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*By Universitas Muhammadiyah Sidoarjo*

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## Consumer Purchase Decisions of Halal-Certified Food Product: A Systematic Literature Review

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### Abstract

**General Background:** Consumer decision-making in the food sector increasingly reflects ethical, cultural, and religious considerations beyond functional attributes. **Specific Background:** Halal-certified food products represent a growing global market segment, where certification signals compliance with Islamic principles, food safety, and product quality. **Knowledge Gap:** Existing studies remain fragmented, often focusing on isolated determinants and relying heavily on purchase intention rather than actual buying behavior, with limited attention to contextual and technological influences. **Aims:** This study aims to systematically review empirical research on consumer purchase decisions of halal-certified food products to identify key determinants, conceptual approaches, and research gaps. **Results:** The findings reveal that purchase decisions are shaped by interconnected factors including halal certification, trust and certification credibility, religiosity, product attributes such as taste and quality, health considerations, and socio-economic influences, with evidence indicating that product attributes can outweigh halal status in certain contexts. Consumer perceptions are multidimensional, encompassing religious compliance, trust, ethical values, and perceived quality, and are primarily measured using survey-based methods, with emerging approaches such as discrete choice experiments and willingness-to-pay analysis providing deeper insights. **Novelty:** This review synthesizes diverse empirical evidence into an integrated framework that categorizes determinants and highlights the multidimensional nature of consumer evaluations. **Implications:** The study underscores the need for behavior-focused, context-sensitive, and integrative research approaches to better capture real-world consumer decisions in halal food markets.

### Highlights

- Identifies seven interconnected categories shaping purchasing choices in halal food markets
- Reveals sensory attributes and perceived quality may surpass certification cues in specific contexts
- Highlights methodological limitations and need for behavior-oriented research approaches

### Keywords

Halal Certified Food; Consumer Behavior; Purchase Decision; Halal Certification; Systematic Literature Review

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## INTRODUCTION

Consumer purchase decisions in the food sector are no longer driven solely by functional considerations such as price, availability, and convenience. In recent years, ethical, cultural, and religious values have increasingly shaped how consumers evaluate and select food products (Gürhan-Canli et al., 2018). Food consumption is now increasingly viewed as a choice that involves broader social, psychological, and moral dimensions, particularly in relation to safety, hygiene, and ethically responsible production practices (Kuokkanen & Sun, 2020; Amani, 2022). This shift has encouraged both academics and industry practitioners to pay closer attention to value-driven consumption and to how it influences consumer behavior in food markets (Stringer et al., 2020).

Against this background, halal-certified food products have become a significant category in the global food market. Halal food refers to products that comply with Islamic dietary requirements, which cover not only the permissibility of ingredients but also ethical sourcing, cleanliness, and appropriate handling throughout the production process (Haleem et al., 2021). In this sense, halal certification serves as an institutional assurance mechanism that communicates compliance, safety, and product quality to consumers (Wadud & Ali, 2023). Previous studies have shown that halal labels can reduce perceived risk and uncertainty during purchasing by providing credible signals of product integrity and trustworthiness (Ali et al., 2017).

The literature further suggests that consumers' decisions to buy halal-certified food products are shaped by a number of interrelated factors. Religiosity is frequently highlighted as a major influence on consumers' sensitivity to halal compliance, especially among Muslim consumers (Ali et al., 2018). At the same time, trust in halal certification bodies and producers, together with perceptions of product quality, is often associated with stronger consumer confidence when evaluating halal food products (Bashir et al., 2019; Khan et al., 2022). Beyond religious motivation, ethical concerns and social norms are also seen as important contextual factors that may affect how consumers perceive halal food, including non-Muslim consumers who often link halal products with cleanliness, safety, and ethical production standards (Ghvanidze et al., 2019; Shahid et al., 2023).

Even though research on halal food consumption has grown substantially, the existing evidence remains fragmented across different geographical contexts, consumer segments, and methodological approaches.

