

Understanding Halal Food Consumption: A Systematic Literature Review of Theoretical Frameworks, Determinants, and Research Challenges (2018-2024)

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ABSTRACT

This study synthesizes current research on consumer behavior and purchase intention in the halal food sector by conducted a systematic literature review of 37 articles (2018-2024) from the Scopus database using the PRISMA approach. Results show that the TPB is the most frequently applied framework, often extended with additional variables. Key determinants of purchase intentions and decisions include TPB variables, religiosity, halal awareness, and halal certification. Despite these findings, the literature faces challenges such as small samples sizes, limited geographic coverage, over-reliance on TPB, and certification inconsistencies. The study contributes by consolidating current evidence on consumer behavior in the halal food sector and highlighting the pivotal roles of religiosity and halal awareness. Practically, findings guide businesses, policymakers, and marketers in designing targeted strategies, enhance consumer trust, and expanding halal food markets. Future research should adopt larger, more diverse samples, and cross-cultural analyses to address existing gaps.

Keywords:

Consumer behavior, halal food, PRISMA, purchase intention, systematic literature review

ABSTRAK

Penelitian ini bertujuan untuk mensintesis penelitian terkini mengenai perilaku konsumen dan niat beli makanan halal melalui tinjauan literatur sistematis terhadap 37 artikel (2018-2024) dari basis data Scopus menggunakan pendekatan PRISMA. Hasil menunjukkan bahwa TPB merupakan kerangka yang paling sering digunakan, sering digabungkan dengan variabel tambahan. Faktor utama dari niat dan keputusan pembelian meliputi variabel TPB, religiositas, kesadaran halal, dan sertifikasi halal. Meskipun demikian, literatur yang ada menghadapi tantangan seperti kecilnya ukuran sampel, cakupan geografis terbatas, dominasi TPB, dan ketidakonsistenan sertifikasi. Penelitian ini berkontribusi dengan menyajikan bukti terkait perilaku konsumen di sektor makanan halal dan menekankan peran penting religiositas serta kesadaran halal. Secara praktis, temuan ini memberikan panduan bagi pelaku bisnis, pembuat kebijakan, dan pemasar dalam merancang strategi terarah, meningkatkan kepercayaan konsumen, dan memperluas pasar makanan halal. Penelitian selanjutnya disarankan menggunakan sampel yang lebih besar dan beragam serta analisis lintas budaya untuk mengatasi gap yang ada.

Kata Kunci:

Makanan halal, PRISMA, niat pembelian, perilaku konsumen, systematic literature review

INTRODUCTION

Worldwide growth in halal food markets reflects demographic shifts among Muslim populations and a broader understanding of halal certification among consumers regardless of religious background (Bonne & Verbeke, 2008; Wilson & Liu, 2010). It is also aligned with, Sungnoi & Soonthonsmai, (2024) which stated that this growth is caused not only by the increasing global Muslim population but also by rising disposable incomes and greater awareness of halal principles among consumers. Additionally, the demand for safe and nutritious food continues to rise, further enhancing the halal product market (S. Khan *et al.*, 2022). A recent study highlighted that the global halal food market is projected to more than double, increasing from USD 2,339.1 billion in 2023 to USD 5,643.3 billion by 2030 (Rahman *et al.*, 2024). As the market continues to evolve, businesses are increasingly looking for halal certification to capture various consumer desires, highlighting the importance of authenticity and quality insurance in meeting growing demand.

Halal food is defined as food that is allowed under Sharia (Islamic principles) and aligns with the concept of Tayyib, which emphasizes cleanliness and purity in food production (Alzeer *et al.*, 2018). Muslims demonstrate a strong awareness regarding the value of following halal food practices and consistently adhere to this dietary practice wherever they reside. Thus, the presence of halal logo becomes necessary on this occasion. Moreover, the rigorous standards and ethical considerations inherent in halal food production have attracted attention from non-Muslim consumers looking for good quality and ethically produced food options (Wilson & Liu, 2010). Consequently, the halal food industry has expanded its influence on global food production practices and has contributed to the diversity of the international food market (Bonne & Verbeke, 2008).

The intake of halal foods extends beyond being a religious requirement for Muslims, it is a matter of ethical and health-conscious decision-making (Wilson & Liu, 2010). As consumer preferences change, understanding consumer behavior and purchase intentions in the halal food market is increasingly important for stakeholder, including business actors, government authorities, and marketing practitioners. Research suggests that various theoretical frameworks, such as The Theory of Planned Behavior (TPB) (Ajzen, 1991), its extended and integrated models, the Theory of Interpersonal Behavior (TIB) (Bawono *et al.*, 2022), and other behavioral models have been used to examine consumer behavior in this domain.

Despite numerous studies on halal food consumption, several gaps remain. First, existing studies lack an integrated synthesis of theoretical frameworks used to explain halal food consumption behavior. Second, the Theory of Planned Behavior and individual factors, such as religious beliefs (Nurhayati & Hendar, 2020) and halal awareness (Febriandika *et al.*, 2023) dominate existing studies, while other theoretical perspectives receive relatively limited attention. Third, many studies have limited geographical diversity and reducing the generalizability of findings. A deeper exploration of these issues is necessary to develop a more robust approach to studying consumer decision-making

behavior in the halal food sector. Given these considerations, it is important to investigate emerging perspectives on consumer behavior in halal food choices. This exploration is critical for understanding the various influences on purchasing decisions for halal food products and their challenges. To achieve this, the present study has two main research questions:

RQ1 : What are the theoretical frameworks and key factors that influence consumer behavior and purchase intention in the halal food market?

RQ2 : What challenges and limitations are commonly encountered in understanding consumer behavior in the halal food industry?

Based on this background, this study aimed to synthesize existing research and offer structured insights into key questions through a Systematic Literature Review (SLR) using the PRISMA (Preferred Reporting Items for Systematic reviews and Meta-Analyses) Protocol (Page *et al.*, 2021). The SLR methodology guided by the PRISMA framework ensures a transparent and replicable process for selecting relevant studies. This method facilitates a systematic review of existing research and helps categorize key theoretical frameworks, influencing factors, as well as the challenges and limitations faced by researchers. Through this analysis, The objective of this research is to systematically examine available knowledge, uncover areas that require further exploration, and offer suggestions for subsequent research.

