



Ethical Values, Trusted Information, and Quality Heuristics in Shaping Halal Food Purchase Commitment: Evidence from the Indonesian Muslim Diaspora in Europe

Faizul Mubarak¹, Shine Pintor Siolemba Patiro², Martino Wibowo³, Deni Pandu Nugraha⁴

*¹Universitas Terbuka, Indonesia, faizul.mubarak@ecampus.ut.ac.id

²Universitas Terbuka, Indonesia, shinepintor@ecampus.ut.ac.id

³Universitas Terbuka, Indonesia, tino@ecampus.ut.ac.id

⁴Hungarian University of Agriculture and Life Science, Hungary, nugraha.deni.pandu@phd.uni-mate.hu

Abstract. This study examines how ethical moral values and trusted halal information shape halal food purchase commitment among the Indonesian Muslim diaspora in Europe. Integrating value–cognition–behavior and information trust perspectives, this study proposes a dual-pathway model comprising Ethical–Moral Halal Value Attribution (EMHVA), the Halal Information Trust Ecosystem (HITE), and the Halal Quality and Safety Heuristic (HQSH). Data were collected from 173 respondents across nine European countries and analyzed using PLS-SEM. EMHVA does not directly influence purchase commitment but significantly affects HQSH, indicating a strong indirect effect. In contrast, HITE has a significant direct effect on purchase commitment and a weaker effect on HQSH. The mediating role of HQSH in the HITE pathway is marginal. These results suggest that ethical values operate through cognitive evaluation mechanisms, whereas trusted information directly reduces uncertainty and strengthens commitment. This study contributes to the literature by introducing a dual-pathway model that distinguishes between value- and information-driven mechanisms of halal consumption. Practically, it highlights the importance of strengthening credible halal information systems and enhancing quality signaling to support diaspora consumers in complex market environments.

Keywords: Halal Food Consumption; Purchase Commitment; Ethical–Moral Values; Information Trust; Muslim Diaspora.

*Corresponding Author

INTRODUCTION

The global halal market continues to grow rapidly across sectors such as food and beverages, cosmetics, pharmaceuticals, and services, emerging as a key segment of the global ethical economy. Global halal consumer spending exceeded USD 7 trillion in 2024 and is projected to approach USD 10 trillion by 2030, with halal food remaining the largest contributor to market value (DinarStandard, 2025; HalalEX, 2025; Kenresearch, 2024). The rising global Muslim

Author(s) © 2026



population drives this expansion, expected to reach 2.2 billion by 2030, and by increasing non-Muslim consumer interest in halal products, driven by quality, hygiene, and ethical production (Al-Kwifit et al., 2019; Koc et al., 2024; Saleh & Rajandran, 2024). Despite this growth, structural disparities in halal access persist, particularly in Europe, where fragmented certification systems affect Muslim minorities (Joya, 2025; Sandikci et al., 2024). Limited availability and unfamiliar halal governance frameworks reinforce ongoing inequalities in halal assurance and accessibility (Ahmad et al., 2018; Ali et al., 2017; Ali & Suleiman, 2018).

Within this context, the central challenge shifts from promoting halal adoption to fostering the progression of halal-related consumption from situational purchase intention to a more stable and enduring behavior, referred to as Halal Purchase Commitment (HPC). While purchase intention reflects a temporary motivational state, purchase commitment represents a deeper psychological attachment characterized by consistency, persistence, and resistance to situational constraints. This commitment entails sustained preferences for halal products and continued halal purchasing behavior despite information asymmetry, limited product availability, or the presence of close substitutes (Wiyono et al., 2022). These challenges are particularly acute for Indonesian diaspora consumers in Europe, who frequently encounter limited halal-certified options, unfamiliar certification logos, language barriers, and reliance on non-Muslim retail systems. Given the increasing complexity and information asymmetry in global halal supply chains, prioritizing commitment over intention provides a more strategic and policy-relevant analytical perspective (Koc et al., 2024; Vizano et al., 2021).

Research highlights the significant influence of trust and psychological factors in shaping halal-related consumer behavior, including purchase intentions and responses to halal certification (Aslan, 2023; Ismail, 2025; Joya, 2025; Koc et al., 2024). As halal supply chains become increasingly transnational and certification authorities more fragmented, consumers encounter greater halal uncertainty (Bayatzadeh & Talaie, 2025; Noor, 2025; Pinto et al., 2026). This uncertainty heightens perceived risk and underscores the need for a reliable, trustworthy halal information environment (Al-Mahmood & Fraser, 2023; Firmansyah et al., 2025). The challenge is especially pronounced for Indonesian diaspora communities in Europe, who must navigate diverse halal standards involving local European certification bodies, international halal logos, and imported Indonesian products, often without clear equivalence, harmonization, or institutional guidance (Akbar et al., 2023; Alqurashi et al., 2026; Ma & Hamid, 2026).

The demand for trustworthy halal information is amplified within the rapidly expanding digital halal economy, where transparency, traceability, and data integrity are increasingly central to the credibility of halal claims (Herdiana et al., 2024; Joya, 2025; Keramati et al., 2025). Diaspora consumers frequently rely on digital platforms, ethnic online retailers, and cross-border e-commerce to access halal products, making digital information the primary basis for trust and often substituting for direct familiarity with certification institutions. In the European diaspora context, this dependence on digital information is further intensified by the absence of domestic halal authorities, compelling consumers to rely on transnational information flows. Evidence from Indonesia indicates that current halal assurance practices often lack sufficient transparency and detail, highlighting the need for systemic innovation. Such innovations function as trust infrastructure, reducing information asymmetry among stakeholders and enhancing consumer confidence (Chen, 2025; Halder et al., 2025; Nunes & Deliberador, 2025). This perspective aligns with the Halal Information Trust Ecosystem (HITE) framework, which conceptualizes halal assurance as an interconnected system of actors, technologies, and institutions, including regulators, certification bodies, producers, digital platforms, and community networks working together to generate, verify, and disseminate credible halal information.

Despite advances in understanding halal consumer behavior, existing models remain limited in their integration of consumers' moral and ethical dimensions into the commitment-formation process. Halal consumption extends beyond regulatory compliance, representing a normative value system that shapes perceptions of morality, cleanliness, safety, and fairness in consumption practices (Mathew, 2022; Matloob et al., 2026; Susanty et al., 2025). Within this value-oriented framework, Ethical-Moral Halal Value Attribution (EMHVA) describes the cognitive-affective process through which consumers assign moral meaning to halal choices, such as viewing halal consumption as an expression of integrity, responsibility, and ethical goodness (Ismail, 2025; Macready et al., 2020; Noor, 2025). These moral attributions are especially salient among Muslim minority and diaspora populations, where halal choices often serve as mechanisms for identity maintenance and moral consistency within non-Muslim-majority environments. As a result, EMHVA may strengthen intrinsic motivation to sustain halal behavior even when market information is incomplete or ambiguous.

Previous research has primarily focused on perceived value, perceived risk, and trust as predictors of halal purchase intention, often identifying trust as a mediating factor in these relationships. However, few studies have directly investigated moral-ethical attribution as a

foundational driver that initiates consumers' evaluative processes regarding halal quality and safety (Ismail, 2025; Kurniawati & Cakravastia, 2023; Olya & Al-ansi, 2018). This research gap is particularly pronounced in diaspora contexts, where consumers frequently encounter informational constraints, unfamiliar regulatory systems, and time-pressured decision environments. Furthermore, there has been limited scholarly examination of how halal claims are cognitively processed within complex and rapidly evolving information ecosystems. Rather than relying on exhaustive analytical evaluation, consumers often employ heuristics—cognitive shortcuts that facilitate rapid judgments about whether a product is trustworthy, safe, or of acceptable quality. In the halal context, this process is conceptualized as the Halal Quality and Safety Heuristic (HQSH), which involves signal-based assessments derived from certification cues, institutional reputation, transparency of origin, audit trails, traceability mechanisms, and *tayyib* (wholesome) narratives. These heuristics enable consumers to infer halal quality and safety without engaging in complex verification processes. The existence of a robust halal information trust ecosystem (HITE) is therefore essential, as it provides credible and verifiable signals that support heuristic formation through enhanced transparency and assurance mechanisms. At the same time, moral-ethical attribution (EMHVA) may heighten consumers' sensitivity to halal-related cues, thereby reinforcing reliance on HQSH as a foundation for consistent decision-making.