Some studies focus primarily on Muslim consumers, while others examine mixed or non-Muslim populations, resulting in varied conclusions regarding the dominant factors influencing purchase decisions (Iranmanesh et al., 2022). Moreover, prior research often investigates specific determinants in isolation, limiting a holistic understanding of how multiple factors collectively shape consumer purchase decisions for halal-certified food products. Consequently, a systematic synthesis of existing empirical studies is required to consolidate current knowledge, identify recurring themes, and highlight gaps in the literature.

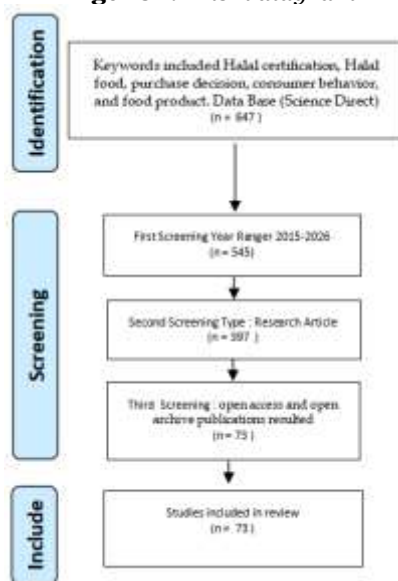
Given the rapid expansion of the global halal food market and increasing academic attention to ethical and religious dimensions of consumption, a systematic literature review is essential. Therefore, this study aims to systematically review recent empirical research on consumer purchase decisions of halal-certified food products, with the objective of identifying key influencing factors and providing a comprehensive foundation for future research and practical implications in halal food marketing and consumer behavior studies.

## METHODS

This study employed a systematic literature review (SLR) to examine the factors influencing consumer purchase decisions of Halal-certified food products. The review focused on articles published between 2015 and 2026 using ScienceDirect. Keywords included Halal certification, Halal food, purchase decision, consumer behavior, and food product. Studies were included if they analyzed purchase intentions, consumer attitudes, trust in Halal certification, perceived product quality, or related factors directly affecting purchase decisions. Studies focusing on non-food sectors were excluded.

Following the PRISMA framework, the review process first identified 647 articles. Once the publication year filter was applied, the number decreased to 545. Limiting the dataset to research articles further reduced it to 397, and after narrowing the selection to open access and open archive publications, 73 articles were retained. The PRISMA flow diagram illustrating this selection process is shown in Figure 1.

Figure 1. Prism diagram



Data were systematically extracted regarding study context, sample characteristics, theoretical frameworks, and key findings related to consumer purchase decisions. A thematic synthesis was conducted to classify factors influencing purchase decisions into product attributes. This approach ensured that the review captured the most relevant insights specifically on consumer purchase decisions of Halal-certified food products and highlighted gaps for future research.

To do so, this review addresses the following key research questions:

- RQ 1 : What are the key factors influencing consumers' purchase decisions of Halal-certified food products as reported in empirical studies?
- RQ 2 : How have empirical studies conceptualized and measured consumers' perceptions and evaluations of Halal-certified food products?
- RQ 3 : What gaps exist in the literature regarding consumer behavior toward Halal-certified food products, and what directions should future studies take?

## RESULT AND DISCUSSION

The quality of the selected articles was evaluated to ensure the reliability and validity of the evidence used in this systematic literature review. Each of the 7 included studies was assessed based on several criteria: relevance to the topic of consumer purchase decisions of Halal-certified food products, clarity of research objectives, appropriateness of methodology, robustness of data analysis, and credibility of results. Studies that provided clear explanations of their theoretical frameworks, and empirical evidence were considered high quality. Additionally, the rigor of the research design, including the use of validated measurement instruments and statistical analyses, was examined. Articles were also evaluated for transparency in reporting findings and adherence to ethical research standards. Only studies meeting these quality criteria were included in the final synthesis to ensure that the review is grounded in high-quality, reliable evidence, thereby supporting accurate conclusions regarding factors influencing consumer purchase decisions of Halal-certified food products.

