



Exploring Determinants and Future Trends of Halal Marketing

(Systematic Literature Review)

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Abstract. Research on halal label-based marketing shows a significant increase in publications from 2020 to 2024, reflecting the growing global interest in halal-certified products and services. This study used a systematic literature review (SLR) method with the PRISMA technique. The research focuses vary, ranging from halal awareness, religiosity, and consumer trust, to cultural accessibility, sustainability, luxury consumption, and innovative branding. Key trends highlight the importance of halal certification in building consumer trust and loyalty, as well as the influence of religiosity on behavioral intentions. Topics such as sustainable halal practices and halal branding in non-Muslim markets indicate a shift towards aligning with global trends and expanding market opportunities. Overall, the literature highlights the crucial role of halal-based marketing in meeting the needs of Muslim consumers and attracting a wider audience, as well as the potential to drive business performance and innovation, while remaining compliant with Islamic principles.

Keywords: Consumer Behavior; Halal Awareness; Halal Label; Halal Marketing; Systematic Literature Review.

1. INTRODUCTION

Halal marketing has emerged as a significant area of interest within the broader context of Islamic marketing, particularly as the global halal market continues to expand. The halal industry encompasses a wide range of products, including food, cosmetics, and fashion, and is characterized by specific consumer expectations regarding compliance with Islamic principles. This study synthesizes a range of scholarly articles to explore the factors influencing halal marketing strategies, consumer behavior, and their implications for businesses operating in the sector.

One of the key drivers of consumer purchasing decisions in the halal market is the concept of halal certification. Research shows that halal certification serves as a measure of quality assurance and significantly increases consumer trust and brand loyalty. For example, studies have shown that consumers are more likely to purchase halal products when they are confident in their compliance with halal standards, often communicated through certification labels. (Mustaqim & Fazriani, 2022). This certification acts as a signal of product integrity, thereby fostering consumer confidence and encouraging repeat purchases (Djakasaputra et al., 2023). In addition, the role of branding in halal marketing cannot be overstated. An effective halal branding strategy that resonates with the target audience can significantly impact consumer perception and purchase intention.

Brands that consistently adhere to halal standards and maintain high product quality are more likely to foster long-term trust among consumers (Sumantri et al., 2023). This trust is especially important in markets with high concentrations of Muslim consumers, where brand loyalty often depends on a brand's perceived commitment to halal principles (Rina Sari Qurniawati et al., 2023).

In addition to certification and branding, the marketing mix elements of product, price, place, and promotion play an important role in shaping consumer behavior in the halal market. Studies have shown that promotional strategies that highlight halal attributes can effectively attract consumer interest and drive purchasing decisions. (Nurfahmiyati et al., 2023). For example, promotional campaigns that emphasize the ethical and religious significance of halal products may be well received by consumers, particularly among younger demographics who are increasingly conscious of their purchasing choices (Febriandika et al., 2023). The impact of consumer awareness and education on halal products is another important factor that influences purchasing behavior. Studies have shown that higher levels of halal awareness correlate with increased consumer trust and willingness to purchase halal products (Damayanti & Puspita, 2023). This shows that an effective marketing strategy does not only focus on product promotion but also on consumer education about the benefits and significance of halal certification and products (Sari et al., 2023).

Furthermore, the intersection between religiosity and consumer behavior in the halal market is noteworthy. Research shows that individuals with stronger religious beliefs tend to demonstrate higher levels of trust and loyalty toward halal brands (Hussain et al., 2024). This relationship underscores the importance of aligning marketing strategies with the values and beliefs of the target audience. For example, marketing campaigns that incorporate religious symbols and messages can increase the appeal of halal products among religious consumers (Karim & Tajibu, 2022). Peran *electronic word-of-mouth* (e-WOM) dalam membentuk persepsi dan perilaku konsumen di pasar halal juga signifikan. Dengan maraknya media sosial dan platform daring, konsumen semakin mengandalkan rekomendasi dan ulasan rekan saat membuat keputusan pembelian (Karim & Tajibu, 2022). Positive e-WOM can enhance brand image and increase purchase intentions, particularly in the halal cosmetics sector, where consumers often seek validation from their social circles before trying new products (Fachrurazi et al., 2023). In addition, the dynamics of consumer behavior in the halal market are influenced by demographic factors such as age, gender, and education level. Studies have shown that younger consumers, especially Generation Z, exhibit different preferences and behaviors when it comes to halal products (Fachrurazi et al., 2023).

