

## Halal Marketing Approaches: A Systematic Review of Strategies, Challenges, and Social Implication

Husna Leila Yusran<sup>1\*</sup>, Yolanda Masnita<sup>2</sup>, Jati Kusuma Ali<sup>3</sup>, Yuana Jatunilawati<sup>4</sup>

<sup>1</sup>Faculty of Economics and Business, Universitas Trisakti, Jl. Kyai Tapa No.1 Grogol, Jakarta Barat, Indonesia, husna.leila@trisakti.ac.id\*

<sup>2</sup>Faculty of Economics and Business, Universitas Trisakti, Jl. Kyai Tapa No.1 Grogol, Jakarta Barat, Indonesia, yolandamasnita@trisakti.ac.id

<sup>3</sup>Faculty of Business and Management, Universiti Teknologi MARA, Samarahan Campus, 94300 Samarahan, Sarawak, Malaysia, jati@uitm.edu

<sup>4</sup>Faculty of Business and Economics, Universitas Trisakti, Jl. Kyai Tapa No.1 Grogol, Jakarta Barat, Indonesia, yuana.jatu@trisakti.ac.id

\*) Corresponding author

**Abstract.** Halal, meaning "lawful and permitted," is deeply rooted in Islamic philosophy and teachings. Halal marketing refers to the strategies and approaches used to promote and sell products that comply with halal standards. This systematic review aims to examine the various marketing approaches utilized in promoting halal products. Some critics argue that the emphasis on halal products can lead to exclusion and division within societies, as it may prioritize catering to a specific religious group over others. They contend that promoting halal products exclusively may create a sense of segregation and hinder social integration. Utilizing the PRISMA method and analyzing publication from Scopus database. The study investigates diverse marketing technique used in promoting halal products. Several countries were included in this review, including Indonesia, Malaysia, Turkey, Arab Saudi, and the United Arab Emirates. The result of this review will provide insights into the marketing approaches that have been successful in promoting halal products and highlight any potential implications of these strategies on social integration. The finding suggest that halal marketing approaches vary across different countries, with a focus on building trust, emphasizing authenticity, and utilizing digital platforms. Based on the findings of this systematic review, it can be concluded that there are diverse marketing approaches used in promoting halal products. The study recommends future research explore of the impact of halal marketing on social integration and the potential for inclusive marketing strategies that can cater to a diverse consumer.

**Key words:** Halal marketing, halal products, inclusivity, social integration, systematic literature review.

**Abstrak.** Halal berarti "sah menurut hukum dan diperbolehkan," berakar kuat dalam filsafat dan ajaran Islam. Pemasaran halal mengacu pada strategi dan pendekatan yang digunakan untuk mempromosikan dan menjual produk yang memenuhi standar halal. Tinjauan sistematis ini bertujuan untuk mengkaji berbagai pendekatan pemasaran yang digunakan dalam mempromosikan produk halal. Beberapa kritikus berpendapat bahwa penekanan pada produk halal dapat menyebabkan pengucilan dan perpecahan dalam masyarakat, karena masyarakat mungkin memprioritaskan pelayanan pada kelompok agama tertentu dibandingkan kelompok agama lain. Mereka berpendapat bahwa mempromosikan produk halal secara eksklusif dapat menimbulkan rasa segregasi dan menghambat integrasi sosial. Penelitian ini menggunakan metode PRISMA dan menganalisis publikasi dari database Scopus. Penelitian ini menyelidiki beragam teknik pemasaran yang digunakan dalam mempromosikan produk halal. Beberapa negara yang masuk dalam tinjauan ini antara lain Indonesia, Malaysia, Turki, Arab Saudi, dan Uni Emirat Arab. Hasil dari tinjauan ini akan memberikan wawasan mengenai pendekatan pemasaran yang telah berhasil mempromosikan produk halal dan menyoroti potensi implikasi strategi ini terhadap integrasi sosial. Temuan ini menunjukkan bahwa pendekatan pemasaran halal berbeda-beda di berbagai negara, dengan fokus pada membangun kepercayaan, menekankan keaslian, dan memanfaatkan platform digital. Berdasarkan temuan tinjauan sistematis ini, dapat disimpulkan bahwa terdapat beragam pendekatan pemasaran yang digunakan dalam mempromosikan produk halal. Rekomendasi untuk penelitian di masa mendatang mencakup eksplorasi lebih lanjut mengenai dampak pemasaran halal terhadap integrasi sosial dan potensi strategi pemasaran inklusif yang dapat melayani konsumen yang beragam.

**Kata Kunci:** *Inklusivitas, integritas, pemasaran halal, pendekatan pemasaran, tinjauan literatur sistematis.*

## INTRODUCTION

The contemporary halal product marketplace represents a multifaceted ecosystem of marketing methodologies that intertwine religious doctrine, sustainable consumption and consumer psychology paradigms. Notwithstanding the expanding global prominence of halal products, a significant knowledge deficit persists regarding the nuanced marketing strategies deployed across diverse cultural. Halal marketing is a strategic approach utilized by businesses to cater to the growing demand for halal products among Muslim consumers (Koc et al., 2025; Shah et al., 2022; Rahman et al., 2020; Hamizar et al., 2023). This approach involves understanding and adhering to the principles of Islamic law in product development, production, labelling, and marketing (Abbas et al., 2023; Al-Kwafi et al., 2020; Sani et al., 2023). By doing so, businesses aim to attract and retain Muslim consumers who prioritize consuming products that are permissible and in accordance with their religious beliefs (Ali et al., 2018; Butt et al., 2017; Shah et al., 2022).

Halal marketing is a strategic approach used by businesses to meet the increasing demand for halal products among Muslim consumers (Ismail et al., 2020). This approach involves adhering to Islamic law in product development, production, labelling, and marketing to attract and retain Muslim consumers. The growing demand for halal items is evident globally (Awan et al., 2015). With the increasing Muslim population, global halal brands are emerging in unique markets, presenting significant growth potential (Nurhayati and Hendar, 2020). The halal industry's rapid growth in Muslim and non-Muslim countries has opened new markets for various products, including cosmetics (Al-Banna and Jannah, 2023).

The demand for halal products is increasing not only in predominantly Muslim countries but also in non-Muslim nations such as France (Firdaus et al., 2022). Understanding the importance of emphasizing religious values in marketing halal products is crucial for marketers and researchers (Zainudin et al., 2020). Additionally, the exploding demand for halal certifications globally underscores the significance of halal products in the market (Farhat et al., 2019). This demonstrates the critical need for a deeper understanding of the consumption behaviour of Muslim consumers in the rapidly growing halal markets (Al-Kwafi et al., 2020).

Understanding the concept of halal products and the concept of "halal" is crucial in implementing effective marketing approaches for halal products (Battour et al., 2018; Elseidi, 2018; Haleem et al., 2020; Masudin et al., 2018). Halal refers to anything that is permissible or lawful according to Islamic teachings (Krisjanous et al., 2022; Masudin et al., 2018).

There is the potential concern of cost associated with halal certification and production, which may lead to higher prices for halal products (Fuseini et al., 2020; Khan et al., 2020; Suki and Salleh, 2016). Non-Muslim consumers who are not specifically seeking halal products may be deterred by the higher price point, especially if the perceived quality or benefit of the halal certification is not significant to them (Haque et al., 2015; Wilkins et al., 2019). This could result in a limited market for halal products and pose a challenge for businesses in terms of expanding their consumer base.

Furthermore, the emphasis on religious and cultural sensitivities in marketing halal products may inadvertently reinforce stereotypes and assumptions about Muslim consumers, potentially contributing to further division instead of inclusivity (Hassan et al., 2022; Waqas et al., 2023). Non-Muslim consumers may perceive the marketing of halal products as exclusive to a particular religious group, potentially leading to misconceptions and misunderstandings.

In conclusion, while it is essential to recognize and respect the religious and cultural values of Muslim consumers, businesses should also consider the potential impact of their marketing strategies on non-

Muslim consumers to ensure inclusivity and broader market appeal. Balancing the needs of both Muslim and non-Muslim consumers in marketing strategies for halal products is crucial for long-term success and market growth.

This research is important in understanding the various challenges and considerations involved in marketing halal products (Hosain, 2021). It highlights the need for businesses to carefully strategize their approach to appeal to both Muslim and non-Muslim consumers (Al-Kwafi et al., 2020). By understanding the potential consequences and implications of marketing halal products, businesses can develop effective strategies that promote inclusivity, diversity, and market growth.

This research question is important as it addresses the complex nature of marketing halal products in diverse market environments (Babaii and Taase, 2013). The research question seeks to understand the various challenges and considerations businesses face when marketing halal products, especially in appealing to both Muslim and non-Muslim consumers. By examining the attitudes and perceptions of non-Muslim consumers towards halal products, the study provides insights on how to effectively market halal products in non-Muslim.

The aim of this research is to analyze the research findings indicate that there are several marketing approaches used in promoting halal products and analyze implications for business marketing strategies. The findings suggest that business should consider adopting a targeted market segmentation strategy to effectively promote halal products and also provide approaches include the use of the halal logo, targeted advertisement strategies, and positioning halal products in separate areas labelled as halal.

## LITERATURE REVIEW

Understanding the concept of "halal" is essential for effective marketing of halal products. Halal refers to anything permissible or lawful according to Islamic teachings (Al-Kwafi et al., 2020; Battour et al., 2018; Haleem et al., 2020; Koc et al., 2025). Research has increasingly focused on halal product perception and approval globally. The manifestations of halal products significantly affect consumer knowledge about halal principles (Almossawi, 2014; Hosain, 2021; Nurhayati and Hendar, 2020; Floren et al., 2020; Shahid et al., 2023). Factors such as brand image, satisfaction, trust, and loyalty influence consumer purchase intention of halal products. Trust, attitude toward the product, and halal awareness affect the intention to purchase halal cosmetics (Al-Kwafi et al., 2020; Masudin et al., 2018; Shah et al., 2022; Tieman, 2017).

The challenges and opportunities of adopting halal logistics contribute to the advancement of knowledge in this area (Al-Kwafi et al., 2020; Hamizar et al., 2023; Zainudin et al., 2020). Religiosity moderates the theory of planned behaviour and halal purchase intention. Educated millennial Muslim females demonstrate a high concern for the halalness of cosmetics. Embedding Islamic attributes in halal services correlates positively with customer satisfaction (Awan et al., 2015). Various studies have delved into consumer behaviour on halal products (Sani et al., 2023; Nurhayati and Hendar, 2020). The integrity of halal products is becoming an increasing concern for governments and industries (Ali et al., 2018; Prince and Wahid, 2023).

In reviewing marketing approaches for halal products, it is important to consider the specific needs and preferences of Muslim consumers (Al-Kwafi et al., 2020; Suki and Salleh, 2018). This can be done through segmentation, targeting, and positioning strategies that recognize the diversity within the Muslim consumer market (Elseidi, 2018; Koc et al., 2025; Tieman, 2017). The marketing approaches for halal products should also consider the religious and cultural sensitivities surrounding these products.

In examining marketing strategies for halal products, it is essential to consider the diverse needs and preferences of Muslim consumers. Segmentation, targeting, and positioning strategies should

acknowledge the variety within the Muslim consumer market, taking into account religious and cultural sensitivities surrounding these products (Islam, 2020). Factors such as religiosity, knowledge of halal products, and confidence in halal certification significantly influence purchase intention (Elseidi, 2018; Khan et al., 2020; Nurhayati and Hendar, 2020). Additionally, understanding the attitudes and perceptions of non-Muslim consumers towards halal products is crucial for effective marketing strategies (Haque et al., 2015; Wilkins et al., 2019). It is also important to consider the impact of advertising and branding on Muslim consumers' attitudes and purchase intentions (Al-Kwafi et al., 2020; Waqas et al., 2023). Overall, a comprehensive understanding of consumer behaviour, religiosity, and cultural influences is essential for the successful marketing of halal products.

Challenges in promoting halal products include addressing misconceptions and stereotypes about halal products, ensuring proper certification and labelling, reaching a wider non-Muslim audience, and competing in non-Muslim dominated markets (Nugraha et al., 2023; Zailani et al., 2017). To overcome these challenges, businesses can employ several marketing approaches that focus on promoting the quality, safety, and ethical aspects of halal products.

To address challenges in promoting halal products, businesses can employ marketing approaches focusing on quality, safety, and ethical aspects. Overcoming misconceptions and stereotypes requires emphasizing the quality and safety of halal products (Battour et al., 2018; Rahman et al., 2015; Wilkins et al., 2019). Proper certification and labelling can be ensured by understanding consumer attitudes and intentions towards halal products (Fuseini et al., 2020; Shah et al., 2022; Zailani et al., 2017). Reaching a wider non-Muslim audience and competing in non-Muslim dominated markets necessitates understanding non-Muslim consumers' perceptions and acceptance of halal products (Hassan and Sengupta, 2019; Haque et al., 2015; Lim et al., 2020). Additionally, businesses can leverage the influence of the halal logo on Muslim consumers' attitudes and use it to promote halal products effectively (Al-Kwafi et al., 2020).

An opposing argument to the promotion of halal products is the potential exclusion and alienation of non-Muslim consumers. While it is important to cater to the needs and preferences of Muslim consumers, exclusively focusing on halal products may lead to the neglect of non-Muslim consumers (Nurudin et al., 2023; Sobari et al., 2022). In markets where the Muslim population is not the majority, businesses may face challenges in appealing to a broader demographic if their marketing strategies are primarily centre around halal products (Butt et al., 2017; Hassan et al., 2022; Kasdi et al., 2018).

## METHOD

This research used PRISMA systematic literature review as the methodology to gather and analyze relevant studies on marketing approaches in promoting halal products. The systematic literature review method allows for a comprehensive analysis of existing research in order to identify common themes, trends, and gaps in knowledge regarding marketing approaches for halal products (Babaii and Taase, 2013; Haleem et al., 2020). The main purpose of this systematic review is to identify and analyze various marketing approaches used in promoting halal products. The data was collected from Scopus database. To find the document use keyword: "Marketing", "Halal", "Product", "Products", and find 222 documents that were relevant to the research topic and objectives.

After choose document from year 2013 until 2023 and find 201 documents that met the inclusion criteria, a detailed analysis of these articles are conducted. After filter in subject area is "Social Science", "Art & Humanities", dan "Business, Management and Accounting and find that 156 documents. The documents were then categorized based on only article and meet 126 articles. After filter only English language articles, 124 articles were included in the analysis. After screening the documents based on abstract and read full article, a total of 88 articles were selected for further analysis.

Several countries including Malaysia, Indonesia, Turkey, United Arab Emirates, Saudi Arabia, are pioneers in the halal industry and have established strong halal certification and regulatory systems. The marketing approaches used in promoting halal products vary among countries, but some common strategies include the use of the halal logo, targeted advertisement strategies such as social media marketing and influencer collaborations, and positioning halal products in separate areas labelled as halal within stores.

## RESULTS AND DISCUSSION

The research findings indicate that there are several marketing approaches used in promoting halal products. The use of the halal logo is one of the key marketing approaches in promoting halal products. This logo serves as a symbol of assurance for consumers that the product is halal and meets Islamic dietary requirements. The growing trend of ethical and sustainable consumption among Muslim consumers has led to an increasing association of halal products with environmentally friendly and ethical production practices. This trend presents an opportunity for businesses to align their marketing approaches with these values. Research indicates that understanding religiosity, increasing product knowledge, and leveraging effective marketing campaigns are crucial for promoting halal products (Ahmadova and Aliyev, 2021; Al-Kwafi et al., 2020; Nurhayati and Hendar, 2020).

Additionally, businesses should consider the push, pull, and mooring effects, as well as the determinants of repurchase intention and purchase behaviour among Muslim consumers. Furthermore, ensuring proper certification, logistics, and corporate reputation, as well as addressing consumer attitudes and perceptions, are essential for successful marketing of halal products. Moreover, halal-certified products symbolize quality, hygiene, safety, sustainability, and wholesomeness, aligning with the ethical and sustainable consumption trend (Suki and Salleh, 2018).

The findings from the systematic review highlight the diverse marketing approaches used in promoting halal products. One of the notable strategies identified is the use of the halal logo, which serves as a symbol of assurance for consumers that the product is halal and meets Islamic dietary requirements. Moreover, there is a growing trend of ethical and sustainable consumption among Muslim consumers, leading to an increasing association of halal products with environmentally friendly and ethical production practices. This trend presents an opportunity for businesses to align their marketing approaches with these values, indicating that understanding religiosity, increasing product knowledge, and leveraging effective marketing campaigns are crucial for promoting halal products.

The research emphasizes the importance of considering push, pull, and mooring effects, as well as the determinants of repurchase intention and purchase behaviour among Muslim consumers. Furthermore, ensuring proper certification, logistics, and corporate reputation, as well as addressing consumer attitudes and perceptions, are essential for the successful marketing of halal products. Additionally, the study reinforces that halal-certified products symbolize quality, hygiene, safety, sustainability, and wholesomeness, aligning with the ethical and sustainable consumption trend. These insights suggest that businesses should tailor their marketing strategies to effectively communicate these values to both Muslim and non-Muslim consumers.

Taking into account the geographical context, it is essential to recognize that several countries, such as Malaysia, Indonesia, Turkey, the United Arab Emirates, and Saudi Arabia, have established strong halal certification and regulatory systems. While the marketing approaches used in promoting halal products may vary among these countries, some common strategies include the use of the halal logo, targeted advertisement strategies such as social media marketing and influencer collaborations, and positioning halal products in separate areas labelled as halal within stores. In light of this, it is evident that understanding the implications of these marketing approaches and their alignment with the values of both Muslim and non-Muslim consumers is crucial for businesses seeking to navigate the diverse

landscape of the halal products market. The findings underscore the need for businesses to develop inclusive and respectful marketing strategies to appeal to a broader consumer base while recognizing the religious and cultural sensitivities associated with halal products.

The findings of this systematic review support the use of the halal logo as an effective marketing strategy to target Muslim consumers and promote a wide range of halal products. These findings also highlight the importance of transparency and clear labelling in promoting halal products, as consumers place a significant emphasis on halal certification and assurance.

### **Implications for Business Marketing Strategies**

The findings of this systematic review have important implications for businesses seeking to market halal products. Firstly, businesses should prioritize obtaining halal certification from recognized authorities or agencies that adhere to Islamic teachings and principles. Secondly, businesses should invest in targeted advertisement strategies that effectively communicate the halal nature of their products, such as social media marketing and influencer collaborations with individuals who have a strong presence in the Muslim community. Additionally, businesses should consider positioning halal products in separate areas within their stores, clearly labelled as halal, to enhance consumer trust and facilitate easier access. Furthermore, businesses should be aware of the specific needs and preferences of Muslim consumers when designing their marketing strategies.

To understand the implications for business marketing strategies in the context of halal products, it is essential to consider the determinants of attitudes towards halal products among Islamic consumers (Muhamad et al., 2017). The increasing competition in the market makes it challenging for businesses to create a differential advantage to attract new customers (Hanafiah and Hamdan, 2020; Najmi et al., 2023). Additionally, it is well known that target and non-target consumers often react differently to specific marketing strategies (Tieman and Ghazali, 2013; Najmi et al., 2023). Brand loyalty has become a focal point in the marketing field, serving as the basis for longitudinal relationships and predicting business success (Ali et al., 2018; Zainudin et al., 2020).

Moreover, businesses have greatly benefited from adhering to Islamic principles to attract more Muslim consumers, extending from food to financial markets (Farhat et al., 2019). The acceptance of halal food in non-Muslim countries is a significant factor to consider in the formulation of marketing strategies (Butt et al., 2017; Wilkins et al., 2019). The influence of the halal logo on Muslim consumers' attitudes has been studied, indicating the importance of visual cues in marketing halal products (Al-Kwafi et al., 2020). The perceived values of halal products are governed by the trust directly sourced from religion, highlighting the significance of trust in marketing strategies for halal products (Hassan and Sengupta, 2019).

Furthermore, robustness is crucial for the competitiveness of halal supply chains and corporate reputation, emphasizing the need for robust marketing strategies in the halal industry (Tieman, 2020). The issue of halal images is important for innovative business thinking and relevant marketing approaches, suggesting the need for creative marketing strategies in the halal industry (Suki and Salleh, 2018). The practice of halal branding as a marketing strategy, both inside and outside the Islamic community, is gaining significant impetus, indicating the importance of branding in marketing halal products (Hosain, 2021). Additionally, the marketing of credence goods must provide a guarantee to deliver a firm message about the specific features of the product, emphasizing the need for clear and transparent marketing communication in the halal industry (Bhutto et al., 2023; Ishak et al., 2023).

The multifaceted nature of the halal products market necessitates a deeper understanding of the various factors that influence consumer attitudes and behaviour. Businesses venturing into this market need to delve into the intricacies of marketing strategies to effectively target both Muslim and non-Muslim consumers (Haque et al., 2015; Lim et al., 2022; Wilkins et al., 2019). One of the significant considerations for businesses is the growing impact of halal certification on consumer behaviour. The

Islamic principles governing halal products create a foundation of trust and reliability that significantly influences purchase decisions (Bukhari et al., 2019; Islam, 2022). Understanding the deeply rooted significance of these principles in the eyes of consumers is key in shaping marketing strategies to resonate with their values.

Furthermore, the evolving landscape of the halal industry requires businesses to ascertain the link between consumer behaviour and innovative branding and marketing approaches (Battour et al., 2022). The adoption of creative strategies that align with the ethical and sustainable consumption trend, while remaining respectful of religious and cultural sensitivities, can reinforce the appeal of halal products across diverse consumer segments. Additionally, the competitive environment in the halal market underscores the importance of differential advantages and brand loyalty. Businesses must navigate through these challenges by creating distinct marketing approaches that cater to the specific needs and preferences of Muslim consumers while also addressing the acceptance of halal products in non-Muslim countries.

Moreover, the emphasis on robustness in supply chains and the association of halal branding with marketing strategies offer valuable insights for businesses. These aspects highlight the need for transparency and clear communication in marketing halal products, ensuring that the unique characteristics and values associated with halal products are effectively conveyed to consumers.

In conclusion, the implications for business marketing strategies in the context of halal products are vast and intricate. By understanding the multi-layered dynamics of consumer attitudes, competitive landscapes, and the fundamental significance of Islamic principles, businesses can tailor their marketing strategies to effectively navigate and succeed in the diverse and burgeoning halal products market.

The research findings suggest that businesses should consider adopting a targeted market segmentation strategy to effectively promote halal products. This would involve creating specific outlets or marketing channels that cater specifically to the needs of the religious target segment, while also maintaining outlets that cater to non-target consumers. By doing so, businesses can ensure that they are effectively reaching their desired audience and establishing a strong brand presence in the halal market.

That is supported by various studies in the field of Islamic marketing found that religiosity and attitude significantly influence consumers' intention to purchase halal cosmetic products (Rahman et al., 2015). Similarly, Elseidi (2018) discovered that consumers' attitude towards halal food products is the strongest predictor of confidence in the halalness of food products carrying the halal logo. Moreover, Nurhayati and Hendar (2020) highlighted the increasing market share of multinational companies from non-Muslim countries in the halal market, emphasizing the importance of understanding consumer segments for halal products.

Furthermore, Islam (2020) emphasized the crucial criterion of halal product segmentation, targeting both Muslim and conventional markets. This aligns with the study by Zainudin et al. (2020), which emphasized the importance of emphasizing religious values in marketing halal products to consumers. Additionally, Tieman (2020) highlighted the importance of robustness in halal supply chains, which is essential for effective market segmentation and targeting. The influence of the halal logo on Muslim consumers' attitudes was explored by Al-Kwafi et al. (2020), indicating the significance of visual cues in marketing halal products. This supports the notion that targeted market segmentation strategies should consider visual elements that resonate with Muslim consumers. Moreover, the study by Shah et al. (2022) demonstrated that delivering halal value to Muslim consumers affects their purchase intention, emphasizing the need for targeted marketing strategies that communicate halal value effectively.

In conclusion, the research findings from various studies in Islamic marketing support the notion that businesses should adopt targeted market segmentation strategies to effectively promote halal products. Understanding the influence of religiosity, attitudes, and visual cues, as well as emphasizing religious values in marketing, are crucial for successful market segmentation and targeting in the halal industry.

The implication of robust marketing strategies in the context of halal products transcends mere advertising and promotion. It encompasses a deeper understanding of the diverse factors that influence consumer attitudes and behaviours within this niche market segment. Businesses venturing into the halal industry are tasked with delving into the intricacies of marketing strategies to effectively target both Muslim and non-Muslim consumers, recognizing the multifaceted nature of halal products.

One of the significant considerations for businesses is the growing impact of halal certification on consumer behaviour. The adherence to Islamic principles governing halal products creates a foundation of trust and reliability that significantly influences purchase decisions. Furthermore, understanding the deeply rooted significance of these principles in the eyes of consumers is key in shaping marketing strategies that resonate with their values. This goes beyond mere product promotion; it entails aligning the marketing message with the ethical and religious sensitivities of the target audience.

Moreover, the evolving landscape of the halal industry calls for businesses to ascertain the link between consumer behaviour and innovative branding and marketing approaches. The adoption of creative strategies must align with the ethical and sustainable consumption trend while remaining respectful of religious and cultural sensitivities. This involves reinforcing the appeal of halal products across diverse consumer segments by infusing the marketing strategy with elements that resonate with the values and beliefs of the target audience. The competitive environment in the halal market underscores the importance of differential advantages and brand loyalty. Businesses must navigate these challenges by creating distinct marketing approaches that cater to the specific needs and preferences of Muslim consumers whilst also addressing the acceptance of halal products in non-Muslim countries. A nuanced marketing strategy that reflects an understanding of the cultural, religious, and lifestyle differences is essential in garnering consumer trust and loyalty.

Furthermore, the emphasis on robustness in supply chains and the association of halal branding with marketing strategies offers valuable insights for businesses. These aspects highlight the need for transparency and clear communication in marketing halal products, ensuring that the unique characteristics and values associated with halal products are effectively conveyed to consumers. In conclusion, the implications for business marketing strategies in the context of halal products are vast and intricate. By understanding the multi-layered dynamics of consumer attitudes, competitive landscapes, and the fundamental significance of Islamic principles, businesses can tailor their marketing strategies to effectively navigate and succeed in the diverse and burgeoning halal products market. The research findings suggest that businesses should consider adopting a targeted market segmentation strategy to effectively promote halal products.

This would involve creating specific outlets or marketing channels that cater specifically to the needs of the religious target segment, while also maintaining outlets that cater to non-target consumers. By doing so, businesses can ensure that they are effectively reaching their desired audience and establishing a strong brand presence in the halal market. The influence of the halal logo on Muslim consumers' attitudes was explored by Al-Kwafi et al. (2020) indicating the significance of visual cues in marketing halal products. This supports the notion that targeted market segmentation strategies should consider visual elements that resonate with Muslim consumers. Moreover, the study by Shah et al. (2022) demonstrated that delivering halal value to Muslim consumers affects their purchase intention, emphasizing the need for targeted marketing strategies that communicate halal value effectively.

In addition, understanding the influence of religiosity, attitudes, and visual cues and emphasizing religious values in marketing are crucial for successful market segmentation and targeting in the halal industry. Therefore, for businesses to succeed in marketing halal products, a more holistic and nuanced approach is crucial, bridging the gap between consumer needs, cultural sensitivities, and effective marketing strategies. To effectively cater to the diverse consumer base and uphold the ethical and religious sensitivities associated with halal products, businesses should consider adopting a more holistic approach to their marketing strategies. This would involve integrating elements of religiosity into their marketing activities in order to influence the conscious consumer, while also creating differentiation in their product offerings.

Numerous studies have emphasized the importance of understanding the religious values and sensitivities of the target market segment, particularly in the context of halal products. The concept of holistic branding, as proposed by researchers, identifies attributes that reflect the brand's worldview and contribute to holistic branding, such as spiritual ethos and belief systems, sustainable and eco-ethical philosophy, and wholesomeness and inclusiveness. This highlights the need for businesses to engage in a comprehensive approach to branding of faith-based products, including halal products.

The growing significance of halal certification on consumer behaviour cannot be overlooked. Businesses must recognize that the adherence to Islamic principles governing halal products establishes a foundation of trust and reliability that significantly influences purchase decisions. Moreover, the adoption of creative and innovative strategies that align with ethical and sustainable consumption trends while respecting religious and cultural sensitivities can further enhance the appeal of halal products across diverse consumer segments. Given the competitive environment in the halal market, businesses must also focus on creating differential advantages and fostering brand loyalty. This involves understanding the specific needs and preferences of Muslim consumers, as well as addressing the acceptance of halal products in non-Muslim countries. The ability to navigate these challenges and create distinct marketing approaches that cater to diverse consumer segments is essential in garnering consumer trust and loyalty.

In conclusion, the research findings and insights from various sources strongly advocate for a more nuanced and holistic approach to marketing halal products. Businesses should consider integrating religious values, adopting creative strategies that resonate with consumer sentiments, and creating differential advantages to effectively promote and differentiate their halal products in the market. These approaches include the use of the halal logo, targeted advertisement strategies, and positioning halal products in separate areas labelled as halal.

Additionally, businesses should ensure that halal certification is regulated by authorities well-versed in Islamic teachings and principles to prevent fraud and maintain consumer trust. Furthermore, businesses should be aware of the importance of accurate labelling and clear distinction between halal and non-halal products for Muslim consumers.

The research findings suggest that businesses should consider adopting a targeted market segmentation strategy to effectively promote halal products (Akroush, 2010; Kasdi et al., 2018; Wilkins et al., 2019). This is supported by various studies in the field of Islamic marketing found that religiosity and attitude significantly influence consumers' intention to purchase halal cosmetic products. Similarly, Elseidi (2018) discovered that consumers' attitude towards halal food products is the strongest predictor of high confidence in the halalness of food products carrying the halal logo. Moreover, Nurhayati and Hendar (2020) highlighted the increasing market share of multinational companies from non-Muslim countries in the halal, cosmetic, and medicinal foods market, emphasizing the need for targeted market segmentation strategies.

Islam (2020) emphasized the importance of segmenting the halal product market into food lifestyle and service categories to effectively target both Muslim and conventional markets. Al-Kwafi et al. (2020) also stressed the significance of the halal logo in influencing Muslim consumers' attitudes,

indicating the need for targeted marketing strategies based on visual cues. Additionally, focused on consumers' attitudes towards halal food, highlighting the importance of understanding consumer behaviour for effective market segmentation strategies (Suki and Salleh, 2018).

Furthermore, Shah et al. (2022) demonstrated the mediating role of halal perceived value and trust on purchase intention, indicating the need for targeted marketing strategies to enhance perceived value and trust among Muslim consumers. Khan et al. (2020) also identified enablers of halal food purchase among Muslim consumers, emphasizing the importance of understanding consumer behaviour for targeted marketing strategies. Additionally, Hassan et al. (2022) highlighted the exploitation of Muslim desires and expectations by businesses, indicating the need for a comprehensive understanding of the halal market segment for effective marketing strategies.

It is evident that a more comprehensive understanding of the intricate relationship between religiosity, consumer behaviour, and the halal market is essential for businesses to effectively target and cater to Muslim consumers. The nuances of halal consumption, including the influence of religious knowledge, commitment, and certification, play a pivotal role in shaping purchase behaviour and consumer trust. To delve deeper into the dynamics of consumer behaviour within the halal cosmetics market, we can explore the interplay of religious knowledge and commitment with the actual purchase behaviour and repurchase intentions of Muslim consumers. Understanding the specific religious orientations of individuals and their impact on purchase decisions is also an area that merits further investigation. Additionally, delving into the visual cues and advertising platforms that resonate with Muslim consumers can provide valuable insights for developing targeted marketing strategies.

Furthermore, the examination of religiosity, attitudes, and purchase intentions in different cultural contexts and regions is crucial for a comprehensive understanding of the halal market. This necessitates a cross-cultural analysis to discern the varying influences of religiosity on consumer behaviour in diverse Muslim-majority countries, as well as in non-Muslim countries with significant Muslim consumer segments. In addition to the highlighted studies, exploring the mediating role of halal perceived value and trust, as well as the enablers of halal food purchase among Muslim consumers, will provide deeper insights into the mechanisms that drive consumer behaviour in the halal market. This will enable businesses to tailor their marketing strategies to effectively communicate halal value and foster trust among Muslim consumers, thereby facilitating greater market penetration and brand loyalty.

In conclusion, a more profound exploration of the complexities surrounding religiosity and consumer behaviour in the context of halal products is imperative for businesses aiming to establish a strong presence in the halal market. By leveraging a deep understanding of religious values and attitudes, businesses can devise targeted and culturally sensitive marketing strategies that resonate with diverse Muslim consumer segments.

This deep understanding and targeted approach will be key in enhancing the appeal of halal products across diverse consumer segments and fostering brand loyalty in the competitive halal market. Businesses must be mindful of the specific needs and preferences of Muslim consumers, as well as the acceptance of halal products in non-Muslim countries, in order to navigate these challenges and create distinct marketing approaches.

In line with the research findings and insights from various sources, the incorporation of religious values, creative strategies that resonate with consumer sentiments, and the creation of differential advantages are emphasized to promote and differentiate halal products in the market. It is essential for businesses to integrate the halal logo, implement targeted advertisement strategies, and position halal products in separate areas labelled as halal. Additionally, halal certification regulation by authorities well-versed in Islamic teachings and principles, as well as accurate labelling and clear distinction between halal and non-halal products, are crucial for maintaining consumer trust and loyalty.

The research findings also emphasize the adoption of a targeted market segmentation strategy to effectively promote halal products. This entails the segmentation of the halal product market into food lifestyle and service categories to effectively target both Muslim and conventional markets, as highlighted by Islam (2020). Additionally, visual cues and advertising platforms that resonate with Muslim consumers can provide valuable insights for developing targeted marketing strategies, as stressed by Al-Kwafi et al., (2020). Moreover, a comprehensive understanding of the intricate relationship between religiosity, consumer behaviour, and the halal market is crucial for businesses to effectively target and cater to Muslim consumers.

To delve deeper into the dynamics of consumer behaviour within the halal cosmetics market, further exploration of the interplay of religious knowledge and commitment with actual purchase behaviour and repurchase intentions of Muslim consumers is necessary. Understanding the specific religious orientations of individuals and their impact on purchase decisions is an area that merits further investigation. Additionally, cross-cultural analysis is essential to discern the varying influences of religiosity on consumer behaviour in diverse Muslim-majority countries and non-Muslim countries with significant Muslim consumer segments.

Expanding the research to explore the mediating role of halal perceived value and trust, as well as the enablers of halal food purchase among Muslim consumers, will provide deeper insights into the mechanisms that drive consumer behaviour in the halal market. This deeper understanding will enable businesses to tailor their marketing strategies effectively to communicate halal value and foster trust among Muslim consumers, thereby facilitating greater market penetration and brand loyalty.

In conclusion, a more profound exploration of the complexities surrounding religiosity and consumer behaviour in the context of halal products is imperative for businesses aiming to establish a strong presence in the halal market. By leveraging a deep understanding of religious values and attitudes, businesses can devise targeted and culturally sensitive marketing strategies that resonate with diverse Muslim consumer segments. This nuanced and holistic approach will be fundamental in enhancing the appeal of halal products and fostering brand loyalty across diverse consumer segments. In today's rapidly changing world, the significance of accurate weather forecasts cannot be overstated.

## CONCLUSION

The global halal product market presents a dynamic and intricate landscape that necessitates a sophisticated marketing approach beyond conventional strategies. Successful engagement requires a delicate integration of religious principles, consumer insights, and sustainable consumption frameworks. Modern businesses must craft marketing strategies that demonstrate cultural sensitivity, authentically communicate product values, and establish meaningful connections across diverse societal contexts.

Contemporary research highlights a substantive knowledge gap in comprehending marketing methodologies across varied cultural domains. This limitation underscores the imperative for a more holistic framework that harmonizes religious compliance with expansive consumer value propositions. The continually evolving halal marketplace challenges organizations to develop flexible marketing approaches capable of navigating the complex intersections between religious identity, ethical consumption patterns, and nuanced consumer expectations.

Based on the extensive research and insights gleaned from various sources, it is evident that the integration of religious values, creative strategies that resonate with consumer sentiments, and the creation of differential advantages are crucial for promoting and differentiating halal products in the market. Additionally, a robust and effective marketing strategy for halal products should include the integration of the halal logo, targeted advertising strategies, and the clear labelling and positioning of halal products in dedicated areas.

Moreover, the adoption of a targeted market segmentation strategy is essential to effectively promote halal products across diverse consumer segments. This involves segmenting the halal product market into food lifestyle and service categories to target both Muslim and conventional markets, as highlighted by previous research. Furthermore, visual cues and advertising platforms that tap into the sentiments of Muslim consumers can provide critical insights for developing targeted marketing strategies that resonate with the target audience.

Expanding the scope of research to further explore the interplay of religious knowledge and commitment with actual purchase behaviour and repurchase intentions of Muslim consumers is imperative. Understanding individual religious orientations and their impact on purchase decisions is a critical area that warrants additional investigation. Additionally, undertaking cross-cultural analyses will provide valuable insights into the varying influences of religiosity on consumer behaviour in different cultural contexts.

Furthermore, delving into the mediating role of halal perceived value and trust, as well as the enablers of halal food purchase among Muslim consumers, will provide deeper insights into the mechanisms that drive consumer behaviour in the halal market. This deeper understanding will enable businesses to tailor their marketing strategies effectively to communicate halal value and foster trust among Muslim consumers, ultimately leading to greater market penetration and brand loyalty.

In conclusion, a comprehensive and nuanced understanding of the intricate relationship between religiosity, consumer behaviour, and the halal market is indispensable for businesses seeking to establish a strong presence in this market. By leveraging a deep understanding of religious values and attitudes, businesses can devise targeted and culturally sensitive marketing strategies that resonate with diverse Muslim consumer segments. This holistic approach will be instrumental in enhancing the appeal of halal products and fostering brand loyalty across diverse consumer segments.

The limitations of this research are the reliance on literature survey and conceptual analysis, which may lack empirical evidence. To address this limitation, future research could incorporate empirical studies, such as surveys or experiments, to gather quantitative data and test the proposed relationships between religiosity and consumer behaviour in the halal market. Another limitation is the focus on Muslim consumers and the halal market, which may limit the generalizability of the findings to other religious or cultural contexts.

## REFERENCES

- Abbas, A., Triani, N., Rayyani, W. O., & Muchran, M. (2023). Earnings growth, marketability and the role of Islamic financial literacy and inclusion in Indonesia. *Journal of Islamic Accounting and Business Research*, 14(7), 1088-1105. <https://doi.org/10.1108/JIABR-12-2021-0322>.
- Ahmadova, E. & Aliyev, K. (2021). Determinants of attitudes towards halal products: Empirical evidence from Azerbaijan. *Journal of Islamic Marketing*, 12(1), 55–69. <https://doi.org/10.1108/JIMA-04-2019-0068>.
- Akroush, M. N. (2010). Transactional marketing and relationship marketing paradigms: A structural equation modelling approach. *International Journal of Electronic Customer Relationship Management*, 4(2), 125–160. <https://doi.org/10.1504/IJECRM.2010.031862>.
- Al-Banna, H. & Jannah, S. M. (2023). The push, pull, and mooring effects toward switching intention to halal cosmetic products. *Journal of Islamic Marketing*, 14(9), 2149–2166. <https://doi.org/10.1108/JIMA-12-2021-0392>.
- Al-Kwafi, O. S., Gelaidan, H. M. H. & Fetais, A. H. M. A. (2020). Identifying the influence of the halal logo on Muslim consumers' attitudes using fMRI technology. *Journal of Islamic Marketing*, 12(6), 1159–1179. <https://doi.org/10.1108/JIMA-01-2020-0026>.
- Ali, A., Xiaoling, G., Sherwani, M., & Ali, A. (2018). Antecedents of consumers' halal brand purchase intention: an integrated approach. *Management Decision*, 56(4), 715–735. <https://doi.org/10.1108/MD-11-2016-0785>.

- Almossawi, M. M. (2014). Impact of religion on the effectiveness of the promotional aspect of product packages in Muslim countries. *Asia Pacific Journal of Marketing and Logistics*, 26(5), 687–706. <https://doi.org/10.1108/APJML-11-2013-0137>.
- Awan, H. M., Siddiquei, A. N. & Haider, Z. (2015). Factors affecting Halal purchase intention – Evidence from Pakistan’s halal food sector. *Management Research Review*, 38(6), 640–660. <https://doi.org/10.1108/MRR-01-2014-0022>.
- Babaii, E. & Taase, Y. (2013). Author-assigned keywords in research articles: Where do they come from?. *Iranian Journal of Applied Linguistics (IJAL)*, 16(2), 1–19.
- Battour, M., Hakimian, F., Ismail, M., & Boğan, E. (2018). The perception of non-Muslim tourists towards halal tourism: Evidence from Turkey and Malaysia. *Journal of Islamic Marketing*, 9(4), 823–840. <https://doi.org/10.1108/JIMA-07-2017-0072>.
- Battour, M., Salaheldeen, M. & Mady, K. (2022). Halal tourism: Exploring innovative marketing opportunities for entrepreneurs. *Journal of Islamic Marketing*, 13(4), 887–897. <https://doi.org/10.1108/JIMA-06-2020-0191>.
- Bhutto, M. Y., Ertz, M., Soomro, Y. A., Khan, M. A. A., & Ali, W. (2023). Adoption of halal cosmetics: Extending the theory of planned behavior with moderating role of halal literacy (evidence from Pakistan). *Journal of Islamic Marketing*, 14(6), 1488–1505. <https://doi.org/10.1108/JIMA-09-2021-0295>.
- Bukhari, S. F. H., Woodside, F. M., Hassan, R., Shaikh, A. L., Hussain, S., & Mazhar, W. (2019). Is religiosity an important consideration in Muslim consumer behavior: Exploratory study in the context of western imported food in Pakistan. *Journal of Islamic Marketing*, 10(4), 1288–1307. <https://doi.org/10.1108/JIMA-01-2018-0006>.
- Butt, M. M., Rose, S., Wilkins, S., & Ul Haq, J. (2017). MNCs and religious influences in global markets: Drivers of consumer-based halal brand equity. *International Marketing Review*, 34(6), 885–908. <https://doi.org/10.1108/IMR-12-2015-0277>.
- Elseidi, R. I. (2018). Determinants of halal purchasing intentions: Evidences from UK. *Journal of Islamic Marketing*, 9(1), 167–190. <https://doi.org/10.1108/JIMA-02-2016-0013>.
- Farhat, K., Aslam, W., & Sany Sanuri, B. M. M. (2019). Predicting the intention of generation M to choose family takaful and the role of halal certification. *Journal of Islamic Marketing*, 10(3), 724–742. <https://doi.org/10.1108/JIMA-12-2017-0143>.
- Firdaus, M. K. Z. H., Komariah, M., & Che Hasan, M. K. (2022). The use of advanced technology in providing chronic care. *International Journal of Care Scholars*, 5(1), 1–2. <https://doi.org/10.31436/ijcs.v5i1.239>.
- Floren, J., Rasul, T. & Gani, A. (2020). Islamic marketing and consumer behaviour: A systematic literature review. *Journal of Islamic Marketing*, 11(6), 1557–1578.
- Fuseini, A., Hadley, P. & Knowles, T. (2020). Halal food marketing: An evaluation of UK halal standards. *Journal of Islamic Marketing*, 12(5), 977–991. <https://doi.org/10.1108/JIMA-02-2020-0037>.
- Haleem, A., Khan, M. I. & Khan, S. (2020). Halal certification, the inadequacy of its adoption, modelling and strategising the efforts. *Journal of Islamic Marketing*, 11(2), 393–413. <https://doi.org/10.1108/JIMA-05-2017-0062>.
- Hamizar, A., Holle, M. H., Mohamad, S. I. S., (2023). Challenges and opportunities of Islamic branding on global marketing: A conceptual study. *Al-Iqtishadiyah: Ekonomi Syariah dan Hukum Ekonomi Syariah*, 9(1), 19–31. <http://dx.doi.org/10.31602/iqt.v9i1.10324>.
- Hanafiah, M. H. & Hamdan, N. A. A. (2020). Determinants of Muslim travellers halal food consumption attitude and behavioural intentions. *Journal of Islamic Marketing*, 12(6), 1197–1218. <https://doi.org/10.1108/JIMA-09-2019-0195>.
- Haque, A., Sarwar, A., Yasmin, F., Tarofder, A. K., & Hossain, M. A. (2015). Non-Muslim consumers’ perception toward purchasing halal food products in Malaysia. *Journal of Islamic Marketing*, 6(1), 133–147. <https://doi.org/10.1108/JIMA-04-2014-0033>.
- Hassan, S. H., Mat Saad, N., Masron, T. A., & Ali, S. I. (2022). Buy Muslim-made first – Does halal consciousness affect Muslims’ intention to purchase?. *Journal of Islamic Marketing*, 13(2), 466–480. <https://doi.org/10.1108/JIMA-05-2019-0102>.
- Hassan, Y. & Sengupta, A. (2019). India–An untapped market for halal products. *Journal of Islamic*

- Marketing*, 10(3), 981–1002. <https://doi.org/10.1108/JIMA-09-2018-0179>.
- Hosain, M. S. (2021). Branding “halal”: Application of a certain religious emotion to attract a specific customer segment. *PSU Research Review*, 5(3), 195–200. <https://doi.org/10.1108/PRR-12-2020-0043>.
- Ishak, A. H., Azman, N. A. M., & Ab Manan, S. K. (2023). Factors that drive consumers to purchase halal goods online. *Global Journal Al-Thaqafah, Special Issue*, 65–70.
- Islam, M. M. (2020). Segmenting, targeting and positioning in Islamic marketing. *Journal of Islamic Marketing*, 12(7), 1385–1404. <https://doi.org/10.1108/JIMA-10-2018-0181>.
- Islam, M. M. (2022). Evaluating negative attitudes of the students and shoppers towards halal cosmetics products. *Journal of Islamic Marketing*, 13(3), 565–585. <https://doi.org/10.1108/JIMA-03-2020-0067>.
- Ismail, M., Mohamad, N., & Ahamat, A. (2020). Top management capabilities and performance of halal product. *Innovation and Management Review*, 17(4), 431–446.
- Kasdi, A., Farida, U., & Cahyadi, I. F. (2018). Wali city branding: Marketing strategy in promoting halal tourism destinations Demak Indonesia. *Geojournal of Tourism and Geosites*, 25(2), 463–473. <https://doi.org/10.30892/gtg.25215-373>.
- Khan, W., Akhtar, A., Ansari, S. A., & Dhamija, A. (2020). Enablers of halal food purchase among Muslim consumers in an emerging economy: An interpretive structural modeling approach. *British Food Journal*, 122(7), 2273–2287. <https://doi.org/10.1108/BFJ-08-2018-0528>.
- Koc, F., Ozkan, B., Komodromos, M., Efendioglu, I. H. and Baran, T. (2025). 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>.
- Krisjanous, J., Allayarova, N. & Kadirov, D. (2022). Clothing of righteousness: Exploring tensions of halal maternity wear on online apparel websites. *Journal of Islamic Marketing*, 13(5), 1125–1142. <https://doi.org/10.1108/JIMA-03-2020-0080>.
- Lim, Y. H., Lada, S., Ullah, R., & Abdul Adis, A. A. (2022). Non-Muslim consumers’ intention to purchase halal food products in Malaysia. *Journal of Islamic Marketing*, 13(3), 586–607. <https://doi.org/10.1108/JIMA-06-2020-0172>.
- Masudin, I., Fernanda, F. W. & Widayat. (2018). Halal logistics performance and customer loyalty: From the literature review to a conceptual framework. *International Journal of Technology*, 9(5), 1072–1084. <https://doi.org/10.14716/ijtech.v9i5.1919>.
- Muhamad, N., Leong, V. S. & Md Isa, N. (2017). Does the country of origin of a halal logo matter? The case of packaged food purchases. *Review of International Business and Strategy*, 27(4), 484–500. <https://doi.org/10.1108/RIBS-06-2017-0049>.
- Najmi, A., Ahmed, W. & Jahangir, S. (2023). Firm’s readiness for halal food standard adoption: Assessing the importance of traceability system. *Journal of Islamic Accounting and Business Research*, 14(8), 1451–1473. <https://doi.org/10.1108/JIABR-09-2020-0293>.
- Nugraha, Y. D., Permana, R. M. T., Harahap, D. A., Shaikh, M., & Fauziah, H. I. (2023). The interaction effect of consumer affinity and patriotism among millennial muslim women consumers. *Journal of Islamic Marketing*, 14(10), 2502–2530. <https://doi.org/10.1108/JIMA-06-2021-0211>.
- Nurhayati, T. & Hendar, H. (2020). Personal intrinsic religiosity and product knowledge on halal product purchase intention: Role of halal product awareness. *Journal of Islamic Marketing*, 11(3), 603–620. <https://doi.org/10.1108/JIMA-11-2018-0220>.
- Nurudin, Hendar & Ratnawati, A. (2023). The impacts of maslahah product uniqueness, Islamic customer orientation, and Islamic innovativeness dimensions in improving marketing performance. *Uncertain Supply Chain Management*, 11(3), 1099–1110. <https://doi.org/10.5267/j.uscm.2023.4.012>.
- Prince, S. A., & Wahid, I. S. (2023). Halal-organic meat: A successful business and humanitarian model. *Humanities and Social Sciences Communications*, 10(1), 1–16. <https://doi.org/10.1057/s41599-023-02097-9>.
- Rahman, A., Asrarhaghighi, E. & Ab Rahman, S. (2015). Consumers and halal cosmetic products: Knowledge, religiosity, attitude and intention. *Journal of Islamic Marketing*, 6(1), 148–163. <https://doi.org/10.1108/JIMA-09-2013-0068>.

- Rahman, M., Aziz, S. & Hughes, M. (2020). The product-market performance benefits of environmental policy: Why customer awareness and firm innovativeness matter. *Business Strategy and the Environment*, 29(5), 2001–2018. <https://doi.org/10.1002/bse.2484>.
- Sani, A.A., Rahmayanti, D., Kamal, A., Ilmiah, D., Abdullah, N.B., (2023). Understanding consumer behavior: Halal labeling and purchase intentions. *Journal of Digital Marketing and Halal Industry*, 5(1), 117–142. <https://doi.org/10.21580/jdmhi.2023.5.1.16543>.
- Shah, S. A., Bhutto, M. H. and Azhar, S. M. (2022). Integrative review of Islamic marketing. *Journal of Islamic Marketing*, 13(6), 1264–1287. <https://doi.org/10.1108/JIMA-07-2020-0216>.
- Shahid, S., Parray, M. A., Thomas, G., Farooqi, R., & Islam, J. U. (2023). Determinants of Muslim consumers' halal cosmetics repurchase intention: An emerging market's perspective. *Journal of Islamic Marketing*, 14(3), 826–850. <https://doi.org/10.1108/JIMA-08-2021-0265>.
- Sobari, N., Kurniati, A. & Usman, H. (2022). The influence of Islamic attributes and religious commitments toward halal wellness services customer satisfaction and loyalty. *Journal of Islamic Marketing*, 13(1), 177–197. <https://doi.org/10.1108/JIMA-11-2018-0221>.
- Suki, N. M. & Salleh, A. S. (2016). Does halal image strengthen consumer intention to patronize halal stores?: Some insights from Malaysia. *Journal of Islamic Marketing*, 7(1), 120–132. <https://doi.org/10.1108/JIMA-12-2014-0079>.
- Suki, N. M. & Salleh, A. S. (2018). Mediating effect of halal image on Muslim consumers' intention to patronize retail stores: Some Insights from Malaysia. *Journal of Islamic Marketing*, 9(2), 338–355. <https://doi.org/10.1108/JIMA-02-2017-0014>.
- Tieman, M. & Ghazali, M. C. (2013). Principles in halal purchasing. *Journal of Islamic Marketing*, 4(3), 281–293. <https://doi.org/10.1108/JIMA-01-2012-0004>.
- Tieman, M. (2017). Halal risk management: Combining robustness and resilience. *Journal of Islamic Marketing*, 8(3), 461–475. <https://doi.org/10.1108/JIMA-06-2015-0041>.
- Tieman, M. (2020). Measuring corporate halal reputation: A corporate halal reputation index and research propositions. *Journal of Islamic Marketing*, 11(3), 591–601. <https://doi.org/10.1108/JIMA-05-2018-0095>.
- Waqas, M., Mian, S. J., & Nazir, N. (2023). The role of religious advertising and personal selling in enhancing mutual fund purchase intention and sales in Pakistan: A managerial perspective. *Journal of Islamic Marketing*, 14(1), 43–60. <https://doi.org/10.1108/JIMA-05-2020-0162>.
- Wilkins, S., Butt, M. M., Shams, F., & Pérez, A. (2019). The acceptance of halal food in non-Muslim countries: Effects of religious identity, national identification, consumer ethnocentrism and consumer cosmopolitanism. *Journal of Islamic Marketing*, 10(4), 1308–1331. <https://doi.org/10.1108/JIMA-11-2017-0132>.
- Zailani, S., Iranmanesh, M., Aziz, A. A., & Kanapathy, K. (2017). Halal logistics opportunities and challenges. *Journal of Islamic Marketing*, 8(1), 127–139. <https://doi.org/10.1108/JIMA-04-2015-0028>.
- Zainudin, M. I., Haji Hasan, F., & Othman, A. K. (2020). Halal brand personality and brand loyalty among millennial modest fashion consumers in Malaysia. *Journal of Islamic Marketing*, 11(6), 1277–1293. <https://doi.org/10.1108/JIMA-10-2018-0187>.

# Halal Marketing Approaches: A Systematic Review of Strategies, Challenges, and Social Implication

*by* Husna Leila Yusran, Yolanda Masnita Jati Kusuma Ali, Yuana  
Jatunilawati

---

**Submission date:** 27-Jun-2025 08:41PM (UTC+0700)

**Submission ID:** 2706870592

**File name:** 59497-Article\_Text-342395-2-10-20250621.pdf (470.82K)

**Word count:** 9424

**Character count:** 57142

## Halal Marketing Approaches: A Systematic Review of Strategies, Challenges, and Social Implication

Husna Leila Yusran<sup>1\*</sup>, Yolanda Masnita<sup>2</sup>, Jati Kusuma Ali<sup>3</sup>, Yuana Jatunilawati<sup>4</sup>

<sup>1</sup>Faculty of Economics and Business, Universitas Trisakti, Jl. Kyai Tapa No.1 Grogol, Jakarta Barat, Indonesia, husna.leila@trisakti.ac.id\*

<sup>2</sup>Faculty of Economics and Business, Universitas Trisakti, Jl. Kyai Tapa No.1 Grogol, Jakarta Barat, Indonesia, yolandamasnita@trisakti.ac.id

<sup>3</sup>Faculty of Business and Management, Universiti Teknologi MARA, Samarahan Campus, 94300 Samarahan, Sarawak, Malaysia, jati@uitm.edu

<sup>4</sup>Faculty of Business and Economics, Universitas Trisakti, Jl. Kyai Tapa No.1 Grogol, Jakarta Barat, Indonesia, yuana.jatu@trisakti.ac.id

\*) Corresponding author

**Abstract.** Halal, meaning "lawful and permitted," is deeply rooted in Islamic philosophy and teachings. Halal marketing refers to the strategies and approaches used to promote and sell products that comply with halal standards. This systematic review aims to examine the various marketing approaches utilized in promoting halal products. Some critics argue that the emphasis on halal products can lead to exclusion and division within societies, as it may prioritize catering to a specific religious group over others. They contend that promoting halal products exclusively may create a sense of segregation and hinder social integration. Utilizing the PRISMA method and analyzing publication from Scopus database. The study investigates diverse marketing technique used in promoting halal products. Several countries were included in this review, including Indonesia, Malaysia, Turkey, Arab Saudi, and the United Arab Emirates. The result of this review will provide insights into the marketing approaches that have been successful in promoting halal products and highlight any potential implications of these strategies on social integration. The finding suggest that halal marketing approaches vary across different countries, with a focus on building trust, emphasizing authenticity, and utilizing digital platforms. Based on the findings of this systematic review, it can be concluded that there are diverse marketing approaches used in promoting halal products. The study recommends future research explore the impact of halal marketing on social integration and the potential for inclusive marketing strategies that can cater to a diverse consumer.

**Key words:** Halal marketing, halal products, inclusivity, social integration, systematic literature review.

**Abstrak.** Halal berarti "sah menurut hukum dan diperbolehkan," berakar kuat dalam filsafat dan ajaran Islam. Pemasaran halal mengacu pada strategi dan pendekatan yang digunakan untuk mempromosikan dan menjual produk yang memenuhi standar halal. Tinjauan sistematis ini bertujuan untuk mengkaji berbagai pendekatan pemasaran yang digunakan dalam mempromosikan produk halal. Beberapa kritikus berpendapat bahwa penekanan pada produk halal dapat menyebabkan pengucilan dan perpecahan dalam masyarakat, karena masyarakat mungkin memprioritaskan pelayanan pada kelompok agama tertentu dibandingkan kelompok agama lain. Mereka berpendapat bahwa mempromosikan produk halal secara eksklusif dapat menimbulkan rasa segregasi dan menghambat integrasi sosial. Penelitian ini menggunakan metode PRISMA dan menganalisis publikasi dari database Scopus. Penelitian ini menyelidiki beragam teknik pemasaran yang digunakan dalam mempromosikan produk halal. Beberapa negara yang masuk dalam tinjauan ini antara lain Indonesia, Malaysia, Turki, Arab Saudi, dan Uni Emirat Arab. Hasil dari tinjauan ini akan memberikan wawasan mengenai pendekatan pemasaran yang telah berhasil mempromosikan produk halal dan menyoroti potensi implikasi strategi ini terhadap integrasi sosial. Temuan ini menunjukkan bahwa pendekatan pemasaran halal berbeda-beda di berbagai negara, dengan fokus pada membangun kepercayaan, menekankan keaslian, dan memanfaatkan platform digital. Berdasarkan temuan tinjauan sistematis ini, dapat disimpulkan bahwa terdapat beragam pendekatan pemasaran yang digunakan dalam mempromosikan produk halal. Rekomendasi untuk penelitian di masa mendatang mencakup eksplorasi lebih lanjut mengenai dampak pemasaran halal terhadap integrasi sosial dan potensi strategi pemasaran inklusif yang dapat melayani konsumen yang beragam.

**Kata Kunci:** Inklusivitas, integritas, pemasaran halal, pendekatan pemasaran, tinjauan literatur sistematis.

## INTRODUCTION

The contemporary halal product marketplace represents a multifaceted ecosystem of marketing methodologies that intertwine religious doctrine, sustainable consumption and consumer psychology paradigms. Notwithstanding the expanding global prominence of halal products, a significant knowledge deficit persists regarding the nuanced marketing strategies deployed across diverse cultural. Halal marketing is a strategic approach utilized by businesses to cater to the growing demand for halal products among Muslim consumers (Koc et al., 2025; Shah et al., 2022; Rahman et al., 2020; Hamizar et al., 2023). This approach involves understanding and adhering to the principles of Islamic law in product development, production, labelling, and marketing (Abbas et al., 2023; Al-Kwafi et al., 2020; Sani et al., 2023). By doing so, businesses aim to attract and retain Muslim consumers who prioritize consuming products that are permissible and in accordance with their religious beliefs (Ali et al., 2018; Butt et al., 2017; Shah et al., 2022).

Halal marketing is a strategic approach used by businesses to meet the increasing demand for halal products among Muslim consumers (Ismail et al., 2020). This approach involves adhering to Islamic law in product development, production, labelling, and marketing to attract and retain Muslim consumers. The growing demand for halal items is evident globally (Awan et al., 2015). With the increasing Muslim population, global halal brands are emerging in unique markets, presenting significant growth potential (Nurhayati and Hendar, 2020). The halal industry's rapid growth in Muslim and non-Muslim countries has opened new markets for various products, including cosmetics (Al-Banna and Jannah, 2023).

The demand for halal products is increasing not only in predominantly Muslim countries but also in non-Muslim nations such as France (Firdaus et al., 2022). Understanding the importance of emphasizing religious values in marketing halal products is crucial for marketers and researchers (Zainudin et al., 2020). Additionally, the exploding demand for halal certifications globally underscores the significance of halal products in the market (Farhat et al., 2019). This demonstrates the critical need for a deeper understanding of the consumption behaviour of Muslim consumers in the rapidly growing halal markets (Al-Kwafi et al., 2020).

Understanding the concept of halal products and the concept of "halal" is crucial in implementing effective marketing approaches for halal products (Buttour et al., 2018; Elseidi, 2018; Haleem et al., 2020; Masudin et al., 2018). Halal refers to anything that is permissible or lawful according to Islamic teachings (Krisjanous et al., 2022; Masudin et al., 2018).

There is the potential concern of cost associated with halal certification and production, which may lead to higher prices for halal products (Fuseini et al., 2020; Khan et al., 2020; Suki and Salleh, 2016). Non-Muslim consumers who are not specifically seeking halal products may be deterred by the higher price point, especially if the perceived quality or benefit of the halal certification is not significant to them (Haque et al., 2015; Wilkins et al., 2019). This could result in a limited market for halal products and pose a challenge for businesses in terms of expanding their consumer base.

Furthermore, the emphasis on religious and cultural sensitivities in marketing halal products may inadvertently reinforce stereotypes and assumptions about Muslim consumers, potentially contributing to further division instead of inclusivity (Hassan et al., 2022; Waqas et al., 2023). Non-Muslim consumers may perceive the marketing of halal products as exclusive to a particular religious group, potentially leading to misconceptions and misunderstandings.

In conclusion, while it is essential to recognize and respect the religious and cultural values of Muslim consumers, businesses should also consider the potential impact of their marketing strategies on non-

Muslim consumers to ensure inclusivity and broader market appeal. Balancing the needs of both Muslim and non-Muslim consumers in marketing strategies for halal products is crucial for long-term success and market growth.

This research is important in understanding the various challenges and considerations involved in marketing halal products (Hosain, 2021). It highlights the need for businesses to carefully strategize their approach to appeal to both Muslim and non-Muslim consumers (Al-Kwafi et al., 2020). By understanding the potential consequences and implications of marketing halal products, businesses can develop effective strategies that promote inclusivity, diversity, and market growth.

This research question is important as it addresses the complex nature of marketing halal products in diverse market environments (Babali and Taase, 2013). The research question seeks to understand the various challenges and considerations businesses face when marketing halal products, especially in appealing to both Muslim and non-Muslim consumers. By examining the attitudes and perceptions of non-Muslim consumers towards halal products, the study provides insights on how to effectively market halal products in non-Muslim.

The aim of this research is to analyze the research findings indicate that there are several marketing approaches used in promoting halal products and analyze implications for business marketing strategies. The findings suggest that business should consider adopting a targeted market segmentation strategy to effectively promote halal products and also provide approaches include the use of the halal logo, targeted advertisement strategies, and positioning halal products in separate areas labelled as halal.