3.1 What are the key factors influencing consumers' purchase decisions of Halal-certified food products as reported in empirical studies?

Table 1. Key factors influencing consumers' purchase decisions of Halal-certified food products

No	Authors	Year	Conclusion
1	Ismail, Ismail Juma	2025	Empirical findings indicate that consumer purchase decisions toward Halal-certified food products are primarily influenced by perceived halalness, perceived product quality, trust in certification, and religiosity. Halal certification functions as a key evaluative cue that assures compliance with Islamic principles while simultaneously signaling food safety and hygiene, thereby strengthening consumers' confidence in purchasing decisions.
2	Al-Kwafi, Osama Sam and Abu Farha, Allam	2019	Empirical evidence indicates that religiosity, attitudes toward Halal compliance, and emotional attachment to Islamic values are the main

	and Ahmed, Zafar U.		factors influencing consumers' purchase decisions of Halal-certified food products. Halal food is perceived not only as a product choice but as a moral and religious obligation, making religious values a dominant driver in consumer decision-making.
3	Karyani, Etikah and Geraldina, Ira and Haque, Marissa Grace and Zahir, Ahmad	2024	Empirical studies consistently show that consumers' purchase decisions toward Halal-certified food products are primarily influenced by attitudes toward halal certification, trust in halal authorities, and perceptions of product authenticity. The halal logo functions as a critical cue that signals religious compliance and product legitimacy, thereby reducing uncertainty and perceived risk. In addition, institutional credibility and transparency in the certification process strengthen consumer confidence and positively shape purchasing decisions.
4	Ismoyowati, Dyah	2015	The study finds that consumers' purchase decisions are influenced primarily by taste, followed by halal status. While halal certification is important and considered a key requirement, it ranks second after taste. Other influencing factors include price affordability, ease of access to outlets, word of mouth, and social influence, particularly from family members. Religion and nutrition also play important roles in shaping consumers' decisions to consume halal food.
5	Koc, Fatih and Ozkan, Bekir and Komodromos, Marcos and Efendioglu, Ibrahim Halil and Baran, Tamer	2024	Empirical studies show that consumer decisions toward Halal-certified food are mainly shaped by certification credibility, individual religiosity, confidence in producers and certifying bodies, and perceived food quality. These elements jointly reduce uncertainty and strengthen consumers' willingness to choose halal products
6	Joya, Khalid	2025	Empirical studies indicate that purchase decisions for Halal-certified food products are mainly influenced by Halal certification, trust, taste, religiosity, and health considerations. Halal certification serves both as a religious requirement and a signal of product safety and reliability.
7	Saville, Ramadhona and Mahbubi, Akhmad	2021	The article shows that halal-certified food influences purchase decisions by providing assurance of religious compliance and trust in food preparation, particularly in non-Muslim countries. However, empirical results indicate that halal certification is not the primary factor; consumers prioritize religious convenience (such as prayer room availability) first and consider halal certification as a secondary but still important determinant when choosing food products.

Based on the empirical evidence reviewed, consumers' decisions to buy Halal-certified food products are influenced by several important factors, including perceived halalness, confidence in halal certification, religiosity, and product-related characteristics. Halal certification and halal logos consistently act as key evaluative signals, reassuring consumers that the products are in line with Islamic principles while also reflecting food safety and hygiene, thereby increasing confidence and lowering uncertainty. In addition, religiosity, positive attitudes toward halal compliance, and emotional ties to Islamic values make halal food consumption more than just a purchasing decision; for many consumers, it is also seen as a moral and religious responsibility.