Accordingly, this study conceptualizes HQSH as a mediating mechanism linking the effects of EMHVA and HITE on Halal Purchase Commitment (HPC). When consumers internalize halal as a moral-ethical value, they are more likely to assess halal quality and safety through heuristic evaluation, thereby strengthening sustained commitment to halal consumption. Similarly, within a trustworthy information ecosystem, the clarity and credibility of halal-related information enhance confidence in perceived quality and safety, further reinforcing purchase commitment. This mechanism is particularly relevant for Indonesian diaspora consumers in Europe, whose halal decisions are shaped by both internal moral convictions and external informational trust signals.

This article makes three principal contributions. First, it advances research on halal consumer behavior by shifting the analytical focus from purchase intention to halal purchase commitment (HPC), which represents a more stable and strategically significant behavioral outcome, especially in Muslim minority and diaspora contexts. Second, it integrates two critical yet often examined in isolation determinants, ethical-moral halal value attribution (EMHVA) and the halal information trust ecosystem (HITE), to elucidate the mechanisms underlying the

formation of commitment among Indonesian diaspora consumers in Europe. Third, it introduces halal quality and safety heuristics (HQSH) as a psychological pathway through which halal signals from both internal moral values and external information systems are converted into quality and safety beliefs that shape sustained purchase commitment. In European contexts marked by regulatory diversity and cultural plurality, this framework offers valuable theoretical insights and practical implications for halal producers, certification bodies, regulators, diaspora communities, and digital platforms, thereby strengthening trust and promoting long-term halal consumer commitment.

LITERATURE REVIEW

Halal Consumption in Minority and Diaspora Contexts

Recent research on halal consumption has shifted from a narrow focus on religious permissibility to a broader conceptualization of halal as a multidimensional market promise that includes institutional assurance, trust, perceived integrity, and value-based meaning (Ali & Suleiman, 2018; Mathew, 2022; Wilson & Liu, 2011). In contemporary halal markets, consumption decisions are increasingly influenced by the interplay between psychological processes and socio-institutional structures, especially as halal products move through globalized and digitized supply chains (Ahmad et al., 2023; Koc et al., 2024; Tieman, 2015). This multidimensional approach acknowledges that halal is no longer viewed solely as a binary religious attribute but as a complex signal encompassing safety, cleanliness, ethical responsibility, and institutional credibility.

Halal Consumption in Diaspora Contexts and the Role of Trust

In Muslim-minority regions, such as Europe, halal consumption occurs under complex market conditions characterized by uneven product availability, fragmented certification systems, and significant verification challenges (Bonne et al., 2007; Lever & Miele, 2012). Unlike Muslim-majority countries with centralized halal authorities, European markets operate under multiple certification regimes in which multiple local and international standards coexist, often differing in technical requirements such as slaughtering practices, supervision, and accreditation procedures (Lever et al., 2025; Tieman, 2015). This institutional heterogeneity creates confusion among consumers and increases reliance on institutional trust and informational cues when evaluating halal authenticity. This issue is particularly relevant for the Indonesian diaspora in Europe, whose consumption behavior is shaped by prior halal socialization and by

the institutional diversity of host-country markets. In such contexts, halal functions as a credence attribute, meaning that its authenticity cannot be directly verified through consumption experience (Bonne et al., 2008; Macready et al., 2020). Consequently, consumers rely heavily on trust in certification bodies, retailers, and information intermediaries. Previous studies have consistently demonstrated that trust plays a critical role in shaping halal purchasing behavior and often influences outcomes through indirect psychological mechanisms (Ali & Suleiman, 2018; Zafar & Abu-Hussin, 2025). Trust reduces perceived risk in uncertain environments and enables consumers to form stable purchasing patterns beyond situational intention. Therefore, a strong halal information trust ecosystem is expected to directly enhance consumers' commitment to purchasing halal products in diaspora contexts.

H1: The Halal Information Trust Ecosystem has a positive effect on Halal Purchase Commitment

Ethical–Moral Halal Value Attribution and Purchase Commitment

Beyond institutional trust, internal value-based drivers are increasingly recognized as central determinants of halal consumption behavior. Ethical–Moral Halal Value Attribution (EMHVA) reflects the extent to which consumers interpret halal consumption as an expression of moral integrity, responsibility, and ethical goodness (Mathew, 2022; Wilson & Liu, 2011). Contemporary literature highlights that halal encompasses not only religious permissibility but also broader ethical dimensions, including wholesomeness (tayyib), environmental responsibility, and humane production practices (Matloob et al., 2026; Yaman et al., 2026; Zailani et al., 2015). In diaspora contexts, the moral–ethical dimension of halal becomes particularly salient, as consumption practices often serve as mechanisms for identity maintenance and moral self-regulation (Al-Mahmood & Fraser, 2023; Turaeva & Brose, 2020). Under conditions of institutional ambiguity and limited verification, consumers rely more on internalized ethical reasoning to assess halal legitimacy (Ismail, 2025; Noor, 2025). These moral attributions serve as stabilizing cognitive anchors, enhancing consistency in consumption behavior. Thus, ethical–moral values are expected to strengthen consumers' long-term commitment to halal consumption, particularly in uncertain environments.

H2: Ethical Moral Halal Value Attribution (EMHVA) has a positive effect on Halal Purchase Commitment (HPC).

Ethical, Moral Values, and Halal Quality Safety Heuristics

In complex decision-making environments, consumers often rely on heuristics as cognitive shortcuts to simplify evaluation processes. In the halal context, ethical–moral values enhance the perceived diagnostic value of halal cues, such as certification labels and product origin. When halal is internalized as a moral and ethical obligation, consumers are more likely to associate halal attributes with quality, cleanliness, and safety. These associations form what is conceptualized as the Halal Quality and Safety Heuristic (HQSH), in which halal signals serve as proxies for product evaluation. Prior research indicates that moral beliefs significantly influence perceptions of product quality and safety, which, in turn, affect consumer decisions (Nor et al., 2023; Olya & Al-ansi, 2018; Rahman et al., 2024). Therefore, ethical–moral halal value attribution is expected to positively shape consumers’ heuristic-based evaluations of halal quality and safety.

H3: Ethical, Moral Halal Value Attribution positively affects Halal Quality and Safety Heuristics.

Halal Information Trust Ecosystem and Quality Safety Heuristic

In addition to internal values, external informational structures play a crucial role in shaping cognitive evaluations. The Halal Information Trust Ecosystem refers to the network of institutions, technologies, and communication channels that ensure the credibility and accessibility of halal-related information (Herdiana et al., 2024; Koc et al., 2024). In environments characterized by information asymmetry, trusted information serves as a key signal that helps consumers infer product quality and safety. Empirical evidence shows that transparency, traceability, and certification credibility significantly enhance perceived quality and reduce uncertainty (Chong et al., 2022). Recent technological developments, such as blockchain-enabled traceability systems, further strengthen information integrity and trust in halal supply chains (Joya, 2025; Keramati et al., 2025). In diaspora contexts, where consumers face fragmented certification systems and limited institutional familiarity, a reliable information ecosystem becomes essential for forming quality and safety judgments.

H4: Halal Information Trust Ecosystem has a positive effect on Halal Quality and Safety Heuristic

Halal Quality–Safety Heuristic and Purchase Commitment

Heuristic-based evaluations of product quality and safety play a central role in shaping consumer behavior, particularly in uncertain and complex environments. In halal markets, certification labels, institutional reputation, and traceability signals are often interpreted as indicators of product reliability and safety. Prior studies demonstrated that perceived quality and safety significantly influence purchase intention and behavior across halal product categories (Olya & Al-ansi, 2018; Zafar et al., 2024). In diaspora settings, where consumers face time constraints, language barriers, and limited information, heuristic processing becomes even more important. Consumers rely on simplified cues to make consistent purchasing decisions, thereby strengthening behavioral commitment. Thus, the halal quality and safety heuristic is expected to enhance purchase commitment directly.