This demographic group is more likely to prioritize ethical consumption and seek out brands that align with their values, making it important for marketers to tailor their strategies accordingly (Fachrurazi et al., 2023). Practically, the study tries to provide evidence-based recommendations that can be used by researchers for future research trends related to halal-label-based marketing. Thus, this study not only provides significant academic contributions, but also has a real practical impact on developments in the field of halal-label-based marketing research.

2. RESEARCH METHOD

This study uses the Systematic Literature Review (SLR) approach to identify and analyze various literatures on the exploration of determinants and future trends of halal label-based marketing. This research uses metadata sourced from the Scopus database as the main data source in providing research journal documents. The analysis process provides a basis for answering research questions and compiling a relevant conceptual framework. In the process of searching for journal document data using the Scopus database, including: a) The first stage involves conducting a search and collecting journal document data through the Scopus website using the keywords "halal AND marketing"; b) The second stage involves reducing, coding, filtering, and grouping data materials according to the discussion topic; c) The third stage involves conducting analysis, synthesis, reviewing, and exploring detailed information related to the obtained materials; d) The fourth stage presents conclusions through the article review process.

Researchers obtained data sources in the study in the form of research journal documents that had been published and indexed by the Scopus database. Researchers tried to select articles by selecting articles in the form of research journals indexed by the Scopus database in the last 5 years (2020-2024) with the subjects Business, Management and Accounting, Economics, Econometrics and Finance as well as English-language journals and Open Access. Based on the document selection process, from 322 articles, it then decreased to 202 articles, 151 articles, 32 articles, and finally there were 19 articles that were relevant and could be analyzed further. The review process uses the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) protocol and can be seen below:

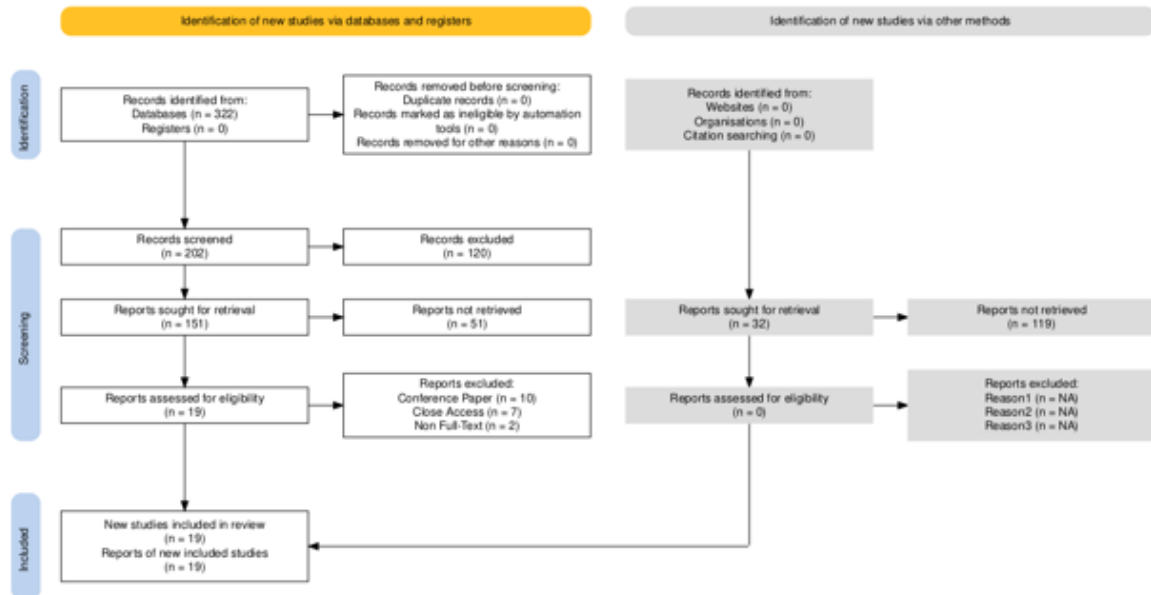


Figure 1. PRISMA Flow Diagram.

Research Question

The first step is to formulate research questions in order to focus on the systematic review and provide a clearer review direction. Based on the research objectives, the research questions used are:

RQ1: What are the trends in halal label-based marketing research based on the number of publications each year?

RQ2: What are the key factors influencing the implementation of halal label-based marketing according to current literature?

Search Process

The search process is carried out to find answers to research questions that have been formulated in the previous stage, by referring to various relevant data sources. At this stage, the search is carried out through the Scopus database via the website <https://www.scopus.com/search/> to search for metadata in the form of RIS, BibTeX, and CSV.

Inclusion and Exclusion Criteria

In the third stage, an assessment is carried out based on the feasibility of data that will be used in systematic literature review (SLR) research. The researcher tried to collect scientific article documents between 2021 and 2024, which are available in the Scopus database directly on the website <https://www.scopus.com/search/> with the keywords "halal AND marketing".

Quality Assessment

In the fourth stage, the data that has been obtained will go through an evaluation process with various special provisions and criteria. This stage is a filtering to get articles that meet the criteria and have good quality according to research needs, including: QA1. Was the journal published between 2020 and 2024?

QA2. Does the journal include variables in halal label-based marketing research?

QA3. Does the journal state the methods used in halal label-based marketing research?

Data Analysis

In this fifth stage, the data collection obtained is then analyzed to answer various research questions that have been formulated and to draw conclusions and show:

What are the research trends of halal label-based marketing based on the number of publications per year from 2020-2024? (refer to RQ1).

What are the key factors influencing the implementation of halal label-based marketing according to the current literature (refer to RQ2).

3. RESULT AND DISCUSSION

Search Process Results and Criteria

The search results, which included several criteria, contained 19 journals that met the requirements and had a publication range from 2020 to 2024. Journal search using Scopus.com database and keywords halal AND marketing. Data search aims to map halal-based marketing as a result of the selection process and inclusion and exclusion criteria. The following is an advanced query:

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TITLE-ABS-KEY ( halal AND marketing ) AND PUBYEAR > 2019 AND PUBYEAR < 2025  
AND ( LIMIT-TO ( SUBJAREA , "BUSI" ) ) AND ( LIMIT-TO ( DOCTYPE , "ar" ) ) AND  
(  
LIMIT-TO ( SRCTYPE , "j" ) ) AND ( LIMIT-TO ( LANGUAGE , "English" ) ) AND ( LIMIT-  
TO ( OA , "all" ) ) AND ( LIMIT-TO ( PUBSTAGE , "final" ) )
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Quality Assessment

The final results of the quality assessment of the selected journals are as follows:

Table 1. Final Results of the Quality Assessment.