Alongside religious and institutional factors, product attributes, particularly taste and perceived product quality, play a significant role in shaping purchase decisions, with some studies indicating that taste may outweigh halal status. Other factors that also shape consumers' purchase decisions include price affordability, accessibility, word of mouth, social influence particularly from family and health and nutrition concerns. In some settings, especially in non-Muslim countries, religious convenience, such as access to prayer facilities, can also influence consumer preferences. In these situations, halal certification remains a significant factor, although it is not always the main one. Based on the synthesis of empirical evidence, the factors affecting consumers' purchase decisions toward Halal-certified food products can be classified into seven major categories, along with their respective indicators

No.	Factor Category	Indicators
1	Halalness and Halal Certification	Perceived halalness; Halal certification; Halal logo; Attitudes toward halal certification; Attitudes toward halal compliance
2	Trust and Certification Credibility	Trust in halal certification; Trust in halal authorities; Certification credibility; Institutional credibility; Transparency of the certification process; Confidence in certifying bodies; Confidence in producers
3	Religiosity and Islamic Values	Religiosity; Emotional attachment to Islamic values; Religious values; Perception of halal food as a moral and religious obligation

4	Product Attributes	Perceived product quality; Taste; Perceived food safety; Hygiene; Perceived product authenticity
5	Health and Nutrition Considerations	Health considerations; Nutrition
6	Economic and Social Influences	Price affordability; Ease of access to outlets; Word of mouth; Social influence (family and friends)
7	Context-Specific Convenience Religious	Religious convenience (e.g., prayer room availability, particularly in non-Muslim countries)

### 3.2 How have empirical studies conceptualized and measured consumers' perceptions and evaluations of Halal-certified food products?

**Table 2 . Empirical studies conceptualized and measured consumers' perceptions and evaluations of Halal-certified food products**

No	Authors	Year	Conclusion
1	Ismail, Ismail Juma	2025	Empirical studies conceptualize consumers' perceptions of Halal-certified food products mainly through Halal Brand Perceived Quality (HBPQ), which represents consumers' evaluations of halal authenticity, safety, hygiene, and ethical compliance. These perceptions are measured using survey-based Likert scales assessing trust in halal certification, perceived product integrity, and overall quality. Statistical analysis, commonly using structural equation modeling, is employed to examine how these evaluations relate to consumer intentions, indicating that perceptions of halal food extend beyond religious compliance to include <b>quality and trust considerations</b> .
2	Al-Kwifi, Osama Sam and Abu Farha, Allam and Ahmed, Zafar U.	2019	Consumers' perceptions of Halal-certified food products are conceptualized as value-based and belief-driven evaluations rather than purely functional assessments. These perceptions are measured through attitudinal responses and emotional reactions, including methods that capture subconscious value judgments, highlighting the <b>psychological depth of Halal food evaluation</b> .
3	Karyani, Etikah and Geraldina, Ira and Haque, Marissa Grace and Zahir, Ahmad	2024	Empirical research conceptualizes consumer perceptions through multidimensional constructs such as attitude toward halal labels, trust in certification systems, perceived information quality, and intention to verify halal status. These perceptions are commonly measured using Likert-scale indicators assessing beliefs about the reliability of halal logos, confidence in certification bodies, and willingness to use verification technologies. Attitudinal and trust-based evaluations are central in explaining how consumers cognitively and emotionally assess <b>Halal-certified food products</b>
4	Ismoyowati, Dyah	2015	Empirical evidence in the article conceptualizes halal-certified food as a product that complies with Islamic law, is free from haram ingredients, and follows halal processing standards. Consumers' perceptions are measured using survey and descriptive analysis, focusing on their understanding of halal concepts, recognition of halal labels or logos, and perceived importance of halal attributes in food consumption decisions. Evaluations are based on stated preferences and self-reported behavior <b>rather than experimental or econometric models</b> .
5	Koc, Fatih and Ozkan, Bekir and Komodromos, Marcos and Efendioglu, Ibrahim Halil and Baran, Tamer	2024	Previous studies operationalize consumer perceptions using constructs such as halal compliance perception, product evaluation, trust, and attitude. These variables are typically measured through structured survey instruments assessing beliefs about authenticity, safety, and overall product assessment.
6	Joya, Khalid	2025	Previous studies conceptualize consumer perceptions of Halal-certified food through multidimensional constructs, including perceived Halalness, product quality, trustworthiness, and ethical value. These perceptions are commonly measured using survey-based indicators, such as perceived compliance with Islamic law, confidence in certification bodies, freshness, and absence of harmful ingredients. Discrete choice experiments and psychographic scales are also used to <b>capture preference heterogeneity and evaluation trade-offs</b> .
7	Saville, Ramadhona and Mahbubi, Akhmad	2021	Empirical studies in the article conceptualize halal-certified food as a religion-based quality, assurance, and credibility attribute rather than merely a product label. Consumers' perceptions and evaluations are measured using discrete-choice conjoint analysis, which assesses the relative importance and utility of halal certification compared to other attributes, and willingness-to-pay (WTP) analysis, which quantifies the premium consumers are willing to pay for halal-certified food, particularly when combined with religious-supporting services.