H5: Halal Quality and Safety Heuristic has a positive effect on Halal Purchase Commitment

Mediating Role of Halal Quality and Safety Heuristics

In complex and uncertain consumption environments, such as halal markets in diaspora contexts, consumers often rely on cognitive mechanisms to translate abstract values and external information into actionable decisions. Heuristic processing provides an efficient pathway for consumers to simplify evaluation by using cues such as certification labels, institutional reputation, and traceability signals (Al-Kwifí et al., 2019; Bux et al., 2022). In the halal context, the Halal Quality and Safety Heuristic (HQSH) functions as a critical cognitive bridge linking both internal ethical–moral values and external information trust to behavioral outcomes. Prior studies consistently show that ethical values and religiosity indirectly influence consumer behavior through mediating variables such as perceived quality, trust, and attitudes (Rafiki et al., 2023; Rahman et al., 2024). Similarly, trust in halal certification and information systems enhances perceived product quality and reduces uncertainty, thereby driving purchase decisions (Chong et al., 2022; Olya & Al-ansi, 2018). In conditions of information asymmetry and limited verification, consumers are more likely to depend on heuristic cues to infer halal authenticity, safety, and quality (Akim et al., 2024; Lever et al., 2025). Empirical evidence further indicates that perceived quality and trust act as key mediators in shaping halal purchasing behavior across different contexts (Ahmad et al., 2023; Ali & Suleiman, 2018; Zafar et al., 2024). Therefore, HQSH can be conceptualized as a central mediating mechanism through which ethical–moral value attribution and the halal information trust ecosystem are transformed into sustained halal purchase commitment.

H6: Halal Quality and Safety Heuristic mediates the relationship between Ethical Moral Halal Value Attribution (EMHVA) and Halal Purchase Commitment (HPC).

H7: Halal Quality and Safety Heuristic mediates the relationship between Halal Information Trust Ecosystem and Halal Purchase Commitment.

Despite extensive research on halal consumption, prior studies have largely examined isolated factors such as religiosity, trust, and perceived quality, with limited integration of internal moral values and external information systems within a single framework (Ali & Suleiman, 2018; Koc et al., 2024; Mathew, 2022). Furthermore, most studies focus on purchase intention rather than more stable outcomes such as purchase commitment, particularly in uncertain and complex market environments (Wiyono et al., 2022; Zafar & Abu-Hussin, 2025). Research in diaspora contexts also remains underexplored, despite the unique challenges of institutional diversity and information asymmetry faced by Muslim consumers in Europe (Bonne et al., 2008; Lever et al., 2025; Turaeva & Brose, 2020).

This study addresses these gaps by proposing a dual-pathway model that integrates ethical and moral Halal Value Attribution with the Halal Information Trust Ecosystem, mediated by the Halal Quality and Safety Heuristic (HQSH), to explain halal purchase commitment. By shifting the focus from intention to commitment and incorporating a heuristic-based cognitive mechanism in a diaspora context, this study offers a novel and integrative contribution to the halal consumer behavior literature.

METHOD

A quantitative cross-sectional survey design was employed to test a mediation framework in which Ethical–Moral Halal Value Attribution (EMHVA) and the Halal Information Trust Ecosystem (HITE) influence Halal Purchase Commitment (HPC) through the mediating role of the Halal Quality and Safety Heuristic (HQSH). This design is well-suited to theory-driven research examining structural relationships among latent constructs within a defined population at a single point in time. The empirical context centers on the Indonesian Muslim diaspora in Europe, a consumer group operating in Muslim-minority markets characterized by heterogeneous certification regimes, varying institutional assurances, and heightened information asymmetry.

Data were collected between August and October 2024 using a self-administered online questionnaire. This questionnaire was distributed through Indonesian diaspora community

networks, social media groups, and informal organizational channels across nine European countries: the Netherlands, Switzerland, France, Germany, Belgium, Denmark, Hungary, the United Kingdom, and Italy. Because a comprehensive sampling frame was unavailable, purposive sampling was used to align with the study’s conceptual focus. Respondents eligible to participate were Indonesian citizens or individuals of Indonesian origin aged 18 or older who resided in one of the focal countries and had purchased halal products or services in the host country within the previous 3 months. Following data screening, which removed incomplete responses and low-quality patterns, 175 valid observations were retained for analysis.

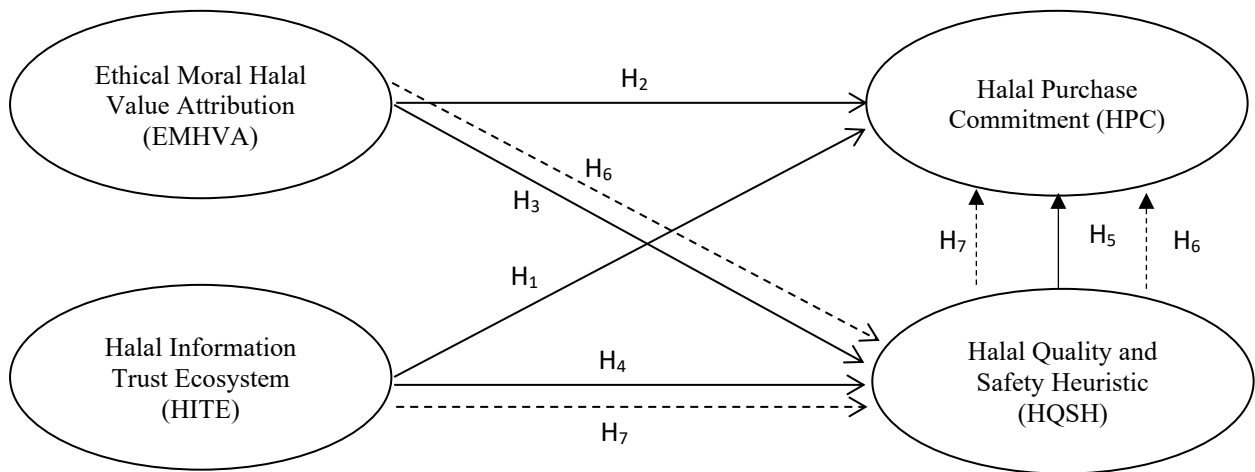


Figure 1. Research Framework

All constructs were measured using multi-item reflective scales adapted from established halal consumer behavior and trust literature and contextualized for diaspora consumption in Europe. Responses were recorded on a five-point Likert scale ranging from strongly disagree to agree strongly. EMHVA was measured using items that capture perceptions of halal consumption as ethically and morally meaningful. HITE was operationalized through items assessing the perceived credibility and reliability of halal-related information, including certification bodies, labeling systems, and information channels in the host country. HQSH captured respondents’ reliance on halal cues—such as certification symbols, retailer reputation, and traceability narratives—as cognitive shortcuts for inferring product quality, cleanliness, and safety. HPC was measured by items reflecting sustained commitment to halal purchasing, even under conditions of limited availability, higher prices, or reduced convenience.

Several procedural remedies were applied to mitigate the potential common-method bias inherent in self-reported survey data. Respondents were assured of anonymity and confidentiality, informed that there were no right or wrong answers, and survey items were formulated using clear, neutral wording to reduce evaluation apprehension and response bias.

The hypotheses were tested using PLS-SEM with SmartPLS 4 following data collection and preparation. This approach was selected for its suitability in prediction-oriented research, robustness with moderate sample sizes, and effectiveness in estimating mediation effects. The analysis followed a two-step procedure. The measurement model was initially evaluated through assessments of indicator reliability, internal consistency, convergent validity, and discriminant validity. Second, the structural model was assessed by estimating path significance via bootstrapping.

