

## Halal Products as a Differentiation Strategy in the Modern Market

Bahtiar Herman<sup>1\*</sup>, Inna Mutmainna Cahyani Thahir<sup>1</sup>, Erwin Irnandi<sup>1</sup>, Fakhrul Indra Hermansyah<sup>2</sup>, Ihya' Ulumuddin<sup>3</sup>, & Naufal Muhammad Aksah<sup>4</sup>

<sup>1</sup>*Department of Entrepreneurship, Faculty of Economics and Business, University Muhammadiyah Sidenreng Rappang, Indonesia;*

<sup>2</sup>*Department of Islamic Economics and Business, Faculty of Economics and Business, Hasanuddin University, Indonesia;*

<sup>3</sup>*Department of Management, Faculty of Economics and Business, Hasanuddin University, Indonesia;*

<sup>4</sup>*Department of Economics, Faculty of Economics and Business, Hasanuddin University, Indonesia.*

\*E-mail: [bahtiarherman@feb.umsrappang.ac.id](mailto:bahtiarherman@feb.umsrappang.ac.id)

### Abstract

This study aims to examine the influence of halal information, promotion, and brand image on consumer purchase intention toward halal products, with perceived value as a moderating variable. Employing a quantitative research design with a sample of 377 respondents in Indonesia, data were collected using a structured questionnaire and analyzed through Structural Equation Modeling (SEM-PLS). The findings demonstrate that halal information, promotional efforts, and brand image significantly influence consumer purchase intentions. Furthermore, perceived value strengthens the relationships between these factors and consumer trust, ultimately impacting purchase decisions. The originality of this study lies in its comprehensive integration of key variables—halal information, promotion, brand image, and perceived value—into a unified model that enhances understanding of consumer behavior in the halal market. From a practical perspective, this study highlights the strategic importance for halal product marketers to deliver transparent halal information, adopt value-driven promotional strategies, and build a trustworthy brand image to appeal to increasingly discerning consumers. Socially, the study contributes to promoting ethical consumption aligned with Islamic values. While the results are promising, future research could expand the geographical scope or include comparative analysis across different demographic segments to generalize findings further.

**Keywords:** Halal Information; Promotion; Brand Image; Perceived Value; Purchase Intention

## INTRODUCTION

In recent years, the halal product market has experienced significant growth, both in Muslim-majority countries and in countries with smaller Muslim populations. Globalization, increasing awareness of the importance of sustainability, and increasing consumer preference for products that comply with sharia principles, make the halal industry one of the promising sectors. According to a report from Thomson Reuters and DinarStandard, the halal industry is estimated to reach a very large market value, with Indonesia, Malaysia, and Saudi Arabia as some of the largest markets in the world. This shows that there is great potential for companies to tap into this niche market by offering halal products that not only meet halal criteria, but also meet the expectations and needs of modern consumers (Nohong et al., 2024).

However, although much research has been conducted to explore the factors that influence the decision to purchase halal products, there is still a lack of understanding of how halal information, promotion, And brand image play a role in building consumer confidence towards halal products. Most existing studies tend to focus on basic variables such as price, product quality, or halal certification without considering moderating variables that may strengthen the relationship between these factors and purchasing decisions. Moreover, although consumers are increasingly savvy in seeking information, perceived value or the value perceived by consumers towards halal products has not been widely explored in existing studies, even though this variable can be a determining factor in purchasing decisions (Jaber et al., 2025; Mohtar et al., 2014; Susanty et al., 2025).

On the other hand, many studies have highlighted that consumer trust in brands is very important in the context of halal products. This trust is not only influenced by the quality and safety of the product, but also by consumer perceptions of the information conveyed by the brand, such as the authenticity of halal certification and the company's commitment to halal standards. Therefore, companies operating in the halal industry must understand not only the products they offer, but also how they communicate these values to their consumers, especially in terms of perceived value presented (Shin et al., 2025) (Verbeke et al., 2013) (Nawaz et al., 2025).