## LITERATURE REVIEW

Understanding the concept of "halal" is essential for effective marketing of halal products. Halal refers to anything permissible or lawful according to Islamic teachings (Al-Kwafi et al., 2020; Battour et al., 2018; Haleem et al., 2020; Koc et al., 2025). Research has increasingly focused on halal product perception and approval globally. The manifestations of halal products significantly affect consumer knowledge about halal principles (Almossawi, 2014; Hosain, 2021; Nurhayati and Hendar, 2020; Floren et al., 2020; Shahid et al., 2023). Factors such as brand image, satisfaction, trust, and loyalty influence consumer purchase intention of halal products. Trust, attitude toward the product, and halal awareness affect the intention to purchase halal cosmetics (Al-Kwafi et al., 2020; Masudin et al., 2018; Shah et al., 2022; Tieman, 2017).

The challenges and opportunities of adopting halal logistics contribute to the advancement of knowledge in this area (Al-Kwafi et al., 2020; Hamizar et al., 2023; Zaimudin et al., 2020). Religiosity moderates the theory of planned behaviour and halal purchase intention. Educated millennial Muslim females demonstrate a high concern for the halalness of cosmetics. Embedding Islamic attributes in halal services correlates positively with customer satisfaction (Awan et al., 2015). Various studies have delved into consumer behaviour on halal products (Sani et al., 2023; Nurhayati and Hendar, 2020). The integrity of halal products is becoming an increasing concern for governments and industries (Ali et al., 2018; Prince and Wahid, 2023).

In reviewing marketing approaches for halal products, it is important to consider the specific needs and preferences of Muslim consumers (Al-Kwafi et al., 2020; Suki and Salleh, 2018). This can be done through segmentation, targeting, and positioning strategies that recognize the diversity within the Muslim consumer market (Elseidi, 2018; Koe et al., 2025; Tieman, 2017). The marketing approaches for halal products should also consider the religious and cultural sensitivities surrounding these products.

In examining marketing strategies for halal products, it is essential to consider the diverse needs and preferences of Muslim consumers. Segmentation, targeting, and positioning strategies should

acknowledge the variety within the Muslim consumer market, taking into account religious and cultural sensitivities surrounding these products (Islam, 2020). Factors such as religiosity, knowledge of halal products, and confidence in halal certification significantly influence purchase intention (Elseidi, 2018; Khan et al., 2020; Nurhayati and Hendar, 2020). Additionally, understanding the attitudes and perceptions of non-Muslim consumers towards halal products is crucial for effective marketing strategies (Haque et al., 2015; Wilkins et al., 2019). It is also important to consider the impact of advertising and branding on Muslim consumers' attitudes and purchase intentions (Al-Kwafi et al., 2020; Waqas et al., 2023). Overall, a comprehensive understanding of consumer behaviour, religiosity, and cultural influences is essential for the successful marketing of halal products.

Challenges in promoting halal products include addressing misconceptions and stereotypes about halal products, ensuring proper certification and labelling, reaching a wider non-Muslim audience, and competing in non-Muslim dominated markets (Nugraha et al., 2023; Zailani et al., 2017). To overcome these challenges, businesses can employ several marketing approaches that focus on promoting the quality, safety, and ethical aspects of halal products.

To address challenges in promoting halal products, businesses can employ marketing approaches focusing on quality, safety, and ethical aspects. Overcoming misconceptions and stereotypes requires emphasizing the quality and safety of halal products (Battour et al., 2018; Rahman et al., 2015; Wilkins et al., 2019). Proper certification and labelling can be ensured by understanding consumer attitudes and intentions towards halal products (Fuseini et al., 2020; Shah et al., 2022; Zailani et al., 2017). Reaching a wider non-Muslim audience and competing in non-Muslim dominated markets necessitates understanding non-Muslim consumers' perceptions and acceptance of halal products (Hassan and Sengupta, 2019; Haque et al., 2015; Lim et al., 2020). Additionally, businesses can leverage the influence of the halal logo on Muslim consumers' attitudes and use it to promote halal products effectively (Al-Kwafi et al., 2020).

An opposing argument to the promotion of halal products is the potential exclusion and alienation of non-Muslim consumers. While it is important to cater to the needs and preferences of Muslim consumers, exclusively focusing on halal products may lead to the neglect of non-Muslim consumers (Nurudin et al., 2023; Sobari et al., 2022). In markets where the Muslim population is not the majority, businesses may face challenges in appealing to a broader demographic if their marketing strategies are primarily centred around halal products (Butt et al., 2017; Hassan et al., 2022; Kasdi et al., 2018).

## METHOD

This research used PRISMA systematic literature review as the methodology to gather and analyze relevant studies on marketing approaches in promoting halal products. The systematic literature review method allows for a comprehensive analysis of existing research in order to identify common themes, trends, and gaps in knowledge regarding marketing approaches for halal products (Babaii and Taase, 2013; Haleem et al., 2020). The main purpose of this systematic review is to identify and analyze various marketing approaches used in promoting halal products. The data was collected from Scopus database. To find the document use keyword: "Marketing", "Halal", "Product", "Products", and find 222 documents that were relevant to the research topic and objectives.

After choose document from year 2013 until 2023 and find 201 documents that met the inclusion criteria, a detailed analysis of these articles are conducted. After filter in subject area is "Social Science", "Art & Humanities", dan "Business, Management and Accounting and find that 156 documents. The documents were then categorized based on only article and meet 126 articles. After filter only English language articles, 124 articles were included in the analysis. After screening the documents based on abstract and read full article, a total of 88 articles were selected for further analysis.

Several countries including Malaysia, Indonesia, Turkey, United Arab Emirates, Saudi Arabia, are pioneers in the halal industry and have established strong halal certification and regulatory systems. The marketing approaches used in promoting halal products vary among countries, but some common strategies include the use of the halal logo, targeted advertisement strategies such as social media marketing and influencer collaborations, and positioning halal products in separate areas labelled as halal within stores.

## RESULTS AND DISCUSSION

The research findings indicate that there are several marketing approaches used in promoting halal products. The use of the halal logo is one of the key marketing approaches in promoting halal products. This logo serves as a symbol of assurance for consumers that the product is halal and meets Islamic dietary requirements. The growing trend of ethical and sustainable consumption among Muslim consumers has led to an increasing association of halal products with environmentally friendly and ethical production practices. This trend presents an opportunity for businesses to align their marketing approaches with these values. Research indicates that understanding religiosity, increasing product knowledge, and leveraging effective marketing campaigns are crucial for promoting halal products (Ahmadova and Aliyev, 2021; Al-Kwiri et al., 2020; Nurhayati and Hendar, 2020).

Additionally, businesses should consider the push, pull, and mooring effects, as well as the determinants of repurchase intention and purchase behaviour among Muslim consumers. Furthermore, ensuring proper certification, logistics, and corporate reputation, as well as addressing consumer attitudes and perceptions, are essential for successful marketing of halal products. Moreover, halal-certified products symbolize quality, hygiene, safety, sustainability, and wholesomeness, aligning with the ethical and sustainable consumption trend (Suki and Salleh, 2018).

The findings from the systematic review highlight the diverse marketing approaches used in promoting halal products. One of the notable strategies identified is the use of the halal logo, which serves as a symbol of assurance for consumers that the product is halal and meets Islamic dietary requirements. Moreover, there is a growing trend of ethical and sustainable consumption among Muslim consumers, leading to an increasing association of halal products with environmentally friendly and ethical production practices. This trend presents an opportunity for businesses to align their marketing approaches with these values, indicating that understanding religiosity, increasing product knowledge, and leveraging effective marketing campaigns are crucial for promoting halal products.

The research emphasizes the importance of considering push, pull, and mooring effects, as well as the determinants of repurchase intention and purchase behaviour among Muslim consumers. Furthermore, ensuring proper certification, logistics, and corporate reputation, as well as addressing consumer attitudes and perceptions, are essential for the successful marketing of halal products. Additionally, the study reinforces that halal-certified products symbolize quality, hygiene, safety, sustainability, and wholesomeness, aligning with the ethical and sustainable consumption trend. These insights suggest that businesses should tailor their marketing strategies to effectively communicate these values to both Muslim and non-Muslim consumers.

Taking into account the geographical context, it is essential to recognize that several countries, such as Malaysia, Indonesia, Turkey, the United Arab Emirates, and Saudi Arabia, have established strong halal certification and regulatory systems. While the marketing approaches used in promoting halal products may vary among these countries, some common strategies include the use of the halal logo, targeted advertisement strategies such as social media marketing and influencer collaborations, and positioning halal products in separate areas labelled as halal within stores. In light of this, it is evident that understanding the implications of these marketing approaches and their alignment with the values of both Muslim and non-Muslim consumers is crucial for businesses seeking to navigate the diverse

landscape of the halal products market. The findings underscore the need for businesses to develop inclusive and respectful marketing strategies to appeal to a broader consumer base while recognizing the religious and cultural sensitivities associated with halal products.

The findings of this systematic review support the use of the halal logo as an effective marketing strategy to target Muslim consumers and promote a wide range of halal products. These findings also highlight the importance of transparency and clear labelling in promoting halal products, as consumers place a significant emphasis on halal certification and assurance.

### Implications for Business Marketing Strategies

The findings of this systematic review have important implications for businesses seeking to market halal products. Firstly, businesses should prioritize obtaining halal certification from recognized authorities or agencies that adhere to Islamic teachings and principles. Secondly, businesses should invest in targeted advertisement strategies that effectively communicate the halal nature of their products, such as social media marketing and influencer collaborations with individuals who have a strong presence in the Muslim community. Additionally, businesses should consider positioning halal products in separate areas within their stores, clearly labelled as halal, to enhance consumer trust and facilitate easier access. Furthermore, businesses should be aware of the specific needs and preferences of Muslim consumers when designing their marketing strategies.

To understand the implications for business marketing strategies in the context of halal products, it is essential to consider the determinants of attitudes towards halal products among Islamic consumers (Muhamad et al., 2017). The increasing competition in the market makes it challenging for businesses to create a differential advantage to attract new customers (Hanafiah and Hamdan, 2020; Najmi et al., 2023). Additionally, it is well known that target and non-target consumers often react differently to specific marketing strategies (Tieman and Ghazali, 2013; Najmi et al., 2023). Brand loyalty has become a focal point in the marketing field, serving as the basis for longitudinal relationships and predicting business success (Ali et al., 2018; Zainudin et al., 2020).

Moreover, businesses have greatly benefited from adhering to Islamic principles to attract more Muslim consumers, extending from food to financial markets (Farhat et al., 2019). The acceptance of halal food in non-Muslim countries is a significant factor to consider in the formulation of marketing strategies (Butt et al., 2017; Wilkins et al., 2019). The influence of the halal logo on Muslim consumers' attitudes has been studied, indicating the importance of visual cues in marketing halal products (Al-Kwafi et al., 2020). The perceived values of halal products are governed by the trust directly sourced from religion, highlighting the significance of trust in marketing strategies for halal products (Hassan and Sengupta, 2019).

Furthermore, robustness is crucial for the competitiveness of halal supply chains and corporate reputation, emphasizing the need for robust marketing strategies in the halal industry (Tieman, 2020). The issue of halal images is important for innovative business thinking and relevant marketing approaches, suggesting the need for creative marketing strategies in the halal industry (Suki and Salleh, 2018). The practice of halal branding as a marketing strategy, both inside and outside the Islamic community, is gaining significant impetus, indicating the importance of branding in marketing halal products (Hosain, 2021). Additionally, the marketing of credence goods must provide a guarantee to deliver a firm message about the specific features of the product, emphasizing the need for clear and transparent marketing communication in the halal industry (Bhutto et al., 2023; Ishak et al., 2023).

The multifaceted nature of the halal products market necessitates a deeper understanding of the various factors that influence consumer attitudes and behaviour. Businesses venturing into this market need to delve into the intricacies of marketing strategies to effectively target both Muslim and non-Muslim consumers (Haque et al., 2015; Lim et al., 2022; Wilkins et al., 2019). One of the significant considerations for businesses is the growing impact of halal certification on consumer behaviour. The

Islamic principles governing halal products create a foundation of trust and reliability that significantly influences purchase decisions (Bukhari et al., 2019; Islam, 2022). Understanding the deeply rooted significance of these principles in the eyes of consumers is key in shaping marketing strategies to resonate with their values.

Furthermore, the evolving landscape of the halal industry requires businesses to ascertain the link between consumer behaviour and innovative branding and marketing approaches (Battour et al., 2022). The adoption of creative strategies that align with the ethical and sustainable consumption trend, while remaining respectful of religious and cultural sensitivities, can reinforce the appeal of halal products across diverse consumer segments. Additionally, the competitive environment in the halal market underscores the importance of differential advantages and brand loyalty. Businesses must navigate through these challenges by creating distinct marketing approaches that cater to the specific needs and preferences of Muslim consumers while also addressing the acceptance of halal products in non-Muslim countries.

Moreover, the emphasis on robustness in supply chains and the association of halal branding with marketing strategies offer valuable insights for businesses. These aspects highlight the need for transparency and clear communication in marketing halal products, ensuring that the unique characteristics and values associated with halal products are effectively conveyed to consumers.

In conclusion, the implications for business marketing strategies in the context of halal products are vast and intricate. By understanding the multi-layered dynamics of consumer attitudes, competitive landscapes, and the fundamental significance of Islamic principles, businesses can tailor their marketing strategies to effectively navigate and succeed in the diverse and burgeoning halal products market.

The research findings suggest that businesses should consider adopting a targeted market segmentation strategy to effectively promote halal products. This would involve creating specific outlets or marketing channels that cater specifically to the needs of the religious target segment, while also maintaining outlets that cater to non-target consumers. By doing so, businesses can ensure that they are effectively reaching their desired audience and establishing a strong brand presence in the halal market.

That is supported by various studies in the field of Islamic marketing found that religiosity and attitude significantly influence consumers' intention to purchase halal cosmetic products (Rahman et al., 2015). Similarly, Elseidi (2018) discovered that consumers' attitude towards halal food products is the strongest predictor of confidence in the halalness of food products carrying the halal logo. Moreover, Nurbayati and Hendar (2020) highlighted the increasing market share of multinational companies from non-Muslim countries in the halal market, emphasizing the importance of understanding consumer segments for halal products.

Furthermore, Islam (2020) emphasized the crucial criterion of halal product segmentation, targeting both Muslim and conventional markets. This aligns with the study by Zainudin et al. (2020), which emphasized the importance of emphasizing religious values in marketing halal products to consumers. Additionally, Tieman (2020) highlighted the importance of robustness in halal supply chains, which is essential for effective market segmentation and targeting. The influence of the halal logo on Muslim consumers' attitudes was explored by Al-Kwafi et al. (2020), indicating the significance of visual cues in marketing halal products. This supports the notion that targeted market segmentation strategies should consider visual elements that resonate with Muslim consumers. Moreover, the study by Shah et al. (2022) demonstrated that delivering halal value to Muslim consumers affects their purchase intention, emphasizing the need for targeted marketing strategies that communicate halal value effectively.

In conclusion, the research findings from various studies in Islamic marketing support the notion that businesses should adopt targeted market segmentation strategies to effectively promote halal products. Understanding the influence of religiosity, attitudes, and visual cues, as well as emphasizing religious values in marketing, are crucial for successful market segmentation and targeting in the halal industry.

The implication of robust marketing strategies in the context of halal products transcends mere advertising and promotion. It encompasses a deeper understanding of the diverse factors that influence consumer attitudes and behaviours within this niche market segment. Businesses venturing into the halal industry are tasked with delving into the intricacies of marketing strategies to effectively target both Muslim and non-Muslim consumers, recognizing the multifaceted nature of halal products.

One of the significant considerations for businesses is the growing impact of halal certification on consumer behaviour. The adherence to Islamic principles governing halal products creates a foundation of trust and reliability that significantly influences purchase decisions. Furthermore, understanding the deeply rooted significance of these principles in the eyes of consumers is key in shaping marketing strategies that resonate with their values. This goes beyond mere product promotion; it entails aligning the marketing message with the ethical and religious sensitivities of the target audience.

Moreover, the evolving landscape of the halal industry calls for businesses to ascertain the link between consumer behaviour and innovative branding and marketing approaches. The adoption of creative strategies must align with the ethical and sustainable consumption trend while remaining respectful of religious and cultural sensitivities. This involves reinforcing the appeal of halal products across diverse consumer segments by infusing the marketing strategy with elements that resonate with the values and beliefs of the target audience. The competitive environment in the halal market underscores the importance of differential advantages and brand loyalty. Businesses must navigate these challenges by creating distinct marketing approaches that cater to the specific needs and preferences of Muslim consumers whilst also addressing the acceptance of halal products in non-Muslim countries. A nuanced marketing strategy that reflects an understanding of the cultural, religious, and lifestyle differences is essential in garnering consumer trust and loyalty.

Furthermore, the emphasis on robustness in supply chains and the association of halal branding with marketing strategies offers valuable insights for businesses. These aspects highlight the need for transparency and clear communication in marketing halal products, ensuring that the unique characteristics and values associated with halal products are effectively conveyed to consumers. In conclusion, the implications for business marketing strategies in the context of halal products are vast and intricate. By understanding the multi-layered dynamics of consumer attitudes, competitive landscapes, and the fundamental significance of Islamic principles, businesses can tailor their marketing strategies to effectively navigate and succeed in the diverse and burgeoning halal products market. The research findings suggest that businesses should consider adopting a targeted market segmentation strategy to effectively promote halal products.

This would involve creating specific outlets or marketing channels that cater specifically to the needs of the religious target segment, while also maintaining outlets that cater to non-target consumers. By doing so, businesses can ensure that they are effectively reaching their desired audience and establishing a strong brand presence in the halal market. The influence of the halal logo on Muslim consumers' attitudes was explored by Al-Kwafi et al. (2020) indicating the significance of visual cues in marketing halal products. This supports the notion that targeted market segmentation strategies should consider visual elements that resonate with Muslim consumers. Moreover, the study by Shah et al. (2022) demonstrated that delivering halal value to Muslim consumers affects their purchase intention, emphasizing the need for targeted marketing strategies that communicate halal value effectively.

In addition, understanding the influence of religiosity, attitudes, and visual cues and emphasizing religious values in marketing are crucial for successful market segmentation and targeting in the halal industry. Therefore, for businesses to succeed in marketing halal products, a more holistic and nuanced approach is crucial, bridging the gap between consumer needs, cultural sensitivities, and effective marketing strategies. To effectively cater to the diverse consumer base and uphold the ethical and religious sensitivities associated with halal products, businesses should consider adopting a more holistic approach to their marketing strategies. This would involve integrating elements of religiosity into their marketing activities in order to influence the conscious consumer, while also creating differentiation in their product offerings.

Numerous studies have emphasized the importance of understanding the religious values and sensitivities of the target market segment, particularly in the context of halal products. The concept of holistic branding, as proposed by researchers, identifies attributes that reflect the brand's worldview and contribute to holistic branding, such as spiritual ethos and belief systems, sustainable and eco-ethical philosophy, and wholesomeness and inclusiveness. This highlights the need for businesses to engage in a comprehensive approach to branding of faith-based products, including halal products.

The growing significance of halal certification on consumer behaviour cannot be overlooked. Businesses must recognize that the adherence to Islamic principles governing halal products establishes a foundation of trust and reliability that significantly influences purchase decisions. Moreover, the adoption of creative and innovative strategies that align with ethical and sustainable consumption trends while respecting religious and cultural sensitivities can further enhance the appeal of halal products across diverse consumer segments. Given the competitive environment in the halal market, businesses must also focus on creating differential advantages and fostering brand loyalty. This involves understanding the specific needs and preferences of Muslim consumers, as well as addressing the acceptance of halal products in non-Muslim countries. The ability to navigate these challenges and create distinct marketing approaches that cater to diverse consumer segments is essential in garnering consumer trust and loyalty.

In conclusion, the research findings and insights from various sources strongly advocate for a more nuanced and holistic approach to marketing halal products. Businesses should consider integrating religious values, adopting creative strategies that resonate with consumer sentiments, and creating differential advantages to effectively promote and differentiate their halal products in the market. These approaches include the use of the halal logo, targeted advertisement strategies, and positioning halal products in separate areas labelled as halal.

Additionally, businesses should ensure that halal certification is regulated by authorities well-versed in Islamic teachings and principles to prevent fraud and maintain consumer trust. Furthermore, businesses should be aware of the importance of accurate labelling and clear distinction between halal and non-halal products for Muslim consumers.

The research findings suggest that businesses should consider adopting a targeted market segmentation strategy to effectively promote halal products (Akroush, 2010; Kasdi et al., 2018; Wilkins et al., 2019). This is supported by various studies in the field of Islamic marketing found that religiosity and attitude significantly influence consumers' intention to purchase halal cosmetic products. Similarly, Elseidi (2018) discovered that consumers' attitude towards halal food products is the strongest predictor of high confidence in the halalness of food products carrying the halal logo. Moreover, Nurhayati and Hendar (2020) highlighted the increasing market share of multinational companies from non-Muslim countries in the halal, cosmetic, and medicinal foods market, emphasizing the need for targeted market segmentation strategies.

Islam (2020) emphasized the importance of segmenting the halal product market into food lifestyle and service categories to effectively target both Muslim and conventional markets. Al-Kwafi et al. (2020) also stressed the significance of the halal logo in influencing Muslim consumers' attitudes,

indicating the need for targeted marketing strategies based on visual cues. Additionally, focused on consumers' attitudes towards halal food, highlighting the importance of understanding consumer behaviour for effective market segmentation strategies (Suki and Salleh, 2018).

Furthermore, Shah et al. (2022) demonstrated the mediating role of halal perceived value and trust on purchase intention, indicating the need for targeted marketing strategies to enhance perceived value and trust among Muslim consumers. Khan et al. (2020) also identified enablers of halal food purchase among Muslim consumers, emphasizing the importance of understanding consumer behaviour for targeted marketing strategies. Additionally, Hassan et al. (2022) highlighted the exploitation of Muslim desires and expectations by businesses, indicating the need for a comprehensive understanding of the halal market segment for effective marketing strategies.

It is evident that a more comprehensive understanding of the intricate relationship between religiosity, consumer behaviour, and the halal market is essential for businesses to effectively target and cater to Muslim consumers. The nuances of halal consumption, including the influence of religious knowledge, commitment, and certification, play a pivotal role in shaping purchase behaviour and consumer trust. To delve deeper into the dynamics of consumer behaviour within the halal cosmetics market, we can explore the interplay of religious knowledge and commitment with the actual purchase behaviour and repurchase intentions of Muslim consumers. Understanding the specific religious orientations of individuals and their impact on purchase decisions is also an area that merits further investigation. Additionally, delving into the visual cues and advertising platforms that resonate with Muslim consumers can provide valuable insights for developing targeted marketing strategies.

Furthermore, the examination of religiosity, attitudes, and purchase intentions in different cultural contexts and regions is crucial for a comprehensive understanding of the halal market. This necessitates a cross-cultural analysis to discern the varying influences of religiosity on consumer behaviour in diverse Muslim-majority countries, as well as in non-Muslim countries with significant Muslim consumer segments. In addition to the highlighted studies, exploring the mediating role of halal perceived value and trust, as well as the enablers of halal food purchase among Muslim consumers, will provide deeper insights into the mechanisms that drive consumer behaviour in the halal market. This will enable businesses to tailor their marketing strategies to effectively communicate halal value and foster trust among Muslim consumers, thereby facilitating greater market penetration and brand loyalty.

In conclusion, a more profound exploration of the complexities surrounding religiosity and consumer behaviour in the context of halal products is imperative for businesses aiming to establish a strong presence in the halal market. By leveraging a deep understanding of religious values and attitudes, businesses can devise targeted and culturally sensitive marketing strategies that resonate with diverse Muslim consumer segments.

This deep understanding and targeted approach will be key in enhancing the appeal of halal products across diverse consumer segments and fostering brand loyalty in the competitive halal market. Businesses must be mindful of the specific needs and preferences of Muslim consumers, as well as the acceptance of halal products in non-Muslim countries, in order to navigate these challenges and create distinct marketing approaches.

In line with the research findings and insights from various sources, the incorporation of religious values, creative strategies that resonate with consumer sentiments, and the creation of differential advantages are emphasized to promote and differentiate halal products in the market. It is essential for businesses to integrate the halal logo, implement targeted advertisement strategies, and position halal products in separate areas labelled as halal. Additionally, halal certification regulation by authorities well-versed in Islamic teachings and principles, as well as accurate labelling and clear distinction between halal and non-halal products, are crucial for maintaining consumer trust and loyalty.

The research findings also emphasize the adoption of a targeted market segmentation strategy to effectively promote halal products. This entails the segmentation of the halal product market into food lifestyle and service categories to effectively target both Muslim and conventional markets, as highlighted by Islam (2020). Additionally, visual cues and advertising platforms that resonate with Muslim consumers can provide valuable insights for developing targeted marketing strategies, as stressed by Al-Kwafi et al., (2020). Moreover, a comprehensive understanding of the intricate relationship between religiosity, consumer behaviour, and the halal market is crucial for businesses to effectively target and cater to Muslim consumers.

To delve deeper into the dynamics of consumer behaviour within the halal cosmetics market, further exploration of the interplay of religious knowledge and commitment with actual purchase behaviour and repurchase intentions of Muslim consumers is necessary. Understanding the specific religious orientations of individuals and their impact on purchase decisions is an area that merits further investigation. Additionally, cross-cultural analysis is essential to discern the varying influences of religiosity on consumer behaviour in diverse Muslim-majority countries and non-Muslim countries with significant Muslim consumer segments.

Expanding the research to explore the mediating role of halal perceived value and trust, as well as the enablers of halal food purchase among Muslim consumers, will provide deeper insights into the mechanisms that drive consumer behaviour in the halal market. This deeper understanding will enable businesses to tailor their marketing strategies effectively to communicate halal value and foster trust among Muslim consumers, thereby facilitating greater market penetration and brand loyalty.

In conclusion, a more profound exploration of the complexities surrounding religiosity and consumer behaviour in the context of halal products is imperative for businesses aiming to establish a strong presence in the halal market. By leveraging a deep understanding of religious values and attitudes, businesses can devise targeted and culturally sensitive marketing strategies that resonate with diverse Muslim consumer segments. This nuanced and holistic approach will be fundamental in enhancing the appeal of halal products and fostering brand loyalty across diverse consumer segments. In today's rapidly changing world, the significance of accurate weather forecasts cannot be overstated.

## CONCLUSION

The global halal product market presents a dynamic and intricate landscape that necessitates a sophisticated marketing approach beyond conventional strategies. Successful engagement requires a delicate integration of religious principles, consumer insights, and sustainable consumption frameworks. Modern businesses must craft marketing strategies that demonstrate cultural sensitivity, authentically communicate product values, and establish meaningful connections across diverse societal contexts.

Contemporary research highlights a substantive knowledge gap in comprehending marketing methodologies across varied cultural domains. This limitation underscores the imperative for a more holistic framework that harmonizes religious compliance with expansive consumer value propositions. The continually evolving halal marketplace challenges organizations to develop flexible marketing approaches capable of navigating the complex intersections between religious identity, ethical consumption patterns, and nuanced consumer expectations.

Based on the extensive research and insights gleaned from various sources, it is evident that the integration of religious values, creative strategies that resonate with consumer sentiments, and the creation of differential advantages are crucial for promoting and differentiating halal products in the market. Additionally, a robust and effective marketing strategy for halal products should include the integration of the halal logo, targeted advertising strategies, and the clear labelling and positioning of halal products in dedicated areas.

Moreover, the adoption of a targeted market segmentation strategy is essential to effectively promote halal products across diverse consumer segments. This involves segmenting the halal product market into food lifestyle and service categories to target both Muslim and conventional markets, as highlighted by previous research. Furthermore, visual cues and advertising platforms that tap into the sentiments of Muslim consumers can provide critical insights for developing targeted marketing strategies that resonate with the target audience.

Expanding the scope of research to further explore the interplay of religious knowledge and commitment with actual purchase behaviour and repurchase intentions of Muslim consumers is imperative. Understanding individual religious orientations and their impact on purchase decisions is a critical area that warrants additional investigation. Additionally, undertaking cross-cultural analyses will provide valuable insights into the varying influences of religiosity on consumer behaviour in different cultural contexts.

Furthermore, delving into the mediating role of halal perceived value and trust, as well as the enablers of halal food purchase among Muslim consumers, will provide deeper insights into the mechanisms that drive consumer behaviour in the halal market. This deeper understanding will enable businesses to tailor their marketing strategies effectively to communicate halal value and foster trust among Muslim consumers, ultimately leading to greater market penetration and brand loyalty.

In conclusion, a comprehensive and nuanced understanding of the intricate relationship between religiosity, consumer behaviour, and the halal market is indispensable for businesses seeking to establish a strong presence in this market. By leveraging a deep understanding of religious values and attitudes, businesses can devise targeted and culturally sensitive marketing strategies that resonate with diverse Muslim consumer segments. This holistic approach will be instrumental in enhancing the appeal of halal products and fostering brand loyalty across diverse consumer segments.

The limitations of this research are the reliance on literature survey and conceptual analysis, which may lack empirical evidence. To address this limitation, future research could incorporate empirical studies, such as surveys or experiments, to gather quantitative data and test the proposed relationships between religiosity and consumer behaviour in the halal market. Another limitation is the focus on Muslim consumers and the halal market, which may limit the generalizability of the findings to other religious or cultural contexts.

## REFERENCES

- Abbas, A., Triani, N., Rayyani, W. O., & Muchran, M. (2023). Earnings growth, marketability and the role of Islamic financial literacy and inclusion in Indonesia. *Journal of Islamic Accounting and Business Research*, 14(7), 1088-1105. <https://doi.org/10.1108/JIABR-12-2021-0322>.
- Ahmadova, E. & Aliyev, K. (2021). Determinants of attitudes towards halal products: Empirical evidence from Azerbaijan. *Journal of Islamic Marketing*, 12(1), 55-69. <https://doi.org/10.1108/JIMA-04-2019-0068>.
- Akroush, M. N. (2010). Transactional marketing and relationship marketing paradigms: A structural equation modelling approach. *International Journal of Electronic Customer Relationship Management*, 4(2), 125-160. <https://doi.org/10.1504/IJECRM.2010.031862>.
- Al-Banna, H. & Jannah, S. M. (2023). The push, pull, and mooring effects toward switching intention to halal cosmetic products. *Journal of Islamic Marketing*, 14(9), 2149-2166. <https://doi.org/10.1108/JIMA-12-2021-0392>.
- Al-Kwafi, O. S., Gelaidan, H. M. H. & Fetais, A. H. M. A. (2020). Identifying the influence of the halal logo on Muslim consumers' attitudes using fMRI technology. *Journal of Islamic Marketing*, 12(6), 1159-1179. <https://doi.org/10.1108/JIMA-01-2020-0026>.
- Ali, A., Xiaoling, G., Sherwani, M., & Ali, A. (2018). Antecedents of consumers' halal brand purchase intention: an integrated approach. *Management Decision*, 56(4), 715-735. <https://doi.org/10.1108/MD-11-2016-0785>.

- Almossawi, M. M. (2014). Impact of religion on the effectiveness of the promotional aspect of product packages in Muslim countries. *Asia Pacific Journal of Marketing and Logistics*, 26(5), 687–706. <https://doi.org/10.1108/APJML-11-2013-0137>.
- Awan, H. M., Siddiquei, A. N., & Haider, Z. (2015). Factors affecting Halal purchase intention – Evidence from Pakistan's halal food sector. *Management Research Review*, 38(6), 640–660. <https://doi.org/10.1108/MRR-01-2014-0022>.
- Babaii, E., & Taase, Y. (2013). Author-assigned keywords in research articles: Where do they come from? *Iranian Journal of Applied Linguistics (IJAL)*, 16(2), 1–19.
- Battour, M., Hakimian, F., Ismail, M., & Boğan, E. (2018). The perception of non-Muslim tourists towards halal tourism: Evidence from Turkey and Malaysia. *Journal of Islamic Marketing*, 9(4), 823–840. <https://doi.org/10.1108/JIMA-07-2017-0072>.
- Battour, M., Sulabeldeen, M., & Mady, K. (2022). Halal tourism: Exploring innovative marketing opportunities for entrepreneurs. *Journal of Islamic Marketing*, 13(4), 887–897. <https://doi.org/10.1108/JIMA-06-2020-0191>.
- Bhutto, M. Y., Ertz, M., Soomo, Y. A., Khan, M. A. A., & Ali, W. (2023). Adoption of halal cosmetics: Extending the theory of planned behavior with moderating role of halal literacy (evidence from Pakistan). *Journal of Islamic Marketing*, 14(6), 1488–1505. <https://doi.org/10.1108/JIMA-09-2021-0295>.
- Bukhari, S. F. H., Woodside, F. M., Hassan, R., Shaikh, A. L., Hussain, S., & Mazhar, W. (2019). Is religiosity an important consideration in Muslim consumer behavior: Exploratory study in the context of western imported food in Pakistan. *Journal of Islamic Marketing*, 10(4), 1288–1307. <https://doi.org/10.1108/JIMA-01-2018-0006>.
- Butt, M. M., Rose, S., Wilkins, S., & Ul Haq, J. (2017). MNCs and religious influences in global markets: Drivers of consumer-based halal brand equity. *International Marketing Review*, 34(6), 885–908. <https://doi.org/10.1108/IMR-12-2015-0277>.
- Elsaidi, R. I. (2018). Determinants of halal purchasing intentions: Evidences from UK. *Journal of Islamic Marketing*, 9(1), 167–190. <https://doi.org/10.1108/JIMA-02-2016-0013>.
- Farhat, K., Aslam, W., & Sany Sanuri, B. M. M. (2019). Predicting the intention of generation M to choose family takaful and the role of halal certification. *Journal of Islamic Marketing*, 10(3), 724–742. <https://doi.org/10.1108/JIMA-12-2017-0143>.
- Firdaus, M. K. Z. H., Komariah, M., & Che Hasan, M. K. (2022). The use of advanced technology in providing chronic care. *International Journal of Care Scholars*, 5(1), 1–2. <https://doi.org/10.31436/ijcs.v5i1.239>.
- Floren, J., Rasul, T., & Gani, A. (2020). Islamic marketing and consumer behaviour: A systematic literature review. *Journal of Islamic Marketing*, 11(6), 1557–1578.
- Fuseini, A., Hadley, P., & Knowles, T. (2020). Halal food marketing: An evaluation of UK halal standards. *Journal of Islamic Marketing*, 12(5), 977–991. <https://doi.org/10.1108/JIMA-02-2020-0037>.
- Haleem, A., Khan, M. I., & Khan, S. (2020). Halal certification, the inadequacy of its adoption, modelling and strategising the efforts. *Journal of Islamic Marketing*, 11(2), 393–413. <https://doi.org/10.1108/JIMA-05-2017-0062>.
- Hamizar, A., Holle, M. H., Mohamad, S. I. S., (2023). Challenges and opportunities of Islamic branding on global marketing: A conceptual study. *Al-Iqtishadiyah: Ekonomi Syariah dan Hukum Ekonomi Syariah*, 9(1), 19–31. <http://dx.doi.org/10.31602/iqt.v9i1.10324>.
- Hanafiah, M. H., & Hamdan, N. A. A. (2020). Determinants of Muslim travellers halal food consumption attitude and behavioural intentions. *Journal of Islamic Marketing*, 12(6), 1197–1218. <https://doi.org/10.1108/JIMA-09-2019-0195>.
- Haque, A., Sarwar, A., Yasmin, F., Tarofder, A. K., & Hossain, M. A. (2015). Non-Muslim consumers' perception toward purchasing halal food products in Malaysia. *Journal of Islamic Marketing*, 6(1), 133–147. <https://doi.org/10.1108/JIMA-04-2014-0033>.
- Hassan, S. H., Mat Saad, N., Masson, T. A., & Ali, S. I. (2022). Buy Muslim-made first – Does halal consciousness affect Muslims' intention to purchase?. *Journal of Islamic Marketing*, 13(2), 466–480. <https://doi.org/10.1108/JIMA-05-2019-0102>.
- Hassan, Y., & Sengupta, A. (2019). India—An untapped market for halal products. *Journal of Islamic*

- Marketing*, 10(3), 981–1002. <https://doi.org/10.1108/JIMA-09-2018-0179>.
- Hosain, M. S. (2021). Branding “halal”: Application of a certain religious emotion to attract a specific customer segment. *PSU Research Review*, 5(3), 195–200. <https://doi.org/10.1108/PRR-12-2020-0043>.
- Ishak, A. H., Azman, N. A. M., & Ab Manan, S. K. (2023). Factors that drive consumers to purchase halal goods online. *Global Journal Al-Thaqafah, Special Issue*, 65–70.
- Islam, M. M. (2020). Segmenting, targeting and positioning in Islamic marketing. *Journal of Islamic Marketing*, 12(7), 1385–1404. <https://doi.org/10.1108/JIMA-10-2018-0181>.
- Islam, M. M. (2022). Evaluating negative attitudes of the students and shoppers towards halal cosmetics products. *Journal of Islamic Marketing*, 13(3), 565–585. <https://doi.org/10.1108/JIMA-03-2020-0067>.
- Ismail, M., Mohamad, N., & Ahamat, A. (2020). Top management capabilities and performance of halal product. *Innovation and Management Review*, 17(4), 431–446.
- Kasdi, A., Farida, U., & Cahyadi, I. F. (2018). Wali city branding: Marketing strategy in promoting halal tourism destinations Demak Indonesia. *Geojournal of Tourism and Geosites*, 25(2), 463–473. <https://doi.org/10.30892/gtg.25215-373>.
- Khan, W., Akhtar, A., Ansari, S. A., & Dhamija, A. (2020). Enablers of halal food purchase among Muslim consumers in an emerging economy: An interpretive structural modeling approach. *British Food Journal*, 122(7), 2273–2287. <https://doi.org/10.1108/BFJ-08-2018-0528>.
- Koc, F., Ozkan, B., Komodromos, M., Efendioglu, I. H. and Baran, T. (2025). 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>.
- Krisjanous, J., Allayarova, N. & Kadirov, D. (2022). Clothing of righteousness: Exploring tensions of halal maternity wear on online apparel websites. *Journal of Islamic Marketing*, 13(5), 1125–1142. <https://doi.org/10.1108/JIMA-03-2020-0080>.
- Lim, Y. H., Lada, S., Ullah, R., & Abdul Adis, A. A. (2022). Non-Muslim consumers' intention to purchase halal food products in Malaysia. *Journal of Islamic Marketing*, 13(3), 586–607. <https://doi.org/10.1108/JIMA-06-2020-0172>.
- Masudin, I., Fernanda, F. W. & Widayat. (2018). Halal logistics performance and customer loyalty: From the literature review to a conceptual framework. *International Journal of Technology*, 9(5), 1072–1084. <https://doi.org/10.14716/ijtech.v9i5.1919>.
- Muhamad, N., Leong, V. S. & Md Isa, N. (2017). Does the country of origin of a halal logo matter? The case of packaged food purchases. *Review of International Business and Strategy*, 27(4), 484–500. <https://doi.org/10.1108/RIBS-06-2017-0049>.
- Najmi, A., Ahmed, W. & Jahangir, S. (2023). Firm's readiness for halal food standard adoption: Assessing the importance of traceability system. *Journal of Islamic Accounting and Business Research*, 14(8), 1451–1473. <https://doi.org/10.1108/JIABR-09-2020-0293>.
- Nugraha, Y. D., Permata, R. M. T., Hamzah, D. A., Shaikh, M., & Fauziah, H. I. (2023). The interaction effect of consumer affinity and patriotism among millennial muslim women consumers. *Journal of Islamic Marketing*, 14(10), 2502–2530. <https://doi.org/10.1108/JIMA-06-2021-0211>.
- Nurhayati, T. & Hendar, H. (2020). Personal intrinsic religiosity and product knowledge on halal product purchase intention: Role of halal product awareness. *Journal of Islamic Marketing*, 11(3), 603–620. <https://doi.org/10.1108/JIMA-11-2018-0220>.
- Nurudin, Hendar & Ratnawati, A. (2023). The impacts of masalah product uniqueness, Islamic customer orientation, and Islamic innovativeness dimensions in improving marketing performance. *Uncertain Supply Chain Management*, 11(3), 1099–1110. <https://doi.org/10.5267/j.uscm.2023.4.012>.
- Prince, S. A., & Wahid, I. S. (2023). Halal-organic meat: A successful business and humanitarian model. *Humanities and Social Sciences Communications*, 10(1), 1–16. <https://doi.org/10.1057/s41599-023-02097-9>.
- Rahman, A., Asrarhaghghi, E. & Ab Rahman, S. (2015). Consumers and halal cosmetic products: Knowledge, religiosity, attitude and intention. *Journal of Islamic Marketing*, 6(1), 148–163. <https://doi.org/10.1108/JIMA-09-2013-0068>.

- Rahman, M., Aziz, S. & Hughes, M. (2020). The product-market performance benefits of environmental policy: Why customer awareness and firm innovativeness matter. *Business Strategy and the Environment*, 29(5), 2001–2018. <https://doi.org/10.1002/bse.2484>.
- Sani, A.A., Rahmayanti, D., Kamal, A., Ilmiah, D., Abdullah, N.B., (2023). Understanding consumer behavior: Halal labeling and purchase intentions. *Journal of Digital Marketing and Halal Industry*, 5(1), 117–142. <https://doi.org/10.21580/jdmhi.2023.5.1.16543>.
- Shah, S. A., Bhutto, M. H. and Azhar, S. M. (2022). Integrative review of Islamic marketing. *Journal of Islamic Marketing*, 13(6), 1264–1287. <https://doi.org/10.1108/JIMA-07-2020-0216>.
- Shahid, S., Parry, M. A., Thomas, G., Farooqi, R., & Islam, J. U. (2023). Determinants of Muslim consumers' halal cosmetics repurchase intention: An emerging market's perspective. *Journal of Islamic Marketing*, 14(3), 826–850. <https://doi.org/10.1108/JIMA-08-2021-0265>.
- Sobari, N., Kurniati, A. & Usman, H. (2022). The influence of Islamic attributes and religious commitments toward halal wellness services customer satisfaction and loyalty. *Journal of Islamic Marketing*, 13(1), 177–197. <https://doi.org/10.1108/JIMA-11-2018-0221>.
- Suki, N. M. & Salleh, A. S. (2016). Does halal image strengthen consumer intention to patronize halal stores?: Some insights from Malaysia. *Journal of Islamic Marketing*, 7(1), 120–132. <https://doi.org/10.1108/JIMA-12-2014-0079>.
- Suki, N. M. & Salleh, A. S. (2018). Mediating effect of halal image on Muslim consumers' intention to patronize retail stores: Some Insights from Malaysia. *Journal of Islamic Marketing*, 9(2), 338–355. <https://doi.org/10.1108/JIMA-02-2017-0014>.
- Tieman, M. & Ghazali, M. C. (2013). Principles in halal purchasing. *Journal of Islamic Marketing*, 4(3), 281–293. <https://doi.org/10.1108/JIMA-01-2012-0004>.
- Tieman, M. (2017). Halal risk management: Combining robustness and resilience. *Journal of Islamic Marketing*, 8(3), 461–475. <https://doi.org/10.1108/JIMA-06-2015-0041>.
- Tieman, M. (2020). Measuring corporate halal reputation: A corporate halal reputation index and research propositions. *Journal of Islamic Marketing*, 11(3), 591–601. <https://doi.org/10.1108/JIMA-05-2018-0095>.
- Waqas, M., Mian, S. J., & Nazir, N. (2023). The role of religious advertising and personal selling in enhancing mutual fund purchase intention and sales in Pakistan: A managerial perspective. *Journal of Islamic Marketing*, 14(1), 43–60. <https://doi.org/10.1108/JIMA-05-2020-0162>.
- Wilkins, S., Butt, M. M., Shams, F., & Pérez, A. (2019). The acceptance of halal food in non-Muslim countries: Effects of religious identity, national identification, consumer ethnocentrism and consumer cosmopolitanism. *Journal of Islamic Marketing*, 10(4), 1308–1331. <https://doi.org/10.1108/JIMA-11-2017-0132>.
- Zailani, S., Iranmanesh, M., Aziz, A. A., & Kanapathy, K. (2017). Halal logistics opportunities and challenges. *Journal of Islamic Marketing*, 8(1), 127–139. <https://doi.org/10.1108/JIMA-04-2015-0028>.
- Zainudin, M. I., Haji Hasan, F., & Othman, A. K. (2020). Halal brand personality and brand loyalty among millennial modest fashion consumers in Malaysia. *Journal of Islamic Marketing*, 11(6), 1277–1293. <https://doi.org/10.1108/JIMA-10-2018-0187>.

# Halal Marketing Approaches: A Systematic Review of Strategies, Challenges, and Social Implication

## ORIGINALITY REPORT

19%	11%	16%	2%
SIMILARITY INDEX	INTERNET SOURCES	PUBLICATIONS	STUDENT PAPERS

## PRIMARY SOURCES

1	<a href="https://journals.smartinsight.id">journals.smartinsight.id</a> Internet Source	1%
2	Mohd Anuar Ramli, Muhamad Afiq Abd Razak, Mohamad Hasif Jaafar. "Understanding non-Muslims' reluctance to halal food: a systematic review", Journal of Islamic Marketing, 2021 Publication	<1%
3	<a href="https://core.ac.uk">core.ac.uk</a> Internet Source	<1%
4	<a href="https://sbr.journals.unisel.edu.my">sbr.journals.unisel.edu.my</a> Internet Source	<1%
5	Muhammad Bilal Zafar, Mohd Fauzi Abu-Hussin. "Halal purchasing decisions and consumer behavior: a multi method review", Journal of Islamic Marketing, 2025 Publication	<1%
6	<a href="https://ihmc.usim.edu.my">ihmc.usim.edu.my</a> Internet Source	<1%
7	Ismail Juma Ismail. "Halal brand quality and halal food purchasing intention among university students: The moderating effect of customer-employee interactions", Social Sciences & Humanities Open, 2025 Publication	<1%
8	<a href="https://www.jurnal.unmer.ac.id">www.jurnal.unmer.ac.id</a> Internet Source	

<1 %

9 [ejournal.almaata.ac.id](http://ejournal.almaata.ac.id)  
Internet Source

<1 %

10 Nor Aida Abdul Rahman, T.C. Melewar, Pantea Foroudi, Suraksha Gupta. "Corporate Branding in Logistics and Transportation - Recent Developments and Emerging Issues", Routledge, 2024  
Publication

<1 %

11 Submitted to S.P. Jain Institute of Management and Research, Mumbai  
Student Paper

<1 %

12 [aarlj.com](http://aarlj.com)  
Internet Source

<1 %

13 Imron Mawardi, Tika Widiastuti, Muhammad Ubaidillah Al Mustofa, Fifi Hakimi. "Analyzing the impact of productive zakat on the welfare of zakat recipients", Journal of Islamic Accounting and Business Research, 2022  
Publication

<1 %

14 Tatiek Nurhayati, Hendar Hendar. "Personal intrinsic religiosity and product knowledge on halal product purchase intention", Journal of Islamic Marketing, 2019  
Publication

<1 %

15 [ejournal.uin-suka.ac.id](http://ejournal.uin-suka.ac.id)  
Internet Source

<1 %

16 [journal.walisongo.ac.id](http://journal.walisongo.ac.id)  
Internet Source

<1 %

17 Nadia Nurul Izza, Nashr Akbar. "Uncovering Halal Label Food Purchase Intention Behavior in Indonesia: A Twitter Analytics and SEM-

<1 %

18

[researchplusjournals.com](https://researchplusjournals.com)

Internet Source

<1 %

19

Nor Aida Abdul Rahman, Azizul Hassan, Hajjah Zawiah Abdul Majid. "Halal Logistics and Supply Chain Management - Recent Trends and Issues", Routledge, 2022

Publication

<1 %

20

Norazah Mohd Suki, Abang Sulaiman Abang Salleh. "Mediating effect of Halal image on Muslim consumers' intention to patronize retail stores", Journal of Islamic Marketing, 2018

Publication

<1 %

21

[www.cribfb.com](http://www.cribfb.com)

Internet Source

<1 %

22

Shadma Shahid, Mohammad Ashraf Parray, George Thomas, Rahela Farooqi, Jamid Ul Islam. "Determinants of Muslim consumers' halal cosmetics repurchase intention: an emerging market's perspective", Journal of Islamic Marketing, 2022

Publication

<1 %

23

Suraiya Ishak, Abd Hair Awang, Mohd Yusof Hussain, Zaimah Ramli, Sarmila Md Sum, Suhana Saad, Azima Abd Manaf. " A study on the mediating role of perception: determinants and consequence reflections ", Journal of Islamic Marketing, 2016

Publication

<1 %

24

[e-journal.unair.ac.id](http://e-journal.unair.ac.id)

Internet Source

<1 %

25

jistour.org

Internet Source

&lt;1 %

26

Wisudanto Wisudanto, Tika Widiastuti, Dien Mardhiyah, Imron Mawardi, Anidah Robani, Muhammad Ubaidillah Al Mustofa. "The motivating factors for switching intention to use halal cosmetics in Indonesia", Journal of Islamic Accounting and Business Research, 2023

Publication

&lt;1 %

27

congress.halal.ba

Internet Source

&lt;1 %

28

Dina Hanifasari, Ilyas Masudin, Fien Zulfikarijah, Aniek Rumijati, Dian Palupi Restuputri. "Millennial generation awareness of halal supply chain knowledge toward purchase intention for halal meat products: empirical evidence in Indonesia", Journal of Islamic Marketing, 2024

Publication

&lt;1 %

29

Submitted to Global Banking Training

Student Paper

&lt;1 %

30

Hassnian Ali, Haris Saqib Qazi, Hadia Saqib Hashmi, Talha Yasin, Muhammad Hassan Abbas. "Mapping the two decades of Islamic marketing research using bibliometric analysis and novel machine learning topic modeling", Journal of Islamic Marketing, 2025

Publication

&lt;1 %

31

Rafikul Islam, Suhaiza Zailani, Selim Ahmed. "Islamic Operations Management - Theories and Applications", Routledge, 2024

Publication

&lt;1 %

Submitted to Submitted on 1688439503620

32

Student Paper

&lt;1 %

33

etd.uwc.ac.za

Internet Source

&lt;1 %

34

ojie.um.edu.my

Internet Source

&lt;1 %

35

repository.ipmi.ac.id

Internet Source

&lt;1 %

36

Sofia Debi Puspa, Joko Riyono, Fani Puspitasari. "Analisis Faktor-Faktor yang Mempengaruhi Pemahaman Konsep Matematis Mahasiswa dalam Pembelajaran Jarak Jauh Pada Masa Pandemi Covid-19", Jurnal Cendekia : Jurnal Pendidikan Matematika, 2021

Publication

&lt;1 %

37

"Proceedings of the 3rd International Halal Conference (INHAC 2016)", Springer Science and Business Media LLC, 2018

Publication

&lt;1 %

38

Hasan Al-Banna, Syayyidah Maftuhatul Jannah. "The push, pull, and mooring effects toward switching intention to halal cosmetic products", Journal of Islamic Marketing, 2022

Publication

&lt;1 %

39

Kashif Farhat, Wajeeha Aslam, Bin Mohd. Mokhtar Sany Sanuri. "Predicting the intention of generation M to choose family takaful and the role of halal certification", Journal of Islamic Marketing, 2019

Publication

&lt;1 %

40

Submitted to Coventry University

Student Paper

&lt;1 %

41 Mohamed Syazwan Ab Talib. "Chapter 2 Will Halal Logistics Fail?", Springer Science and Business Media LLC, 2024  $<1\%$   
Publication

---

42 Tanti Amarta Putri. "review of the influence of adding the word halal to popular food and drink which have non-halal connotations and excessive terms on muslim consumers", Journal of Halal Product and Research, 2024  $<1\%$   
Publication

---

43 systems.enpress-publisher.com  $<1\%$   
Internet Source

---

44 (7-13-15) [http://50.23.225.35/page-p-islamic\\_finance\\_symposium,\\_nikkei\\_conference\\_room,\\_](http://50.23.225.35/page-p-islamic_finance_symposium,_nikkei_conference_room,_)  $<1\%$   
Internet Source

---

45 Anton Bawono, Yudi Saputra and Fauzi Annur. Anton Bawono, Yudi Saputra and Fauzi Annur. "Analysis of Gen Z Muslims' Interpersonal Behavior in Halal Food Purchasing in Indonesia", journal of king Abdulaziz University Islamic Economics, 2022  $<1\%$   
Publication

---

46 Laila A.H.F. Dashti, Tom Jackson, Andrew West, Lisa Jackson. "Enhancing halal food traceability: a model for rebuilding trust and integrity in Muslim countries", Journal of Islamic Marketing, 2024  $<1\%$   
Publication

---

47 Mahir Pradana, Hanifah Putri Elisa. "A bibliometric analysis of halal cosmetics consumer behaviour in Indonesia", JPPI (Jurnal Penelitian Pendidikan Indonesia), 2024  $<1\%$   
Publication

---

48 [media.neliti.com](http://media.neliti.com)  
Internet Source

<1 %

49

Ana Toni Roby Candra Yudha, Nurul Huda, Maksum Maksum, Sherawali Sherawali, Ida Wijayanti. "The Moderating Effect of Religiosity on Fashion Uniqueness and Consciousness in Halal Fashion Purchase", Indonesian Journal of Halal Research, 2024

Publication

<1 %

50

Submitted to Cardiff University

Student Paper

<1 %

51

[fashionandtextiles.springeropen.com](https://fashionandtextiles.springeropen.com)

Internet Source

<1 %

52

[icdt-cidc.org](https://icdt-cidc.org)

Internet Source

<1 %

53

[jaigs.org](https://jaigs.org)

Internet Source

<1 %

54

[jurnal.ipb.ac.id](https://jurnal.ipb.ac.id)

Internet Source

<1 %

55

[www.businessperspectives.org](https://www.businessperspectives.org)

Internet Source

<1 %

56

[www.mdpi.com](https://www.mdpi.com)

Internet Source

<1 %

57

Ade Permata Surya. "The Role of Consumer Attitude in Mediating Religiosity and Ethnocentrism on Purchase Intention of Local Halal Cosmetics Product", International Journal of Economics, Business and Management Research, 2023

Publication

<1 %

58

Annes Nisrina Khoirunnisa, Satomi Ohgata, Kharisa Rachmi Khoirunisa, Galuh Tri Pambekti, Rizaldi Yusfiarto. "Necessary and

<1 %

Sufficient Conditions for Purchasing Halal Skincare: Extending the Theory of Planned Behavior", Indonesian Journal of Halal Research, 2025

Publication

- 59 Hardius Usman, Chairy Chairy, Nucke Widowati Kusumo Projo. "Between awareness of halal food products and awareness of halal-certified food products", Journal of Islamic Marketing, 2021

<1 %

Publication

- 60 Jose Joel Cruz-Tarrillo, Karla Liliana Haro-Zea, Edison Effer Apaza Tarqui, Josue Turpo-Chaparro. "Design and validation of the Brand Personality Scale in Tourist Destinations", Innovative Marketing, 2022

<1 %

Publication

- 61 La Ode Alimusa, Ririn Tri Ratnasari, Fatin Fadhilah Hasib. "Determinants of halal food customer behaviour in the context of Indonesia and Malaysia: a systematic literature review", Journal of Islamic Accounting and Business Research, 2024

<1 %

Publication

- 62 Muchammad Agung Miftahuddin, Wiwiek Rabiatul Adawiyah, Refius Pradipta, Faizal Wihuda. "Examining the effect of halal perceived value and perceived risk on purchase intention: A mediating role of halal trust", Innovative Marketing, 2022

<1 %

Publication

- 63 Pipit Buana Sari, Megasari Gusandra Saragih, Slamet Widodo, Firman Ario, Thorique Akbar Maulana Nasution. "chapter 12 Exploring the Multifaceted Landscape of Halal Branding

<1 %

# Challenges, Opportunities, and Cross-Cultural Dynamics", IGI Global, 2023

Publication

- 
- |    |   |      |
|----|---|------|
| 64 | Yusuf Hassan, Anirban Sengupta. "India – an untapped market for halal products", Journal of Islamic Marketing, 2019<br><small>Publication</small> | <1 % |
|----|---|------|
- 
- |    |  |      |
|----|--|------|
| 65 | esiculture.com<br><small>Internet Source</small> | <1 % |
|----|--|------|
- 
- |    |   |      |
|----|---|------|
| 66 | journal.unesa.ac.id<br><small>Internet Source</small> | <1 % |
|----|---|------|
- 
- |    |   |      |
|----|---|------|
| 67 | kbj.kasbit.edu.pk<br><small>Internet Source</small> | <1 % |
|----|---|------|
- 
- |    |   |      |
|----|---|------|
| 68 | kclpure.kcl.ac.uk<br><small>Internet Source</small> | <1 % |
|----|---|------|
- 
- |    |  |      |
|----|--|------|
| 69 | ndcpartnership.org<br><small>Internet Source</small> | <1 % |
|----|--|------|
- 
- |    |   |      |
|----|---|------|
| 70 | publisher.unimas.my<br><small>Internet Source</small> | <1 % |
|----|---|------|
- 
- |    |   |      |
|----|---|------|
| 71 | sciencescholar.us<br><small>Internet Source</small> | <1 % |
|----|---|------|
- 
- |    |   |      |
|----|---|------|
| 72 | shirkah.or.id<br><small>Internet Source</small> | <1 % |
|----|---|------|
- 
- |    |   |      |
|----|---|------|
| 73 | www.emerald.com<br><small>Internet Source</small> | <1 % |
|----|---|------|
- 
- |    |  |      |
|----|--|------|
| 74 | Afzaal Ali, Mehkar Sherwani, Adnan Ali, Zeeshan Ali, Shahid Sherwani. "The Moderating Role of Individualism/Collectivism and Materialism: An Application of the Theory of Planned Behavior (TPB) in Halal Food Purchasing", Journal of Food Products Marketing, 2020<br><small>Publication</small> | <1 % |
|----|--|------|

- 
- 75 Chukwuebuka Ibeabuchi, Amauche Ehido, Olawole Fawehinmi, Osaro Aigbogun. "Determinants of purchase intention towards halalcertified cosmetic products among nonMuslims", Journal of Islamic Marketing, 2024  
Publication
- 
- 76 Devi Septiani, Ahmad Ajib Ridlwan. "The Effects of Halal Certification and Halal Awareness on Purchase Intention of Halal Food Products in Indonesia", Indonesian Journal of Halal Research, 2020  
Publication
- 
- 77 Ghazala Khan, Faiza Khan. "'Is this restaurant halal?' Surrogate indicators and Muslim behaviour", Journal of Islamic Marketing, 2019  
Publication
- 
- 78 Ismail Abdi Changalima. "Halal supply chain management: A bibliometric analysis of the 100 most-cited publications from Scopus-indexed journals", Social Sciences & Humanities Open, 2025  
Publication
- 
- 79 Mahroo Khan, Arsalan Najmi, Waqar Ahmed, Ameenullah Aman. "The role of consumer willingness to pay for halal certification in Pakistan", Journal of Islamic Marketing, 2019  
Publication
- 
- 80 Md. Abdullah Al Mamun, Carolyn A. Strong, Md. Abul Kalam Azad. "Islamic Marketing: A Literature Review and Research Agenda", International Journal of Consumer Studies, 2020  
Publication
-

81	Nor Aida Abdul Rahman, Zawiah Abdul Majid, Nurhayati Mohd Nur, Nihan Senbursa. "Women in Logistics and Transport - Trends, Challenges, and Future Research", Routledge, 2025 Publication	<1 %
82	Norazah Mohd Suki, Abang Sulaiman Abang Salleh. " Does image strengthen consumer intention to patronize stores? ", Journal of Islamic Marketing, 2016 Publication	<1 %
83	Suhaiza Zailani, Mohammad Iranmanesh, Azmin Azliza Aziz, Kanagi Kanapathy. "Halal logistics opportunities and challenges", Journal of Islamic Marketing, 2017 Publication	<1 %
84	Talita Leoni Rizkitysha, Arga Hananto. ""Do knowledge, perceived usefulness of halal label and religiosity affect attitude and intention to buy halal-labeled detergent?""", Journal of Islamic Marketing, 2020 Publication	<1 %
85	diposit.ub.edu Internet Source	<1 %
86	hrmars.com Internet Source	<1 %
87	journals.iium.edu.my Internet Source	<1 %
88	sumbar.antaranews.com Internet Source	<1 %
89	www-emerald-com-443.webvpn.sxu.edu.cn Internet Source	<1 %
90	www.ijcjs.com	

&lt;1 %

91

[www.istinbath.or.id](http://www.istinbath.or.id)

Internet Source

&lt;1 %

92

Prakoso Bhairawa Putera, Tiurma Melissa Rakhel. "Halal research streams: A systematic and bibliometrics review", Cogent Social Sciences, 2023

Publication

&lt;1 %

93

[ijabr.polban.ac.id](http://ijabr.polban.ac.id)

Internet Source

&lt;1 %

94

"Strategic Islamic Marketing", Springer Science and Business Media LLC, 2022

Publication

&lt;1 %

95

Martaleni Martaleni, Sugeng Mulyono, Elok Sri Utami. "The role of religiosity in enhancing tourist loyalty through halal tourism and quality services", Innovative Marketing, 2025

Publication

&lt;1 %

96

Md. Abdullah Al Mamun, Carolyn A. Strong, Md. Abul Kalam Azad. "Islamic marketing: A literature review and research agenda", International Journal of Consumer Studies, 2020

Publication

&lt;1 %

97

Mohd Imran Khan, Abid Haleem, Shahbaz Khan. "Examining the link between Halal supply chain management and sustainability", International Journal of Productivity and Performance Management, 2021

Publication

&lt;1 %

98

Savino Santovito, Raffaele Campo, Pierfelice Rosato, Long Dai Khuc. "Impact of faith on

&lt;1 %

99

Syed Sibghatullah Shah. "Culture and individual attitudes towards responsible consumption", Journal of Islamic Marketing, 2025

Publication

<1 %

100

Warnis Warnis, Fauziah Fauziah, Dwi Martiningsih, Ibnu Hasan Muchtar, Rahmat Saehu, Miguel Angel Esquivias, Lyla Rachmaningtyas. "Assessing business satisfaction with halal certification services: An evaluation of halal assurance agency performance using the SERVQUAL model", Journal of Infrastructure, Policy and Development, 2024

Publication

<1 %

101

Yudi Fernando, Ika Sari Wahyuni-TD, Ahmed Zainul Abideen, Fineke Mergeresa. "Traceability technology, halal logistics brand and logistics performance: religious beliefs and beyond", Journal of Islamic Marketing, 2022

Publication

<1 %

Exclude quotes Off

Exclude matches Off

Exclude bibliography On

# Halal Marketing Approaches: A Systematic Review of Strategies, Challenges, and Social Implication

GRADEMARK REPORT

FINAL GRADE

GENERAL COMMENTS

/100

PAGE 1

PAGE 2

PAGE 3

PAGE 4

PAGE 5

PAGE 6

PAGE 7

PAGE 8

PAGE 9

PAGE 10

PAGE 11

PAGE 12

PAGE 13

PAGE 14

PAGE 15

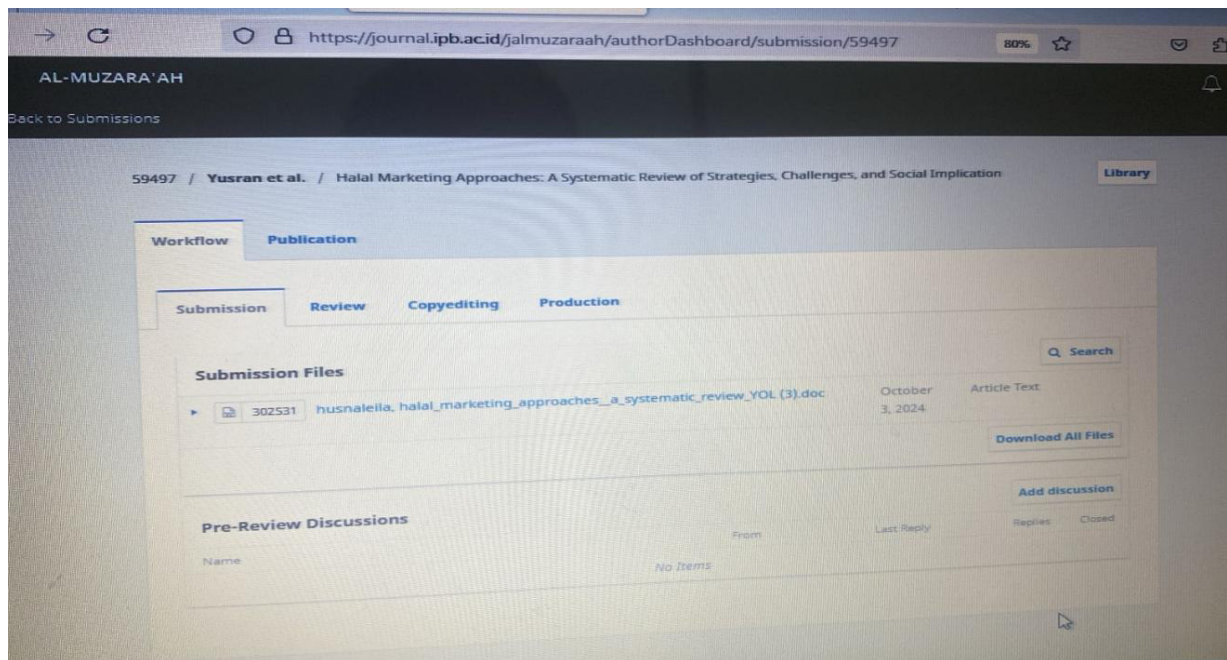
**BUKTI KORESPONDEN**  
**JURNAL NASIONAL TERAKREDITASI SINTA 2**

JUDUL : Halal Marketing Approaches: A Systematic Review of Strategies, Challenges, and Social Implication  
JURNAL : Al-Muzara'ah Journal o Islamics and Finance  
LINK JURNAL : <https://journal.ipb.ac.id/index.php/jalmuzaraah/article/view/59497>  
PENULIS : Husna Leila Yusran, Yolanda Masnita, Jati Kusuma Ali, Yuana Jatunilawati.