The mediating role of HQSH was examined by testing the indirect effects of EMHVA and HITE on HPC through bootstrapped mediation analysis. Mediation was established based on the relative significance of indirect paths to direct effects, allowing identification of partial or full mediation. This approach enables a nuanced understanding of how ethical–moral values and trusted information ecosystems are translated into stable halal purchase commitment through quality- and safety-based heuristic processing in diaspora consumption contexts.

RESULTS

The demographic characteristics provide a diverse, structurally coherent representation of the Indonesian diaspora in Europe (Table 1), based on 173 valid responses that vary in age, gender, country of residence, length of stay, and employment status. The sample mainly comprised respondents in the productive age range, especially 30–39 (69) and 20–29 (58). The smaller groups were those aged 40–49 (33), 50–59 (11), and above 60 (2). This finding suggests that young to early-middle-aged adults engaged in education or employment influence halal consumption decisions. The sample showed a balanced gender distribution: 93 males and 80 females, mirroring common patterns among Indonesian diaspora communities in Europe.

Respondents lived in several European countries, including Hungary (44), the Netherlands (35), Germany (29), and the United Kingdom (26), with others living in France, Belgium, Denmark, Italy, and Switzerland. This broad distribution supports the exploration of halal consumption in various European settings. Most had lived in their host country for 1–3 years (90), followed by 4–6 years (45), with smaller numbers having lived for 3–12 months (24) and 7–10 years (7 each). This mix of temporary and semi-permanent migrants is relevant for studying halal purchase under transitional living conditions. Most respondents were students (106), with 31 employed full-time, 29 part-time, and 7 entrepreneurs. This employment range supports the examination of halal purchasing across economic and lifestyle contexts.

Table 1. Respondent Demographics

Characteristic	Category	n
Age	20–29 years	58
	30–39 years	69
	40–49 years	33
	50–59 years	11
	> 60 years	2
Gender	Male	93
	Female	80
Country	Hungary	44
	Netherlands	35
	Germany	29
	United Kingdom	26
	France	10
	Belgium	9
	Denmark	8
	Italy	6
	Switzerland	6
Length of Stay in the Country	3-12 months	24
	1–3 years	90
	4–6 years	45
	7–10 years	7
	> 10 years	7
Employment Status	Student	106
	Full-time employed	31
	Part-time employed	29
	Entrepreneur	7

Source: Data is processed (2024)

The results of the measurement model assessment indicate that all constructs in this study, Ethical Moral Halal Value Attribution (EMHVA), Halal Information Trust Ecosystem (HITE), Halal Purchase Commitment (HPC), and Halal Quality & Safety Heuristic (HQSH), demonstrate satisfactory levels of reliability and convergent validity in accordance with established PLS-SEM guidelines. All indicator factor loadings ranged from 0.733 to 0.908, exceeding the recommended minimum threshold of 0.70. This validity confirms that each indicator substantially contributes to its respective latent constructs and that no measurement items need to be eliminated. Notably, the HQSH construct exhibits the highest loadings, indicating a strong, consistent measurement of consumers' perceptions of halal quality and safety. In contrast, the HITE construct, although displaying comparatively lower loadings, still meets acceptable standards given its smaller number of indicators.

Table 2. Measurement Model

Variable	Code of Items	Dimensions	Factor Loading
EMHVA	X _{1.1}	I recognize the importance of consuming halal products in accordance with religious teachings.	0.788
	X _{1.2}	I believe halal products are produced based on high ethical principles	0.834
	X _{1.3}	I perceive halal producers as caring about consumer well-being.	0.869
	X _{1.4}	I believe halal products reflect strong moral and ethical values	0.876
	X _{1.5}	Halal products are perceived as environmentally friendly.	0.804
HITE	X _{2.1}	I obtain halal information from trustworthy sources	0.755
	X _{2.2}	Social media plays an important role in spreading halal product information	0.794
	X _{2.3}	I receive halal product information from religious communities	0.785
	X _{2.4}	I often hear positive reviews about halal products from others.	0.800
HPC	Y ₁	I check halal labels before purchasing products	0.884
	Y ₂	Halal labels influence my purchase decisions	0.827
	Y ₃	I prefer halal products even if they are more expensive	0.862
	Y ₄	I frequently purchase halal-labeled products in my country of residence	0.760
	Y ₅	I prefer shopping at stores that specialize in halal products	0.899
	Y ₆	I support the promotion of halal products in Europe	0.788
HQSH	M ₁	I believe halal products are of higher quality than non-halal products	0.785
	M ₂	I feel safer consuming halal-labeled products	0.733
	M ₃	Halal products in Europe meet high-quality standards	0.791
	M ₄	I consider halal products safe for consumption	0.805

Variable	Code of Items	Dimensions	Factor Loading
	M5	Halal products are associated with health and hygiene	0.861
	M6	I perceive halal products as more hygienic than non-halal products	0.876
	M7	Halal products in Europe are consistently high in quality	0.908

Furthermore, internal consistency reliability is strongly supported, as evidenced by CR values ranging from 0.864 to 0.937 and 0.791 to 0.921. These values exceed the recommended cutoff of 0.70, indicating a high degree of consistency among the indicators within each construct. In particular, HQSH and HPC demonstrate exceptionally high reliability, suggesting that they are highly stable and homogeneous. Although HITE shows relatively lower reliability coefficients, its values remain within acceptable limits, which is methodologically reasonable given the limited number of items used to capture this construct.

Table 3. Construct Reliability and Convergent Validity

Variable	Composite Reliability (CR)	Cronbach's Alpha	AVE
EMHVA	0.920	0.891	0.697
HITE	0.864	0.791	0.614
HPC	0.934	0.915	0.703
HQSH	0.937	0.921	0.680

Convergent validity is further confirmed through the Average Variance Extracted (AVE) values, which range from 0.614 to 0.703 for all constructs and thus surpass the minimum criterion of 0.50. This result indicates that each construct explains more than half of the variance in its indicators, reinforcing the adequacy of the measurement scales. The measurement model constructs meet the necessary criteria for validity and reliability. The established measurement quality provides a sound foundation for subsequent structural model analysis and hypothesis testing within the proposed conceptual framework.

Table 4. Fornell-larcker criterion

Construct	EMHVA	HITE	HPC	HQSH
EMHVA	0.835			
HITE	0.703	0.783		
HPC	0.645	0.656	0.838	
HQSH	0.875	0.701	0.674	0.825

Table 4 summarizes the discriminant validity assessment, demonstrating that the constructs examined in this study are conceptually distinct and empirically robust, as assessed by the Fornell–Larcker criterion. The diagonal elements of the matrix display the square roots of the Average Variance Extracted (\sqrt{AVE}) for each construct, while the values below the diagonal

represent inter-construct correlations. Consistent with the Fornell–Larcker criterion, the $\sqrt{\text{AVE}}$ values for EMHVA (0.835), HITE (0.783), HPC (0.838), and HQSH (0.825) exceeded their respective inter-construct correlations. This finding confirms that each construct accounts for more variance in its indicators than the other constructs, thereby establishing discriminant validity.

Table 5. Hypothesis testing

Hypothesis	Relationship	Path Estimate	T statistics	P values	Conclusion
H ₁	HITE -> HPC	0.343	3.330	0.000	Accepted
H ₂	EMHVA -> HPC	0.103	0.651	0.258	Not Accepted
H ₃	EMHVA -> HQSH	0.755	12.429	0.000	Accepted
H ₄	HITE -> HQSH	0.170	2.401	0.008	Accepted
H ₅	HQSH -> HPC	0.344	2.233	0.013	Accepted
H ₆	EMHVA -> HQSH -> HPC	0.260	2.175	0.015	Accepted
H ₇	HITE -> HQSH -> HPC	0.059	1.565	0.059	Accepted

The hypothesis testing results show that most of the proposed relationships are supported. The HITE has a significant positive effect on Halal Purchase Commitment ($\beta = 0.343$, $p < 0.001$), indicating that reliable information sources and communication channels strengthen consumers' commitment to purchasing halal products. In contrast, EMVHA does not directly influence HPC ($\beta = 0.103$, $p > 0.05$), suggesting that moral awareness alone is insufficient to drive purchase commitment. However, EMHVA has a stronger effect on Halal Quality & Safety Heuristic ($\beta = 0.755$, $p < 0.001$), whereas HITE has a smaller but significant effect on HQSH ($\beta = 0.170$, $p < 0.01$). Furthermore, HQSH significantly influences HPC ($\beta = 0.344$, $p < 0.05$), highlighting its role as a key cognitive mechanism linking perceptions to behavior. Mediation analysis revealed that HQSH significantly mediates the relationship between EMHVA and HPC ($\beta = 0.260$, $p < 0.05$), but the indirect effect of HITE on HPC through HQSH is marginal ($\beta = 0.059$, $p = 0.059$).