No.	Author	Year	QA1	QA2	QA3	Result
1	Yagmur & Aksu	2020	Yes	Yes	Yes	Accepted
2	Pradana et al.	2020	Yes	Yes	Yes	Accepted
3	Boll	2020	Yes	Yes	Yes	Accepted
4	Ithnan & Ariffin	2021	Yes	Yes	Yes	Accepted
5	Suleman et al.	2021	Yes	Yes	Yes	Accepted
6	Yagmur & Aksu	2021	Yes	Yes	Yes	Accepted
7	Miftahuddin et al.	2022	Yes	Yes	Yes	Accepted
8	Hosain	2022	Yes	Yes	Yes	Accepted
9	Supryadi et al.	2022	Yes	Yes	Yes	Accepted
10	Kayal	2022	Yes	Yes	Yes	Accepted
11	Martaleni et al.	2022	Yes	Yes	Yes	Accepted
12	Zainuddin et al.	2023	Yes	Yes	Yes	Accepted
13	Prince & Wahid	2023	Yes	Yes	Yes	Accepted
14	Wisker et al.	2023	Yes	Yes	Yes	Accepted
15	Nurudin et al.	2023	Yes	Yes	Yes	Accepted
16	Zainol et al.	2024	Yes	Yes	Yes	Accepted
17	Virgiawan et al.	2024	Yes	Yes	Yes	Accepted
18	Sungnoy & Soonthonsmai	2024	Yes	Yes	Yes	Accepted
19	Amer	2024	Yes	Yes	Yes	Accepted

Source: Data Processed by Researchers, 2025.

Data Analysis

Table 2. Data Analysis.

No	Authors	Year	Objective	Variable Name	Variable Type	Operational Definition	Theory Used	Methodology	Findings
1	Yagmur & Aksu	2020	Reveal destination image evaluation by halal tourists in Antalya.	Destination Image	Dependent	Cognitive and affective destination images influencing tourist behaviors	Destination Image Theory	Quantitative, Survey	Cognitive image positively influences satisfaction and loyalty.
2	Pradana et al.	2020	Study factors affecting halal food purchase intention among Spanish Muslims.	Halal Awareness, Purchase Intention	Independent, Dependent	Awareness of halal product certification influencing decisions (Aziz & Chok, 2013).	TPB (Ajzen, 1991)	Quantitative, PLS-SEM	Halal awareness impacts purchase intention via attitudes to halal labels.
3	Boll	2020	Analyze Spain's ambivalence towards Islam in tourism marketing.	Tourism Representation, Islamophobia	Qualitative Themes	Representation of Islam in tourism marketing (Boll, 2020).	Media Representation Theory	Qualitative, Content Analysis	Tourism marketing reflects ambivalence toward Spain's Islamic heritage.

4	Ithnan & Ariffin	2021	Assess religiosity's impact on behavioral intentions towards halal hotels.	Behavioral Intention, Religiosity	Dependent, Moderator	Religious beliefs influencing consumer behavioral intentions	Religious Behavioral Theory	Survey and SEM	Religiosity fosters positive intentions towards halal hotels.
5	Suleman et al.	2021	Analyze religiosity's impact on physical well-being via halal consumption.	Religiosity, Halal Food Consumption	Independent, Mediating	Mediation of halal consumption in religiosity's influence on well-being (Ajzen, 1991). Uncertainty and negative consequences perceived by tourists (Olya & Al-ansi, 2018).	TPB (Ajzen, 1991)	Quantitative, PLS-SEM	Halal food consumption mediates religiosity's influence on well-being.
6	Yagmur & Aksu	2021	Examine perceived risks in halal-concept hotels.	Perceived Risk, Tourist Satisfaction	Independent, Mediating	Risk Perception Theory (Bauer, 1960)	Risk Perception Theory (Bauer, 1960)	Quantitative, SEM	Perceived health risks influence satisfaction in halal hotels.
7	Miftahudin et al.	2022	Analyze the influence of halal perceived value and risk on purchase intention.	Halal Perceived Value, Perceived Risk, Purchase Intention	Independent, Mediating, Dependent	Consumer perceptions of product value based on halal compliance	Halal Marketing Framework	Survey and SEM	Halal perceived value enhances purchase intention; trust mediates risk perception.
8	Hosain	2022	Understand modern branding strategies for halal marketing.	Branding Applications	Independent	Strategies promoting halal branding in a modern context	Branding Theory	Mixed Methods	Halal branding supports consumer trust and modern positioning.
9	Supryadi et al.	2022	Understand factors affecting Muslim tourists' post-pandemic visiting intentions.	Halal Tourism Literacy, Visiting Intention	Independent, Dependent	Knowledge of halal principles and safety considerations (Salehudin, 2013).	MOA Framework, TPB (Ajzen, 1985)	Quantitative, CFA-SEM	Halal literacy impacts Muslim tourists' post-pandemic behavior.