Empirical studies generally describe consumers' perceptions and evaluations of Halal-certified food products as multidimensional and value-oriented, rather than as purely functional judgments about the product itself. In many studies, Halal-certified food is understood as a religion-based marker of quality, assurance, and credibility, covering compliance with Islamic law, proper halal processing, the absence of haram ingredients, and ethical considerations. The main conceptual dimensions often include perceived halalness, halal brand perceived quality (HBPQ), trust in halal certification and certifying authorities, perceived product quality, safety, hygiene, authenticity, and ethical value. In addition, consumers' perceptions are often seen as being influenced by their attitudes toward halal labels, their beliefs about the reliability of certification, their emotional connection to Islamic values, and their intention to verify halal status, showing that these evaluations involve both cognitive judgment and emotional response.

In terms of measurement, most empirical studies rely on survey-based methods, typically using Likert-scale instruments to evaluate perceptions of halal compliance, trustworthiness, product integrity, overall quality, and attitudes toward halal certification. Researchers commonly use analytical methods such as structural equation modeling (SEM) to examine how these perceptual dimensions relate to consumer intentions or behaviors. Some studies go further than self-reported measures by applying discrete choice experiments, conjoint analysis, and willingness-to-pay (WTP) analysis to capture trade-offs in consumer preferences and to estimate the relative importance of halal certification compared with other product attributes. Taken together, these measurement approaches suggest that consumers evaluate Halal-certified food products through a combination of religious compliance, trust, perceived quality, and psychological value, rather than viewing halal labeling as the only consideration. What gaps exist in the literature regarding consumer behavior toward Halal-certified food products, and what directions should future studies take?

**Table 3 .** *Gaps exist in the literature regarding consumer behavior toward Halal-certified food products, and directions*