RESEARCH METHODS

The systematic Literature review (SLR) method was implemented in a structured and systematic manner following established research protocols. This process involved reviewing existing studies, conducting evaluations, classifying the results, and categorizing relevant evidence from previous research. To ensure transparency, this study used the Preferred Reporting Items for Systematic Reviews (PRISMA) approach, documenting the rationale for conducting review, the procedures undertaken by the authors, and the key outcomes obtained (Page *et al.*, 2021) and in this study used the 2020 version. Still Page *et al.*, (2021) explained that PRISMA 2020 establishes enhanced reporting standards for systematic reviews, covering improvements in identifying, selecting, evaluating, and synthesizing relevant studies. The PRISMA statement serves as the foundation for conducting a structured systematic review and guiding the database collection process (Abelha *et al.*, 2020).

The database search process involves multiple stages, such as selecting an appropriate digital library and defining search queries. In this study, Scopus was chosen as the primary digital library because it offers high-quality research data and supports a range of activities, including research evaluation, trend analysis, science policy reviews, and university ranking assessments (Baas *et al.*, 2020). Scopus provides comprehensive and detailed content, which makes it a valuable resource for conducting in-depth research (Pranckutė, 2021). Additionally, it features individual author profiles, institutions, and journal sources, enhancing its practicality for academic purposes (Máté *et al.*, 2024).

Scopus is also estimated to be 60% larger than Web of Science (WoS), demonstrating its status as the largest academic database available (Zhao & Strotmann, 2015).

The next stage consisted of executing a search using the query “Title-Abstract-Keywords”. This process involved creating a focused search list and, prioritizing publications that aligned with our initial bibliographic inquiries. The search queries were built around title-abstract-keywords, incorporating a variety of terms, synonyms, and abbreviations related to “consumer behavior”, “purchasing intention”, and “halal foods”. To prevent potential duplication of articles, search phrases were designed thoughtfully. For keyword “consumer behavior”, we used the term (“consumer behav*”) to account for both “behavior” and “behaviour” spellings. For purchase intention, the term (“purchase intent*”) was used to include both “purchase intention” and “purchase intentions”. Similarly, with “halal foods” we use (“halal food*”) to include “halal food” and “halal foods”. Taking these into consideration, the following queries were created: ("consumer behav*" OR "purchase intent*") AND ("Halal Food*"). Figure 1 illustrates the complete process in detail.

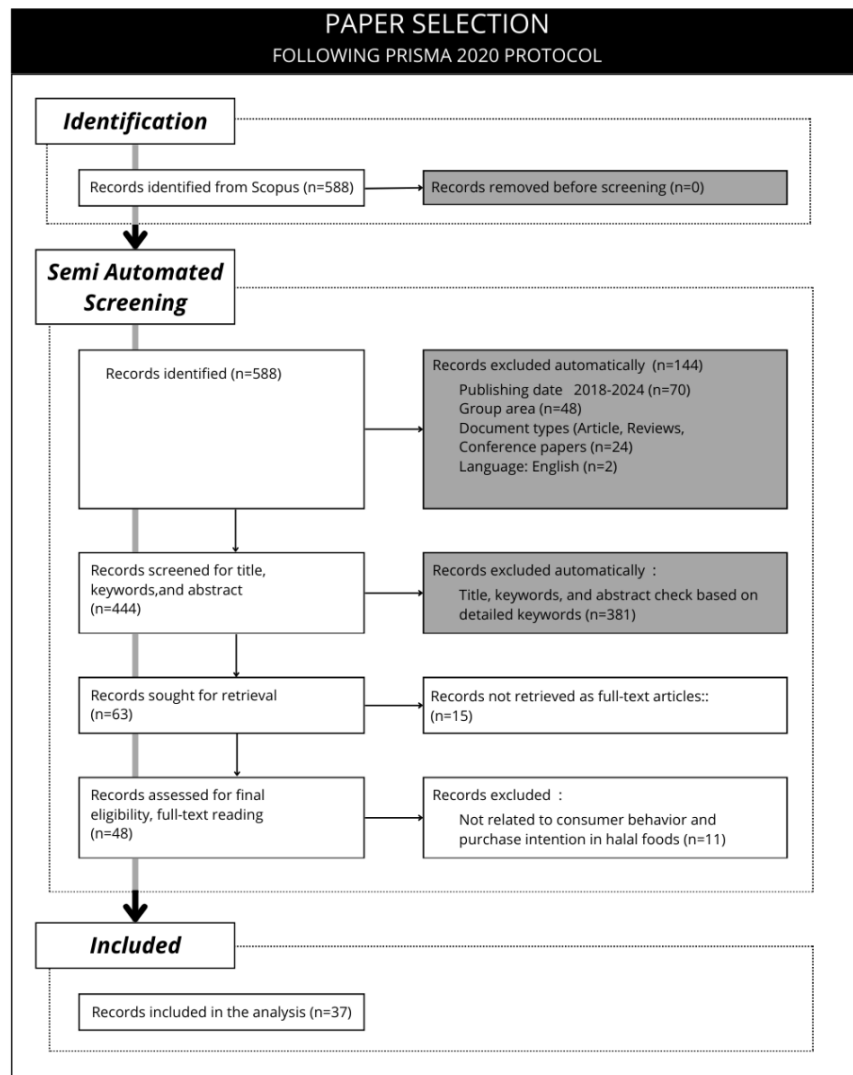


Figure 1. SLR Framework consisting PRISMA Protocol
Source: Own Elaboration

Study Selection Process

As of the search date (January 12, 2025), 588 records were identified based on general inclusion criteria from queries, and a reviewer extracted the data in Excel. No duplicates were found; therefore, no articles were excluded. The automated screening process was carried out according to predefined inclusion criteria. The study selection consisted of several stage: identification, semi-automated screening including eligibilty and inclusion. During the semi-automated screening stage, articles were filtered based on predefined inclusion criteria, including publication year, subject area, document type, and language. From initial 588 records, 144 articles were excluded based on including criteria.

The remaining 444 articles were screened based on title, keywords, and abstract using predefined keywords related to consumer behavior, purchase intention, and halal food. During this stage, 381 records were excluded, leaving 63 articles for full-text assessment. Subsequently, 63 articles were sought for retrieval. However, 15 articles could not be accessed in full-text format and were excluded. The remaining 48 articles underwent full-text eligibility assessment. After manual screening, 11 studies were excluded due to irrelevance to consumer behavior and purchase intention in halal food. Finally, 37 articles were included for futher analysis. Two reviewers independently screened the articles based on the inclusion criteria without the use of automation tools, resolving disagreement through discussion.

