generally receive positive feedback on halal certificates, and it is understood that most of them are seen in the form of thanks and satisfaction.

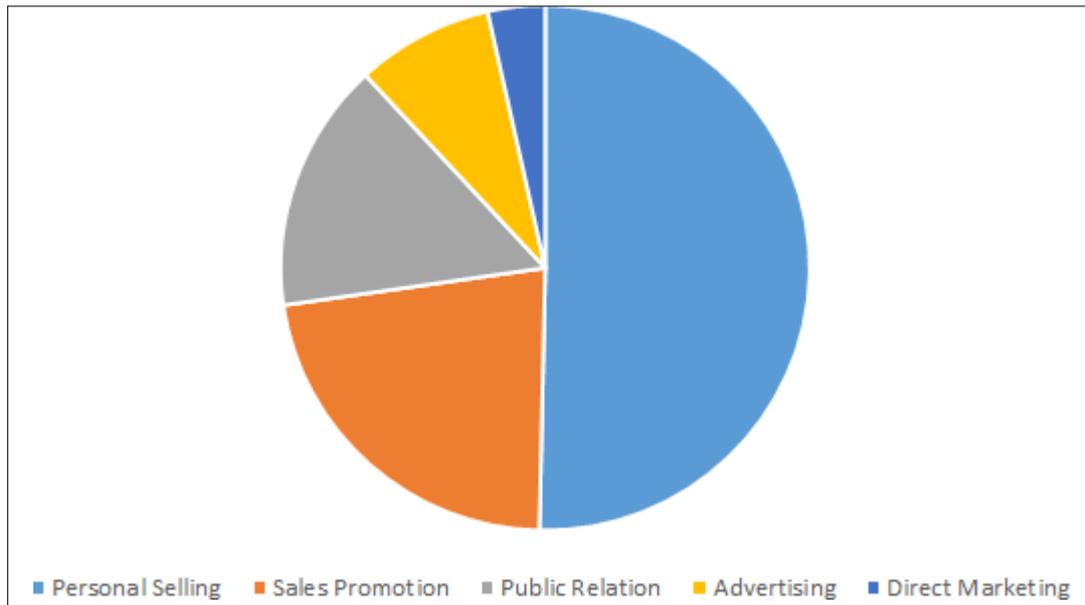
As a result of the answers given by the companies, it is seen that the companies generally try to reflect the concept of "halal" in their promotion activities. For companies that do not remember, this situation is open to development. Because the importance of halal food is better understood day by day, it is anticipated that companies that understand the importance of halal food will shape their promotional activities accordingly.

5.3. ADEQUACY OF PROMOTION EFFORTS OF HALAL-CERTIFIED COMPANIES

Third research question is "How do producers with a halal certification plan their promotion activities?". In order to find the answer to this question, 15 questions were asked to the companies. The answers to these questions are as follows:

Question 1: What promotion activities do you carry out to promote your brand in the market (advertising / personal selling/sales promotion / public relations / direct marketing etc.)?

Figure 12. Frequency of Use of Promotion Mix Element by Companies



Most companies carry out all promotion activities. All but P8 and P9 companies implement the advertisement. All of them carry out public relations activities except the P4 company. All but P5, P7 and P8 companies carry out direct marketing. All companies carry out personal sales and sales promotion activities. The most preferred promotional mix element is personal selling.

Question 2: What is the approximate total annual budget your company spends on promotional activities?