DISCUSSION

The structural model assessment employed bootstrapping within partial least squares structural equation modeling (PLS-SEM) to examine hypothesized relationships among Ethical–Moral Halal Value Attribution (EMHVA), Halal Information Trust Ecosystem (HITE), Halal Quality and Safety Heuristic (HQSH), and Halal Purchase Commitment (HPC). The results demonstrate distinct effects across direct, indirect, and mediated pathways, offering detailed

insights into the cognitive, trust, and quality-related mechanisms underlying halal purchase commitment.

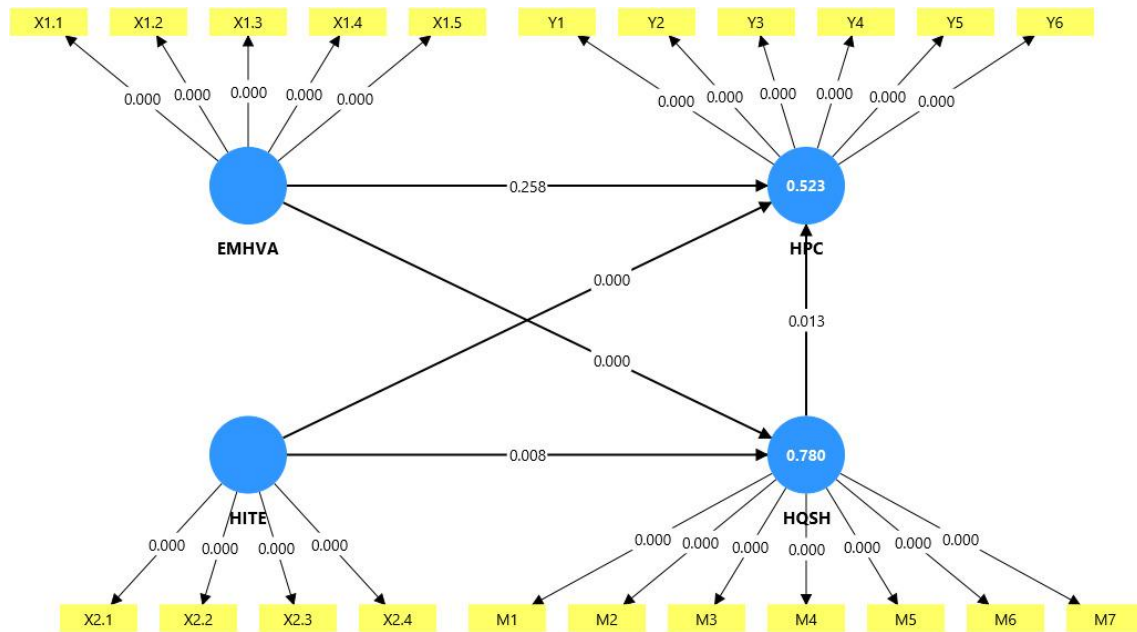


Figure 1. Structural Path Estimates

The direct effect of Ethical–Moral Halal Value Attribution (EMHVA) on Halal Purchase Commitment (HPC) is positive but statistically non-significant ($\beta = 0.103$, $t = 0.651$, $p = 0.258$). This result indicates that ethical and moral valuation of halal alone does not directly lead to a strong purchase commitment when other explanatory mechanisms are included in the model. Instead, ethical–moral values function as distal motivational drivers that shape consumers’ cognitive evaluations prior to influencing behavior. This interpretation is further supported by the strong, significant effect of EMHVA on the Halal Quality & Safety Heuristic (HQSH), indicating that moral attribution primarily enhances perceptions of quality, safety, and reliability, which subsequently drive purchase commitment. This finding aligns with recent literature on halal consumer behavior, which demonstrates that religiosity and moral values typically exert their influence indirectly through mediators such as perceived quality, trust, or attitudes, rather than through direct effects on purchase intention or commitment (Ismail, 2025; Koc et al., 2024; Rafiki et al., 2023). Research in halal and ethical consumption contexts similarly indicates that moral convictions increase consumers’ reliance on quality and safety cues, which subsequently serve as the primary determinants of purchase behavior. Therefore, the non-significant direct effect observed in this study does not diminish the importance of EMHVA; instead, it supports a value–cognition–behavior mechanism, whereby ethical–moral

values influence halal purchase commitment mainly through quality- and safety-based cognitive heuristics rather than through direct behavioral intention.

The relationship between Ethical–Moral Halal Value Attribution (EMHVA) and Halal Quality & Safety Heuristic (HQSH) is exceptionally strong and highly significant ($\beta = 0.755$, $t = 12.429$, $p < 0.001$), indicating that ethical–moral interpretations of halal exert a dominant influence on consumers’ perceptions of product quality and safety. These results indicate that when consumers internalize halal as a moral and religious obligation, they are more likely to interpret halal labels and certifications as reliable indicators of superior quality, safety, and hygienic standards. In this context, halal functions not only as a symbolic religious marker but also as a quality-assurance heuristic that informs product evaluation. This result is consistent with recent halal and ethical consumption literature, which demonstrates that moral and religious values intensify consumers’ reliance on quality and safety cues during decision-making. Prior studies indicate that religiosity and ethical value orientation significantly enhance perceived product quality, which, in turn, influences purchase intention and commitment (Al-Mahmood & Fraser, 2023; Battour et al., 2018; Chong et al., 2022; Hong et al., 2019). Recent evidence further confirms that halal quality perceptions serve as a critical cognitive bridge between moral conviction and behavioral outcomes across both food and non-food halal categories. Therefore, the strong EMHVA-HQSH relationship observed in this study supports a value-driven cognition mechanism, in which ethical–moral halal values are translated into purchase-relevant judgments through heightened perceptions of quality and safety.

The effect of Halal Information Trust Ecosystem (HITE) on Halal Purchase Commitment (HPC) is positive and statistically significant ($\beta = 0.343$, $t = 3.330$, $p < 0.001$), indicating that a trustworthy halal information environment directly strengthens consumers’ commitment to purchasing halal products. When consumers perceive halal-related information—such as certification labels, institutional endorsements, community sources, and media communication—as credible and reliable, they are more likely to convert this confidence into consistent purchasing behavior. In contexts marked by information asymmetry or institutional uncertainty, trusted information serves as a risk-reduction mechanism, enabling consumers to commit without extensive product re-evaluation. This result is consistent with contemporary halal consumer research, which identifies trust as a central determinant of purchase intention and commitment. Empirical studies across diverse halal markets demonstrate that trust in halal certification bodies, regulatory institutions, and information sources significantly enhances

consumers' willingness to purchase and repurchase halal products (Ibrahim et al., 2024; Ismail, 2025; Olya & Al-ansi, 2018; Rahayu et al., 2025). Recent evidence also suggests that information credibility and transparency are particularly influential in non-majority or competitive markets, where consumers rely on trusted signals to validate halal claims. Therefore, the significant HITE and HPC relationship observed in this study reinforces the view that trusted information ecosystems serve as a proximal driver of halal purchase commitment, operating alongside but independently from ethical or quality-based motivations.