NO	PERIHAL	TANGGAL
1	Permohonan Submit via OJS	3 Oktober 2024
2	Respon Editor Jurnal	18 Desember 2024
3	Respon Penulis	18 Desember 2024
4	Proses Review Pertama	18 Maret 2025
5	Reminder Revisi dari Editor	25 Maret 2025
6	Respon Penulis	26 Maret 2025
7	Pengiriman Revisi Pertama	27 Maret 2025
8	Catatan Editor Untuk Final Revision	11 April 2025
9	Pengiriman Revisi Final via OJS	15 April 2025
10	Proses Review Kedua	24 April 2025
11	Pengiriman Revisi kedua	25 April 2025
12	Pemberitahuan Artikel Diterima	25 April 2025
13	Pemberitahuan untuk mengirimkan Copyright Transfer Agreement (CTA)	25 April 2025
13	Pengiriman Scan Copyright Transfer Agreement (CTA)	28 April 2025

# 1. Permohonan Submit melalui OJS

## Tanggal 3 Oktober 2024



## Halal Marketing Approaches: A Systematic Review

Husna Leila Yusran<sup>1\*</sup>, Yolanda Masnita<sup>2</sup>, Jati Kasuma Ali<sup>3</sup>, Yuana Jatunilawati<sup>4</sup>

<sup>1</sup>Faculty of Economics and Business Universitas Trisakti, Jl. Kyai Tapa No. 1 Grogol Jakarta Barat, Indonesia, husna.leila@trisakti.ac.id

<sup>2</sup>Faculty of Economics and Business Universitas Trisakti, Jl. Kyai Tapa No. 1 Grogol Jakarta Barat, Indonesia, yolandamasnita@trisakti.ac.id

<sup>3</sup>Faculty of Business and Management, University Teknologi Mara, Serawak, Malaysia, jati@uitm.edu

<sup>4</sup>Faculty of Economics and Business Universitas Trisakti, Jl. Kyai Tapa No. 1 Grogol Jakarta Barat, Indonesia, yuana.jatu@trisakti.ac.id

**Abstract.** The concept of Halal, meaning "lawful and permitted," is deeply rooted in Islamic philosophy and teachings. Halal marketing refers to the strategies and approaches used to promote and sell products that comply with halal standards. This systematic review aims to examine the various marketing approaches utilized in promoting halal products. Some critics argue that the emphasis on halal products can lead to exclusion and division within societies, as it may prioritize catering to a specific religious group over others. They contend that promoting halal products exclusively may create a sense of segregation and hinder social integration. This research method will involve conducting a comprehensive literature review to identify and analyze different marketing techniques used in promoting halal products based on database Scopus. Several countries were included in this review, such as Indonesia, Malaysia, Turkey, Arab Saudi, and the United Arab Emirates. The result of this review will provide insights into the marketing approaches that have been successful in promoting halal products and highlight any potential implications of these strategies on social integration. The finding suggest that halal marketing approaches vary across different countries, with a focus on building trust, emphasizing authenticity, and utilizing digital platforms. Based on the findings of this systematic review, it can be concluded that there are diverse marketing approaches used in promoting halal products. Recommendation for future research includes further exploration of the impact of halal marketing on social integration and the potential for inclusive marketing strategies that can cater to a diverse consumer.

**Key words:** Halal marketing, halal products, marketing approaches, social integration, literature review, systematic review, diversity, inclusivity.

**Abstrak.** Konsep Halal berarti "sah menurut hukum dan diperbolehkan," berakar kuat dalam filsafat dan ajaran Islam. Pemasaran halal mengacu pada strategi dan pendekatan yang digunakan untuk mempromosikan dan menjual produk yang memenuhi standar halal. Tinjauan sistematis ini bertujuan untuk mengkaji berbagai pendekatan pemasaran yang digunakan dalam mempromosikan produk halal. Beberapa kritikus berpendapat bahwa penekanan pada produk halal dapat menyebabkan pengucilan dan perpecahan dalam masyarakat, karena masyarakat mungkin memprioritaskan pelayanan pada kelompok agama tertentu dibandingkan kelompok agama lain. Mereka berpendapat bahwa mempromosikan produk halal secara eksklusif dapat menimbulkan rasa segregasi dan menghambat integrasi sosial. Metode penelitian ini akan melibatkan tinjauan literatur yang komprehensif untuk mengidentifikasi dan menganalisis berbagai teknik pemasaran yang digunakan dalam mempromosikan produk halal berdasarkan database Scopus. Beberapa negara yang masuk dalam tinjauan ini, seperti Indonesia, Malaysia, Turki, Arab Saudi, dan Uni Emirat Arab. Hasil dari tinjauan ini akan memberikan wawasan mengenai pendekatan pemasaran yang telah berhasil mempromosikan produk halal dan menyoroti potensi implikasi strategi ini terhadap integrasi sosial. Temuan ini menunjukkan bahwa pendekatan pemasaran halal berbeda-beda di berbagai

*negara, dengan fokus pada membangun kepercayaan, menekankan keaslian, dan memanfaatkan platform digital. Berdasarkan temuan tinjauan sistematis ini, dapat disimpulkan bahwa terdapat beragam pendekatan pemasaran yang digunakan dalam mempromosikan produk halal. Rekomendasi untuk penelitian di masa mendatang mencakup eksplorasi lebih lanjut mengenai dampak pemasaran halal terhadap integrasi sosial dan potensi strategi pemasaran inklusif yang dapat melayani konsumen yang beragam.*

**Kata Kunci:** Pemasaran halal, produk halal, pendekatan pemasaran, integrasi sosial, tinjauan literatur, tinjauan sistematik, keberagaman, inklusivitas.

## INTRODUCTION

Halal marketing is a strategic approach utilized by businesses to cater to the growing demand for halal products among Muslim consumers (Miftahuddin et al., 2022; Mabkhot, 2023). This approach involves understanding and adhering to the principles of Islamic law in product development, production, labelling, and marketing (Bukhari et al., 2019; Anwer, 2019). By doing so, businesses aim to attract and retain Muslim consumers who prioritize consuming products that are permissible and in accordance with their religious beliefs (Butt et al., 2017; Ali et al., 2018; Prince & Wahid, 2023).

Halal marketing is a strategic approach used by businesses to meet the increasing demand for halal products among Muslim consumers (Ismail et al., 2020). This approach involves adhering to Islamic law in product development, production, labelling, and marketing to attract and retain Muslim consumers. The growing demand for halal items is evident global (Awan et al., 2015). With the increasing Muslim population, global halal brands are emerging in unique markets, presenting significant growth potential (Nurhayati & Hendar, 2020). The halal industry's rapid growth in Muslim and non-Muslim countries has opened new markets for various products, including cosmetics (Al-Banna & Jannah, 2022). The demand for halal products is increasing not only in predominantly Muslim countries but also in non-Muslim nations such as France (Firdaus et al., 2022). Understanding the importance of emphasizing religious values in marketing halal products is crucial for marketers and researchers (Zainudin et al., 2019). Additionally, the exploding demand for halal certifications globally underscores the significance of halal products in the market (Farhat et al., 2019). This demonstrates the critical need for a deeper understanding of the consumption behaviour of Muslim consumers in the rapidly growing halal markets (Al-Kwif et al., 2020).

**Understanding the Concept of Halal Products** Understanding the concept of "Halal" is crucial in implementing effective marketing approaches for halal products (Masudin et al., 2018; Elseidi, 2018; Battour et al., 2018; Haleem et al., 2020). Halal refers to anything that is permissible or lawful according to Islamic teachings (Masudin et al., 2018; Krisjanous et al., 2022).

There is the potential concern of cost associated with halal certification and production, which may lead to higher prices for halal products (Mohd Suki & Abang Salleh, 2016; Fuseini et al., 2020; Khan et al., 2020). Non-Muslim consumers who are not specifically seeking halal products may be deterred by the higher price point, especially if the perceived quality or benefit of the halal certification is not significant to them (Haque et al., 2015; Wilkins et al., 2019). This could result in a limited market for halal products and pose a challenge for businesses in terms of expanding their consumer base.

Furthermore, the emphasis on religious and cultural sensitivities in marketing halal products may inadvertently reinforce stereotypes and assumptions about Muslim consumers, potentially contributing to further division instead of inclusivity (S. H. Hassan et al., 2022; Waqas et al., 2023).

Non-Muslim consumers may perceive the marketing of halal products as exclusive to a particular religious group, potentially leading to misconceptions and misunderstandings.

In conclusion, while it is essential to recognize and respect the religious and cultural values of Muslim consumers, businesses should also consider the potential impact of their marketing strategies on non-Muslim consumers to ensure inclusivity and broader market appeal. Balancing the needs of both Muslim and non-Muslim consumers in marketing strategies for halal products is crucial for long-term success and market growth.

This research is important in understanding the various challenges and considerations involved in marketing halal products (Hosain, 2021). It highlights the need for businesses to carefully strategize their approach to appeal to both Muslim and non-Muslim consumers (Al-Kwafi et al., 2020). By understanding the potential consequences and implications of marketing halal products, businesses can develop effective strategies that promote inclusivity, diversity, and market growth.

This research question is important as it addresses the complex nature of marketing halal products in diverse market environments (Babai & Taase, 2013). The research question seeks to understand the various challenges and considerations businesses face when marketing halal products, especially in appealing to both Muslim and non-Muslim consumers. By examining the attitudes and perceptions of non-Muslim consumers towards halal products, the study provides insights on how to effectively market halal products in non-Muslim

This research aim to analyze the The research findings indicate that there are several marketing approaches used in promoting halal products. And analyze implications for business marketing strategies. And findings suggest that business should consider adopting a targeted market segmentation strategy to effectively promote halal products. Also provide approaches include the use of the Halal logo, targeted advertisement strategies, and positioning halal products in separate areas labelled as halal

## LITERATURE REVIEW

Understanding the concept of "Halal" is essential for effective marketing of halal products. Halal refers to anything permissible or lawful according to Islamic teachings ( Battour et al., 2018; Haleem et al., 2020; Al-Kwafi et al., 2020). Research has focused on halal food perception and approval globally. The manifestations of halal products significantly affect consumer knowledge about halal principles (Almossawi, 2014; Nurhayati & Hendar, 2020; Shahid et al., 2023). Factors such as brand image, satisfaction, trust, and loyalty influence consumer purchase intention of halal products. Trust, attitude toward the product, and halal awareness affect the intention to purchase halal cosmetics ( Tieman, 2017; Masudin et al., 2018; Al-Kwafi et al., 2020; Prince & Wahid, 2023). The challenges and opportunities of adopting halal logistics contribute to the advancement of knowledge in this area (Zainudin et al., 2020; Al-Kwafi et al., 2020). Religiosity moderates the theory of planned behaviour and halal purchase intention. Educated millennial Muslim females demonstrate a high concern for the halalness of cosmetics. Embedding Islamic attributes in halal services correlates positively with customer satisfaction (Awan et al., 2015). Various studies have delved into consumer behaviour on halal products (Nurhayati & Hendar, 2019). The integrity of halal products is becoming an increasing concern for governments and industries (Ali et al., 2018).

In reviewing marketing approaches for halal products, it is important to consider the specific needs and preferences of Muslim consumers ( Mohd Suki & Abang Salleh, 2018; Al-Kwafi et al., 2020). This can be done through segmentation, targeting, and positioning strategies that recognize the

diversity within the Muslim consumer market (Tieman, 2017; Elseidi, 2018; Mabkhot, 2023). The marketing approaches for halal products should also consider the religious and cultural sensitivities surrounding these products.

In examining marketing strategies for halal products, it is essential to consider the diverse needs and preferences of Muslim consumers. Segmentation, targeting, and positioning strategies should acknowledge the variety within the Muslim consumer market, taking into account religious and cultural sensitivities surrounding these products (Islam, 2020). Factors such as religiosity, knowledge of halal products, and confidence in halal certification significantly influence purchase intention (Elseidi, 2018; Nurhayati & Hendar, 2019; Khan et al., 2020). Additionally, understanding the attitudes and perceptions of non-Muslim consumers towards halal products is crucial for effective marketing strategies (Haque et al., 2015; Wilkins et al., 2019). It is also important to consider the impact of advertising and branding on Muslim consumers' attitudes and purchase intentions (Al-Kwafi et al., 2020; Waqas et al., 2021). Overall, a comprehensive understanding of consumer behaviour, religiosity, and cultural influences is essential for the successful marketing of halal products.

Challenges in promoting halal products include addressing misconceptions and stereotypes about halal products, ensuring proper certification and labelling, reaching a wider non-Muslim audience, and competing in non-Muslim dominated markets (Zailani et al., 2017; Nugraha et al., 2023). To overcome these challenges, businesses can employ several marketing approaches that focus on promoting the quality, safety, and ethical aspects of halal products.

To address challenges in promoting halal products, businesses can employ marketing approaches focusing on quality, safety, and ethical aspects. Overcoming misconceptions and stereotypes requires emphasizing the quality and safety of halal products (Rahman et al., 2015; Battour et al., 2018; Wilkins et al., 2019). Proper certification and labelling can be ensured by understanding consumer attitudes and intentions towards halal products (Zailani et al., 2017; Fuseini et al., 2020; Miftahuddin et al., 2022). Reaching a wider non-Muslim audience and competing in non-Muslim dominated markets necessitates understanding non-Muslim consumers' perceptions and acceptance of halal products (Haque et al., 2015; Hassan & Sengupta, 2019; Lim et al., 2020). Additionally, businesses can leverage the influence of the Halal logo on Muslim consumers' attitudes and use it to promote halal products effectively (Al-Kwafi et al., 2020).

An opposing argument to the promotion of halal products is the potential exclusion and alienation of non-Muslim consumers. While it is important to cater to the needs and preferences of Muslim consumers, exclusively focusing on halal products may lead to the neglect of non-Muslim consumers (Sobari et al., 2022; Nurudin et al., 2023). In markets where the Muslim population is not the majority, businesses may face challenges in appealing to a broader demographic if their marketing strategies are primarily centred around halal products (Butt et al., 2017; Kasdi et al., 2018; S. H. Hassan et al., 2022).

## METHODOLOGY

This research use systematic literature review as the methodology to gather and analyze relevant studies on marketing approaches in promoting halal products. The systematic literature review method allows for a comprehensive analysis of existing research in order to identify common themes, trends, and gaps in knowledge regarding marketing approaches for halal products (Babaii & Taase, 2013; Haleem et al., 2020). The main purpose of this systematic review is to identify and analyze various marketing approaches used in promoting halal products. The data was collected from Scopus

database. To find the document use keyword: "Marketing", "Halal", "Product", "Products", and find 222 documents that were relevant to the research topic and objectives.

After choose document from year 2013 until 2023 and find 201 document that met the inclusion criteria, a detailed analysis of these articles are conducted. After filter in subject area is "Social Science", "Art & Humanities", dan "Business, Management and Accounting and find that 156 documents. The document were then categorized based on only article and meet 126 articles. After filter only English language articles, 124 articles were included in the analysis. After screening the documents based on abstract and read full article, a total of 88 articles were selected for further analysis.

Several countries like Malaysia, Indonesia, Turkey, United Arab Emirates, Saudi Arabia, are pioneers in the halal industry and have established strong halal certification and regulatory systems. The marketing approaches used in promoting halal products vary among countries, but some common strategies include the use of the Halal logo, targeted advertisement strategies such as social media marketing and influencer collaborations, and positioning halal products in separate areas labelled as halal within stores.

### Result and Discussion

The research findings indicate that there are several marketing approaches used in promoting halal products. The use of the Halal logo is one of the key marketing approaches in promoting halal products. This logo serves as a symbol of assurance for consumers that the product is halal and meets Islamic dietary requirements.

The growing trend of ethical and sustainable consumption among Muslim consumers has led to an increasing association of halal products with environmentally friendly and ethical production practices. This trend presents an opportunity for businesses to align their marketing approaches with these values. Research indicates that understanding religiosity, increasing product knowledge, and leveraging effective marketing campaigns are crucial for promoting halal products (Al-Kwafi et al., 2020; Nurhayati & Hendar, 2020; Ahmadova & Aliyev, 2021). Additionally, businesses should consider the push, pull, and mooring effects, as well as the determinants of repurchase intention and purchase behaviour among Muslim consumers. Furthermore, ensuring proper certification, logistics, and corporate reputation, as well as addressing consumer attitudes and perceptions, are essential for successful marketing of halal products. Moreover, halal-certified products symbolize quality, hygiene, safety, sustainability, and wholesomeness, aligning with the ethical and sustainable consumption trend (Mohd Suki & Abang Salleh, 2018).

The findings from the systematic review highlight the diverse marketing approaches used in promoting halal products. One of the notable strategies identified is the use of the Halal logo, which serves as a symbol of assurance for consumers that the product is halal and meets Islamic dietary requirements.

Moreover, there is a growing trend of ethical and sustainable consumption among Muslim consumers, leading to an increasing association of halal products with environmentally friendly and ethical production practices. This trend presents an opportunity for businesses to align their marketing approaches with these values, indicating that understanding religiosity, increasing product knowledge, and leveraging effective marketing campaigns are crucial for promoting halal products.

The research emphasizes the importance of considering push, pull, and mooring effects, as well as the determinants of repurchase intention and purchase behaviour among Muslim consumers. Furthermore, ensuring proper certification, logistics, and corporate reputation, as well as addressing consumer attitudes and perceptions, are essential for the successful marketing of halal products.

Additionally, the study reinforces that halal-certified products symbolize quality, hygiene, safety, sustainability, and wholesomeness, aligning with the ethical and sustainable consumption trend. These insights suggest that businesses should tailor their marketing strategies to effectively communicate these values to both Muslim and non-Muslim consumers.

Taking into account the geographical context, it is essential to recognize that several countries, such as Malaysia, Indonesia, Turkey, the United Arab Emirates, and Saudi Arabia, have established strong halal certification and regulatory systems. While the marketing approaches used in promoting halal products may vary among these countries, some common strategies include the use of the Halal logo, targeted advertisement strategies such as social media marketing and influencer collaborations, and positioning halal products in separate areas labelled as halal within stores.

In light of this, it is evident that understanding the implications of these marketing approaches and their alignment with the values of both Muslim and non-Muslim consumers is crucial for businesses seeking to navigate the diverse landscape of the halal products market. The findings underscore the need for businesses to develop inclusive and respectful marketing strategies to appeal to a broader consumer base while recognizing the religious and cultural sensitivities associated with halal products.

The findings of this systematic review support the use of the Halal logo as an effective marketing strategy to target Muslim consumers and promote a wide range of halal products. These findings also highlight the importance of transparency and clear labelling in promoting halal products, as consumers place a significant emphasis on halal certification and assurance.

### Implications for Business Marketing Strategies

The findings of this systematic review have important implications for businesses seeking to market halal products. Firstly, businesses should prioritize obtaining halal certification from recognized authorities or agencies that adhere to Islamic teachings and principles. Secondly, businesses should invest in targeted advertisement strategies that effectively communicate the halal nature of their products, such as social media marketing and influencer collaborations with individuals who have a strong presence in the Muslim community. Additionally, businesses should consider positioning halal products in separate areas within their stores, clearly labelled as halal, to enhance consumer trust and facilitate easier access. Furthermore, businesses should be aware of the specific needs and preferences of Muslim consumers when designing their marketing strategies.

To understand the implications for business marketing strategies in the context of Halal products, it is essential to consider the determinants of attitudes towards Halal products among Islamic consumers (Muhamad et al., 2017). The increasing competition in the market makes it challenging for businesses to create a differential advantage to attract new customers (Hanafiah & Hamdan, 2020; Najmi et al., 2023). Additionally, it is well known that target and non-target consumers often react differently to specific marketing strategies ("Principles in Halal Purchasing," 2013; Najmi et al., 2023). Brand loyalty has become a focal point in the marketing field, serving as the basis for longitudinal relationships and predicting business success (Ali et al., 2018; Zainudin et al., 2020).

Moreover, businesses have greatly benefited from adhering to Islamic principles to attract more Muslim consumers, extending from food to financial markets (Farhat et al., 2019). The acceptance of Halal food in non-Muslim countries is a significant factor to consider in the formulation of marketing strategies (Butt et al., 2017; Wilkins et al., 2019). The influence of the Halal logo on Muslim consumers' attitudes has been studied, indicating the importance of visual cues in marketing Halal products (Al-Kwafi et al., 2020). The perceived values of Halal products are governed by the trust directly sourced from religion, highlighting the significance of trust in marketing strategies for Halal products (Y. Hassan & Sengupta, 2019).

Furthermore, robustness is crucial for the competitiveness of Halal supply chains and corporate reputation, emphasizing the need for robust marketing strategies in the Halal industry (Tieman, 2020). The issue of Halal images is important for innovative business thinking and relevant marketing approaches, suggesting the need for creative marketing strategies in the Halal industry (Mohd Suki & Abang Salleh, 2018). The practice of Halal branding as a marketing strategy, both inside and outside the Islamic community, is gaining significant impetus, indicating the importance of branding in marketing Halal products (Hosain, 2021). Additionally, the marketing of credence goods must provide a guarantee to deliver a firm message about the specific features of the product, emphasizing the need for clear and transparent marketing communication in the Halal industry (Bhutto et al., 2023; Ishak et al., 2023).

The multifaceted nature of the halal products market necessitates a deeper understanding of the various factors that influence consumer attitudes and behaviour. Businesses venturing into this market need to delve into the intricacies of marketing strategies to effectively target both Muslim and non-Muslim consumers (Haque et al., 2015; Wilkins et al., 2019; Lim et al., 2022).

One of the significant considerations for businesses is the growing impact of halal certification on consumer behaviour. The Islamic principles governing halal products create a foundation of trust and reliability that significantly influences purchase decisions ( Bukhari et al., 2019; Islam, 2022). Understanding the deeply rooted significance of these principles in the eyes of consumers is key in shaping marketing strategies to resonate with their values.

Furthermore, the evolving landscape of the halal industry requires businesses to ascertain the link between consumer behaviour and innovative branding and marketing approaches (Battour et al., 2022). The adoption of creative strategies that align with the ethical and sustainable consumption trend, while remaining respectful of religious and cultural sensitivities, can reinforce the appeal of halal products across diverse consumer segments.

Additionally, the competitive environment in the halal market underscores the importance of differential advantages and brand loyalty. Businesses must navigate through these challenges by creating distinct marketing approaches that cater to the specific needs and preferences of Muslim consumers while also addressing the acceptance of halal products in non-Muslim countries.

Moreover, the emphasis on robustness in supply chains and the association of halal branding with marketing strategies offer valuable insights for businesses. These aspects highlight the need for transparency and clear communication in marketing halal products, ensuring that the unique characteristics and values associated with halal products are effectively conveyed to consumers.

In conclusion, the implications for business marketing strategies in the context of halal products are vast and intricate. By understanding the multi-layered dynamics of consumer attitudes, competitive landscapes, and the fundamental significance of Islamic principles, businesses can tailor their marketing strategies to effectively navigate and succeed in the diverse and burgeoning halal products market.

The research findings suggest that businesses should consider adopting a targeted market segmentation strategy to effectively promote halal products. This would involve creating specific outlets or marketing channels that cater specifically to the needs of the religious target segment, while also maintaining outlets that cater to non-target consumers. By doing so, businesses can ensure that they are effectively reaching their desired audience and establishing a strong brand presence in the halal market.

The research findings suggest that businesses should consider adopting a targeted market segmentation strategy to effectively promote halal products. This is supported by various studies in

the field of Islamic marketing found that religiosity and attitude significantly influence consumers' intention to purchase halal cosmetic products (Abd Rahman et al., 2015). Similarly, Elseidi (2018) discovered that consumers' attitude towards halal food products is the strongest predictor of confidence in the halalness of food products carrying the halal logo. Moreover, Nurhayati & Hendar (2020) highlighted the increasing market share of multinational companies from non-Muslim countries in the halal market, emphasizing the importance of understanding consumer segments for halal products.

Furthermore, Islam (2020) emphasized the crucial criterion of halal product segmentation, targeting both Muslim and conventional markets. This aligns with the study by Zainudin et al., (2020), which emphasized the importance of emphasizing religious values in marketing halal products to consumers. Additionally, Tieman (2020) highlighted the importance of robustness in halal supply chains, which is essential for effective market segmentation and targeting.

The influence of the halal logo on Muslim consumers' attitudes was explored by Al-Kwafi et al., (2020), indicating the significance of visual cues in marketing halal products. This supports the notion that targeted market segmentation strategies should consider visual elements that resonate with Muslim consumers. Moreover, the study by Miftahuddin et al., (2022) demonstrated that delivering halal value to Muslim consumers affects their purchase intention, emphasizing the need for targeted marketing strategies that communicate halal value effectively.

In conclusion, the research findings from various studies in Islamic marketing support the notion that businesses should adopt targeted market segmentation strategies to effectively promote halal products. Understanding the influence of religiosity, attitudes, and visual cues, as well as emphasizing religious values in marketing, are crucial for successful market segmentation and targeting in the halal industry. The implication of robust marketing strategies in the context of Halal products transcends mere advertising and promotion. It encompasses a deeper understanding of the diverse factors that influence consumer attitudes and behaviours within this niche market segment. Businesses venturing into the Halal industry are tasked with delving into the intricacies of marketing strategies to effectively target both Muslim and non-Muslim consumers, recognizing the multifaceted nature of Halal products.

One of the significant considerations for businesses is the growing impact of Halal certification on consumer behaviour. The adherence to Islamic principles governing Halal products creates a foundation of trust and reliability that significantly influences purchase decisions. Furthermore, understanding the deeply rooted significance of these principles in the eyes of consumers is key in shaping marketing strategies that resonate with their values. This goes beyond mere product promotion; it entails aligning the marketing message with the ethical and religious sensitivities of the target audience.

Moreover, the evolving landscape of the Halal industry calls for businesses to ascertain the link between consumer behaviour and innovative branding and marketing approaches. The adoption of creative strategies must align with the ethical and sustainable consumption trend while remaining respectful of religious and cultural sensitivities. This involves reinforcing the appeal of Halal products across diverse consumer segments by infusing the marketing strategy with elements that resonate with the values and beliefs of the target audience.

The competitive environment in the Halal market underscores the importance of differential advantages and brand loyalty. Businesses must navigate these challenges by creating distinct marketing approaches that cater to the specific needs and preferences of Muslim consumers whilst also addressing the acceptance of Halal products in non-Muslim countries. A nuanced marketing strategy that reflects an understanding of the cultural, religious, and lifestyle differences is essential in garnering consumer trust and loyalty.

Furthermore, the emphasis on robustness in supply chains and the association of Halal branding with marketing strategies offers valuable insights for businesses. These aspects highlight the need for transparency and clear communication in marketing Halal products, ensuring that the unique characteristics and values associated with Halal products are effectively conveyed to consumers.

In conclusion, the implications for business marketing strategies in the context of Halal products are vast and intricate. By understanding the multi-layered dynamics of consumer attitudes, competitive landscapes, and the fundamental significance of Islamic principles, businesses can tailor their marketing strategies to effectively navigate and succeed in the diverse and burgeoning Halal products market.

**The research findings suggest that businesses should consider adopting a targeted market segmentation strategy to effectively promote Halal products.**

This would involve creating specific outlets or marketing channels that cater specifically to the needs of the religious target segment, while also maintaining outlets that cater to non-target consumers. By doing so, businesses can ensure that they are effectively reaching their desired audience and establishing a strong brand presence in the Halal market.

The influence of the Halal logo on Muslim consumers' attitudes was explored by Al-Kwiffi *et al.* (2020) indicating the significance of visual cues in marketing Halal products. This supports the notion that targeted market segmentation strategies should consider visual elements that resonate with Muslim consumers. Moreover, the study by Miftahuddin *et al.*, (2022) demonstrated that delivering Halal value to Muslim consumers affects their purchase intention, emphasizing the need for targeted marketing strategies that communicate Halal value effectively.

In addition, understanding the influence of religiosity, attitudes, and visual cues and emphasizing religious values in marketing are crucial for successful market segmentation and targeting in the Halal industry. Therefore, for businesses to succeed in marketing Halal products, a more holistic and nuanced approach is crucial, bridging the gap between consumer needs, cultural sensitivities, and effective marketing strategies.

To effectively cater to the diverse consumer base and uphold the ethical and religious sensitivities associated with Halal products, businesses should consider adopting a more holistic approach to their marketing strategies. This would involve integrating elements of religiosity into their marketing activities in order to influence the conscious consumer, while also creating differentiation in their product offerings. Numerous studies have emphasized the importance of understanding the religious values and sensitivities of the target market segment, particularly in the context of Halal products. The concept of holistic branding, as proposed by researchers, identifies attributes that reflect the brand's worldview and contribute to holistic branding, such as spiritual ethos and belief systems, sustainable and eco-ethical philosophy, and wholesomeness and inclusiveness. This highlights the need for businesses to engage in a comprehensive approach to branding of faith-based products, including Halal products.

The growing significance of Halal certification on consumer behaviour cannot be overlooked. Businesses must recognize that the adherence to Islamic principles governing Halal products establishes a foundation of trust and reliability that significantly influences purchase decisions. Moreover, the adoption of creative and innovative strategies that align with ethical and sustainable consumption trends while respecting religious and cultural sensitivities can further enhance the appeal of Halal products across diverse consumer segments.

Given the competitive environment in the Halal market, businesses must also focus on creating differential advantages and fostering brand loyalty. This involves understanding the specific needs

and preferences of Muslim consumers, as well as addressing the acceptance of Halal products in non-Muslim countries. The ability to navigate these challenges and create distinct marketing approaches that cater to diverse consumer segments is essential in garnering consumer trust and loyalty.

In conclusion, the research findings and insights from various sources strongly advocate for a more nuanced and holistic approach to marketing Halal products. Businesses should consider integrating religious values, adopting creative strategies that resonate with consumer sentiments, and creating differential advantages to effectively promote and differentiate their Halal products in the market.

**These approaches include the use of the Halal logo, targeted advertisement strategies, and positioning halal products in separate areas labelled as Halal.**

Additionally, businesses should ensure that Halal certification is regulated by authorities well-versed in Islamic teachings and principles to prevent fraud and maintain consumer trust. Furthermore, businesses should be aware of the importance of accurate labelling and clear distinction between Halal and non-Halal products for Muslim consumers.

The research findings suggest that businesses should consider adopting a targeted market segmentation strategy to effectively promote halal products (Akroush, 2010; Kasdi et al., 2018; Wilkins et al., 2019; ). This is supported by various studies in the field of Islamic marketing, found that religiosity and attitude significantly influence consumers' intention to purchase halal cosmetic products. Similarly, (Elseidi, 2018) discovered that consumers' attitude towards halal food products is the strongest predictor of high confidence in the halalness of food products carrying the halal logo Elseidi (2018). Moreover, Nurhayati & Hendar (2020) highlighted the increasing market share of multinational companies from non-Muslim countries in the halal, cosmetic, and medicinal foods market, emphasizing the need for targeted market segmentation strategies.

Islam (2020) emphasized the importance of segmenting the halal product market into food lifestyle and service categories to effectively target both Muslim and conventional markets. Al-Kwafi et al., (2020) also stressed the significance of the Halal logo in influencing Muslim consumers' attitudes, indicating the need for targeted marketing strategies based on visual cues. Additionally, focused on consumers' attitudes towards halal food, highlighting the importance of understanding consumer behaviour for effective market segmentation strategies (Mohd Suki & Abang Salleh, 2018).

Furthermore, Miftahuddin et al., (2022) demonstrated the mediating role of halal perceived value and trust on purchase intention, indicating the need for targeted marketing strategies to enhance perceived value and trust among Muslim consumers. Khan et al., (2020) also identified enablers of halal food purchase among Muslim consumers, emphasizing the importance of understanding consumer behaviour for targeted marketing strategies. Additionally, S. H. Hassan et al., (2022) highlighted the exploitation of Muslim desires and expectations by businesses, indicating the need for a comprehensive understanding of the halal market segment for effective marketing strategies.

It is evident that a more comprehensive understanding of the intricate relationship between religiosity, consumer behaviour, and the Halal market is essential for businesses to effectively target and cater to Muslim consumers. The nuances of Halal consumption, including the influence of religious knowledge, commitment, and certification, play a pivotal role in shaping purchase behaviour and consumer trust.

To delve deeper into the dynamics of consumer behaviour within the Halal cosmetics market, we can explore the interplay of religious knowledge and commitment with the actual purchase behaviour and

repurchase intentions of Muslim consumers. Understanding the specific religious orientations of individuals and their impact on purchase decisions is also an area that merits further investigation. Additionally, delving into the visual cues and advertising platforms that resonate with Muslim consumers can provide valuable insights for developing targeted marketing strategies.

Furthermore, the examination of religiosity, attitudes, and purchase intentions in different cultural contexts and regions is crucial for a comprehensive understanding of the Halal market. This necessitates a cross-cultural analysis to discern the varying influences of religiosity on consumer behaviour in diverse Muslim-majority countries, as well as in non-Muslim countries with significant Muslim consumer segments.

In addition to the highlighted studies, exploring the mediating role of Halal perceived value and trust, as well as the enablers of Halal food purchase among Muslim consumers, will provide deeper insights into the mechanisms that drive consumer behaviour in the Halal market. This will enable businesses to tailor their marketing strategies to effectively communicate Halal value and foster trust among Muslim consumers, thereby facilitating greater market penetration and brand loyalty.

In conclusion, a more profound exploration of the complexities surrounding religiosity and consumer behaviour in the context of Halal products is imperative for businesses aiming to establish a strong presence in the Halal market. By leveraging a deep understanding of religious values and attitudes, businesses can devise targeted and culturally sensitive marketing strategies that resonate with diverse Muslim consumer segments.

This deep understanding and targeted approach will be key in enhancing the appeal of Halal products across diverse consumer segments and fostering brand loyalty in the competitive Halal market. Businesses must be mindful of the specific needs and preferences of Muslim consumers, as well as the acceptance of Halal products in non-Muslim countries, in order to navigate these challenges and create distinct marketing approaches.

In line with the research findings and insights from various sources, the incorporation of religious values, creative strategies that resonate with consumer sentiments, and the creation of differential advantages are emphasized to promote and differentiate Halal products in the market. It is essential for businesses to integrate the Halal logo, implement targeted advertisement strategies, and position Halal products in separate areas labelled as Halal. Additionally, Halal certification regulation by authorities well-versed in Islamic teachings and principles, as well as accurate labelling and clear distinction between Halal and non-Halal products, are crucial for maintaining consumer trust and loyalty.

The research findings also emphasize the adoption of a targeted market segmentation strategy to effectively promote Halal products. This entails the segmentation of the Halal product market into food lifestyle and service categories to effectively target both Muslim and conventional markets, as highlighted by Islam (2020). Additionally, visual cues and advertising platforms that resonate with Muslim consumers can provide valuable insights for developing targeted marketing strategies, as stressed by Al-Kwafi et al., (2020). Moreover, a comprehensive understanding of the intricate relationship between religiosity, consumer behaviour, and the Halal market is crucial for businesses to effectively target and cater to Muslim consumers.

To delve deeper into the dynamics of consumer behaviour within the Halal cosmetics market, further exploration of the interplay of religious knowledge and commitment with actual purchase behaviour and repurchase intentions of Muslim consumers is necessary. Understanding the specific religious

orientations of individuals and their impact on purchase decisions is an area that merits further investigation. Additionally, cross-cultural analysis is essential to discern the varying influences of religiosity on consumer behaviour in diverse Muslim-majority countries and non-Muslim countries with significant Muslim consumer segments.

Expanding the research to explore the mediating role of Halal perceived value and trust, as well as the enablers of Halal food purchase among Muslim consumers, will provide deeper insights into the mechanisms that drive consumer behaviour in the Halal market. This deeper understanding will enable businesses to tailor their marketing strategies effectively to communicate Halal value and foster trust among Muslim consumers, thereby facilitating greater market penetration and brand loyalty.

In conclusion, a more profound exploration of the complexities surrounding religiosity and consumer behaviour in the context of Halal products is imperative for businesses aiming to establish a strong presence in the Halal market. By leveraging a deep understanding of religious values and attitudes, businesses can devise targeted and culturally sensitive marketing strategies that resonate with diverse Muslim consumer segments. This nuanced and holistic approach will be fundamental in enhancing the appeal of Halal products and fostering brand loyalty across diverse consumer segments. In today's rapidly changing world, the significance of accurate weather forecasts cannot be overstated.

## CONCLUSION

Based on the extensive research and insights gleaned from various sources, it is evident that the integration of religious values, creative strategies that resonate with consumer sentiments, and the creation of differential advantages are crucial for promoting and differentiating Halal products in the market. Additionally, a robust and effective marketing strategy for Halal products should include the integration of the Halal logo, targeted advertising strategies, and the clear labelling and positioning of Halal products in dedicated areas.

Moreover, the adoption of a targeted market segmentation strategy is essential to effectively promote Halal products across diverse consumer segments. This involves segmenting the Halal product market into food lifestyle and service categories to target both Muslim and conventional markets, as highlighted by previous research. Furthermore, visual cues and advertising platforms that tap into the sentiments of Muslim consumers can provide critical insights for developing targeted marketing strategies that resonate with the target audience.

Expanding the scope of research to further explore the interplay of religious knowledge and commitment with actual purchase behaviour and repurchase intentions of Muslim consumers is imperative. Understanding individual religious orientations and their impact on purchase decisions is a critical area that warrants additional investigation. Additionally, undertaking cross-cultural analyses will provide valuable insights into the varying influences of religiosity on consumer behaviour in different cultural contexts.

Furthermore, delving into the mediating role of Halal perceived value and trust, as well as the enablers of Halal food purchase among Muslim consumers, will provide deeper insights into the mechanisms that drive consumer behaviour in the Halal market. This deeper understanding will enable businesses to tailor their marketing strategies effectively to communicate Halal value and foster trust among Muslim consumers, ultimately leading to greater market penetration and brand loyalty.

In conclusion, a comprehensive and nuanced understanding of the intricate relationship between religiosity, consumer behaviour, and the Halal market is indispensable for businesses seeking to establish a strong presence in this market. By leveraging a deep understanding of religious values and

attitudes, businesses can devise targeted and culturally sensitive marketing strategies that resonate with diverse Muslim consumer segments. This holistic approach will be instrumental in enhancing the appeal of Halal products and fostering brand loyalty across diverse consumer segments.

The limitation of this research are One limitation of this research is the reliance on literature survey and conceptual analysis, which may lack empirical evidence (Hosain, 2021). To address this limitation, future research could incorporate empirical studies, such as surveys or experiments, to gather quantitative data and test the proposed relationships between religiosity and consumer behaviour in the Halal market. Another limitation is the focus on Muslim consumers and the Halal market, which may limit the generalizability of the findings to other religious or cultural contexts.

## REFERENCE

- Abd Rahman, A., Asrarhaghighi, E., & Ab Rahman, S. (2015). Consumers and Halal Cosmetic Products: Knowledge, Religiosity, Attitude and Intention. *Journal of Islamic Marketing*, 6(1), 148–163. <https://doi.org/10.1108/JIMA-09-2013-0068>
- Ahmadova, E., & Aliyev, K. (2021). Determinants of Attitudes Towards Halal Products: Empirical Evidence From Azerbaijan. *Journal of Islamic Marketing*, 12(1), 55–69. <https://doi.org/10.1108/JIMA-04-2019-0068>
- Akroush, M. N. (2010). Transactional Marketing and Relationship Marketing Paradigms: A Structural Equation Modelling Approach. *International Journal of Electronic Customer Relationship Management*, 4(2), 125–160. <https://doi.org/10.1504/IJECRM.2010.031862>
- Al-Kwif, O. S., Gelaidan, H. M. H., & Fetais, A. H. M. A. (2020). Identifying the Influence of The Halal Logo on Muslim Consumers' Attitudes Using fMRI Technology. *Journal of Islamic Marketing*, 12(6), 1159–1179. <https://doi.org/10.1108/JIMA-01-2020-0026>
- Ali, A., Xiaoling, G., Sherwani, M., & Ali, A. (2018). Antecedents of consumers' Halal brand purchase intention: an integrated approach. *Management Decision*, 56(4), 715–735. <https://doi.org/10.1108/MD-11-2016-0785>
- Almossawi, M. M. (2014). Impact of Religion on The Effectiveness of The Promotional Aspect of Product Packages in Muslim Countries. *Asia Pacific Journal of Marketing and Logistics*, 26(5), 687–706. <https://doi.org/10.1108/APJML-11-2013-0137>
- Anwar, Z. (2019). Islamic Venture Capital Investment Style – Opportunities and Challenges. *Journal of Islamic Marketing*, 10(3), 848–859. <https://doi.org/10.1108/JIMA-02-2018-0046>
- Babaii, E., & Taase, Y. (2013). Author-Assigned Keywords in Research Articles: Where Do They Come from? *Iranian Journal of Applied Linguistics (IJAL)*, 16(2), 1–19.
- Battour, M., Hakimian, F., Ismail, M., & Boğan, E. (2018). The Perception of Non-Muslim Tourists Towards Halal Tourism: Evidence From Turkey and Malaysia. *Journal of Islamic Marketing*, 9(4), 823–840. <https://doi.org/10.1108/JIMA-07-2017-0072>
- Battour, M., Salaheldeen, M., & Mady, K. (2022). Halal Tourism: Exploring Innovative Marketing Opportunities for Entrepreneurs. *Journal of Islamic Marketing*, 13(4), 887–897. <https://doi.org/10.1108/JIMA-06-2020-0191>
- Bhutto, M. Y., Ertz, M., Soomro, Y. A., Khan, M. A. A., & Ali, W. (2023). Adoption of Halal Cosmetics: Extending The Theory of Planned Behavior With Moderating Role of Halal Literacy (Evidence From Pakistan). *Journal of Islamic Marketing*, 14(6), 1488–1505. <https://doi.org/10.1108/JIMA-09-2021-0295>
- Bukhari, S. F. H., Woodside, F. M., Hassan, R., Shaikh, A. L., Hussain, S., & Mazhar, W. (2019). Is Religiosity an Important Consideration in Muslim Consumer Behavior: Exploratory Study in The Context of Western Imported Food in Pakistan. *Journal of Islamic Marketing*, 10(4), 1288–1307. <https://doi.org/10.1108/JIMA-01-2018-0006>
- Butt, M. M., Rose, S., Wilkins, S., & Ul Haq, J. (2017). MNCs and Religious Influences in Global Markets: Drivers of Consumer-Based Halal Brand Equity. *International Marketing Review*, 34(6), 885–908. <https://doi.org/10.1108/IMR-12-2015-0277>
- Elseidi, R. I. (2018). Determinants of Halal Purchasing Intentions: Evidences From UK. *Journal of Islamic*

- Marketing*, 9(1), 167–190. <https://doi.org/10.1108/JIMA-02-2016-0013>
- Farhat, K., Aslam, W., & Sany Sanuri, B. M. M. (2019). Predicting The Intention of Generation M to Choose Family Takaful and The Role of Halal Certification. *Journal of Islamic Marketing*, 10(3), 724–742. <https://doi.org/10.1108/JIMA-12-2017-0143>
- Fuseini, A., Hadley, P., & Knowles, T. (2020). Halal Food Marketing: an Evaluation of UK Halal Standards. *Journal of Islamic Marketing*, 12(5), 977–991. <https://doi.org/10.1108/JIMA-02-2020-0037>
- Haleem, A., Khan, M. I., & Khan, S. (2020). Halal Certification, The Inadequacy of its Adoption, Modelling and Strategising The Efforts. *Journal of Islamic Marketing*, 11(2), 393–413. <https://doi.org/10.1108/JIMA-05-2017-0062>
- Hanafiah, M. H., & Hamdan, N. A. A. (2020). Determinants of Muslim Travellers Halal Food Consumption Attitude and Behavioural Intentions. *Journal of Islamic Marketing*, 12(6), 1197–1218. <https://doi.org/10.1108/JIMA-09-2019-0195>
- Haque, A., Sarwar, A., Yasmin, F., Tarofder, A. K., & Hossain, M. A. (2015). Non-Muslim Consumers' Perception Toward Purchasing Halal Food Products in Malaysia. *Journal of Islamic Marketing*, 6(1), 133–147. <https://doi.org/10.1108/JIMA-04-2014-0033>
- Hassan, S. H., Mat Saad, N., Masron, T. A., & Ali, S. I. (2022). Buy Muslim-Made First – Does Halal Consciousness Affect Muslims' Intention to Purchase? *Journal of Islamic Marketing*, 13(2), 466–480. <https://doi.org/10.1108/JIMA-05-2019-0102>
- Hassan, Y., & Sengupta, A. (2019). India – an Untapped Market for Halal Products. *Journal of Islamic Marketing*, 10(3), 981–1002. <https://doi.org/10.1108/JIMA-09-2018-0179>
- Hosain, M. S. (2021). Branding “Halal”: application of a certain religious emotion to attract a specific customer segment. *PSU Research Review*, 5(3), 195–200. <https://doi.org/10.1108/PRR-12-2020-0043>
- Ishak, A. H., Azman, N. A. M., & Ab Manan, S. K. (2023). Factors That Drive Consumers to Purchase Halal Goods Online. *Global Journal Al-Thaqafah, Special Issue*, 65–70. <https://doi.org/10.7187/GJATSI072023-6>
- Islam, M. M. (2020). Segmenting, Targeting and Positioning in Islamic Marketing. *Journal of Islamic Marketing*, 12(7), 1385–1404. <https://doi.org/10.1108/JIMA-10-2018-0181>
- Islam, M. M. (2022). Evaluating Negative Attitudes of the Students and Shoppers Towards Halal Cosmetics Products. *Journal of Islamic Marketing*, 13(3), 565–585. <https://doi.org/10.1108/JIMA-03-2020-0067>
- Ismail, M., Mohamad, N., & Ahamat, A. (2020). Top Management Capabilities And Performance of Halal Product. *Innovation and Management Review*, 17(4), 431–446. <https://doi.org/10.1108/INMR-05-2019-0068>
- Kasdi, A., Farida, U., & Cahyadi, I. F. (2018). Wali city branding: Marketing strategy in promoting halal tourism destinations Demak Indonesia. *Geojournal of Tourism and Geosites*, 25(2), 463–473. <https://doi.org/10.30892/gtg.25215-373>
- Khan, W., Akhtar, A., Ansari, S. A., & Dhamija, A. (2020). Enablers of Halal Food Purchase Among Muslim Consumers in an Emerging Economy: An Interpretive Structural Modeling Approach. *British Food Journal*, 122(7), 2273–2287. <https://doi.org/10.1108/BFJ-08-2018-0528>
- Krisjanous, J., Allayarova, N., & Kadirov, D. (2022). Clothing of Righteousness: Exploring Tensions of Halal Maternity Wear on Online Apparel Websites. *Journal of Islamic Marketing*, 13(5), 1125–1142. <https://doi.org/10.1108/JIMA-03-2020-0080>
- Lim, Y. H., Lada, S., Ullah, R., & Abdul Adis, A. A. (2022). Non-Muslim Consumers' Intention to Purchase Halal Food Products in Malaysia. *Journal of Islamic Marketing*, 13(3), 586–607. <https://doi.org/10.1108/JIMA-06-2020-0172>
- Mabkhot, H. (2023). Factors Affecting the Sustainability of Halal Product Performance: Malaysian Evidence. *Sustainability (Switzerland)*, 15(3). <https://doi.org/10.3390/su15031850>
- Masudin, I., Fernanda, F. W., & Widayat. (2018). Halal logistics performance and customer loyalty: From the literature review to a conceptual framework. *International Journal of Technology*, 9(5), 1072–1084. <https://doi.org/10.14716/ijtech.v9i5.1919>
- Miftahuddin, M. A., Adawiyah, W. R., Pradipta, R., & Wihuda, F. (2022). Examining the effect of halal perceived value and perceived risk on purchase intention: A mediating role of halal trust. *Innovative Marketing*, 18(4), 62–73. [https://doi.org/10.21511/im.18\(4\).2022.06](https://doi.org/10.21511/im.18(4).2022.06)

- Mohd Suki, N., & Abang Salleh, A. S. (2016). Does Halal Image Strengthen Consumer Intention to Patronize Halal Stores?: Some Insights From Malaysia. *Journal of Islamic Marketing*, 7(1), 120–132. <https://doi.org/10.1108/JIMA-12-2014-0079>
- Mohd Suki, N., & Abang Salleh, A. S. (2018). Mediating Effect of Halal Image on Muslim Consumers' Intention to Patronize Retail Stores: Some Insights from Malaysia. *Journal of Islamic Marketing*, 9(2), 338–355. <https://doi.org/10.1108/JIMA-02-2017-0014>
- Muhamad, N., Leong, V. S., & Md Isa, N. (2017). Does the country of origin of a halal logo matter? The case of packaged food purchases. *Review of International Business and Strategy*, 27(4), 484–500. <https://doi.org/10.1108/RIBS-06-2017-0049>
- Najmi, A., Ahmed, W., & Jahangir, S. (2023). Firm's Readiness for Halal Food Standard Adoption: Assessing the Importance of Traceability System. *Journal of Islamic Accounting and Business Research*, 14(8), 1451–1473. <https://doi.org/10.1108/JIABR-09-2020-0293>
- Nugraha, Y. D., Permana, R. M. T., Harahap, D. A., Shaikh, M., & Fauziah, H. I. (2023). The Interaction Effect of Consumer Affinity and Patriotism Among Millennial Muslim Women Consumers. *Journal of Islamic Marketing*, 14(10), 2502–2530. <https://doi.org/10.1108/JIMA-06-2021-0211>
- Nurhayati, T., & Hendar, H. (2020). Personal Intrinsic Religiosity and Product Knowledge on Halal Product Purchase Intention: Role of Halal Product Awareness. *Journal of Islamic Marketing*, 11(3), 603–620. <https://doi.org/10.1108/JIMA-11-2018-0220>
- Nurudin, Hendar, & Ratnawati, A. (2023). The impacts of Maslahah product uniqueness, Islamic customer orientation, and Islamic innovativeness dimensions in improving marketing performance. *Uncertain Supply Chain Management*, 11(3), 1099–1110. <https://doi.org/10.5267/j.uscm.2023.4.012>
- Prince, S. A., & Wahid, I. S. (2023). Halal-organic meat: a successful business and humanitarian model. *Humanities and Social Sciences Communications*, 10(1), 1–16. <https://doi.org/10.1057/s41599-023-02097-9>
- Principles in Halal Purchasing. (2013). *Journal of Islamic Marketing*, 4(3), 281–293. <https://doi.org/10.1108/JIMA-01-2012-0004>
- Shahid, S., Parray, M. A., Thomas, G., Farooqi, R., & Islam, J. U. (2023). Determinants of Muslim Consumers' Halal Cosmetics Repurchase Intention: an Emerging Market's Perspective. *Journal of Islamic Marketing*, 14(3), 826–850. <https://doi.org/10.1108/JIMA-08-2021-0265>
- Sobari, N., Kurniati, A., & Usman, H. (2022). The Influence of Islamic Attributes and Religious Commitments Toward Halal Wellness Services Customer Satisfaction and Loyalty. *Journal of Islamic Marketing*, 13(1), 177–197. <https://doi.org/10.1108/JIMA-11-2018-0221>
- Tieman, M. (2017). Halal Risk Management: Combining Robustness and Resilience. *Journal of Islamic Marketing*, 8(3), 461–475. <https://doi.org/10.1108/JIMA-06-2015-0041>
- Tieman, M. (2020). Measuring Corporate Halal Reputation: A Corporate Halal Reputation Index and Research Propositions. *Journal of Islamic Marketing*, 11(3), 591–601. <https://doi.org/10.1108/JIMA-05-2018-0095>
- Waqas, M., Mian, S. J., & Nazir, N. (2023). The Role of Religious Advertising and Personal Selling in Enhancing Mutual Fund Purchase Intention and Sales in Pakistan: a Managerial Perspective. *Journal of Islamic Marketing*, 14(1), 43–60. <https://doi.org/10.1108/JIMA-05-2020-0162>
- Wilkins, S., Butt, M. M., Shams, F., & Pérez, A. (2019). The Acceptance of Halal Food in Non-Muslim Countries: Effects of Religious Identity, National Identification, Consumer Ethnocentrism and Consumer Cosmopolitanism. *Journal of Islamic Marketing*, 10(4), 1308–1331. <https://doi.org/10.1108/JIMA-11-2017-0132>
- Zailani, S., Iranmanesh, M., Aziz, A. A., & Kanapathy, K. (2017). Halal Logistics Opportunities and Challenges. *Journal of Islamic Marketing*, 8(1), 127–139. <https://doi.org/10.1108/JIMA-04-2015-0028>
- Zainudin, M. I., Haji Hasan, F., & Othman, A. K. (2020). Halal Brand Personality and Brand Loyalty Among Millennial Modest Fashion Consumers in Malaysia. *Journal of Islamic Marketing*, 11(6), 1277–1293. <https://doi.org/10.1108/JIMA-10-2018-0187>

## 2. Respon Editor Jurnal Tanggal 18 Desember 2024

----- Forwarded message -----

From: Jurnal Al-Muzara'ah Ilmu Ekonomi Syariah IPB <[jurnal-almuzaraah@apps.ipb.ac.id](mailto:jurnal-almuzaraah@apps.ipb.ac.id)>

Date: Wed, Dec 18, 2024, 11:13

Subject: [JAM] - Konfirmasi Naskah

To: <[husna.leila@trisakti.ac.id](mailto:husna.leila@trisakti.ac.id)>

Assalamu'alaikum wr. wb.

Kepada Husna Leila Yusran,

Sehubungan dengan telah disubmitnya naskah Anda yang berjudul "**Halal Marketing Approaches: A Systematic Review**" pada 3 Oktober 2024 untuk Jurnal Al-Muzara'ah, kami ingin menginformasikan bahwa naskah tersebut sedang dalam proses review untuk dipublikasikan pada tahun 2025. Namun, izinkan kami untuk mengkonfirmasi, apakah naskah tersebut sudah diterbitkan pada jurnal lain? Bila sudah terbit pada jurnal lain, maka kami tidak akan memproses dan mempublikasikan naskah tersebut pada Jurnal Al-Muzara'ah.

Mohon konfirmasinya.

Terima kasih,

Wassalamu'alaikum wr. wb.

## 3. Respon Penulis Tanggal 18 Desember 2024

----- Forwarded message -----

From: **Husna Leila** <[husna.leila@trisakti.ac.id](mailto:husna.leila@trisakti.ac.id)>

Date: Wed, Dec 18, 2024, 12:04

Subject: Re: [JAM] - Konfirmasi Naskah

To: Jurnal Al-Muzara'ah Ilmu Ekonomi Syariah IPB <[jurnal-almuzaraah@apps.ipb.ac.id](mailto:jurnal-almuzaraah@apps.ipb.ac.id)>

Assalamu'alaikum wr wb

Terima kasih atas konfirmasinya.

Perlu kami sampaikan bahwa kami hanya memasukkan artikel kami ke Jurnal Al Muzara'ah.

Besar harapan kami, artikel kami dapat diterima dan dipublikasikan pada Jurnal Al Muzara'ah

Terima kasih

Salam hormat,  
Husna Leila Yusran

## 4. Respon Editor Jurnal Tanggal 18 Maret 2025

----- Forwarded message -----

From: **Jurnal Al-Muzara'ah Ilmu Ekonomi Syariah IPB** <[jurnal-almuzaraah@apps.ipb.ac.id](mailto:jurnal-almuzaraah@apps.ipb.ac.id)>

Date: Tue, Mar 18, 2025, 11:44

Subject: [JAM] - Editor Decision

To: Husna Leila <[husna.leila@trisakti.ac.id](mailto:husna.leila@trisakti.ac.id)>

Assalamu'alaikum wr. wb.

Kepada Husna Leila Yusran,

Sehubungan dengan telah adanya keputusan **naskah diterima dengan revisi** dari Editor Jurnal AL-MUZARA'AH berdasarkan hasil review internal dan eksternal, terlampir hasil review dan masukan terkait naskah jurnal. Kami berharap dapat menerima hasil revisi paling lambat pada 28-03-2025. Adapun hasil revisi tersebut diupload kembali pada bagian 'Revisions' dengan kode naskah yang sama (59497) melalui OJS (website AL-MUZARA'AH) atau dikirim melalui email ini.

Terima kasih.

Wassalamu'alaikum wr. wb.

## Reviewer I

<p><b>AL-MUZARA'AH</b> Journal of Islamic Economics and Finance (ISSN p: 2337 - 6333 ; e: 2615 - 7659)</p>	 <b>IPB University</b> <small>Bogor Indonesia</small> Department of Islamic Economics Faculty of Economics and Management IPB University FEM Building 2 <sup>nd</sup> Floor, Jl. Agatis Campus IPB Dramaga Bogor 16680 West Java, Indonesia Email : jurnal-almuzaraah@apps.ipb.ac.id
--	--

### REVIEW FORM



<b>Paper ID</b>	59497			
<b>Title</b>	Halal Marketing Approaches: A Systematic Review			
<b>Criteria</b>				
<b>Criteria</b>	<b>Excellent</b>	<b>Good</b>	<b>Poor</b>	<b>Comments</b>
Title			V	Better to add with issues
Abstract		V		
Keywords		V		
Introduction	V			
Literature Review		V		
Methods		V		
Result & Discussion		V		The results of the discussion and the conclusions of the analysis must be aligned with previous studies that support them.
Conclusion		V		
References		V		
Topic and level of formality appropriate for audience		V		
Supporting data and material		V		

Sentences and words varied				
<b>Recommended Changes</b>				
<b>Decision</b>				
<ul style="list-style-type: none"> <li>○ Accepted</li> <li>○ <b>Accepted with minor revision (V)</b></li> <li>○ Accepted with major revision</li> <li>○ Rejected</li> </ul>				
<b>Reviewer Comments</b>				
<p>The results of the discussion and the conclusions of the analysis must be aligned with previous studies that support them, particularly the paragraph that I highlighted with yellow colour.</p>				



# Halal Marketing Approaches: A Systematic Review

**Abstract.** The concept of Halal, meaning "lawful and permitted," is deeply rooted in Islamic philosophy and teachings. Halal marketing refers to the strategies and approaches used to promote and sell products that comply with halal standards. This systematic review aims to examine the various marketing approaches utilized in promoting halal products. Some critics argue that the emphasis on halal products can lead to exclusion and division within societies, as it may prioritize catering to a specific religious group over others. They contend that promoting halal products exclusively may create a sense of segregation and hinder social integration. This research method will involve conducting a comprehensive literature review to identify and ~~analyze~~ analyze different marketing techniques used in promoting halal products based on database Scopus. Several countries were included in this review, such as Indonesia, Malaysia, Turkey, Arab Saudi, and the United Arab Emirates. The result of this review will provide insights into the marketing approaches that have been successful in promoting halal products and highlight any potential implications of these strategies on social integration. The finding suggest that halal marketing approaches vary across different countries, with a focus on building trust, emphasizing authenticity, and utilizing digital platforms. Based on the findings of this systematic review, it can be concluded that there are diverse marketing approaches used in promoting halal products. Recommendation for future research includes further exploration of the impact of halal marketing on social integration and the potential for inclusive marketing strategies that can cater to a diverse consumer.

**Key words:** Halal marketing, halal products, marketing approaches, social integration, literature review, systematic review, diversity, inclusivity.