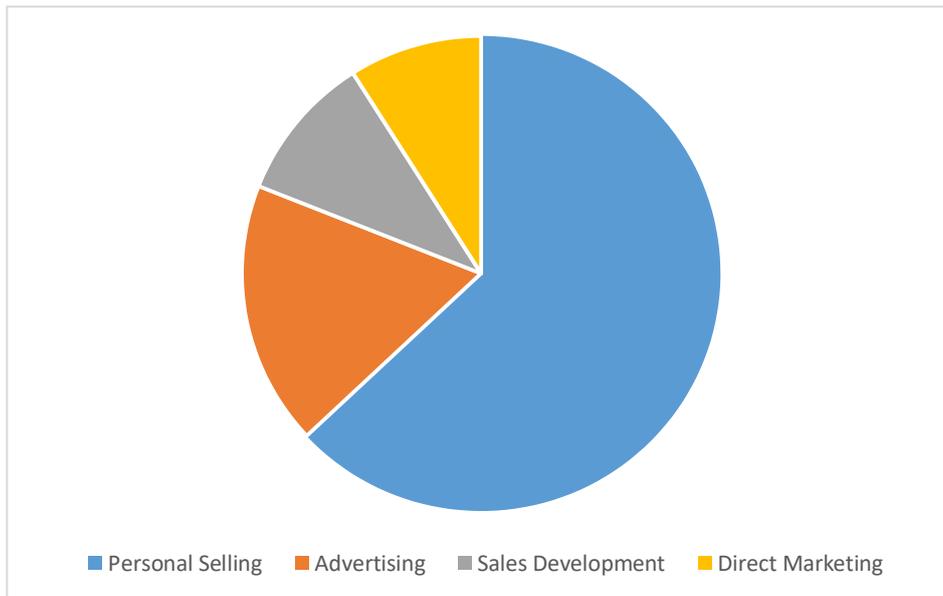
Table 9. Budgeting Amount of Companies

P1	P2	P3	P4	P5	P6	P7	P8	P9	P10
15 thousand TL	-	150-200 thousand TL	100-250 thousand TL	10% of turnover	%12 of turnover	500 thousand-1 million TL	Less than 0.5% of turnover	80-100 thousand TL	3 million TL

Two companies expressed it as a percentage instead of a number. P2 company answered, “We spend for these activities, but we do not allocate a specific budget”. Among the remaining companies, the company that allocates the highest budget is P10, while the company that allocates the minor funding is P8.

Question 3: Which one of the promotion mix elements do you think is the most effective from a cost/performance perspective?

Figure 13. *The Most Effective Promotion Mix Element View*



Six companies answered this question as personal selling. They think that personal selling is more impressive because it is face-to-face. Of the other companies, P1 and P3 believe that advertising, P6 direct marketing, and P9, both personal selling and sales promotion, are the most effective promotional mix elements. As a result, companies find personal selling most effective.

Question 4: Do you carry out promotional activities through advertising?

Most companies prefer to advertise. P8 and P9 companies do not advertise. Other companies stated that they advertised.

Question 5: (It will be directed to those who answered "yes" to the previous question.) Which medium do you prefer to advertise most? (TV advertisements % ..., newspaper %....., radio %....., magazine %....., outdoor advertisement %....., brochure %... .., catalogue %.....)

Companies' most preferred type of advertising is magazines (P2, P4, P5, P6, P7), brochures (P1, P4, P5, P6, P7), catalogues (P1, P4, P5, P6, P7), and social media advertisements (P1, P2, P3, P6, P10). Then radio (P2, P4, P6, P7) and newspaper (P4, P5, P7, P10) are preferred. The least preferred type of advertising is TV (P2, P4) and outdoor advertising (P4, P7).

Question 6: For which of your marketing purposes do you prefer to use advertising?

Seven of the companies prefer to advertise, announce, and not be forgotten, that is, to have a place in the minds of consumers. Company P1 prefers to advertise to establish dealers, while company P6 selects to reach conscious consumers. As a result, most companies choose to advertise to get a place in the minds of consumers.

Question 7: Is there a personal sales manager in your company? If yes, how many sales representatives do you have in your sales team?

The answers to the question are shown in Table 10.

Table 10. *Personel Selling Manager and Sales Team*

	P1	P2	P3	P4	P5	P6	P7	P8	P9	P10
Personal Selling Manager	Yes	Yes	No	No	No	Yes	No	No	No	Yes
Sales Team	3	12	0	3	0	200	6	6	3	10

According to the answers, most companies do not have a personal sales manager. In companies that do not have personal sales managers, the company's owner manages the sales team or the sales himself. Two companies do not have a sales team. In general, companies have a sales team of 3-12 people. The highest number of sales personnel belongs to P6 company with 200 people.

Question 8: How do you carry out your marketing activities through the sales team?

All companies are producers, and they carry out their marketing activities with their sales team by going to wholesalers and retailers. They meet face to face. The sales team first collects the orders, reports them to the centre, and then takes the orders to the customers by car. All companies generally use personal selling.

Question 9: Do you have sales promotion personnel/team in your company?

P6 company has a sales development team of 5 people. P10 company has a sales development consultant. The other eight companies do not have sales development personnel or teams. In other words, companies generally do not have sales development personnel.

Question 10: What sales promotion practices are for consumers/intermediaries/sales personnel?

According to the answers received, P1 company applies a second 50% campaign for consumers on the 15th of every month.

P2 company applies discounts, promotions and campaigns for consumers.

P3 company offers 50 TL coupons to consumers who shop for 200 TL from their website. It also organizes a lottery and sends gifts to 300 people every year due to the lottery. P4 and P7 companies give discounts to intermediaries. P5 company offers giveaways such as diaries and pens for consumers. P6 company applies a price reduction for consumers. P10 company applies price discounts to both intermediaries, sales personnel and consumers. P8, P5, P4, P3, P1, and P9 companies participate in the fairs. As a result, companies make their sales promotion efforts primarily for consumers by using price discounts.