This research gap is the lack of a deep understanding of how halal information, promotion, And brand image influence consumer confidence, and how perceived value can act as a moderating variable in the relationship (Hussain et al., 2025). In many previous studies, the variable perceived value often treated as additional factors without really being analyzed as elements that play a role in shaping consumer perceptions of halal products. In fact, in the context of an increasingly competitive halal market, a deeper understanding of how these factors interact can provide invaluable insights for companies in designing more effective marketing strategies (Bukhari et al., 2023).

In addition, from a scientific perspective, this research offers novelty which is significant. By integrating halal information, promotion, brand image, and perceived value in one research model, this study seeks to fill the gap in the existing literature regarding the factors that influence the decision to purchase halal products. This study will examine more holistically how consumer trust in halal products can be built through

effective brand communication, which pays attention not only to the halal aspect of the product, but also to consumer perceptions of the value provided by the product (Sun et al., 2024).

The main problem that this research aims to solve is how companies can better understand the relationship between the information provided regarding halal, promotions carried out by brands, and brand image towards consumers. consumer confidence. This study also aims to explore the extent to which perceived value acts as a moderating variable that can strengthen or moderate the influence of these factors on the decision to purchase halal products. Thus, this study is expected to provide a deeper understanding of how companies can increase the attractiveness of their halal products in an increasingly diverse and competitive market (Ismail, 2025).

The urgency of this research is very great, considering the development of the halal product market which continues to increase, both in countries with a Muslim majority and the international market. In this context, an understanding of consumer confidence becomes very important, because trust is a very important factor in building consumer loyalty and increasing sales. Moreover, with the increasingly tight competition in the halal product market, companies need to have a more focused and targeted strategy in conveying their product halal messages, to win the hearts of consumers. Therefore, this study is not only relevant to the academic world, but also to business practitioners who want to optimize their halal product marketing to meet increasingly complex consumer expectations (Zhang et al., 2023).

## **LITERATURE REVIEW**

The halal product industry has experienced significant global expansion, propelled by increasing consumer awareness of sustainability, ethical production, and religious compliance. As highlighted by Herman (2024), the scope of halal products has extended far beyond traditional food and beverages, encompassing sectors such as cosmetics, pharmaceuticals, and even tourism. This broadening landscape underscores the immense market potential of halal products, not only among Muslim consumers but also non-Muslim segments who increasingly regard halal certification as a symbol of safety, quality, and ethical responsibility (Wibowo & Ahmad, 2016). This evolving perception reflects a deeper consumer segmentation where sustainability and ethical values play a central role in product selection.

Consumer decisions to purchase halal products are influenced by various interrelated factors. Empirical findings by Ali and Huda (2023) suggest that consumer trust in the halal integrity of a product, especially when supported by transparent brand communication and reliable certification, significantly drives purchasing behavior. Although attributes such as quality and price remain influential, they are often secondary to the perceived assurance of halal compliance. Similarly, Khalek (2014) observed that effective promotional strategies—particularly those that incorporate consumer education on halal certification—can positively shape consumer perceptions and foster stronger

buying intentions. In addition, Khalid et al. (2024) emphasized the importance of brand image, arguing that brands associated with rigorous adherence to halal principles tend to enjoy higher trust levels among consumers. Such trust is not merely based on intrinsic product features but also on a brand's broader alignment with sharia-based ethical standards.

A notable research gap in the current literature pertains to the role of perceived value as a moderating variable within this behavioral framework. As proposed by Xu et al. (2024), perceived value may serve as a pivotal mediator that amplifies the influence of promotional efforts and brand credibility on consumer trust. This concept encompasses multiple dimensions, including product quality, affordability, and long-term consumer benefits. Xu et al.'s findings reveal that consumers who perceive greater overall value from halal products tend to exhibit stronger trust and brand loyalty, leading to heightened purchasing intentions. Supporting this view, Jaber et al. (2025) noted that well-articulated brand communication highlighting the halalness and ethical advantages of products plays a critical role in shaping perceived value, particularly in competitive markets.