The relationship between Halal Information Trust Ecosystem (HITE) and Halal Quality & Safety Heuristic (HQSH) is positive and statistically significant ($\beta = 0.170$, $t = 2.401$, $p = 0.008$), indicating that trusted halal information significantly shapes consumers' perceptions of product quality and safety. When halal-related information—such as certification credibility, institutional endorsements, and transparent communication—is perceived as reliable, consumers are more likely to interpret halal claims as indicators of superior quality, safety, and hygienic standards. Thus, trust in information sources enhances the diagnostic value of halal cues in consumers' cognitive evaluations. This result aligns with recent halal consumer research, which emphasizes that institutional trust and information credibility strengthen perceived product quality, subsequently influencing purchase-related outcomes. Prior studies demonstrate that trust in halal certification bodies and regulatory institutions significantly enhances perceived quality and safety, thereby reinforcing positive product evaluations and behavioral intentions (Ahmad et al., 2017; Chong et al., 2022; Koc et al., 2024; Selim et al., 2022). Recent evidence further underscores that, in contexts marked by information asymmetry, such as minority or competitive halal markets, trusted information ecosystems are crucial for transforming abstract halal claims into concrete quality and safety heuristics that guide consumer decision-making. Therefore, the significant HITE and HQSH relationship supports the view that information trust functions as both a behavioral driver and a cognitive enhancer, reinforcing the interpretation of halal as a quality- and safety-assuring attribute.

The path from Halal Quality & Safety Heuristic (HQSH) to Halal Purchase Commitment (HPC) is positive and statistically significant ($\beta = 0.344$, $t = 2.233$, $p = 0.013$), indicating that consumers' perceptions of halal products as safe, hygienic, and high-quality significantly strengthen their purchase commitment. These results suggest that, beyond ethical or informational considerations, quality and safety perceptions serve as proximal cognitive drivers that translate favorable evaluations into consistent purchasing behavior. When halal serves as a heuristic cue for superior quality and safety, consumers are more willing to commit

to repeat or sustained purchases. This result is strongly supported by contemporary halal consumer research, which consistently identifies perceived quality and safety as key antecedents of purchase intention and commitment across both halal food and non-food product categories. Prior studies show that consumers often associate halal certification with stricter production standards, cleanliness, and risk reduction, thereby reinforcing purchase motivation (Al-Mahmood & Fraser, 2023; Aslan, 2023; Rahman & Indra, 2024). Recent empirical evidence further confirms that quality- and safety-based heuristics are central mechanisms through which halal attributes influence behavioral outcomes, particularly in competitive or non-majority markets where consumers rely on simplified cues to guide decisions. Therefore, the significant HQSH-HPC relationship observed in this study reinforces the view that perceived halal quality and safety constitute a critical cognitive bridge between information, values, and actual purchase commitment.

The indirect effect of Ethical–Moral Halal Value Attribution (EMHVA) on Halal Purchase Commitment (HPC) through Halal Quality & Safety Heuristic (HQSH) is positive and statistically significant ($\beta = 0.260$, $t = 2.175$, $p = 0.015$), confirming the presence of a meaningful mediation mechanism. This finding indicates that ethical–moral halal values do not directly translate into purchase commitment; instead, they shape consumers' cognitive evaluations of halal products as safe, hygienic, and high quality. In this sense, HQSH functions as a cognitive conduit through which moral and religious convictions are transformed into concrete behavioral commitment. This mediated pathway is theoretically consistent with contemporary research in halal and ethical consumption, which argues that moral values are typically motivational but distal, influencing behavior primarily through intermediate cognitive constructs such as perceived quality, safety, trust, or attitudes (Rafiki et al., 2023; Rahman et al., 2024). Recent studies further demonstrate that in halal markets, the internalization of ethical and religious values strengthens consumers' reliance on quality and safety cues, which subsequently become the most immediate predictors of purchase intention and commitment.

The indirect effect of Halal Information Trust Ecosystem (HITE) on Halal Purchase Commitment (HPC) through Halal Quality & Safety Heuristic (HQSH) is positive but only marginally significant ($\beta = 0.059$, $t = 1.565$, $p = 0.059$). This finding suggests that trusted halal information may contribute to purchase commitment by enhancing consumers' perceptions of quality and safety; however, this mediating mechanism is relatively weak when considered independently. The borderline significance indicates that while information trust can shape cognitive quality heuristics, its influence on purchase commitment operates more strongly

through direct pathways than through quality and safety perceptions. This result is theoretically meaningful and consistent with recent halal and consumer trust literature, which emphasizes that trust often exerts a dual influence on behavior: directly reducing perceived risk and uncertainty, and indirectly shaping evaluative judgments such as perceived quality or value (Aslan, 2023; Koc et al., 2024; Rafiki et al., 2023). In contexts where consumers already rely heavily on trusted information sources, such as certification bodies, community networks, or institutional signals, the direct effect of information trust on commitment may overshadow its indirect cognitive effects. Therefore, the marginal mediation observed in this study suggests that HITE primarily functions as a proximal driver of halal purchase commitment, with quality and safety heuristics serving a complementary rather than dominant mediating role.

CONCLUSION

This study concludes that halal purchase commitment among the Indonesian Muslim diaspora in Europe is shaped by a dual mechanism involving trust-based information and cognitive quality–safety evaluations rather than ethical–moral values alone. While ethical–moral halal value attribution does not directly influence purchase commitment, it exerts a strong indirect effect through the halal quality and safety heuristic, indicating that before influencing behavior, moral awareness must first be translated into perceptions of product reliability, safety, and quality. In contrast, the halal information trust ecosystem exerts both direct and indirect (though weaker) influence on purchase commitment, highlighting the central role of credible information, social communication, and community-based trust in shaping consumer decisions in minority contexts. These findings imply that non-significant direct effects (EMHVA → HPC) are not indicative of theoretical irrelevance but rather confirm the mediating role of cognitive evaluation mechanisms, whereas significant paths (HITE → HPC and HQSH → HPC) reinforce the importance of trust and heuristic processing in diaspora consumption settings. This study recommends that to build consumer confidence, policymakers, halal certification bodies, and market actors in Europe prioritize strengthening transparent and credible halal information ecosystems, enhancing labeling clarity, and consistently signaling product quality and safety. This study advances the literature on halal consumer behavior by validating a dual-pathway model that integrates value- and trust-based mechanisms. Future research should test this framework across different diaspora populations, institutional settings, and longitudinal designs to capture dynamic shifts in trust and perception.

ACKNOWLEDGMENT

We sincerely thank the Ministry of Education, Culture, Research, and Technology of the Republic of Indonesia, specifically the Directorate General of Higher Education and the Directorate of Research, Technology, and Community Service (DRTPM), for their invaluable support. This study was funded by the Research and Community Service Grant Program for the 2024 Fiscal Year under Grant Number 0667/E5/AL.04/2024. We are grateful to Universitas Terbuka for its assistance and facilitation throughout the research. We also appreciate all individual and institutional contributions to this work.