Before conducting further analysis, the papers were mapped based on their research locations to acquire a deeper insight into the geographical context of the topic being chosen. The selected papers were also mapped according to the source of the journals, including Q-Rank, H-Index, Publisher, and Scope. Additionally, a Google Citation Score (GCS) approach was used to enrich the information on which papers had the most citations as references in studies concerning consumer behavior, purchase intention, and halal food. Furthermore, differences across studies were explored based on a theoretical framework, key behavioral constructs, and research constraints.

Inclusion and Exclusion Criteria

The inclusion criteria applied in this study were as follows:

1. Articles published between 2018 and 2024.
2. Articles indexed in Scopus.
3. Articles written in English.
4. Articles limited to the following subject areas: business, management, and accounting; social sciences; Economics, Econometrics and Finance; multidiciplinary; Agricultural and Biological Sciences, Psychology.
5. Document types limited to Article, review, and Conference Paper.
6. Studies focusing on consumer behavior, and purchase intention related to halal food
7. Articles selected based on title, abstract, and keyword

The exclusion criteria were as follows:

1. Non-English articles
2. Book chapters, books, editorials, short surveys, and letters
3. Duplicate articles
4. Studies not related to halal food consumption (the study excluded articles focusing on pharmaceuticals, banking, cosmetics products, services, and general consumer products)
5. Articles not focusing on consumer behavior and purchase intention

Quality Assessment

To ensure the quality of selected articles, the studies were assessed based on several criteria:

1. Journal ranking based on Scopus quartile.
2. Relevance to research objectives.
3. Sample size.
4. Theoretical framework used.

This quality assessment helped ensure that only relevant and high-quality studies were included in the analysis.

Data Extraction

Data extraction was conducted systematically and the following information was extracted from each selected article:

1. Author and year.
2. Research location.
3. Theoretical frameworks.
4. Key variables.
5. Sample size.
6. Study limitations.

Thematic Categorization

The selected articles were categorized into thematic groups based on research focus. The categorization process involved reviewing each article and grouping them into the following themes:

1. Theoretical frameworks used in halal food consumption studies.
2. Determinants of consumer behavior and purchase intention.
3. Research challenges and limitations in halal food consumption studies.

This thematic categorization facilitated systematic analysis and comparison across studies.

RESULT AND DISCUSSION

Research Location by Country

The research locations were analyzed according to the 37 selected articles. Research location is an important variable for understanding where the research was conducted. In addition, this

comprehensive understanding is used to determine the geographical context that influences consumer behavior, purchase intentions, and preferences for halal foods. Data obtained from existing articles illustrate the distribution of research from various countries that reflects global attention towards issues related to consumer behavior in halal foods. Figure 2 is a summary of the number of countries in which the research was conducted.

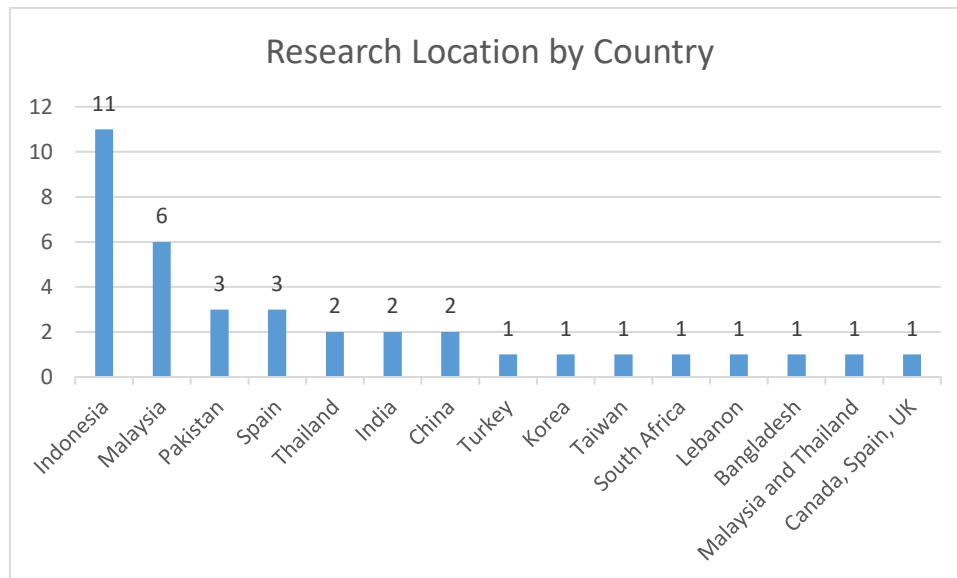


Figure 2. Distribution of Research Location by Country

Source: Author's work (2025)

The distribution of research location shows that Indonesia leads with 11 articles, reflecting the strong emphasis on halal-related issues in the largest nation by Muslim population worldwide. Malaysia follows with six articles, underscoring its role in developing a globally recognized halal industry. Pakistan and Spain contribute three articles each, illustrating that halal issues are gaining relevance both in Southeast Asian nations with predominantly Muslim populations and in regions where Muslims are a minority, driven by population growth and the expansion of halal export markets. Meanwhile, Thailand, India, and China, despite being non-Muslim-majority countries, each contributed two articles, demonstrating heightened recognition of halal food among consumers of all backgrounds, alongside the broader acceptance of halal logo as a standard for quality and hygiene.

Other countries such as Turkey, South Korea, Taiwan, South Africa, Lebanon, and Bangladesh each produced one article, while cross-country studies, such as a involving Malaysia and Thailand, and among Canada, Spain, and the United Kingdom highlight the importance of comparative perspectives in understanding halal markets within multicultural contexts. Overall, the distribution of research underscores the centrality of Muslim-majority countries in halal studies while also signaling the rising global economic significance of halal market. These findings point to the need for more nuanced insights into halal consumer behavior across diverse cultural and geographical settings.

Journal Features

The review encompassed 37 studies across 22 peer-reviewed journals, including six journals that published multiple articles within the set of reviewed studies (table 1). The primary scope areas of these journals are business, management, and marketing; food, nutrition, and halal studies; social sciences and humanities; Islamic studies and economics; sustainability and environment; and multidisciplinary business and economics.

Table 1. Characteristic of Journal publishing at least 2 of the 37 reviewed studies.