Question 11: Who or which department carries out public relations activities in your company?

According to the answers given, the sales and marketing department carries out the public relations activities in P1, P2 and P10 companies. In P3, P4, P5, P8 and P9 companies, these activities are carried out by the company's owner. While P7 company outsources these activities to the agency, P6 has a public relations representative.

Question 12: What kind of activities do you do in public relations? (News content in the media, lobbying activities, publications such as annual reports, meetings and events, sponsorships, social responsibility projects, etc.)

The most widely used public relations activity is sponsorship. Except for P1 and P2 companies, all other companies carry out sponsorship activities. Most of the companies (P1, P4, P5, P6, P7, P8, P9, P19) took place in the media as news. Six companies (P2, P3, P4, P5, P6, P7) are implementing social responsibility projects. The number of companies (P1, P5, P6) that organize meetings and events is few. None of the interviewed companies had their publications. None of the companies engages in lobbying activities.

Question 13: Which of the direct marketing activities do you carry out? (Mail/Phone/E-Mail marketing, e-commerce, mobile commerce, etc.)

According to the answers, companies mostly (P1, P2, P3, P4, P6, P10) prefer e-commerce as a direct marketing tool. Then, telephone (P3, P4, P6, P9), e-mail (P4, P6,

P8, P9) and mobile commerce (P1, P2, P3, P6) are preferred. None of the companies does direct marketing by mail.

Question 14: Do you use the internet and social media for marketing purposes?
How?

All the companies use the internet and social media for marketing purposes. Only P9 company does not use social media but does marketing through the website. As a result, most companies use the internet and social media for marketing purposes.

Question 15: (Social media marketers will answer) Which social media platforms do you use for marketing? Which platform do you think is the most effective?

All companies use Instagram and Facebook, except P9, which does not use social media. Companies answered Instagram as the most effective platform.

DICUSSION, CONCLUSION AND SUGGESTIONS

Today, Muslims are exposed to consuming or using products produced by people different from their religion, culture and geography due to travel to other parts of the world or imports to their country. Even products made in their own country create uncertainty in terms of halalness due to the additives they contain. Especially additives used to extend the shelf life of foodstuffs and give colour, smell, and taste have become a current issue for Muslims who pay attention to the halalness of the product they buy and all producers and consumers care about their health. On the other hand, manufacturers have difficulties marketing their halal-certified products and have problems competing with global brands. They are also worn out by companies that use fake logos or halal certificates.

Companies need to use the concept of halal in their promotional activities to attract their target audience. In this context, the primary purpose of this research is to analyze the promotion activities of companies that have received halal food certificates and the reflection on the concept of halal in their promotional activities. In the literature in Türkiye, no study has been found on the promotional activities used in the marketing of halal-certified food products. Therefore, since this study is one of the first studies on this subject, it is expected that this study will contribute to the literature on the subject.

In the application phase of the research, ten companies from the food industry with halal certificates were selected, and in-depth interviews were conducted with the managers of these companies. These companies had received their certificates from GIMDES. The reason why GIMDES was chosen among the organizations is that it is the most preferred institution for certification. According to the results of the analysis of the research, the following findings were obtained.

The most chosen benefit of the halal certificate is a reason for preference; that is, it creates demand and creates a loyal customer base. The second reason is that it makes a commercial halal food chain. It provides easy entry to the halal food market and includes it in the distribution channel. Also, it can be said that companies mostly think that halal certification increases their sales. In line with this analysis results, in their study, Alam and Sayuti (2011) described the producer's obtaining halal food certification as a step and requirement that will facilitate the marketing of the product. In addition, Kızılkaya (2017) and Güler (2022) state that the manufacturer has a halal

certificate and can use halal food as a marketing tool. Batu (2012), in his study, argued that halal certification will provide some benefits to producers. These provide consumer confidence, offer export and competitive advantage, and be of good quality.

In addition, Abbasov (2020) and Can (2021) emphasized in their study that halal certification provides a competitive advantage for producers. According to results, the use of halal certificate as a marketing tool is a risk for consumers. Because it is mentioned that there are certification bodies that carry out halal certification only for commercial purposes. Businesses that want to benefit from this can get a certificate for a fee. This undermines the confidence of consumers. Companies that want to use the halal certificate as a marketing tool, want to enter the halal market and be included in the distribution channel, and want to increase the demand, should meticulously apply the standards from the beginning to the end of the halal certification process.

