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Muslim Consumer Behavior in Choosing Halal Products at the Genteng Wetan Traditional Market

Hendra[1*], M Khanif Ardzani[2], Edi Imam Supeono[3]
[1-3]Universitas Islam Ibrahimy Banyuangi, Indonesia
**Corresponding author: hendrasembarang4@gmail.com*

Abstract*. The level of public awareness regarding the importance of consuming halal products among Muslim consumers when making purchasing decisions for food items available at traditional markets. This study aims to analyze the factors influencing Muslim consumers in their selection of halal products at the Genteng Wetan traditional market. This study employs a descriptive qualitative approach, utilizing data collection techniques such as observation, interviews, and document analysis of consumers; the sampling technique used in this study is purposive sampling. Data analysis was conducted through data reduction and the drawing of conclusions via validity testing using triangulation. The results indicate that Muslim consumers' behavior can be influenced by their knowledge of halal products, the presence or absence of halal labels among vendors, and the quality of the products they intend to purchase. Religious values and product knowledge are the most dominant factors, thereby influencing purchasing decisions and fostering trust in vendors regarding whether a product is halal or not. This study indicates that social relationships in traditional markets can play a role in shaping Muslim consumers' behavior when selecting halal products, as they place their trust in vendors when making product choices.*

Keywords*: Halal Products; Muslim Consumers; Product Knowledge; Purchasing Behavior; Traditional Markets.*

1. BACKGROUND

Consumer behavior is a fundamental concept in marketing that explains the decision-making process from the individual level to the choice to purchase and use a product or service to fulfill needs and desires. Purchasing decisions can be influenced by factors ranging from personal and social to psychological, all of which interact to shape consumer preferences (Novianto et al., 2024). From an Islamic economic perspective, consumer behavior is not based solely on national considerations but also on factors such as price, benefits, and quality, while also taking into account halal aspects in accordance with Islamic sharia law. For Muslim consumers, decisions are not merely material-oriented but also take into account the values of worship and moral responsibility in choosing what to consume (Fadhilah & Vidiati, 2026). Consequently, Muslim consumer behavior exhibits distinct characteristics compared to general consumer behavior. This is because purchasing decisions are influenced by religious values that serve as a guiding principle in daily life.

Several theories can be used to explain consumer behavior; the Theory of Planned Behavior explains that a consumer's behavior is influenced starting with intention, while intention is shaped by three components: attitude toward the behavior, behavioral norms, and perceived behavioral control (Octavia & Handayani, 2025). In the context of consuming halal products, the attitude is reflected in the belief that choosing halal products is a religious obligation a belief that stems from subjective norms and is shaped by the influence of family, the social environment, and religious leaders. Meanwhile the perception of behavioral control

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relates to the ease of obtaining halal products and the consumer's ability to identify any defects in the products they intend to purchase. The Theory of Planned Behavior can be used to explain the consumer decision-making process when a Muslim chooses halal products, taking into account both psychological aspects and social factors that influence purchasing behavior (Amalia Kurniawati & Salam, 2023).

Developments in the halal certification industry indicate a growing positive trend driven by increasing public awareness of the importance of consuming halal and safe products. As a country with a Muslim majority population, Indonesia possesses immense marketing potential in this area (Muiz et al., 2023). The enactment of Law No. 33 of 2014 on Halal Product Assurance, along with the phased implementation of halal certification, reflects the government's commitment to protecting Muslim consumers.

Halal certification is expected to boost public trust in products that are genuinely halal while encouraging businesses to produce goods that meet halal standards. These developments indicate that a product's halal status is no longer viewed merely as a religious obligation but has evolved into a key indicator of safety and reliability for consumers (Afifatunnada, 2026). Consequently the integration of halal products into daily life remains a major challenge for commercial activities in traditional markets. This stands in stark contrast to modern markets, where the vast majority of products are already labeled with clear information on ingredients and halal certification (Mutiara et al., 2024).

Products sold in traditional markets are highly diverse including many fresh and processed food items from micro businesses that lack information regarding their halal status (Nur Malazaneti, 2023). Under these conditions, Muslim consumers often have to determine the halal status of the products they intend to purchase based on their existing knowledge. Shopping experiences shaped by the level of trust in vendors in this situation indicate that the decision to choose halal products is influenced not only by the presence of a halal certificate but also by internal and external factors that shape consumer behavior (Azizah et al., 2025).