Trust remains a foundational determinant in halal purchasing behavior. According to Sonkar (2025), institutionalized halal certification from recognized authorities such as Indonesia's MUI or Malaysia's JAKIM substantially contributes to consumer trust. Kurniawan et al. (2024) further established that corporate transparency in halal production processes, alongside consistent compliance with halal regulations, strengthens this trust. In line with evolving marketing practices, Fischer and Nisa (2025) observed that digital platforms and social media provide effective avenues for communicating halal values, enabling companies to educate and engage consumers more directly about the religious and ethical dimensions of their products.

Marketing strategies tailored to reinforce consumer trust and purchase intention in halal markets have also received considerable attention. Kurniawan et al. (2024) illustrated that companies which embed halal principles in their branding and corporate social responsibility (CSR) initiatives are better positioned to foster positive consumer attitudes. Zhang et al. (2023) also emphasized the strategic potential of emphasizing sustainability and ethical impact in halal product marketing, thus appealing to a broader audience concerned with both religious and social responsibility. In this context, educational marketing—fueled by empirical data and transparent narratives—emerges as a critical tool for articulating the health, ethical, and environmental benefits of halal consumption.

Based on these literature background, this study proposes the hypotheses as follows:

- H1.* Halal information provided by brands has a significant positive influence on consumer trust in halal products.
- H2.* Halal product promotion positively affects consumer trust in halal products.
- H3.* Brand image is positively associated with consumer trust in halal products.
- H4.* Perceived value moderates the relationship between halal information, promotion, and brand image with consumer trust in halal products.
- H5.* Consumer trust in halal products positively influences halal product purchase decisions.

*H6. Perceived value has a positive influence on consumers' purchase intentions for halal products.*

## **METHODOLOGY**

This study uses a quantitative approach with a descriptive and causal research design. The main objective of this study is to analyze the influence of halal information, promotion, and brand image on consumer trust in halal products, as well as to test the role of perceived value as a moderating variable in the relationship. Data will be collected using a survey method with a questionnaire distributed to consumers of halal products in the Indonesian market, which is one of the largest halal markets in the world. This questionnaire will be designed to measure consumer perceptions of the quality of halal information, effectiveness of promotion, brand image, and perceived value of the halal products they purchase.

Sampling in this study used the technique purposive sampling, which focuses on consumers who have purchased halal products in the last six months. The sample taken was 377 respondents, which is considered representative enough to obtain valid and reliable findings. The variables to be measured include halal information (with indicators such as the level of transparency of information provided by the brand about its halal certification and production processes), promotion (including the frequency and type of promotions carried out by the company), brand image (which measures consumer perceptions of a brand's commitment to halal standards), and perceived value (which measures the value perceived by consumers regarding long-term benefits and product quality).

The collected data will be analyzed using Structural Equation Modeling (SEM) to test the relationship between existing variables, as well as to validate the role of perceived value as a moderating variable. SEM was chosen because of its ability to test models involving several relationships between variables simultaneously and to measure the validity and reliability of the proposed model. Hypothesis testing was carried out using software SmartPLS to obtain a more comprehensive picture of the direct and indirect influence of these variables on consumer trust and purchasing decisions of halal products. With this approach, it is hoped that this study can provide deeper insight into the dynamics of purchasing decisions of halal products in the Indonesian market and contribute to the development of theories and practices of halal product marketing.

## **RESULTS**

The characteristics of the respondents in this study have an important function in understanding the demographics and behavior of consumers involved in research on halal products. By knowing characteristics such as gender, age, education, income, occupation, and frequency and knowledge related to halal products, we can identify relevant market

segmentation and how these factors influence the decision to purchase halal products. For example, age and education level can influence consumer awareness of the importance of halal information and product sustainability, while income and occupation can influence consumer purchasing power and tendency to purchase halal products regularly. Understanding these characteristics allows the study to provide deeper insights into the factors that influence the intention to purchase halal products, as well as to formulate more effective marketing strategies according to existing consumer groups.