**Abstrak.** Konsep Halal berarti "sah menurut hukum dan diperbolehkan," berakar kuat dalam filsafat dan ajaran Islam. Pemasaran halal mengacu pada strategi dan pendekatan yang digunakan untuk mempromosikan dan menjual produk yang memenuhi standar halal. Tinjauan sistematis ini bertujuan untuk mengkaji berbagai pendekatan pemasaran yang digunakan dalam mempromosikan produk halal. Beberapa kritikus berpendapat bahwa penekanan pada produk halal dapat menyebabkan pengucilan dan perpecahan dalam masyarakat, karena masyarakat mungkin memprioritaskan pelayanan pada kelompok agama tertentu dibandingkan kelompok agama lain. Mereka berpendapat bahwa mempromosikan produk halal secara eksklusif dapat menimbulkan rasa segregasi dan menghambat integrasi sosial. Metode penelitian ini akan melibatkan tinjauan literatur yang komprehensif untuk mengidentifikasi dan menganalisis berbagai teknik pemasaran yang digunakan dalam mempromosikan produk halal berdasarkan database Scopus. Beberapa negara yang masuk dalam tinjauan ini, seperti Indonesia, Malaysia, Turki, Arab Saudi, dan Uni Emirat Arab. Hasil dari tinjauan ini akan memberikan wawasan mengenai pendekatan pemasaran yang telah berhasil mempromosikan produk halal dan menyoroti potensi implikasi strategi ini terhadap integrasi sosial. Temuan ini menunjukkan bahwa pendekatan pemasaran halal berbeda-beda di berbagai negara, dengan fokus pada membangun kepercayaan, menekankan keaslian, dan memanfaatkan platform digital. Berdasarkan temuan tinjauan sistematis ini, dapat disimpulkan bahwa terdapat beragam pendekatan pemasaran yang digunakan dalam mempromosikan produk halal. Rekomendasi untuk penelitian di masa mendatang mencakup eksplorasi lebih lanjut mengenai dampak pemasaran halal terhadap integrasi sosial dan potensi strategi pemasaran inklusif yang dapat melayani konsumen yang beragam.

**Kata Kunci:** Pemasaran halal, produk halal, pendekatan pemasaran, integrasi sosial, tinjauan literatur, tinjauan sistematis, keberagaman, inklusivitas.

## INTRODUCTION

Halal marketing is a strategic approach utilized by businesses to cater to the growing demand for halal products among Muslim consumers ( Miftahuddin et al., 2022; Mabkhot, 2023). This approach involves understanding and adhering to the principles of Islamic law in product development, production, labelling, and marketing (Bukhari et al., 2019; Anwer, 2019). By doing so, businesses aim to attract and retain Muslim consumers who prioritize consuming products that are permissible and in accordance with their religious beliefs ( Butt et al., 2017; Ali et al., 2018; Prince & Wahid, 2023).

Halal marketing is a strategic approach used by businesses to meet the increasing demand for halal products among Muslim consumers (Ismail et al., 2020). This approach involves adhering to Islamic law in product development, production, labelling, and marketing to attract and retain Muslim consumers. The growing demand for halal items is evident global (Awan et al., 2015). With the increasing Muslim population, global halal brands are emerging in unique markets, presenting significant growth potential (Nurhayati & Hendar, 2020). The halal industry's rapid growth in Muslim and non-Muslim countries has opened new markets for various products, including cosmetics (Al-Banna & Jannah, 2022). The demand for halal products is increasing not only in predominantly Muslim countries but also in non-Muslim nations such as France (Firdaus et al., 2022). Understanding the importance of emphasizing religious values in marketing halal products is crucial for marketers and researchers (Zainudin et al., 2019). Additionally, the exploding demand for halal certifications globally underscores the significance of halal products in the market (Farhat et al., 2019). This demonstrates the critical need for a deeper understanding of the consumption behaviour of Muslim consumers in the rapidly growing halal markets (Al-Kwafi et al., 2020).

**Understanding the Concept of Halal Products** Understanding the concept of "Halal" is crucial in implementing effective marketing approaches for halal products (Masudin et al., 2018; Elseidi, 2018; Battour et al., 2018; Haleem et al., 2020). Halal refers to anything that is permissible or lawful according to Islamic teachings (Masudin et al., 2018; Krisjanous et al., 2022).

There is the potential concern of cost associated with halal certification and production, which may lead to higher prices for halal products (Mohd Suki & Abang Salleh, 2016; Fuseini et al., 2020; Khan et al., 2020). Non-Muslim consumers who are not specifically seeking halal products may be deterred by the higher price point, especially if the perceived quality or benefit of the halal certification is not significant to them (Haque et al., 2015; Wilkins et al., 2019). This could result in a limited market for halal products and pose a challenge for businesses in terms of expanding their consumer base.

Furthermore, the emphasis on religious and cultural sensitivities in marketing halal products may inadvertently reinforce stereotypes and assumptions about Muslim consumers, potentially contributing to further division instead of inclusivity ( S. H. Hassan et al., 2022; Waqas et al., 2023). Non-Muslim consumers may perceive the marketing of halal products as exclusive to a particular religious group, potentially leading to misconceptions and misunderstandings.

In conclusion, while it is essential to recognize and respect the religious and cultural values of Muslim consumers, businesses should also consider the potential impact of their marketing strategies on non-Muslim consumers to ensure inclusivity and broader market appeal. Balancing the needs of both Muslim and non-Muslim consumers in marketing strategies for halal products is crucial for long-term success and market growth.

This research is important in understanding the various challenges and considerations involved in marketing halal products (Hosain, 2021). It highlights the need for businesses to carefully strategize their approach to appeal to both Muslim and non-Muslim consumers (Al-Kwafi et al., 2020). By

understanding the potential consequences and implications of marketing halal products, businesses can develop effective strategies that promote inclusivity, diversity, and market growth.

This research question is important as it addresses the complex nature of marketing halal products in diverse market environments (Babaii & Taase, 2013). The research question seeks to understand the various challenges and considerations businesses face when marketing halal products, especially in appealing to both Muslim and non-Muslim consumers. By examining the attitudes and perceptions of non-Muslim consumers towards halal products, the study provides insights on how to effectively market halal products in non-Muslim

This research aim to analyze the The research findings indicate that there are several marketing approaches used in promoting halal products. And analyze implications for business marketing strategies. And findings suggest that business should consider adopting a targeted market segmentation strategy to effectively promote halal products. Also provide approaches include the use of the Halal logo, targeted advertisement strategies, and positioning halal products in separate areas labelled as halal

## LITERATURE REVIEW

Understanding the concept of "Halal" is essential for effective marketing of halal products. Halal refers to anything permissible or lawful according to Islamic teachings ( Battour et al., 2018; Haleem et al., 2020; Al-Kwafi et al., 2020). Research has focused on halal food perception and approval globally. The manifestations of halal products significantly affect consumer knowledge about halal principles (Almossawi, 2014; Nurhayati & Hendar, 2020; Shahid et al., 2023). Factors such as brand image, satisfaction, trust, and loyalty influence consumer purchase intention of halal products. Trust, attitude toward the product, and halal awareness affect the intention to purchase halal cosmetics ( Tieman, 2017; Masudin et al., 2018; Al-Kwafi et al., 2020; Prince & Wahid, 2023). The challenges and opportunities of adopting halal logistics contribute to the advancement of knowledge in this area (Zainudin et al., 2020; Al-Kwafi et al., 2020). Religiosity moderates the theory of planned behaviour and halal purchase intention. Educated millennial Muslim females demonstrate a high concern for the halalness of cosmetics. Embedding Islamic attributes in halal services correlates positively with customer satisfaction (Awan et al., 2015). Various studies have delved into consumer behaviour on halal products (Nurhayati & Hendar, 2019). The integrity of halal products is becoming an increasing concern for governments and industries (Ali et al., 2018).

In reviewing marketing approaches for halal products, it is important to consider the specific needs and preferences of Muslim consumers ( Mohd Suki & Abang Salleh, 2018; Al-Kwafi et al., 2020). This can be done through segmentation, targeting, and positioning strategies that recognize the diversity within the Muslim consumer market (Tieman, 2017; Elseidi, 2018; Mabkhot, 2023). The marketing approaches for halal products should also consider the religious and cultural sensitivities surrounding these products.

In examining marketing strategies for halal products, it is essential to consider the diverse needs and preferences of Muslim consumers. Segmentation, targeting, and positioning strategies should acknowledge the variety within the Muslim consumer market, taking into account religious and cultural sensitivities surrounding these products (Islam, 2020). Factors such as religiosity, knowledge of halal products, and confidence in halal certification significantly influence purchase intention (Elseidi, 2018; Nurhayati & Hendar, 2019; Khan et al., 2020). Additionally, understanding the attitudes and perceptions of non-Muslim consumers towards halal products is crucial for effective marketing strategies (Haque et al., 2015; Wilkins et al., 2019). It is also important to consider the impact of advertising and branding on Muslim consumers' attitudes and purchase intentions (Al-

Kwiffi et al., 2020; Waqas et al., 2021). Overall, a comprehensive understanding of consumer behaviour, religiosity, and cultural influences is essential for the successful marketing of halal products.

Challenges in promoting halal products include addressing misconceptions and stereotypes about halal products, ensuring proper certification and labelling, reaching a wider non-Muslim audience, and competing in non-Muslim dominated markets (Zailani et al., 2017; Nugraha et al., 2023). To overcome these challenges, businesses can employ several marketing approaches that focus on promoting the quality, safety, and ethical aspects of halal products

To address challenges in promoting halal products, businesses can employ marketing approaches focusing on quality, safety, and ethical aspects. Overcoming misconceptions and stereotypes requires emphasizing the quality and safety of halal products (Rahman et al., 2015; Battour et al., 2018; Wilkins et al., 2019). Proper certification and labelling can be ensured by understanding consumer attitudes and intentions towards halal products (Zailani et al., 2017; Fuseini et al., 2020; Miftahuddin et al., 2022). Reaching a wider non-Muslim audience and competing in non-Muslim dominated markets necessitates understanding non-Muslim consumers' perceptions and acceptance of halal products (Haque et al., 2015; Hassan & Sengupta, 2019; Lim et al., 2020). Additionally, businesses can leverage the influence of the Halal logo on Muslim consumers' attitudes and use it to promote halal products effectively (Al-Kwiffi et al., 2020).

An opposing argument to the promotion of halal products is the potential exclusion and alienation of non-Muslim consumers. While it is important to cater to the needs and preferences of Muslim consumers, exclusively focusing on halal products may lead to the neglect of non-Muslim consumers (Sobari et al., 2022; Nurudin et al., 2023). In markets where the Muslim population is not the majority, businesses may face challenges in appealing to a broader demographic if their marketing strategies are primarily centre around halal products ( Butt et al., 2017; Kasdi et al., 2018; S. H. Hassan et al., 2022).

## METHODOLOGY

This research use systematic literature review as the methodology to gather and analyze relevant studies on marketing approaches in promoting halal products. The systematic literature review method allows for a comprehensive analysis of existing research in order to identify common themes, trends, and gaps in knowledge regarding marketing approaches for halal products (Babaii & Taase, 2013; Haleem et al., 2020). The main purpose of this systematic review is to identify and analyze various marketing approaches used in promoting halal products. The data was collected from Scopus database. To find the document use keyword: "Marketing", "Halal", "Product", "Products", and find 222 documents that were relevant to the research topic and objectives.

After choose document from year 2013 until 2023 and find 201 document that met the inclusion criteria, a detailed analysis of these articles are conducted. After filter in subject area is "Social Science", "Art & Humanities", dan "Business, Management and Accounting and find that 156 documents. The document were then categorized based on only article and meet 126 articles. After filter only English language articles, 124 articles were included in the analysis. After screening the documents based on abstract and read full article, a total of 88 articles were selected for further analysis.

Several countries like Malaysia, Indonesia, Turkey, United Arab Emirates, Saudi Arabia, are pioneers in the halal industry and have established strong halal certification and regulatory systems. The marketing approaches used in promoting halal products vary among countries, but some common strategies include the use of the Halal logo, targeted advertisement strategies such as social media

marketing and influencer collaborations, and positioning halal products in separate areas labelled as halal within stores.

## Result and Discussion

The research findings indicate that there are several marketing approaches used in promoting halal products. The use of the Halal logo is one of the key marketing approaches in promoting halal products. This logo serves as a symbol of assurance for consumers that the product is halal and meets Islamic dietary requirements.

The growing trend of ethical and sustainable consumption among Muslim consumers has led to an increasing association of halal products with environmentally friendly and ethical production practices. This trend presents an opportunity for businesses to align their marketing approaches with these values. Research indicates that understanding religiosity, increasing product knowledge, and leveraging effective marketing campaigns are crucial for promoting halal products (Al-Kwafi et al., 2020; Nurhayati & Hendar, 2020; Ahmadova & Aliyev, 2021). Additionally, businesses should consider the push, pull, and mooring effects, as well as the determinants of repurchase intention and purchase behaviour among Muslim consumers. Furthermore, ensuring proper certification, logistics, and corporate reputation, as well as addressing consumer attitudes and perceptions, are essential for successful marketing of halal products. Moreover, halal-certified products symbolize quality, hygiene, safety, sustainability, and wholesomeness, aligning with the ethical and sustainable consumption trend (Mohd Suki & Abang Salleh, 2018).

The findings from the systematic review highlight the diverse marketing approaches used in promoting halal products. One of the notable strategies identified is the use of the Halal logo, which serves as a symbol of assurance for consumers that the product is halal and meets Islamic dietary requirements.

Moreover, there is a growing trend of ethical and sustainable consumption among Muslim consumers, leading to an increasing association of halal products with environmentally friendly and ethical production practices. This trend presents an opportunity for businesses to align their marketing approaches with these values, indicating that understanding religiosity, increasing product knowledge, and leveraging effective marketing campaigns are crucial for promoting halal products.

The research emphasizes the importance of considering push, pull, and mooring effects, as well as the determinants of repurchase intention and purchase behaviour among Muslim consumers. Furthermore, ensuring proper certification, logistics, and corporate reputation, as well as addressing consumer attitudes and perceptions, are essential for the successful marketing of halal products.

Additionally, the study reinforces that halal-certified products symbolize quality, hygiene, safety, sustainability, and wholesomeness, aligning with the ethical and sustainable consumption trend. These insights suggest that businesses should tailor their marketing strategies to effectively communicate these values to both Muslim and non-Muslim consumers.

Taking into account the geographical context, it is essential to recognize that several countries, such as Malaysia, Indonesia, Turkey, the United Arab Emirates, and Saudi Arabia, have established strong halal certification and regulatory systems. While the marketing approaches used in promoting halal products may vary among these countries, some common strategies include the use of the Halal logo, targeted advertisement strategies such as social media marketing and influencer collaborations, and positioning halal products in separate areas labelled as halal within stores.

In light of this, it is evident that understanding the implications of these marketing approaches and their alignment with the values of both Muslim and non-Muslim consumers is crucial for businesses seeking to navigate the diverse landscape of the halal products market. The findings underscore the need for businesses to develop inclusive and respectful marketing strategies to appeal to a broader

consumer base while recognizing the religious and cultural sensitivities associated with halal products.

The findings of this systematic review support the use of the Halal logo as an effective marketing strategy to target Muslim consumers and promote a wide range of halal products. These findings also highlight the importance of transparency and clear labelling in promoting halal products, as consumers place a significant emphasis on halal certification and assurance.

### **Implications for Business Marketing Strategies**

The findings of this systematic review have important implications for businesses seeking to market halal products. Firstly, businesses should prioritize obtaining halal certification from recognized authorities or agencies that adhere to Islamic teachings and principles. Secondly, businesses should invest in targeted advertisement strategies that effectively communicate the halal nature of their products, such as social media marketing and influencer collaborations with individuals who have a strong presence in the Muslim community. Additionally, businesses should consider positioning halal products in separate areas within their stores, clearly labelled as halal, to enhance consumer trust and facilitate easier access. Furthermore, businesses should be aware of the specific needs and preferences of Muslim consumers when designing their marketing strategies.

To understand the implications for business marketing strategies in the context of Halal products, it is essential to consider the determinants of attitudes towards Halal products among Islamic consumers (Muhamad et al., 2017). The increasing competition in the market makes it challenging for businesses to create a differential advantage to attract new customers (Hanafiah & Hamdan, 2020; Najmi et al., 2023). Additionally, it is well known that target and non-target consumers often react differently to specific marketing strategies ("Principles in Halal Purchasing," 2013; Najmi et al., 2023). Brand loyalty has become a focal point in the marketing field, serving as the basis for longitudinal relationships and predicting business success (Ali et al., 2018; Zainudin et al., 2020).

Moreover, businesses have greatly benefited from adhering to Islamic principles to attract more Muslim consumers, extending from food to financial markets (Farhat et al., 2019). The acceptance of Halal food in non-Muslim countries is a significant factor to consider in the formulation of marketing strategies (Butt et al., 2017; Wilkins et al., 2019). The influence of the Halal logo on Muslim consumers' attitudes has been studied, indicating the importance of visual cues in marketing Halal products (Al-Kwafi et al., 2020). The perceived values of Halal products are governed by the trust directly sourced from religion, highlighting the significance of trust in marketing strategies for Halal products (Y. Hassan & Sengupta, 2019).

Furthermore, robustness is crucial for the competitiveness of Halal supply chains and corporate reputation, emphasizing the need for robust marketing strategies in the Halal industry (Tieman, 2020). The issue of Halal images is important for innovative business thinking and relevant marketing approaches, suggesting the need for creative marketing strategies in the Halal industry (Mohd Suki & Abang Salleh, 2018). The practice of Halal branding as a marketing strategy, both inside and outside the Islamic community, is gaining significant impetus, indicating the importance of branding in marketing Halal products (Hosain, 2021). Additionally, the marketing of credence goods must provide a guarantee to deliver a firm message about the specific features of the product, emphasizing the need for clear and transparent marketing communication in the Halal industry (Bhutto et al., 2023; Ishak et al., 2023).

The multifaceted nature of the halal products market necessitates a deeper understanding of the various factors that influence consumer attitudes and behaviour. Businesses venturing into this market need to delve into the intricacies of marketing strategies to effectively target both Muslim and non-Muslim consumers (Haque et al., 2015; Wilkins et al., 2019; Lim et al., 2022).

One of the significant considerations for businesses is the growing impact of halal certification on consumer behaviour. The Islamic principles governing halal products create a foundation of trust and reliability that significantly influences purchase decisions (Bukhari et al., 2019; Islam, 2022). Understanding the deeply rooted significance of these principles in the eyes of consumers is key in shaping marketing strategies to resonate with their values.

Furthermore, the evolving landscape of the halal industry requires businesses to ascertain the link between consumer behaviour and innovative branding and marketing approaches (Battour et al., 2022). The adoption of creative strategies that align with the ethical and sustainable consumption trend, while remaining respectful of religious and cultural sensitivities, can reinforce the appeal of halal products across diverse consumer segments.

Additionally, the competitive environment in the halal market underscores the importance of differential advantages and brand loyalty. Businesses must navigate through these challenges by creating distinct marketing approaches that cater to the specific needs and preferences of Muslim consumers while also addressing the acceptance of halal products in non-Muslim countries.

Moreover, the emphasis on robustness in supply chains and the association of halal branding with marketing strategies offer valuable insights for businesses. These aspects highlight the need for transparency and clear communication in marketing halal products, ensuring that the unique characteristics and values associated with halal products are effectively conveyed to consumers.

In conclusion, the implications for business marketing strategies in the context of halal products are vast and intricate. By understanding the multi-layered dynamics of consumer attitudes, competitive landscapes, and the fundamental significance of Islamic principles, businesses can tailor their marketing strategies to effectively navigate and succeed in the diverse and burgeoning halal products market.

The research findings suggest that businesses should consider adopting a targeted market segmentation strategy to effectively promote halal products. This would involve creating specific outlets or marketing channels that cater specifically to the needs of the religious target segment, while also maintaining outlets that cater to non-target consumers. By doing so, businesses can ensure that they are effectively reaching their desired audience and establishing a strong brand presence in the halal market.

The research findings suggest that businesses should consider adopting a targeted market segmentation strategy to effectively promote halal products. This is supported by various studies in the field of Islamic marketing found that religiosity and attitude significantly influence consumers' intention to purchase halal cosmetic products (Abd Rahman et al., 2015). Similarly, Elseidi (2018) discovered that consumers' attitude towards halal food products is the strongest predictor of confidence in the ~~halalness~~ of food products carrying the halal logo. Moreover, Nurhayati & Hendar (2020) highlighted the increasing market share of multinational companies from non-Muslim countries in the halal market, emphasizing the importance of understanding consumer segments for halal products.

Furthermore, Islam (2020) emphasized the crucial criterion of halal product segmentation, targeting both Muslim and conventional markets. This aligns with the study by Zainudin et al., (2020), which emphasized the importance of emphasizing religious values in marketing halal products to consumers. Additionally, Tieman (2020) highlighted the importance of robustness in halal supply chains, which is essential for effective market segmentation and targeting.

The influence of the halal logo on Muslim consumers' attitudes was explored by Al-Kwafi et al., (2020), indicating the significance of visual cues in marketing halal products. This supports the notion that targeted market segmentation strategies should consider visual elements that resonate with Muslim consumers. Moreover, the study by Miftahuddin et al., (2022) demonstrated that delivering

halal value to Muslim consumers affects their purchase intention, emphasizing the need for targeted marketing strategies that communicate halal value effectively.

In conclusion, the research findings from various studies in Islamic marketing support the notion that businesses should adopt targeted market segmentation strategies to effectively promote halal products. Understanding the influence of religiosity, attitudes, and visual cues, as well as emphasizing religious values in marketing, are crucial for successful market segmentation and targeting in the halal industry. The implication of robust marketing strategies in the context of Halal products transcends mere advertising and promotion. It encompasses a deeper understanding of the diverse factors that influence consumer attitudes and behaviours within this niche market segment. Businesses venturing into the Halal industry are tasked with delving into the intricacies of marketing strategies to effectively target both Muslim and non-Muslim consumers, recognizing the multifaceted nature of Halal products.

One of the significant considerations for businesses is the growing impact of Halal certification on consumer behaviour. The adherence to Islamic principles governing Halal products creates a foundation of trust and reliability that significantly influences purchase decisions. Furthermore, understanding the deeply rooted significance of these principles in the eyes of consumers is key in shaping marketing strategies that resonate with their values. This goes beyond mere product promotion; it entails aligning the marketing message with the ethical and religious sensitivities of the target audience.

Moreover, the evolving landscape of the Halal industry calls for businesses to ascertain the link between consumer behaviour and innovative branding and marketing approaches. The adoption of creative strategies must align with the ethical and sustainable consumption trend while remaining respectful of religious and cultural sensitivities. This involves reinforcing the appeal of Halal products across diverse consumer segments by infusing the marketing strategy with elements that resonate with the values and beliefs of the target audience.

The competitive environment in the Halal market underscores the importance of differential advantages and brand loyalty. Businesses must navigate these challenges by creating distinct marketing approaches that cater to the specific needs and preferences of Muslim consumers whilst also addressing the acceptance of Halal products in non-Muslim countries. A nuanced marketing strategy that reflects an understanding of the cultural, religious, and lifestyle differences is essential in garnering consumer trust and loyalty.

Furthermore, the emphasis on robustness in supply chains and the association of Halal branding with marketing strategies offers valuable insights for businesses. These aspects highlight the need for transparency and clear communication in marketing Halal products, ensuring that the unique characteristics and values associated with Halal products are effectively conveyed to consumers.

In conclusion, the implications for business marketing strategies in the context of Halal products are vast and intricate. By understanding the multi-layered dynamics of consumer attitudes, competitive landscapes, and the fundamental significance of Islamic principles, businesses can tailor their marketing strategies to effectively navigate and succeed in the diverse and burgeoning Halal products market.

**The research findings suggest that businesses should consider adopting a targeted market segmentation strategy to effectively promote Halal products.**

This would involve creating specific outlets or marketing channels that cater specifically to the needs of the religious target segment, while also maintaining outlets that cater to non-target consumers. By doing so, businesses can ensure that they are effectively reaching their desired audience and establishing a strong brand presence in the Halal market.

The influence of the Halal logo on Muslim consumers' attitudes was explored by Al-Kwafi et al., (2020) indicating the significance of visual cues in marketing Halal products. This supports the notion that targeted market segmentation strategies should consider visual elements that resonate with Muslim consumers. Moreover, the study by Miftahuddin et al., (2022) demonstrated that delivering Halal value to Muslim consumers affects their purchase intention, emphasizing the need for targeted marketing strategies that communicate Halal value effectively.

In addition, understanding the influence of religiosity, attitudes, and visual cues and emphasizing religious values in marketing are crucial for successful market segmentation and targeting in the Halal industry. Therefore, for businesses to succeed in marketing Halal products, a more holistic and nuanced approach is crucial, bridging the gap between consumer needs, cultural sensitivities, and effective marketing strategies.

To effectively cater to the diverse consumer base and uphold the ethical and religious sensitivities associated with Halal products, businesses should consider adopting a more holistic approach to their marketing strategies. This would involve integrating elements of religiosity into their marketing activities in order to influence the conscious consumer, while also creating differentiation in their product offerings. Numerous studies have emphasized the importance of understanding the religious values and sensitivities of the target market segment, particularly in the context of Halal products. The concept of holistic branding, as proposed by researchers, identifies attributes that reflect the brand's worldview and contribute to holistic branding, such as spiritual ethos and belief systems, sustainable and eco-ethical philosophy, and wholesomeness and inclusiveness. This highlights the need for businesses to engage in a comprehensive approach to branding of faith-based products, including Halal products.

The growing significance of Halal certification on consumer behaviour cannot be overlooked. Businesses must recognize that the adherence to Islamic principles governing Halal products establishes a foundation of trust and reliability that significantly influences purchase decisions. Moreover, the adoption of creative and innovative strategies that align with ethical and sustainable consumption trends while respecting religious and cultural sensitivities can further enhance the appeal of Halal products across diverse consumer segments.

Given the competitive environment in the Halal market, businesses must also focus on creating differential advantages and fostering brand loyalty. This involves understanding the specific needs and preferences of Muslim consumers, as well as addressing the acceptance of Halal products in non-Muslim countries. The ability to navigate these challenges and create distinct marketing approaches that cater to diverse consumer segments is essential in garnering consumer trust and loyalty.

In conclusion, the research findings and insights from various sources strongly advocate for a more nuanced and holistic approach to marketing Halal products. Businesses should consider integrating religious values, adopting creative strategies that resonate with consumer sentiments, and creating differential advantages to effectively promote and differentiate their Halal products in the market.

**These approaches include the use of the Halal logo, targeted advertisement strategies, and positioning halal products in separate areas labelled as Halal.**

Additionally, businesses should ensure that Halal certification is regulated by authorities well-versed in Islamic teachings and principles to prevent fraud and maintain consumer trust. Furthermore, businesses should be aware of the importance of accurate labelling and clear distinction between Halal and non-Halal products for Muslim consumers.

The research findings suggest that businesses should consider adopting a targeted market segmentation strategy to effectively promote halal products (Akroush, 2010; Kasdi et al., 2018

Wilkins et al., 2019; ). This is supported by various studies in the field of Islamic marketing, found that religiosity and attitude significantly influence consumers' intention to purchase halal cosmetic products. Similarly, (Elseidi, 2018) discovered that consumers' attitude towards halal food products is the strongest predictor of high confidence in the halalness of food products carrying the halal logo Elseidi (2018). Moreover, Nurhayati & Hendar (2020) highlighted the increasing market share of multinational companies from non-Muslim countries in the halal, cosmetic, and medicinal foods market, emphasizing the need for targeted market segmentation strategies.

Islam (2020) emphasized the importance of segmenting the halal product market into food lifestyle and service categories to effectively target both Muslim and conventional markets. Al-Kwafi et al., (2020) also stressed the significance of the Halal logo in influencing Muslim consumers' attitudes, indicating the need for targeted marketing strategies based on visual cues. Additionally, focused on consumers' attitudes towards halal food, highlighting the importance of understanding consumer behaviour for effective market segmentation strategies (Mohd Suki & Abang Salleh, 2018).

Furthermore, Miftahuddin et al., (2022) demonstrated the mediating role of halal perceived value and trust on purchase intention, indicating the need for targeted marketing strategies to enhance perceived value and trust among Muslim consumers. Khan et al., (2020) also identified enablers of halal food purchase among Muslim consumers, emphasizing the importance of understanding consumer behaviour for targeted marketing strategies. Additionally, S. H. Hassan et al., (2022) highlighted the exploitation of Muslim desires and expectations by businesses, indicating the need for a comprehensive understanding of the halal market segment for effective marketing strategies.

It is evident that a more comprehensive understanding of the intricate relationship between religiosity, consumer behaviour, and the Halal market is essential for businesses to effectively target and cater to Muslim consumers. The nuances of Halal consumption, including the influence of religious knowledge, commitment, and certification, play a pivotal role in shaping purchase behaviour and consumer trust.

To delve deeper into the dynamics of consumer behaviour within the Halal cosmetics market, we can explore the interplay of religious knowledge and commitment with the actual purchase behaviour and repurchase intentions of Muslim consumers. Understanding the specific religious orientations of individuals and their impact on purchase decisions is also an area that merits further investigation. Additionally, delving into the visual cues and advertising platforms that resonate with Muslim consumers can provide valuable insights for developing targeted marketing strategies.

Furthermore, the examination of religiosity, attitudes, and purchase intentions in different cultural contexts and regions is crucial for a comprehensive understanding of the Halal market. This necessitates a cross-cultural analysis to discern the varying influences of religiosity on consumer behaviour in diverse Muslim-majority countries, as well as in non-Muslim countries with significant Muslim consumer segments.

In addition to the highlighted studies, exploring the mediating role of Halal perceived value and trust, as well as the enablers of Halal food purchase among Muslim consumers, will provide deeper insights into the mechanisms that drive consumer behaviour in the Halal market. This will enable businesses to tailor their marketing strategies to effectively communicate Halal value and foster trust among Muslim consumers, thereby facilitating greater market penetration and brand loyalty.

**In conclusion, a more profound exploration of the complexities surrounding religiosity and consumer behaviour in the context of Halal products is imperative for businesses aiming to establish a strong presence in the Halal market. By leveraging a deep understanding of religious values and attitudes,**

businesses can devise targeted and culturally sensitive marketing strategies that resonate with diverse Muslim consumer segments.

This deep understanding and targeted approach will be key in enhancing the appeal of Halal products across diverse consumer segments and fostering brand loyalty in the competitive Halal market. Businesses must be mindful of the specific needs and preferences of Muslim consumers, as well as the acceptance of Halal products in non-Muslim countries, in order to navigate these challenges and create distinct marketing approaches.

In line with the research findings and insights from various sources, the incorporation of religious values, creative strategies that resonate with consumer sentiments, and the creation of differential advantages are emphasized to promote and differentiate Halal products in the market. It is essential for businesses to integrate the Halal logo, implement targeted advertisement strategies, and position Halal products in separate areas labelled as Halal. Additionally, Halal certification regulation by authorities well-versed in Islamic teachings and principles, as well as accurate labelling and clear distinction between Halal and non-Halal products, are crucial for maintaining consumer trust and loyalty.

The research findings also emphasize the adoption of a targeted market segmentation strategy to effectively promote Halal products. This entails the segmentation of the Halal product market into food lifestyle and service categories to effectively target both Muslim and conventional markets, as highlighted by Islam (2020). Additionally, visual cues and advertising platforms that resonate with Muslim consumers can provide valuable insights for developing targeted marketing strategies, as stressed by Al-Kwafi et al., (2020). Moreover, a comprehensive understanding of the intricate relationship between religiosity, consumer behaviour, and the Halal market is crucial for businesses to effectively target and cater to Muslim consumers.

To delve deeper into the dynamics of consumer behaviour within the Halal cosmetics market, further exploration of the interplay of religious knowledge and commitment with actual purchase behaviour and repurchase intentions of Muslim consumers is necessary. Understanding the specific religious orientations of individuals and their impact on purchase decisions is an area that merits further investigation. Additionally, cross-cultural analysis is essential to discern the varying influences of religiosity on consumer behaviour in diverse Muslim-majority countries and non-Muslim countries with significant Muslim consumer segments.

Expanding the research to explore the mediating role of Halal perceived value and trust, as well as the enablers of Halal food purchase among Muslim consumers, will provide deeper insights into the mechanisms that drive consumer behaviour in the Halal market. This deeper understanding will enable businesses to tailor their marketing strategies effectively to communicate Halal value and foster trust among Muslim consumers, thereby facilitating greater market penetration and brand loyalty.

In conclusion, a more profound exploration of the complexities surrounding religiosity and consumer behaviour in the context of Halal products is imperative for businesses aiming to establish a strong presence in the Halal market. By leveraging a deep understanding of religious values and attitudes, businesses can devise targeted and culturally sensitive marketing strategies that resonate with diverse Muslim consumer segments. This nuanced and holistic approach will be fundamental in enhancing the appeal of Halal products and fostering brand loyalty across diverse consumer segments. In today's rapidly changing world, the significance of accurate weather forecasts cannot be overstated.

## CONCLUSION

Based on the extensive research and insights gleaned from various sources, it is evident that the integration of religious values, creative strategies that resonate with consumer sentiments, and the creation of differential advantages are crucial for promoting and differentiating Halal products in the market. Additionally, a robust and effective marketing strategy for Halal products should include the integration of the Halal logo, targeted advertising strategies, and the clear labelling and positioning of Halal products in dedicated areas.

Moreover, the adoption of a targeted market segmentation strategy is essential to effectively promote Halal products across diverse consumer segments. This involves segmenting the Halal product market into food lifestyle and service categories to target both Muslim and conventional markets, as highlighted by previous research. Furthermore, visual cues and advertising platforms that tap into the sentiments of Muslim consumers can provide critical insights for developing targeted marketing strategies that resonate with the target audience.

Expanding the scope of research to further explore the interplay of religious knowledge and commitment with actual purchase behaviour and repurchase intentions of Muslim consumers is imperative. Understanding individual religious orientations and their impact on purchase decisions is a critical area that warrants additional investigation. Additionally, undertaking cross-cultural analyses will provide valuable insights into the varying influences of religiosity on consumer behaviour in different cultural contexts.

Furthermore, delving into the mediating role of Halal perceived value and trust, as well as the enablers of Halal food purchase among Muslim consumers, will provide deeper insights into the mechanisms that drive consumer behaviour in the Halal market. This deeper understanding will enable businesses to tailor their marketing strategies effectively to communicate Halal value and foster trust among Muslim consumers, ultimately leading to greater market penetration and brand loyalty.

In conclusion, a comprehensive and nuanced understanding of the intricate relationship between religiosity, consumer behaviour, and the Halal market is indispensable for businesses seeking to establish a strong presence in this market. By leveraging a deep understanding of religious values and attitudes, businesses can devise targeted and culturally sensitive marketing strategies that resonate with diverse Muslim consumer segments. This holistic approach will be instrumental in enhancing the appeal of Halal products and fostering brand loyalty across diverse consumer segments.

The limitation of this research are One limitation of this research is the reliance on literature survey and conceptual analysis, which may lack empirical evidence (Hosain, 2021). To address this limitation, future research could incorporate empirical studies, such as surveys or experiments, to gather quantitative data and test the proposed relationships between religiosity and consumer behaviour in the Halal market. Another limitation is the focus on Muslim consumers and the Halal market, which may limit the generalizability of the findings to other religious or cultural contexts.

## REFERENCE

- Abd Rahman, A., Asrarhaghihi, E., & Ab Rahman, S. (2015). Consumers and Halal Cosmetic Products: Knowledge, Religiosity, Attitude and Intention. *Journal of Islamic Marketing*, 6(1), 148–163. <https://doi.org/10.1108/JIMA-09-2013-0068>
- Ahmadova, E., & Aliyev, K. (2021). Determinants of Attitudes Towards Halal Products: Empirical Evidence From Azerbaijan. *Journal of Islamic Marketing*, 12(1), 55–69. <https://doi.org/10.1108/JIMA-04-2019-0068>
- Akroush, M. N. (2010). Transactional Marketing and Relationship Marketing Paradigms: A Structural Equation Modelling Approach. *International Journal of Electronic Customer Relationship Management*, 4(2), 125–160. <https://doi.org/10.1504/IJECRM.2010.031862>
- Al-Kwafi, O. S., Gelaidan, H. M. H., & Fetais, A. H. M. A. (2020). Identifying the Influence of The Halal Logo on Muslim Consumers' Attitudes Using fMRI Technology. *Journal of Islamic Marketing*, 12(6), 1159–

1179. <https://doi.org/10.1108/JIMA-01-2020-0026>
- Ali, A., Xiaoling, G., Sherwani, M., & Ali, A. (2018). Antecedents of consumers' Halal brand purchase intention: an integrated approach. *Management Decision*, 56(4), 715–735. <https://doi.org/10.1108/MD-11-2016-0785>
- Almossawi, M. M. (2014). Impact of Religion on The Effectiveness of The Promotional Aspect of Product Packages in Muslim Countries. *Asia Pacific Journal of Marketing and Logistics*, 26(5), 687–706. <https://doi.org/10.1108/APJML-11-2013-0137>
- Anwer, Z. (2019). Islamic Venture Capital Investment Style – Opportunities and Challenges. *Journal of Islamic Marketing*, 10(3), 848–859. <https://doi.org/10.1108/JIMA-02-2018-0046>
- Babaii, E., & Taase, Y. (2013). Author-Assigned Keywords in Research Articles: Where Do They Come from? *Iranian Journal of Applied Linguistics (IJAL)*, 16(2), 1–19.
- Battour, M., Hakimian, F., Ismail, M., & Boğan, E. (2018). The Perception of Non-Muslim Tourists Towards Halal Tourism: Evidence From Turkey and Malaysia. *Journal of Islamic Marketing*, 9(4), 823–840. <https://doi.org/10.1108/JIMA-07-2017-0072>
- Battour, M., Salaheldeen, M., & Mady, K. (2022). Halal Tourism: Exploring Innovative Marketing Opportunities for Entrepreneurs. *Journal of Islamic Marketing*, 13(4), 887–897. <https://doi.org/10.1108/JIMA-06-2020-0191>
- Bhutto, M. Y., Ertz, M., Soomro, Y. A., Khan, M. A. A., & Ali, W. (2023). Adoption of Halal Cosmetics: Extending The Theory of Planned Behavior With Moderating Role of Halal Literacy (Evidence From Pakistan). *Journal of Islamic Marketing*, 14(6), 1488–1505. <https://doi.org/10.1108/JIMA-09-2021-0295>
- Bukhari, S. F. H., Woodside, F. M., Hassan, R., Shaikh, A. L., Hussain, S., & Mazhar, W. (2019). Is Religiosity an Important Consideration in Muslim Consumer Behavior: Exploratory Study in The Context of Western Imported Food in Pakistan. *Journal of Islamic Marketing*, 10(4), 1288–1307. <https://doi.org/10.1108/JIMA-01-2018-0006>
- Butt, M. M., Rose, S., Wilkins, S., & Ul Haq, J. (2017). MNCs and Religious Influences in Global Markets: Drivers of Consumer-Based Halal Brand Equity. *International Marketing Review*, 34(6), 885–908. <https://doi.org/10.1108/IMR-12-2015-0277>
- Elseidi, R. I. (2018). Determinants of Halal Purchasing Intentions: Evidences From UK. *Journal of Islamic Marketing*, 9(1), 167–190. <https://doi.org/10.1108/JIMA-02-2016-0013>
- Farhat, K., Aslam, W., & Sany Sanuri, B. M. M. (2019). Predicting The Intention of Generation M to Choose Family Takaful and The Role of Halal Certification. *Journal of Islamic Marketing*, 10(3), 724–742. <https://doi.org/10.1108/JIMA-12-2017-0143>
- Fuseini, A., Hadley, P., & Knowles, T. (2020). Halal Food Marketing: an Evaluation of UK Halal Standards. *Journal of Islamic Marketing*, 12(5), 977–991. <https://doi.org/10.1108/JIMA-02-2020-0037>
- Haleem, A., Khan, M. I., & Khan, S. (2020). Halal Certification, The Inadequacy of its Adoption, Modelling and Strategising The Efforts. *Journal of Islamic Marketing*, 11(2), 393–413. <https://doi.org/10.1108/JIMA-05-2017-0062>
- Hanafiah, M. H., & Hamdan, N. A. A. (2020). Determinants of Muslim Travellers Halal Food Consumption Attitude and Behavioural Intentions. *Journal of Islamic Marketing*, 12(6), 1197–1218. <https://doi.org/10.1108/JIMA-09-2019-0195>
- Haque, A., Sarwar, A., Yasmin, F., Tarofder, A. K., & Hossain, M. A. (2015). Non-Muslim Consumers' Perception Toward Purchasing Halal Food Products in Malaysia. *Journal of Islamic Marketing*, 6(1), 133–147. <https://doi.org/10.1108/JIMA-04-2014-0033>
- Hassan, S. H., Mat Saad, N., Masron, T. A., & Ali, S. I. (2022). Buy Muslim-Made First – Does Halal Consciousness Affect Muslims' Intention to Purchase? *Journal of Islamic Marketing*, 13(2), 466–480. <https://doi.org/10.1108/JIMA-05-2019-0102>
- Hassan, Y., & Sengupta, A. (2019). India – an Untapped Market for Halal Products. *Journal of Islamic Marketing*, 10(3), 981–1002. <https://doi.org/10.1108/JIMA-09-2018-0179>
- Hosain, M. S. (2021). Branding “Halal”: application of a certain religious emotion to attract a specific customer segment. *PSU Research Review*, 5(3), 195–200. <https://doi.org/10.1108/PRR-12-2020-0043>
- Ishak, A. H., Azman, N. A. M., & Ab Manan, S. K. (2023). Factors That Drive Consumers to Purchase Halal Goods Online. *Global Journal Al-Thaqafah, Special Issue*, 65–70.

<https://doi.org/10.7187/GJATSI072023-6>

- Islam, M. M. (2020). Segmenting, Targeting and Positioning in Islamic Marketing. *Journal of Islamic Marketing*, 12(7), 1385–1404. <https://doi.org/10.1108/JIMA-10-2018-0181>
- Islam, M. M. (2022). Evaluating Negative Attitudes of the Students and Shoppers Towards Halal Cosmetics Products. *Journal of Islamic Marketing*, 13(3), 565–585. <https://doi.org/10.1108/JIMA-03-2020-0067>
- Ismail, M., Mohamad, N., & Ahamat, A. (2020). Top Management Capabilities And Performance of Halal Product. *Innovation and Management Review*, 17(4), 431–446. <https://doi.org/10.1108/INMR-05-2019-0068>
- Kasdi, A., Farida, U., & Cahyadi, I. F. (2018). Wali city branding: Marketing strategy in promoting halal tourism destinations Demak Indonesia. *Geojournal of Tourism and Geosites*, 25(2), 463–473. <https://doi.org/10.30892/gtg.25215-373>
- Khan, W., Akhtar, A., Ansari, S. A., & Dhamija, A. (2020). Enablers of Halal Food Purchase Among Muslim Consumers in an Emerging Economy: An Interpretive Structural Modeling Approach. *British Food Journal*, 122(7), 2273–2287. <https://doi.org/10.1108/BFJ-08-2018-0528>
- Krisjanous, J., Allayarova, N., & Kadirov, D. (2022). Clothing of Righteousness: Exploring Tensions of Halal Maternity Wear on Online Apparel Websites. *Journal of Islamic Marketing*, 13(5), 1125–1142. <https://doi.org/10.1108/JIMA-03-2020-0080>
- Lim, Y. H., Lada, S., Ullah, R., & Abdul Adis, A. A. (2022). Non-Muslim Consumers' Intention to Purchase Halal Food Products in Malaysia. *Journal of Islamic Marketing*, 13(3), 586–607. <https://doi.org/10.1108/JIMA-06-2020-0172>
- Mabkhot, H. (2023). Factors Affecting the Sustainability of Halal Product Performance: Malaysian Evidence. *Sustainability (Switzerland)*, 15(3). <https://doi.org/10.3390/su15031850>
- Masudin, I., Fernanda, F. W., & Widayat. (2018). Halal logistics performance and customer loyalty: From the literature review to a conceptual framework. *International Journal of Technology*, 9(5), 1072–1084. <https://doi.org/10.14716/ijtech.v9i5.1919>
- Miftahuddin, M. A., Adawiyah, W. R., Pradipta, R., & Wihuda, F. (2022). Examining the effect of halal perceived value and perceived risk on purchase intention: A mediating role of halal trust. *Innovative Marketing*, 18(4), 62–73. [https://doi.org/10.21511/im.18\(4\).2022.06](https://doi.org/10.21511/im.18(4).2022.06)
- Mohd Suki, N., & Abang Salleh, A. S. (2016). Does Halal Image Strengthen Consumer Intention to Patronize Halal Stores?: Some Insights From Malaysia. *Journal of Islamic Marketing*, 7(1), 120–132. <https://doi.org/10.1108/JIMA-12-2014-0079>
- Mohd Suki, N., & Abang Salleh, A. S. (2018). Mediating Effect of Halal Image on Muslim Consumers' Intention to Patronize Retail Stores: Some Insights from Malaysia. *Journal of Islamic Marketing*, 9(2), 338–355. <https://doi.org/10.1108/JIMA-02-2017-0014>
- Muhamad, N., Leong, V. S., & Md Isa, N. (2017). Does the country of origin of a halal logo matter? The case of packaged food purchases. *Review of International Business and Strategy*, 27(4), 484–500. <https://doi.org/10.1108/RIBS-06-2017-0049>
- Najmi, A., Ahmed, W., & Jahangir, S. (2023). Firm's Readiness for Halal Food Standard Adoption: Assessing the Importance of Traceability System. *Journal of Islamic Accounting and Business Research*, 14(8), 1451–1473. <https://doi.org/10.1108/JIABR-09-2020-0293>
- Nugraha, Y. D., Permana, R. M. T., Harahap, D. A., Shaikh, M., & Fauziah, H. I. (2023). The Interaction Effect of Consumer Affinity and Patriotism Among Millennial Muslim Women Consumers. *Journal of Islamic Marketing*, 14(10), 2502–2530. <https://doi.org/10.1108/JIMA-06-2021-0211>
- Nurhayati, T., & Hendar, H. (2020). Personal Intrinsic Religiosity and Product Knowledge on Halal Product Purchase Intention: Role of Halal Product Awareness. *Journal of Islamic Marketing*, 11(3), 603–620. <https://doi.org/10.1108/JIMA-11-2018-0220>
- Nurudin, Hendar, & Ratnawati, A. (2023). The impacts of Maslahah product uniqueness, Islamic customer orientation, and Islamic innovativeness dimensions in improving marketing performance. *Uncertain Supply Chain Management*, 11(3), 1099–1110. <https://doi.org/10.5267/j.uscm.2023.4.012>
- Prince, S. A., & Wahid, I. S. (2023). Halal-organic meat: a successful business and humanitarian model. *Humanities and Social Sciences Communications*, 10(1), 1–16. <https://doi.org/10.1057/s41599-023-02097-9>

- Principles in Halal Purchasing. (2013). *Journal of Islamic Marketing*, 4(3), 281–293. <https://doi.org/10.1108/JIMA-01-2012-0004>
- Shahid, S., Parray, M. A., Thomas, G., Farooqi, R., & Islam, J. U. (2023). Determinants of Muslim Consumers' Halal Cosmetics Repurchase Intention: an Emerging Market's Perspective. *Journal of Islamic Marketing*, 14(3), 826–850. <https://doi.org/10.1108/JIMA-08-2021-0265>
- Sobari, N., Kurniati, A., & Usman, H. (2022). The Influence of Islamic Attributes and Religious Commitments Toward Halal Wellness Services Customer Satisfaction and Loyalty. *Journal of Islamic Marketing*, 13(1), 177–197. <https://doi.org/10.1108/JIMA-11-2018-0221>
- Tieman, M. (2017). Halal Risk Management: Combining Robustness and Resilience. *Journal of Islamic Marketing*, 8(3), 461–475. <https://doi.org/10.1108/JIMA-06-2015-0041>
- Tieman, M. (2020). Measuring Corporate Halal Reputation: A Corporate Halal Reputation Index and Research Propositions. *Journal of Islamic Marketing*, 11(3), 591–601. <https://doi.org/10.1108/JIMA-05-2018-0095>
- Waqas, M., Mian, S. J., & Nazir, N. (2023). The Role of Religious Advertising and Personal Selling in Enhancing Mutual Fund Purchase Intention and Sales in Pakistan: a Managerial Perspective. *Journal of Islamic Marketing*, 14(1), 43–60. <https://doi.org/10.1108/JIMA-05-2020-0162>
- Wilkins, S., Butt, M. M., Shams, F., & Pérez, A. (2019). The Acceptance of Halal Food in Non-Muslim Countries: Effects of Religious Identity, National Identification, Consumer Ethnocentrism and Consumer Cosmopolitanism. *Journal of Islamic Marketing*, 10(4), 1308–1331. <https://doi.org/10.1108/JIMA-11-2017-0132>
- Zailani, S., Iranmanesh, M., Aziz, A. A., & Kanapathy, K. (2017). Halal Logistics Opportunities and Challenges. *Journal of Islamic Marketing*, 8(1), 127–139. <https://doi.org/10.1108/JIMA-04-2015-0028>
- Zainudin, M. I., Haji Hasan, F., & Othman, A. K. (2020). Halal Brand Personality and Brand Loyalty Among Millennial Modest Fashion Consumers in Malaysia. *Journal of Islamic Marketing*, 11(6), 1277–1293. <https://doi.org/10.1108/JIMA-10-2018-0187>

## Reviewer 2

<p><b>AL-MUZARA'AH</b>  Journal of Islamic Economics and Finance  (ISSN p: 2337 - 6333 : e: 2615 - 7659)</p>	 <p>Department of Islamic Economics  Faculty of Economics and Management  IPB University  FEM Building 2<sup>nd</sup> Floor, Jl. Agatis  Campus IPB Dramaga Bogor 16680  West Java, Indonesia  Email : jurnal-almuzaraah@apps.ipb.ac.id</p>
--	---

### REVIEW FORM

<b>Paper ID</b>	59497			
<b>Title</b>	Halal Marketing Approaches: A Systematic Review			
<b>Criteria</b>				
<b>Criteria</b>	<b>Excellent</b>	<b>Good</b>	<b>Poor</b>	<b>Comments</b>
Title		V		Please modify the title referring to your research objectives
Abstract			V	<ul style="list-style-type: none"> <li>➤ Please check the minimum and maximum total words in the abstract.</li> <li>➤ Please check the research method again in the systematic review.</li> <li>➤ Please mention one of them for the example for the the findings.</li> </ul>
Keywords			V	Please check min-max the keywords with the template of Al-Muzara'ah
Introduction			V	<ul style="list-style-type: none"> <li>➤ The research background/statement of the problem is needed to elaborate the theory and previous study.</li> <li>➤ Strengthen the statements by using more recent references from the past five years.</li> </ul>
Literature Review			V	Please add more reference papers for the past five years.
Methods			V	What kind of method in SLR? PRISMA or else?
Result & Discussion			V	<ul style="list-style-type: none"> <li>➤ Please highlight your key findings</li> <li>➤ Which factor is more relevant and</li> </ul>

				<p>represented in this research topic? It's better to put it in the table and evaluate it based on the results.</p> <p>➤ Empirical Results need to be elaborated with the theory and past references.</p>
Conclusion		V		Please check again the RQ for answer the conclusion
References		V		<p>➤ Please check all the formats of references (APA Style), especially for books, journals, websites, or other sources. It's better to use the reference manager or Mendeley program to anticipate the wrong format of references.</p> <p>➤ Please ensure all body note citations and references are well organized and synchronized.</p> <p>➤ Please add more recent reference papers for the past five years.</p>
Topic and level of formality appropriate for audience		V		
Supporting data and material			V	It's better to put it in the table and evaluate it based on the results
Sentences and words varied			V	<p>➤ Alphabetically order for body note citation.</p> <p>➤ Please check the authors' name format of body note citation.</p> <p>➤ Please check for whole parts.</p>
<b>Recommended Changes</b>				
Please see the reviewer's comment in the attached file.				
<b>Decision</b>				
<input type="radio"/> Accepted <input type="radio"/> Accepted with minor revision				

<input type="radio"/> Accepted with major revision <input type="radio"/> Rejected
Reviewer Comments
This paper discusses an interesting and applied topic. However, this paper needs revision in several parts before getting the chance to publish.

## Halal Marketing Approaches: A Systematic Review

**Abstract.** The concept of halal, meaning "lawful and permitted," is deeply rooted in Islamic philosophy and teachings. Halal marketing refers to the strategies and approaches used to promote and sell products that comply with halal standards. This systematic review aims to examine the various marketing approaches utilized in promoting halal products. Some critics argue that the emphasis on halal products can lead to exclusion and division within societies, as it may prioritize catering to a specific religious group over others. They contend that promoting halal products exclusively may create a sense of segregation and hinder social integration. This research method will involve conducting a comprehensive literature review to identify and analyze different marketing techniques used in promoting halal products based on database Scopus. Several countries were included in this review, such as Indonesia, Malaysia, Turkey, Arab Saudi, and the United Arab Emirates. The result of this review will provide insights into the marketing approaches that have been successful in promoting halal products and highlight any potential implications of these strategies on social integration. The finding suggest that halal marketing approaches vary across different countries, with a focus on building trust, emphasizing authenticity, and utilizing digital platforms. Based on the findings of this systematic review, it can be concluded that there are diverse marketing approaches used in promoting halal products. Recommendation for future research includes further exploration of the impact of halal marketing on social integration and the potential for inclusive marketing strategies that can cater to a diverse consumer.

**Key words:** Halal marketing, halal products, marketing approaches, social integration, literature review, systematic review, diversity, inclusivity.

**Abstrak.** Konsep halal berarti "sah menurut hukum dan diperbolehkan," berakar kuat dalam filsafat dan ajaran Islam. Pemasaran halal mengacu pada strategi dan pendekatan yang digunakan untuk mempromosikan dan menjual produk yang memenuhi standar halal. Tinjauan sistematis ini bertujuan untuk mengkaji berbagai pendekatan pemasaran yang digunakan dalam mempromosikan produk halal. Beberapa kritikus berpendapat bahwa penekanan pada produk halal dapat menyebabkan pengucilan dan perpecahan dalam masyarakat, karena masyarakat mungkin memprioritaskan pelayanan pada kelompok agama tertentu dibandingkan kelompok agama lain. Mereka berpendapat bahwa mempromosikan produk halal secara eksklusif dapat menimbulkan rasa segregasi dan menghambat integrasi sosial. Metode penelitian ini akan melibatkan tinjauan literatur yang komprehensif untuk mengidentifikasi dan menganalisis berbagai teknik pemasaran yang digunakan dalam mempromosikan produk halal berdasarkan database Scopus. Beberapa negara yang masuk dalam tinjauan ini, seperti Indonesia, Malaysia, Turki, Arab Saudi, dan Uni Emirat Arab. Hasil dari tinjauan ini akan memberikan wawasan mengenai pendekatan pemasaran yang telah berhasil mempromosikan produk halal dan menyoroti potensi implikasi strategi ini terhadap integrasi sosial. Temuan ini menunjukkan bahwa pendekatan pemasaran halal berbeda-beda di berbagai negara, dengan fokus pada membangun kepercayaan, menekankan keaslian, dan memanfaatkan platform digital. Berdasarkan temuan tinjauan sistematis ini, dapat disimpulkan bahwa terdapat beragam pendekatan pemasaran yang digunakan dalam mempromosikan produk halal. Rekomendasi untuk penelitian di masa mendatang mencakup eksplorasi lebih lanjut mengenai dampak pemasaran halal terhadap integrasi sosial dan potensi strategi pemasaran inklusif yang dapat melayani konsumen yang beragam.

**Kata Kunci:** Pemasaran halal, produk halal, pendekatan pemasaran, integrasi sosial, tinjauan literatur, tinjauan sistematis, keberagaman, inklusivitas.

**Comment**  
Please check again the format/author guideline and lay out for all part in the article;  
English proofreading is required;  
Grammatically errors and structures;  
Error typeset;  
Body note citation and references format.

**Comment**  
Please modify the title referring to your research objectives!

**Comment**  
Please check the research method again in the systematic review.

**Comment**

**Comment**  
What kind of method in SLR???  
PRISMA or else???

**Comment**  
Please check the minimum and maximum total words in the abstract!

**Comment**  
Please mention one of them for the example!

**Comment**  
Please check min-max the keywords!

## INTRODUCTION

Halal marketing is a strategic approach utilized by businesses to cater to the growing demand for halal products among Muslim consumers (Miftahuddin et al., 2022; Mabkhot, 2023). This approach involves understanding and adhering to the principles of Islamic law in product development, production, labelling, and marketing (Bukhari et al., 2019; Anwer, 2019). By doing so, businesses aim to attract and retain Muslim consumers who prioritize consuming products that are permissible and in accordance with their religious beliefs (Butt et al., 2017; Ali et al., 2018; Prince & Wahid, 2023).

Halal marketing is a strategic approach used by businesses to meet the increasing demand for halal products among Muslim consumers (Ismail et al., 2020). This approach involves adhering to Islamic law in product development, production, labelling, and marketing to attract and retain Muslim consumers. The growing demand for halal items is evident global (Awan et al., 2015). With the increasing Muslim population, global halal brands are emerging in unique markets, presenting significant growth potential (Nurhayati & Hendar, 2020). The halal industry's rapid growth in Muslim and non-Muslim countries has opened new markets for various products, including cosmetics (Al-Banna & Jannah, 2022). The demand for halal products is increasing not only in predominantly Muslim countries but also in non-Muslim nations such as France (Firdaus et al., 2022). Understanding the importance of emphasizing religious values in marketing halal products is crucial for marketers and researchers (Zainudin et al., 2019). Additionally, the exploding demand for halal certifications globally underscores the significance of halal products in the market (Farhat et al., 2019). This demonstrates the critical need for a deeper understanding of the consumption behaviour of Muslim consumers in the rapidly growing halal markets (Al-Kwafi et al., 2020).

**Understanding the Concept of Halal Products** Understanding the concept of "Halal" is crucial in implementing effective marketing approaches for halal products (Masudin et al., 2018; Elseidi, 2018; Battour et al., 2018; Haleem et al., 2020). Halal refers to anything that is permissible or lawful according to Islamic teachings (Masudin et al., 2018; Krisjanous et al., 2022).

There is the potential concern of cost associated with halal certification and production, which may lead to higher prices for halal products (Mohd Suki & Abang Salleh, 2016; Fuseini et al., 2020; Khan et al., 2020). Non-Muslim consumers who are not specifically seeking halal products may be deterred by the higher price point, especially if the perceived quality or benefit of the halal certification is not significant to them (Haque et al., 2015; Wilkins et al., 2019). This could result in a limited market for halal products and pose a challenge for businesses in terms of expanding their consumer base.

Furthermore, the emphasis on religious and cultural sensitivities in marketing halal products may inadvertently reinforce stereotypes and assumptions about Muslim consumers, potentially contributing to further division instead of inclusivity (S. H. Hassan et al., 2022; Waqas et al., 2023). Non-Muslim consumers may perceive the marketing of halal products as exclusive to a particular religious group, potentially leading to misconceptions and misunderstandings.

In conclusion, while it is essential to recognize and respect the religious and cultural values of Muslim consumers, businesses should also consider the potential impact of their marketing strategies on non-Muslim consumers to ensure inclusivity and broader market appeal. Balancing the needs of both Muslim and non-Muslim consumers in marketing strategies for halal products is crucial for long-term success and market growth.

This research is important in understanding the various challenges and considerations involved in marketing halal products (Hosain, 2021). It highlights the need for businesses to carefully strategize their approach to appeal to both Muslim and non-Muslim consumers (Al-Kwafi et al., 2020). By



### Comment

The research background/statement of the problem is needed to elaborate the theory and previous study. Strengthen the statements by using more recent references from the past five years.



### Comment

Alphabetically order  
Please check for whole parts!



### Comment

Alphabetically order



### Comment

Alphabetically order



### Comment



### Comment



### Comment

Please check the authors' name format of body note citation!

understanding the potential consequences and implications of marketing halal products, businesses can develop effective strategies that promote inclusivity, diversity, and market growth.

This research question is important as it addresses the complex nature of marketing halal products in diverse market environments (Babai & Taase, 2013). The research question seeks to understand the various challenges and considerations businesses face when marketing halal products, especially in appealing to both Muslim and non-Muslim consumers. By examining the attitudes and perceptions of non-Muslim consumers towards halal products, the study provides insights on how to effectively market halal products in non-Muslim

This research aim to analyze the research findings indicate that there are several marketing approaches used in promoting halal products. And analyze implications for business marketing strategies. And findings suggest that business should consider adopting a targeted market segmentation strategy to effectively promote halal products. Also provide approaches include the use of the halal logo, targeted advertisement strategies, and positioning halal products in separate areas labelled as halal.


## LITERATURE REVIEW


Understanding the concept of "halal" is essential for effective marketing of halal products. Halal refers to anything permissible or lawful according to Islamic teachings (Battour et al., 2018; Haleem et al., 2020; Al-Kwafi et al., 2020). Research has focused on halal food perception and approval globally. The manifestations of halal products significantly affect consumer knowledge about halal principles (Almossawi, 2014; Nurhayati & Hendar, 2020; Shahid et al., 2023). Factors such as brand image, satisfaction, trust, and loyalty influence consumer purchase intention of halal products. Trust, attitude toward the product, and halal awareness affect the intention to purchase halal cosmetics (Tieman, 2017; Masudin et al., 2018; Al-Kwafi et al., 2020; Prince & Wahid, 2023). The challenges and opportunities of adopting halal logistics contribute to the advancement of knowledge in this area (Zainudin et al., 2020; Al-Kwafi et al., 2020). Religiosity moderates the theory of planned behaviour and halal purchase intention. Educated millennial Muslim females demonstrate a high concern for the halalness of cosmetics. Embedding Islamic attributes in halal services correlates positively with customer satisfaction (Awan et al., 2015). Various studies have delved into consumer behaviour on halal products (Nurhayati & Hendar, 2019). The integrity of halal products is becoming an increasing concern for governments and industries (Ali et al., 2018).

In reviewing marketing approaches for halal products, it is important to consider the specific needs and preferences of Muslim consumers (Mohd Suki & Abang Salleh, 2018; Al-Kwafi et al., 2020). This can be done through segmentation, targeting, and positioning strategies that recognize the diversity within the Muslim consumer market (Tieman, 2017; Elseidi, 2018; Mabkhot, 2023). The marketing approaches for halal products should also consider the religious and cultural sensitivities surrounding these products.