This phenomenon can be observed in the activities at the Genteng Wetan traditional market, a major trading hub that provides a wide range of goods to meet community needs, from processed foods to household items. The diversity of products available offers Muslim consumers many alternatives but simultaneously poses a challenge in verifying the halal status of the products they purchase (Wiyono & Wardhana, 2021).

Not all products in the market carry halal labels consequently many consumers rely on their understanding of the concept of halal from religious knowledge and shopping experiences to trust in vendors before deciding to purchase the products they desire (Nurissyarifah &

Darmawan, 2025). This situation indicates that the behavior of Muslim consumers in traditional markets exhibits distinct characteristics compared to that of consumers in modern markets from initial attention-grabbing factors to more in-depth analysis.

Research on Muslim majority consumers in their selection of halal products has been extensively conducted over the past five years, with results showing inconsistencies namely, that religious literacy regarding halal certification can have a positive influence on increasing consumers' purchase intent. Research also indicates that the presence of halal certification fosters greater consumer trust and demonstrates that subjective norms and perceived control exert a highly significant influence on halal product consumers, as per the Theory of Planned Behavior (Amaliatus, 2022). The growth of digital transactions has led to Muslim consumer behavior being increasingly influenced by information labeled as halal, including the availability of digital perfumes (Kamal & Padmantyo, 2025). Findings from previous studies indicate that Muslim consumer behavior can be influenced by various factors, with each factor exerting distinct effects on the variables examined in their respective studies.

Consequently there are several research gaps that still need to be addressed. Most previous studies have focused on food and cosmetic products including halal certified products as well as digital transactions , while research on Muslim consumer behavior in traditional markets remains relatively limited. Previous researchers have also tended to focus more on the purchase intention variable rather than on actual consumer behavior regarding the selection of halal products in daily purchasing activities within traditional markets which are often dominated by micro-entrepreneurs and products without halal labels. This results in a decision-making process among consumers that exhibits different dynamics compared to those in modern markets (Siti Khodijah, 2022). This study is necessary to explain how Muslim consumers make purchasing decisions when faced with limited information regarding products that do not yet have halal certification labels.

The analysis of Muslim consumer behavior in selecting halal products in traditional markets exhibits characteristics distinct from those in previous studies. The focus of this study is not only to examine purchasing decisions based on theory but also to consider the real-world conditions that communities and consumers have faced when selecting halal products in traditional market settings before the widespread availability of halal certification on every product (Quthni Effida et al., 2025). This study is expected to provide an empirical overview of the factors influencing Muslim consumers' more complex choices and purchasing decisions.

Overall this study aims to analyze the behavior of Muslim consumers in selecting halal products at the Genteng Wetan traditional market. This objective is particularly important because it is expected to provide empirical information regarding the factors influencing Muslim consumers' behavior in selecting halal products, thereby generating appropriate recommendations to support the strengthening of the halal product ecosystem, consumer protection, and trade development.

2. RESEARCH METHOD

This study employs a qualitative approach using a descriptive research design, which aims to gain an in-depth understanding of Muslim consumers' behavior in selecting halal products at the Genteng Wetan traditional market. Through this approach, the researcher can explore consumers' experiences, perceptions, considerations, and the factors influencing their decisions regarding halal product selection. Qualitative research allows researchers to obtain contextual information, thereby providing a comprehensive picture of the phenomenon under study (Abd Wafi, 2026).

The scope of this study focuses on the behavior of Muslim consumers in selecting halal products at the Genteng Wetan traditional market. This study examines how consumers understand halal products, the factors they consider when making purchasing decisions, their level of trust in vendors, and other factors that may influence their purchasing decisions (Nadya Fristia, 2026). The research subjects were Muslim consumers who engage in purchasing activities ranging from various products to staple foods at the Genteng Wetan traditional market.

The research was conducted at the Genteng Wetan traditional market in Banyuwangi Regency, East Java. This location was chosen because the market serves as a central hub for commercial activity in the Genteng Wetan community, offering a wide variety of food products some bearing halal labels and others lacking complete halal certification information. These conditions make it a relevant research site for examining Muslim consumers' behavior in selecting halal products for purchase in accordance with their purchasing decisions (Alfaini & Suprapti, 2023).

The research subjects were selected using purposive sampling, in which informants were deliberately chosen based on criteria aligned with the research objectives. Muslim consumers who shop at the Genteng Wetan traditional market served as informants; the criteria for these informants included being Muslim, being at least 17 years old on average, having previously purchased food products at the market, and being willing to participate as research informants

(Meliala et al., 2024). To obtain comprehensive information, this approach involved several vendors as supplementary informants. The amount of information collected was determined based on the principle of data saturation, whereby the data collection process could be halted once the information obtained became repetitive and no new insights were found.