REFERENCES

- Ahmad, A. N., Abidin, U. F. U. Z., Othman, M., & Abdul Rahman, R. (2018). Overview of the Halal Food Control System in Malaysia. *Food Control*, 90, 352–363. <https://doi.org/https://doi.org/10.1016/j.foodcont.2018.02.035>
- Ahmad, A. N., Rahman, R. A., Othman, M., Ungku, U. F., & Abidin, Z. (2017). Critical Success Factors Affecting The Implementation Of Halal Food Management Systems: Perspective Of Halal Executives, Consultants And Auditors. *Food Control*, 74, 1–33. <https://doi.org/10.1016/j.foodcont.2016.11.031>
- Ahmad, N., Khan, A. H., Aziz, A., Raffi, R. M., Hasan, Q., Sumimura, Y., & Shimazono, Y. (2023). Determining Halal Food Preferences among Muslims Living in Osaka, Japan. *Journal of Halal Science and Technology*, 2(2), 26–40. <https://doi.org/10.59202/jhst.v2i2.696>
- Akbar, J., Gul, M., Jahangir, M., Adnan, M., Saud, S., Hassan, S., Nawaz, T., & Fahad, S. (2023). Global Trends in Halal Food Standards: A Review. *Foods*, 12, 1–15. <https://doi.org/10.3390/foods12234200>
- Akim, Sari, V. P., Konety, N., & Nidatya, N. (2024). Indonesia's Global Halal Hub: Competitive Strategies for Leadership. *Jurnal Global & Strategis*, 18(1), 29–56. <https://doi.org/10.20473/jgs.18.1.2024.29-56>
- Al-Kwafi, O. S., Abu Farha, A., & Ahmed, Z. U. (2019). Dynamics Of Muslim Consumers' Behavior Toward Halal Products. *International Journal of Emerging Markets*, 14(4), 689–708. <https://doi.org/https://doi.org/10.1108/IJOEM-11-2017-0486>
- Al-Mahmood, O. A., & Fraser, A. M. (2023). Perceived Challenges In Implementing Halal Standards by Halal Certifying Bodies in The United States. *PLOS One*, 18(8), 1–11. <https://doi.org/10.1371/journal.pone.0290774>
- Ali, M. H., & Suleiman, N. (2018). Eleven Shades Of Food Integrity: A Halal Supply Chain Perspective. *Trends in Food Science and Technology*, 71, 216–224. <https://doi.org/10.1016/j.tifs.2017.11.016>
- Ali, M. H., Tan, K. H., & Ismail, M. D. (2017). A Supply Chain Integrity Framework for Halal Food. *British Food Journal*, 119(1), 20–38. <https://doi.org/10.1108/BFJ-07-2016-0345>
- Alqurashi, R. M., Sikora, D., & Rzymiski, P. (2026). Cultured Meat and Its Acceptability in Muslim Societies: A Narrative Perspective on Halal Perspectives and Regulatory Challenges. *Foods*, 15(8), 1–19. <https://doi.org/10.3390/foods15081288>
- Aslan, H. (2023). 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. *International Journal of Gastronomy and Food Science*, 32, 1–8. <https://doi.org/10.1016/j.ijgfs.2023.100726>
- Battour, M., Hakimian, F., Ismail, M., & Boğan, E. (2018). The Perception Of Non-Muslim Tourists Towards Halal Tourism. *Journal of Islamic Marketing*, 9(4), 823–840. <https://doi.org/10.1108/jima-07-2017-0072>
- Bayatzadeh, S., & Talaie, H. (2025). An Evaluation of Traceability Dynamics in Dairy Supply Chains Through Causal Modeling in Emerging Economies. *Supply Chain Analytics*, 11(7), 1–13. <https://doi.org/10.1016/j.sca.2025.100156>
- Bonne, K., Vermeir, I., Bergeaud-Blackler, F., & Verbeke, W. (2007). Determinants of Halal Meat Consumption in France. *British Food Journal*, 109(5), 367–386. <https://doi.org/10.1108/0070700710746786>
- Bonne, K., Vermeir, I., & Verbeke, W. (2008). Impact of Religion on Halal Meat Consumption Decision Making in Belgium. *Journal of International Food & Agribusiness Marketing*, 21(1), 5–26. <https://doi.org/https://doi.org/10.1080/08974430802480628>
- Bux, C., Varese, E., Amicarelli, V., & Lombardi, M. (2022). Halal Food Sustainability Between Certification And Blockchain: A Review. *Sustainability (Switzerland)*, 14(4), 1–18. <https://doi.org/10.3390/su14042152>
- Chen, S. (2025). Blockchain-Enabled Traceability Framework to Improve Transparency in Supply Chain Management. *Information Resources Management Journal*, 38(1), 1–13. <https://doi.org/https://doi.org/10.4018/IRMJ.389708>
- Chong, S. C., Yeow, C. C., Low, C. W., Mah, P. Y., & Tung, D. T. (2022). Non-Muslim Malaysians' Purchase Intention Towards Halal Products. *Journal of Islamic Marketing*, 13(8), 1751–1762. <https://doi.org/10.1108/JIMA-10-2020-0326>
- DinarStandard. (2025). State of the Global Islamic Economy 2025. <https://www.dinarstandard.com/insights/sgier-2024-25>
- Firmansyah, I., Adawiyah, W. R., & Setyorini, C. T. (2025). Challenges and Strategic Responses in Halal Supply Chain Integration: A Multi-Dimensional Literature Review. *Operations and Supply Chain Management*, 18(4), 617–631. <http://doi.org/10.31387/oscm0630495>
- HalalEX. (2025). Opportunities to the Muslim market. <https://halalex.org/opportunities-to-the-muslim-market/>
- Halder, S., Rafiqul Islam, M., Mamun, Q., Mahboubi, A., Walsh, P., & Zahidul Islam, M. (2025). A Comprehensive Survey on AI-Enabled Secure Social Industrial Internet of Things in The Agri-Food Supply Chain. *Smart Agricultural Technology*, 11, 100902. <https://doi.org/https://doi.org/10.1016/j.atech.2025.100902>
- Herdiana, Y., Ferdiansyah, F., & Shamsuddin, S. (2024). Towards Halal Pharmaceutical : Exploring Alternatives to Animal-Based Ingredients. *Heliyon*, 10(1), 1–19. <https://doi.org/10.1016/j.heliyon.2023.e23624>
- Hong, M., Sun, S., Beg, A. B. M. R., & Zhou, Z. (2019). Determinants Of Halal Purchasing Behaviour: Evidences From China. *Journal of Islamic Marketing*, 10(2), 410–425. <https://doi.org/10.1108/JIMA-03-2018-0053>
- Ibrahim, K., Sarfo, C., & Burnett, M. (2024). Effect Of Source Credibility And Consumer Ethnocentrism On Halal Purchase Intentions In The Uk: An Elaboration Likelihood Model Approach. *British Food Journal*, 126(7), 2875–2894. <https://doi.org/10.1108/BFJ-09-2023-0823>
- Ismail, I. J. (2025). Halal Brand Quality and Halal Food Purchasing Intention Among University Students: The Moderating Effect of Customer-Employee Interactions. *Social Sciences & Humanities Open*, 11, 1–10. <https://doi.org/https://doi.org/10.1016/j.ssaho.2025.101352>