Journals	Number of Papers	Q Ranking (2023)	H-Index	Publisher	Scope
Journal of Islamic Marketing	8	Q2	55	Emerald Group Publishing Ltd.	Marketing and its associated sub-disciplines
British Food Journal	4	Q1	102	Emerald Group Publishing Ltd.	Consumption, Business, Management and Marketing, Health, welfare and education, Sustainability and Environment
Innovative Marketing	3	Q3	20	LLC CPC Business Perspectives	Utilization of innovative marketing instruments, their nature, varieties, functions, efficiency, etc.
Journal of Foodservice Business Research	2	Q2	37	Taylor and Francis Ltd.	Various disciplines, including management, marketing, finance, law, food technology, nutrition, psychology, information systems, anthropology, human resources, and more.
Uncertain Supply Chain Management	2	Q2	33	Growing Science	Supply Chain Management
International Journal of Supply Chain Management	2	Not Rank (Q3 But Discontinued in Scopus as of 2020)	25	ExcelingTech	Supply Chain Management in manufacturing and services.

Source: Author's work based on Scopus Database and Scimagojr.com (2025)

This study used scientometric analysis (Czimre *et al.*, 2024) with two key metrics to evaluate the scientific impact of papers that focused on consumer behavior, purchase intention, and halal foods. The metrics used include the journal's quartile ranking (Quartiles, 2023) and the H-Index, a measure indicating how many articles (h) in a journal have been cited at least h times. These approaches were used to determine the placement of the journals publishing the articles. The findings reveal that most papers were published in Q2 and Q3 journals (six articles each) with a wide range of H-index values, predominantly within the 0-50 range (figure 3).

The analysis of the top six journals (table 1) highlights the diverse and multidisciplinary fields of halal research. Leading the publications, the *Journal of Islamic Marketing* features eight of the reviewed studies, focusing on its role as a specialized journal for Islamic perspectives in marketing, supported by a Q2 ranking and 55 for the H-Index. The *British Food Journal* follows four articles,

reflecting its interdisciplinary scope, which links halal research with consumption, sustainability, and health. It is also supported by its Q1 ranking and a large H-Index of 102.

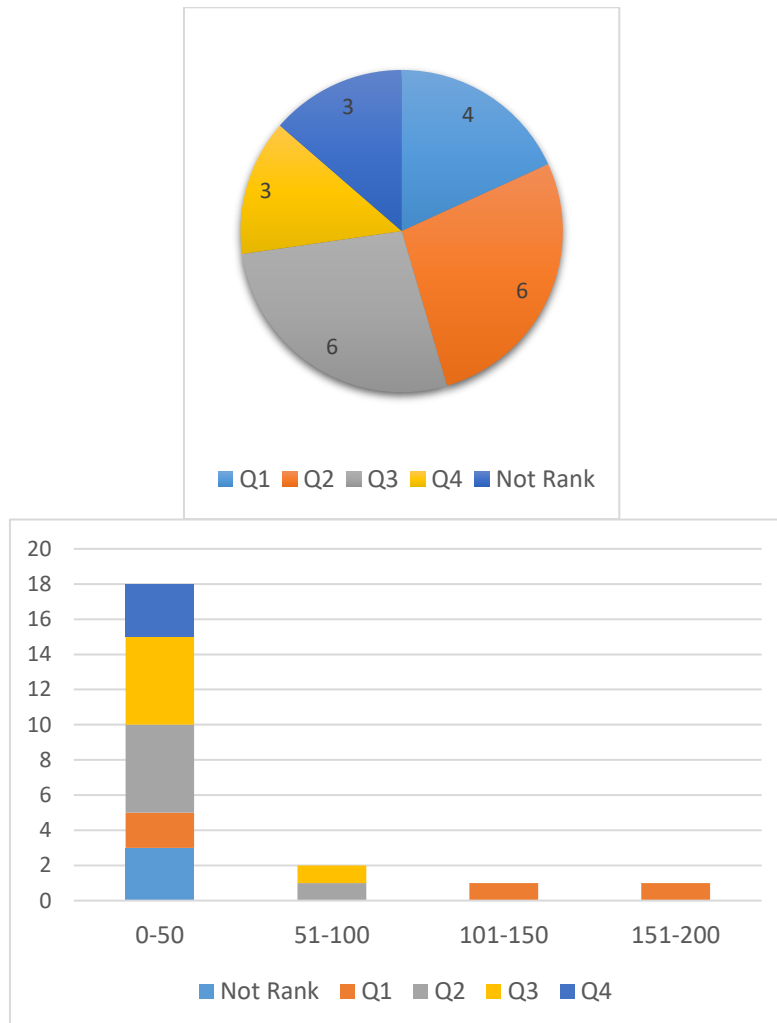


Figure 3. The distribution of journals publishing the review studies based on their Q rankings and H-Index Values

Source: Author's work (2025)

Other notable contributors include *Innovative Marketing* with emphasis on the creative marketing approach and specialized journals, such as the *Journal of Foodservice Business Research*, *Uncertain Supply Chain Management*, and the *International Journal of Supply Chain Management*, which explore the connection of halal research with supply chain management, foodservice operations, and other fields.

Global Citation Score (GCS)

The Global Citation Score (GCS) is a valuable formula for identifying recent or innovative publications. It reflects the overall number of citations a publication has garnered from various databases (for this paper, see Scopus). Articles achieving high GCS scores are often recognized as impactful in their fields (Knocke & Yang, 2008), provide a basis for subsequent research. However, it is important to note that a high GCS score does not always represent and equate to the substantial scientific contribution of the impact within a specific discipline (Ejmont, Gladysz, Corti, *et al.*, 2020).

The Normalized Global Citation Score (GCS) was used to refine the analysis and identify influential and impactful papers within the field (Ejmont, Gladysz, & Kluczek, 2020). By normalizing the GCS, groundbreaking publications with substantial potential for scientific contribution and influence on the analyzed topic can be highlighted. However, not all influential papers exhibit high cumulative GCS values (i.e., total citations in Scopus). Most of these have attracted significant attention from the scientific community.

This formula evaluates publications by comparing their average annual citations relative to their presence in the Scopus database (up to 2024). Using this approach, the top ten papers receiving significant attention have been identified, showcasing their prominence and influence since their initial publication. Furthermore, the analysis underlines emerging studies that rapidly gain recognition in the field (Strozzi *et al.*, 2017). The ten most-cited papers, ordered by normalized GCS values, are displayed in Table 2.