10	Kayal	2022	To identify personas and motivations influencing intentions to visit religious sites in Saudi Arabia.	Self-Esteem Needs (SEN)	Independent Variable	Motivated by active travel, Islamic culture, significant locations, and economic benefits (Rahman et al., 2017) A set of services and facilities offered by tourist destinations, including halal-certified food, clean and prayer-friendly facilities, and adherence to Islamic law.	Maslow's Hierarchy of Needs (Maslow, 1943)	Google Trends, cluster analysis, linear regression	Self-esteem, relationship, and physiological needs are key motivations for visiting Saudi religious sites.
11	Martaleni et al.	2022	To analyze the impact of halal tourism attributes on trust, satisfaction, and loyalty among Muslim tourists.	Halal Tourism Attributes (AWH), Trust (TRU), Satisfaction (SAT), Loyalty (LOY)	Independent, Mediating, Dependent		Islamic tourism theory	Quantitative survey with 504 Muslim tourists using PLS-SEM for analysis.	Halal tourism attributes significantly impact trust, satisfaction, and loyalty directly and indirectly through trust and satisfaction.
12	Zainuddin et al.	2023	Investigate eWOM, endorsements, and brand awareness on consumer interest.	eWOM, Endorsements, Brand Awareness	Independent	Digital WOM and endorsements influence buying behavior	Digital Marketing Theory	Survey with Likert Scale	Endorsements significantly enhance consumer interest, eWOM less impactful.
13	Prince & Wahid	2023	Study halal meat production's alignment with sustainability goals. Investigate cultural accessibility's impact on brand loyalty for	Halal Organic Practices	Independent, Dependent	Practices supporting halal meat and sustainability	Sustainability Framework	Qualitative Case Study	Sustainable practices enhance halal meat market acceptance.
14	Wisker et al.	2023		Cultural Accessibility, Brand Loyalty	Independent, Dependent	Cultural needs accessibility fostering satisfacti	Self-Congruity Theory (Sirgy, 1985)	Quantitative, SEM	Cultural accessibility positively impacts Muslim

			Muslim tourists.			on and loyalty (Sirgy, 1985). Measured by commitment, creating customer value, understanding needs, and satisfaction (Dabrowski et al., 2019) Alignment of individual behavior with religious values and luxury goals Marketing tools like discounts and free samples to encourage purchases Consumer's perception of halal label value (Bonne & Verbeke, 2008). Impact of implementing halal standards on business outcomes (Ghanem & Hamdan, 2024).			tourists' brand loyalty. Islamic customer orientation and innovativeness significantly improve marketing performance through Maslahah products
15	Nurudin et al.	2023	To examine how Islamic customer orientation, innovativeness, and product uniqueness affect marketing performance.	Islamic Customer Orientation	Independent Variable		Resource - Advantage Theory (Hunt & Morgan, 1995)	Survey of 250 food & beverage industries, PLS-SEM analysis	
16	Zainol et al.	2024	Explore religiosity and luxury synergy through self-congruity theory.	Religiosity, Self-Congruity	Moderator, Mediator		Self-Congruity Theory	Conceptual Model	Religiosity affects luxury consumption via self-congruity.
17	Virgiawan et al.	2024	Study consumer reactions to point-of-sale materials in halal cosmetics.	Point-of-Sale Materials	Independent		Marketing and Consumer Behavior Theory	PLS-SEM	POSM influences buying behavior of halal cosmetic consumers.
18	Sungnoy & Soonthonmai	2024	Explore halal brand equity in non-Muslim markets.	Brand Equity, Consumer Trust	Dependent, Independent		Brand Equity Theory (Keller, 1993)	Quantitative, SEM	Halal brand equity enhances consumer trust in non-Muslim markets.
19	Amer	2024	Identify drivers and challenges in halal standard implementation.	Halal Standards, Performance Impact	Independent, Dependent		Resource-Based View (RBV)	Mixed Methods, Survey & Interview	Halal standards improve firm performance but face implementation barriers.