- Joya, K. (2025). Taste and Trust : The Impact of Psychographics on Certified Meat Demand. *Future Foods*, 12, 1–13. <https://doi.org/10.1016/j.fufo.2025.100763>
- Kenresearch. (2024). Global Halal Food Market. <https://www.kenresearch.com/industry-reports/global-halal-food-market>
- Keramati, A., Siau, B., Bellitto, T., Heydari, J., & Panchal, T. (2025). Blockchains Effects on Responsiveness to Recalls In The Food And Beverage Industry. *Journal of Economy and Technology*, 3, 283–298. <https://doi.org/https://doi.org/10.1016/j.ject.2025.05.001>
- Koc, F., Ozkan, B., Komodromos, M., Efendioglu, I. H., & Baran, T. (2024). The Effects of Trust and Religiosity on Halal Products Purchase Intention: Indirect Effect of Attitude. *EuroMed Journal of Business*, 20(5), 141–165. <https://doi.org/10.1108/EMJB-01-2024-0004>
- Kurniawati, D. A., & Cakravastia, A. (2023). A Review Of Halal Supply Chain Research: Sustainability And Operations Research Perspective. *Cleaner Logistics and Supply Chain*, 6, 1–12. <https://doi.org/10.1016/j.clscn.2023.100096>
- Lever, J., & Miele, M. (2012). The Growth Of Halal Meat Markets In Europe: An Exploration Of The Supply Side Theory Of Religion. *Journal of Rural Studies*, 28(4), 528–537. <https://doi.org/10.1016/j.jrurstud.2012.06.004>
- Lever, J., Miele, M., Dastgir, S., & Fuseini, A. (2025). Niche Market Making In The Uk Sheep Sector ; Performing The Halal Market In Uncertain Times. *Journal of Rural Studies*, 119, 1–9. <https://doi.org/10.1016/j.jrurstud.2025.103728>
- Ma, Y., & Hamid, B. A. (2026). Strategic Coordination in The Halal Economy: A Cross-Regional Study of Seven Muslim-Minority Emerging Markets. *International Journal of Emerging Markets*, 1–22. <https://doi.org/10.1108/IJOEM-06-2025-1189>
- Macready, A. L., Hieke, S., Klimczuk-kochańska, M., Szumiał, S., Vranken, L., & Grunert, K. G. (2020). Consumer Trust in The Food Value Chain and Its Impact on Consumer Confidence : A Model For Assessing Consumer Trust and Evidence From A 5- Country Study In Europe. *Food Policy*, 92, 1–15. <https://doi.org/10.1016/j.foodpol.2020.101880>
- Mathew, V. (2022). Does Islamic Marketing Mix Affect Consumer Satisfaction? *International Journal of Service Science, Management, Engineering, and Technology*, 13(1), 1–13. <https://doi.org/https://doi.org/10.4018/IJSSMET.297491>
- Matloob, R., Wood, L. C., & Bekhit, A. E. A. (2026). A Multi-Layer Industry 4 . 0 Framework For Ensuring Halal Integrity In NZ Meat Supply Chains. *Food Control*, 182, 1–15. <https://doi.org/10.1016/j.foodcont.2025.111880>
- Noor, N. (2025). A Closer Look at Halal Brand Image: Systematic Review and Future Directions. *Journal of Islamic Marketing*, 16(10), 2900–2924. <https://doi.org/10.1108/JIMA-06-2024-0259>
- Nor, N. F., Ahmad, H., & Ariffin, A. S. (2023). Potencies and Opportunities of Halal Market in Global Industry: An Empirical Analysis of Malaysia and Indonesia. *Halal Reviews*, 3(1), 1–24. <https://doi.org/10.55265/halalreviews.v3i1.14>
- Nunes, L. C., & Deliberador, L. R. (2025). What Motivates People to Purchase Food Products with Traceability Systems? A Structural Equation Modeling Approach. *Food Quality and Preference*, 122, 105301. <https://doi.org/https://doi.org/10.1016/j.foodqual.2024.105301>
- Olya, H. G. T., & Al-ansi, A. (2018). Risk Assessment of Halal Products and Services: Implication for Tourism Industry. *Tourism Management*, 65, 279–291. <https://doi.org/https://doi.org/10.1016/j.tourman.2017.10.015>
- Ozkan, B., Efendioglu, I. H., Baran, T., & Koc, F. (2024). The Effects of Perceived Price, Quality, and Consumer Trust on Purchase Intentions of Halal Products BT - Contemporary Business Research in the Islamic World (J. Fraedrich, M. Pirtskalava, T. Khoshtaria, H. Terzi, M. Bayirli, & B. Al Serhan (eds.); pp. 27–43). Springer Nature Singapore.

- Pinto, A., Miguel, L., & Jo, M. (2026). Trends in Food Science & Technology A Systematic Review of Food Business Operators' Perceptions Regarding Food Fraud. *Trends in Food Science & Technology*, 172, 1–21. <https://doi.org/10.1016/j.tifs.2026.105743>
- Rafiki, A., Hidayat, S. E., & Nasution, M. D. T. P. (2023). An Extensive Effect Of Religiosity On The Purchasing Decisions Of Halal Products. *PSU Research Review*, 8(3), 898–919. <https://doi.org/10.1108/PRR-07-2022-0093>
- Rahayu, S., Saputra, Y. M. D., Helmi, S., & Asriadi AM, M. (2025). Promotion'S Power In Halal Product Purchases: The Mediating Role Of Trust And Knowledge. *Cogent Business and Management*, 12(1), 1–19. <https://doi.org/10.1080/23311975.2024.2440627>
- Rahman, M. M., Razimi, M. S. A., Ariffin, A. S., & Hashim, N. (2024). Navigating Moral Landscape: Islamic Ethical Choices And Sustainability In Halal Meat Production And Consumption. *Discover Sustainability*, 5(1), 1–22. <https://doi.org/10.1007/s43621-024-00388-y>
- Rahman, R., & Indra. (2024). The Influence Of Halal Fashion, Lifestyle, And Brand Image On Gen Z'S Hijab Fashion Preferences In Indonesia. *Journal of Islamic Economics Lariba*, 10(1), 251–270. <https://doi.org/10.20885/jielariba.vol10.iss1.art14>
- Saleh, H., & Rajandran, T. (2024). Relationship between Non-Muslim consumer intention to purchase Halal Products with Halal Awareness, Halal Certification, Halal Marketing and Halal Knowledge: Systematic Review. *International Journal of Academic Research in Business and Social Sciences*, 14(9), 416–426. <https://doi.org/10.6007/ijarbss/v14-i9/22495>
- Sandikci, O., Jafari, A., & Fischer, E. (2024). Claiming Market Ownership: Territorial Activism in Stigmatized Markets. *Journal of Business Research*, 175, 1–16. <https://doi.org/10.1016/j.jbusres.2024.114574>
- Selim, N. I. I. B., Zailani, S., Aziz, A. A., & Rahman, M. K. (2022). Halal Logistic Services, Trust And Satisfaction Amongst Malaysian 3PI Service Providers. *Journal of Islamic Marketing*, 13(1), 81–99. <https://doi.org/10.1108/JIMA-05-2018-0088>
- Susanty, A., Budi, N., Jie, F., Akbar, F., & Jati, S. (2025). Consumer Acceptance of Halal Food Traceability Systems: A Novel Integrated Approach Using Modified Utaut and Delone & Mclean Models to Promote Sustainable Food Supply Chain Practices. *Cleaner Logistics and Supply Chain*, 15, 1–19. <https://doi.org/10.1016/j.else.2025.100226>
- Tieman, M. (2015). Halal Clusters. *Journal of Islamic Marketing*, 6(1), 2–21. <https://doi.org/10.1108/JIMA-05-2014-0034>
- Turaeva, R., & Brose, M. (2020). Halal Markets in non-Muslim Secular Societies. *Sociology of Islam*, 8, 295–306. <https://doi.org/10.1163/22131418-08030001>
- Vizano, N. A., Khamaludin, K., & Fahlevi, M. (2021). The Effect of Halal Awareness on Purchase Intention of Halal Food : A Case Study in Indonesia. *Journal of Asian Finance, Economics and Business*, 8(4), 441–453. <https://doi.org/10.13106/jafeb.2021.vol8.no4.0441>
- Wilson, J. A. J., & Liu, J. (2011). The Challenges Of Islamic Branding: Navigating Emotions And Halal. *Journal of Islamic Marketing*, 2(1), 28–42.
- Wiyono, S. N., Deliana, Y., Wulandari, E., & Kamarulzaman, N. H. (2022). The Embodiment of Muslim Intention Elements in Buying Halal Food Products: A Literature Review. *Sustainability*, 14(20), 1–19. <https://doi.org/10.3390/su142013163>
- Yaman, B., Nugraha, D. P., Mubarak, F., Ahmed, A. M., Fekete-Farkas, M., Hagen, I., & Téglá, Z. (2026). The Effect of Environmental, Social, and Governance on Firm Value in Southeast Asia: The Moderating Role of Digitalization. *Journal of Risk and Financial Management*, 19(2), 1–24. <https://doi.org/10.3390/jrfm19020133>

- Zafar, M. B., & Abu-Hussin, M. F. (2025). Halal Purchasing Decisions and Consumer Behavior: a Multi Method Review. *Journal of Islamic Marketing*, 16(9), 2703–2732. <https://doi.org/10.1108/JIMA-08-2024-0365>
- Zafar, M. B., Abu-Hussin, M. F., & Ali, H. (2024). Mapping The Research On Halal Industry: A Retrospective Analysis. *Journal of Islamic Marketing*, 16(6), 1770–1806. <https://doi.org/10.1108/JIMA-08-2024-0348>
- Zailani, S., Kanapathy, K., Iranmanesh, M., & Tieman, M. (2015). Drivers of Halal Orientation Strategy Among Halal Food Firms. *British Food Journal*, 117(8), 2143–2160. <https://doi.org/10.1108/BFJ-01-2015-0027>