In examining marketing strategies for halal products, it is essential to consider the diverse needs and preferences of Muslim consumers. Segmentation, targeting, and positioning strategies should acknowledge the variety within the Muslim consumer market, taking into account religious and cultural sensitivities surrounding these products (Islam, 2020). Factors such as religiosity, knowledge of halal products, and confidence in halal certification significantly influence purchase intention (Elseidi, 2018; Nurhayati & Hendar, 2019; Khan et al., 2020). Additionally, understanding the attitudes and perceptions of non-Muslim consumers towards halal products is crucial for effective marketing strategies (Haque et al., 2015; Wilkins et al., 2019). It is also important to consider the impact of advertising and branding on Muslim consumers' attitudes and purchase intentions (Al-

 Comment

 Comment  
Please revise the beginning of sentences not use a preposition words.

 Comment  
Please add more reference papers for the past five years.

 Comment

Kwiffi et al., 2020; Waqas et al., 2021). Overall, a comprehensive understanding of consumer behaviour, religiosity, and cultural influences is essential for the successful marketing of halal products.

Challenges in promoting halal products include addressing misconceptions and stereotypes about halal products, ensuring proper certification and labelling, reaching a wider non-Muslim audience, and competing in non-Muslim dominated markets (Zailani et al., 2017; Nugraha et al., 2023). To overcome these challenges, businesses can employ several marketing approaches that focus on promoting the quality, safety, and ethical aspects of halal products

To address challenges in promoting halal products, businesses can employ marketing approaches focusing on quality, safety, and ethical aspects. Overcoming misconceptions and stereotypes requires emphasizing the quality and safety of halal products (Rahman et al., 2015; Battour et al., 2018; Wilkins et al., 2019). Proper certification and labelling can be ensured by understanding consumer attitudes and intentions towards halal products (Zailani et al., 2017; Fuseini et al., 2020; Miftahuddin et al., 2022). Reaching a wider non-Muslim audience and competing in non-Muslim dominated markets necessitates understanding non-Muslim consumers' perceptions and acceptance of halal products (Haque et al., 2015; Hassan & Sengupta, 2019; Lim et al., 2020). Additionally, businesses can leverage the influence of the Halal logo on Muslim consumers' attitudes and use it to promote halal products effectively (Al-Kwiffi et al., 2020).


An opposing argument to the promotion of halal products is the potential exclusion and alienation of non-Muslim consumers. While it is important to cater to the needs and preferences of Muslim consumers, exclusively focusing on halal products may lead to the neglect of non-Muslim consumers (Sobari et al., 2022; Nurudin et al., 2023). In markets where the Muslim population is not the majority, businesses may face challenges in appealing to a broader demographic if their marketing strategies are primarily centre around halal products (Butt et al., 2017; Kasdi et al., 2018; S. H. Hassan et al., 2022).

## METHODOLOGY

This research use systematic literature review as the methodology to gather and analyze relevant studies on marketing approaches in promoting halal products. The systematic literature review method allows for a comprehensive analysis of existing research in order to identify common themes, trends, and gaps in knowledge regarding marketing approaches for halal products (Babaii & Taase, 2013; Haleem et al., 2020). The main purpose of this systematic review is to identify and analyze various marketing approaches used in promoting halal products. The data was collected from Scopus database. To find the document use keyword: "Marketing", "Halal", "Product", "Products", and find 222 documents that were relevant to the research topic and objectives.

After choose document from year 2013 until 2023 and find 201 document that met the inclusion criteria, a detailed analysis of these articles are conducted. After filter in subject area is "Social Science", "Art & Humanities", dan "Business, Management and Accounting and find that 156 documents. The document were then categorized based on only article and meet 126 articles. After filter only English language articles, 124 articles were included in the analysis. After screening the documents based on abstract and read full article, a total of 88 articles were selected for further analysis.

Several countries like Malaysia, Indonesia, Turkey, United Arab Emirates, Saudi Arabia, are pioneers in the halal industry and have established strong halal certification and regulatory systems. The marketing approaches used in promoting halal products vary among countries, but some common strategies include the use of the Halal logo, targeted advertisement strategies such as social media

 **Comment**  
What kind of method in SLR???  
PRISMA or else???

marketing and influencer collaborations, and positioning halal products in separate areas labelled as halal within stores.

## Result and Discussion

The research findings indicate that there are several marketing approaches used in promoting halal products. The use of the halal logo is one of the key marketing approaches in promoting halal products. This logo serves as a symbol of assurance for consumers that the product is halal and meets Islamic dietary requirements.

The growing trend of ethical and sustainable consumption among Muslim consumers has led to an increasing association of halal products with environmentally friendly and ethical production practices. This trend presents an opportunity for businesses to align their marketing approaches with these values. Research indicates that understanding religiosity, increasing product knowledge, and leveraging effective marketing campaigns are crucial for promoting halal products (Al-Kwif et al., 2020; Nurhayati & Hendar, 2020; Ahmadova & Aliyev, 2021). Additionally, businesses should consider the push, pull, and mooring effects, as well as the determinants of repurchase intention and purchase behaviour among Muslim consumers. Furthermore, ensuring proper certification, logistics, and corporate reputation, as well as addressing consumer attitudes and perceptions, are essential for successful marketing of halal products. Moreover, halal-certified products symbolize quality, hygiene, safety, sustainability, and wholesomeness, aligning with the ethical and sustainable consumption trend (Mohd Suki & Abang Salleh, 2018).

The findings from the systematic review highlight the diverse marketing approaches used in promoting halal products. One of the notable strategies identified is the use of the Halal logo, which serves as a symbol of assurance for consumers that the product is halal and meets Islamic dietary requirements.

Moreover, there is a growing trend of ethical and sustainable consumption among Muslim consumers, leading to an increasing association of halal products with environmentally friendly and ethical production practices. This trend presents an opportunity for businesses to align their marketing approaches with these values, indicating that understanding religiosity, increasing product knowledge, and leveraging effective marketing campaigns are crucial for promoting halal products.

The research emphasizes the importance of considering push, pull, and mooring effects, as well as the determinants of repurchase intention and purchase behaviour among Muslim consumers. Furthermore, ensuring proper certification, logistics, and corporate reputation, as well as addressing consumer attitudes and perceptions, are essential for the successful marketing of halal products.

Additionally, the study reinforces that halal-certified products symbolize quality, hygiene, safety, sustainability, and wholesomeness, aligning with the ethical and sustainable consumption trend. These insights suggest that businesses should tailor their marketing strategies to effectively communicate these values to both Muslim and non-Muslim consumers.

Taking into account the geographical context, it is essential to recognize that several countries, such as Malaysia, Indonesia, Turkey, the United Arab Emirates, and Saudi Arabia, have established strong halal certification and regulatory systems. While the marketing approaches used in promoting halal products may vary among these countries, some common strategies include the use of the Halal logo, targeted advertisement strategies such as social media marketing and influencer collaborations, and positioning halal products in separate areas labelled as halal within stores.

In light of this, it is evident that understanding the implications of these marketing approaches and their alignment with the values of both Muslim and non-Muslim consumers is crucial for businesses seeking to navigate the diverse landscape of the halal products market. The findings underscore the need for businesses to develop inclusive and respectful marketing strategies to appeal to a broader

**Comment** March 15, 2025  
Please highlight your key findings!  
Which factor is more relevant and represented in this research topic???

It's better to put in the table and make an evaluation based on the results!

**Comment** March 15, 2025  
Empirical Results need to be elaborated with the theory and past references.

[Reply](#) [Resolve](#)

consumer base while recognizing the religious and cultural sensitivities associated with halal products.

The findings of this systematic review support the use of the Halal logo as an effective marketing strategy to target Muslim consumers and promote a wide range of halal products. These findings also highlight the importance of transparency and clear labelling in promoting halal products, as consumers place a significant emphasis on halal certification and assurance.

#### **Implications for Business Marketing Strategies**

The findings of this systematic review have important implications for businesses seeking to market halal products. Firstly, businesses should prioritize obtaining halal certification from recognized authorities or agencies that adhere to Islamic teachings and principles. Secondly, businesses should invest in targeted advertisement strategies that effectively communicate the halal nature of their products, such as social media marketing and influencer collaborations with individuals who have a strong presence in the Muslim community. Additionally, businesses should consider positioning halal products in separate areas within their stores, clearly labelled as halal, to enhance consumer trust and facilitate easier access. Furthermore, businesses should be aware of the specific needs and preferences of Muslim consumers when designing their marketing strategies.

To understand the implications for business marketing strategies in the context of Halal products, it is essential to consider the determinants of attitudes towards Halal products among Islamic consumers (Muhamad et al., 2017). The increasing competition in the market makes it challenging for businesses to create a differential advantage to attract new customers (Hanafiah & Hamdan, 2020; Najmi et al., 2023). Additionally, it is well known that target and non-target consumers often react differently to specific marketing strategies ("Principles in Halal Purchasing," 2013; Najmi et al., 2023). Brand loyalty has become a focal point in the marketing field, serving as the basis for longitudinal relationships and predicting business success (Ali et al., 2018; Zainudin et al., 2020).

Moreover, businesses have greatly benefited from adhering to Islamic principles to attract more Muslim consumers, extending from food to financial markets (Farhat et al., 2019). The acceptance of Halal food in non-Muslim countries is a significant factor to consider in the formulation of marketing strategies (Butt et al., 2017; Wilkins et al., 2019). The influence of the Halal logo on Muslim consumers' attitudes has been studied, indicating the importance of visual cues in marketing Halal products (Al-Kwafi et al., 2020). The perceived values of Halal products are governed by the trust directly sourced from religion, highlighting the significance of trust in marketing strategies for Halal products (Y. Hassan & Sengupta, 2019).

Furthermore, robustness is crucial for the competitiveness of Halal supply chains and corporate reputation, emphasizing the need for robust marketing strategies in the Halal industry (Tieman, 2020). The issue of Halal images is important for innovative business thinking and relevant marketing approaches, suggesting the need for creative marketing strategies in the Halal industry (Mohd Suki & Abang Salleh, 2018). The practice of Halal branding as a marketing strategy, both inside and outside the Islamic community, is gaining significant impetus, indicating the importance of branding in marketing Halal products (Hosain, 2021). Additionally, the marketing of credence goods must provide a guarantee to deliver a firm message about the specific features of the product, emphasizing the need for clear and transparent marketing communication in the Halal industry (Bhutto et al., 2023; Ishak et al., 2023).

The multifaceted nature of the halal products market necessitates a deeper understanding of the various factors that influence consumer attitudes and behaviour. Businesses venturing into this market need to delve into the intricacies of marketing strategies to effectively target both Muslim and non-Muslim consumers (Haque et al., 2015; Wilkins et al., 2019; Lim et al., 2022).

One of the significant considerations for businesses is the growing impact of halal certification on consumer behaviour. The Islamic principles governing halal products create a foundation of trust and reliability that significantly influences purchase decisions ( Bukhari et al., 2019; Islam, 2022). Understanding the deeply rooted significance of these principles in the eyes of consumers is key in shaping marketing strategies to resonate with their values.

Furthermore, the evolving landscape of the halal industry requires businesses to ascertain the link between consumer behaviour and innovative branding and marketing approaches (Battour et al., 2022). The adoption of creative strategies that align with the ethical and sustainable consumption trend, while remaining respectful of religious and cultural sensitivities, can reinforce the appeal of halal products across diverse consumer segments.

Additionally, the competitive environment in the halal market underscores the importance of differential advantages and brand loyalty. Businesses must navigate through these challenges by creating distinct marketing approaches that cater to the specific needs and preferences of Muslim consumers while also addressing the acceptance of halal products in non-Muslim countries.

Moreover, the emphasis on robustness in supply chains and the association of halal branding with marketing strategies offer valuable insights for businesses. These aspects highlight the need for transparency and clear communication in marketing halal products, ensuring that the unique characteristics and values associated with halal products are effectively conveyed to consumers.

In conclusion, the implications for business marketing strategies in the context of halal products are vast and intricate. By understanding the multi-layered dynamics of consumer attitudes, competitive landscapes, and the fundamental significance of Islamic principles, businesses can tailor their marketing strategies to effectively navigate and succeed in the diverse and burgeoning halal products market.

The research findings suggest that businesses should consider adopting a targeted market segmentation strategy to effectively promote halal products. This would involve creating specific outlets or marketing channels that cater specifically to the needs of the religious target segment, while also maintaining outlets that cater to non-target consumers. By doing so, businesses can ensure that they are effectively reaching their desired audience and establishing a strong brand presence in the halal market.

The research findings suggest that businesses should consider adopting a targeted market segmentation strategy to effectively promote halal products. This is supported by various studies in the field of Islamic marketing found that religiosity and attitude significantly influence consumers' intention to purchase halal cosmetic products (Abd Rahman et al., 2015). Similarly, Elseidi (2018) discovered that consumers' attitude towards halal food products is the strongest predictor of confidence in the halalness of food products carrying the halal logo. Moreover, Nurhayati & Hendar (2020) highlighted the increasing market share of multinational companies from non-Muslim countries in the halal market, emphasizing the importance of understanding consumer segments for halal products.

Furthermore, Islam (2020) emphasized the crucial criterion of halal product segmentation, targeting both Muslim and conventional markets. This aligns with the study by Zainudin et al., (2020), which emphasized the importance of emphasizing religious values in marketing halal products to consumers. Additionally, Tieman (2020) highlighted the importance of robustness in halal supply chains, which is essential for effective market segmentation and targeting.

The influence of the halal logo on Muslim consumers' attitudes was explored by Al-Kwafi et al., (2020), indicating the significance of visual cues in marketing halal products. This supports the notion that targeted market segmentation strategies should consider visual elements that resonate with Muslim consumers. Moreover, the study by Miftahuddin et al., (2022) demonstrated that delivering

halal value to Muslim consumers affects their purchase intention, emphasizing the need for targeted marketing strategies that communicate halal value effectively.

In conclusion, the research findings from various studies in Islamic marketing support the notion that businesses should adopt targeted market segmentation strategies to effectively promote halal products. Understanding the influence of religiosity, attitudes, and visual cues, as well as emphasizing religious values in marketing, are crucial for successful market segmentation and targeting in the halal industry. The implication of robust marketing strategies in the context of Halal products transcends mere advertising and promotion. It encompasses a deeper understanding of the diverse factors that influence consumer attitudes and behaviours within this niche market segment. Businesses venturing into the Halal industry are tasked with delving into the intricacies of marketing strategies to effectively target both Muslim and non-Muslim consumers, recognizing the multifaceted nature of Halal products.

One of the significant considerations for businesses is the growing impact of Halal certification on consumer behaviour. The adherence to Islamic principles governing Halal products creates a foundation of trust and reliability that significantly influences purchase decisions. Furthermore, understanding the deeply rooted significance of these principles in the eyes of consumers is key in shaping marketing strategies that resonate with their values. This goes beyond mere product promotion; it entails aligning the marketing message with the ethical and religious sensitivities of the target audience.

Moreover, the evolving landscape of the Halal industry calls for businesses to ascertain the link between consumer behaviour and innovative branding and marketing approaches. The adoption of creative strategies must align with the ethical and sustainable consumption trend while remaining respectful of religious and cultural sensitivities. This involves reinforcing the appeal of Halal products across diverse consumer segments by infusing the marketing strategy with elements that resonate with the values and beliefs of the target audience.

The competitive environment in the Halal market underscores the importance of differential advantages and brand loyalty. Businesses must navigate these challenges by creating distinct marketing approaches that cater to the specific needs and preferences of Muslim consumers whilst also addressing the acceptance of Halal products in non-Muslim countries. A nuanced marketing strategy that reflects an understanding of the cultural, religious, and lifestyle differences is essential in garnering consumer trust and loyalty.

Furthermore, the emphasis on robustness in supply chains and the association of Halal branding with marketing strategies offers valuable insights for businesses. These aspects highlight the need for transparency and clear communication in marketing Halal products, ensuring that the unique characteristics and values associated with Halal products are effectively conveyed to consumers.

In conclusion, the implications for business marketing strategies in the context of Halal products are vast and intricate. By understanding the multi-layered dynamics of consumer attitudes, competitive landscapes, and the fundamental significance of Islamic principles, businesses can tailor their marketing strategies to effectively navigate and succeed in the diverse and burgeoning Halal products market.

**The research findings suggest that businesses should consider adopting a targeted market segmentation strategy to effectively promote Halal products.**

This would involve creating specific outlets or marketing channels that cater specifically to the needs of the religious target segment, while also maintaining outlets that cater to non-target consumers. By doing so, businesses can ensure that they are effectively reaching their desired audience and establishing a strong brand presence in the Halal market.

The influence of the Halal logo on Muslim consumers' attitudes was explored by Al-Kwafi *et al.* (2020) indicating the significance of visual cues in marketing Halal products. This supports the notion that targeted market segmentation strategies should consider visual elements that resonate with Muslim consumers. Moreover, the study by Miftahuddin *et al.*, (2022) demonstrated that delivering Halal value to Muslim consumers affects their purchase intention, emphasizing the need for targeted marketing strategies that communicate Halal value effectively.

In addition, understanding the influence of religiosity, attitudes, and visual cues and emphasizing religious values in marketing are crucial for successful market segmentation and targeting in the Halal industry. Therefore, for businesses to succeed in marketing halal products, a more holistic and nuanced approach is crucial, bridging the gap between consumer needs, cultural sensitivities, and effective marketing strategies.

To effectively cater to the diverse consumer base and uphold the ethical and religious sensitivities associated with Halal products, businesses should consider adopting a more holistic approach to their marketing strategies. This would involve integrating elements of religiosity into their marketing activities in order to influence the conscious consumer, while also creating differentiation in their product offerings. Numerous studies have emphasized the importance of understanding the religious values and sensitivities of the target market segment, particularly in the context of Halal products. The concept of holistic branding, as proposed by researchers, identifies attributes that reflect the brand's worldview and contribute to holistic branding, such as spiritual ethos and belief systems, sustainable and eco-ethical philosophy, and wholesomeness and inclusiveness. This highlights the need for businesses to engage in a comprehensive approach to branding of faith-based products, including Halal products.

The growing significance of Halal certification on consumer behaviour cannot be overlooked. Businesses must recognize that the adherence to Islamic principles governing Halal products establishes a foundation of trust and reliability that significantly influences purchase decisions. Moreover, the adoption of creative and innovative strategies that align with ethical and sustainable consumption trends while respecting religious and cultural sensitivities can further enhance the appeal of Halal products across diverse consumer segments.

Given the competitive environment in the Halal market, businesses must also focus on creating differential advantages and fostering brand loyalty. This involves understanding the specific needs and preferences of Muslim consumers, as well as addressing the acceptance of Halal products in non-Muslim countries. The ability to navigate these challenges and create distinct marketing approaches that cater to diverse consumer segments is essential in garnering consumer trust and loyalty.

In conclusion, the research findings and insights from various sources strongly advocate for a more nuanced and holistic approach to marketing Halal products. Businesses should consider integrating religious values, adopting creative strategies that resonate with consumer sentiments, and creating differential advantages to effectively promote and differentiate their Halal products in the market.

**These approaches include the use of the Halal logo, targeted advertisement strategies, and positioning halal products in separate areas labelled as Halal.**

Additionally, businesses should ensure that Halal certification is regulated by authorities well-versed in Islamic teachings and principles to prevent fraud and maintain consumer trust. Furthermore, businesses should be aware of the importance of accurate labelling and clear distinction between Halal and non-Halal products for Muslim consumers.

The research findings suggest that businesses should consider adopting a targeted market segmentation strategy to effectively promote halal products (Akroush, 2010; Kasdi *et al.*, 2018

Wilkins et al., 2019; ). This is supported by various studies in the field of Islamic marketing, found that religiosity and attitude significantly influence consumers' intention to purchase halal cosmetic products. Similarly, (Elseidi, 2018) discovered that consumers' attitude towards halal food products is the strongest predictor of high confidence in the halalness of food products carrying the halal logo Elseidi (2018). Moreover, Nurhayati & Hendar (2020) highlighted the increasing market share of multinational companies from non-Muslim countries in the halal, cosmetic, and medicinal foods market, emphasizing the need for targeted market segmentation strategies.

Islam (2020) emphasized the importance of segmenting the halal product market into food lifestyle and service categories to effectively target both Muslim and conventional markets. Al-Kwafi et al., (2020) also stressed the significance of the Halal logo in influencing Muslim consumers' attitudes, indicating the need for targeted marketing strategies based on visual cues. Additionally, focused on consumers' attitudes towards halal food, highlighting the importance of understanding consumer behaviour for effective market segmentation strategies (Mohd Suki & Abang Salleh, 2018).

Furthermore, Miftahuddin et al., (2022) demonstrated the mediating role of halal perceived value and trust on purchase intention, indicating the need for targeted marketing strategies to enhance perceived value and trust among Muslim consumers. Khan et al., (2020) also identified enablers of halal food purchase among Muslim consumers, emphasizing the importance of understanding consumer behaviour for targeted marketing strategies. Additionally, S. H. Hassan et al., (2022) highlighted the exploitation of Muslim desires and expectations by businesses, indicating the need for a comprehensive understanding of the halal market segment for effective marketing strategies.

It is evident that a more comprehensive understanding of the intricate relationship between religiosity, consumer behaviour, and the Halal market is essential for businesses to effectively target and cater to Muslim consumers. The nuances of Halal consumption, including the influence of religious knowledge, commitment, and certification, play a pivotal role in shaping purchase behaviour and consumer trust.

To delve deeper into the dynamics of consumer behaviour within the Halal cosmetics market, we can explore the interplay of religious knowledge and commitment with the actual purchase behaviour and repurchase intentions of Muslim consumers. Understanding the specific religious orientations of individuals and their impact on purchase decisions is also an area that merits further investigation. Additionally, delving into the visual cues and advertising platforms that resonate with Muslim consumers can provide valuable insights for developing targeted marketing strategies.

Furthermore, the examination of religiosity, attitudes, and purchase intentions in different cultural contexts and regions is crucial for a comprehensive understanding of the Halal market. This necessitates a cross-cultural analysis to discern the varying influences of religiosity on consumer behaviour in diverse Muslim-majority countries, as well as in non-Muslim countries with significant Muslim consumer segments.

In addition to the highlighted studies, exploring the mediating role of Halal perceived value and trust, as well as the enablers of Halal food purchase among Muslim consumers, will provide deeper insights into the mechanisms that drive consumer behaviour in the Halal market. This will enable businesses to tailor their marketing strategies to effectively communicate Halal value and foster trust among Muslim consumers, thereby facilitating greater market penetration and brand loyalty.

In conclusion, a more profound exploration of the complexities surrounding religiosity and consumer behaviour in the context of Halal products is imperative for businesses aiming to establish a strong presence in the Halal market. By leveraging a deep understanding of religious values and attitudes,

businesses can devise targeted and culturally sensitive marketing strategies that resonate with diverse Muslim consumer segments.

This deep understanding and targeted approach will be key in enhancing the appeal of Halal products across diverse consumer segments and fostering brand loyalty in the competitive Halal market. Businesses must be mindful of the specific needs and preferences of Muslim consumers, as well as the acceptance of Halal products in non-Muslim countries, in order to navigate these challenges and create distinct marketing approaches.

In line with the research findings and insights from various sources, the incorporation of religious values, creative strategies that resonate with consumer sentiments, and the creation of differential advantages are emphasized to promote and differentiate Halal products in the market. It is essential for businesses to integrate the Halal logo, implement targeted advertisement strategies, and position Halal products in separate areas labelled as Halal. Additionally, Halal certification regulation by authorities well-versed in Islamic teachings and principles, as well as accurate labelling and clear distinction between Halal and non-Halal products, are crucial for maintaining consumer trust and loyalty.

The research findings also emphasize the adoption of a targeted market segmentation strategy to effectively promote Halal products. This entails the segmentation of the Halal product market into food lifestyle and service categories to effectively target both Muslim and conventional markets, as highlighted by Islam (2020). Additionally, visual cues and advertising platforms that resonate with Muslim consumers can provide valuable insights for developing targeted marketing strategies, as stressed by Al-Kwafi et al., (2020). Moreover, a comprehensive understanding of the intricate relationship between religiosity, consumer behaviour, and the Halal market is crucial for businesses to effectively target and cater to Muslim consumers.

To delve deeper into the dynamics of consumer behaviour within the Halal cosmetics market, further exploration of the interplay of religious knowledge and commitment with actual purchase behaviour and repurchase intentions of Muslim consumers is necessary. Understanding the specific religious orientations of individuals and their impact on purchase decisions is an area that merits further investigation. Additionally, cross-cultural analysis is essential to discern the varying influences of religiosity on consumer behaviour in diverse Muslim-majority countries and non-Muslim countries with significant Muslim consumer segments.

Expanding the research to explore the mediating role of Halal perceived value and trust, as well as the enablers of Halal food purchase among Muslim consumers, will provide deeper insights into the mechanisms that drive consumer behaviour in the Halal market. This deeper understanding will enable businesses to tailor their marketing strategies effectively to communicate halal value and foster trust among Muslim consumers, thereby facilitating greater market penetration and brand loyalty.

In conclusion, a more profound exploration of the complexities surrounding religiosity and consumer behaviour in the context of halal products is imperative for businesses aiming to establish a strong presence in the halal market. By leveraging a deep understanding of religious values and attitudes, businesses can devise targeted and culturally sensitive marketing strategies that resonate with diverse Muslim consumer segments. This nuanced and holistic approach will be fundamental in enhancing the appeal of halal products and fostering brand loyalty across diverse consumer segments. In today's rapidly changing world, the significance of accurate weather forecasts cannot be overstated.

## CONCLUSION



### Comment

Please check again the RQ for answer the conclusion

Based on the extensive research and insights gleaned from various sources, it is evident that the integration of religious values, creative strategies that resonate with consumer sentiments, and the creation of differential advantages are crucial for promoting and differentiating Halal products in the market. Additionally, a robust and effective marketing strategy for Halal products should include the integration of the Halal logo, targeted advertising strategies, and the clear labelling and positioning of halal products in dedicated areas.

Moreover, the adoption of a targeted market segmentation strategy is essential to effectively promote Halal products across diverse consumer segments. This involves segmenting the halal product market into food lifestyle and service categories to target both Muslim and conventional markets, as highlighted by previous research. Furthermore, visual cues and advertising platforms that tap into the sentiments of Muslim consumers can provide critical insights for developing targeted marketing strategies that resonate with the target audience.

Expanding the scope of research to further explore the interplay of religious knowledge and commitment with actual purchase behaviour and repurchase intentions of Muslim consumers is imperative. Understanding individual religious orientations and their impact on purchase decisions is a critical area that warrants additional investigation. Additionally, undertaking cross-cultural analyses will provide valuable insights into the varying influences of religiosity on consumer behaviour in different cultural contexts.

Furthermore, delving into the mediating role of halal perceived value and trust, as well as the enablers of Halal food purchase among Muslim consumers, will provide deeper insights into the mechanisms that drive consumer behaviour in the Halal market. This deeper understanding will enable businesses to tailor their marketing strategies effectively to communicate Halal value and foster trust among Muslim consumers, ultimately leading to greater market penetration and brand loyalty.

In conclusion, a comprehensive and nuanced understanding of the intricate relationship between religiosity, consumer behaviour, and the Halal market is indispensable for businesses seeking to establish a strong presence in this market. By leveraging a deep understanding of religious values and attitudes, businesses can devise targeted and culturally sensitive marketing strategies that resonate with diverse Muslim consumer segments. This holistic approach will be instrumental in enhancing the appeal of Halal products and fostering brand loyalty across diverse consumer segments.

The limitation of this research are one limitation of this research is the reliance on literature survey and conceptual analysis, which may lack empirical evidence (Hosain, 2021). To address this limitation, future research could incorporate empirical studies, such as surveys or experiments, to gather quantitative data and test the proposed relationships between religiosity and consumer behaviour in the Halal market. Another limitation is the focus on Muslim consumers and the halal market, which may limit the generalizability of the findings to other religious or cultural contexts.

## REFERENCE

- Abd Rahman, A., Asrarhaghighi, E., & Ab Rahman, S. (2015). Consumers and Halal Cosmetic Products: Knowledge, Religiosity, Attitude and Intention. *Journal of Islamic Marketing*, 6(1), 148–163. <https://doi.org/10.1108/JIMA-09-2013-0068>
- Ahmadova, E., & Aliyev, K. (2021). Determinants of Attitudes Towards Halal Products: Empirical Evidence From Azerbaijan. *Journal of Islamic Marketing*, 12(1), 55–69. <https://doi.org/10.1108/JIMA-04-2019-0068>
- Akroush, M. N. (2010). Transactional Marketing and Relationship Marketing Paradigms: A Structural Equation Modelling Approach. *International Journal of Electronic Customer Relationship Management*, 4(2), 125–160. <https://doi.org/10.1504/IJECRM.2010.031862>
- Al-Kwafi, O. S., Gelaidan, H. M. H., & Fetais, A. H. M. A. (2020). Identifying the Influence of The Halal Logo on Muslim Consumers' Attitudes Using fMRI Technology. *Journal of Islamic Marketing*, 12(6), 1159–1179. <https://doi.org/10.1108/JIMA-01-2020-0026>



## Comment

Please check all the formats of references (APA Style), especially for books, journals, websites, or other sources. It's better to use the reference manager or Mendeley program to anticipate the wrong format of references.

Please ensure all body note citations and references are well organized and synchronized.

Please add more recent reference papers for the past five years.

- Ali, A., Xiaoling, G., Sherwani, M., & Ali, A. (2018). Antecedents of consumers' Halal brand purchase intention: an integrated approach. *Management Decision*, 56(4), 715–735. <https://doi.org/10.1108/MD-11-2016-0785>
- Almossawi, M. M. (2014). Impact of Religion on The Effectiveness of The Promotional Aspect of Product Packages in Muslim Countries. *Asia Pacific Journal of Marketing and Logistics*, 26(5), 687–706. <https://doi.org/10.1108/APJML-11-2013-0137>
- Anwer, Z. (2019). Islamic Venture Capital Investment Style – Opportunities and Challenges. *Journal of Islamic Marketing*, 10(3), 848–859. <https://doi.org/10.1108/JIMA-02-2018-0046>
- Babaii, E., & Taase, Y. (2013). Author-Assigned Keywords in Research Articles: Where Do They Come from? *Iranian Journal of Applied Linguistics (IJAL)*, 16(2), 1–19.
- Battour, M., Hakimian, F., Ismail, M., & Boğan, E. (2018). The Perception of Non-Muslim Tourists Towards Halal Tourism: Evidence From Turkey and Malaysia. *Journal of Islamic Marketing*, 9(4), 823–840. <https://doi.org/10.1108/JIMA-07-2017-0072>
- Battour, M., Salahelddeen, M., & Mady, K. (2022). Halal Tourism: Exploring Innovative Marketing Opportunities for Entrepreneurs. *Journal of Islamic Marketing*, 13(4), 887–897. <https://doi.org/10.1108/JIMA-06-2020-0191>
- Bhutto, M. Y., Ertz, M., Soomro, Y. A., Khan, M. A. A., & Ali, W. (2023). Adoption of Halal Cosmetics: Extending The Theory of Planned Behavior With Moderating Role of Halal Literacy (Evidence From Pakistan). *Journal of Islamic Marketing*, 14(6), 1488–1505. <https://doi.org/10.1108/JIMA-09-2021-0295>
- Bukhari, S. F. H., Woodside, F. M., Hassan, R., Shaikh, A. L., Hussain, S., & Mazhar, W. (2019). Is Religiosity an Important Consideration in Muslim Consumer Behavior: Exploratory Study in The Context of Western Imported Food in Pakistan. *Journal of Islamic Marketing*, 10(4), 1288–1307. <https://doi.org/10.1108/JIMA-01-2018-0006>
- Butt, M. M., Rose, S., Wilkins, S., & Ul Haq, J. (2017). MNCs and Religious Influences in Global Markets: Drivers of Consumer-Based Halal Brand Equity. *International Marketing Review*, 34(6), 885–908. <https://doi.org/10.1108/IMR-12-2015-0277>
- Elseidi, R. I. (2018). Determinants of Halal Purchasing Intentions: Evidences From UK. *Journal of Islamic Marketing*, 9(1), 167–190. <https://doi.org/10.1108/JIMA-02-2016-0013>
- Farhat, K., Aslam, W., & Sany Sanuri, B. M. M. (2019). Predicting The Intention of Generation M to Choose Family Takaful and The Role of Halal Certification. *Journal of Islamic Marketing*, 10(3), 724–742. <https://doi.org/10.1108/JIMA-12-2017-0143>
- Fuseini, A., Hadley, P., & Knowles, T. (2020). Halal Food Marketing: an Evaluation of UK Halal Standards. *Journal of Islamic Marketing*, 12(5), 977–991. <https://doi.org/10.1108/JIMA-02-2020-0037>
- Haleem, A., Khan, M. I., & Khan, S. (2020). Halal Certification, The Inadequacy of its Adoption, Modelling and Strategising The Efforts. *Journal of Islamic Marketing*, 11(2), 393–413. <https://doi.org/10.1108/JIMA-05-2017-0062>
- Hanafiah, M. H., & Hamdan, N. A. A. (2020). Determinants of Muslim Travellers Halal Food Consumption Attitude and Behavioural Intentions. *Journal of Islamic Marketing*, 12(6), 1197–1218. <https://doi.org/10.1108/JIMA-09-2019-0195>
- Haque, A., Sarwar, A., Yasmin, F., Tarofder, A. K., & Hossain, M. A. (2015). Non-Muslim Consumers' Perception Toward Purchasing Halal Food Products in Malaysia. *Journal of Islamic Marketing*, 6(1), 133–147. <https://doi.org/10.1108/JIMA-04-2014-0033>
- Hassan, S. H., Mat Saad, N., Masron, T. A., & Ali, S. I. (2022). Buy Muslim-Made First – Does Halal Consciousness Affect Muslims' Intention to Purchase? *Journal of Islamic Marketing*, 13(2), 466–480. <https://doi.org/10.1108/JIMA-05-2019-0102>
- Hassan, Y., & Sengupta, A. (2019). India – an Untapped Market for Halal Products. *Journal of Islamic Marketing*, 10(3), 981–1002. <https://doi.org/10.1108/JIMA-09-2018-0179>
- Hosain, M. S. (2021). Branding “Halal”: application of a certain religious emotion to attract a specific customer segment. *PSU Research Review*, 5(3), 195–200. <https://doi.org/10.1108/PRR-12-2020-0043>
- Ishak, A. H., Azman, N. A. M., & Ab Manan, S. K. (2023). Factors That Drive Consumers to Purchase Halal Goods Online. *Global Journal Al-Thaqafah, Special Issue*, 65–70. <https://doi.org/10.7187/GJATSI072023-6>

- Islam, M. M. (2020). Segmenting, Targeting and Positioning in Islamic Marketing. *Journal of Islamic Marketing*, 12(7), 1385–1404. <https://doi.org/10.1108/JIMA-10-2018-0181>
- Islam, M. M. (2022). Evaluating Negative Attitudes of the Students and Shoppers Towards Halal Cosmetics Products. *Journal of Islamic Marketing*, 13(3), 565–585. <https://doi.org/10.1108/JIMA-03-2020-0067>
- Ismail, M., Mohamad, N., & Ahamat, A. (2020). Top Management Capabilities And Performance of Halal Product. *Innovation and Management Review*, 17(4), 431–446. <https://doi.org/10.1108/INMR-05-2019-0068>
- Kasdi, A., Farida, U., & Cahyadi, I. F. (2018). Wali city branding: Marketing strategy in promoting halal tourism destinations Demak Indonesia. *Geojournal of Tourism and Geosites*, 25(2), 463–473. <https://doi.org/10.30892/gtg.25215-373>
- Khan, W., Akhtar, A., Ansari, S. A., & Dhamija, A. (2020). Enablers of Halal Food Purchase Among Muslim Consumers in an Emerging Economy: An Interpretive Structural Modeling Approach. *British Food Journal*, 122(7), 2273–2287. <https://doi.org/10.1108/BFJ-08-2018-0528>
- Krisjanous, J., Allayarova, N., & Kadirov, D. (2022). Clothing of Righteousness: Exploring Tensions of Halal Maternity Wear on Online Apparel Websites. *Journal of Islamic Marketing*, 13(5), 1125–1142. <https://doi.org/10.1108/JIMA-03-2020-0080>
- Lim, Y. H., Lada, S., Ullah, R., & Abdul Adis, A. A. (2022). Non-Muslim Consumers' Intention to Purchase Halal Food Products in Malaysia. *Journal of Islamic Marketing*, 13(3), 586–607. <https://doi.org/10.1108/JIMA-06-2020-0172>
- Mabkhot, H. (2023). Factors Affecting the Sustainability of Halal Product Performance: Malaysian Evidence. *Sustainability (Switzerland)*, 15(3). <https://doi.org/10.3390/su15031850>
- Masudin, I., Fernanda, F. W., & Widayat. (2018). Halal logistics performance and customer loyalty: From the literature review to a conceptual framework. *International Journal of Technology*, 9(5), 1072–1084. <https://doi.org/10.14716/ijtech.v9i5.1919>
- Miftahuddin, M. A., Adawiyah, W. R., Pradipta, R., & Wihuda, F. (2022). Examining the effect of halal perceived value and perceived risk on purchase intention: A mediating role of halal trust. *Innovative Marketing*, 18(4), 62–73. [https://doi.org/10.21511/im.18\(4\).2022.06](https://doi.org/10.21511/im.18(4).2022.06)
- Mohd Suki, N., & Abang Salleh, A. S. (2016). Does Halal Image Strengthen Consumer Intention to Patronize Halal Stores?: Some Insights From Malaysia. *Journal of Islamic Marketing*, 7(1), 120–132. <https://doi.org/10.1108/JIMA-12-2014-0079>
- Mohd Suki, N., & Abang Salleh, A. S. (2018). Mediating Effect of Halal Image on Muslim Consumers' Intention to Patronize Retail Stores: Some Insights from Malaysia. *Journal of Islamic Marketing*, 9(2), 338–355. <https://doi.org/10.1108/JIMA-02-2017-0014>
- Muhamad, N., Leong, V. S., & Md Isa, N. (2017). Does the country of origin of a halal logo matter? The case of packaged food purchases. *Review of International Business and Strategy*, 27(4), 484–500. <https://doi.org/10.1108/RIBS-06-2017-0049>
- Najmi, A., Ahmed, W., & Jahangir, S. (2023). Firm's Readiness for Halal Food Standard Adoption: Assessing the Importance of Traceability System. *Journal of Islamic Accounting and Business Research*, 14(8), 1451–1473. <https://doi.org/10.1108/JIABR-09-2020-0293>
- Nugraha, Y. D., Permana, R. M. T., Harahap, D. A., Shaikh, M., & Fauziah, H. I. (2023). The Interaction Effect of Consumer Affinity and Patriotism Among Millennial Muslim Women Consumers. *Journal of Islamic Marketing*, 14(10), 2502–2530. <https://doi.org/10.1108/JIMA-06-2021-0211>
- Nurhayati, T., & Hendar, H. (2020). Personal Intrinsic Religiosity and Product Knowledge on Halal Product Purchase Intention: Role of Halal Product Awareness. *Journal of Islamic Marketing*, 11(3), 603–620. <https://doi.org/10.1108/JIMA-11-2018-0220>
- Nurudin, Hendar, & Ratnawati, A. (2023). The impacts of Maslahah product uniqueness, Islamic customer orientation, and Islamic innovativeness dimensions in improving marketing performance. *Uncertain Supply Chain Management*, 11(3), 1099–1110. <https://doi.org/10.5267/j.uscm.2023.4.012>
- Prince, S. A., & Wahid, I. S. (2023). Halal-organic meat: a successful business and humanitarian model. *Humanities and Social Sciences Communications*, 10(1), 1–16. <https://doi.org/10.1057/s41599-023-02097-9>
- Principles in Halal Purchasing. (2013). *Journal of Islamic Marketing*, 4(3), 281–293.

- <https://doi.org/10.1108/JIMA-01-2012-0004>
- Shahid, S., Parry, M. A., Thomas, G., Farooqi, R., & Islam, J. U. (2023). Determinants of Muslim Consumers' Halal Cosmetics Repurchase Intention: an Emerging Market's Perspective. *Journal of Islamic Marketing*, 14(3), 826–850. <https://doi.org/10.1108/JIMA-08-2021-0265>
- Sobari, N., Kurniati, A., & Usman, H. (2022). The Influence of Islamic Attributes and Religious Commitments Toward Halal Wellness Services Customer Satisfaction and Loyalty. *Journal of Islamic Marketing*, 13(1), 177–197. <https://doi.org/10.1108/JIMA-11-2018-0221>
- Tieman, M. (2017). Halal Risk Management: Combining Robustness and Resilience. *Journal of Islamic Marketing*, 8(3), 461–475. <https://doi.org/10.1108/JIMA-06-2015-0041>
- Tieman, M. (2020). Measuring Corporate Halal Reputation: A Corporate Halal Reputation Index and Research Propositions. *Journal of Islamic Marketing*, 11(3), 591–601. <https://doi.org/10.1108/JIMA-05-2018-0095>
- Waqas, M., Mian, S. J., & Nazir, N. (2023). The Role of Religious Advertising and Personal Selling in Enhancing Mutual Fund Purchase Intention and Sales in Pakistan: a Managerial Perspective. *Journal of Islamic Marketing*, 14(1), 43–60. <https://doi.org/10.1108/JIMA-05-2020-0162>
- Wilkins, S., Butt, M. M., Shams, F., & Pérez, A. (2019). The Acceptance of Halal Food in Non-Muslim Countries: Effects of Religious Identity, National Identification, Consumer Ethnocentrism and Consumer Cosmopolitanism. *Journal of Islamic Marketing*, 10(4), 1308–1331. <https://doi.org/10.1108/JIMA-11-2017-0132>
- Zailani, S., Iranmanesh, M., Aziz, A. A., & Kanapathy, K. (2017). Halal Logistics Opportunities and Challenges. *Journal of Islamic Marketing*, 8(1), 127–139. <https://doi.org/10.1108/JIMA-04-2015-0028>
- Zainudin, M. I., Haji Hasan, F., & Othman, A. K. (2020). Halal Brand Personality and Brand Loyalty Among Millennial Modest Fashion Consumers in Malaysia. *Journal of Islamic Marketing*, 11(6), 1277–1293. <https://doi.org/10.1108/JIMA-10-2018-0187>

## 5. Reminder dari editor jurnal Tanggal 28 Maret 2025

----- Forwarded message -----

From: Jurnal Al-Muzara'ah Ilmu Ekonomi Syariah IPB <[jurnal-almuzaraah@apps.ipb.ac.id](mailto:jurnal-almuzaraah@apps.ipb.ac.id)>

Date: Tue, Mar 25, 2025, 13:53

Subject: JAM - [D-3 Revision Reminder]

To: Husna Leila <[husna.leila@trisakti.ac.id](mailto:husna.leila@trisakti.ac.id)>

Cc: <[yolandamasnita@trisakti.ac.id](mailto:yolandamasnita@trisakti.ac.id)>, <[jati@uitm.edu](mailto:jati@uitm.edu)>, <[yuanajatu@trisakti.ac.id](mailto:yuanajatu@trisakti.ac.id)>

Assalamu'alaikum wr. wb.

Kepada Husna Leila Yusran,

Sehubungan dengan telah adanya keputusan **naskah diterima dengan revisi** dari Editor Jurnal AL-MUZARA'AH berdasarkan hasil review internal dan eksternal, terlampir hasil review dan masukan terkait naskah jurnal. Kami berharap dapat menerima hasil revisi paling lambat pada 28-03-2025. Adapun hasil revisi tersebut diupload kembali pada bagian 'Revisions' dengan kode naskah yang sama (59497) melalui OJS (website AL-MUZARA'AH) atau dikirim melalui email ini.

Terima kasih.

Wassalamu'alaikum wr. wb.

## 6. Balasan Penulis terhadap reminder editor Tanggal 26 Maret 2025

----- Forwarded message -----

From: **Husna Leila** <[husna.leila@trisakti.ac.id](mailto:husna.leila@trisakti.ac.id)>  
Date: Wed, Mar 26, 2025, 14:16  
Subject: Re: JAM - [D-3 Revision Reminder]  
To: Jurnal Al-Muzara'ah Ilmu Ekonomi Syariah IPB <[jurnal-almuzaraah@apps.ipb.ac.id](mailto:jurnal-almuzaraah@apps.ipb.ac.id)>

Yth Bapak/Ibu

Terima kasih atas email dan pemberituannya. Artikel sedang dalam proses revisi sesuai dengan saran dan komen reviewer. InsyaAllah revisi artikel akan kami kirimkan sebelum dateline

Terima kasih,  
Salam

Husna Leila Yusran

...

## 7. Pengiriman Revisi Pertama Tanggal 26 Maret 2025

----- Forwarded message -----

From: **Husna Leila** <[husna.leila@trisakti.ac.id](mailto:husna.leila@trisakti.ac.id)>  
Date: Thu, Mar 27, 2025, 19:39  
Subject: Re: JAM - [D-3 Revision Reminder]  
To: Jurnal Al-Muzara'ah Ilmu Ekonomi Syariah IPB <[jurnal-almuzaraah@apps.ipb.ac.id](mailto:jurnal-almuzaraah@apps.ipb.ac.id)>  
Cc: <[yolandamasnita@trisakti.ac.id](mailto:yolandamasnita@trisakti.ac.id)>, <[jati@uitm.edu](mailto:jati@uitm.edu)>, <[yuanajatu@trisakti.ac.id](mailto:yuanajatu@trisakti.ac.id)>

Assalamu'alaikum wr wb,

Selamat malam, Bapak/Ibu Tim Editor Jurnal Al-Muzara'ah.

Terlampir saya sampaikan revisi naskah jurnal kami (kode naskah 59497), semoga telah memenuhi saran dan komen yang disampaikan oleh Para Reviewer.

Terima kasih telah menerima naskah jurnal kami untuk dipublish pada Jurnal Al-Muzara'ah.

Terima Kasih. Salam sehat dan penuh berkah.

# Halal Marketing Approaches: A Systematic Review of Strategies, Challenges, and Social Implication

Husna Leila Yusran<sup>1\*</sup>, Yolanda Masnita<sup>2</sup>, Jati Kasuma Ali<sup>3</sup>, Yuana Jatunilawati<sup>4</sup>

**<sup>1</sup>Faculty of Economics and Business Universitas Trisakti,  
JL. Kyai Tapa No. 1 Grogol**

**Jakarta Barat, Indonesia, husna.leila@trisakti.ac.id**

**<sup>2</sup>Faculty of Economics and Business Universitas Trisakti,  
JL. Kyai Tapa No. 1 Grogol**

**Jakarta Barat, Indonesia, yolandamasnita@trisakti.ac.id**

**<sup>3</sup>Faculty of Business and Management, University  
Teknologi Mara, Serawak, Malaysia, jati@uitm.edu**

**<sup>4</sup>Faculty of Economics and Business Universitas Trisakti,  
JL. Kyai Tapa No. 1 Grogol**

**Jakarta Barat, Indonesia, yuanajatu@trisakti.ac.id**

**Abstract. Halal, meaning "lawful and permitted," is deeply rooted in Islamic philosophy and teachings. Halal marketing refers to the strategies and approaches used to promote and sell products that comply with halal standards. This systematic review aims to examine the various marketing approaches utilized in promoting halal products. Some critics argue that the emphasis on halal products can lead to exclusion and division within societies, as it may prioritize catering to a specific religious group over others. They contend that promoting halal products exclusively may create a sense of segregation and hinder social integration. Utilizing the PRISMA method and analyzing publication from Scopus database. The study investigates diverse marketing technique used in promoting halal products. Several countries were included in this review, including Indonesia, Malaysia, Turkey, Arab Saudi, and the United Arab Emirates. The result of this review**

will provide insights into the marketing approaches that have been successful in promoting halal products and highlight any potential implications of these strategies on social integration. The finding suggest that halal marketing approaches vary across different countries, with a focus on building trust, emphasizing authenticity, and utilizing digital platforms. Based on the findings of this systematic review, it can be concluded that there are diverse marketing approaches used in promoting halal products. The study recommends future research explore of the impact of halal marketing on social integration and the potential for inclusive marketing strategies that can cater to a diverse consumer.

**Key words** : Halal marketing, halal products, social integration, systematic literature review, incl

**Abstrak.** Halal berarti “sah menurut hukum dan diperbolehkan,” berakar kuat dalam filsafat dan ajaran Islam. Pemasaran halal mengacu pada strategi dan pendekatan yang digunakan untuk mempromosikan dan menjual produk yang memenuhi standar halal. Tinjauan sistematis ini bertujuan untuk mengkaji berbagai pendekatan pemasaran yang digunakan dalam mempromosikan produk halal. Beberapa kritikus berpendapat bahwa penekanan pada produk halal dapat menyebabkan pengucilan dan perpecahan dalam masyarakat, karena masyarakat mungkin memprioritaskan pelayanan pada kelompok agama tertentu dibandingkan kelompok agama lain. Mereka berpendapat bahwa mempromosikan produk halal secara eksklusif dapat menimbulkan rasa segregasi dan menghambat integrasi sosial. Penelitian ini menggunakan metode PRISMA dan menganalisis publikasi dari database Scopus. Penelitian ini menyelidiki beragam teknik pemasaran yang digunakan dalam mempromosikan produk halal. Beberapa negara yang masuk dalam tinjauan ini antara lain Indonesia, Malaysia, Turki, Arab Saudi, dan Uni Emirat Arab. Hasil dari tinjauan ini akan memberikan wawasan mengenai pendekatan pemasaran yang telah berhasil mempromosikan produk halal dan menyoroti potensi implikasi strategi ini terhadap integrasi sosial. Temuan ini menunjukkan bahwa pendekatan pemasaran halal berbeda-beda di berbagai negara, dengan fokus pada membangun kepercayaan, menekankan keaslian, dan memanfaatkan platform digital. Berdasarkan temuan tinjauan sistematis ini, dapat disimpulkan bahwa terdapat beragam pendekatan pemasaran yang digunakan dalam mempromosikan produk halal. Rekomendasi untuk penelitian di masa mendatang mencakup eksplorasi lebih lanjut mengenai dampak pemasaran halal terhadap integrasi sosial dan potensi strategi pemasaran inklusif yang dapat melayani konsumen yang beragam.

**Kata Kunci** : Pemasaran halal, pendekatan pemasaran, integrasi sosial, tinjauan literatur sistematis, inklusivitas

# INTRODUCTION

The contemporary halal product marketplace represents a multifaceted ecosystem of marketing methodologies that intertwine religious doctrine, sustainable consumption and consumer psychology paradigms. Notwithstanding the expanding global prominence of halal products, a significant knowledge deficit persists regarding the nuanced marketing strategies deployed across diverse cultural. Halal marketing is a strategic approach utilized by businesses to cater to the growing demand for halal products among Muslim consumers (Koc et al., 2025; Shah et al., 2022; Rahman et al., 2020; Hamizar et al., 2023). This approach involves understanding and adhering to the principles of Islamic law in product development, production, labelling, and marketing (Ahmad et al., 2022; Al-Kwafi et al., 2020; Sani et al., 2023). By doing so, businesses aim to attract and retain Muslim consumers who prioritize consuming products that are permissible and in accordance with their religious beliefs (Ali et al., 2018; Butt et al., 2017; Shah et al., 2022).

Halal marketing is a strategic approach used by businesses to meet the increasing demand for halal products among Muslim consumers (Ismail et al., 2020). This approach involves adhering to Islamic law in product development, production, labelling, and marketing to attract and retain Muslim consumers. The growing demand for halal items is evident global (Awan et al., 2015). With the increasing Muslim population, global halal brands are emerging in unique markets, presenting significant growth potential (Nurhayati & Hendar, 2020). The halal industry's rapid growth in Muslim and non-Muslim countries has opened new markets for various products, including cosmetics (Al-Banna & Jannah, 2023). The demand for halal products is increasing not only in predominantly Muslim countries but also in non-Muslim nations such as France (Firdaus et al., 2022). Understanding the importance of emphasizing religious values in marketing halal products is crucial for marketers and researchers (Zainudin et al., 2019). Additionally, the exploding demand for halal certifications globally underscores the significance of halal products in the market (Farhat et al., 2019). This demonstrates the critical need for a deeper understanding of the consumption behaviour of Muslim consumers in the rapidly growing halal markets (Al-Kwafi et al., 2020).

Understanding the concept of halal products and the concept of "halal" is crucial in implementing effective marketing approaches for halal products (Battour et al., 2018; Elseidi, 2018; Haleem et al., 2020; Masudin et al., 2018). Halal refers to anything that is permissible or lawful according to Islamic teachings (Krisjanous et al., 2022; Masudin et al., 2018).

There is the potential concern of cost associated with halal certification and production, which may lead to higher prices for halal products (Fuseini et al., 2020; Khan et al., 2020; Suki & Salleh, 2016). Non-Muslim consumers who are not specifically seeking halal products may be deterred by the higher price point, especially if the perceived quality or benefit of the halal certification is not significant to them (Haque et al., 2015; Wilkins et al., 2019). This could result in a limited market for halal products and pose a challenge for businesses in terms of expanding their consumer base.

Furthermore, the emphasis on religious and cultural sensitivities in marketing halal products may inadvertently reinforce stereotypes and assumptions about Muslim consumers, potentially contributing to further division instead of inclusivity (Hassan et al., 2022; Waqas et al., 2023). Non-Muslim consumers may perceive the marketing of halal products as exclusive to a particular religious group, potentially leading to misconceptions and misunderstandings.

In conclusion, while it is essential to recognize and respect the religious and cultural values of Muslim consumers, businesses should also consider the potential impact of their marketing strategies on non-Muslim consumers to ensure inclusivity and broader market appeal. Balancing the needs of both Muslim and non-Muslim consumers in marketing strategies for halal products is crucial for long-term success and market growth.

This research is important in understanding the various challenges and considerations involved in marketing halal products (Hosain, 2021). It highlights the need for businesses to carefully strategize their approach to appeal to both Muslim and non-Muslim consumers (Al-Kwafi et al., 2020). By understanding the potential consequences and implications of marketing halal products, businesses can develop effective strategies that promote inclusivity, diversity, and market growth.

This research question is important as it addresses the complex nature of marketing halal products in diverse market environments (Babaii & Taase, 2013). The research question seeks to understand the various challenges and considerations businesses face when marketing halal products, especially in appealing to both Muslim and non-Muslim consumers. By examining the attitudes and perceptions of non-Muslim consumers towards halal products, the study provides insights on how to effectively market halal products in non-Muslim.

The aim of this research is to analyze the research findings indicate that there are several marketing approaches used in promoting halal products and analyze implications for business marketing strategies. The findings suggest that business should consider adopting a targeted market segmentation strategy to effectively promote halal products and also provide approaches include the use of the halal logo, targeted advertisement strategies, and positioning halal products in separate areas labelled as halal.

## **LITERATURE REVIEW**

Understanding the concept of "halal" is essential for effective marketing of halal products. Halal refers to anything permissible or lawful according to Islamic teachings (Al-Kwafi et al., 2020; Battour et al., 2018; Haleem et al., 2020; Koc et al., 2025). Research has increasingly focused on halal product perception and approval globally. The manifestations of halal products significantly affect consumer knowledge about halal principles (Almossawi, 2014; Hosain, 2021; Nurhayati & Hendar, 2020; Floren et al., 2020; Shahid et al., 2023). Factors such as brand image, satisfaction, trust, and loyalty influence consumer purchase intention of halal products. Trust, attitude toward the product, and halal awareness affect the intention to

purchase halal cosmetics (Al-Kwafi et al., 2020; Masudin et al., 2018; Shah et al., 2022; Tieman, 2017).

The challenges and opportunities of adopting halal logistics contribute to the advancement of knowledge in this area (Al-Kwafi et al., 2020; Hamizar et al., 2023; Zainudin et al., 2020). Religiosity moderates the theory of planned behaviour and halal purchase intention. Educated millennial Muslim females demonstrate a high concern for the halalness of cosmetics. Embedding Islamic attributes in halal services correlates positively with customer satisfaction (Awan et al., 2015). Various studies have delved into consumer behaviour on halal products (Sani et al., 2023; Nurhayati & Hendar, 2019). The integrity of halal products is becoming an increasing concern for governments and industries (Ali et al., 2018; Prince and Wahid, 2023).

In reviewing marketing approaches for halal products, it is important to consider the specific needs and preferences of Muslim consumers (Al-Kwafi et al., 2020; Suki & Salleh, 2018). This can be done through segmentation, targeting, and positioning strategies that recognize the diversity within the Muslim consumer market (Elseidi, 2018; Koc et al., 2025; Tieman, 2017). The marketing approaches for halal products should also consider the religious and cultural sensitivities surrounding these products.

In examining marketing strategies for halal products, it is essential to consider the diverse needs and preferences of Muslim consumers. Segmentation, targeting, and positioning strategies should acknowledge the variety within the Muslim consumer market, taking into account religious and cultural sensitivities surrounding these products (Islam, 2020). Factors such as religiosity, knowledge of halal products, and confidence in halal certification significantly influence purchase intention (Elseidi, 2018; Khan et al., 2020; Nurhayati & Hendar, 2019). Additionally, understanding the attitudes and perceptions of non-Muslim consumers towards halal products is crucial for effective marketing strategies (Haque et al., 2015; Wilkins et al., 2019). It is also important to consider the impact of advertising and branding on Muslim consumers' attitudes and purchase intentions (Al-Kwafi et al., 2020; Waqas et al., 2021). Overall, a comprehensive understanding of consumer behaviour, religiosity, and cultural influences is essential for the successful marketing of halal products.

Challenges in promoting halal products include addressing misconceptions and stereotypes about halal products, ensuring proper certification and labelling, reaching a wider non-Muslim audience, and competing in non-Muslim dominated markets (Nugraha et al., 2023; Zailani et al., 2017). To overcome these challenges, businesses can employ several marketing approaches that focus on promoting the quality, safety, and ethical aspects of halal products

To address challenges in promoting halal products, businesses can employ marketing approaches focusing on quality, safety, and ethical aspects. Overcoming misconceptions and stereotypes requires emphasizing the quality and safety of halal products (Battour et al., 2018; Rahman et al., 2015; Wilkins et al., 2019). Proper certification and labelling can be ensured by understanding consumer attitudes and intentions towards halal products (Fuseini et al., 2020; Shah et al., 2022; Zailani et al., 2017). Reaching a wider non-Muslim audience and competing in non-Muslim dominated markets necessitates understanding non-Muslim consumers' perceptions and acceptance of halal products (Hassan & Sengupta, 2019; Haque et al., 2015;

Lim et al., 2020). Additionally, businesses can leverage the influence of the halal logo on Muslim consumers' attitudes and use it to promote halal products effectively (Al-Kwafi et al., 2020).

An opposing argument to the promotion of halal products is the potential exclusion and alienation of non-Muslim consumers. While it is important to cater to the needs and preferences of Muslim consumers, exclusively focusing on halal products may lead to the neglect of non-Muslim consumers (Nurudin et al., 2023; Sobari et al., 2022). In markets where the Muslim population is not the majority, businesses may face challenges in appealing to a broader demographic if their marketing strategies are primarily centred around halal products (Butt et al., 2017; Hassan et al., 2022; Kasdi et al., 2018).

## **METHODOLOGY**

This research used PRISMA systematic literature review as the methodology to gather and analyze relevant studies on marketing approaches in promoting halal products. The systematic literature review method allows for a comprehensive analysis of existing research in order to identify common themes, trends, and gaps in knowledge regarding marketing approaches for halal products (Babaii & Taase, 2013; Haleem et al., 2020). The main purpose of this systematic review is to identify and analyze various marketing approaches used in promoting halal products. The data was collected from Scopus database. To find the document use keyword: "Marketing", "Halal", "Product", "Products", and find 222 documents that were relevant to the research topic and objectives.

After choose document from year 2013 until 2023 and find 201 document that met the inclusion criteria, a detailed analysis of these articles are conducted. After filter in subject area is "Social Science", "Art & Humanities", dan "Business, Management and Accounting and find that 156 documents. The documents were then categorized based on only article and meet 126 articles. After filter only English language articles, 124 articles were included in the analysis. After screening the documents based on abstract and read full article, a total of 88 articles were selected for further analysis.

Several countries including Malaysia, Indonesia, Turkey, United Arab Emirates, Saudi Arabia, are pioneers in the halal industry and have established strong halal certification and regulatory systems. The marketing approaches used in promoting halal products vary among countries, but some common strategies include the use of the halal logo, targeted advertisement strategies such as social media marketing and influencer collaborations, and positioning halal products in separate areas labelled as halal within stores.

## **Result and Discussion**

**The research findings indicate that there are several marketing approaches used in promoting halal products. The use of the halal logo is one of the key marketing approaches in promoting halal products. This logo serves as a symbol of assurance for consumers that the product is halal and meets Islamic dietary requirements. The growing trend of ethical and sustainable consumption among Muslim consumers has led to an increasing association of halal products with environmentally friendly and ethical production practices. This trend presents an opportunity for businesses to align their marketing approaches with these values. Research indicates that understanding religiosity, increasing product knowledge, and leveraging effective marketing campaigns are crucial for promoting halal products (Ahmadova & Aliyev, 2021; Al-Kwafi et al., 2020; Nurhayati & Hendar, 2020). Additionally, businesses should consider the push, pull, and mooring effects, as well as the determinants of repurchase intention and purchase behaviour among Muslim consumers. Furthermore, ensuring proper certification, logistics, and corporate reputation, as well as addressing consumer attitudes and perceptions, are essential for successful marketing of halal products. Moreover, halal-certified products symbolize quality, hygiene, safety, sustainability, and wholesomeness, aligning with the ethical and sustainable consumption trend (Suki & Salleh, 2018).**

The findings from the systematic review highlight the diverse marketing approaches used in promoting halal products. One of the notable strategies identified is the use of the halal logo, which serves as a symbol of assurance for consumers that the product is halal and meets Islamic dietary requirements. Moreover, there is a growing trend of ethical and sustainable consumption among Muslim consumers, leading to an increasing association of halal products with environmentally friendly and ethical production practices. This trend presents an opportunity for businesses to align their marketing approaches with these values, indicating that understanding religiosity, increasing product knowledge, and leveraging effective marketing campaigns are crucial for promoting halal products.

The research emphasizes the importance of considering push, pull, and mooring effects, as well as the determinants of repurchase intention and purchase behaviour among Muslim consumers. Furthermore, ensuring proper certification, logistics, and corporate reputation, as well as addressing consumer attitudes and perceptions, are essential for the successful marketing of halal products. Additionally, the study reinforces that halal-certified products symbolize quality, hygiene, safety, sustainability, and wholesomeness, aligning with the ethical and sustainable consumption trend. These insights suggest that businesses should tailor

their marketing strategies to effectively communicate these values to both Muslim and non-Muslim consumers.

