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# Motivations and limitations in implementing Halal food certification: a Pareto analysis

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## Abstract

### Purpose

The purpose of this paper is to review, analyse, and synthesise the motivation and limitation factors in implementing Halal food certification.

### Design/methodology/approach

A systematic online library search gathered 50 recent journal articles between the years 2004 and 2014. After common motivation and limitation factors were identified and reviewed, a Pareto analysis was performed. This is done to prioritise the motivation and limitation factors and ultimately revealed the major factors that influence the implementation of Halal food certification.

### Findings

A total of 36 motivation and 37 limitation factors were identified. Through Pareto analysis, 15 motivation factors accounted for 80.07 per cent and 20 limitation factors are responsible for 79.65 per cent. These factors are considered the major factors in implementing Halal food certification.

### Practical implications

For academicians, this study provides the most recent review of food safety and quality certification literature and the highlighted factors could assist in designing research instruments and set the foundation for future research endeavours. For industrialists, factors drawn from this study highlight the information critical for effective and efficient



certification. The result of this study will provide greater insights to researchers, food companies, and other stakeholders in an effort to encourage greater implementation of Halal food certification.

## Keywords

- Pareto analysis
- Literature review
- Halal
- Food safety certification
- Halal food certification

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