There is a consumer group in the world that demands halal food and creates a halal consumption culture. Halal certification bodies play a decisive role in this regard. However, according to the results of this study, many of the companies, generally do not engage in segmented marketing and treat the market as a whole. The reason for this is based on the teaching of Islam. Companies aim to inform all consumers about halal food. Therefore, it is seen that they do not go to market targeting. They said their target audiences do not have halal awareness, and very few are conscious. Most stated that they inform their target audience about the halal certificate and what it does. In other words, companies raise awareness about halal.

To the question, "Is halal certificate an advantage in foreign trade?" P6 company gave the following answer:

"In countries where friends go in foreign trade, its name here is GIMDES, but its name is different there. People there know GIMDES. Because GIMDES has accreditation with many organizations. Since GIMDES is the head of the World Halal Food Council, friends in that country know it too. It is easier for me to send products and export from here. Halal certificate has a great contribution in this regard."

With this answer pointing out the importance of accreditation, it should be noted that the companies stated that whether the halal certificate is an advantage in foreign trade or not depends on the country of export. It is generally understood that Muslim countries request certificates. In other words, to expand export channels, companies

need to apply for halal certification. They export typically to Muslim countries or foreign countries where Muslims are concentrated, like Germany. Göktürk (2019), who obtained the same findings with this result, states that the need for halal certification in Türkiye does not arise according to the domestic market demand. He argues that foreign trade is the main reason for halal certification in Türkiye. He also emphasizes that the exporting company should have international accreditation in addition to the halal certificate, or it should hold a document recognized by the country to which it will export. Hence, Turkish manufacturers go to the certification path because they are stuck with the halal certificate barrier in the countries they aim to export. According to these results, it is understood that the halal certificate is an advantage in exports to many countries, and the international accreditation of the certification body also plays an important role in this regard. Companies wishing to obtain halal certification should consider whether the relevant organizations have a wide range of international accreditation. Otherwise, companies may encounter various problems in foreign trade.

Majority of companies prefer GIMDES in terms of reliability and good functioning of the inspection mechanism. Fındık (2021), who carried out a study that supports the result of this analysis, examined the standards and working principles of halal certification institutions operating in Türkiye. As a result, he stated that no institution other than GIMDES and TSE Institution could reach the halal certification standards. In addition to the halal standards of GIMDES, many publications and works, halal system requirements, additives etc. found to be explained in detail. Fındık, states that no other institution other than this institution has access to such transparent and detailed information. As interviewed companies stated, some certification bodies only issue certificates for money without any monitoring mechanism. However, conscious consumers are aware of this situation. What needs to be done here is that the state should set a standard for and supervise these organizations. Otherwise, the halal issue will be a prisoner of commercial concerns.

According to the research results, there is no department working on halal food in companies. The absence of such a department necessitates an organization where the company can apply its knowledge and experience in the halal food production process. All of the companies said that they received support from GIMDES in this regard. However, it is important for companies to have a separate field of work on halal food and to develop themselves in halal production by doing R&D, in terms of specializing

in halal food. In order to reach advanced levels as a country in halal food, it is necessary to carry out special and sensitive studies and make various investments.

The summary of the findings obtained according to the analysis results of the research question (How is the reflection of the concept of halal in promotional tools?) investigating the reflection of the concept of halal on promotional activities is as follows:

- Almost all companies have a halal logo on their products,
- They emphasize that they are a halal-certified brand in their marketing communication activities,
- In their advertisements, they state that they are a halal-certified brand,
- Sales personnel indicate to customers that they are halal certified.
- They have websites. There are halal documents on their website.
- They use social media for information and marketing purposes. The channels they use most are Instagram and Facebook.
- It receives thank you and satisfaction messages from its customers.

These results show that companies try to use the concept of halal as much as possible in their promotion activities. Because companies want to stand out because of their halal production. The distinguishing feature that distinguishes companies from others is that they are meticulous about halal food. In general, studies in the literature draw attention to the importance of the promotion activities of halal certified products. For example, In the study of Akbıyık and Eroğlu (2016) in the province of Isparta, it was revealed that six different factors were effective in increasing awareness of halal-certified products. These factors are promotions, place, halal-certification, price and market demand, attractiveness and quality. Tatlı et al., (2017) also reached similar results. They conducted a study to determine the halal food awareness and attitude of consumers in food consumption in Bingöl province. As a result, they concluded that six factors are determinative. These are certification, health, promotion, reliability, price and supply. Moreover, Ünalın (2017) examined the marketing mix elements in halal food products and found various conclusions. One of them is that it is necessary to have an emblem, logo or any representative sign showing that the products have a halal certificate on their packaging. Göktürk (2019) examined consumers' halal product purchasing attitudes in his study. As a result, he stated that consumers do not have

enough information about halal-certified products and that brands' promotion, promotion, and information activities are insufficient. He argues that companies should give more importance to promotional activities for their brands in this direction. Both the results obtained and the findings in the literature draw attention to the importance of promotional activities. Marketers should give importance to promotion in their marketing activities.