Taking into account the geographical context, it is essential to recognize that several countries, such as Malaysia, Indonesia, Turkey, the United Arab Emirates, and Saudi Arabia, have established strong halal certification and regulatory systems. While the marketing approaches used in promoting halal products may vary among these countries, some common strategies include the use of the halal logo, targeted advertisement strategies such as social media marketing and influencer collaborations, and positioning halal products in separate areas labelled as halal within stores. In light of this, it is evident that understanding the implications of these marketing approaches and their alignment with the values of both Muslim and non-Muslim consumers is crucial for businesses seeking to navigate the diverse landscape of the halal products market. The findings underscore the need for businesses to develop inclusive and respectful marketing strategies to appeal to a broader consumer base while recognizing the religious and cultural sensitivities associated with halal products.

The findings of this systematic review support the use of the halal logo as an effective marketing strategy to target Muslim consumers and promote a wide range of halal products. These findings also highlight the importance of transparency and clear labelling in promoting halal products, as consumers place a significant emphasis on halal certification and assurance.

## **Implications for Business Marketing Strategies**

The findings of this systematic review have important implications for businesses seeking to market halal products. Firstly, businesses should prioritize obtaining halal certification from recognized authorities or agencies that adhere to Islamic teachings and principles. Secondly, businesses should invest in targeted advertisement strategies that effectively communicate the halal nature of their products, such as social media marketing and influencer collaborations with individuals who have a strong presence in the Muslim community. Additionally, businesses should consider positioning halal products in separate areas within their stores, clearly labelled as halal, to enhance consumer trust and facilitate easier access. Furthermore, businesses should be aware of the specific needs and preferences of Muslim consumers when designing their marketing strategies.

To understand the implications for business marketing strategies in the context of halal products, it is essential to consider the determinants of attitudes towards halal products among Islamic consumers (Muhamad et al., 2017). The increasing competition in the market makes it

challenging for businesses to create a differential advantage to attract new customers (Hanafiah & Hamdan, 2020; Najmi et al., 2023). Additionally, it is well known that target and non-target consumers often react differently to specific marketing strategies (Tieman and Ghazali, 2013; Najmi et al., 2023). Brand loyalty has become a focal point in the marketing field, serving as the basis for longitudinal relationships and predicting business success (Ali et al., 2018; Zainudin et al., 2020).

Moreover, businesses have greatly benefited from adhering to Islamic principles to attract more Muslim consumers, extending from food to financial markets (Farhat et al., 2019). The acceptance of halal food in non-Muslim countries is a significant factor to consider in the formulation of marketing strategies (Butt et al., 2017; Wilkins et al., 2019). The influence of the halal logo on Muslim consumers' attitudes has been studied, indicating the importance of visual cues in marketing halal products (Al-Kwafi et al., 2020). The perceived values of halal products are governed by the trust directly sourced from religion, highlighting the significance of trust in marketing strategies for halal products (Y. Hassan & Sengupta, 2019).

Furthermore, robustness is crucial for the competitiveness of halal supply chains and corporate reputation, emphasizing the need for robust marketing strategies in the halal industry (Tieman, 2020). The issue of halal images is important for innovative business thinking and relevant marketing approaches, suggesting the need for creative marketing strategies in the halal industry (Suki & Salleh, 2018). The practice of halal branding as a marketing strategy, both inside and outside the Islamic community, is gaining significant impetus, indicating the importance of branding in marketing halal products (Hosain, 2021). Additionally, the marketing of credence goods must provide a guarantee to deliver a firm message about the specific features of the product, emphasizing the need for clear and transparent marketing communication in the halal industry (Bhutto et al., 2023; Ishak et al., 2023).

The multifaceted nature of the halal products market necessitates a deeper understanding of the various factors that influence consumer attitudes and behaviour. Businesses venturing into this market need to delve into the intricacies of marketing strategies to effectively target both Muslim and non-Muslim consumers (Haque et al., 2015; Lim et al., 2022; Wilkins et al., 2019). One of the significant considerations for businesses is the growing impact of halal certification on consumer behaviour. The Islamic principles governing halal products create a foundation of trust and reliability that significantly influences purchase decisions (Bukhari et al., 2019; Islam, 2022). Understanding the deeply rooted significance of these principles in the eyes of consumers is key in shaping marketing strategies to resonate with their values.

Furthermore, the evolving landscape of the halal industry requires businesses to ascertain the link between consumer behaviour and innovative branding and marketing approaches (Battour et al., 2022). The adoption of creative strategies that align with the ethical and sustainable consumption trend, while remaining respectful of religious and cultural sensitivities, can reinforce the appeal of halal products across diverse consumer segments. Additionally, the competitive environment in the halal market underscores the importance of differential advantages and brand loyalty. Businesses must navigate through these challenges by creating distinct marketing approaches that cater to the specific needs and preferences of Muslim consumers while also addressing the acceptance of halal products in non-Muslim countries. Moreover, the emphasis on robustness in supply chains and the association of halal branding with marketing strategies offer valuable insights for businesses. These aspects highlight the need for transparency and clear communication in marketing halal products, ensuring that the unique characteristics and values associated with halal products are effectively conveyed to consumers.

In conclusion, the implications for business marketing strategies in the context of halal products are vast and intricate. By understanding the multi-layered dynamics of consumer attitudes, competitive landscapes, and the fundamental significance of Islamic principles, businesses can tailor their marketing strategies to effectively navigate and succeed in the diverse and burgeoning halal products market.

**The research findings suggest that businesses should consider adopting a targeted market segmentation strategy to effectively promote halal products. This would involve creating specific outlets or marketing channels that cater specifically to the needs of the religious target segment, while also maintaining outlets that cater to non-target consumers. By doing so, businesses can ensure that they are effectively reaching their desired audience and establishing a strong brand presence in the halal market. This is supported by various studies in the field of Islamic marketing found that religiosity and attitude significantly influence consumers' intention to purchase halal cosmetic products (Rahman et al., 2015). Similarly, Elseidi (2018) discovered that consumers' attitude towards halal food products is the strongest predictor of confidence in the halalness of food products carrying the halal logo. Moreover, Nurhayati & Hendar (2020) highlighted the increasing market share of multinational companies from non-Muslim countries in the halal market, emphasizing the importance of understanding consumer segments for halal products.**

Furthermore, Islam (2020) emphasized the crucial criterion of halal product segmentation, targeting both Muslim and conventional markets. This aligns with the study by Zainudin et al., (2020), which emphasized the importance of emphasizing religious values in marketing halal products to consumers. Additionally, Tieman (2020) highlighted the importance of robustness in halal supply chains, which is essential for effective market segmentation and targeting. The influence of the halal logo on Muslim consumers' attitudes was explored by Al-Kwafi et al., (2020), indicating the significance of visual cues in marketing halal products. This supports the notion that targeted market segmentation strategies should consider visual elements that resonate with Muslim consumers. Moreover, the study by Shah, et al., (2022) demonstrated that delivering halal value to Muslim consumers affects their purchase intention, emphasizing the need for targeted marketing strategies that communicate halal value effectively.

In conclusion, the research findings from various studies in Islamic marketing support the notion that businesses should adopt targeted market segmentation strategies to effectively promote halal products. Understanding the influence of religiosity, attitudes, and visual cues, as well as emphasizing religious values in marketing, are crucial for successful market segmentation and targeting in the halal industry.

The implication of robust marketing strategies in the context of halal products transcends mere advertising and promotion. It encompasses a deeper understanding of the diverse factors that influence consumer attitudes and behaviours within this niche market segment. Businesses venturing into the halal industry are tasked with delving into the intricacies of marketing strategies to effectively target both Muslim and non-Muslim consumers, recognizing the multifaceted nature of halal products.

One of the significant considerations for businesses is the growing impact of halal certification on consumer behaviour. The adherence to Islamic principles governing halal products creates a foundation of trust and reliability that significantly influences purchase decisions. Furthermore, understanding the deeply rooted significance of these principles in the eyes of consumers is key in shaping marketing strategies that resonate with their values. This goes beyond mere product promotion; it entails aligning the marketing message with the ethical and religious sensitivities of the target audience.

Moreover, the evolving landscape of the halal industry calls for businesses to ascertain the link between consumer behaviour and innovative branding and marketing approaches. The adoption of creative strategies must align with the ethical and sustainable consumption trend while remaining respectful of religious and cultural sensitivities. This involves reinforcing the appeal of halal products across diverse consumer segments by infusing the marketing strategy with elements that resonate with the values and beliefs of the target audience. The competitive environment in the halal market underscores the importance of differential advantages and

brand loyalty. Businesses must navigate these challenges by creating distinct marketing approaches that cater to the specific needs and preferences of Muslim consumers whilst also addressing the acceptance of halal products in non-Muslim countries. A nuanced marketing strategy that reflects an understanding of the cultural, religious, and lifestyle differences is essential in garnering consumer trust and loyalty.

Furthermore, the emphasis on robustness in supply chains and the association of halal branding with marketing strategies offers valuable insights for businesses. These aspects highlight the need for transparency and clear communication in marketing halal products, ensuring that the unique characteristics and values associated with halal products are effectively conveyed to consumers. In conclusion, the implications for business marketing strategies in the context of halal products are vast and intricate. By understanding the multi-layered dynamics of consumer attitudes, competitive landscapes, and the fundamental significance of Islamic principles, businesses can tailor their marketing strategies to effectively navigate and succeed in the diverse and burgeoning halal products market.

**The research findings suggest that businesses should consider adopting a targeted market segmentation strategy to effectively promote halal products.**

This would involve creating specific outlets or marketing channels that cater specifically to the needs of the religious target segment, while also maintaining outlets that cater to non-target consumers. By doing so, businesses can ensure that they are effectively reaching their desired audience and establishing a strong brand presence in the halal market. The influence of the halal logo on Muslim consumers' attitudes was explored by Al-Kwafi et al., (2020) indicating the significance of visual cues in marketing halal products. This supports the notion that targeted market segmentation strategies should consider visual elements that resonate with Muslim consumers. Moreover, the study by Shah, et al., (2022) demonstrated that delivering halal value to Muslim consumers affects their purchase intention, emphasizing the need for targeted marketing strategies that communicate halal value effectively.

In addition, understanding the influence of religiosity, attitudes, and visual cues and emphasizing religious values in marketing are crucial for successful market segmentation and targeting in the halal industry. Therefore, for businesses to succeed in marketing halal products, a more holistic and nuanced approach is crucial, bridging the gap between consumer needs, cultural sensitivities, and effective marketing strategies. To effectively cater to the diverse consumer base and uphold the ethical and religious sensitivities associated with halal products, businesses should consider adopting a more holistic approach to their marketing strategies. This would involve integrating elements of religiosity into their marketing activities in order to influence the conscious consumer, while also creating differentiation in their product offerings.

Numerous studies have emphasized the importance of understanding the religious values and sensitivities of the target market segment, particularly in the context of halal products. The concept of holistic branding, as proposed by researchers, identifies attributes that reflect the brand's worldview and contribute to holistic branding, such as spiritual ethos and belief systems, sustainable and eco-ethical philosophy, and wholesomeness and inclusiveness. This highlights the need for businesses to engage in a comprehensive approach to branding of faith-based products, including halal products.

The growing significance of halal certification on consumer behaviour cannot be overlooked. Businesses must recognize that the adherence to Islamic principles governing halal products establishes a foundation of trust and reliability that significantly influences purchase decisions. Moreover, the adoption of creative and innovative strategies that align with ethical and sustainable consumption trends while respecting religious and cultural sensitivities can further enhance the appeal of halal products across diverse consumer segments. Given the competitive environment in the halal market, businesses must also focus on creating differential advantages and fostering brand loyalty. This involves understanding the specific needs and preferences of Muslim consumers, as well as addressing the acceptance of halal products in non-Muslim countries. The ability to navigate these challenges and create distinct marketing approaches that cater to diverse consumer segments is essential in garnering consumer trust and loyalty.

In conclusion, the research findings and insights from various sources strongly advocate for a more nuanced and holistic approach to marketing halal products. Businesses should consider integrating religious values, adopting creative strategies that resonate with consumer sentiments, and creating differential advantages to effectively promote and differentiate their halal products in the market.

**These approaches include the use of the halal logo, targeted advertisement strategies, and positioning halal products in separate areas labelled as halal.**

Additionally, businesses should ensure that halal certification is regulated by authorities well-versed in Islamic teachings and principles to prevent fraud and maintain consumer trust. Furthermore, businesses should be aware of the importance of accurate labelling and clear distinction between halal and non-halal products for muslim consumers.

The research findings suggest that businesses should consider adopting a targeted market segmentation strategy to effectively promote halal products (Akroush, 2010; Kasdi et al., 2018 Wilkins et al., 2019). This is supported by various studies in the field of Islamic marketing found that religiosity and attitude significantly influence consumers' intention to purchase halal cosmetic products. Similarly, Elseidi (2018) discovered that consumers' attitude towards halal food products is the strongest predictor of high confidence in the halalness of food products carrying the halal logo Elseidi (2018). Moreover, Nurhayati & Hendar (2020) highlighted the increasing market share of multinational companies from non-Muslim countries in the halal, cosmetic, and medicinal foods market, emphasizing the need for targeted market segmentation strategies.

Islam (2020) emphasized the importance of segmenting the halal product market into food lifestyle and service categories to effectively target both Muslim and conventional markets. Al-Kwafi et al., (2020) also stressed the significance of the halal logo in influencing Muslim consumers' attitudes, indicating the need for targeted marketing strategies based on visual cues. Additionally, focused on consumers' attitudes towards halal food, highlighting the importance of understanding consumer behaviour for effective market segmentation strategies (Suki & Salleh, 2018).

Furthermore, Shah et al., (2022) demonstrated the mediating role of halal perceived value and trust on purchase intention, indicating the need for targeted marketing strategies to enhance perceived value and trust among Muslim consumers. Khan et al., (2020) also identified enablers of halal food purchase among Muslim consumers, emphasizing the importance of understanding consumer behaviour for targeted marketing strategies. Additionally, Hassan et al., (2022) highlighted the exploitation of Muslim desires and expectations by businesses, indicating the need for a comprehensive understanding of the halal market segment for effective marketing strategies.

It is evident that a more comprehensive understanding of the intricate relationship between religiosity, consumer behaviour, and the halal market is essential for businesses to effectively target and cater to Muslim consumers. The nuances of halal consumption, including the influence of religious knowledge, commitment, and certification, play a pivotal role in shaping purchase behaviour and consumer trust. To delve deeper into the dynamics of consumer behaviour within the halal cosmetics market, we can explore the interplay of religious knowledge and commitment with the actual purchase behaviour and repurchase intentions of Muslim consumers. Understanding the specific religious orientations of individuals and their impact on purchase decisions is also an area that merits further investigation. Additionally, delving into the visual cues and advertising platforms that resonate with Muslim consumers can provide valuable insights for developing targeted marketing strategies.

Furthermore, the examination of religiosity, attitudes, and purchase intentions in different cultural contexts and regions is crucial for a comprehensive understanding of the halal market. This necessitates a cross-cultural analysis to discern the varying influences of religiosity on consumer behaviour in diverse Muslim-majority countries, as well as in non-Muslim countries with significant Muslim consumer segments. In addition to the highlighted studies, exploring the mediating role of halal perceived value and trust, as well as the enablers of halal food

purchase among Muslim consumers, will provide deeper insights into the mechanisms that drive consumer behaviour in the halal market. This will enable businesses to tailor their marketing strategies to effectively communicate halal value and foster trust among Muslim consumers, thereby facilitating greater market penetration and brand loyalty.

In conclusion, a more profound exploration of the complexities surrounding religiosity and consumer behaviour in the context of halal products is imperative for businesses aiming to establish a strong presence in the halal market. By leveraging a deep understanding of religious values and attitudes, businesses can devise targeted and culturally sensitive marketing strategies that resonate with diverse Muslim consumer segments.

This deep understanding and targeted approach will be key in enhancing the appeal of halal products across diverse consumer segments and fostering brand loyalty in the competitive halal market. Businesses must be mindful of the specific needs and preferences of Muslim consumers, as well as the acceptance of halal products in non-Muslim countries, in order to navigate these challenges and create distinct marketing approaches.

In line with the research findings and insights from various sources, the incorporation of religious values, creative strategies that resonate with consumer sentiments, and the creation of differential advantages are emphasized to promote and differentiate halal products in the market. It is essential for businesses to integrate the halal logo, implement targeted advertisement strategies, and position halal products in separate areas labelled as halal. Additionally, halal certification regulation by authorities well-versed in Islamic teachings and principles, as well as accurate labelling and clear distinction between halal and non-halal products, are crucial for maintaining consumer trust and loyalty.

The research findings also emphasize the adoption of a targeted market segmentation strategy to effectively promote halal products. This entails the segmentation of the halal product market into food lifestyle and service categories to effectively target both Muslim and conventional markets, as highlighted by Islam (2020). Additionally, visual cues and advertising platforms that resonate with Muslim consumers can provide valuable insights for developing targeted marketing strategies, as stressed by Al-Kwafi et al., (2020). Moreover, a comprehensive understanding of the intricate relationship between religiosity, consumer behaviour, and the halal market is crucial for businesses to effectively target and cater to Muslim consumers.

To delve deeper into the dynamics of consumer behaviour within the halal cosmetics market, further exploration of the interplay of religious knowledge and commitment with actual purchase behaviour and repurchase intentions of Muslim consumers is necessary. Understanding the specific religious orientations of individuals and their impact on purchase decisions is an area that merits further investigation. Additionally, cross-cultural analysis is essential to discern the varying influences of religiosity on consumer behaviour in diverse Muslim-majority countries and non-Muslim countries with significant Muslim consumer segments.

Expanding the research to explore the mediating role of halal perceived value and trust, as well as the enablers of halal food purchase among Muslim consumers, will provide deeper insights

into the mechanisms that drive consumer behaviour in the halal market. This deeper understanding will enable businesses to tailor their marketing strategies effectively to communicate halal value and foster trust among Muslim consumers, thereby facilitating greater market penetration and brand loyalty.

In conclusion, a more profound exploration of the complexities surrounding religiosity and consumer behaviour in the context of halal products is imperative for businesses aiming to establish a strong presence in the halal market. By leveraging a deep understanding of religious values and attitudes, businesses can devise targeted and culturally sensitive marketing strategies that resonate with diverse Muslim consumer segments. This nuanced and holistic approach will be fundamental in enhancing the appeal of halal products and fostering brand loyalty across diverse consumer segments. In today's rapidly changing world, the significance of accurate weather forecasts cannot be overstated.

## CONCLUSION

**The global halal product market presents a dynamic and intricate landscape that necessitates a sophisticated marketing approach beyond conventional strategies. Successful engagement requires a delicate integration of religious principles, consumer insights, and sustainable consumption frameworks. Modern businesses must craft marketing strategies that demonstrate cultural sensitivity, authentically communicate product values, and establish meaningful connections across diverse societal contexts.**

**Contemporary research highlights a substantive knowledge gap in comprehending marketing methodologies across varied cultural domains. This limitation underscores the imperative for a more holistic framework that harmonizes religious compliance with expansive consumer value propositions. The continually evolving halal marketplace challenges organizations to develop flexible marketing approaches capable of navigating the complex intersections between religious identity, ethical consumption patterns, and nuanced consumer expectations.**

Based on the extensive research and insights gleaned from various sources, it is evident that the integration of religious values, creative strategies that resonate with consumer sentiments, and the creation of differential advantages are crucial for promoting and differentiating halal products in the market. Additionally, a robust and effective marketing strategy for halal products should include the integration of the halal logo, targeted advertising strategies, and the clear labelling and positioning of halal products in dedicated areas.

Moreover, the adoption of a targeted market segmentation strategy is essential to effectively promote halal products across diverse consumer segments. This involves segmenting the halal product market into food lifestyle and service categories to target both Muslim and conventional markets, as highlighted by previous research. Furthermore, visual cues and advertising platforms that tap into the sentiments of Muslim consumers can provide critical insights for developing targeted marketing strategies that resonate with the target audience.

Expanding the scope of research to further explore the interplay of religious knowledge and commitment with actual purchase behaviour and repurchase intentions of Muslim consumers is imperative. Understanding individual religious orientations and their impact on purchase decisions is a critical area that warrants additional investigation. Additionally, undertaking cross-cultural analyses will provide valuable insights into the varying influences of religiosity on consumer behaviour in different cultural contexts.

Furthermore, delving into the mediating role of halal perceived value and trust, as well as the enablers of halal food purchase among Muslim consumers, will provide deeper insights into the mechanisms that drive consumer behaviour in the halal market. This deeper understanding will enable businesses to tailor their marketing strategies effectively to communicate halal value and foster trust among Muslim consumers, ultimately leading to greater market penetration and brand loyalty.

In conclusion, a comprehensive and nuanced understanding of the intricate relationship between religiosity, consumer behaviour, and the halal market is indispensable for businesses seeking to establish a strong presence in this market. By leveraging a deep understanding of religious values and attitudes, businesses can devise targeted and culturally sensitive marketing strategies that resonate with diverse Muslim consumer segments. This holistic approach will be instrumental in enhancing the appeal of halal products and fostering brand loyalty across diverse consumer segments.

The limitation of this research are one limitation of this research is the reliance on literature survey and conceptual analysis, which may lack empirical evidence (Hosain, 2021). To address this limitation, future research could incorporate empirical studies, such as surveys or experiments, to gather quantitative data and test the proposed relationships between religiosity and consumer behaviour in the halal market. Another limitation is the focus on Muslim consumers and the halal market, which may limit the generalizability of the findings to other religious or cultural contexts.

## REFERENCE

Ahmadova, E., & Aliyev, K. (2021). Determinants of Attitudes Towards Halal products: Empirical Evidence From Azerbaijan. *Journal of Islamic Marketing*, 12(1), 55–69. <https://doi.org/10.1108/JIMA-04-2019-0068>

Akroush, M. N. (2010). Transactional Marketing and Relationship Marketing Paradigms: A Structural Equation Modelling Approach. *International Journal of Electronic Customer Relationship Management*, 4(2), 125–160. <https://doi.org/10.1504/IJECRM.2010.031862>

Al-Banna, H., & Jannah, S. M. (2023). The push, pull, and mooring effects toward switching intention to halal cosmetic products. *Journal of Islamic Marketing*, 14(9), 2149–2166. <https://doi.org/10.1108/JIMA-12-2021-0392>

Al-Kwafi, O. S., Gelaidan, H. M. H., & Fetais, A. H. M. A. (2020). Identifying the Influence of The Halal Logo on Muslim Consumers' Attitudes Using fMRI Technology. *Journal of Islamic Marketing*, 12(6), 1159–1179. <https://doi.org/10.1108/JIMA-01-2020-0026>

Ali, A., Xiaoling, G., Sherwani, M., & Ali, A. (2018). Antecedents of consumers' Halal brand purchase intention: an integrated approach. *Management Decision*, 56(4), 715–735. <https://doi.org/10.1108/MD-11-2016-0785>

Almossawi, M. M. (2014). Impact of Religion on The Effectiveness of The Promotional Aspect of Product Packages in Muslim Countries. *Asia Pacific Journal of Marketing and Logistics*, 26(5), 687–706. <https://doi.org/10.1108/APJML-11-2013-0137>

Anwer, Z. (2019). Islamic Venture Capital Investment Style – Opportunities and Challenges. *Journal of Islamic Marketing*, 10(3), 848–859. <https://doi.org/10.1108/JIMA-02-2018-0046>

Awan, H. M., Siddiquei, A. N., & Haider, Z. (2015). Factors affecting Halal purchase intention – evidence from Pakistan's Halal food sector. *Management Research Review*, 38(6), 640–660. <https://doi.org/10.1108/MRR-01-2014-0022>

Babaii, E., & Taase, Y. (2013). Author-Assigned Keywords in Research Articles: Where Do They Come from? *Iranian Journal of Applied Linguistics (IJAL)*, 16(2), 1–19.

Battour, M., Hakimian, F., Ismail, M., & Boğan, E. (2018). The Perception of Non-Muslim Tourists Towards Halal Tourism: Evidence From Turkey and Malaysia. *Journal of Islamic Marketing*, 9(4), 823–840. <https://doi.org/10.1108/JIMA-07-2017-0072>

Battour, M., Salaheldeen, M., & Mady, K. (2022). Halal Tourism: Exploring Innovative Marketing Opportunities for Entrepreneurs. *Journal of Islamic Marketing*, 13(4), 887–897. <https://doi.org/10.1108/JIMA-06-2020-0191>

Bhutto, M. Y., Ertz, M., Soomro, Y. A., Khan, M. A. A., & Ali, W. (2023). Adoption of Halal Cosmetics: Extending The Theory of Planned Behavior With Moderating Role of Halal Literacy (Evidence From Pakistan). *Journal of Islamic Marketing*, 14(6), 1488–1505. <https://doi.org/10.1108/JIMA-09-2021-0295>

Bukhari, S. F. H., Woodside, F. M., Hassan, R., Shaikh, A. L., Hussain, S., & Mazhar, W. (2019). Is Religiosity an Important Consideration in Muslim Consumer Behavior: Exploratory Study in The Context of Western Imported Food in Pakistan. *Journal of Islamic Marketing*, 10(4), 1288–1307. <https://doi.org/10.1108/JIMA-01-2018-0006>

Butt, M. M., Rose, S., Wilkins, S., & Ul Haq, J. (2017). MNCs and Religious Influences in Global Markets: Drivers of Consumer-Based Halal Brand Equity. *International Marketing Review*, 34(6), 885–908. <https://doi.org/10.1108/IMR-12-2015-0277>

Elseidi, R. I. (2018). Determinants of Halal Purchasing Intentions: Evidences From UK. *Journal of Islamic Marketing*, 9(1), 167–190. <https://doi.org/10.1108/JIMA-02-2016-0013>

Farhat, K., Aslam, W., & Sany Sanuri, B. M. M. (2019). Predicting The Intention of Generation M to Choose Family Takaful and The Role of Halal Certification. *Journal of Islamic Marketing*, 10(3), 724–742. <https://doi.org/10.1108/JIMA-12-2017-0143>

Firdaus, M. K. Z. H., Komariah, M., & Che Hasan, M. K. (2022). The Use of Advanced Technology in Providing Chronic Care. *International Journal of Care Scholars*, 5(1), 1–2. <https://doi.org/10.31436/ijcs.v5i1.239>

Fuseini, A., Hadley, P., & Knowles, T. (2020). Halal Food Marketing: an Evaluation of UK Halal Standards. *Journal of Islamic Marketing*, 12(5), 977–991. <https://doi.org/10.1108/JIMA-02-2020-0037>

Floren, J., Rasul, T. and Gani, A. (2020), "Islamic marketing and consumer behaviour: a systematic literature review", *Journal of Islamic Marketing*, Vol. 11 No. 6, pp. 1557-1578. <https://doi.org/10.1108/JIMA-05-2019-0100>

Haleem, A., Khan, M. I., & Khan, S. (2020). Halal Certification, The Inadequacy of its Adoption, Modelling and Strategising the Efforts. *Journal of Islamic Marketing*, 11(2), 393–413. <https://doi.org/10.1108/JIMA-05-2017-0062>

Hanafiah, M. H., & Hamdan, N. A. A. (2020). Determinants of Muslim Travellers Halal Food Consumption Attitude and Behavioural Intentions. *Journal of Islamic Marketing*, 12(6), 1197–1218. <https://doi.org/10.1108/JIMA-09-2019-0195>

Haque, A., Sarwar, A., Yasmin, F., Tarofder, A. K., & Hossain, M. A. (2015). Non-Muslim Consumers' Perception Toward Purchasing Halal Food Products in Malaysia. *Journal of Islamic Marketing*, 6(1), 133–147. <https://doi.org/10.1108/JIMA-04-2014-0033>

**Hamizar, A., Holle, M. H., Mohamad, S. I. S., (2023). Challenges and Opportunities of Islamic Branding on Global Marketing: A Conceptual Study. *Al-Iqtishadiyah : Ekonomi Syariah dan Hukum Ekonomi Syariah*, 9(1), 19-31. DOI: <http://dx.doi.org/10.31602/iqt.v9i1.10324>**

Hassan, S. H., Mat Saad, N., Masron, T. A., & Ali, S. I. (2022). Buy Muslim-Made First – Does Halal Consciousness Affect Muslims' Intention to Purchase? *Journal of Islamic Marketing*, 13(2), 466–480. <https://doi.org/10.1108/JIMA-05-2019-0102>

Hassan, Y., & Sengupta, A. (2019). India—an Untapped Market for Halal products. *Journal of Islamic Marketing*, 10(3), 981–1002. <https://doi.org/10.1108/JIMA-09-2018-0179>

Hosain, M. S. (2021). Branding “Halal”: application of a certain religious emotion to attract a specific customer segment. *PSU Research Review*, 5(3), 195–200. <https://doi.org/10.1108/PRR-12-2020-0043>

Ishak, A. H., Azman, N. A. M., & Ab Manan, S. K. (2023). Factors That Drive Consumers to Purchase Halal Goods Online. *Global Journal Al-Thaqafah, Special Issue*, 65–70. <https://doi.org/10.7187/GJATSI072023-6>

Islam, M. M. (2020). Segmenting, Targeting and Positioning in Islamic Marketing. *Journal of Islamic Marketing*, 12(7), 1385–1404. <https://doi.org/10.1108/JIMA-10-2018-0181>

Islam, M. M. (2022). Evaluating Negative Attitudes of the Students and Shoppers Towards Halal Cosmetics Products. *Journal of Islamic Marketing*, 13(3), 565–585. <https://doi.org/10.1108/JIMA-03-2020-0067>

Ismail, M., Mohamad, N., & Ahamat, A. (2020). Top Management Capabilities and Performance of Halal product. *Innovation and Management Review*, 17(4), 431–446. <https://doi.org/10.1108/INMR-05-2019-0068>

Kasdi, A., Farida, U., & Cahyadi, I. F. (2018). Wali city branding: Marketing strategy in promoting halal tourism destinations Demak Indonesia. *Geojournal of Tourism and Geosites*, 25(2), 463–473. <https://doi.org/10.30892/gtg.25215-373>

Khan, W., Akhtar, A., Ansari, S. A., & Dhamija, A. (2020). Enablers of Halal Food Purchase Among Muslim Consumers in an Emerging Economy: An Interpretive Structural Modeling Approach. *British Food Journal*, 122(7), 2273–2287. <https://doi.org/10.1108/BFJ-08-2018-0528>

Koc, F., Ozkan, B., Komodromos, M., Efendioglu, I.H. and Baran, T. (2025), "The effects of trust and religiosity on halal products purchase intention: indirect effect of attitude", *EuroMed Journal of Business*, Vol. 20 No. 5, pp. 141-165. <https://doi.org/10.1108/EMJB-01-2024-0004>

Krisjanous, J., Allayarova, N., & Kadirov, D. (2022). Clothing of Righteousness: Exploring Tensions of Halal Maternity Wear on Online Apparel Websites. *Journal of Islamic Marketing*, 13(5), 1125–1142. <https://doi.org/10.1108/JIMA-03-2020-0080>

Lim, Y. H., Lada, S., Ullah, R., & Abdul Adis, A. A. (2022). Non-Muslim Consumers' Intention to Purchase Halal Food Products in Malaysia. *Journal of Islamic Marketing*, 13(3), 586–607. <https://doi.org/10.1108/JIMA-06-2020-0172>

Mabkhot, H. (2023). Factors Affecting the Sustainability of Halal product Performance: Malaysian Evidence. *Sustainability (Switzerland)*, 15(3). <https://doi.org/10.3390/su15031850>

Masudin, I., Fernanda, F. W., & Widayat. (2018). Halal logistics performance and customer loyalty: From the literature review to a conceptual framework. *International Journal of Technology*, 9(5), 1072–1084. <https://doi.org/10.14716/ijtech.v9i5.1919>

Miftahuddin, M. A., Adawiyah, W. R., Pradipta, R., & Wihuda, F. (2022). Examining the effect of halal perceived value and perceived risk on purchase intention: A mediating role of halal trust. *Innovative Marketing*, 18(4), 62–73. [https://doi.org/10.21511/im.18\(4\).2022.06](https://doi.org/10.21511/im.18(4).2022.06)

Suki, N.M, & Salleh, A. S. (2016). Does Halal Image Strengthen Consumer Intention to Patronize Halal Stores?: Some Insights From Malaysia. *Journal of Islamic Marketing*, 7(1), 120–132. <https://doi.org/10.1108/JIMA-12-2014-0079>

Suki, N.M, & Salleh, A. S. (2018). Mediating Effect of Halal Image on Muslim Consumers' Intention to Patronize Retail Stores: Some Insights from Malaysia. *Journal of Islamic Marketing*, 9(2), 338–355. <https://doi.org/10.1108/JIMA-02-2017-0014>

Muhamad, N., Leong, V. S., & Md Isa, N. (2017). Does the country of origin of a halal logo matter? The case of packaged food purchases. *Review of International Business and Strategy*, 27(4), 484–500. <https://doi.org/10.1108/RIBS-06-2017-0049>

Najmi, A., Ahmed, W., & Jahangir, S. (2023). Firm's Readiness for Halal Food Standard Adoption: Assessing the Importance of Traceability System. *Journal of Islamic Accounting and Business Research*, 14(8), 1451–1473. <https://doi.org/10.1108/JIABR-09-2020-0293>

Nugraha, Y. D., Permana, R. M. T., Harahap, D. A., Shaikh, M., & Fauziah, H. I. (2023). The Interaction Effect of Consumer Affinity and Patriotism Among Millennial Muslim Women Consumers. *Journal of Islamic Marketing*, 14(10), 2502–2530. <https://doi.org/10.1108/JIMA-06-2021-0211>

Nurhayati, T., & Hendar, H. (2020). Personal Intrinsic Religiosity and Product Knowledge on Halal product Purchase Intention: Role of Halal product Awareness. *Journal of Islamic Marketing*, 11(3), 603–620. <https://doi.org/10.1108/JIMA-11-2018-0220>

Nurudin, Hendar, & Ratnawati, A. (2023). The impacts of Maslahah product uniqueness, Islamic customer orientation, and Islamic innovativeness dimensions in improving marketing performance. *Uncertain Supply Chain Management*, 11(3), 1099–1110. <https://doi.org/10.5267/j.uscm.2023.4.012>

Prince, S. A., & Wahid, I. S. (2023). Halal-organic meat: a successful business and humanitarian model. *Humanities and Social Sciences Communications*, 10(1), 1–16. <https://doi.org/10.1057/s41599-023-02097-9>

Rahman, A., Asrarhaghighi, E., & Ab Rahman, S. (2015). Consumers and Halal Cosmetic Products: Knowledge, Religiosity, Attitude and Intention. *Journal of Islamic Marketing*, 6(1), 148–163. <https://doi.org/10.1108/JIMA-09-2013-0068>

Rahman, M., Aziz, S., & Hughes, M. (2020). The product-market performance benefits of environmental policy: Why customer awareness and firm innovativeness matter. *Business Strategy and the Environment*, 29(5), 2001–2018. <https://doi.org/10.1002/bse.2484>

Sani, A.A., Rahmayanti, D., Kamal, A., Ilmiah, D., Abdullah, N.B., (2023). Understanding Consumer Behavior: Halal Labeling and Purchase Intentions. *Journal of Digital Marketing and Halal Industry*. 5(1). 117-142. <https://doi.org/10.21580/jdmhi.2023.5.1.16543>

Shah, S.A., Bhutto, M.H. and Azhar, S.M. (2022), "Integrative review of Islamic marketing", *Journal of Islamic Marketing*, Vol. 13 No. 6, pp. 1264-1287. <https://doi.org/10.1108/JIMA-07-2020-0216>

Shahid, S., Parray, M. A., Thomas, G., Farooqi, R., & Islam, J. U. (2023). Determinants of Muslim Consumers' Halal Cosmetics Repurchase Intention: an Emerging Market's Perspective. *Journal of Islamic Marketing*, 14(3), 826–850. <https://doi.org/10.1108/JIMA-08-2021-0265>

Sobari, N., Kurniati, A., & Usman, H. (2022). The Influence of Islamic Attributes and Religious Commitments Toward Halal Wellness Services Customer Satisfaction and Loyalty. *Journal of Islamic Marketing*, 13(1), 177–197. <https://doi.org/10.1108/JIMA-11-2018-0221>

Tieman, M. and Ghazali, M.C., (2013). *Journal of Islamic Marketing*, 4(3), 281–293. <https://doi.org/10.1108/JIMA-01-2012-0004>

Tieman, M. (2017). Halal Risk Management: Combining Robustness and Resilience. *Journal of Islamic Marketing*, 8(3), 461–475. <https://doi.org/10.1108/JIMA-06-2015-0041>

Tieman, M. (2020). Measuring Corporate Halal Reputation: A Corporate Halal Reputation Index and Research Propositions. *Journal of Islamic Marketing*, 11(3), 591–601. <https://doi.org/10.1108/JIMA-05-2018-0095>

Waqas, M., Mian, S. J., & Nazir, N. (2023). The Role of Religious Advertising and Personal

Selling in Enhancing Mutual Fund Purchase Intention and Sales in Pakistan: a Managerial Perspective. *Journal of Islamic Marketing*, 14(1), 43–60. <https://doi.org/10.1108/JIMA-05-2020-0162>

Wilkins, S., Butt, M. M., Shams, F., & Pérez, A. (2019). The Acceptance of Halal Food in Non-Muslim Countries: Effects of Religious Identity, National Identification, Consumer Ethnocentrism and Consumer Cosmopolitanism. *Journal of Islamic Marketing*, 10(4), 1308–1331. <https://doi.org/10.1108/JIMA-11-2017-0132>

Zailani, S., Iranmanesh, M., Aziz, A. A., & Kanapathy, K. (2017). Halal Logistics Opportunities and Challenges. *Journal of Islamic Marketing*, 8(1), 127–139. <https://doi.org/10.1108/JIMA-04-2015-0028>

Zainudin, M. I., Haji Hasan, F., & Othman, A. K. (2020). Halal Brand Personality and Brand Loyalty Among Millennial Modest Fashion Consumers in Malaysia. *Journal of Islamic Marketing*, 11(6), 1277–1293. <https://doi.org/10.1108/JIMA-10-2018-0187>

## 8. Catatan Editor untuk Final Revision Tanggal 11 April 2025

----- Forwarded message -----

From: **Jurnal Al-Muzara'ah Ilmu Ekonomi Syariah IPB** <[jurnal-almuzaraah@apps.ipb.ac.id](mailto:jurnal-almuzaraah@apps.ipb.ac.id)>

Date: Fri, Apr 11, 2025, 09:05

Subject: Re: JAM - [D-3 Revision Reminder]

To: Husna Leila <[husna.leila@trisakti.ac.id](mailto:husna.leila@trisakti.ac.id)>

Assalamu'alaikum wr. wb.

Berikut terlampir Catatan Editor untuk Final Revision beserta naskah yang sudah kami layout sesuai dengan template Al-Muzara'ah. Harap revisi berdasarkan Catatan Editor langsung dilakukan pada file naskah yang sudah kami layout. Bila telah selesai direvisi, harap submit kembali hasil revisi pada tab Revisions dengan nama file "**Final Revision 59497**", dengan memilih keterangan "*This is not revision an existing file*" sebelum submit, agar file revisi yang pertama dan kedua tetap terlihat pada sistem OJS. Bila ada kendala saat submit dapat menghubungi 081574371157 (a.n. Fauziyah).

LoA akan kami kirimkan setelah Final Revision telah kami terima. Kami harap dapat menerima Final Revision pada 16-04-2025.

Terima kasih,

Wassalamu'alaikum wr. wb.

...

### Halal Marketing Approaches: A Systematic Review of Strategies, Challenges, and Social Implication

**Husna Leila Yusran<sup>1\*</sup>, Yolanda Masnita<sup>2</sup>, Jati Kusuma Ali<sup>3</sup>, Yuana Jatunilawati<sup>4</sup>**

<sup>1</sup>Faculty of Economics and Business, Universitas Trisakti, Jl. Kyai Tapa No.1 Grogol, Jakarta Barat, Indonesia, [husna.leila@trisakti.ac.id](mailto:husna.leila@trisakti.ac.id)\*

<sup>2</sup>Faculty of Economics and Business, Universitas Trisakti, Jl. Kyai Tapa No.1 Grogol, Jakarta Barat, Indonesia, [yolandamasnita@trisakti.ac.id](mailto:yolandamasnita@trisakti.ac.id)

<sup>3</sup>Faculty of Business and Management, Universiti Teknologi MARA, **Sarawak Mukah Campus, Bandar Baru, 96400 Mukah, Sarawak, Malaysia**, [jati@uitm.edu](mailto:jati@uitm.edu)

<sup>4</sup>Faculty of Business and Economics, Universitas Trisakti, Jl. Kyai Tapa No.1 Grogol, Jakarta Barat, Indonesia, yuanajatu@trisakti.ac.id

\*) Corresponding author

**Abstract.** Halal, meaning "lawful and permitted," is deeply rooted in Islamic philosophy and teachings. Halal marketing refers to the strategies and approaches used to promote and sell products that comply with halal standards. This systematic review aims to examine the various marketing approaches utilized in promoting halal products. Some critics argue that the emphasis on halal products can lead to exclusion and division within societies, as it may prioritize catering to a specific religious group over others. They contend that promoting halal products exclusively may create a sense of segregation and hinder social integration. Utilizing the PRISMA method and analyzing publication from Scopus database. The study investigates diverse marketing technique used in promoting halal products. Several countries were included in this review, including Indonesia, Malaysia, Turkey, Arab Saudi, and the United Arab Emirates. The result of this review will provide insights into the marketing approaches that have been successful in promoting halal products and highlight any potential implications of these strategies on social integration. The finding suggest that halal marketing approaches vary across different countries, with a focus on building trust, emphasizing authenticity, and utilizing digital platforms. Based on the findings of this systematic review, it can be concluded that there are diverse marketing approaches used in promoting halal products. The study recommends future research explore of the impact of halal marketing on social integration and the potential for inclusive marketing strategies that can cater to a diverse consumer.

**Key words:** Halal marketing, halal products, inclusivity, social integration, systematic literature review.

**Abstrak.** Halal berarti "sah menurut hukum dan diperbolehkan," berakar kuat dalam filsafat dan ajaran Islam. Pemasaran halal mengacu pada strategi dan pendekatan yang digunakan untuk mempromosikan dan menjual produk yang memenuhi standar halal. Tinjauan sistematis ini bertujuan untuk mengkaji berbagai pendekatan pemasaran yang digunakan dalam mempromosikan produk halal. Beberapa kritikus berpendapat bahwa penekanan pada produk halal dapat menyebabkan pengucilan dan perpecahan dalam masyarakat, karena masyarakat mungkin memprioritaskan pelayanan pada kelompok agama tertentu dibandingkan kelompok agama lain. Mereka berpendapat bahwa mempromosikan produk halal secara eksklusif dapat menimbulkan rasa segregasi dan menghambat integrasi sosial. Penelitian ini menggunakan metode PRISMA dan menganalisis publikasi dari database Scopus. Penelitian ini menyelidiki beragam teknik pemasaran yang digunakan dalam mempromosikan produk halal. Beberapa negara yang masuk dalam tinjauan ini antara lain Indonesia, Malaysia, Turki, Arab Saudi, dan Uni Emirat Arab. Hasil dari tinjauan ini akan memberikan wawasan mengenai pendekatan pemasaran yang telah berhasil mempromosikan produk halal dan menyoroti potensi implikasi strategi ini terhadap integrasi sosial. Temuan ini menunjukkan bahwa pendekatan pemasaran halal berbeda-beda di berbagai negara, dengan fokus pada membangun kepercayaan, menekankan keaslian, dan memanfaatkan platform digital. Berdasarkan temuan tinjauan sistematis ini, dapat disimpulkan bahwa terdapat beragam pendekatan pemasaran yang digunakan dalam mempromosikan produk halal. Rekomendasi untuk penelitian di masa mendatang mencakup eksplorasi lebih lanjut mengenai dampak pemasaran halal terhadap integrasi sosial dan potensi strategi pemasaran inklusif yang dapat melayani konsumen yang beragam.

**Kata Kunci:** Inklusivitas, integritas, pemasaran halal, pendekatan pemasaran, tinjauan literatur sistematis.

## INTRODUCTION

The contemporary halal product marketplace represents a multifaceted ecosystem of marketing methodologies that intertwine religious doctrine, sustainable consumption and consumer psychology paradigms. Notwithstanding the expanding global prominence of halal products, a significant knowledge deficit persists regarding the nuanced marketing strategies deployed

across diverse cultural. Halal marketing is a strategic approach utilized by businesses to cater to the growing demand for halal products among Muslim consumers (Koc et al., 2025; Shah et al., 2022; Rahman et al., 2020; Hamizar et al., 2023). This approach involves understanding and adhering to the principles of Islamic law in product development, production, labelling, and marketing (Ahmad et al., 2022; Al-Kwif et al., 2020; Sani et al., 2023). By doing so, businesses aim to attract and retain Muslim consumers who prioritize consuming products that are permissible and in accordance with their religious beliefs (Ali et al., 2018; Butt et al., 2017; Shah et al., 2022).

Halal marketing is a strategic approach used by businesses to meet the increasing demand for halal products among Muslim consumers (Ismail et al., 2020). This approach involves adhering to Islamic law in product development, production, labelling, and marketing to attract and retain Muslim consumers. The growing demand for halal items is evident globally (Awan et al., 2015). With the increasing Muslim population, global halal brands are emerging in unique markets, presenting significant growth potential (Nurhayati and Hendar, 2020). The halal industry's rapid growth in Muslim and non-Muslim countries has opened new markets for various products, including cosmetics (Al-Banna and Jannah, 2023).

The demand for halal products is increasing not only in predominantly Muslim countries but also in non-Muslim nations such as France (Firdaus et al., 2022). Understanding the importance of emphasizing religious values in marketing halal products is crucial for marketers and researchers (Zainudin et al., 2019). Additionally, the exploding demand for halal certifications globally underscores the significance of halal products in the market (Farhat et al., 2019). This demonstrates the critical need for a deeper understanding of the consumption behaviour of Muslim consumers in the rapidly growing halal markets (Al-Kwif et al., 2020).

Understanding the concept of halal products and the concept of "halal" is crucial in implementing effective marketing approaches for halal products (Battour et al., 2018; Elseidi, 2018; Haleem et al., 2020; Masudin et al., 2018). Halal refers to anything that is permissible or lawful according to Islamic teachings (Krisjanous et al., 2022; Masudin et al., 2018).

There is the potential concern of cost associated with halal certification and production, which may lead to higher prices for halal products (Fuseini et al., 2020; Khan et al., 2020; Suki and Salleh, 2016). Non-Muslim consumers who are not specifically seeking halal products may be deterred by the higher price point, especially if the perceived quality or benefit of the halal certification is not significant to them (Haque et al., 2015; Wilkins et al., 2019). This could result in a limited market for halal products and pose a challenge for businesses in terms of expanding their consumer base.

Furthermore, the emphasis on religious and cultural sensitivities in marketing halal products may inadvertently reinforce stereotypes and assumptions about Muslim consumers, potentially contributing to further division instead of inclusivity (Hassan et al., 2022; Waqas et al., 2023). Non-Muslim consumers may perceive the marketing of halal products as exclusive to a particular religious group, potentially leading to misconceptions and misunderstandings.

In conclusion, while it is essential to recognize and respect the religious and cultural values of Muslim consumers, businesses should also consider the potential impact of their marketing strategies on non-Muslim consumers to ensure inclusivity and broader market appeal. Balancing the needs of both Muslim and non-Muslim consumers in marketing strategies for halal products is crucial for long-term success and market growth.

This research is important in understanding the various challenges and considerations involved in marketing halal products (Hosain, 2021). It highlights the need for businesses to carefully strategize their approach to appeal to both Muslim and non-Muslim consumers (Al-Kwif et al., 2020). By understanding the potential consequences and implications of marketing halal products, businesses can develop effective strategies that promote inclusivity, diversity, and market growth.

This research question is important as it addresses the complex nature of marketing halal products in diverse market environments (Babaii and Taase, 2013). The research question seeks to understand the various challenges and considerations businesses face when marketing halal products, especially in appealing to both Muslim and non-Muslim consumers. By examining the attitudes and perceptions of non-Muslim consumers towards halal products, the study provides insights on how to effectively market halal products in non-Muslim.

The aim of this research is to analyze the research findings indicate that there are several marketing approaches used in promoting halal products and analyze implications for business marketing strategies. The findings suggest that business should consider adopting a targeted market segmentation strategy to effectively promote halal products and also provide approaches include the use of the halal logo, targeted advertisement strategies, and positioning halal products in separate areas labelled as halal.

## **LITERATURE REVIEW**

Understanding the concept of "halal" is essential for effective marketing of halal products. Halal refers to anything permissible or lawful according to Islamic teachings (Al-Kwif et al., 2020; Battour et al., 2018; Haleem et al., 2020; Koc et al., 2025). Research has increasingly focused on halal product perception and approval globally. The manifestations of halal products significantly affect consumer knowledge about halal principles (Almossawi, 2014; Hosain, 2021; Nurhayati and Hendar, 2020; Floren et al., 2020; Shahid et al., 2023). Factors such as brand image, satisfaction, trust, and loyalty influence consumer purchase intention of halal products. Trust, attitude toward the product, and halal awareness affect the intention to purchase halal cosmetics (Al-Kwif et al., 2020; Masudin et al., 2018; Shah et al., 2022; Tieman, 2017).

The challenges and opportunities of adopting halal logistics contribute to the advancement of knowledge in this area (Al-Kwif et al., 2020; Hamizar et al., 2023; Zainudin et al., 2020). Religiosity moderates the theory of planned behaviour and halal purchase intention. Educated millennial Muslim females demonstrate a high concern for the halalness of cosmetics. Embedding Islamic attributes in halal services correlates positively with customer satisfaction (Awan et al., 2015). Various studies have delved into consumer behaviour on halal products (Sani et al., 2023; Nurhayati and Hendar, 2019). The integrity of halal products is becoming an increasing concern for governments and industries (Ali et al., 2018; Prince and Wahid, 2023). In reviewing marketing approaches for halal products, it is important to consider the specific needs and preferences of Muslim consumers (Al-Kwif et al., 2020; Suki and Salleh, 2018). This can be done through segmentation, targeting, and positioning strategies that recognize the diversity within the Muslim consumer market (Elseidi, 2018; Koc et al., 2025; Tieman, 2017). The marketing approaches for halal products should also consider the religious and cultural sensitivities surrounding these products.

In examining marketing strategies for halal products, it is essential to consider the diverse needs and preferences of Muslim consumers. Segmentation, targeting, and positioning strategies should acknowledge the variety within the Muslim consumer market, taking into account religious and cultural sensitivities surrounding these products (Islam, 2020). Factors such as religiosity, knowledge of halal products, and confidence in halal certification significantly influence purchase intention (Elseidi, 2018; Khan et al., 2020; Nurhayati and Hendar, 2019). Additionally, understanding the attitudes and perceptions of non-Muslim consumers towards halal products is crucial for effective marketing strategies (Haque et al., 2015; Wilkins et al., 2019). It is also important to consider the impact of advertising and branding on Muslim consumers' attitudes and purchase intentions (Al-Kwif et al., 2020; Waqas et al., 2021). Overall, a comprehensive understanding of consumer behaviour, religiosity, and cultural influences is essential for the successful marketing of halal products.

Challenges in promoting halal products include addressing misconceptions and stereotypes about halal products, ensuring proper certification and labelling, reaching a wider non-Muslim audience, and competing in non-Muslim dominated markets (Nugraha et al., 2023; Zailani et

al., 2017). To overcome these challenges, businesses can employ several marketing approaches that focus on promoting the quality, safety, and ethical aspects of halal products.

To address challenges in promoting halal products, businesses can employ marketing approaches focusing on quality, safety, and ethical aspects. Overcoming misconceptions and stereotypes requires emphasizing the quality and safety of halal products (Battour et al., 2018; Rahman et al., 2015; Wilkins et al., 2019). Proper certification and labelling can be ensured by understanding consumer attitudes and intentions towards halal products (Fuseini et al., 2020; Shah et al., 2022; Zailani et al., 2017). Reaching a wider non-Muslim audience and competing in non-Muslim dominated markets necessitates understanding non-Muslim consumers' perceptions and acceptance of halal products (Hassan and Sengupta, 2019; Haque et al., 2015; Lim et al., 2020). Additionally, businesses can leverage the influence of the halal logo on Muslim consumers' attitudes and use it to promote halal products effectively (Al-Kwafi et al., 2020).

An opposing argument to the promotion of halal products is the potential exclusion and alienation of non-Muslim consumers. While it is important to cater to the needs and preferences of Muslim consumers, exclusively focusing on halal products may lead to the neglect of non-Muslim consumers (Nurudin et al., 2023; Sobari et al., 2022). In markets where the Muslim population is not the majority, businesses may face challenges in appealing to a broader demographic if their marketing strategies are primarily centred around halal products (Butt et al., 2017; Hassan et al., 2022; Kasdi et al., 2018).

## **METHOD**

This research used PRISMA systematic literature review as the methodology to gather and analyze relevant studies on marketing approaches in promoting halal products. The systematic literature review method allows for a comprehensive analysis of existing research in order to identify common themes, trends, and gaps in knowledge regarding marketing approaches for halal products (Babaii and Taase, 2013; Haleem et al., 2020). The main purpose of this systematic review is to identify and analyze various marketing approaches used in promoting halal products. The data was collected from Scopus database. To find the document use keyword: "Marketing", "Halal", "Product", "Products", and find 222 documents that were relevant to the research topic and objectives.

After choose document from year 2013 until 2023 and find 201 documents that met the inclusion criteria, a detailed analysis of these articles are conducted. After filter in subject area is "Social Science", "Art & Humanities", dan "Business, Management and Accounting and find that 156 documents. The documents were then categorized based on only article and meet 126 articles. After filter only English language articles, 124 articles were included in the analysis. After screening the documents based on abstract and read full article, a total of 88 articles were selected for further analysis.

Several countries including Malaysia, Indonesia, Turkey, United Arab Emirates, Saudi Arabia, are pioneers in the halal industry and have established strong halal certification and regulatory systems. The marketing approaches used in promoting halal products vary among countries, but some common strategies include the use of the halal logo, targeted advertisement strategies such as social media marketing and influencer collaborations, and positioning halal products in separate areas labelled as halal within stores.

## **RESULTS AND DISCUSSION**

The research findings indicate that there are several marketing approaches used in promoting halal products. The use of the halal logo is one of the key marketing approaches in promoting halal products. This logo serves as a symbol of assurance for consumers that the product is halal and meets Islamic dietary requirements. The growing trend of ethical and sustainable consumption among Muslim consumers has led to an increasing association of halal products with environmentally friendly and ethical production practices. This trend presents an opportunity for businesses to align their marketing approaches with these values. Research indicates that understanding religiosity, increasing product knowledge, and leveraging

effective marketing campaigns are crucial for promoting halal products (Ahmadova and Aliyev, 2021; Al-Kwafi et al., 2020; Nurhayati and Hendar, 2020).

Additionally, businesses should consider the push, pull, and mooring effects, as well as the determinants of repurchase intention and purchase behaviour among Muslim consumers. Furthermore, ensuring proper certification, logistics, and corporate reputation, as well as addressing consumer attitudes and perceptions, are essential for successful marketing of halal products. Moreover, halal-certified products symbolize quality, hygiene, safety, sustainability, and wholesomeness, aligning with the ethical and sustainable consumption trend (Suki and Salleh, 2018).

The findings from the systematic review highlight the diverse marketing approaches used in promoting halal products. One of the notable strategies identified is the use of the halal logo, which serves as a symbol of assurance for consumers that the product is halal and meets Islamic dietary requirements. Moreover, there is a growing trend of ethical and sustainable consumption among Muslim consumers, leading to an increasing association of halal products with environmentally friendly and ethical production practices. This trend presents an opportunity for businesses to align their marketing approaches with these values, indicating that understanding religiosity, increasing product knowledge, and leveraging effective marketing campaigns are crucial for promoting halal products.

The research emphasizes the importance of considering push, pull, and mooring effects, as well as the determinants of repurchase intention and purchase behaviour among Muslim consumers. Furthermore, ensuring proper certification, logistics, and corporate reputation, as well as addressing consumer attitudes and perceptions, are essential for the successful marketing of halal products. Additionally, the study reinforces that halal-certified products symbolize quality, hygiene, safety, sustainability, and wholesomeness, aligning with the ethical and sustainable consumption trend. These insights suggest that businesses should tailor their marketing strategies to effectively communicate these values to both Muslim and non-Muslim consumers.

Taking into account the geographical context, it is essential to recognize that several countries, such as Malaysia, Indonesia, Turkey, the United Arab Emirates, and Saudi Arabia, have established strong halal certification and regulatory systems. While the marketing approaches used in promoting halal products may vary among these countries, some common strategies include the use of the halal logo, targeted advertisement strategies such as social media marketing and influencer collaborations, and positioning halal products in separate areas labelled as halal within stores. In light of this, it is evident that understanding the implications of these marketing approaches and their alignment with the values of both Muslim and non-Muslim consumers is crucial for businesses seeking to navigate the diverse landscape of the halal products market. The findings underscore the need for businesses to develop inclusive and respectful marketing strategies to appeal to a broader consumer base while recognizing the religious and cultural sensitivities associated with halal products.

The findings of this systematic review support the use of the halal logo as an effective marketing strategy to target Muslim consumers and promote a wide range of halal products. These findings also highlight the importance of transparency and clear labelling in promoting halal products, as consumers place a significant emphasis on halal certification and assurance.

### **Implications for Business Marketing Strategies**

The findings of this systematic review have important implications for businesses seeking to market halal products. Firstly, businesses should prioritize obtaining halal certification from recognized authorities or agencies that adhere to Islamic teachings and principles. Secondly, businesses should invest in targeted advertisement strategies that effectively communicate the halal nature of their products, such as social media marketing and influencer collaborations with individuals who have a strong presence in the Muslim community. Additionally, businesses should consider positioning halal products in separate areas within their stores, clearly labelled as halal, to enhance consumer trust and facilitate easier access. Furthermore,

businesses should be aware of the specific needs and preferences of Muslim consumers when designing their marketing strategies.

To understand the implications for business marketing strategies in the context of halal products, it is essential to consider the determinants of attitudes towards halal products among Islamic consumers (Muhamad et al., 2017). The increasing competition in the market makes it challenging for businesses to create a differential advantage to attract new customers (Hanafiah and Hamdan, 2020; Najmi et al., 2023). Additionally, it is well known that target and non-target consumers often react differently to specific marketing strategies (Tieman and Ghazali, 2013; Najmi et al., 2023). Brand loyalty has become a focal point in the marketing field, serving as the basis for longitudinal relationships and predicting business success (Ali et al., 2018; Zainudin et al., 2020).

Moreover, businesses have greatly benefited from adhering to Islamic principles to attract more Muslim consumers, extending from food to financial markets (Farhat et al., 2019). The acceptance of halal food in non-Muslim countries is a significant factor to consider in the formulation of marketing strategies (Butt et al., 2017; Wilkins et al., 2019). The influence of the halal logo on Muslim consumers' attitudes has been studied, indicating the importance of visual cues in marketing halal products (Al-Kwafi et al., 2020). The perceived values of halal products are governed by the trust directly sourced from religion, highlighting the significance of trust in marketing strategies for halal products (Hassan and Sengupta, 2019).

Furthermore, robustness is crucial for the competitiveness of halal supply chains and corporate reputation, emphasizing the need for robust marketing strategies in the halal industry (Tieman, 2020). The issue of halal images is important for innovative business thinking and relevant marketing approaches, suggesting the need for creative marketing strategies in the halal industry (Suki and Salleh, 2018). The practice of halal branding as a marketing strategy, both inside and outside the Islamic community, is gaining significant impetus, indicating the importance of branding in marketing halal products (Hosain, 2021). Additionally, the marketing of credence goods must provide a guarantee to deliver a firm message about the specific features of the product, emphasizing the need for clear and transparent marketing communication in the halal industry (Bhutto et al., 2023; Ishak et al., 2023).

The multifaceted nature of the halal products market necessitates a deeper understanding of the various factors that influence consumer attitudes and behaviour. Businesses venturing into this market need to delve into the intricacies of marketing strategies to effectively target both Muslim and non-Muslim consumers (Haque et al., 2015; Lim et al., 2022; Wilkins et al., 2019). One of the significant considerations for businesses is the growing impact of halal certification on consumer behaviour. The Islamic principles governing halal products create a foundation of trust and reliability that significantly influences purchase decisions (Bukhari et al., 2019; Islam, 2022). Understanding the deeply rooted significance of these principles in the eyes of consumers is key in shaping marketing strategies to resonate with their values.

Furthermore, the evolving landscape of the halal industry requires businesses to ascertain the link between consumer behaviour and innovative branding and marketing approaches (Battour et al., 2022). The adoption of creative strategies that align with the ethical and sustainable consumption trend, while remaining respectful of religious and cultural sensitivities, can reinforce the appeal of halal products across diverse consumer segments. Additionally, the competitive environment in the halal market underscores the importance of differential advantages and brand loyalty. Businesses must navigate through these challenges by creating distinct marketing approaches that cater to the specific needs and preferences of Muslim consumers while also addressing the acceptance of halal products in non-Muslim countries.

Moreover, the emphasis on robustness in supply chains and the association of halal branding with marketing strategies offer valuable insights for businesses. These aspects highlight the need for transparency and clear communication in marketing halal products, ensuring that the unique characteristics and values associated with halal products are effectively conveyed to consumers.

In conclusion, the implications for business marketing strategies in the context of halal products are vast and intricate. By understanding the multi-layered dynamics of consumer attitudes, competitive landscapes, and the fundamental significance of Islamic principles, businesses can tailor their marketing strategies to effectively navigate and succeed in the diverse and burgeoning halal products market.

The research findings suggest that businesses should consider adopting a targeted market segmentation strategy to effectively promote halal products. This would involve creating specific outlets or marketing channels that cater specifically to the needs of the religious target segment, while also maintaining outlets that cater to non-target consumers. By doing so, businesses can ensure that they are effectively reaching their desired audience and establishing a strong brand presence in the halal market.

That is supported by various studies in the field of Islamic marketing found that religiosity and attitude significantly influence consumers' intention to purchase halal cosmetic products (Rahman et al., 2015). Similarly, Elseidi (2018) discovered that consumers' attitude towards halal food products is the strongest predictor of confidence in the halalness of food products carrying the halal logo. Moreover, Nurhayati and Hendar (2020) highlighted the increasing market share of multinational companies from non-Muslim countries in the halal market, emphasizing the importance of understanding consumer segments for halal products.

