

## THE INFLUENCE OF HALAL BRAND AWARENESS AND RELIGIOSITY ON MUSLIM CONSUMERS' HALAL PRODUCT PURCHASING DECISIONS



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### Abstract

This study examines the influence of halal brand awareness and religious commitment on Muslim consumers' purchasing decisions regarding halal products. A quantitative research design was employed using primary data collected through structured questionnaires distributed to 150 purposively selected Muslim respondents aged 21 years and above who had previously purchased halal products. Three constructs were measured using a five-point Likert scale: halal brand awareness, religious commitment, and halal purchase decisions. Halal brand awareness reflects consumers' knowledge and recognition of halal-certified products, including labeling, ingredients, and compliance with Islamic dietary regulations. Religious commitment represents the role of personal beliefs and religious practices in shaping consumption behavior, while halal purchase decisions capture consumers' evaluations and intentions based on religious guidance, hygiene, quality, health, and social influence. The findings indicate that both halal brand awareness and religious commitment have a positive and statistically significant effect on Muslim consumers' purchasing decisions, supporting the proposed hypotheses. Nevertheless, this study relies on self-reported questionnaire data, which may be subject to social desirability bias, particularly in assessing religiosity and halal compliance. In addition, the exclusive use of a quantitative approach limits a deeper understanding of consumers' underlying motivations. Future research is therefore encouraged to adopt qualitative or mixed-method approaches to provide richer insights into faith-based consumption behavior.

**Keywords:** Awareness of Halal Labels, Faith-Based Purchasing, Halal Product Adoption, Consumer Religious Values, Halal Compliance

## INTRODUCTION

The rapid advancement of globalization has significantly reshaped individual lifestyles, characterized by the accelerated flow of information that influences consumption patterns across societies. This transformation also affects Muslim consumers, who must navigate an increasingly diverse marketplace while ensuring that their food and product choices comply with Sharia principles. However, Muslim consumers should not be viewed as a homogeneous group; levels of halal awareness, religiosity, and consumption behavior vary considerably depending on cultural background, education, income, and individual interpretations of Islamic teachings. These differences contribute to varying degrees of attention toward halal standards in daily consumption.

The global halal industry has experienced substantial growth, supported by a Muslim population of approximately 1.8 billion people worldwide, which has significantly increased demand for halal products (Farah, 2021). According to the State of the Global Islamic Economy Report, Muslim consumer spending on halal products reached USD 2.2 trillion in 2018 and is projected to rise to USD 5.96 trillion by 2026. These figures illustrate the growing economic relevance of halal consumption on a global scale. In this context, Indonesia—home to the world’s largest Muslim population—holds a strategic position in the global halal market. Nevertheless, despite its demographic advantage, Indonesia’s contribution to global halal spending remains relatively limited. Bank Indonesia reports that only around 10% of global halal expenditure originates from Indonesia, with consumption still predominantly concentrated in the food sector. This disparity highlights a gap between Indonesia’s potential and its actual performance in adopting a comprehensive halal lifestyle.

For Muslim consumers, consuming halal products is not merely a matter of preference but a religious obligation influenced by religious regulations, psychological factors, and socio-cultural environments (Handriana et al., 2020). Although many Muslims express a commitment to halal consumption, their level of understanding and awareness of halal standards differs widely. Limited access to accurate information and varying exposure to halal certification contribute to differences in consumer confidence regarding product halalness. In this regard, Halal Brand Awareness plays a crucial role in shaping perceptions and trust. Halal certification serves as an assurance that product ingredients and production processes comply with Islamic law (Jaiyeoba et al., 2020). Conversely, inadequate dissemination of credible halal certification information may result in misuse or misinterpretation, ultimately weakening consumer trust.

Religiosity is another important factor influencing halal consumption behavior. Previous studies indicate that Muslim consumers’ purchasing decisions are strongly shaped by their level of religiosity, which extends beyond habitual consumption patterns (Rafiki et al., 2023). However, religiosity among Muslims is not uniform. Individuals with higher religious commitment tend to possess deeper religious knowledge and demonstrate greater discernment in applying religious principles to daily practices, including consumption choices (Shahid et al., 2023). Despite its importance, religious knowledge is often underexplored in marketing research, even though it plays a critical role in guiding informed and faith-consistent purchasing decisions.