RQ1: Halal Label-Based Marketing Research Trends Based on the Number of Publications Each Year?

Trends in Halal research: the dataset demonstrates a significant increase in halal-based marketing research from 2020 to 2024, reflecting the growing global awareness and demand for halal-certified products. The primary trends focus on various aspects of halal label-based marketing, such as destination branding, consumer trust, religiosity, and sustainability.

Annual trends and key areas: 2020–2021: Focused on foundational themes like religiosity, destination branding, and halal food purchase intention. 2022: Shifted towards post-pandemic strategies and modern halal branding applications. 2023–2024: Emphasis on sustainability, luxury halal consumption, and innovative practices in halal marketing.

Halal label-based marketing research has gained significant attention from 2020 to 2024, with studies exploring various aspects such as halal tourism, consumer behavior, branding, and sustainability. In 2020, Yagmur and Aksu analyzed the impact of halal-concept hotels on the destination image of Antalya, finding that cognitive and affective destination images positively influenced tourist satisfaction and loyalty. Similarly, Pradana et al. studied Spanish Muslims' halal food purchase intentions, revealing that halal awareness significantly impacted purchase behavior through attitudes toward halal labels. Boll contributed to the discussion by examining Spain's ambivalence toward Islam in tourism marketing, highlighting the need for clearer representation of Islamic heritage.

In 2021, researchers delved deeper into behavioral intentions and consumption patterns. Ithnan and Ariffin assessed the role of religiosity in shaping behavioral intentions toward halal hotels, concluding that religiosity strongly influenced positive intentions. Suleman et al. extended this focus by linking religiosity, halal food consumption, and physical well-being, emphasizing the mediating role of halal consumption. Yagmur and Aksu also investigated perceived risks in halal tourism, noting that reducing health-related risks could enhance tourist satisfaction.

By 2022, the scope of research expanded to include branding strategies and post-pandemic tourism behaviors. Miftahuddin et al. examined how halal perceived value and trust influence purchase intentions, finding that trust mitigates perceived risks. Hosain explored halal branding's role in building consumer trust and achieving modern market positioning. At the same time, Supryadi et al. highlighted the importance of halal literacy in shaping Muslim tourists' post-pandemic visiting intentions. Martaleni et al. further emphasized the role of halal tourism attributes in driving trust, satisfaction, and loyalty, demonstrating their direct and indirect impacts on consumer behavior.

In 2023, sustainability and cultural accessibility emerged as critical themes. Prince and Wahid investigated halal-organic meat production, showing that sustainable practices improved market acceptance. Wisker et al. explored the role of cultural accessibility in building brand loyalty among Muslim tourists, underscoring the importance of addressing cultural needs. Similarly, Nurudin et al. examined Islamic customer orientation and innovativeness, finding that these dimensions significantly enhanced marketing performance.

2024 marked a shift toward luxury and brand equity in halal marketing. Zainol et al. explored the synergy between religiosity and luxury consumption, revealing that religiosity positively influences luxury purchases through self-congruity. Sungnoy and Soonthonsmai focused on halal brand equity in non-Muslim markets, demonstrating its critical role in building consumer trust. Amer analyzed the drivers and challenges of implementing halal standards in the Palestinian food sector, noting that while halal compliance improves performance, firms face significant barriers.

Overall, the research highlights a growing interest in halal marketing, with trends shifting from foundational studies on awareness and religiosity to more nuanced topics like sustainability, cultural accessibility, and luxury branding. The findings underscore the importance of integrating halal principles into marketing strategies to enhance consumer trust, satisfaction, and loyalty across diverse markets.