Table 2. Top 10 most cited articles ranked by normalized GCS

Rank	Title	Authors and Year	Journal	GCS	Normalized GCS
1	The influence of halal awareness, halal certificate, subjective norms, perceived behavioral control, attitude and trust on purchase intention of culinary products among Muslim costumers in Turkey	(Aslan, 2023)	International Journal of Gastronomy and Food Science	29	10
2	Personal intrinsic religiosity and product knowledge on halal product purchase intention: Role of halal product awareness	(Nurhayati & Hendar, 2020)	Journal of Islamic Marketing	109	9
3	Indonesian Millennials' Halal food purchasing: merely a habit?	(Amalia <i>et al.</i> , 2020)	British Food Journal	83	6.2
4	Non-Muslim consumers' intention to purchase halal food products in Malaysia	(Lim <i>et al.</i> , 2022)	Journal of Islamic Marketing	20	4
5	The acceptance of halal food in non-Muslim countries: Effects of religious identity, national identification, consumer ethnocentrism and consumer cosmopolitanism	(Wilkins <i>et al.</i> , 2019)	Journal of Islamic Marketing	74	3.83
6	Factors influencing Muslim and non-Muslim consumers' consumption behavior: A case study on halal food	(Billah <i>et al.</i> , 2020)	Journal of Foodservice Business Research	46	3.8
7	Consumer behaviour towards willingness to pay for Halal products: An assessment of demand for Halal certification in a Muslim country	(Ahmed <i>et al.</i> , 2019)	British Food Journal	68	3.5
8	Gen-Z Muslims' purchase intention of halal food: Evidence from Indonesia	(Febriandika <i>et al.</i> , 2023)	Innovative Marketing	20	3.5
9	Determinants of halal food purchase decisions for Go Food and Shopee Food users	(Nurkhin <i>et al.</i> , 2023)	Innovative Marketing	9	3.5
10	Factors affecting consumers' intention towards purchasing halal food in South Africa: a structural equation modelling	(Bashir <i>et al.</i> , 2019)	Journal of Food Products Marketing	102	3.17

Source: Author's work based on Scopus Database (2025)

The top 10 most-cited articles, as ranked by normalized GCS, are presented in Table 2, highlighting the significance and influence of contemporary research on halal food topics. Articles with a high GCS but lower normalized GCS typically represent fundamental studies that have consistently influenced academic discourse over an extended period. For instance, Bashir *et al.*, (2019) the Journal of Product Marketing has a GCS of 102 but normalized GCS (3.17), which demonstrates its long-term influence in understanding halal food purchase intention in South Africa since its publication. Furthermore, Nurhayati & Hendar, (2020) the Journal of Islamic Marketing, which has the second highest GCS of 109, has a normalized GCS of 9, reflecting the steady influence regarding the importance of religiosity and product knowledge in shaping halal purchase intention since 2020. These studies continue to serve as key reference points for ongoing research in this field.

In contrast, articles with a relatively lower GCS but high normalized GGCS values highlight their rapid emergence and contemporary relevance. For example, Aslan, (2023) the International Journal of Gastronomy and Food Science have the highest normalized GCS of 10, despite its modest cumulative GCS of 29. It identifies strong immediate attention to its focus on Turkey's halal culinary products and factors influencing purchase intentions in a relatively short period. Similarly, Febriandika *et al.*, (2023) and Nurkhin *et al.*, (2023) with the same values of normalized GCS (3.5), highlights the increasing attention paid to young Muslim generation consumer behavior and the role of digital platforms such as Go-Food and Shopee-Food in halal product purchase decisions. The results highlight the necessity for continued research to capture the global dynamic nature of halal markets.

Other notable contributions include Amalia *et al.*, (2020) and Ahmed *et al.*, (2019) in the British Food Journal, reflecting strong research on the habits and willingness to pay for halal products particularly in Indonesia and other Muslim-majority countries. Additionally, research has focused on non-Muslim consumer behavior Lim *et al.*, (2022) and Wilkins *et al.*, (2019) has underscored the growing acceptance of halal products in multicultural and non-Muslim contexts.

The metrics, both GCS and normalized GCS, provide a holistic knowledge of an article's impact. While a High GCS reflects long-term influence, a normalized GCS highlights the emerging relevance of recent studies. These metrics portray a whole picture of how research evolve, revealing which studies have shaped the foundational understanding of halal markets and which are leading topics today. Both GCS and normalized GCS are critical for identifying key contributions and guiding future research priorities in the dynamic and expanding fields of halal food studies.

Frameworks and Variables Commonly Used

Understanding the theoretical frameworks and key determinants influencing consumer behavior and purchase intention in the halal food sector is important for businesses, government authorities, and researchers who aim to develop effective strategies. Exploring these factors can offer insights into consumers' priorities and decision-making processes. Additionally, identifying the

theoretical frameworks frequently used in studies on halal food consumer behavior provides a fundamental understanding of the underlying mechanisms that drive these behaviors. This systematic review aims to synthesize findings from 37 articles emphasizing the theoretical models applied in the studies and the factors influencing consumer behavior especially purchase intention (commonly used), actual and buying behavior, and word-of-mouth. The data summarized in table 3 highlight the most common frameworks and variables studied in halal food research.

Table 3. Frameworks and Variables Commonly Used in the research

Frameworks and Variables	Number of Articles
<u>Frameworks</u>	
The Theory of Planned Behavior (TPB)	5
The Extended Theory of Planned Behavior (TPB)	7
Mixed Model with Theory of Planned Behavior (TPB)	2
Other Model	7
Others (not Mentioned the Model Name)	16
<u>Variables*</u>	
Attitude	21
Religiosity	16
Subjective Norms	15
Perceived Behavioral Control	14
Halal Awareness	11
Halal Certification	6
Price (Value)	5
Habit	4
Trust	3
Halal Logo	3
Health Consciousness	3
Knowledge	3

*Appears in more than 2 articles

Source: Author's work (2025)