Based on these considerations, this study empirically examines factors influencing Muslim consumers’ purchasing decisions by integrating Halal Brand Awareness and

Religiosity into a single research model. This approach addresses a research gap by acknowledging variations in consumer awareness and religious commitment rather than assuming uniform behavior among Muslim consumers. Halal Brand Awareness reflects the extent to which consumers recognize and prioritize halal attributes in products, while Religiosity provides the underlying framework that shapes awareness, attitudes, and habitual behavior. Within this framework, halal consumption is conceptualized as a religious obligation rather than a discretionary choice. As Muslim consumers gain greater knowledge and access to reliable information about halal products, they are more likely to consistently select halal options, as seeking such information is perceived as part of their religious responsibility.

## REVIEW OF LITERATURE

### Indonesian Halal Goods

Halal and haram are fundamental Islamic concepts guiding individuals in their conduct and consumption, particularly regarding the permissibility of products. Halal refers to anything allowed by Allah to be performed, used, or consumed (Vanany et al., 2020). In Indonesia, a country with a predominantly Muslim population, consumers increasingly seek halal-certified products not only in the food sector but also in cosmetics, pharmaceuticals, and financial services, emphasizing not only prohibitions like pork and alcohol but also values of cleanliness, ethics, and trust. Law No. 33 of 2014 was enacted by the government to guarantee the halal status of products and continuously refined regulations through Government Regulation No. 42 of 2024. The certification process is managed by the Halal Product Assurance Organizing Agency (BPJPH), which is responsible for overseeing it, regulation, and supervision in coordination alongside the Food, Drug and Cosmetic Assessment Institute of the Indonesian Ulema Council (LPPOM MUI) for technical verification and recommendations. In 2024, BPJPH issued 1,830,445 halal certificates for 4,556,892 products. Halal certification serves as both consumer protection and added value for producers, positioning compliance as mandatory rather than optional, while also supporting broader domestic and international Muslim markets.

### **Consumers' decisions to purchase halal products are influenced by their awareness of halal brands.**

Islam mandates its followers to consume halal products (Nurhayati & Hendar, 2020), ensuring halal products are available in markets is vital for consumers' daily needs. In Indonesia, it is essential for consumers to be aware of halal food because the market offers a wide range of both local and imported products from Muslim and non-Muslim producers. Muslim consumers often rely on halal certification and logos on packaging to make purchasing decisions, yet some products are marketed without proper certification, prompting caution in buying behavior. Awareness, as a fundamental human trait, reflects cognitive responses shaped by daily practices such as eating, drinking, and product usage (Ambali & Bakar, 2014). In the context of halal consumption, awareness encompasses knowledge and experience gained from information regarding what is permissible to consume, serving as a process of enhancing understanding. Halal brand awareness arises from an individual's comprehension and knowledge of the halal status of products they choose (Wilson & Liu, 2010), which is influenced by educational background, familial and

social environment, and personal experience. The more educated a consumer is, the higher the likelihood they develop awareness of halal brands, shaped by repeated exposure and experiential learning.

**H1. Consumers' purchasing decisions for halal products are positively affected by their awareness of halal brands.**

**Consumers' choices regarding halal products are influenced by their level of religiosity**

The degree to which people follow and implement their religious beliefs is described as religiosity (Worthington et al., 2003). For Muslims, this can be measured through their knowledge, implementation, and internalization of Islamic values. Consumers' choices concerning halal products are significantly influenced by their level of religiosity, influencing perceptions, attitudes, and social references (Salam et al., 2019). Halal products are not merely defined by labels, logos, or packaging but embody a comprehensive belief system that represents the identity and acknowledgment of purity for Muslims. This understanding extends beyond Muslim-majority countries to non-Muslim-majority regions, demonstrating that religiosity profoundly impacts both worship practices and consumer choices related to halal products.