RQ2: What are the Key Factors Influencing the Implementation of Halal Label-Based Marketing According to Current Literature?

The implementation of halal label-based marketing is influenced by several key factors identified in the current literature, spanning consumer trust, religiosity, cultural accessibility, sustainability, and branding strategies. Consumer trust emerges as a critical factor, as halal labels provide assurance of compliance with Islamic principles, which significantly impacts purchase intentions and brand loyalty. Studies such as Miftahuddin et al. (2022) and Sungnoy & Soonthonsmai (2024) emphasize that halal trust acts as a mediating variable, helping to mitigate perceived risks and enhance the credibility of halal-certified products, particularly in non-Muslim markets. This trust is further reinforced by transparent halal certification processes and effective communication of compliance with Sharia laws.

Religiosity is another prominent driver in halal marketing. Ithnan & Ariffin (2020) and Suleman et al. (2021) found that religiosity shapes consumer preferences and behavioral intentions, particularly in halal hotel services and food consumption. Religious consumers are more likely to prioritize products and services that align with their values, highlighting the need for businesses to integrate Islamic principles in their offerings and marketing.

Furthermore, Zainol et al. (2021) explored how religiosity interacts with self-congruity in the context of luxury consumption, demonstrating that religiosity not only influences product selection but also bridges ethical and aspirational branding in halal markets.

Cultural accessibility also plays a significant role in implementing halal marketing strategies. This is particularly crucial in tourism, where destinations that accommodate Islamic cultural needs create a competitive advantage. The integration of halal practices into broader tourism strategies, as highlighted by Martaleni et al. (2022), further underscores the importance of understanding and meeting the cultural expectations of Muslim travelers.

Sustainability and innovation are emerging factors that influence halal label-based marketing, aligning with global trends toward ethical and environmentally friendly consumption. Prince & Wahid (2023) examined the role of halal-organic practices in enhancing market acceptance, demonstrating that combining halal certification with sustainable methods appeals to conscious consumers. Similarly, Nurudin et al. (2023) highlighted the importance of Islamic customer orientation and product uniqueness in driving marketing performance, emphasizing that innovation within halal frameworks is key to competitive differentiation.

Lastly, branding strategies are essential in the successful implementation of halal marketing. Hosain (2021) and Amer (2024) found that effective branding fosters consumer trust and strengthens market positioning, particularly in competitive or non-Muslim majority markets. Halal branding strategies, such as emphasizing emotional connections to religious values, can attract niche consumer segments while supporting broader market acceptance.

4. CONCLUSION

In conclusion, the research trends on halal label-based marketing have shown a steady increase in publications from 2020 to 2024, reflecting the growing global interest in halal-certified products and services. The studies demonstrate a diversification of focus areas over the years, beginning with foundational themes such as halal awareness, religiosity, and consumer trust and evolving toward more specialized topics like cultural accessibility, sustainability, luxury consumption, and innovative branding. Key trends highlight the increasing importance of halal certifications in establishing consumer trust and loyalty, the influence of religiosity on behavioral intentions, and the role of cultural and ethical considerations in shaping marketing strategies. Emerging topics, including sustainable halal practices and halal branding in non-Muslim markets, signify a shift toward aligning halal marketing with global trends and expanding market opportunities.

Overall, the growing body of literature underscores the critical role of halal marketing in addressing the needs of Muslim consumers while also appealing to wider ethical and sustainability-focused audiences. These trends reveal the potential for halal label-based marketing to drive business performance and innovation while maintaining adherence to Islamic principles. Successful implementation of halal label-based marketing depends on a combination of factors, including trust-building, alignment with religious values, cultural accessibility, sustainability, and strategic branding. Addressing these factors holistically enables businesses to create authentic, consumer-focused marketing strategies that resonate with diverse market segments while adhering to Islamic principles.

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