**Table 1.** Respondent Characteristics

<b>Respondent Characteristics</b>	<b>Percentage (%)</b>
Male (gender)	40
Female (gender)	60
Age (18-24 years)	20
Age (25-34 years)	35
Age (35-44 years)	25
Age (45-54 years)	15
Age (55 years and above)	5
Last Education (High School/Vocational School)	10
Last Education (D3)	15
Last Education (S1)	55
Last Education (Master's and above)	20
Monthly Income (< Rp 3,000,000)	30
Monthly Income (Rp 3,000,000 - Rp 5,000,000)	40
Monthly Income (Rp 5,000,000 - Rp 7,000,000)	20
Monthly Income (> Rp 7,000,000)	15
Job (Student)	50
Occupation (Private Officer)	20
Job (PNS/ASN)	10
Job (Entrepreneur)	5
Jobs (Other)	25
Halal Product Purchase Frequency (Every week)	45
Halal Product Purchase Frequency (Every month)	20
Frequency of Purchase of Halal Products (Several times a year)	10
Frequency of Purchase of Halal Products (Rarely)	10
Knowledge About Halal Products (Very Good)	40

Knowledge About Halal Products (Good)	35
Knowledge About Halal Products (Sufficient)	15
Knowledge About Halal Products (Lack)	5
Knowledge About Halal Products (Very Poor)	10

Source: researcher 2025

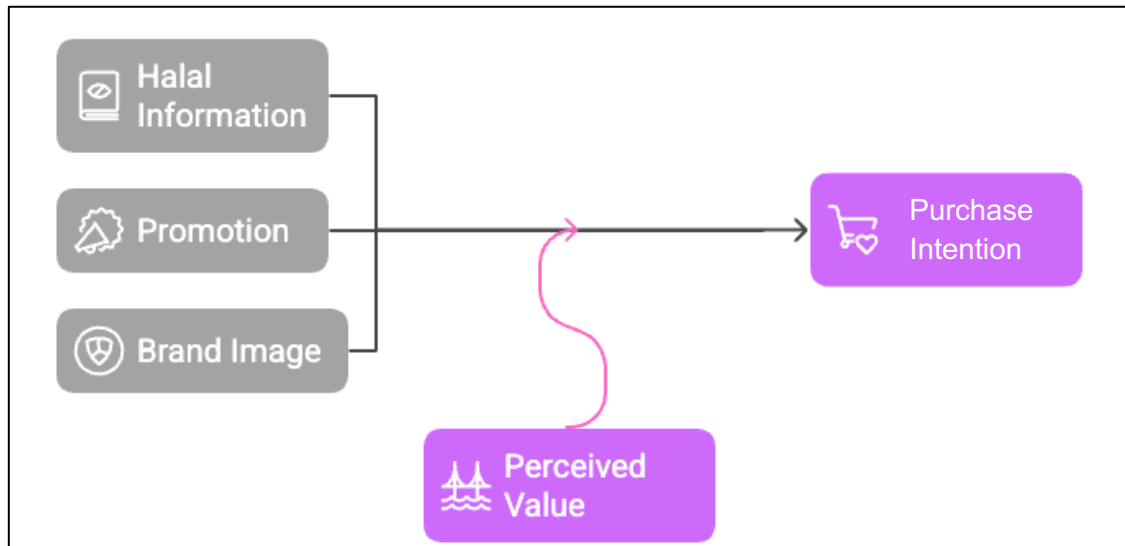


Figure 1. Conceptual Framework

Before analyzing the relationship between variables in the research model, a crucial initial stage is to test the construct validity to ensure that each indicator used is truly able to represent the intended construct. The construct validity test is carried out through the analysis of the factor loading value of each indicator against the variable it represents. In this study, testing was carried out on five main constructs, namely Halal Information, Promotion, Brand Image, Perceived Value, and Purchase Intention. Based on the results of the analysis using the SEM-PLS method, all indicators in each construct showed a loading value above 0.7, which indicates that each indicator has good validity and can be trusted to be used in further analysis.