No	Authors	Year	Conclusion
1	Ismail, Ismail Juma	2025	Despite extensive research on purchase intention, limited attention has been given to actual purchase behavior, non-Muslim consumers, and contextual factors such as service interaction and digital environments. Future studies should adopt more comprehensive models that integrate behavioral outcomes, diverse consumer segments, and situational influences to advance understanding of Halal food purchase decisions .
2	Al-Kwafi, Osama Sam and Abu Farha, Allam and Ahmed, Zafar U.	2019	The literature reveals a reliance on self-reported survey methods, with limited exploration of affective and subconscious processes in Halal food consumption. Future studies should incorporate advanced behavioral approaches, examine certification cues more explicitly, and expand comparisons across different consumer groups and contexts.
3	Karyani, Etikah and Geraldina, Ira and Haque, Marissa Grace and Zahir, Ahmad	2024	The literature reveals several gaps, including limited integration of technological perspectives (e.g., traceability systems) with consumer behavior models and an overreliance on cross-sectional survey designs. Future studies should adopt mixed-method approaches, incorporate system-level transparency and trust mechanisms, and examine broader stakeholder perspectives to better understand evolving consumer behavior toward Halal-certified food products.
4	Ismoyowati, Dyah	2015	The article highlights gaps in consumers' knowledge and understanding of halal concepts, as interpretations of halal vary widely among consumers. It also points out the limited role of formal halal certification awareness, as some consumers rely on assumptions rather than verified labels. Future research should therefore focus on improving consumer education, examining the effectiveness of halal certification systems, and exploring consumer behavior across different regions and product categories to support the implementation of halal product guarantee regulations.
5	Koc, Fatih and Ozkan, Bekir and Komodromos, Marcos and Efendioglu, Ibrahim Halil and Baran, Tamer	2024	Existing research is limited by narrow samples, context-specific findings, and a strong focus on purchase intention rather than actual behavior. Future studies should broaden geographical coverage, incorporate behavioral outcomes, and examine the role of emerging trust mechanisms and certification systems.
6	Joya, Khalid	2025	Despite growing scholarship, gaps remain in understanding context-specific consumer behavior, particularly in fragile, non-Western, or post-conflict markets. Limited attention has been given to how psychographic traits interact with Halal certification under varying economic conditions. Future research should expand comparative studies across regions, incorporate behavioral experiments, and examine Halal certification as a combined signal of religious compliance, trust, and food safety.
7	Saville, Ramadhona and Mahbubi, Akhmad	2021	The article identifies a key gap in the literature: an overemphasis on halal certification as a standalone determinant of Muslim consumer behavior, with limited attention to contextual, situational, and service-related factors. It also highlights a lack of consumer segmentation and insufficient focus on Muslim travelers in non-Muslim destinations. Future studies should therefore adopt integrated and segmented research approaches, examining halal-certified food together with supporting religious facilities, situational constraints, and diverse consumer segments to better reflect real-world consumer behavior.

The literature reviewed highlights several continuing gaps in empirical research on consumer behavior toward Halal-certified food products. To begin with, many studies still place considerable emphasis on purchase intention, while giving much less attention to actual buying behavior. As a result, our understanding of real consumption patterns remains somewhat limited. Existing research has also focused predominantly on Muslim consumers, with relatively little exploration of non-Muslim consumer groups, even though the global halal market is expanding rapidly. At the same time, contextual elements such as service experiences, situational factors, and digital environments have not been examined in sufficient depth, despite their likely role in shaping how consumers evaluate and choose halal products.

From a methodological standpoint, a large share of the current research relies on self-reported, cross-sectional survey designs, which makes it difficult to fully capture the emotional, subconscious, and behavioral processes involved in halal food consumption. Technological aspects, such as traceability systems and digital verification tools, are also still seldom integrated into consumer behavior frameworks. In addition, the literature suggests that consumers vary considerably in their knowledge and understanding of halal concepts, while awareness of formal halal certification often remains limited, leading some individuals to depend more on assumptions than on verified labels.

To address these limitations, future studies need to adopt more comprehensive and integrated research approaches, including mixed-method designs, behavioral experiments, and longitudinal studies, so that actual consumer behavior and changing preferences can be understood more clearly over time. Broader geographical coverage, greater inclusion of diverse consumer groups, and closer attention to context-specific settings—particularly non-Muslim destinations and underexplored markets—are also important. Furthermore, future research should place halal certification within a wider framework of trust, transparency, and supporting religious services, rather than treating it merely as a single isolated cue, in order to reflect the complexity and nuance of real-world consumer decision-making more accurately.

The synthesis of empirical studies shows that consumers' purchase decisions regarding Halal-certified food products are influenced by a range of interconnected factors rather than by one single dominant element. These factors can be classified into seven major categories: halalness and halal certification; trust and the credibility of certification; religiosity and Islamic values; product attributes; health and nutrition considerations; economic and social influences; and context-specific religious convenience. Although halal certification and halal logos consistently serve as important evaluation cues by signaling religious compliance, food safety, and hygiene, several studies indicate that product attributes—particularly taste and perceived quality can have an equally strong or even stronger effect in certain contexts. Religiosity remains a central foundation in consumer decision-making, as it frames halal food consumption as both a moral commitment and a religious obligation. At the same time, trust in certification bodies and institutional transparency helps reduce perceived risk and uncertainty.