Table 3 indicates that the Theory of Planned Behavior (TPB), its extended versions, and its combination with other models are the most frequently used models in studies on consumer behavior in the halal food market. The standard TPB used in five articles (Lim *et al.*, 2022; Marmaya *et al.*, 2019; Pradana *et al.*, 2024; Sahir *et al.*, 2021; Zulkfli *et al.*, 2020) provides a robust structure for understanding behavior by considering TPB variables such as attitude, subjective norms, and perceived behavioral control towards purchase intention. Some add moderation, such as acculturation (Lim *et al.*, 2022) and halal awareness (Sahir *et al.*, 2021). The Extended TPB, employed in seven studies, goes further by integrating additional variables such as religiosity, halal awareness, halal certificate, trust, (Aslan, 2023; Bashir *et al.*, 2019; El Ashfahany *et al.*, 2024; Viera Nu'riza Pratiwi *et al.*, 2024) halal knowledge, and habit (Nawang *et al.*, 2023). This extension reflects the need for fundamental frameworks to adapt to other variables regarding specific cultural and religious contexts of halal food consumption. Furthermore, the inclusion of mixed models (two papers) between TPB and other models is used, such as TPB with theory of interpersonal behavior (Amalia *et al.*, 2020), TPB with the unified theory of acceptance and utilization of technology (UTAUT2) (Nurkhin *et al.*, 2023). There are also other theoretical frameworks (seven studies), such as stimuli-organism-response (SOR) theory (Sthapit *et al.*, 2024), Interpretive Structural Modeling (ISM) (W. Khan *et al.*, 2020), Theory of Interpersonal Behavior

(TIB)(Bawono *et al.*, 2022), Technology Acceptance Model (TAM) (Al-Banna, 2019), Marketing Mix Functions (4Ps) and consumers' internal factors (Syukur & Nimsai, 2018), the ATAR model (Awareness, Trial, Availability, Repeat Purchase) (Shaari *et al.*, 2020), and an Extended Model of Goal-Directed Behavior (EMGB) (Paudel *et al.*, 2024). The mixed and other models suggest integration into broader behavioral or sociocultural dimensions. However, the largest category (16 studies) does not mention that specific frameworks could be exploratory studies that used various variables out of the robust frameworks, such as TPB.

Regarding the key factors/variables that influence consumer behavior or purchase intention, attitude, as a part of the TPB model, is the most frequently studied factor, appearing in 21 articles. This is followed by religiosity as a variable that is most commonly used in extended TPB with 16 studies. This indicates how adherence to faith influences consumers' decisions to purchase halal food products. This is similar to other TPB variables: subjective norms (15 studies) and perceived behavioral control (14 studies). Halal awareness (11 studies) emphasized the importance of consumer knowledge about halal principles and certifications. Other variables are often used, but to a lesser extent, such as halal certification (six studies), price (five studies), and habit (four studies).

Challenges and Limitations Commonly Faced

Research on the consumer behavior of halal foods, including purchase intention, has gained significant attention in recent years, especially in the emerging global halal market. However, research in this field encounters several challenges and limitations that affect the validity, generalizability, and applicability of the findings. These challenges mostly include methodological issues, demographic constraints, theoretical gaps, and market-related obstacles. Understanding these limitations is important for suggesting future research directions and for improving the overall quality of halal food consumer studies. By Categorizing the limitations found across 37 articles into four main themes, we identified key areas that require further exploration. Table 3 summarized the categories of challenges and limitations from the 37 articles, where one article may contain more than one challenge.

Table 4. Categories of Challenges and Limitations

Category	Number of Articles
Methodological Constraints	29
Contextual and Demographic Limitation	26
Theoretical and Conceptual Gaps	24
Halal Market and Certification Challenges	18

Source: Author's work (2025)

Table 4 discusses the categories of challenges and limitations across 37 studies, which reveals that methodological constraints are the most prevalent issue and impact 29 out of 37 studies. Most articles had issues with sample sizes, sampling techniques, or data collection methods, making it difficult to generalize the findings. Additionally, the dominance of cross-sectional research limits its ability to explore causal relationships. These methodological limitations underscore the need for stronger research designs and more diverse sampling approaches to ensure accurate representation of

halal consumer behavior. Another key challenge identified was contextual and demographic limitations. It also becomes a challenge and has 26 studies that have faced the same problems. It highlights a limited focus on specific populations in Muslim majority country, specific age groups like Millennials, homogeneous cultural and religious backgrounds. This narrow scope limits our understanding of cross-cultural consumer behavior, as attitudes towards halal food may differ based on religious affiliation, economic status, or exposure to halal marketing. This indicates that existing research does not fully capture the complexity of halal food consumer behavior, particularly in multicultural societies where halal food consumption behavior extends far beyond Muslim consumers.

Similarly, theoretical and conceptual gaps were found in 24 studies, where the researchers relied on the Theory of Planned Behavior (TPB), and some of them did not integrate additional factors that suit the context. Meanwhile, TPB provides a strong foundation for examining consumer behavior and the purchase-decision-making process and does not fully explain other impactful variables such as health consciousness, price, and ethical concerns. Most studies also lack an exploration of the role of moderating or mediating variables that could offer deeper knowledge into the complex relationships between potential variables in consumer behavior regarding halal food products. Finally, halal market and certification challenges were identified in 18 studies, demonstrating persistent issues regarding the credibility of halal certification, inconsistent halal standards, and limited access to certified halal products, especially in countries with Muslims as a minority. This challenge suggests that trust and transparency in the halal certification process remain critical concerns in the global halal food industry.

Discussion

This study investigated consumer behavior and purchase intentions regarding halal foods. This provides recent knowledge to develop research perspectives in the context of the halal market. A systematic literature review using the PRISMA protocol was conducted to evaluate the frameworks and factors/variables commonly used, and the challenges faced in consumer behavior and purchase intention of halal foods. This study offers a comprehensive overview of various perspectives and trends in consumer behavior research in the halal market from 2018 to 2024. By conducting a systematic literature review, this study identifies and synthesizes relevant literature on halal foods. It prevailed in theoretical frameworks and uncovered critical determinants shaping consumer behavior and purchase intention in the halal food market. Furthermore, it seeks to provide insight into the challenges that researchers face when analyzing consumer behavior within this industry.