Furthermore, Islam (2020) emphasized the crucial criterion of halal product segmentation, targeting both Muslim and conventional markets. This aligns with the study by Zainudin et al. (2020), which emphasized the importance of emphasizing religious values in marketing halal products to consumers. Additionally, Tieman (2020) highlighted the importance of robustness in halal supply chains, which is essential for effective market segmentation and targeting. The influence of the halal logo on Muslim consumers' attitudes was explored by Al-Kwif et al. (2020), indicating the significance of visual cues in marketing halal products. This supports the notion that targeted market segmentation strategies should consider visual elements that resonate with Muslim consumers. Moreover, the study by Shah et al. (2022) demonstrated that delivering halal value to Muslim consumers affects their purchase intention, emphasizing the need for targeted marketing strategies that communicate halal value effectively.

In conclusion, the research findings from various studies in Islamic marketing support the notion that businesses should adopt targeted market segmentation strategies to effectively promote halal products. Understanding the influence of religiosity, attitudes, and visual cues, as well as emphasizing religious values in marketing, are crucial for successful market segmentation and targeting in the halal industry.

The implication of robust marketing strategies in the context of halal products transcends mere advertising and promotion. It encompasses a deeper understanding of the diverse factors that influence consumer attitudes and behaviours within this niche market segment. Businesses venturing into the halal industry are tasked with delving into the intricacies of marketing strategies to effectively target both Muslim and non-Muslim consumers, recognizing the multifaceted nature of halal products.

One of the significant considerations for businesses is the growing impact of halal certification on consumer behaviour. The adherence to Islamic principles governing halal products creates a foundation of trust and reliability that significantly influences purchase decisions. Furthermore, understanding the deeply rooted significance of these principles in the eyes of consumers is key in shaping marketing strategies that resonate with their values. This goes beyond mere product promotion; it entails aligning the marketing message with the ethical and religious sensitivities of the target audience.

Moreover, the evolving landscape of the halal industry calls for businesses to ascertain the link between consumer behaviour and innovative branding and marketing approaches. The adoption of creative strategies must align with the ethical and sustainable consumption trend while remaining respectful of religious and cultural sensitivities. This involves reinforcing the appeal of halal products across diverse consumer segments by infusing the marketing strategy

with elements that resonate with the values and beliefs of the target audience. The competitive environment in the halal market underscores the importance of differential advantages and brand loyalty. Businesses must navigate these challenges by creating distinct marketing approaches that cater to the specific needs and preferences of Muslim consumers whilst also addressing the acceptance of halal products in non-Muslim countries. A nuanced marketing strategy that reflects an understanding of the cultural, religious, and lifestyle differences is essential in garnering consumer trust and loyalty.

Furthermore, the emphasis on robustness in supply chains and the association of halal branding with marketing strategies offers valuable insights for businesses. These aspects highlight the need for transparency and clear communication in marketing halal products, ensuring that the unique characteristics and values associated with halal products are effectively conveyed to consumers. In conclusion, the implications for business marketing strategies in the context of halal products are vast and intricate. By understanding the multi-layered dynamics of consumer attitudes, competitive landscapes, and the fundamental significance of Islamic principles, businesses can tailor their marketing strategies to effectively navigate and succeed in the diverse and burgeoning halal products market.

**The research findings suggest that businesses should consider adopting a targeted market segmentation strategy to effectively promote halal products**

This would involve creating specific outlets or marketing channels that cater specifically to the needs of the religious target segment, while also maintaining outlets that cater to non-target consumers. By doing so, businesses can ensure that they are effectively reaching their desired audience and establishing a strong brand presence in the halal market. The influence of the halal logo on Muslim consumers' attitudes was explored by Al-Kwafi et al. (2020) indicating the significance of visual cues in marketing halal products. This supports the notion that targeted market segmentation strategies should consider visual elements that resonate with Muslim consumers. Moreover, the study by Shah et al. (2022) demonstrated that delivering halal value to Muslim consumers affects their purchase intention, emphasizing the need for targeted marketing strategies that communicate halal value effectively.

In addition, understanding the influence of religiosity, attitudes, and visual cues and emphasizing religious values in marketing are crucial for successful market segmentation and targeting in the halal industry. Therefore, for businesses to succeed in marketing halal products, a more holistic and nuanced approach is crucial, bridging the gap between consumer needs, cultural sensitivities, and effective marketing strategies. To effectively cater to the diverse consumer base and uphold the ethical and religious sensitivities associated with halal products, businesses should consider adopting a more holistic approach to their marketing strategies. This would involve integrating elements of religiosity into their marketing activities in order to influence the conscious consumer, while also creating differentiation in their product offerings. Numerous studies have emphasized the importance of understanding the religious values and sensitivities of the target market segment, particularly in the context of halal products. The concept of holistic branding, as proposed by researchers, identifies attributes that reflect the brand's worldview and contribute to holistic branding, such as spiritual ethos and belief systems, sustainable and eco-ethical philosophy, and wholesomeness and inclusiveness. This highlights the need for businesses to engage in a comprehensive approach to branding of faith-based products, including halal products.

The growing significance of halal certification on consumer behaviour cannot be overlooked. Businesses must recognize that the adherence to Islamic principles governing halal products establishes a foundation of trust and reliability that significantly influences purchase decisions. Moreover, the adoption of creative and innovative strategies that align with ethical and sustainable consumption trends while respecting religious and cultural sensitivities can further enhance the appeal of halal products across diverse consumer segments. Given the competitive environment in the halal market, businesses must also focus on creating differential advantages and fostering brand loyalty. This involves understanding the specific needs and preferences of

Muslim consumers, as well as addressing the acceptance of halal products in non-Muslim countries. The ability to navigate these challenges and create distinct marketing approaches that cater to diverse consumer segments is essential in garnering consumer trust and loyalty.

In conclusion, the research findings and insights from various sources strongly advocate for a more nuanced and holistic approach to marketing halal products. Businesses should consider integrating religious values, adopting creative strategies that resonate with consumer sentiments, and creating differential advantages to effectively promote and differentiate their halal products in the market.

**These approaches include the use of the halal logo, targeted advertisement strategies, and positioning halal products in separate areas labelled as halal**

Additionally, businesses should ensure that halal certification is regulated by authorities well-versed in Islamic teachings and principles to prevent fraud and maintain consumer trust. Furthermore, businesses should be aware of the importance of accurate labelling and clear distinction between halal and non-halal products for Muslim consumers.

The research findings suggest that businesses should consider adopting a targeted market segmentation strategy to effectively promote halal products (Akroush, 2010; Kasdi et al., 2018; Wilkins et al., 2019). This is supported by various studies in the field of Islamic marketing found that religiosity and attitude significantly influence consumers' intention to purchase halal cosmetic products. Similarly, Elseidi (2018) discovered that consumers' attitude towards halal food products is the strongest predictor of high confidence in the halalness of food products carrying the halal logo. Moreover, Nurhayati and Hendar (2020) highlighted the increasing market share of multinational companies from non-Muslim countries in the halal, cosmetic, and medicinal foods market, emphasizing the need for targeted market segmentation strategies. Islam (2020) emphasized the importance of segmenting the halal product market into food lifestyle and service categories to effectively target both Muslim and conventional markets. Al-Kwafi et al. (2020) also stressed the significance of the halal logo in influencing Muslim consumers' attitudes, indicating the need for targeted marketing strategies based on visual cues. Additionally, focused on consumers' attitudes towards halal food, highlighting the importance of understanding consumer behaviour for effective market segmentation strategies (Suki and Salleh, 2018).

Furthermore, Shah et al. (2022) demonstrated the mediating role of halal perceived value and trust on purchase intention, indicating the need for targeted marketing strategies to enhance perceived value and trust among Muslim consumers. Khan et al. (2020) also identified enablers of halal food purchase among Muslim consumers, emphasizing the importance of understanding consumer behaviour for targeted marketing strategies. Additionally, Hassan et al. (2022) highlighted the exploitation of Muslim desires and expectations by businesses, indicating the need for a comprehensive understanding of the halal market segment for effective marketing strategies.

It is evident that a more comprehensive understanding of the intricate relationship between religiosity, consumer behaviour, and the halal market is essential for businesses to effectively target and cater to Muslim consumers. The nuances of halal consumption, including the influence of religious knowledge, commitment, and certification, play a pivotal role in shaping purchase behaviour and consumer trust. To delve deeper into the dynamics of consumer behaviour within the halal cosmetics market, we can explore the interplay of religious knowledge and commitment with the actual purchase behaviour and repurchase intentions of Muslim consumers. Understanding the specific religious orientations of individuals and their impact on purchase decisions is also an area that merits further investigation. Additionally, delving into the visual cues and advertising platforms that resonate with Muslim consumers can provide valuable insights for developing targeted marketing strategies.

Furthermore, the examination of religiosity, attitudes, and purchase intentions in different cultural contexts and regions is crucial for a comprehensive understanding of the halal market. This necessitates a cross-cultural analysis to discern the varying influences of religiosity on

consumer behaviour in diverse Muslim-majority countries, as well as in non-Muslim countries with significant Muslim consumer segments. In addition to the highlighted studies, exploring the mediating role of halal perceived value and trust, as well as the enablers of halal food purchase among Muslim consumers, will provide deeper insights into the mechanisms that drive consumer behaviour in the halal market. This will enable businesses to tailor their marketing strategies to effectively communicate halal value and foster trust among Muslim consumers, thereby facilitating greater market penetration and brand loyalty.

In conclusion, a more profound exploration of the complexities surrounding religiosity and consumer behaviour in the context of halal products is imperative for businesses aiming to establish a strong presence in the halal market. By leveraging a deep understanding of religious values and attitudes, businesses can devise targeted and culturally sensitive marketing strategies that resonate with diverse Muslim consumer segments.

This deep understanding and targeted approach will be key in enhancing the appeal of halal products across diverse consumer segments and fostering brand loyalty in the competitive halal market. Businesses must be mindful of the specific needs and preferences of Muslim consumers, as well as the acceptance of halal products in non-Muslim countries, in order to navigate these challenges and create distinct marketing approaches.

In line with the research findings and insights from various sources, the incorporation of religious values, creative strategies that resonate with consumer sentiments, and the creation of differential advantages are emphasized to promote and differentiate halal products in the market. It is essential for businesses to integrate the halal logo, implement targeted advertisement strategies, and position halal products in separate areas labelled as halal. Additionally, halal certification regulation by authorities well-versed in Islamic teachings and principles, as well as accurate labelling and clear distinction between halal and non-halal products, are crucial for maintaining consumer trust and loyalty.

The research findings also emphasize the adoption of a targeted market segmentation strategy to effectively promote halal products. This entails the segmentation of the halal product market into food lifestyle and service categories to effectively target both Muslim and conventional markets, as highlighted by Islam (2020). Additionally, visual cues and advertising platforms that resonate with Muslim consumers can provide valuable insights for developing targeted marketing strategies, as stressed by Al-Kwif et al., (2020). Moreover, a comprehensive understanding of the intricate relationship between religiosity, consumer behaviour, and the halal market is crucial for businesses to effectively target and cater to Muslim consumers.

To delve deeper into the dynamics of consumer behaviour within the halal cosmetics market, further exploration of the interplay of religious knowledge and commitment with actual purchase behaviour and repurchase intentions of Muslim consumers is necessary. Understanding the specific religious orientations of individuals and their impact on purchase decisions is an area that merits further investigation. Additionally, cross-cultural analysis is essential to discern the varying influences of religiosity on consumer behaviour in diverse Muslim-majority countries and non-Muslim countries with significant Muslim consumer segments.

Expanding the research to explore the mediating role of halal perceived value and trust, as well as the enablers of halal food purchase among Muslim consumers, will provide deeper insights into the mechanisms that drive consumer behaviour in the halal market. This deeper understanding will enable businesses to tailor their marketing strategies effectively to communicate halal value and foster trust among Muslim consumers, thereby facilitating greater market penetration and brand loyalty.

In conclusion, a more profound exploration of the complexities surrounding religiosity and consumer behaviour in the context of halal products is imperative for businesses aiming to establish a strong presence in the halal market. By leveraging a deep understanding of religious values and attitudes, businesses can devise targeted and culturally sensitive marketing strategies that resonate with diverse Muslim consumer segments. This nuanced and holistic

approach will be fundamental in enhancing the appeal of halal products and fostering brand loyalty across diverse consumer segments. In today's rapidly changing world, the significance of accurate weather forecasts cannot be overstated.

## CONCLUSION

The global halal product market presents a dynamic and intricate landscape that necessitates a sophisticated marketing approach beyond conventional strategies. Successful engagement requires a delicate integration of religious principles, consumer insights, and sustainable consumption frameworks. Modern businesses must craft marketing strategies that demonstrate cultural sensitivity, authentically communicate product values, and establish meaningful connections across diverse societal contexts.

Contemporary research highlights a substantive knowledge gap in comprehending marketing methodologies across varied cultural domains. This limitation underscores the imperative for a more holistic framework that harmonizes religious compliance with expansive consumer value propositions. The continually evolving halal marketplace challenges organizations to develop flexible marketing approaches capable of navigating the complex intersections between religious identity, ethical consumption patterns, and nuanced consumer expectations.

Based on the extensive research and insights gleaned from various sources, it is evident that the integration of religious values, creative strategies that resonate with consumer sentiments, and the creation of differential advantages are crucial for promoting and differentiating halal products in the market. Additionally, a robust and effective marketing strategy for halal products should include the integration of the halal logo, targeted advertising strategies, and the clear labelling and positioning of halal products in dedicated areas.

Moreover, the adoption of a targeted market segmentation strategy is essential to effectively promote halal products across diverse consumer segments. This involves segmenting the halal product market into food lifestyle and service categories to target both Muslim and conventional markets, as highlighted by previous research. Furthermore, visual cues and advertising platforms that tap into the sentiments of Muslim consumers can provide critical insights for developing targeted marketing strategies that resonate with the target audience.

Expanding the scope of research to further explore the interplay of religious knowledge and commitment with actual purchase behaviour and repurchase intentions of Muslim consumers is imperative. Understanding individual religious orientations and their impact on purchase decisions is a critical area that warrants additional investigation. Additionally, undertaking cross-cultural analyses will provide valuable insights into the varying influences of religiosity on consumer behaviour in different cultural contexts.

Furthermore, delving into the mediating role of halal perceived value and trust, as well as the enablers of halal food purchase among Muslim consumers, will provide deeper insights into the mechanisms that drive consumer behaviour in the halal market. This deeper understanding will enable businesses to tailor their marketing strategies effectively to communicate halal value and foster trust among Muslim consumers, ultimately leading to greater market penetration and brand loyalty.

In conclusion, a comprehensive and nuanced understanding of the intricate relationship between religiosity, consumer behaviour, and the halal market is indispensable for businesses seeking to establish a strong presence in this market. By leveraging a deep understanding of religious values and attitudes, businesses can devise targeted and culturally sensitive marketing strategies that resonate with diverse Muslim consumer segments. This holistic approach will be instrumental in enhancing the appeal of halal products and fostering brand loyalty across diverse consumer segments.

**The limitation of this research are one limitation of this research is** the reliance on literature survey and conceptual analysis, which may lack empirical evidence (Hosain, 2021). To address this limitation, future research could incorporate empirical studies, such as surveys or experiments, to gather quantitative data and test the proposed relationships between religiosity and consumer behaviour in the halal market. Another limitation is the focus on Muslim

consumers and the halal market, which may limit the generalizability of the findings to other religious or cultural contexts.

## REFERENCES

- Ahmadova, E. & Aliyev, K. (2021). Determinants of attitudes towards halal products: Empirical evidence from Azerbaijan. *Journal of Islamic Marketing*, 12(1), 55–69. <https://doi.org/10.1108/JIMA-04-2019-0068>.
- Akroush, M. N. (2010). Transactional marketing and relationship marketing paradigms: A structural equation modelling approach. *International Journal of Electronic Customer Relationship Management*, 4(2), 125–160. <https://doi.org/10.1504/IJECRM.2010.031862>.
- Al-Banna, H. & Jannah, S. M. (2023). The push, pull, and mooring effects toward switching intention to halal cosmetic products. *Journal of Islamic Marketing*, 14(9), 2149–2166. <https://doi.org/10.1108/JIMA-12-2021-0392>.
- Al-Kwafi, O. S., Gelaidan, H. M. H. & Fetais, A. H. M. A. (2020). Identifying the influence of the halal logo on Muslim consumers' attitudes using fMRI technology. *Journal of Islamic Marketing*, 12(6), 1159–1179. <https://doi.org/10.1108/JIMA-01-2020-0026>.
- Ali, A., Xiaoling, G., Sherwani, M., & Ali, A. (2018). Antecedents of consumers' halal brand purchase intention: an integrated approach. *Management Decision*, 56(4), 715–735. <https://doi.org/10.1108/MD-11-2016-0785>.
- Almossawi, M. M. (2014). Impact of religion on the effectiveness of the promotional aspect of product packages in Muslim countries. *Asia Pacific Journal of Marketing and Logistics*, 26(5), 687–706. <https://doi.org/10.1108/APJML-11-2013-0137>.
- Anwer, Z. (2019). Islamic venture capital investment style – Opportunities and challenges. *Journal of Islamic Marketing*, 10(3), 848–859. <https://doi.org/10.1108/JIMA-02-2018-0046>.
- Awan, H. M., Siddiquei, A. N. & Haider, Z. (2015). Factors affecting Halal purchase intention – Evidence from Pakistan's halal food sector. *Management Research Review*, 38(6), 640–660. <https://doi.org/10.1108/MRR-01-2014-0022>.
- Babaii, E. & Taase, Y. (2013). Author-assigned keywords in research articles: Where do they come from?. *Iranian Journal of Applied Linguistics (IJAL)*, 16(2), 1–19.
- Battour, M., Hakimian, F., Ismail, M., & Boğan, E. (2018). The perception of non-Muslim tourists towards halal tourism: Evidence from Turkey and Malaysia. *Journal of Islamic Marketing*, 9(4), 823–840. <https://doi.org/10.1108/JIMA-07-2017-0072>.
- Battour, M., Salaheldeen, M. & Mady, K. (2022). Halal tourism: Exploring innovative marketing opportunities for entrepreneurs. *Journal of Islamic Marketing*, 13(4), 887–897. <https://doi.org/10.1108/JIMA-06-2020-0191>.
- Bhutto, M. Y., Ertz, M., Soomro, Y. A., Khan, M. A. A., & Ali, W. (2023). Adoption of halal cosmetics: Extending the theory of planned behavior with moderating role of halal literacy (evidence from Pakistan). *Journal of Islamic Marketing*, 14(6), 1488–1505. <https://doi.org/10.1108/JIMA-09-2021-0295>.
- Bukhari, S. F. H., Woodside, F. M., Hassan, R., Shaikh, A. L., Hussain, S., & Mazhar, W. (2019). Is religiosity an important consideration in Muslim consumer behavior: Exploratory study in the context of western imported food in Pakistan. *Journal of Islamic Marketing*, 10(4), 1288–1307. <https://doi.org/10.1108/JIMA-01-2018-0006>.
- Butt, M. M., Rose, S., Wilkins, S., & Ul Haq, J. (2017). MNCs and religious influences in global markets: Drivers of consumer-based halal brand equity. *International Marketing Review*, 34(6), 885–908. <https://doi.org/10.1108/IMR-12-2015-0277>.
- Elseidi, R. I. (2018). Determinants of halal purchasing intentions: Evidences from UK. *Journal of Islamic Marketing*, 9(1), 167–190. <https://doi.org/10.1108/JIMA-02-2016-0013>.
- Farhat, K., Aslam, W., & Sany Sanuri, B. M. M. (2019). Predicting the intention of generation M to choose family takaful and the role of halal certification. *Journal of Islamic Marketing*, 10(3), 724–742. <https://doi.org/10.1108/JIMA-12-2017-0143>.
- Firdaus, M. K. Z. H., Komariah, M., & Che Hasan, M. K. (2022). The use of advanced technology in providing chronic care. *International Journal of Care Scholars*, 5(1), 1–2.

<https://doi.org/10.31436/ijcs.v5i1.239>.

Floren, J., Rasul, T. & Gani, A. (2020). Islamic marketing and consumer behaviour: A systematic literature review. *Journal of Islamic Marketing*, 11(6), 1557-1578.

Fuseini, A., Hadley, P. & Knowles, T. (2020). Halal food marketing: An evaluation of UK halal standards. *Journal of Islamic Marketing*, 12(5), 977-991. <https://doi.org/10.1108/JIMA-02-2020-0037>.

Haleem, A., Khan, M. I. & Khan, S. (2020). Halal certification, the inadequacy of its adoption, modelling and strategising the efforts. *Journal of Islamic Marketing*, 11(2), 393-413. <https://doi.org/10.1108/JIMA-05-2017-0062>.

Hamizar, A., Holle, M. H., Mohamad, S. I. S., (2023). Challenges and opportunities of Islamic branding on global marketing: A conceptual study. *Al-Iqtishadiyah: Ekonomi Syariah dan Hukum Ekonomi Syariah*, 9(1), 19-31. <http://dx.doi.org/10.31602/iqt.v9i1.10324>.

Hanafiah, M. H. & Hamdan, N. A. A. (2020). Determinants of Muslim travellers halal food consumption attitude and behavioural intentions. *Journal of Islamic Marketing*, 12(6), 1197-1218. <https://doi.org/10.1108/JIMA-09-2019-0195>.

Haque, A., Sarwar, A., Yasmin, F., Tarofder, A. K., & Hossain, M. A. (2015). Non-Muslim consumers' perception toward purchasing halal food products in Malaysia. *Journal of Islamic Marketing*, 6(1), 133-147. <https://doi.org/10.1108/JIMA-04-2014-0033>.

Hassan, S. H., Mat Saad, N., Masron, T. A., & Ali, S. I. (2022). Buy Muslim-made first – Does halal consciousness affect Muslims' intention to purchase?. *Journal of Islamic Marketing*, 13(2), 466-480. <https://doi.org/10.1108/JIMA-05-2019-0102>.

Hassan, Y. & Sengupta, A. (2019). India—An untapped market for halal products. *Journal of Islamic Marketing*, 10(3), 981-1002. <https://doi.org/10.1108/JIMA-09-2018-0179>.

Hosain, M. S. (2021). Branding “halal”: Application of a certain religious emotion to attract a specific customer segment. *PSU Research Review*, 5(3), 195-200. <https://doi.org/10.1108/PRR-12-2020-0043>.

Ishak, A. H., Azman, N. A. M., & Ab Manan, S. K. (2023). Factors that drive consumers to purchase halal goods online. *Global Journal Al-Thaqafah, Special Issue*, 65-70.

Islam, M. M. (2020). Segmenting, targeting and positioning in Islamic marketing. *Journal of Islamic Marketing*, 12(7), 1385-1404. <https://doi.org/10.1108/JIMA-10-2018-0181>.

Islam, M. M. (2022). Evaluating negative attitudes of the students and shoppers towards halal cosmetics products. *Journal of Islamic Marketing*, 13(3), 565-585. <https://doi.org/10.1108/JIMA-03-2020-0067>.

Ismail, M., Mohamad, N., & Ahamat, A. (2020). Top management capabilities and performance of halal product. *Innovation and Management Review*, 17(4), 431-446.

Kasdi, A., Farida, U., & Cahyadi, I. F. (2018). Wali city branding: Marketing strategy in promoting halal tourism destinations Demak Indonesia. *Geojournal of Tourism and Geosites*, 25(2), 463-473. <https://doi.org/10.30892/gtg.25215-373>.

Khan, W., Akhtar, A., Ansari, S. A., & Dhamija, A. (2020). Enablers of halal food purchase among Muslim consumers in an emerging economy: An interpretive structural modeling approach. *British Food Journal*, 122(7), 2273-2287. <https://doi.org/10.1108/BFJ-08-2018-0528>.

Koc, F., Ozkan, B., Komodromos, M., Efendioglu, I. H. and Baran, T. (2025). 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>.

Krisjanous, J., Allayarova, N. & Kadirov, D. (2022). Clothing of righteousness: Exploring tensions of halal maternity wear on online apparel websites. *Journal of Islamic Marketing*, 13(5), 1125-1142. <https://doi.org/10.1108/JIMA-03-2020-0080>.

Lim, Y. H., Lada, S., Ullah, R., & Abdul Adis, A. A. (2022). Non-Muslim consumers' intention to purchase halal food products in Malaysia. *Journal of Islamic Marketing*, 13(3), 586-607. <https://doi.org/10.1108/JIMA-06-2020-0172>.

Mabkhot, H. (2023). Factors affecting the sustainability of halal product performance:

Malaysian evidence. *Sustainability (Switzerland)*, 15(3). <https://doi.org/10.3390/su15031850>.

Masudin, I., Fernanda, F. W. & Widayat. (2018). Halal logistics performance and customer loyalty: From the literature review to a conceptual framework. *International Journal of Technology*, 9(5), 1072–1084. <https://doi.org/10.14716/ijtech.v9i5.1919>.

Miftahuddin, M. A., Adawiyah, W. R., Pradipta, R., & Wihuda, F. (2022). Examining the effect of halal perceived value and perceived risk on purchase intention: A mediating role of halal trust. *Innovative Marketing*, 18(4), 62–73. [https://doi.org/10.21511/im.18\(4\).2022.06](https://doi.org/10.21511/im.18(4).2022.06).

Muhamad, N., Leong, V. S. & Md Isa, N. (2017). Does the country of origin of a halal logo matter? The case of packaged food purchases. *Review of International Business and Strategy*, 27(4), 484–500. <https://doi.org/10.1108/RIBS-06-2017-0049>.

Najmi, A., Ahmed, W. & Jahangir, S. (2023). Firm's readiness for halal food standard adoption: Assessing the importance of traceability system. *Journal of Islamic Accounting and Business Research*, 14(8), 1451–1473. <https://doi.org/10.1108/JIABR-09-2020-0293>.

Nugraha, Y. D., Permana, R. M. T., Harahap, D. A., Shaikh, M., & Fauziah, H. I. (2023). The interaction effect of consumer affinity and patriotism among millennial muslim women consumers. *Journal of Islamic Marketing*, 14(10), 2502–2530. <https://doi.org/10.1108/JIMA-06-2021-0211>.

Nurhayati, T. & Hendar, H. (2020). Personal intrinsic religiosity and product knowledge on halal product purchase intention: Role of halal product awareness. *Journal of Islamic Marketing*, 11(3), 603–620. <https://doi.org/10.1108/JIMA-11-2018-0220>.

Nurudin, Hendar & Ratnawati, A. (2023). The impacts of maslahah product uniqueness, Islamic customer orientation, and Islamic innovativeness dimensions in improving marketing performance. *Uncertain Supply Chain Management*, 11(3), 1099–1110. <https://doi.org/10.5267/j.uscm.2023.4.012>.

Prince, S. A., & Wahid, I. S. (2023). Halal-organic meat: A successful business and humanitarian model. *Humanities and Social Sciences Communications*, 10(1), 1–16. <https://doi.org/10.1057/s41599-023-02097-9>.

Rahman, A., Asrarhaghighi, E. & Ab Rahman, S. (2015). Consumers and halal cosmetic products: Knowledge, religiosity, attitude and intention. *Journal of Islamic Marketing*, 6(1), 148–163. <https://doi.org/10.1108/JIMA-09-2013-0068>.

Rahman, M., Aziz, S. & Hughes, M. (2020). The product-market performance benefits of environmental policy: Why customer awareness and firm innovativeness matter. *Business Strategy and the Environment*, 29(5), 2001–2018. <https://doi.org/10.1002/bse.2484>.

Sani, A.A., Rahmayanti, D., Kamal, A., Ilmiah, D., Abdullah, N.B., (2023). Understanding consumer behavior: Halal labeling and purchase intentions. *Journal of Digital Marketing and Halal Industry*, 5(1), 117–142. <https://doi.org/10.21580/jdmhi.2023.5.1.16543>.

Shah, S. A., Bhutto, M. H. and Azhar, S. M. (2022). Integrative review of Islamic marketing. *Journal of Islamic Marketing*, 13(6), 1264–1287. <https://doi.org/10.1108/JIMA-07-2020-0216>.

Shahid, S., Parray, M. A., Thomas, G., Farooqi, R., & Islam, J. U. (2023). Determinants of Muslim consumers' halal cosmetics repurchase intention: An emerging market's perspective. *Journal of Islamic Marketing*, 14(3), 826–850. <https://doi.org/10.1108/JIMA-08-2021-0265>.

Sobari, N., Kurniati, A. & Usman, H. (2022). The influence of Islamic attributes and religious commitments toward halal wellness services customer satisfaction and loyalty. *Journal of Islamic Marketing*, 13(1), 177–197. <https://doi.org/10.1108/JIMA-11-2018-0221>.

Suki, N. M. & Salleh, A. S. (2016). Does halal image strengthen consumer intention to patronize halal stores?: Some insights from Malaysia. *Journal of Islamic Marketing*, 7(1), 120–132. <https://doi.org/10.1108/JIMA-12-2014-0079>.

Suki, N. M. & Salleh, A. S. (2018). Mediating effect of halal image on Muslim consumers' intention to patronize retail stores: Some Insights from Malaysia. *Journal of Islamic Marketing*, 9(2), 338–355. <https://doi.org/10.1108/JIMA-02-2017-0014>.

Tieman, M. & Ghazali, M. C. (2013). Principles in halal purchasing. *Journal of Islamic Marketing*, 4(3), 281–293. <https://doi.org/10.1108/JIMA-01-2012-0004>.

Tieman, M. (2017). Halal risk management: Combining robustness and resilience. *Journal of Islamic Marketing*, 8(3), 461–475. <https://doi.org/10.1108/JIMA-06-2015-0041>.

Tieman, M. (2020). Measuring corporate halal reputation: A corporate halal reputation index and research propositions. *Journal of Islamic Marketing*, 11(3), 591–601. <https://doi.org/10.1108/JIMA-05-2018-0095>.

Waqas, M., Mian, S. J., & Nazir, N. (2023). The role of religious advertising and personal selling in enhancing mutual fund purchase intention and sales in Pakistan: A managerial perspective. *Journal of Islamic Marketing*, 14(1), 43–60. <https://doi.org/10.1108/JIMA-05-2020-0162>.

Wilkins, S., Butt, M. M., Shams, F., & Pérez, A. (2019). The acceptance of halal food in non-Muslim countries: Effects of religious identity, national identification, consumer ethnocentrism and consumer cosmopolitanism. *Journal of Islamic Marketing*, 10(4), 1308–1331. <https://doi.org/10.1108/JIMA-11-2017-0132>.

Zailani, S., Iranmanesh, M., Aziz, A. A., & Kanapathy, K. (2017). Halal logistics opportunities and challenges. *Journal of Islamic Marketing*, 8(1), 127–139. <https://doi.org/10.1108/JIMA-04-2015-0028>.

Zainudin, M. I., Haji Hasan, F., & Othman, A. K. (2020). Halal brand personality and brand loyalty among millennial modest fashion consumers in Malaysia. *Journal of Islamic Marketing*, 11(6), 1277–1293. <https://doi.org/10.1108/JIMA-10-2018-0187>.

Catatan Editor 59497:

1. Harap konfirmasi terkait alamat afiliasi dari penulis ke-3, apakah seharusnya **Sarawak Mukah Campus, Bandar Baru, 96400 Mukah, Sarawak, Malaysia?**
2. Penulisan kata kunci sudah disesuaikan oleh editor sesuai abjad.
3. Harap konfirmasi, apakah berikut ini merupakan judul dari sub-sub bab?
  - a. **The research findings suggest that businesses should consider adopting a targeted market segmentation strategy to effectively promote halal products**
  - b. **These approaches include the use of the halal logo, targeted advertisement strategies, and positioning halal products in separate areas labelled as halal**
4. Pada bagian kesimpulan seharusnya tidak ada sitasi yang digunakan (hal. 12). Harap perbaiki kalimat berikut karena menimbulkan kebingungan bagi pembaca:  
**The limitation of this research are one limitation of this research is** the reliance on literature survey and conceptual analysis, which may lack empirical evidence
5. Harap lengkapi Daftar Pustaka atas sitasi berikut (ditandai warna kuning):
  - a. Ahmad et al. (2022)
6. Harap cek kembali sitasi dan Daftar Pustaka berikut (ditandai warna biru), karena ada ketidaksamaan dalam penulisan tahun yang tercantum dalam sitasi dan Daftar Pustaka. Harap sesuaikan dengan tahun yang benar dan sesuai.
  - a. **(Zainudin et al., 2019)**. --- di daftar pustaka tercantum tahun 2020
  - b. **Nurhayati and Hendar, 2019**. --- di daftar pustaka tercantum tahun 2020
  - c. **Waqas et al., 2021**. --- di daftar pustaka tercantum tahun 2023
7. Harap lengkapi sitasi untuk Daftar Pustaka berikut (berwarna merah). Bila memang tidak ada sitasinya, harap hapus dari Daftar Pustaka
  - a. **Anwer, Z. (2019)**
  - b. **Mabkhot, H. (2023)**
  - c. **Miftahuddin, M. A., Adawiyah, W. R., Pradipta, R., & Wihuda, F. (2022)**.

**9. Pengiriman Revisi Final via OJS  
Tanggal 15 April 2025**

----- Forwarded message -----

From: **Husna Leila** <[husna.leila@trisakti.ac.id](mailto:husna.leila@trisakti.ac.id)>

Date: Tue, Apr 15, 2025, 09:22

Subject: Re: JAM - [D-3 Revision Reminder]

To: Jurnal Al-Muzara'ah Ilmu Ekonomi Syariah IPB <[jurnal-almuzaraah@apps.ipb.ac.id](mailto:jurnal-almuzaraah@apps.ipb.ac.id)>

Assalamu'alaikum wr wb

Yth. Bapak/Ibu Sekretariat jurnal Al-Muzara'ah,

Selamat pagi, saya menginfokan bahwa revisi final sudah submit di OJS sesuai dengan arahan Bapak/Ibu.

terima kasih

Husna Leila Yusran

...

## 10. Revisi Kedua dari Editor Tanggal 24 April 2025

----- Forwarded message -----

From: **Jurnal Al-Muzara'ah Ilmu Ekonomi Syariah IPB** <[jurnal-almuzaraah@apps.ipb.ac.id](mailto:jurnal-almuzaraah@apps.ipb.ac.id)>

Date: Thu, Apr 24, 2025, 14:03

Subject: Re: JAM - [D-3 Revision Reminder]

To: Husna Leila <[husna.leila@trisakti.ac.id](mailto:husna.leila@trisakti.ac.id)>

Assalamu'alaikum wr. wb.

Setelah kami cek kembali hasil revisi final, masih terdapat 1 Daftar Pustaka yang belum tercantum. Harap cantumkan Daftar Pustaka untuk sitasi Abbas et al. (2022) pada halaman 2 (sudah ditandai warna kuning). LoA akan kami kirim setelah menerima hasil final revision dengan daftar pustaka yang telah dilengkapi. Terima kasih.

...

One attachment • Scanned by Gmail



## Halal Marketing Approaches: A Systematic Review of Strategies, Challenges, and Social Implication

**Husna Leila Yusran<sup>1\*</sup>, Yolanda Masnita<sup>2</sup>, Jati Kusuma Ali<sup>3</sup>, Yuana Jatunilawati<sup>4</sup>**

<sup>1</sup>Faculty of Economics and Business, Universitas Trisakti, Jl. Kyai Tapa No.1 Grogol, Jakarta Barat, Indonesia, [husna.leila@trisakti.ac.id](mailto:husna.leila@trisakti.ac.id)\*

<sup>2</sup>Faculty of Economics and Business, Universitas Trisakti, Jl. Kyai Tapa No.1 Grogol, Jakarta Barat, Indonesia, [yolandamasnita@trisakti.ac.id](mailto:yolandamasnita@trisakti.ac.id)

<sup>3</sup>Faculty of Business and Management, Universiti Teknologi MARA, Samarahan Campus, 94300 Samarahan, Sarawak, Malaysia, [jati@uitm.edu](mailto:jati@uitm.edu)

<sup>4</sup>Faculty of Business and Economics, Universitas Trisakti, Jl. Kyai Tapa No.1 Grogol, Jakarta Barat, Indonesia, [yuanajatu@trisakti.ac.id](mailto:yuanajatu@trisakti.ac.id)

\*) Corresponding author

**Abstract.** Halal, meaning "lawful and permitted," is deeply rooted in Islamic philosophy and teachings. Halal marketing refers to the strategies and approaches used to promote and sell products that comply with halal standards. This systematic review aims to examine the various marketing approaches utilized in promoting halal products. Some critics argue that the emphasis on halal products can lead to exclusion and division within societies, as it may prioritize catering to a specific religious group over others. They contend that promoting halal products exclusively may create a sense of segregation and hinder social integration. Utilizing the PRISMA method and analyzing publication from Scopus database. The study investigates diverse marketing technique used in promoting halal products. Several countries were included in this review, including Indonesia, Malaysia, Turkey, Arab Saudi, and the United Arab Emirates. The result of this review will provide insights into the marketing approaches that have been successful in promoting halal products and highlight any potential implications of these strategies on social integration. The finding suggest that halal marketing approaches vary across different countries, with a focus on building trust, emphasizing authenticity, and utilizing digital platforms. Based on the findings of this systematic review, it can be concluded that there are diverse marketing approaches used in promoting halal products. The study recommends future research explore of the impact of halal marketing on social integration and the potential for inclusive marketing strategies that can cater to a diverse consumer.

**Key words:** Halal marketing, halal products, inclusivity, social integration, systematic literature review.

**Abstrak.** Halal berarti "sah menurut hukum dan diperbolehkan," berakar kuat dalam filsafat dan ajaran Islam. Pemasaran halal mengacu pada strategi dan pendekatan yang digunakan untuk mempromosikan dan menjual produk yang memenuhi standar halal. Tinjauan sistematis ini bertujuan untuk mengkaji berbagai pendekatan pemasaran yang digunakan dalam mempromosikan produk halal. Beberapa kritikus berpendapat bahwa penekanan pada produk halal dapat menyebabkan pengucilan dan perpecahan dalam masyarakat, karena masyarakat mungkin memprioritaskan pelayanan pada kelompok agama tertentu dibandingkan kelompok agama lain. Mereka berpendapat bahwa mempromosikan produk halal secara eksklusif dapat menimbulkan rasa segregasi dan menghambat integrasi sosial. Penelitian ini menggunakan metode PRISMA dan menganalisis publikasi dari database Scopus. Penelitian ini menyelidiki beragam teknik pemasaran yang digunakan dalam mempromosikan produk halal. Beberapa negara yang masuk dalam tinjauan ini antara lain Indonesia, Malaysia, Turki, Arab Saudi, dan Uni Emirat Arab. Hasil dari tinjauan ini akan memberikan wawasan mengenai pendekatan pemasaran yang telah berhasil mempromosikan produk halal dan menyoroti potensi implikasi strategi ini terhadap integrasi sosial. Temuan ini menunjukkan bahwa pendekatan pemasaran halal berbeda-beda di berbagai negara, dengan fokus pada membangun kepercayaan, menekankan keaslian, dan memanfaatkan platform digital. Berdasarkan temuan tinjauan sistematis ini, dapat disimpulkan bahwa terdapat beragam pendekatan pemasaran yang digunakan dalam mempromosikan produk halal. Rekomendasi untuk penelitian di masa mendatang mencakup eksplorasi lebih lanjut mengenai dampak pemasaran halal terhadap integrasi sosial dan potensi strategi pemasaran inklusif yang dapat melayani konsumen yang beragam.

**Kata Kunci:** Inklusivitas, integritas, pemasaran halal, pendekatan pemasaran, tinjauan literatur sistematis.

## INTRODUCTION

The contemporary halal product marketplace represents a multifaceted ecosystem of marketing methodologies that intertwine religious doctrine, sustainable consumption and consumer psychology paradigms. Notwithstanding the expanding global prominence of halal products, a significant knowledge deficit persists regarding the nuanced marketing strategies deployed across diverse cultural. Halal marketing is a strategic approach utilized by businesses to cater to the growing demand for halal products among Muslim consumers (Koc et al., 2025; Shah et

al., 2022; Rahman et al., 2020; Hamizar et al., 2023). This approach involves understanding and adhering to the principles of Islamic law in product development, production, labelling, and marketing (Abbas et al., 2022; Al-Kwafi et al., 2020; Sani et al., 2023). By doing so, businesses aim to attract and retain Muslim consumers who prioritize consuming products that are permissible and in accordance with their religious beliefs (Ali et al., 2018; Butt et al., 2017; Shah et al., 2022).

Halal marketing is a strategic approach used by businesses to meet the increasing demand for halal products among Muslim consumers (Ismail et al., 2020). This approach involves adhering to Islamic law in product development, production, labelling, and marketing to attract and retain Muslim consumers. The growing demand for halal items is evident globally (Awan et al., 2015). With the increasing Muslim population, global halal brands are emerging in unique markets, presenting significant growth potential (Nurhayati and Hendar, 2020). The halal industry's rapid growth in Muslim and non-Muslim countries has opened new markets for various products, including cosmetics (Al-Banna and Jannah, 2023).

The demand for halal products is increasing not only in predominantly Muslim countries but also in non-Muslim nations such as France (Firdaus et al., 2022). Understanding the importance of emphasizing religious values in marketing halal products is crucial for marketers and researchers (Zainudin et al., 2020). Additionally, the exploding demand for halal certifications globally underscores the significance of halal products in the market (Farhat et al., 2019). This demonstrates the critical need for a deeper understanding of the consumption behaviour of Muslim consumers in the rapidly growing halal markets (Al-Kwafi et al., 2020).

Understanding the concept of halal products and the concept of "halal" is crucial in implementing effective marketing approaches for halal products (Battour et al., 2018; Elseidi, 2018; Haleem et al., 2020; Masudin et al., 2018). Halal refers to anything that is permissible or lawful according to Islamic teachings (Krisjanous et al., 2022; Masudin et al., 2018).

There is the potential concern of cost associated with halal certification and production, which may lead to higher prices for halal products (Fuseini et al., 2020; Khan et al., 2020; Suki and Salleh, 2016). Non-Muslim consumers who are not specifically seeking halal products may be deterred by the higher price point, especially if the perceived quality or benefit of the halal certification is not significant to them (Haque et al., 2015; Wilkins et al., 2019). This could result in a limited market for halal products and pose a challenge for businesses in terms of expanding their consumer base.

Furthermore, the emphasis on religious and cultural sensitivities in marketing halal products may inadvertently reinforce stereotypes and assumptions about Muslim consumers, potentially contributing to further division instead of inclusivity (Hassan et al., 2022; Waqas et al., 2023). Non-Muslim consumers may perceive the marketing of halal products as exclusive to a particular religious group, potentially leading to misconceptions and misunderstandings.

In conclusion, while it is essential to recognize and respect the religious and cultural values of Muslim consumers, businesses should also consider the potential impact of their marketing strategies on non-Muslim consumers to ensure inclusivity and broader market appeal. Balancing the needs of both Muslim and non-Muslim consumers in marketing strategies for halal products is crucial for long-term success and market growth.

This research is important in understanding the various challenges and considerations involved in marketing halal products (Hosain, 2021). It highlights the need for businesses to carefully strategize their approach to appeal to both Muslim and non-Muslim consumers (Al-Kwafi et al., 2020). By understanding the potential consequences and implications of marketing halal products, businesses can develop effective strategies that promote inclusivity, diversity, and market growth.

This research question is important as it addresses the complex nature of marketing halal products in diverse market environments (Babaii and Taase, 2013). The research question seeks to understand the various challenges and considerations businesses face when marketing

halal products, especially in appealing to both Muslim and non-Muslim consumers. By examining the attitudes and perceptions of non-Muslim consumers towards halal products, the study provides insights on how to effectively market halal products in non-Muslim.

The aim of this research is to analyze the research findings indicate that there are several marketing approaches used in promoting halal products and analyze implications for business marketing strategies. The findings suggest that business should consider adopting a targeted market segmentation strategy to effectively promote halal products and also provide approaches include the use of the halal logo, targeted advertisement strategies, and positioning halal products in separate areas labelled as halal.

## **LITERATURE REVIEW**

Understanding the concept of "halal" is essential for effective marketing of halal products. Halal refers to anything permissible or lawful according to Islamic teachings (Al-Kwafi et al., 2020; Battour et al., 2018; Haleem et al., 2020; Koc et al., 2025). Research has increasingly focused on halal product perception and approval globally. The manifestations of halal products significantly affect consumer knowledge about halal principles (Almossawi, 2014; Hosain, 2021; Nurhayati and Hendar, 2020; Floren et al., 2020; Shahid et al., 2023). Factors such as brand image, satisfaction, trust, and loyalty influence consumer purchase intention of halal products. Trust, attitude toward the product, and halal awareness affect the intention to purchase halal cosmetics (Al-Kwafi et al., 2020; Masudin et al., 2018; Shah et al., 2022; Tieman, 2017).

The challenges and opportunities of adopting halal logistics contribute to the advancement of knowledge in this area (Al-Kwafi et al., 2020; Hamizar et al., 2023; Zainudin et al., 2020). Religiosity moderates the theory of planned behaviour and halal purchase intention. Educated millennial Muslim females demonstrate a high concern for the halalness of cosmetics. Embedding Islamic attributes in halal services correlates positively with customer satisfaction (Awan et al., 2015). Various studies have delved into consumer behaviour on halal products (Sani et al., 2023; Nurhayati and Hendar, 2019). The integrity of halal products is becoming an increasing concern for governments and industries (Ali et al., 2018; Prince and Wahid, 2023).

In reviewing marketing approaches for halal products, it is important to consider the specific needs and preferences of Muslim consumers (Al-Kwafi et al., 2020; Suki and Salleh, 2018). This can be done through segmentation, targeting, and positioning strategies that recognize the diversity within the Muslim consumer market (Elseidi, 2018; Koc et al., 2025; Tieman, 2017). The marketing approaches for halal products should also consider the religious and cultural sensitivities surrounding these products.

In examining marketing strategies for halal products, it is essential to consider the diverse needs and preferences of Muslim consumers. Segmentation, targeting, and positioning strategies should acknowledge the variety within the Muslim consumer market, taking into account religious and cultural sensitivities surrounding these products (Islam, 2020). Factors such as religiosity, knowledge of halal products, and confidence in halal certification significantly influence purchase intention (Elseidi, 2018; Khan et al., 2020; Nurhayati and Hendar, 2019). Additionally, understanding the attitudes and perceptions of non-Muslim consumers towards halal products is crucial for effective marketing strategies (Haque et al., 2015; Wilkins et al., 2019). It is also important to consider the impact of advertising and branding on Muslim consumers' attitudes and purchase intentions (Al-Kwafi et al., 2020; Waqas et al., 2023). Overall, a comprehensive understanding of consumer behaviour, religiosity, and cultural influences is essential for the successful marketing of halal products.

Challenges in promoting halal products include addressing misconceptions and stereotypes about halal products, ensuring proper certification and labelling, reaching a wider non-Muslim audience, and competing in non-Muslim dominated markets (Nugraha et al., 2023; Zailani et al., 2017). To overcome these challenges, businesses can employ several marketing approaches that focus on promoting the quality, safety, and ethical aspects of halal products.

To address challenges in promoting halal products, businesses can employ marketing approaches focusing on quality, safety, and ethical aspects. Overcoming misconceptions and stereotypes requires emphasizing the quality and safety of halal products (Battour et al., 2018; Rahman et al., 2015; Wilkins et al., 2019). Proper certification and labelling can be ensured by understanding consumer attitudes and intentions towards halal products (Fuseini et al., 2020; Shah et al., 2022; Zailani et al., 2017). Reaching a wider non-Muslim audience and competing in non-Muslim dominated markets necessitates understanding non-Muslim consumers' perceptions and acceptance of halal products (Hassan and Sengupta, 2019; Haque et al., 2015; Lim et al., 2020). Additionally, businesses can leverage the influence of the halal logo on Muslim consumers' attitudes and use it to promote halal products effectively (Al-Kwafi et al., 2020).

An opposing argument to the promotion of halal products is the potential exclusion and alienation of non-Muslim consumers. While it is important to cater to the needs and preferences of Muslim consumers, exclusively focusing on halal products may lead to the neglect of non-Muslim consumers (Nurudin et al., 2023; Sobari et al., 2022). In markets where the Muslim population is not the majority, businesses may face challenges in appealing to a broader demographic if their marketing strategies are primarily centred around halal products (Butt et al., 2017; Hassan et al., 2022; Kasdi et al., 2018).

## **METHOD**

This research used PRISMA systematic literature review as the methodology to gather and analyze relevant studies on marketing approaches in promoting halal products. The systematic literature review method allows for a comprehensive analysis of existing research in order to identify common themes, trends, and gaps in knowledge regarding marketing approaches for halal products (Babaii and Taase, 2013; Haleem et al., 2020). The main purpose of this systematic review is to identify and analyze various marketing approaches used in promoting halal products. The data was collected from Scopus database. To find the document use keyword: "Marketing", "Halal", "Product", "Products", and find 222 documents that were relevant to the research topic and objectives.

After choose document from year 2013 until 2023 and find 201 documents that met the inclusion criteria, a detailed analysis of these articles are conducted. After filter in subject area is "Social Science", "Art & Humanities", dan "Business, Management and Accounting and find that 156 documents. The documents were then categorized based on only article and meet 126 articles. After filter only English language articles, 124 articles were included in the analysis. After screening the documents based on abstract and read full article, a total of 88 articles were selected for further analysis.

Several countries including Malaysia, Indonesia, Turkey, United Arab Emirates, Saudi Arabia, are pioneers in the halal industry and have established strong halal certification and regulatory systems. The marketing approaches used in promoting halal products vary among countries, but some common strategies include the use of the halal logo, targeted advertisement strategies such as social media marketing and influencer collaborations, and positioning halal products in separate areas labelled as halal within stores.

## **RESULTS AND DISCUSSION**

The research findings indicate that there are several marketing approaches used in promoting halal products. The use of the halal logo is one of the key marketing approaches in promoting halal products. This logo serves as a symbol of assurance for consumers that the product is halal and meets Islamic dietary requirements. The growing trend of ethical and sustainable consumption among Muslim consumers has led to an increasing association of halal products with environmentally friendly and ethical production practices. This trend presents an opportunity for businesses to align their marketing approaches with these values. Research indicates that understanding religiosity, increasing product knowledge, and leveraging effective marketing campaigns are crucial for promoting halal products (Ahmadova and Aliyev, 2021; Al-Kwafi et al., 2020; Nurhayati and Hendar, 2020).

Additionally, businesses should consider the push, pull, and mooring effects, as well as the determinants of repurchase intention and purchase behaviour among Muslim consumers. Furthermore, ensuring proper certification, logistics, and corporate reputation, as well as addressing consumer attitudes and perceptions, are essential for successful marketing of halal products. Moreover, halal-certified products symbolize quality, hygiene, safety, sustainability, and wholesomeness, aligning with the ethical and sustainable consumption trend (Suki and Salleh, 2018).

The findings from the systematic review highlight the diverse marketing approaches used in promoting halal products. One of the notable strategies identified is the use of the halal logo, which serves as a symbol of assurance for consumers that the product is halal and meets Islamic dietary requirements. Moreover, there is a growing trend of ethical and sustainable consumption among Muslim consumers, leading to an increasing association of halal products with environmentally friendly and ethical production practices. This trend presents an opportunity for businesses to align their marketing approaches with these values, indicating that understanding religiosity, increasing product knowledge, and leveraging effective marketing campaigns are crucial for promoting halal products.

The research emphasizes the importance of considering push, pull, and mooring effects, as well as the determinants of repurchase intention and purchase behaviour among Muslim consumers. Furthermore, ensuring proper certification, logistics, and corporate reputation, as well as addressing consumer attitudes and perceptions, are essential for the successful marketing of halal products. Additionally, the study reinforces that halal-certified products symbolize quality, hygiene, safety, sustainability, and wholesomeness, aligning with the ethical and sustainable consumption trend. These insights suggest that businesses should tailor their marketing strategies to effectively communicate these values to both Muslim and non-Muslim consumers.

Taking into account the geographical context, it is essential to recognize that several countries, such as Malaysia, Indonesia, Turkey, the United Arab Emirates, and Saudi Arabia, have established strong halal certification and regulatory systems. While the marketing approaches used in promoting halal products may vary among these countries, some common strategies include the use of the halal logo, targeted advertisement strategies such as social media marketing and influencer collaborations, and positioning halal products in separate areas labelled as halal within stores. In light of this, it is evident that understanding the implications of these marketing approaches and their alignment with the values of both Muslim and non-Muslim consumers is crucial for businesses seeking to navigate the diverse landscape of the halal products market. The findings underscore the need for businesses to develop inclusive and respectful marketing strategies to appeal to a broader consumer base while recognizing the religious and cultural sensitivities associated with halal products.

The findings of this systematic review support the use of the halal logo as an effective marketing strategy to target Muslim consumers and promote a wide range of halal products. These findings also highlight the importance of transparency and clear labelling in promoting halal products, as consumers place a significant emphasis on halal certification and assurance.

### **Implications for Business Marketing Strategies**

The findings of this systematic review have important implications for businesses seeking to market halal products. Firstly, businesses should prioritize obtaining halal certification from recognized authorities or agencies that adhere to Islamic teachings and principles. Secondly, businesses should invest in targeted advertisement strategies that effectively communicate the halal nature of their products, such as social media marketing and influencer collaborations with individuals who have a strong presence in the Muslim community. Additionally, businesses should consider positioning halal products in separate areas within their stores, clearly labelled as halal, to enhance consumer trust and facilitate easier access. Furthermore, businesses should be aware of the specific needs and preferences of Muslim consumers when designing their marketing strategies.

To understand the implications for business marketing strategies in the context of halal products, it is essential to consider the determinants of attitudes towards halal products among Islamic consumers (Muhamad et al., 2017). The increasing competition in the market makes it challenging for businesses to create a differential advantage to attract new customers (Hanafiah and Hamdan, 2020; Najmi et al., 2023). Additionally, it is well known that target and non-target consumers often react differently to specific marketing strategies (Tieman and Ghazali, 2013; Najmi et al., 2023). Brand loyalty has become a focal point in the marketing field, serving as the basis for longitudinal relationships and predicting business success (Ali et al., 2018; Zainudin et al., 2020).

Moreover, businesses have greatly benefited from adhering to Islamic principles to attract more Muslim consumers, extending from food to financial markets (Farhat et al., 2019). The acceptance of halal food in non-Muslim countries is a significant factor to consider in the formulation of marketing strategies (Butt et al., 2017; Wilkins et al., 2019). The influence of the halal logo on Muslim consumers' attitudes has been studied, indicating the importance of visual cues in marketing halal products (Al-Kwafi et al., 2020). The perceived values of halal products are governed by the trust directly sourced from religion, highlighting the significance of trust in marketing strategies for halal products (Hassan and Sengupta, 2019).

Furthermore, robustness is crucial for the competitiveness of halal supply chains and corporate reputation, emphasizing the need for robust marketing strategies in the halal industry (Tieman, 2020). The issue of halal images is important for innovative business thinking and relevant marketing approaches, suggesting the need for creative marketing strategies in the halal industry (Suki and Salleh, 2018). The practice of halal branding as a marketing strategy, both inside and outside the Islamic community, is gaining significant impetus, indicating the importance of branding in marketing halal products (Hosain, 2021). Additionally, the marketing of credence goods must provide a guarantee to deliver a firm message about the specific features of the product, emphasizing the need for clear and transparent marketing communication in the halal industry (Bhutto et al., 2023; Ishak et al., 2023).

The multifaceted nature of the halal products market necessitates a deeper understanding of the various factors that influence consumer attitudes and behaviour. Businesses venturing into this market need to delve into the intricacies of marketing strategies to effectively target both Muslim and non-Muslim consumers (Haque et al., 2015; Lim et al., 2022; Wilkins et al., 2019). One of the significant considerations for businesses is the growing impact of halal certification on consumer behaviour. The Islamic principles governing halal products create a foundation of trust and reliability that significantly influences purchase decisions (Bukhari et al., 2019; Islam, 2022). Understanding the deeply rooted significance of these principles in the eyes of consumers is key in shaping marketing strategies to resonate with their values.

Furthermore, the evolving landscape of the halal industry requires businesses to ascertain the link between consumer behaviour and innovative branding and marketing approaches (Battour et al., 2022). The adoption of creative strategies that align with the ethical and sustainable consumption trend, while remaining respectful of religious and cultural sensitivities, can reinforce the appeal of halal products across diverse consumer segments. Additionally, the competitive environment in the halal market underscores the importance of differential advantages and brand loyalty. Businesses must navigate through these challenges by creating distinct marketing approaches that cater to the specific needs and preferences of Muslim consumers while also addressing the acceptance of halal products in non-Muslim countries.

Moreover, the emphasis on robustness in supply chains and the association of halal branding with marketing strategies offer valuable insights for businesses. These aspects highlight the need for transparency and clear communication in marketing halal products, ensuring that the unique characteristics and values associated with halal products are effectively conveyed to consumers.

In conclusion, the implications for business marketing strategies in the context of halal products are vast and intricate. By understanding the multi-layered dynamics of consumer

attitudes, competitive landscapes, and the fundamental significance of Islamic principles, businesses can tailor their marketing strategies to effectively navigate and succeed in the diverse and burgeoning halal products market.

The research findings suggest that businesses should consider adopting a targeted market segmentation strategy to effectively promote halal products. This would involve creating specific outlets or marketing channels that cater specifically to the needs of the religious target segment, while also maintaining outlets that cater to non-target consumers. By doing so, businesses can ensure that they are effectively reaching their desired audience and establishing a strong brand presence in the halal market.

That is supported by various studies in the field of Islamic marketing found that religiosity and attitude significantly influence consumers' intention to purchase halal cosmetic products (Rahman et al., 2015). Similarly, Elseidi (2018) discovered that consumers' attitude towards halal food products is the strongest predictor of confidence in the halalness of food products carrying the halal logo. Moreover, Nurhayati and Hendar (2020) highlighted the increasing market share of multinational companies from non-Muslim countries in the halal market, emphasizing the importance of understanding consumer segments for halal products.

Furthermore, Islam (2020) emphasized the crucial criterion of halal product segmentation, targeting both Muslim and conventional markets. This aligns with the study by Zainudin et al. (2020), which emphasized the importance of emphasizing religious values in marketing halal products to consumers. Additionally, Tieman (2020) highlighted the importance of robustness in halal supply chains, which is essential for effective market segmentation and targeting. The influence of the halal logo on Muslim consumers' attitudes was explored by Al-Kwafi et al. (2020), indicating the significance of visual cues in marketing halal products. This supports the notion that targeted market segmentation strategies should consider visual elements that resonate with Muslim consumers. Moreover, the study by Shah et al. (2022) demonstrated that delivering halal value to Muslim consumers affects their purchase intention, emphasizing the need for targeted marketing strategies that communicate halal value effectively.

In conclusion, the research findings from various studies in Islamic marketing support the notion that businesses should adopt targeted market segmentation strategies to effectively promote halal products. Understanding the influence of religiosity, attitudes, and visual cues, as well as emphasizing religious values in marketing, are crucial for successful market segmentation and targeting in the halal industry.

The implication of robust marketing strategies in the context of halal products transcends mere advertising and promotion. It encompasses a deeper understanding of the diverse factors that influence consumer attitudes and behaviours within this niche market segment. Businesses venturing into the halal industry are tasked with delving into the intricacies of marketing strategies to effectively target both Muslim and non-Muslim consumers, recognizing the multifaceted nature of halal products.

One of the significant considerations for businesses is the growing impact of halal certification on consumer behaviour. The adherence to Islamic principles governing halal products creates a foundation of trust and reliability that significantly influences purchase decisions. Furthermore, understanding the deeply rooted significance of these principles in the eyes of consumers is key in shaping marketing strategies that resonate with their values. This goes beyond mere product promotion; it entails aligning the marketing message with the ethical and religious sensitivities of the target audience.

Moreover, the evolving landscape of the halal industry calls for businesses to ascertain the link between consumer behaviour and innovative branding and marketing approaches. The adoption of creative strategies must align with the ethical and sustainable consumption trend while remaining respectful of religious and cultural sensitivities. This involves reinforcing the appeal of halal products across diverse consumer segments by infusing the marketing strategy with elements that resonate with the values and beliefs of the target audience. The competitive environment in the halal market underscores the importance of differential advantages and

brand loyalty. Businesses must navigate these challenges by creating distinct marketing approaches that cater to the specific needs and preferences of Muslim consumers whilst also addressing the acceptance of halal products in non-Muslim countries. A nuanced marketing strategy that reflects an understanding of the cultural, religious, and lifestyle differences is essential in garnering consumer trust and loyalty.

Furthermore, the emphasis on robustness in supply chains and the association of halal branding with marketing strategies offers valuable insights for businesses. These aspects highlight the need for transparency and clear communication in marketing halal products, ensuring that the unique characteristics and values associated with halal products are effectively conveyed to consumers. In conclusion, the implications for business marketing strategies in the context of halal products are vast and intricate. By understanding the multi-layered dynamics of consumer attitudes, competitive landscapes, and the fundamental significance of Islamic principles, businesses can tailor their marketing strategies to effectively navigate and succeed in the diverse and burgeoning halal products market. The research findings suggest that businesses should consider adopting a targeted market segmentation strategy to effectively promote halal products.

This would involve creating specific outlets or marketing channels that cater specifically to the needs of the religious target segment, while also maintaining outlets that cater to non-target consumers. By doing so, businesses can ensure that they are effectively reaching their desired audience and establishing a strong brand presence in the halal market. The influence of the halal logo on Muslim consumers' attitudes was explored by Al-Kwafi et al. (2020) indicating the significance of visual cues in marketing halal products. This supports the notion that targeted market segmentation strategies should consider visual elements that resonate with Muslim consumers. Moreover, the study by Shah et al. (2022) demonstrated that delivering halal value to Muslim consumers affects their purchase intention, emphasizing the need for targeted marketing strategies that communicate halal value effectively.

In addition, understanding the influence of religiosity, attitudes, and visual cues and emphasizing religious values in marketing are crucial for successful market segmentation and targeting in the halal industry. Therefore, for businesses to succeed in marketing halal products, a more holistic and nuanced approach is crucial, bridging the gap between consumer needs, cultural sensitivities, and effective marketing strategies. To effectively cater to the diverse consumer base and uphold the ethical and religious sensitivities associated with halal products, businesses should consider adopting a more holistic approach to their marketing strategies. This would involve integrating elements of religiosity into their marketing activities in order to influence the conscious consumer, while also creating differentiation in their product offerings. Numerous studies have emphasized the importance of understanding the religious values and sensitivities of the target market segment, particularly in the context of halal products. The concept of holistic branding, as proposed by researchers, identifies attributes that reflect the brand's worldview and contribute to holistic branding, such as spiritual ethos and belief systems, sustainable and eco-ethical philosophy, and wholesomeness and inclusiveness. This highlights the need for businesses to engage in a comprehensive approach to branding of faith-based products, including halal products.