**H2. Consumers are more likely to make halal product purchases when their religiosity levels are higher.**

## RESEARCH METHOD

According to Sugiyono (2023), a population comprises all elements intended for generalization, representing every object under investigation. In this study, the population is defined as Muslim consumers who have purchased halal products. Given the absence of a comprehensive sampling frame and the indeterminate size of the population, this study employs a purposive sampling technique. Respondents were selected based on specific criteria: being Muslim, aged 21 years or older, and having prior experience in purchasing halal products. These criteria were applied to ensure that participants possessed sufficient awareness, cognitive maturity, and decision-making experience relevant to the research objectives.

Primary data were collected through structured questionnaires within a quantitative research design. Due to practical constraints related to time and accessibility, a total of **150 respondents** were surveyed, which is considered adequate for statistical analysis in behavioral research. However, as a non-probability sampling method, purposive sampling does not aim to achieve statistical representativeness of the entire Muslim consumer population. Therefore, the findings of this study are analytical in nature and should be interpreted within the defined sample context, rather than generalized universally.

The population scope of this study is intentionally delimited to respondents who meet the established criteria, without geographic or socio-economic stratification. This approach allows the study to focus on examining theoretical relationships between variables rather than producing population-level estimates. Consequently, potential sampling bias and uneven representation across consumer segments are acknowledged as limitations and are addressed in the discussion section as areas for future research enhancement through probability-based or stratified sampling designs.

To measure the study variables, respondents indicated their level of agreement using a five-point Likert scale (1 = “Strongly Disagree”; 5 = “Strongly Agree”) (Sugiyono, 2023). The variables examined include Halal Brand Awareness ( $X_1$ ), Religiosity ( $X_2$ ), and Halal Purchase Decision ( $Y$ ). Halal Brand Awareness reflects consumers’ knowledge and recognition of products permitted under Islamic law, encompassing awareness of halal ingredients, labeling, and compliance with dietary regulations, operationalized through verifying halal status, distinguishing halal from haram, and expectations of producers’ adherence to halal standards (Amalia & Rozza, 2022). Religiosity represents the extent to which individuals’ religious beliefs influence behavior and decision-making, measured through personal religious engagement, adherence, and participation in religious activities (Jannah & Al-Banna, 2021). Halal Purchase Decision refers to the evaluation and commitment process involved in acquiring halal products, with indicators including religious motivation, hygiene, product quality, family practices, and health considerations (Wulandari, 2022; Ahakwa et al., 2021).

These operational definitions enable a systematic examination of how halal brand awareness and religiosity influence consumer purchase decisions within the specified research context.

## RESULTS AND DISCUSSION

### Respondent Characteristics

The respondent profile was characterized as summarized in the table, participants were classified by gender, age, education level, and religion. Female participants predominated with 106 individuals (70.7%), compared to 44 males (29.3%), indicating a higher female representation among the total 150 respondents. The majority were aged 21–30 years (142 respondents, 94.7%), followed by 31–40 years (6 respondents, 4.0%) and 41–50 years (2 respondents, 1.3%), with no participants over 50. Regarding education, most held a bachelor’s degree (101 respondents, 67.3%), followed by senior high school (38 respondents, 25.3%), diploma (7 respondents, 4.7%), and postgraduate degrees (4 respondents, 2.7%). All respondents were Muslim (100%), reflecting the study’s contextual focus.

**Table 1.**  
**Participant Profiles**

Characteristics	Frequency	(%)
Gender		
Male	44	29.3
Female	106	70.3
Age		
21-30	142	94.7
31-40	6	4.0

41-50	2	1.3
>50	0	0
Education Level		
Senior High School	38	25.3
Diploma	7	4.7
Master	101	67.3
Postgraduate	4	2.7
Religion		
Islam	150	100

### Validity Test

To evaluate validity, the study utilized Exploratory Factor Analysis (EFA) with an oblimin rotation of indicators by ensuring each one accurately represents its intended construct. Factor loadings greater than 0.3 were used as the threshold, indicating sufficiently strong correlations between indicators and their respective factors. According to Osborne et al. (2011), a factor structure is considered acceptable when loadings exceed 0.3, cross-loadings are absent, and each factor comprises at least three items.