According to the theoretical framework results (table 3), The Theory of Planned Behavior (TPB) has emerged as one of the most prevalent frameworks. It was used in 14 studies, including original, extended, and mixed models. This framework, initially proposed by Ajzen, (1991) and, has been widely used because of its ability to explain consumer decision making through three primary variables: attitude, subjective norms, and perceived behavioral control. Some are still using this original model, and others have tried to add the variables or mix them with other models. For instance, Marmaya

et al., (2019) used the original model and examined the TPB variables towards behavioral intention and Pradana *et al.*, (2024) used TPB variables towards purchase intention and purchase intention towards purchase behavior. It was also applied in, Sahir *et al.*, (2021) which used the effect of TPB variables towards purchase intention and continued to see the effect of purchase intention towards Buying Behavior with Halal Awareness as a moderator. Uniquely, this model can be applied and adjusted based on the object of the research like what Lim *et al.*, (2022) did, as do the TPB variables from the Non-Muslim Point of View. The prevalence of TPB across multiple studies underscores its robustness and versatility in explaining consumer decision-making in the halal food market. This dominance also suggest that future research should consider both reinforcing and critically evaluating TPB-based approach to ensure comprehensive insights.

Several studies have extended TPB by incorporating additional variables, such as religiosity, halal awareness, halal knowledge, and habits. Aslan, (2023) examined the role of halal certificates and trust in addition to TPB variables, demonstrating that trust significantly mediates the relationship between halal certification and purchase intention. Similarly, the expanded TPB integrates halal awareness and its impact on purchasing intention and its direct impact towards buying behavior (Bashir *et al.*, 2019). More complex extended TPB models were performed (El Ashfahany *et al.*, 2024) because religiosity plays a role as both a construct and moderator, and the relationship between variables is slightly different from ordinary TPB frameworks. The extended TPB also performs with other models, such as the Theory of Interpersonal Behavior, (Amalia *et al.*, 2020) with additional variables, such as religiosity and habit. Nurkhin *et al.*, (2023) expanded TPB with the unified theory of acceptance and utilization of technology (UTAUT2), halal awareness, religiosity, financial literacy and halal literacy, demonstrating the expanding complexity of consumer decision-making in the digital food marketplace.

Beyond the TPB, other frameworks have been applied to explore and examine the different dimensions of consumer behavior and purchase intention towards halal foods. The SOR (Stimuli-Organism-Response) model highlights how stimuli such as learning about halal food culture, conviviality, and food experience intensification influence experiential satisfaction and memorable food experiences which ultimately affect purchase intention (Sthapit *et al.*, 2024). This aligns with the increasing emphasis on experiential marketing in halal food markets. Meanwhile, TAM (the Technology Acceptance Model), as seen in Al-Banna, (2019) focus on perceived ease of use, perceived usefulness together with halal label, and religious knowledge, impact habit and is a key determinant of purchase intention. This kind of model shifts towards an interdisciplinary approach, combining behavioral, technological, and psychological factors to predict consumer choices. The Extended Model of Goal-Directed Behavior (EMGB) was also used to integrate emotional responses (desire) and past behavior frequency to predict halal food purchase intention (Paudel *et al.*, 2024). There is also a framework that uses Marketing Mix Functions (4Ps) and consumers' internal factors to explore their connection towards purchase intention (Syukur & Nimsai, 2018). Interestingly, a study opted for an

alternative model that reflects the need for more comprehensive explanations of consumer behavior, such as the Interpretive Structural Modeling (ISM) approach used in W. Khan *et al.*, (2020). This study maps the hierarchical relationships between enabling factors such as brand origin, halal labelling, attitude, and so on and provides a structured analysis of purchase decisions. There are more studies that do not specifically mention about their frameworks, indicating that these could be exploratory studies incorporating a wide range of variables beyond established models, such as TPB. This approach allows researchers to capture the emerging factors that influence halal food consumption without being limited to a single theoretical lens. The diversity of theoretical frameworks underlines the evolving nature of research on halal food consumers. This highlights the necessity of multi-theory approaches to examine the complexity of consumer behavior and purchase intention in various contexts (including demographic, geographic, and other conditions).

The use of frameworks in these studies also affects the use of variables/factors/constructs in research on consumer behavior and purchase intention in the halal food market. This study reviewed a diverse range of variables frequently used to understand halal food consumer behavior. This reflects the complexity and multidimensionality of consumer behavior in this field. According to the literature, several key variables consistently emerge as crucial determinants, such as TPB Variables (attitude, subjective norms, perceived behavioral control), religiosity, and halal awareness. These variables are commonly grounded in established theoretical frameworks, such as the Theory of Planned Behavior (TPB), whereas others incorporate additional context-specific variables to capture unique cultural or consumer dynamics.

This study states that TPB variables (especially attitude) clearly play an important role, even though this model is the most widely used with its extension and combination with other models. However, besides TPB variables, religiosity plays a pivotal role in many studies as a key determinant, even more so than subjective norms and perceived behavioral control. (Aslan, 2023; Bukhari *et al.*, 2020) demonstrate how religiosity with other variables significantly affects purchase intention and Nurhayati & Hendar, (2020) where religiosity impacts halal awareness and purchase intention. Religiosity also moderates the research conducted by El Ashfahany *et al.*, (2024). This focus on religiosity highlights its significance not only as a standalone factor, but also as a moderating variable.

Halal awareness and its mediating role have been widely discussed across the studies. Shahniah *et al.*, (2024) examined how halal awareness with other variables impacts attitude and purchase intention. It also happened Febriandika *et al.*, (2023) where halal awareness had a direct effect towards purchase intention while acting as a mediator and examining the additional influences of religious beliefs, exposure, and health reasons. These findings highlight that variables such as religiosity and halal awareness are not only central to understanding consumer behavior in Muslim-majority contexts but also serve as critical moderators and mediators, shaping the pathways from intention to actual

purchase. Their consistent role across studies reinforce the necessity of including these variables in future models for more accurate predictions of halal food consumption.

These studies also explore additional context-specific variables, such as halal certification, habit, and trust to deepen the understanding of consumer behavior. Halal certification was used to examine its impact towards satisfaction with halal food (Abdou *et al.*, 2024), attitudes, and purchase intentions (Hamzah *et al.*, 2020; Shahnia *et al.*, 2024). Amalia *et al.*, (2020) extended this approach by examining habits as a moderating factor between purchase intention and actual behavior, while habits have a direct impact on purchase intention (Billah *et al.*, 2020; Nurkhin *et al.*, 2023). Habit also acts as a moderator between purchase intention and the purchase of halal food (Bawono *et al.*, 2022). Regarding “trust”, Aslan, (2023) underscores the mediating role of trust in linking halal certification to attitudes and purchase intention. Trust also mediates between halal certificates and attitudes (Viera Nu’riza Pratiwi *et al.*, 2024). There are other variables used based on the literature review, such as halal logo, health consciousness, price value, halal label, need for cognition, and many more. Collectively, these studies provide valuable knowledge on the variables shaping halal food consumer behavior and offer practical implications for various stakeholders, such as researchers, policymakers, and marketers in designing marketing strategies to promote halal foods.