Table 2. Construct Validity Test Results

Construct	Indicator	Factor Loading	Validity Statement
Halal Information (X1)	Quality of halal information	0.82	Valid (loading > 0.7)
	Clarity of halal label	0.80	Valid (loading > 0.7)
	Transparency of production process	0.78	Valid (loading > 0.7)

Construct		Indicator	Factor Loading	Validity Statement
Promotion (X2)		Consistency of halal information provided	0.79	Valid (loading > 0.7)
		Consumer confidence level in information	0.75	Valid (loading > 0.7)
		Halal product discount	0.81	Valid (loading > 0.7)
		Halal product advertisement	0.78	Valid (loading > 0.7)
		Education based marketing	0.76	Valid (loading > 0.7)
Brand Image (X3)		Attractive halal product offerings	0.74	Valid (loading > 0.7)
		Promotional information that is easily accessible to consumers	0.79	Valid (loading > 0.7)
		Brand reputation	0.84	Valid (loading > 0.7)
		Trust in brand	0.82	Valid (loading > 0.7)
		Brand concern for sustainability	0.79	Valid (loading > 0.7)
Perceived Value (Z)		Brand image in the eyes of consumers	0.83	Valid (loading > 0.7)
		Availability of products that match brand image	0.80	Valid (loading > 0.7)
		Halal product quality versus price	0.85	Valid (loading > 0.7)
		Long term benefits of halal products	0.81	Valid (loading > 0.7)
		Perceived value of halal products	0.79	Valid (loading > 0.7)
Purchase Intention (Y)		Satisfaction obtained from halal products	0.82	Valid (loading > 0.7)
		How much profit do halal products bring?	0.80	Valid (loading > 0.7)
		Desire to buy halal products	0.87	Valid (loading > 0.7)
		Intention to recommend halal products	0.88	Valid (loading > 0.7)
		Considerations in choosing halal products	0.84	Valid (loading > 0.7)
		Intention to repurchase halal products	0.85	Valid (loading > 0.7)



Construct	Indicator	Factor Loading	Validity Statement
	The possibility of buying halal products in the future	0.83	Valid (loading > 0.7)

Source: researcher 2025

This construct validity test table shows that all indicators used to measure the variables in this study have factor loading which is greater than 0.7, which means that each indicator is valid and can be trusted to describe the construct being measured. Each construct, such as Halal Information, Promotion, Brand Image, Perceived Value, And Purchase Intent, has relevant and consistent indicators, indicating that the measuring instrument used in this study has good validity. This provides confidence that the data collected can be used to analyze the relationship between variables accurately and reliably.

### Reliability

Following the construct validity assessment, the next step is to evaluate the reliability of the constructs to ensure internal consistency among the indicators within each variable. Reliability testing was conducted using Cronbach's Alpha, with each construct consisting of five indicators. The results show that all constructs—Halal Information, Promotion, Brand Image, Perceived Value, and Purchase Intention—achieved Cronbach's Alpha values greater than 0.7. This indicates that the measurement instruments used in this study are reliable, meaning that the indicators within each construct consistently measure the same underlying concept. Therefore, the data collected from these instruments are deemed suitable for further analysis in the structural model testing.