**Table 2.**  
**Validity Test Results**

Variables	Indicators	Components		
		1	2	3
Halal Brand Awareness	I always check that the food I eat complies with halal standards.	.620		
	I consistently verify that the product's ingredients are halal.	.342		
	I ensure that any additives in food meet halal requirements..	.349		
	I have a clear understanding of what halal entails.	.421		
	I am aware that meat like lamb, beef, or chicken not slaughtered according to Islamic law is considered haram.	.497		
	I know that pork, dog, and certain wild animals are forbidden for consumption in Islam.	.563		
	I understand that foods processed from haram meat are also considered haram.	.535		
	I recognize that alcoholic drinks are classified as haram.	.445		
	I believe that producers are responsible for providing halal-certified food products.	.540		

Religiosity	Religion holds great significance for me because it provides answers about life's purpose.	.550
	I often read materials about my religious beliefs, such as books and magazines.	.712
	My faith forms the foundation of my overall life perspective.	.539
	I dedicate time to deepen my understanding of my religious beliefs.	.637
	I contribute financially to my religious institutions.	.764
	I enjoy interacting with people who share the same religious beliefs.	.592
	Engaging in private religious reflection and prayer is important to me.	.519
	My beliefs guide my actions in all aspects of life.	.495
	I take pleasure in participating in the activities organized by my religious community.	.625
	Purchase Decision	I make halal purchase decisions primarily based on religious considerations.
Hygiene considerations influence my halal purchasing choices.		.417
I consider quality assurance when deciding on halal products.		.608
My halal purchasing habits are shaped by family teachings and practices.		.534
I choose halal products with attention to promoting healthy consumption.		.550

All variables demonstrated factor loadings exceeding 0.3, as shown in Table 2, indicating that each variable meets the criteria for validity based on the validity test results.

### Reliability Test

Reliability testing is conducted to ensure that the questionnaire indicators function effectively as data collection tools. A research instrument is considered reliable when respondents' answers demonstrate consistency, meaning that repeated measurements would yield similar results. This reliability test is performed using SPSS 2022 through Cronbach's alpha greater than 0.60 was set as the criterion for declaring a variable reliable.

**Table 3.**  
**Reliability Test Results**

Variable	Number of Indicators	Cronbach's alpha
Halal brand awareness	10	0.653
Religiosity	9	0.772
Purchase Decision	6	0.608

Based on the reliability test conducted on 150 respondents, Table 3 indicates that all variables meet the acceptable threshold of 0.60. Specifically, Halal Brand Awareness yielded a reliability coefficient of 0.653, Religiosity scored 0.772, and Purchase Decision obtained 0.608. Since all values exceed 0.60, the analysis indicates that these variables exhibit stable performance and possess sufficient reliability.

**Regression Analysis with Multiple Predictors**

The results presented in Table 4 originate from multiple linear regression analysis, which can be computed using the following formula. This approach enables the assessment is made of the simultaneous influence exerted by the independent variables on the dependent variable, providing a comprehensive understanding of the relationships and their statistical significance:

**Table 4.**  
**Outcome of the Multiple Linear Regression Analysis**

Model	Coefficient		
	Unstandardized Coefficient		Standardized Coefficient
	B	Std. Error	Beta
1 (Constant)	.849	.436	
Halal Brand Awareness	.462	.099	.336
Religiosity	.333	.065	.365

$$Y = 0,849 + 0,462X_1 + 0,333X_2$$

The regression analysis indicates that the constant value (a) of 0.849 represents the baseline level of Purchase Decision (Y) when halal brand awareness (X1) and religiosity (X2) are zero. The numerical estimate for halal brand awareness (X1) is 0.462, implying that a 1% increase in halal brand awareness leads to a 0.462 increase in Purchase Decision, highlighting its positive influence on consumers' tendency to purchase halal products. Similarly, the religiosity (X2) coefficient is 0.333, suggesting that a 1% rise in religiosity corresponds to a 0.333 increase in Purchase Decision, demonstrating that higher religiosity motivates consumers to opt for halal goods.