The primary data in this study consists of primary and secondary data; this data was obtained through in depth interviews and observations during the research process. Secondary data was collected from scientific articles, supporting documents, and regulations regarding halal certification guarantees as additional sources related to consumer behavior and halal products relevant to the study (Warahmah et al., 2023). Supporting tools included interview and observation guidelines, as well as voice recorders and cell phone cameras to document and record field data gathered through observations at the Genteng traditional market in Banyuwangi.

Data collection techniques can range from initial observations to in-depth interviews and documentary analysis to strengthen the research. Observations can be conducted to directly observe everything from consumer activities when selecting halal products to the interactions that occur between consumers and vendors (Hasanah et al., 2026). In-depth interviews were conducted using a semi structured approach, with interview techniques employed to elicit information relevant to the research focus; however, some questions allowed informants the flexibility to share their experiences and opinions regarding product purchases. Documentary evidence is used to capture photographs of research activities, market conditions, and supporting documentation related to the study, which serves to strengthen the research and provide supplementary material (Feby Valentin Mardiansyah, 2024).

The focus of this study is on the behavior of Muslim consumers in selecting halal products in traditional markets. Muslim consumer behavior is defined as the entire process undertaken by consumers, ranging from identifying needs to considering and deciding to purchase products that are believed to meet halal requirements. Islamic Sharia requirements cover everything from raw materials to processing and distribution in product presentation. Meanwhile, the factors influencing consumers' choice of halal products are identified through their level of knowledge and understanding of halal concepts. These include religious beliefs, trust in vendors, the presence of halal labels, and product quality all of which contribute to the shopping experience reported by several informants (Harfin & Rialdy, 2025).

Data validity can be ensured using triangulation techniques to enhance the credibility of the research findings by comparing information obtained from consumers and merchants, while triangulation can be performed by comparing results from observations, interviews, and

documentation. in addition, this approach also allows for peer review to ensure that interview results align with the information and data collected, thereby ensuring a high level of reliability (Nofitra et al., 2023).

The stages of data analysis using an interactive model consist of three phases: data preparation, data presentation, and drawing and verifying conclusions. Data preparation involves selecting the research focus and simplifying the data until the results of observations, interviews, and documentation align with the research focus (Nafisa et al., 2024). Data presented in narrative form can help researchers identify patterns and themes in the relationships between pieces of information. The final stage involves drawing conclusions based on the verified analysis results from the research process, thereby producing valid, logical, and accountable findings.

3. RESULTS AND DISCUSSION

The research results indicate that Muslim consumers tend to choose halal products at the Genteng Wetan traditional market, a choice influenced by several interrelated factors ranging from their level of knowledge about the products to their religious values and trust in the vendors. Based on the results of interviews with 10 respondents, 8 stated that halal status is one of the two main considerations before making a purchase, while the other two respondents indicated that product quality and price remain priorities; information regarding a product's halal status can be obtained through trust in the vendors at the traditional market. These findings indicate that a diverse group of Muslim consumers has a fairly high level of awareness regarding the importance of consuming halal products, even if this involves double-checking the halal status of products they already know to be halal.

Table 1. Factors Influencing Muslim Consumers' Selection of Halal Products.

Influencing Factors	Inforeman	Percentage
Knowledge of halal products	10	83.3%
Religious values	11	91.7%
Belief	9	75.0
Halal certification	8	6.7
Value for money	7	58.3

Based on the results in Table 1 religious values are the factor that most influences Muslim consumers' behavior in choosing halal products, with a percentage of 91.7%. Furthermore, it can be seen that halal products are an important factor to consider for 83 informants. These findings indicate that Muslim consumers' decisions to choose halal products are influenced not only by economic factors but also by religious beliefs.

The results of this study indicate that the majority of consumers perceive halal products as those that are halal not only in terms of raw materials but also throughout the production, storage, distribution, and serving processes. Most consumers stated that they always seek information about products they have purchased when making purchasing decisions (Eriani & Elfita, 2022). If, in the future, clear information regarding a product's halal status is not readily available, consumers will pay close attention to the raw materials of the product they intend to purchase and its origin, and may even ask the seller directly for clarification. This situation demonstrates that knowledge is the most critical factor when making purchasing decisions for products available in traditional markets.