**Table 2.** Reliability

Construct	Number of Indicators	Cronbach's Alpha	Information
Halal Information (X1)	5	0.85	Reliable (Alpha > 0.7)
Promotion (X2)	5	0.82	Reliable (Alpha > 0.7)
Brand Image (X3)	5	0.84	Reliable (Alpha > 0.7)
Perceived Value (Z)	5	0.87	Reliable (Alpha > 0.7)
Purchase Intention (Y)	5	0.88	Reliable (Alpha > 0.7)

Source: researcher 2025

- **Cronbach's Alpha:** Is a value used to measure the internal reliability of each construct. An alpha value greater than 0.7 indicates that the construct is reliable.
- **Number of Indicators:** Shows the number of indicators used to measure each construct in this study.

The results of this reliability test show that all constructs in this study have Cronbach's Alpha which is greater than 0.7, which means that all constructs have a good level of internal consistency and are reliable for use in further analysis.

**Table 3.** Path Coefficient

Hypothesis	Path Coefficient	(Path Coefficient)	T-Statistics ( O/STDEV )	P-Value	Interpretation
H1: Halal information (X1) has a positive effect on purchase intention (Y)	0.345		3.25	0.001	Significant ( $p < 0.05$ )
H2: Promotion (X2) has a positive effect on Purchase Intention (Y)	0.412		4.12	0.000	Significant ( $p < 0.05$ )
H3: Brand Image (X3) has a positive effect on Purchase Intention (Y)	0.287		3.05	0.002	Significant ( $p < 0.05$ )
H4: Perceived Value (Z) moderates the relationship between Halal Information (X1) and Purchase Intention (Y)	0.220		2.89	0.004	Significant ( $p < 0.05$ )
H5: Perceived Value (Z) moderates the relationship between Promotion (X2) and Purchase Intention (Y)	0.190		2.57	0.010	Significant ( $p < 0.05$ )
H6: Perceived Value (Z) moderates the relationship	0.215		2.96	0.003	Significant ( $p < 0.05$ )

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between Brand  
Image (X3) and  
Purchase  
Intention (Y)

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#### Interpretation of Updated Hypothesis Test Results

1. H1: Halal information (X1) has a positive effect on purchase intention (Y)
  - Path Coefficient: 0.345, T-Statistics: 3.25, P-Value: 0.001
  - Interpretation: Halal Information has a significant direct influence on Purchase Intent. This means that the clearer and more credible the information regarding the halalness of the product, the higher the consumer's intention to buy halal products.
2. H2: Promotion (X2) has a positive effect on Purchase Intention (Y)
  - Path Coefficient: 0.412, T-Statistics: 4.12, P-Value: 0.000
  - Interpretation: Promotion also has a significant direct influence on Purchase Intent. Effective promotional strategies can encourage consumers to choose and purchase halal products.
3. H3: Brand Image (X3) has a positive effect on Purchase Intention (Y)
  - Path Coefficient: 0.287, T-Statistics: 3.05, P-Value: 0.002
  - Interpretation: Brand Image which has a significant direct influence on Purchase Intent. Trusted brands that have a positive image related to product halalness can increase consumer purchasing interest.
4. H4: Perceived Value (Z) moderates the relationship between Halal Information (X1) and Purchase Intention (Y)
  - Path Coefficient: 0.220, T-Statistics: 2.89, P-Value: 0.004
  - Interpretation: Perceived Value moderate the relationship between Halal Information and Purchase Intent, which means that the value perceived by consumers towards halal products can strengthen the influence of halal information on purchasing decisions.
5. H5: Perceived Value (Z) moderates the relationship between Promotion (X2) and Purchase Intention (Y)
  - Path Coefficient: 0.190, T-Statistics: 2.57, P-Value: 0.010
  - Interpretation: Perceived Value also moderates the relationship between Promotion And Purchase Intent. When consumers feel more value in halal products, the promotions carried out will be more effective in increasing the intention to purchase the product.
6. H6: Perceived Value (Z) moderates the relationship between Brand Image (X3) and Purchase Intention (Y)
  - Path Coefficient: 0.215, T-Statistics: 2.96, P-Value: 0.003
  - Interpretation: Perceived Value moderate the relationship between Brand Image and Purchase Intent, which shows that the value perceived by consumers from halal products strengthens the influence of brand image on purchasing decisions.