Empirical research also suggests that consumers' perceptions and evaluations of Halal-certified food products are multidimensional, value-driven, and shaped by underlying beliefs. Halal-certified food is often understood as a religion-based indicator of quality and assurance, incorporating perceived halalness, trustworthiness, ethical compliance, safety, hygiene, and overall product quality. These perceptions are most commonly measured through survey-based Likert scales, often accompanied by structural equation modeling to examine their relationship with purchase intention. Some studies have expanded these measurement approaches by using discrete choice experiments, conjoint analysis, and willingness-to-pay analysis, showing that consumers evaluate halal food through a combination of religious, psychological, and quality-related considerations rather than relying only on halal labels.

Even though the body of literature continues to grow, several important gaps still remain. Existing studies are still heavily centered on purchase intention instead of actual purchasing behavior, rely largely on cross-sectional self-reported surveys, and devote limited attention to non-Muslim consumers, digital environments, technological verification systems, and contextual elements such as service interaction and religious convenience. In addition, consumer knowledge and understanding of halal concepts differ considerably, and halal certification is often examined as if it were a standalone factor. These limitations point to the need for future research to develop more comprehensive models, incorporate behavioral and technological perspectives, broaden consumer segmentation and geographical scope, and investigate Halal-certified food within wider situational and service-related contexts to better reflect real-world consumer behavior.

## CONCLUSION

This systematic literature review demonstrates that consumer behavior toward Halal-certified food products is shaped by a complex interaction of religious, institutional, and product-related factors. Purchase decisions are influenced by perceived halalness and certification, trust in certification systems, religiosity and Islamic values, product attributes, health and nutrition considerations, economic and social influences, and context-specific religious convenience. Although halal certification serves as an important assurance mechanism by signaling religious compliance, food safety, and hygiene, empirical evidence suggests that product-related attributes especially taste and perceived quality can be just as influential, or even more influential, in certain contexts. The review also shows that consumers' perceptions and evaluations of Halal-certified food products are multidimensional and value-driven, going beyond religious compliance alone to include trust, ethical considerations, and perceptions of quality.

Although survey-based approaches dominate the literature, emerging methods such as discrete choice experiments and willingness-to-pay analyses provide deeper insights into consumer evaluation processes. However, significant gaps remain, particularly the overreliance on purchase intention measures, limited investigation of actual purchasing behavior, and insufficient attention to contextual, technological, and service-related influences.

This review is limited by the methodological features of the existing literature, which is still largely based on cross-sectional

studies and self-reported survey data. Differences in conceptual definitions and measurement methods across studies may also reduce the comparability of findings. Moreover, the concentration of previous research in certain geographical areas may limit the broader applicability of the results, and it is possible that relevant studies outside the selected databases and inclusion criteria were not included in this review.

Future studies should adopt more comprehensive and integrated research designs by incorporating actual purchasing behavior, longitudinal evidence, and experimental methods in order to improve behavioral validity. More attention should also be directed toward a wider range of consumer segments, including non-Muslim consumers and markets that remain underexplored, to better reflect the global scope of the halal food industry. In addition, researchers are encouraged to include technological and digital dimensions, such as traceability systems and online verification tools, in consumer behavior models so that changing mechanisms of trust can be understood more accurately.

Moreover, future studies should examine Halal-certified food within broader contextual and service-related settings, including religious-supporting facilities and consumption environments, rather than treating halal certification as a standalone determinant. These directions will contribute to a more nuanced and practice-relevant understanding of consumer behavior toward Halal-certified food products.

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