The analysis reveals a significant impact of halal brand awareness (X1) on Y. This is supported by a p-value of 0.000, which is lower than the 0.005 significance level, and a t-statistic of 4.675, surpassing the critical value of 1.976. Consequently, H0 is rejected, and H1 is accepted. Similarly, religiosity (X2) also exerts a positive and significant effect on Y, with a p-value of 0.000 and a t-statistic of 5.090 surpassing the 1.976 threshold, resulting in H0 being rejected and H2 accepted. Both variables therefore demonstrate a meaningful and positive impact on Y.

**F-test**

To assess whether the independent variables (X) collectively influence the dependent variable (Y), this study applies the F-test. Using a significance level of 5% (0.05), the calculated F-value is compared against the critical F-value obtained from statistical tables. The F-test results of this study are shown below, and they demonstrate that when the

calculated F surpasses the critical value, the independent variables, as a group, exert a significant effect on the dependent variable.

**Table 5.**  
**F Test Results**

ANOVA						
	Model	Sum of Squares	df	Mean Square	F	Sig
1	Regression	11.488	2	5.744	36.010	.000
	Residual	23.447	147	.160		
	Total	34.935	149			

The F-test results of this study are shown below, and they demonstrate that when the calculated F surpasses the critical value, the independent variables, as a group, exert a significant effect on the dependent variable.

### **How Consumers' Purchase Decisions for Halal Products Are Influenced by Awareness of Halal Brands**

The results indicate that halal brand awareness (X1) significantly and positively influences consumers' purchase decisions (Y). With a significance level of 0.000, which is below 0.005, H0 is rejected, and H1 is accepted. This implies that when Muslim consumers are more aware of halal brands, they are more inclined to choose halal products. Halal brand awareness here refers to consumers' recognition of products with halal certification, which enhances their trust. Rafiki et al. (2023) found that consumers' purchase decisions were positively and significantly affected by halal brand awareness, which supports the current findings. In contrast, Puspitasari and Rohkman (2024) reported that halal awareness had no significant impact on purchase decisions.

### **The impact of religiosity on halal product purchase decisions**

Purchase decisions (Y) are positively and significantly influenced by religiosity (X2), as indicated by the study's findings, leading to the rejection of H0 and acceptance of H1. A significance value of 0.000, being lower than the 0.005 criterion, provides support for this conclusion, suggesting that higher levels of religiosity increase the likelihood of choosing halal products. Strong religious commitment motivates Muslim consumers to consistently engage in halal purchase decisions. The study conducted by Sulistiyani and Fahrullah (2024) similarly found that purchase decisions are positively and significantly influenced by religiosity, meliani et al. (2021), however, found that religiosity did not significantly influence purchase decisions, which contrasts with these findings.

## **CONCLUSION**

Based on the findings of this study, halal brand awareness and religiosity have a positive and significant influence on consumers' purchase decisions for halal products, supporting hypotheses H1 and H2; however, these results should be interpreted cautiously due to several limitations. The relatively small sample size of 150 respondents and its demographically skewed composition dominated by young, female, and well-educated participants limit the external validity and prevent confident generalization to the broader

Muslim consumer population. In addition, the study only examines two explanatory variables and is constrained by inconsistencies in some responses, a limited data collection period, and resource availability. Future research is therefore encouraged to involve larger and more diverse samples, expand geographic coverage, and incorporate additional relevant variables to obtain a more comprehensive understanding of halal purchasing behavior. Within the scope of this study, the findings suggest that businesses should strengthen consumer education regarding halal certification through official labels issued by authorized institutions such as LPPOM MUI, while Muslim consumers are encouraged to be more attentive to halal labeling as an expression of religious awareness and compliance with Islamic principles.

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