## DISCUSSION

This study shows that factors such as halal information, promotion, And brand image plays an important role in shaping purchase intention for halal products. This is in accordance with the basic understanding in the theory Consumer Behavior, which states that clear and transparent information can increase consumer confidence in making purchasing decisions. Halal information provided by brands not only serves to inform consumers about the halal status of the product but also creates a positive image that can encourage purchasing interest. This is in line with findings from (Bukhari et al., 2023) which shows that information transparency increase consumer purchasing intentions towards products that meet halal standards (Sun et al., 2024). In addition, Trust Theory supports this by explaining that consumers who feel they have adequate information will be more likely to trust and purchase the product (Mayer et al., 1995).

Furthermore, promotion conducted by the company has been proven to have a positive impact on the decision to purchase halal products. In theory Stimulus-Response (S-R) from Behaviorism, promotion is a form of stimulus that can influence consumer behavior. According to Susanty et al., (2025), relevant promotions can increase consumer awareness of the product and provide direct incentives that drive purchasing decisions. With promotions that are in line with consumer needs, companies can increase the appeal of halal products and strengthen purchase intentions, as found by (Shin et al., 2025) which confirms that appropriate promotion can influence consumer attitudes towards halal products.

Besides that, brand image proven to be a significant factor in influencing the intention to purchase halal products. In this context, the theory Brand Image explains that a positive image of a brand, which is related to credibility and commitment to halal standards, will create consumer trust and loyalty. Brand Equity Model states that a strong brand image can create preferences among consumers and increase purchasing decisions. This is also in line (Hussain et al., 2025), who found that brand trust greatly influences consumer decisions to purchase halal products.

Perceived value or the value perceived by consumers also plays an important moderating role in strengthening the relationship between the independent variables (halal information, promotion, brand image) and purchase intention. This reflects Consumer Value Theory, which suggests that consumers tend to purchase products that they judge to have more benefits than costs. Jaber et al (2025) also stated that the value perceived by consumers towards halal products, both in terms of quality and social or environmental benefits, will increase their purchase intention. Therefore, companies that want to succeed in the halal product market need to ensure that the value offered to consumers whether in terms of quality, sustainability, or long-term benefits feels greater than the costs incurred (Verbeke et al., 2013).

Thus, this study confirms the importance of halal information, promotion, brand image, and perceived value in forming the intention to purchase halal products. These factors are interrelated in influencing consumer decisions, and the results of this study can provide insight for companies to design more effective marketing strategies by considering all these aspects.

## CONCLUSION

This study demonstrates that Halal Information, Promotion, and Brand Image significantly influence consumers' Purchase Intentions toward halal products, with Perceived Value acting as a moderating variable that amplifies these effects. The findings suggest that consumer decisions are not solely based on the halal status of a product, but are also shaped by the perceived added value, the clarity and credibility of information provided, the effectiveness of promotional activities, and the ethical positioning of the brand. For halal product producers and marketers, these insights underline the importance of adopting a holistic marketing approach—ensuring transparency in halal information dissemination, developing promotion strategies that emphasize health benefits and ethical production, and managing brand image in alignment with sustainability and consumer values. Enhancing perceived value through product quality, competitive pricing, and long-term benefits can further reinforce consumer trust, intention, and loyalty in the halal market segment. However, this study has several limitations. The sample was limited to a specific demographic and geographic context, which may not fully represent the diversity of halal consumers globally. In addition, the study used a cross-sectional design, limiting the ability to assess changes in consumer behavior over time. Future research is encouraged to explore longitudinal designs to understand evolving consumer perceptions in the halal market, as well as to expand the scope by comparing different cultural or regional settings. Further studies could also incorporate additional moderating or mediating variables—such as religious commitment, digital literacy, or social influence—to enrich the model and provide deeper theoretical contributions to the field of halal marketing and consumer behavior.

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