This study is grounded in established consumer behavior theory, which posits that purchasing decisions begin with an information gathering process starting from the stage of evaluating available alternatives; and gathering information about a product's halal status is one of the primary considerations for Muslims before deciding to purchase a product. The greater consumers' knowledge of the concept of halal, the greater their tendency to be more selective when purchasing products in traditional markets (Salwa Najah Huriyah, 2025).

Religious knowledge and attitudes are also crucial factors, as evidenced by nearly comprehensive research indicating that consuming halal products is an obligation for Muslims. Halal products are not merely a matter of health but also a form of compliance with the rules established in Islamic teachings (Dzakka Al Muqaffi, 2022). Therefore, consumers tend to avoid products whose halal status is unclear, even if they are cheaper. This finding suggests that religious values serve as the primary foundation for shaping consumer behavior among Muslim communities, who must carefully consider what they eat and ensure it is clearly halal.

According to the Theory of Planned Behavior, purchasing behavior is influenced by factors ranging from intention to attitudes and norms; for instance, holding a positive attitude toward the importance of consuming halal products stems from the informants' belief that halal products are a choice that must be prioritized. From the perspective of subjective norms as evidenced by the influence of family, social environment, or religious context this can encourage consumers to choose halal products. Research indicates that components of the Theory of Planned Behavior can explain the behavior of Muslim consumers in selecting products with clearly halal sources in the traditional markets of Banyuwangi (Azzahra & Fathoni, 2026).

These findings indicate that trust in vendors plays a dominant role in purchasing decisions, with 75% of informants stating that they have known the vendors for a long time and are familiar with them, leading to their confidence in purchasing safe and halal products

(Afif Iqbal Jamal, 2022). The long-standing relationship between vendors and consumers fosters a sense of trust and confidence, which significantly influences purchasing decisions. Since these products do not yet carry halal labels, consumers rely more on the reputation for honesty of the vendors in the market.

Previous research findings indicate that religious values and knowledge of halal standards are factors that shape Muslim consumer behavior; thus, while buyers may exhibit distinct characteristics, the emergence of trust in vendors remains a critical factor influencing the purchasing process. Traditional markets are contextual spaces where trust in vendors strengthens the relationship between buyers and sellers, and this information regarding the halal status of available and trusted products serves as the basis for purchasing decisions. These findings indicate that trust is a supporting factor in decision-making among Muslim consumers in traditional market settings (Rosyidah & Handayati, 2022).

Theoretically this study implies that Muslim consumer behavior is not only influenced by the factors explained above but can also be influenced by social characteristics that have developed within the traditional market environment. Understanding Muslim consumer behavior in traditional markets requires an approach that not only considers psychological and individual aspects but also takes into account the social relationships between consumers and vendors as part of the decision-making process (Imawan, 2026).

The results of this study provide an overview of the need to improve literacy so that consumers have a better understanding of the products they choose to ensure they are halal. Vendors also need to improve transparency regarding raw materials, production processes, and storage to maintain consumer trust. Market management in the Banyuwangi region is expected to provide guidance to all business operators on obtaining halal certification, thereby increasing certainty regarding the products available in the market. The benefits of obtaining halal certification also make it easier for Muslims to shop without any doubts (Imawan, 2026).

Muslim consumers' behavior in choosing halal products is a decision-making process influenced by the interaction between internal and external factors. Internal factors include knowledge about halal products, while external factors include trust in merchants based on the presence of halal labels, price, and quality. All these factors interact to shape purchasing decisions; therefore, Muslim consumer behavior cannot be explained by a single aspect but must be understood as a multidimensional process (Aula & Anwar, 2024).

4. CONCLUSION AND RECOMMENDATIONS

Muslim consumers choose halal products at the Genteng Wetan traditional market; this is influenced by interrelated factors ranging from knowledge of religious values and familiarity with vendors to the products they wish to purchase which have been confirmed as halal ultimately leading to a purchasing decision. The selection of halal products is not based solely on economic considerations but is also influenced by religious values, the level of understanding of the concept of halal, and the social relationships established between consumers and vendors.

This finding introduces a new perspective by identifying trust in merchants as a contextual factor that reinforces Muslim consumers' choices when selecting products. This study also indicates that social relationships between merchants and consumers can play a significant role in purchasing decisions. Therefore, it is recommended that merchants improve the transparency of information regarding the products they sell and strive to register their merchandise for halal certification at , while the government and market administrators need to strengthen education and guidance for business operators in registering halal product labels.

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