Many of the companies stated that they told their customers what halal food is and that they recommended halal food conferences organized by GIMDES to their customers. A study supporting this result, Derin and Türk (2016) interviewed seven "Halal World Markets" affiliated with GIMDES in Turkey, and as a result, they reached some conclusions. It is stated that these markets give advertisements on local radios and televisions, and also distribute catalogs and brochures. They also state that one-on-one contact is made with the customers who come to the market, trainings are given by going to various schools, non-governmental organizations, and the importance of halal food is explained. These results show that in order to increase the demand for halal certified products, consumers must first have halal awareness. In addition to the certification bodies that raise awareness of consumers, companies that produce halal also try to raise the awareness of consumers about halal food. However, these awareness-raising efforts are insufficient due to the small number of such organizations and consumers. There is a need for studies to be carried out by the state in this regard. The state should implement practices that will raise awareness of the public about halal food.

Companies generally state that it is more costly to produce halal and this cost is reflected in the price. For example, P2 company expressed this situation with the following words:

“Since halal certified raw materials are natural, less available or less producible, they cost a little more. Since these costs overlap and production is limited, production is also low because consumption is low. We actually do boutique production. Therefore, it is somewhat costly. Of course, this cost is reflected in the price. Sometimes we sell below cost. Of course, we do not give such discounts on every product. That's why other products cover our losses.”

Dali et al. (2008), who conducted a study supporting this conclusion, wanted to determine the halal certificate perceptions of consumers in their study. As a result, the majority of the participants found halal-certified products more expensive than other products. Among the reasons for this, it has been stated that the "promotion" factor plays an important role. It is understood from these results that halal products can be more expensive than other products. If companies manage to explain to their target audience that the reason why certified products are more expensive in their promotional activities is to make halal and natural production, it will be easier to convince consumers. In fact, it can be said that the extra money consumers pay is the equivalent of being halal and natural.

Companies apply their sales promotion efforts primarily toward consumers and generally in the form of price reductions. Companies should also focus on sales development efforts for intermediaries and sales personnel. In addition, the application of other sales development methods such as coupons, sweepstakes, giveaways and competitions is vital in increasing sales. None of the companies has their publications. The magazine or newspaper containing the annual reports is essential in getting information about the company or correcting misunderstandings by the employees or external consumers of the company.

The most preferred promotional mix element of companies is personal selling. Direct marketing and advertising are the least used promotional mix elements. Therefore, companies need to give importance to direct marketing and advertising activities. In addition, it is understood that TV and outdoor advertisements are not preferred as advertisement types. Companies need to use these types of advertisements to reach their target audience. Most companies do not have a personal sales manager, sales development staff or team, and a public relations unit. These activities are carried out by company owners or sales and marketing teams. The absence of these units or personnel is a shortcoming for companies. Torlak (2012), who obtained findings supporting these results, conducted a study to measure the marketing potential of halal products among Islamic countries and put various problems and solutions there. As a result, Torlak favours giving weight to public relations efforts. In addition, it recommends using correct information in advertising and promotional messages and avoiding misleading and incomplete information. In this direction, it is thought that allocating sufficient budget and time for public relations activities will affect the

performance of the companies. Because today, a promotional activity is more successful if it does not make consumers feel that there is an “advertisement”. Therefore, public relations are thought to be more effective.

Companies do not use direct mail as a direct marketing tool. It is thought that a direct mailing method suitable for the appropriate target audience will contribute to the marketing efforts of the companies.

They mainly use Facebook and Twitter as social media tools of companies. It can be recommended to use other social media tools (Youtube, Instagram, Buffer, Canva, Hootsuite, LinkedIn etc.) in order to reach more target audience.

As a result of the answers given by the companies, it is seen that the companies generally try to reflect the concept of "halal" in their promotion activities. For companies that do not remember, this situation is open to development. Because the importance of halal food is better understood day by day, it is anticipated that companies that understand the importance of halal food will shape their promotional activities accordingly.

It is anticipated that this study will help other studies on halal. Researchers who will work on halal can expand this study, which is a qualitative study with food limitation. It is hoped that this study will support researchers who will obtain various results by including different sectors or by interviewing more companies or using numerical data.

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