In the analysis of the challenges and limitations of various studies on consumer behavior and purchase intention towards halal foods, four categories were found. Challenges and limitations can be categorized into methodological constraints, contextual and demographic limitations, theoretical and conceptual gaps, and halal market and certification challenges. These categories underscore common issues in study design, sampling, theoretical frameworks, and market conditions that impact the validity and generalizability of the outcomes. Table 4 presents the categories and limitations identified in the reviewed studies along with the number of articles addressing each categories.

Most studies encounter methodological constraints due to issues such as small sample sizes, cross-sectional designs, and lack of diverse sampling techniques. For example, Nurkhin *et al.*, (2023) only 104 respondents from a single city in Indonesia with a small sample size limited the study’s ability to represent broader consumer behavior among halal food in online marketplace users. Similarly, the study examined the young generation from Gen Y consumers’ halal food purchase intentions in Malaysia, but with a small sample size of 110 respondents from three cities (Marmaya *et al.*, 2019), reducing its generalizability. Additionally, cross-sectional studies, such as those in China, hinder the capture of behavioral changes over time, limiting insights into long-term consumer attitudes (Abdou *et al.*, 2024). Another study also faced measurement reliability concerns due to low Cronbach’s alpha values, increasing questions about the robustness of its findings (Hamzah *et al.*, 2020) and limitation in the data collection method (convenience sampling) due to lack of information about the population (Shaari *et al.*, 2020). These challenges and limitations suggest the need for future studies with larger

sample sizes, mixed-method approaches, and longitudinal studies to explore and enhance research validity.

Many studies are constrained by their geographical focus and limited demographic representation, which could affect the broader applicability of the findings. One study only examined Muslim consumers in Bingöl city center, Turkey (Aslan, 2023), and the other only focused on Indonesian Millennials in an Island (Amalia *et al.*, 2020). These conditions make it difficult to generalize their conclusions to other regions or age groups. Similar findings were also obtained by Billah *et al.*, (2020) surveying consumers in Southern Thailand, overlooking perspectives from other regions of the country. These challenges also happened in non-Muslim majority countries, particularly in capturing diverse consumer experience. Pradana *et al.*, (2022) Examined Muslim students in Spain but did not distinguish between first-, second-, and third-generation Muslims. This situation could significantly impact halal awareness and purchasing behavior. Another study focused on non-Muslim Korean consumers but lacked a sample size and did not account for regional or cultural differences (Paudel *et al.*, 2024). These constraints demonstrate the need for broader and more representative samples that consider various cultural, religious, and regional influences.

The theoretical framework gaps used to explain food-purchasing behavior have also been encountered in several studies. The theory of planned behavior (TPB) is mostly applied, but many studies have overlooked additional behavioral control. For example, Sahir *et al.*, (2021) applying only TPB, which is integrated with other theories, might provide a more comprehensive understanding. It also happened to Lim *et al.*, (2022) use TPB with non-Muslim halal food consumers in Malaysia but did not explore alternative models or variables such as acculturation or social identity. In another case, lifestyle did not significantly affect purchase intention and contradicted previous studies, indicating a need for further investigation (Bukhari *et al.*, 2020). Similarly, it was Pradana *et al.*, (2024) found that the uncertainty of halal status negatively affects purchasing interest and highlights a gap in consumer knowledge. These gaps indicate that future research should integrate multiple theoretical frameworks and explore more variables to better understand regarding halal foods consumer behavior and purchase intention.

Furthermore, the halal certification process, consumer trust issues, and a lack of access and standardization are significant challenges in multiple studies. Aslan (2023) highlights consumer skepticism in Turkey due to multiple certification bodies and inconsistent standard while Ahmed *et al.*, (2019) points to trust issues in Pakistan where a lack of legal binding for halal certification and it is increasing concern over authenticity of halal labels and process even in Muslim majority country. Similarly, another study found that consumer ethnocentrism and national identity create resistance to halal food acceptance among non-Muslim consumers in Muslim Minority Countries, thus complicating market expansion efforts (Wilkins *et al.*, 2019). Additionally, Viera Nu'rizza Pratiwi *et al.*, (2024) discussed the uncertainty of the halal status of food in Taiwan. This poses a challenge for Muslim

consumers in non-Muslim regions. These studies illustrate that strengthening the halal certification authority, improving consumer knowledge, and increasing international collaboration for halal standards are pivotal for expanding the halal food market. Moreover, the breadth of these studies indicates that halal food consumption research is increasingly gaining global attention, expanding beyond Muslim-majority countries to include diverse cultural contexts. This global development suggests an emerging interdisciplinary research agenda that integrates consumer behavior, marketing strategies, technology adoption, and cross-cultural perspectives, thus enhancing the understanding of halal food markets worldwide.

CONCLUSION AND RECCOMENDATION

This study synthesizes the literature on consumer behavior and purchase intentions regarding halal food, guided by the PRISMA protocol and using Scopus data. The analysis confirms that the Theory of Planned Behavior (TPB) is the dominant framework, often complemented with variables such as religiosity, halal knowledge, and trust. Other models, including the Theory of Interpersonal Behavior (TIB), Stimuli-Organism-Response (SOR), and Technology Acceptance Model (TAM), reflect a multidimensional understanding of consumer behavior. Theoretical implications from these findings suggest that integrating TPB with context-specific variables enhances our understanding of key determinants and potential moderators in purchase intention models.

From a managerial perspective, the results indicate actionable strategies for marketers and policymakers. Core TPB constructs, combined with contextual factors, such as halal certification, trust, habit, and health consciousness, significantly influence purchase intention. Strengthening halal certification systems, increasing public awareness, and fostering consumer trust can improve market acceptance. Marketers should also consider integrating religiosity and halal awareness into promotional campaigns and products positioning to align with consumer values in both Muslim-majority and minority markets.

Future research should address the limitations identified in this review by adopting larger and more diverse samples, applying mixed-methods approaches, and conducting longitudinal studies to capture behavioral changes over time. Comparative studies across different countries and cultures are recommended to explore multicultural perspectives and cross-national differences in halal consumption. Additionally, expanding bibliographic coverage beyond Scopus and improving access to full-text sources would enhance the comprehensiveness and robustness of future systematic literature analysis.

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