The growing significance of halal certification on consumer behaviour cannot be overlooked. Businesses must recognize that the adherence to Islamic principles governing halal products establishes a foundation of trust and reliability that significantly influences purchase decisions. Moreover, the adoption of creative and innovative strategies that align with ethical and sustainable consumption trends while respecting religious and cultural sensitivities can further enhance the appeal of halal products across diverse consumer segments. Given the competitive environment in the halal market, businesses must also focus on creating differential advantages and fostering brand loyalty. This involves understanding the specific needs and preferences of Muslim consumers, as well as addressing the acceptance of halal products in non-Muslim

countries. The ability to navigate these challenges and create distinct marketing approaches that cater to diverse consumer segments is essential in garnering consumer trust and loyalty.

In conclusion, the research findings and insights from various sources strongly advocate for a more nuanced and holistic approach to marketing halal products. Businesses should consider integrating religious values, adopting creative strategies that resonate with consumer sentiments, and creating differential advantages to effectively promote and differentiate their halal products in the market. These approaches include the use of the halal logo, targeted advertisement strategies, and positioning halal products in separate areas labelled as halal.

Additionally, businesses should ensure that halal certification is regulated by authorities well-versed in Islamic teachings and principles to prevent fraud and maintain consumer trust. Furthermore, businesses should be aware of the importance of accurate labelling and clear distinction between halal and non-halal products for Muslim consumers.

The research findings suggest that businesses should consider adopting a targeted market segmentation strategy to effectively promote halal products (Akroush, 2010; Kasdi et al., 2018; Wilkins et al., 2019). This is supported by various studies in the field of Islamic marketing found that religiosity and attitude significantly influence consumers' intention to purchase halal cosmetic products. Similarly, Elseidi (2018) discovered that consumers' attitude towards halal food products is the strongest predictor of high confidence in the halalness of food products carrying the halal logo. Moreover, Nurhayati and Hendar (2020) highlighted the increasing market share of multinational companies from non-Muslim countries in the halal, cosmetic, and medicinal foods market, emphasizing the need for targeted market segmentation strategies. Islam (2020) emphasized the importance of segmenting the halal product market into food lifestyle and service categories to effectively target both Muslim and conventional markets. Al-Kwafi et al. (2020) also stressed the significance of the halal logo in influencing Muslim consumers' attitudes, indicating the need for targeted marketing strategies based on visual cues. Additionally, focused on consumers' attitudes towards halal food, highlighting the importance of understanding consumer behaviour for effective market segmentation strategies (Suki and Salleh, 2018).

Furthermore, Shah et al. (2022) demonstrated the mediating role of halal perceived value and trust on purchase intention, indicating the need for targeted marketing strategies to enhance perceived value and trust among Muslim consumers. Khan et al. (2020) also identified enablers of halal food purchase among Muslim consumers, emphasizing the importance of understanding consumer behaviour for targeted marketing strategies. Additionally, Hassan et al. (2022) highlighted the exploitation of Muslim desires and expectations by businesses, indicating the need for a comprehensive understanding of the halal market segment for effective marketing strategies.

It is evident that a more comprehensive understanding of the intricate relationship between religiosity, consumer behaviour, and the halal market is essential for businesses to effectively target and cater to Muslim consumers. The nuances of halal consumption, including the influence of religious knowledge, commitment, and certification, play a pivotal role in shaping purchase behaviour and consumer trust. To delve deeper into the dynamics of consumer behaviour within the halal cosmetics market, we can explore the interplay of religious knowledge and commitment with the actual purchase behaviour and repurchase intentions of Muslim consumers. Understanding the specific religious orientations of individuals and their impact on purchase decisions is also an area that merits further investigation. Additionally, delving into the visual cues and advertising platforms that resonate with Muslim consumers can provide valuable insights for developing targeted marketing strategies.

Furthermore, the examination of religiosity, attitudes, and purchase intentions in different cultural contexts and regions is crucial for a comprehensive understanding of the halal market. This necessitates a cross-cultural analysis to discern the varying influences of religiosity on consumer behaviour in diverse Muslim-majority countries, as well as in non-Muslim countries with significant Muslim consumer segments. In addition to the highlighted studies, exploring

the mediating role of halal perceived value and trust, as well as the enablers of halal food purchase among Muslim consumers, will provide deeper insights into the mechanisms that drive consumer behaviour in the halal market. This will enable businesses to tailor their marketing strategies to effectively communicate halal value and foster trust among Muslim consumers, thereby facilitating greater market penetration and brand loyalty.

In conclusion, a more profound exploration of the complexities surrounding religiosity and consumer behaviour in the context of halal products is imperative for businesses aiming to establish a strong presence in the halal market. By leveraging a deep understanding of religious values and attitudes, businesses can devise targeted and culturally sensitive marketing strategies that resonate with diverse Muslim consumer segments.

This deep understanding and targeted approach will be key in enhancing the appeal of halal products across diverse consumer segments and fostering brand loyalty in the competitive halal market. Businesses must be mindful of the specific needs and preferences of Muslim consumers, as well as the acceptance of halal products in non-Muslim countries, in order to navigate these challenges and create distinct marketing approaches.

In line with the research findings and insights from various sources, the incorporation of religious values, creative strategies that resonate with consumer sentiments, and the creation of differential advantages are emphasized to promote and differentiate halal products in the market. It is essential for businesses to integrate the halal logo, implement targeted advertisement strategies, and position halal products in separate areas labelled as halal. Additionally, halal certification regulation by authorities well-versed in Islamic teachings and principles, as well as accurate labelling and clear distinction between halal and non-halal products, are crucial for maintaining consumer trust and loyalty.

The research findings also emphasize the adoption of a targeted market segmentation strategy to effectively promote halal products. This entails the segmentation of the halal product market into food lifestyle and service categories to effectively target both Muslim and conventional markets, as highlighted by Islam (2020). Additionally, visual cues and advertising platforms that resonate with Muslim consumers can provide valuable insights for developing targeted marketing strategies, as stressed by Al-Kwafi et al., (2020). Moreover, a comprehensive understanding of the intricate relationship between religiosity, consumer behaviour, and the halal market is crucial for businesses to effectively target and cater to Muslim consumers.

To delve deeper into the dynamics of consumer behaviour within the halal cosmetics market, further exploration of the interplay of religious knowledge and commitment with actual purchase behaviour and repurchase intentions of Muslim consumers is necessary. Understanding the specific religious orientations of individuals and their impact on purchase decisions is an area that merits further investigation. Additionally, cross-cultural analysis is essential to discern the varying influences of religiosity on consumer behaviour in diverse Muslim-majority countries and non-Muslim countries with significant Muslim consumer segments.

Expanding the research to explore the mediating role of halal perceived value and trust, as well as the enablers of halal food purchase among Muslim consumers, will provide deeper insights into the mechanisms that drive consumer behaviour in the halal market. This deeper understanding will enable businesses to tailor their marketing strategies effectively to communicate halal value and foster trust among Muslim consumers, thereby facilitating greater market penetration and brand loyalty.

In conclusion, a more profound exploration of the complexities surrounding religiosity and consumer behaviour in the context of halal products is imperative for businesses aiming to establish a strong presence in the halal market. By leveraging a deep understanding of religious values and attitudes, businesses can devise targeted and culturally sensitive marketing strategies that resonate with diverse Muslim consumer segments. This nuanced and holistic approach will be fundamental in enhancing the appeal of halal products and fostering brand

loyalty across diverse consumer segments. In today's rapidly changing world, the significance of accurate weather forecasts cannot be overstated.

## **CONCLUSION**

The global halal product market presents a dynamic and intricate landscape that necessitates a sophisticated marketing approach beyond conventional strategies. Successful engagement requires a delicate integration of religious principles, consumer insights, and sustainable consumption frameworks. Modern businesses must craft marketing strategies that demonstrate cultural sensitivity, authentically communicate product values, and establish meaningful connections across diverse societal contexts.

Contemporary research highlights a substantive knowledge gap in comprehending marketing methodologies across varied cultural domains. This limitation underscores the imperative for a more holistic framework that harmonizes religious compliance with expansive consumer value propositions. The continually evolving halal marketplace challenges organizations to develop flexible marketing approaches capable of navigating the complex intersections between religious identity, ethical consumption patterns, and nuanced consumer expectations.

Based on the extensive research and insights gleaned from various sources, it is evident that the integration of religious values, creative strategies that resonate with consumer sentiments, and the creation of differential advantages are crucial for promoting and differentiating halal products in the market. Additionally, a robust and effective marketing strategy for halal products should include the integration of the halal logo, targeted advertising strategies, and the clear labelling and positioning of halal products in dedicated areas.

Moreover, the adoption of a targeted market segmentation strategy is essential to effectively promote halal products across diverse consumer segments. This involves segmenting the halal product market into food lifestyle and service categories to target both Muslim and conventional markets, as highlighted by previous research. Furthermore, visual cues and advertising platforms that tap into the sentiments of Muslim consumers can provide critical insights for developing targeted marketing strategies that resonate with the target audience.

Expanding the scope of research to further explore the interplay of religious knowledge and commitment with actual purchase behaviour and repurchase intentions of Muslim consumers is imperative. Understanding individual religious orientations and their impact on purchase decisions is a critical area that warrants additional investigation. Additionally, undertaking cross-cultural analyses will provide valuable insights into the varying influences of religiosity on consumer behaviour in different cultural contexts.

Furthermore, delving into the mediating role of halal perceived value and trust, as well as the enablers of halal food purchase among Muslim consumers, will provide deeper insights into the mechanisms that drive consumer behaviour in the halal market. This deeper understanding will enable businesses to tailor their marketing strategies effectively to communicate halal value and foster trust among Muslim consumers, ultimately leading to greater market penetration and brand loyalty.

In conclusion, a comprehensive and nuanced understanding of the intricate relationship between religiosity, consumer behaviour, and the halal market is indispensable for businesses seeking to establish a strong presence in this market. By leveraging a deep understanding of religious values and attitudes, businesses can devise targeted and culturally sensitive marketing strategies that resonate with diverse Muslim consumer segments. This holistic approach will be instrumental in enhancing the appeal of halal products and fostering brand loyalty across diverse consumer segments.

The limitations of this research are the reliance on literature survey and conceptual analysis, which may lack empirical evidence. To address this limitation, future research could incorporate empirical studies, such as surveys or experiments, to gather quantitative data and test the proposed relationships between religiosity and consumer behaviour in the halal market. Another limitation is the focus on Muslim consumers and the halal market, which may limit the generalizability of the findings to other religious or cultural contexts.

## REFERENCES

- Ahmadova, E. & Aliyev, K. (2021). Determinants of attitudes towards halal products: Empirical evidence from Azerbaijan. *Journal of Islamic Marketing*, 12(1), 55–69. <https://doi.org/10.1108/JIMA-04-2019-0068>.
- Akroush, M. N. (2010). Transactional marketing and relationship marketing paradigms: A structural equation modelling approach. *International Journal of Electronic Customer Relationship Management*, 4(2), 125–160. <https://doi.org/10.1504/IJECRM.2010.031862>.
- Al-Banna, H. & Jannah, S. M. (2023). The push, pull, and mooring effects toward switching intention to halal cosmetic products. *Journal of Islamic Marketing*, 14(9), 2149–2166. <https://doi.org/10.1108/JIMA-12-2021-0392>.
- Al-Kwafi, O. S., Gelaidan, H. M. H. & Fetais, A. H. M. A. (2020). Identifying the influence of the halal logo on Muslim consumers' attitudes using fMRI technology. *Journal of Islamic Marketing*, 12(6), 1159–1179. <https://doi.org/10.1108/JIMA-01-2020-0026>.
- Ali, A., Xiaoling, G., Sherwani, M., & Ali, A. (2018). Antecedents of consumers' halal brand purchase intention: an integrated approach. *Management Decision*, 56(4), 715–735. <https://doi.org/10.1108/MD-11-2016-0785>.
- Almossawi, M. M. (2014). Impact of religion on the effectiveness of the promotional aspect of product packages in Muslim countries. *Asia Pacific Journal of Marketing and Logistics*, 26(5), 687–706. <https://doi.org/10.1108/APJML-11-2013-0137>.
- Awan, H. M., Siddiquei, A. N. & Haider, Z. (2015). Factors affecting Halal purchase intention – Evidence from Pakistan's halal food sector. *Management Research Review*, 38(6), 640–660. <https://doi.org/10.1108/MRR-01-2014-0022>.
- Babaii, E. & Taase, Y. (2013). Author-assigned keywords in research articles: Where do they come from?. *Iranian Journal of Applied Linguistics (IJAL)*, 16(2), 1–19.
- Battour, M., Hakimian, F., Ismail, M., & Boğan, E. (2018). The perception of non-Muslim tourists towards halal tourism: Evidence from Turkey and Malaysia. *Journal of Islamic Marketing*, 9(4), 823–840. <https://doi.org/10.1108/JIMA-07-2017-0072>.
- Battour, M., Salaheldeen, M. & Mady, K. (2022). Halal tourism: Exploring innovative marketing opportunities for entrepreneurs. *Journal of Islamic Marketing*, 13(4), 887–897. <https://doi.org/10.1108/JIMA-06-2020-0191>.
- Bhutto, M. Y., Ertz, M., Soomro, Y. A., Khan, M. A. A., & Ali, W. (2023). Adoption of halal cosmetics: Extending the theory of planned behavior with moderating role of halal literacy (evidence from Pakistan). *Journal of Islamic Marketing*, 14(6), 1488–1505. <https://doi.org/10.1108/JIMA-09-2021-0295>.
- Bukhari, S. F. H., Woodside, F. M., Hassan, R., Shaikh, A. L., Hussain, S., & Mazhar, W. (2019). Is religiosity an important consideration in Muslim consumer behavior: Exploratory study in the context of western imported food in Pakistan. *Journal of Islamic Marketing*, 10(4), 1288–1307. <https://doi.org/10.1108/JIMA-01-2018-0006>.
- Butt, M. M., Rose, S., Wilkins, S., & Ul Haq, J. (2017). MNCs and religious influences in global markets: Drivers of consumer-based halal brand equity. *International Marketing Review*, 34(6), 885–908. <https://doi.org/10.1108/IMR-12-2015-0277>.
- Elseidi, R. I. (2018). Determinants of halal purchasing intentions: Evidences from UK. *Journal of Islamic Marketing*, 9(1), 167–190. <https://doi.org/10.1108/JIMA-02-2016-0013>.
- Farhat, K., Aslam, W., & Sany Sanuri, B. M. M. (2019). Predicting the intention of generation M to choose family takaful and the role of halal certification. *Journal of Islamic Marketing*, 10(3), 724–742. <https://doi.org/10.1108/JIMA-12-2017-0143>.
- Firdaus, M. K. Z. H., Komariah, M., & Che Hasan, M. K. (2022). The use of advanced technology in providing chronic care. *International Journal of Care Scholars*, 5(1), 1–2. <https://doi.org/10.31436/ijcs.v5i1.239>.
- Floren, J., Rasul, T. & Gani, A. (2020). Islamic marketing and consumer behaviour: A systematic literature review. *Journal of Islamic Marketing*, 11(6), 1557–1578.
- Fuseini, A., Hadley, P. & Knowles, T. (2020). Halal food marketing: An evaluation of UK

halal standards. *Journal of Islamic Marketing*, 12(5), 977–991. <https://doi.org/10.1108/JIMA-02-2020-0037>.

Haleem, A., Khan, M. I. & Khan, S. (2020). Halal certification, the inadequacy of its adoption, modelling and strategising the efforts. *Journal of Islamic Marketing*, 11(2), 393–413. <https://doi.org/10.1108/JIMA-05-2017-0062>.

Hamizar, A., Holle, M. H., Mohamad, S. I. S., (2023). Challenges and opportunities of Islamic branding on global marketing: A conceptual study. *Al-Iqtishadiyah: Ekonomi Syariah dan Hukum Ekonomi Syariah*, 9(1), 19-31. <http://dx.doi.org/10.31602/iqt.v9i1.10324>.

Hanafiah, M. H. & Hamdan, N. A. A. (2020). Determinants of Muslim travellers halal food consumption attitude and behavioural intentions. *Journal of Islamic Marketing*, 12(6), 1197–1218. <https://doi.org/10.1108/JIMA-09-2019-0195>.

Haque, A., Sarwar, A., Yasmin, F., Tarofder, A. K., & Hossain, M. A. (2015). Non-Muslim consumers' perception toward purchasing halal food products in Malaysia. *Journal of Islamic Marketing*, 6(1), 133–147. <https://doi.org/10.1108/JIMA-04-2014-0033>.

Hassan, S. H., Mat Saad, N., Masron, T. A., & Ali, S. I. (2022). Buy Muslim-made first – Does halal consciousness affect Muslims' intention to purchase?. *Journal of Islamic Marketing*, 13(2), 466–480. <https://doi.org/10.1108/JIMA-05-2019-0102>.

Hassan, Y. & Sengupta, A. (2019). India–An untapped market for halal products. *Journal of Islamic Marketing*, 10(3), 981–1002. <https://doi.org/10.1108/JIMA-09-2018-0179>.

Hosain, M. S. (2021). Branding “halal”: Application of a certain religious emotion to attract a specific customer segment. *PSU Research Review*, 5(3), 195–200. <https://doi.org/10.1108/PRR-12-2020-0043>.

Ishak, A. H., Azman, N. A. M., & Ab Manan, S. K. (2023). Factors that drive consumers to purchase halal goods online. *Global Journal Al-Thaqafah, Special Issue*, 65–70.

Islam, M. M. (2020). Segmenting, targeting and positioning in Islamic marketing. *Journal of Islamic Marketing*, 12(7), 1385–1404. <https://doi.org/10.1108/JIMA-10-2018-0181>.

Islam, M. M. (2022). Evaluating negative attitudes of the students and shoppers towards halal cosmetics products. *Journal of Islamic Marketing*, 13(3), 565–585. <https://doi.org/10.1108/JIMA-03-2020-0067>.

Ismail, M., Mohamad, N., & Ahamat, A. (2020). Top management capabilities and performance of halal product. *Innovation and Management Review*, 17(4), 431–446.

Kasdi, A., Farida, U., & Cahyadi, I. F. (2018). Wali city branding: Marketing strategy in promoting halal tourism destinations Demak Indonesia. *Geojournal of Tourism and Geosites*, 25(2), 463–473. <https://doi.org/10.30892/gtg.25215-373>.

Khan, W., Akhtar, A., Ansari, S. A., & Dhamija, A. (2020). Enablers of halal food purchase among Muslim consumers in an emerging economy: An interpretive structural modeling approach. *British Food Journal*, 122(7), 2273–2287. <https://doi.org/10.1108/BFJ-08-2018-0528>.

Koc, F., Ozkan, B., Komodromos, M., Efendioglu, I. H. and Baran, T. (2025). 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>.

Krisjanous, J., Allayarova, N. & Kadirov, D. (2022). Clothing of righteousness: Exploring tensions of halal maternity wear on online apparel websites. *Journal of Islamic Marketing*, 13(5), 1125–1142. <https://doi.org/10.1108/JIMA-03-2020-0080>.

Lim, Y. H., Lada, S., Ullah, R., & Abdul Adis, A. A. (2022). Non-Muslim consumers' intention to purchase halal food products in Malaysia. *Journal of Islamic Marketing*, 13(3), 586–607. <https://doi.org/10.1108/JIMA-06-2020-0172>.

Masudin, I., Fernanda, F. W. & Widayat. (2018). Halal logistics performance and customer loyalty: From the literature review to a conceptual framework. *International Journal of Technology*, 9(5), 1072–1084. <https://doi.org/10.14716/ijtech.v9i5.1919>.

Muhamad, N., Leong, V. S. & Md Isa, N. (2017). Does the country of origin of a halal logo matter? The case of packaged food purchases. *Review of International Business and Strategy*,

27(4), 484–500. <https://doi.org/10.1108/RIBS-06-2017-0049>.

Najmi, A., Ahmed, W. & Jahangir, S. (2023). Firm's readiness for halal food standard adoption: Assessing the importance of traceability system. *Journal of Islamic Accounting and Business Research*, 14(8), 1451–1473. <https://doi.org/10.1108/JIABR-09-2020-0293>.

Nugraha, Y. D., Permana, R. M. T., Harahap, D. A., Shaikh, M., & Fauziah, H. I. (2023). The interaction effect of consumer affinity and patriotism among millennial muslim women consumers. *Journal of Islamic Marketing*, 14(10), 2502–2530. <https://doi.org/10.1108/JIMA-06-2021-0211>.

Nurhayati, T. & Hendar, H. (2019). Personal intrinsic religiosity and product knowledge on halal product purchase intention: Role of halal product awareness. *Journal of Islamic Marketing*, 11(3), 603–620. <https://doi.org/10.1108/JIMA-11-2018-0220>.

Nurudin, Hendar & Ratnawati, A. (2023). The impacts of masalah product uniqueness, Islamic customer orientation, and Islamic innovativeness dimensions in improving marketing performance. *Uncertain Supply Chain Management*, 11(3), 1099–1110. <https://doi.org/10.5267/j.uscm.2023.4.012>.

Prince, S. A., & Wahid, I. S. (2023). Halal-organic meat: A successful business and humanitarian model. *Humanities and Social Sciences Communications*, 10(1), 1–16. <https://doi.org/10.1057/s41599-023-02097-9>.

Rahman, A., Asrarhaghighi, E. & Ab Rahman, S. (2015). Consumers and halal cosmetic products: Knowledge, religiosity, attitude and intention. *Journal of Islamic Marketing*, 6(1), 148–163. <https://doi.org/10.1108/JIMA-09-2013-0068>.

Rahman, M., Aziz, S. & Hughes, M. (2020). The product-market performance benefits of environmental policy: Why customer awareness and firm innovativeness matter. *Business Strategy and the Environment*, 29(5), 2001–2018. <https://doi.org/10.1002/bse.2484>.

Sani, A.A., Rahmayanti, D., Kamal, A., Ilmiah, D., Abdullah, N.B., (2023). Understanding consumer behavior: Halal labeling and purchase intentions. *Journal of Digital Marketing and Halal Industry*, 5(1), 117–142. <https://doi.org/10.21580/jdmhi.2023.5.1.16543>.

[Shah, S. A.](#), [Bhutto, M. H.](#) and [Azhar, S. M.](#) (2022). Integrative review of Islamic marketing. *Journal of Islamic Marketing*, 13(6), 1264–1287. <https://doi.org/10.1108/JIMA-07-2020-0216>.

Shahid, S., Parray, M. A., Thomas, G., Farooqi, R., & Islam, J. U. (2023). Determinants of Muslim consumers' halal cosmetics repurchase intention: An emerging market's perspective. *Journal of Islamic Marketing*, 14(3), 826–850. <https://doi.org/10.1108/JIMA-08-2021-0265>.

Sobari, N., Kurniati, A. & Usman, H. (2022). The influence of Islamic attributes and religious commitments toward halal wellness services customer satisfaction and loyalty. *Journal of Islamic Marketing*, 13(1), 177–197. <https://doi.org/10.1108/JIMA-11-2018-0221>.

Suki, N. M. & Salleh, A. S. (2016). Does halal image strengthen consumer intention to patronize halal stores?: Some insights from Malaysia. *Journal of Islamic Marketing*, 7(1), 120–132. <https://doi.org/10.1108/JIMA-12-2014-0079>.

Suki, N. M. & Salleh, A. S. (2018). Mediating effect of halal image on Muslim consumers' intention to patronize retail stores: Some Insights from Malaysia. *Journal of Islamic Marketing*, 9(2), 338–355. <https://doi.org/10.1108/JIMA-02-2017-0014>.

[Tieman, M.](#) & [Ghazali, M. C.](#) (2013). Principles in halal purchasing. *Journal of Islamic Marketing*, 4(3), 281–293. <https://doi.org/10.1108/JIMA-01-2012-0004>.

Tieman, M. (2017). Halal risk management: Combining robustness and resilience. *Journal of Islamic Marketing*, 8(3), 461–475. <https://doi.org/10.1108/JIMA-06-2015-0041>.

Tieman, M. (2020). Measuring corporate halal reputation: A corporate halal reputation index and research propositions. *Journal of Islamic Marketing*, 11(3), 591–601. <https://doi.org/10.1108/JIMA-05-2018-0095>.

Waqas, M., Mian, S. J., & Nazir, N. (2023). The role of religious advertising and personal selling in enhancing mutual fund purchase intention and sales in Pakistan: A managerial perspective. *Journal of Islamic Marketing*, 14(1), 43–60. <https://doi.org/10.1108/JIMA-05-2020-0162>.

Wilkins, S., Butt, M. M., Shams, F., & Pérez, A. (2019). The acceptance of halal food in non-Muslim countries: Effects of religious identity, national identification, consumer ethnocentrism and consumer cosmopolitanism. *Journal of Islamic Marketing*, 10(4), 1308–1331. <https://doi.org/10.1108/JIMA-11-2017-0132>.

Zailani, S., Iranmanesh, M., Aziz, A. A., & Kanapathy, K. (2017). Halal logistics opportunities and challenges. *Journal of Islamic Marketing*, 8(1), 127–139. <https://doi.org/10.1108/JIMA-04-2015-0028>.

Zainudin, M. I., Haji Hasan, F., & Othman, A. K. (2020). Halal brand personality and brand loyalty among millennial modest fashion consumers in Malaysia. *Journal of Islamic Marketing*, 11(6), 1277–1293. <https://doi.org/10.1108/JIMA-10-2018-0187>.

## **11. Pengiriman Revisi kedua Tanggal 25 April 2025**

----- Forwarded message -----

From: **Husna Leila** <[husna.leila@trisakti.ac.id](mailto:husna.leila@trisakti.ac.id)>

Date: Fri, Apr 25, 2025, 08:38

Subject: Re: JAM - [D-3 Revision Reminder]

To: Jurnal Al-Muzara'ah Ilmu Ekonomi Syariah IPB <[jurnal-almazaraah@apps.ipb.ac.id](mailto:jurnal-almazaraah@apps.ipb.ac.id)>

Assalamu'alaikum Warahmatullahi wa barakatuh

Ysh Dewan redaksi Jurnal Al-Muzara'ah,

Terlampir saya sampaikan revisi, sesuai review dewan redaksi kemaren.

Semoga draft final ini sudah memenuhi semua standar pada Jurnal Al-Muzara'ah.

Terima kasih, sukses dan sehat selalu.

Salam hormat,

Husna Leila Yusran

\*\*\*

One attachment • Scanned by Gmail



## Halal Marketing Approaches: A Systematic Review of Strategies, Challenges, and Social Implication

**Husna Leila Yusran<sup>1\*</sup>, Yolanda Masnita<sup>2</sup>, Jati Kusuma Ali<sup>3</sup>, Yuana Jatunilawati<sup>4</sup>**

<sup>1</sup>Faculty of Economics and Business, Universitas Trisakti, Jl. Kyai Tapa No.1 Grogol, Jakarta Barat, Indonesia, [husna.leila@trisakti.ac.id](mailto:husna.leila@trisakti.ac.id)\*

<sup>2</sup>Faculty of Economics and Business, Universitas Trisakti, Jl. Kyai Tapa No.1 Grogol, Jakarta Barat, Indonesia, [yolandamasnita@trisakti.ac.id](mailto:yolandamasnita@trisakti.ac.id)

<sup>3</sup>Faculty of Business and Management, Universiti Teknologi MARA, Samarahan Campus, 94300 Samarahan, Sarawak, Malaysia, [jati@uitm.edu](mailto:jati@uitm.edu)

<sup>4</sup>Faculty of Business and Economics, Universitas Trisakti, Jl. Kyai Tapa No.1 Grogol, Jakarta Barat, Indonesia, [yuanajatu@trisakti.ac.id](mailto:yuanajatu@trisakti.ac.id)

\*) Corresponding author

**Abstract.** Halal, meaning "lawful and permitted," is deeply rooted in Islamic philosophy and teachings. Halal marketing refers to the strategies and approaches used to promote and sell products that comply with halal standards. This systematic review aims to examine the various marketing approaches utilized in promoting halal products. Some critics argue that the emphasis on halal products can lead to exclusion and division within societies, as it may prioritize catering to a specific religious group over others. They contend that promoting halal products exclusively may create a sense of segregation and hinder social integration. Utilizing the PRISMA method and analyzing publication from Scopus database. The study investigates diverse marketing technique used in promoting halal products. Several countries were included in this review, including Indonesia, Malaysia, Turkey, Arab Saudi, and the United Arab Emirates. The result of this review will provide insights into the marketing approaches that

have been successful in promoting halal products and highlight any potential implications of these strategies on social integration. The finding suggest that halal marketing approaches vary across different countries, with a focus on building trust, emphasizing authenticity, and utilizing digital platforms. Based on the findings of this systematic review, it can be concluded that there are diverse marketing approaches used in promoting halal products. The study recommends future research explore of the impact of halal marketing on social integration and the potential for inclusive marketing strategies that can cater to a diverse consumer.

**Key words:** Halal marketing, halal products, inclusivity, social integration, systematic literature review.

**Abstrak.** Halal berarti “sah menurut hukum dan diperbolehkan,” berakar kuat dalam filsafat dan ajaran Islam. Pemasaran halal mengacu pada strategi dan pendekatan yang digunakan untuk mempromosikan dan menjual produk yang memenuhi standar halal. Tinjauan sistematis ini bertujuan untuk mengkaji berbagai pendekatan pemasaran yang digunakan dalam mempromosikan produk halal. Beberapa kritikus berpendapat bahwa penekanan pada produk halal dapat menyebabkan pengucilan dan perpecahan dalam masyarakat, karena masyarakat mungkin memprioritaskan pelayanan pada kelompok agama tertentu dibandingkan kelompok agama lain. Mereka berpendapat bahwa mempromosikan produk halal secara eksklusif dapat menimbulkan rasa segregasi dan menghambat integrasi sosial. Penelitian ini menggunakan metode PRISMA dan menganalisis publikasi dari database Scopus. Penelitian ini menyelidiki beragam teknik pemasaran yang digunakan dalam mempromosikan produk halal. Beberapa negara yang masuk dalam tinjauan ini antara lain Indonesia, Malaysia, Turki, Arab Saudi, dan Uni Emirat Arab. Hasil dari tinjauan ini akan memberikan wawasan mengenai pendekatan pemasaran yang telah berhasil mempromosikan produk halal dan menyoroti potensi implikasi strategi ini terhadap integrasi sosial. Temuan ini menunjukkan bahwa pendekatan pemasaran halal berbeda-beda di berbagai negara, dengan fokus pada membangun kepercayaan, menekankan keaslian, dan memanfaatkan platform digital. Berdasarkan temuan tinjauan sistematis ini, dapat disimpulkan bahwa terdapat beragam pendekatan pemasaran yang digunakan dalam mempromosikan produk halal. Rekomendasi untuk penelitian di masa mendatang mencakup eksplorasi lebih lanjut mengenai dampak pemasaran halal terhadap integrasi sosial dan potensi strategi pemasaran inklusif yang dapat melayani konsumen yang beragam.

**Kata Kunci:** Inklusivitas, integritas, pemasaran halal, pendekatan pemasaran, tinjauan literatur sistematis.

## INTRODUCTION

The contemporary halal product marketplace represents a multifaceted ecosystem of marketing methodologies that intertwine religious doctrine, sustainable consumption and consumer psychology paradigms. Notwithstanding the expanding global prominence of halal products, a significant knowledge deficit persists regarding the nuanced marketing strategies deployed across diverse cultural. Halal marketing is a strategic approach utilized by businesses to cater to the growing demand for halal products among Muslim consumers (Koc et al., 2025; Shah et al., 2022; Rahman et al., 2020; Hamizar et al., 2023). This approach involves understanding and adhering to the principles of Islamic law in product development, production, labelling, and marketing (Abbas et al., 2023; Al-Kwif et al., 2020; Sani et al., 2023). By doing so, businesses aim to attract and retain Muslim consumers who prioritize consuming products that are permissible and in accordance with their religious beliefs (Ali et al., 2018; Butt et al., 2017; Shah et al., 2022).

Halal marketing is a strategic approach used by businesses to meet the increasing demand for halal products among Muslim consumers (Ismail et al., 2020). This approach involves adhering to Islamic law in product development, production, labelling, and marketing to attract and retain Muslim consumers. The growing demand for halal items is evident global (Awan et al., 2015). With the increasing Muslim population, global halal brands are emerging in unique markets, presenting significant growth potential (Nurhayati and Hendar, 2020). The halal

industry's rapid growth in Muslim and non-Muslim countries has opened new markets for various products, including cosmetics (Al-Banna and Jannah, 2023).

The demand for halal products is increasing not only in predominantly Muslim countries but also in non-Muslim nations such as France (Firdaus et al., 2022). Understanding the importance of emphasizing religious values in marketing halal products is crucial for marketers and researchers (Zainudin et al., 2020). Additionally, the exploding demand for halal certifications globally underscores the significance of halal products in the market (Farhat et al., 2019). This demonstrates the critical need for a deeper understanding of the consumption behaviour of Muslim consumers in the rapidly growing halal markets (Al-Kwafi et al., 2020).

Understanding the concept of halal products and the concept of "halal" is crucial in implementing effective marketing approaches for halal products (Battour et al., 2018; Elseidi, 2018; Haleem et al., 2020; Masudin et al., 2018). Halal refers to anything that is permissible or lawful according to Islamic teachings (Krisjanous et al., 2022; Masudin et al., 2018).

There is the potential concern of cost associated with halal certification and production, which may lead to higher prices for halal products (Fuseini et al., 2020; Khan et al., 2020; Suki and Salleh, 2016). Non-Muslim consumers who are not specifically seeking halal products may be deterred by the higher price point, especially if the perceived quality or benefit of the halal certification is not significant to them (Haque et al., 2015; Wilkins et al., 2019). This could result in a limited market for halal products and pose a challenge for businesses in terms of expanding their consumer base.

Furthermore, the emphasis on religious and cultural sensitivities in marketing halal products may inadvertently reinforce stereotypes and assumptions about Muslim consumers, potentially contributing to further division instead of inclusivity (Hassan et al., 2022; Waqas et al., 2023). Non-Muslim consumers may perceive the marketing of halal products as exclusive to a particular religious group, potentially leading to misconceptions and misunderstandings.

In conclusion, while it is essential to recognize and respect the religious and cultural values of Muslim consumers, businesses should also consider the potential impact of their marketing strategies on non-Muslim consumers to ensure inclusivity and broader market appeal. Balancing the needs of both Muslim and non-Muslim consumers in marketing strategies for halal products is crucial for long-term success and market growth.

This research is important in understanding the various challenges and considerations involved in marketing halal products (Hosain, 2021). It highlights the need for businesses to carefully strategize their approach to appeal to both Muslim and non-Muslim consumers (Al-Kwafi et al., 2020). By understanding the potential consequences and implications of marketing halal products, businesses can develop effective strategies that promote inclusivity, diversity, and market growth.

This research question is important as it addresses the complex nature of marketing halal products in diverse market environments (Babaii and Taase, 2013). The research question seeks to understand the various challenges and considerations businesses face when marketing halal products, especially in appealing to both Muslim and non-Muslim consumers. By examining the attitudes and perceptions of non-Muslim consumers towards halal products, the study provides insights on how to effectively market halal products in non-Muslim.

The aim of this research is to analyze the research findings indicate that there are several marketing approaches used in promoting halal products and analyze implications for business marketing strategies. The findings suggest that business should consider adopting a targeted market segmentation strategy to effectively promote halal products and also provide approaches include the use of the halal logo, targeted advertisement strategies, and positioning halal products in separate areas labelled as halal.

## **LITERATURE REVIEW**

Understanding the concept of "halal" is essential for effective marketing of halal products. Halal refers to anything permissible or lawful according to Islamic teachings (Al-Kwafi et al.,

2020; Battour et al., 2018; Haleem et al., 2020; Koc et al., 2025). Research has increasingly focused on halal product perception and approval globally. The manifestations of halal products significantly affect consumer knowledge about halal principles (Almossawi, 2014; Hosain, 2021; Nurhayati and Hendar, 2020; Floren et al., 2020; Shahid et al., 2023). Factors such as brand image, satisfaction, trust, and loyalty influence consumer purchase intention of halal products. Trust, attitude toward the product, and halal awareness affect the intention to purchase halal cosmetics (Al-Kwafi et al., 2020; Masudin et al., 2018; Shah et al., 2022; Tieman, 2017).

The challenges and opportunities of adopting halal logistics contribute to the advancement of knowledge in this area (Al-Kwafi et al., 2020; Hamizar et al., 2023; Zainudin et al., 2020). Religiosity moderates the theory of planned behaviour and halal purchase intention. Educated millennial Muslim females demonstrate a high concern for the halalness of cosmetics. Embedding Islamic attributes in halal services correlates positively with customer satisfaction (Awan et al., 2015). Various studies have delved into consumer behaviour on halal products (Sani et al., 2023; Nurhayati and Hendar, 2019). The integrity of halal products is becoming an increasing concern for governments and industries (Ali et al., 2018; Prince and Wahid, 2023).

In reviewing marketing approaches for halal products, it is important to consider the specific needs and preferences of Muslim consumers (Al-Kwafi et al., 2020; Suki and Salleh, 2018). This can be done through segmentation, targeting, and positioning strategies that recognize the diversity within the Muslim consumer market (Elseidi, 2018; Koc et al., 2025; Tieman, 2017). The marketing approaches for halal products should also consider the religious and cultural sensitivities surrounding these products.

In examining marketing strategies for halal products, it is essential to consider the diverse needs and preferences of Muslim consumers. Segmentation, targeting, and positioning strategies should acknowledge the variety within the Muslim consumer market, taking into account religious and cultural sensitivities surrounding these products (Islam, 2020). Factors such as religiosity, knowledge of halal products, and confidence in halal certification significantly influence purchase intention (Elseidi, 2018; Khan et al., 2020; Nurhayati and Hendar, 2019). Additionally, understanding the attitudes and perceptions of non-Muslim consumers towards halal products is crucial for effective marketing strategies (Haque et al., 2015; Wilkins et al., 2019). It is also important to consider the impact of advertising and branding on Muslim consumers' attitudes and purchase intentions (Al-Kwafi et al., 2020; Waqas et al., 2023). Overall, a comprehensive understanding of consumer behaviour, religiosity, and cultural influences is essential for the successful marketing of halal products.

Challenges in promoting halal products include addressing misconceptions and stereotypes about halal products, ensuring proper certification and labelling, reaching a wider non-Muslim audience, and competing in non-Muslim dominated markets (Nugraha et al., 2023; Zailani et al., 2017). To overcome these challenges, businesses can employ several marketing approaches that focus on promoting the quality, safety, and ethical aspects of halal products.

To address challenges in promoting halal products, businesses can employ marketing approaches focusing on quality, safety, and ethical aspects. Overcoming misconceptions and stereotypes requires emphasizing the quality and safety of halal products (Battour et al., 2018; Rahman et al., 2015; Wilkins et al., 2019). Proper certification and labelling can be ensured by understanding consumer attitudes and intentions towards halal products (Fuseini et al., 2020; Shah et al., 2022; Zailani et al., 2017). Reaching a wider non-Muslim audience and competing in non-Muslim dominated markets necessitates understanding non-Muslim consumers' perceptions and acceptance of halal products (Hassan and Sengupta, 2019; Haque et al., 2015; Lim et al., 2020). Additionally, businesses can leverage the influence of the halal logo on Muslim consumers' attitudes and use it to promote halal products effectively (Al-Kwafi et al., 2020).

An opposing argument to the promotion of halal products is the potential exclusion and alienation of non-Muslim consumers. While it is important to cater to the needs and

preferences of Muslim consumers, exclusively focusing on halal products may lead to the neglect of non-Muslim consumers (Nurudin et al., 2023; Sobari et al., 2022). In markets where the Muslim population is not the majority, businesses may face challenges in appealing to a broader demographic if their marketing strategies are primarily centred around halal products (Butt et al., 2017; Hassan et al., 2022; Kasdi et al., 2018).

## **METHOD**

This research used PRISMA systematic literature review as the methodology to gather and analyze relevant studies on marketing approaches in promoting halal products. The systematic literature review method allows for a comprehensive analysis of existing research in order to identify common themes, trends, and gaps in knowledge regarding marketing approaches for halal products (Babaii and Taase, 2013; Haleem et al., 2020). The main purpose of this systematic review is to identify and analyze various marketing approaches used in promoting halal products. The data was collected from Scopus database. To find the document use keyword: "Marketing", "Halal", "Product", "Products", and find 222 documents that were relevant to the research topic and objectives.

After choose document from year 2013 until 2023 and find 201 documents that met the inclusion criteria, a detailed analysis of these articles are conducted. After filter in subject area is "Social Science", "Art & Humanities", dan "Business, Management and Accounting and find that 156 documents. The documents were then categorized based on only article and meet 126 articles. After filter only English language articles, 124 articles were included in the analysis. After screening the documents based on abstract and read full article, a total of 88 articles were selected for further analysis.

Several countries including Malaysia, Indonesia, Turkey, United Arab Emirates, Saudi Arabia, are pioneers in the halal industry and have established strong halal certification and regulatory systems. The marketing approaches used in promoting halal products vary among countries, but some common strategies include the use of the halal logo, targeted advertisement strategies such as social media marketing and influencer collaborations, and positioning halal products in separate areas labelled as halal within stores.

## **RESULTS AND DISCUSSION**

The research findings indicate that there are several marketing approaches used in promoting halal products. The use of the halal logo is one of the key marketing approaches in promoting halal products. This logo serves as a symbol of assurance for consumers that the product is halal and meets Islamic dietary requirements. The growing trend of ethical and sustainable consumption among Muslim consumers has led to an increasing association of halal products with environmentally friendly and ethical production practices. This trend presents an opportunity for businesses to align their marketing approaches with these values. Research indicates that understanding religiosity, increasing product knowledge, and leveraging effective marketing campaigns are crucial for promoting halal products (Ahmadova and Aliyev, 2021; Al-Kwafi et al., 2020; Nurhayati and Hendar, 2020).

Additionally, businesses should consider the push, pull, and mooring effects, as well as the determinants of repurchase intention and purchase behaviour among Muslim consumers. Furthermore, ensuring proper certification, logistics, and corporate reputation, as well as addressing consumer attitudes and perceptions, are essential for successful marketing of halal products. Moreover, halal-certified products symbolize quality, hygiene, safety, sustainability, and wholesomeness, aligning with the ethical and sustainable consumption trend (Suki and Salleh, 2018).

The findings from the systematic review highlight the diverse marketing approaches used in promoting halal products. One of the notable strategies identified is the use of the halal logo, which serves as a symbol of assurance for consumers that the product is halal and meets Islamic dietary requirements. Moreover, there is a growing trend of ethical and sustainable consumption among Muslim consumers, leading to an increasing association of halal products with environmentally friendly and ethical production practices. This trend presents an

opportunity for businesses to align their marketing approaches with these values, indicating that understanding religiosity, increasing product knowledge, and leveraging effective marketing campaigns are crucial for promoting halal products.

The research emphasizes the importance of considering push, pull, and mooring effects, as well as the determinants of repurchase intention and purchase behaviour among Muslim consumers. Furthermore, ensuring proper certification, logistics, and corporate reputation, as well as addressing consumer attitudes and perceptions, are essential for the successful marketing of halal products. Additionally, the study reinforces that halal-certified products symbolize quality, hygiene, safety, sustainability, and wholesomeness, aligning with the ethical and sustainable consumption trend. These insights suggest that businesses should tailor their marketing strategies to effectively communicate these values to both Muslim and non-Muslim consumers.

Taking into account the geographical context, it is essential to recognize that several countries, such as Malaysia, Indonesia, Turkey, the United Arab Emirates, and Saudi Arabia, have established strong halal certification and regulatory systems. While the marketing approaches used in promoting halal products may vary among these countries, some common strategies include the use of the halal logo, targeted advertisement strategies such as social media marketing and influencer collaborations, and positioning halal products in separate areas labelled as halal within stores. In light of this, it is evident that understanding the implications of these marketing approaches and their alignment with the values of both Muslim and non-Muslim consumers is crucial for businesses seeking to navigate the diverse landscape of the halal products market. The findings underscore the need for businesses to develop inclusive and respectful marketing strategies to appeal to a broader consumer base while recognizing the religious and cultural sensitivities associated with halal products.

The findings of this systematic review support the use of the halal logo as an effective marketing strategy to target Muslim consumers and promote a wide range of halal products. These findings also highlight the importance of transparency and clear labelling in promoting halal products, as consumers place a significant emphasis on halal certification and assurance.

### **Implications for Business Marketing Strategies**

The findings of this systematic review have important implications for businesses seeking to market halal products. Firstly, businesses should prioritize obtaining halal certification from recognized authorities or agencies that adhere to Islamic teachings and principles. Secondly, businesses should invest in targeted advertisement strategies that effectively communicate the halal nature of their products, such as social media marketing and influencer collaborations with individuals who have a strong presence in the Muslim community. Additionally, businesses should consider positioning halal products in separate areas within their stores, clearly labelled as halal, to enhance consumer trust and facilitate easier access. Furthermore, businesses should be aware of the specific needs and preferences of Muslim consumers when designing their marketing strategies.

To understand the implications for business marketing strategies in the context of halal products, it is essential to consider the determinants of attitudes towards halal products among Islamic consumers (Muhamad et al., 2017). The increasing competition in the market makes it challenging for businesses to create a differential advantage to attract new customers (Hanafiah and Hamdan, 2020; Najmi et al., 2023). Additionally, it is well known that target and non-target consumers often react differently to specific marketing strategies (Tiemann and Ghazali, 2013; Najmi et al., 2023). Brand loyalty has become a focal point in the marketing field, serving as the basis for longitudinal relationships and predicting business success (Ali et al., 2018; Zainudin et al., 2020).

Moreover, businesses have greatly benefited from adhering to Islamic principles to attract more Muslim consumers, extending from food to financial markets (Farhat et al., 2019). The acceptance of halal food in non-Muslim countries is a significant factor to consider in the formulation of marketing strategies (Butt et al., 2017; Wilkins et al., 2019). The influence of

the halal logo on Muslim consumers' attitudes has been studied, indicating the importance of visual cues in marketing halal products (Al-Kwif et al., 2020). The perceived values of halal products are governed by the trust directly sourced from religion, highlighting the significance of trust in marketing strategies for halal products (Hassan and Sengupta, 2019).

Furthermore, robustness is crucial for the competitiveness of halal supply chains and corporate reputation, emphasizing the need for robust marketing strategies in the halal industry (Tieman, 2020). The issue of halal images is important for innovative business thinking and relevant marketing approaches, suggesting the need for creative marketing strategies in the halal industry (Suki and Salleh, 2018). The practice of halal branding as a marketing strategy, both inside and outside the Islamic community, is gaining significant impetus, indicating the importance of branding in marketing halal products (Hosain, 2021). Additionally, the marketing of credence goods must provide a guarantee to deliver a firm message about the specific features of the product, emphasizing the need for clear and transparent marketing communication in the halal industry (Bhutto et al., 2023; Ishak et al., 2023).

The multifaceted nature of the halal products market necessitates a deeper understanding of the various factors that influence consumer attitudes and behaviour. Businesses venturing into this market need to delve into the intricacies of marketing strategies to effectively target both Muslim and non-Muslim consumers (Haque et al., 2015; Lim et al., 2022; Wilkins et al., 2019). One of the significant considerations for businesses is the growing impact of halal certification on consumer behaviour. The Islamic principles governing halal products create a foundation of trust and reliability that significantly influences purchase decisions (Bukhari et al., 2019; Islam, 2022). Understanding the deeply rooted significance of these principles in the eyes of consumers is key in shaping marketing strategies to resonate with their values.

Furthermore, the evolving landscape of the halal industry requires businesses to ascertain the link between consumer behaviour and innovative branding and marketing approaches (Battour et al., 2022). The adoption of creative strategies that align with the ethical and sustainable consumption trend, while remaining respectful of religious and cultural sensitivities, can reinforce the appeal of halal products across diverse consumer segments. Additionally, the competitive environment in the halal market underscores the importance of differential advantages and brand loyalty. Businesses must navigate through these challenges by creating distinct marketing approaches that cater to the specific needs and preferences of Muslim consumers while also addressing the acceptance of halal products in non-Muslim countries.

Moreover, the emphasis on robustness in supply chains and the association of halal branding with marketing strategies offer valuable insights for businesses. These aspects highlight the need for transparency and clear communication in marketing halal products, ensuring that the unique characteristics and values associated with halal products are effectively conveyed to consumers.

In conclusion, the implications for business marketing strategies in the context of halal products are vast and intricate. By understanding the multi-layered dynamics of consumer attitudes, competitive landscapes, and the fundamental significance of Islamic principles, businesses can tailor their marketing strategies to effectively navigate and succeed in the diverse and burgeoning halal products market.

The research findings suggest that businesses should consider adopting a targeted market segmentation strategy to effectively promote halal products. This would involve creating specific outlets or marketing channels that cater specifically to the needs of the religious target segment, while also maintaining outlets that cater to non-target consumers. By doing so, businesses can ensure that they are effectively reaching their desired audience and establishing a strong brand presence in the halal market.

That is supported by various studies in the field of Islamic marketing found that religiosity and attitude significantly influence consumers' intention to purchase halal cosmetic products (Rahman et al., 2015). Similarly, Elseidi (2018) discovered that consumers' attitude towards halal food products is the strongest predictor of confidence in the halalness of food products

carrying the halal logo. Moreover, Nurhayati and Hendar (2020) highlighted the increasing market share of multinational companies from non-Muslim countries in the halal market, emphasizing the importance of understanding consumer segments for halal products.

Furthermore, Islam (2020) emphasized the crucial criterion of halal product segmentation, targeting both Muslim and conventional markets. This aligns with the study by Zainudin et al. (2020), which emphasized the importance of emphasizing religious values in marketing halal products to consumers. Additionally, Tieman (2020) highlighted the importance of robustness in halal supply chains, which is essential for effective market segmentation and targeting. The influence of the halal logo on Muslim consumers' attitudes was explored by Al-Kwafi et al. (2020), indicating the significance of visual cues in marketing halal products. This supports the notion that targeted market segmentation strategies should consider visual elements that resonate with Muslim consumers. Moreover, the study by Shah et al. (2022) demonstrated that delivering halal value to Muslim consumers affects their purchase intention, emphasizing the need for targeted marketing strategies that communicate halal value effectively.

In conclusion, the research findings from various studies in Islamic marketing support the notion that businesses should adopt targeted market segmentation strategies to effectively promote halal products. Understanding the influence of religiosity, attitudes, and visual cues, as well as emphasizing religious values in marketing, are crucial for successful market segmentation and targeting in the halal industry.

The implication of robust marketing strategies in the context of halal products transcends mere advertising and promotion. It encompasses a deeper understanding of the diverse factors that influence consumer attitudes and behaviours within this niche market segment. Businesses venturing into the halal industry are tasked with delving into the intricacies of marketing strategies to effectively target both Muslim and non-Muslim consumers, recognizing the multifaceted nature of halal products.

One of the significant considerations for businesses is the growing impact of halal certification on consumer behaviour. The adherence to Islamic principles governing halal products creates a foundation of trust and reliability that significantly influences purchase decisions. Furthermore, understanding the deeply rooted significance of these principles in the eyes of consumers is key in shaping marketing strategies that resonate with their values. This goes beyond mere product promotion; it entails aligning the marketing message with the ethical and religious sensitivities of the target audience.

Moreover, the evolving landscape of the halal industry calls for businesses to ascertain the link between consumer behaviour and innovative branding and marketing approaches. The adoption of creative strategies must align with the ethical and sustainable consumption trend while remaining respectful of religious and cultural sensitivities. This involves reinforcing the appeal of halal products across diverse consumer segments by infusing the marketing strategy with elements that resonate with the values and beliefs of the target audience. The competitive environment in the halal market underscores the importance of differential advantages and brand loyalty. Businesses must navigate these challenges by creating distinct marketing approaches that cater to the specific needs and preferences of Muslim consumers whilst also addressing the acceptance of halal products in non-Muslim countries. A nuanced marketing strategy that reflects an understanding of the cultural, religious, and lifestyle differences is essential in garnering consumer trust and loyalty.

Furthermore, the emphasis on robustness in supply chains and the association of halal branding with marketing strategies offers valuable insights for businesses. These aspects highlight the need for transparency and clear communication in marketing halal products, ensuring that the unique characteristics and values associated with halal products are effectively conveyed to consumers. In conclusion, the implications for business marketing strategies in the context of halal products are vast and intricate. By understanding the multi-layered dynamics of consumer attitudes, competitive landscapes, and the fundamental significance of Islamic principles, businesses can tailor their marketing strategies to effectively navigate and succeed

in the diverse and burgeoning halal products market. The research findings suggest that businesses should consider adopting a targeted market segmentation strategy to effectively promote halal products.

This would involve creating specific outlets or marketing channels that cater specifically to the needs of the religious target segment, while also maintaining outlets that cater to non-target consumers. By doing so, businesses can ensure that they are effectively reaching their desired audience and establishing a strong brand presence in the halal market. The influence of the halal logo on Muslim consumers' attitudes was explored by Al-Kwafi et al. (2020) indicating the significance of visual cues in marketing halal products. This supports the notion that targeted market segmentation strategies should consider visual elements that resonate with Muslim consumers. Moreover, the study by Shah et al. (2022) demonstrated that delivering halal value to Muslim consumers affects their purchase intention, emphasizing the need for targeted marketing strategies that communicate halal value effectively.

In addition, understanding the influence of religiosity, attitudes, and visual cues and emphasizing religious values in marketing are crucial for successful market segmentation and targeting in the halal industry. Therefore, for businesses to succeed in marketing halal products, a more holistic and nuanced approach is crucial, bridging the gap between consumer needs, cultural sensitivities, and effective marketing strategies. To effectively cater to the diverse consumer base and uphold the ethical and religious sensitivities associated with halal products, businesses should consider adopting a more holistic approach to their marketing strategies. This would involve integrating elements of religiosity into their marketing activities in order to influence the conscious consumer, while also creating differentiation in their product offerings. Numerous studies have emphasized the importance of understanding the religious values and sensitivities of the target market segment, particularly in the context of halal products. The concept of holistic branding, as proposed by researchers, identifies attributes that reflect the brand's worldview and contribute to holistic branding, such as spiritual ethos and belief systems, sustainable and eco-ethical philosophy, and wholesomeness and inclusiveness. This highlights the need for businesses to engage in a comprehensive approach to branding of faith-based products, including halal products.

The growing significance of halal certification on consumer behaviour cannot be overlooked. Businesses must recognize that the adherence to Islamic principles governing halal products establishes a foundation of trust and reliability that significantly influences purchase decisions. Moreover, the adoption of creative and innovative strategies that align with ethical and sustainable consumption trends while respecting religious and cultural sensitivities can further enhance the appeal of halal products across diverse consumer segments. Given the competitive environment in the halal market, businesses must also focus on creating differential advantages and fostering brand loyalty. This involves understanding the specific needs and preferences of Muslim consumers, as well as addressing the acceptance of halal products in non-Muslim countries. The ability to navigate these challenges and create distinct marketing approaches that cater to diverse consumer segments is essential in garnering consumer trust and loyalty.

In conclusion, the research findings and insights from various sources strongly advocate for a more nuanced and holistic approach to marketing halal products. Businesses should consider integrating religious values, adopting creative strategies that resonate with consumer sentiments, and creating differential advantages to effectively promote and differentiate their halal products in the market. These approaches include the use of the halal logo, targeted advertisement strategies, and positioning halal products in separate areas labelled as halal.

Additionally, businesses should ensure that halal certification is regulated by authorities well-versed in Islamic teachings and principles to prevent fraud and maintain consumer trust. Furthermore, businesses should be aware of the importance of accurate labelling and clear distinction between halal and non-halal products for Muslim consumers.

The research findings suggest that businesses should consider adopting a targeted market segmentation strategy to effectively promote halal products (Akroush, 2010; Kasdi et al., 2018

Wilkins et al., 2019). This is supported by various studies in the field of Islamic marketing found that religiosity and attitude significantly influence consumers' intention to purchase halal cosmetic products. Similarly, Elseidi (2018) discovered that consumers' attitude towards halal food products is the strongest predictor of high confidence in the halalness of food products carrying the halal logo. Moreover, Nurhayati and Hendar (2020) highlighted the increasing market share of multinational companies from non-Muslim countries in the halal, cosmetic, and medicinal foods market, emphasizing the need for targeted market segmentation strategies. Islam (2020) emphasized the importance of segmenting the halal product market into food lifestyle and service categories to effectively target both Muslim and conventional markets. Al-Kwafi et al. (2020) also stressed the significance of the halal logo in influencing Muslim consumers' attitudes, indicating the need for targeted marketing strategies based on visual cues. Additionally, focused on consumers' attitudes towards halal food, highlighting the importance of understanding consumer behaviour for effective market segmentation strategies (Suki and Salleh, 2018).

Furthermore, Shah et al. (2022) demonstrated the mediating role of halal perceived value and trust on purchase intention, indicating the need for targeted marketing strategies to enhance perceived value and trust among Muslim consumers. Khan et al. (2020) also identified enablers of halal food purchase among Muslim consumers, emphasizing the importance of understanding consumer behaviour for targeted marketing strategies. Additionally, Hassan et al. (2022) highlighted the exploitation of Muslim desires and expectations by businesses, indicating the need for a comprehensive understanding of the halal market segment for effective marketing strategies.

It is evident that a more comprehensive understanding of the intricate relationship between religiosity, consumer behaviour, and the halal market is essential for businesses to effectively target and cater to Muslim consumers. The nuances of halal consumption, including the influence of religious knowledge, commitment, and certification, play a pivotal role in shaping purchase behaviour and consumer trust. To delve deeper into the dynamics of consumer behaviour within the halal cosmetics market, we can explore the interplay of religious knowledge and commitment with the actual purchase behaviour and repurchase intentions of Muslim consumers. Understanding the specific religious orientations of individuals and their impact on purchase decisions is also an area that merits further investigation. Additionally, delving into the visual cues and advertising platforms that resonate with Muslim consumers can provide valuable insights for developing targeted marketing strategies.

Furthermore, the examination of religiosity, attitudes, and purchase intentions in different cultural contexts and regions is crucial for a comprehensive understanding of the halal market. This necessitates a cross-cultural analysis to discern the varying influences of religiosity on consumer behaviour in diverse Muslim-majority countries, as well as in non-Muslim countries with significant Muslim consumer segments. In addition to the highlighted studies, exploring the mediating role of halal perceived value and trust, as well as the enablers of halal food purchase among Muslim consumers, will provide deeper insights into the mechanisms that drive consumer behaviour in the halal market. This will enable businesses to tailor their marketing strategies to effectively communicate halal value and foster trust among Muslim consumers, thereby facilitating greater market penetration and brand loyalty.

In conclusion, a more profound exploration of the complexities surrounding religiosity and consumer behaviour in the context of halal products is imperative for businesses aiming to establish a strong presence in the halal market. By leveraging a deep understanding of religious values and attitudes, businesses can devise targeted and culturally sensitive marketing strategies that resonate with diverse Muslim consumer segments.

This deep understanding and targeted approach will be key in enhancing the appeal of halal products across diverse consumer segments and fostering brand loyalty in the competitive halal market. Businesses must be mindful of the specific needs and preferences of Muslim

consumers, as well as the acceptance of halal products in non-Muslim countries, in order to navigate these challenges and create distinct marketing approaches.

In line with the research findings and insights from various sources, the incorporation of religious values, creative strategies that resonate with consumer sentiments, and the creation of differential advantages are emphasized to promote and differentiate halal products in the market. It is essential for businesses to integrate the halal logo, implement targeted advertisement strategies, and position halal products in separate areas labelled as halal. Additionally, halal certification regulation by authorities well-versed in Islamic teachings and principles, as well as accurate labelling and clear distinction between halal and non-halal products, are crucial for maintaining consumer trust and loyalty.

The research findings also emphasize the adoption of a targeted market segmentation strategy to effectively promote halal products. This entails the segmentation of the halal product market into food lifestyle and service categories to effectively target both Muslim and conventional markets, as highlighted by Islam (2020). Additionally, visual cues and advertising platforms that resonate with Muslim consumers can provide valuable insights for developing targeted marketing strategies, as stressed by Al-Kwafi et al., (2020). Moreover, a comprehensive understanding of the intricate relationship between religiosity, consumer behaviour, and the halal market is crucial for businesses to effectively target and cater to Muslim consumers.

To delve deeper into the dynamics of consumer behaviour within the halal cosmetics market, further exploration of the interplay of religious knowledge and commitment with actual purchase behaviour and repurchase intentions of Muslim consumers is necessary. Understanding the specific religious orientations of individuals and their impact on purchase decisions is an area that merits further investigation. Additionally, cross-cultural analysis is essential to discern the varying influences of religiosity on consumer behaviour in diverse Muslim-majority countries and non-Muslim countries with significant Muslim consumer segments.

Expanding the research to explore the mediating role of halal perceived value and trust, as well as the enablers of halal food purchase among Muslim consumers, will provide deeper insights into the mechanisms that drive consumer behaviour in the halal market. This deeper understanding will enable businesses to tailor their marketing strategies effectively to communicate halal value and foster trust among Muslim consumers, thereby facilitating greater market penetration and brand loyalty.

In conclusion, a more profound exploration of the complexities surrounding religiosity and consumer behaviour in the context of halal products is imperative for businesses aiming to establish a strong presence in the halal market. By leveraging a deep understanding of religious values and attitudes, businesses can devise targeted and culturally sensitive marketing strategies that resonate with diverse Muslim consumer segments. This nuanced and holistic approach will be fundamental in enhancing the appeal of halal products and fostering brand loyalty across diverse consumer segments. In today's rapidly changing world, the significance of accurate weather forecasts cannot be overstated.

## **CONCLUSION**

The global halal product market presents a dynamic and intricate landscape that necessitates a sophisticated marketing approach beyond conventional strategies. Successful engagement requires a delicate integration of religious principles, consumer insights, and sustainable consumption frameworks. Modern businesses must craft marketing strategies that demonstrate cultural sensitivity, authentically communicate product values, and establish meaningful connections across diverse societal contexts.

Contemporary research highlights a substantive knowledge gap in comprehending marketing methodologies across varied cultural domains. This limitation underscores the imperative for a more holistic framework that harmonizes religious compliance with expansive consumer value propositions. The continually evolving halal marketplace challenges organizations to develop

flexible marketing approaches capable of navigating the complex intersections between religious identity, ethical consumption patterns, and nuanced consumer expectations.

Based on the extensive research and insights gleaned from various sources, it is evident that the integration of religious values, creative strategies that resonate with consumer sentiments, and the creation of differential advantages are crucial for promoting and differentiating halal products in the market. Additionally, a robust and effective marketing strategy for halal products should include the integration of the halal logo, targeted advertising strategies, and the clear labelling and positioning of halal products in dedicated areas.

Moreover, the adoption of a targeted market segmentation strategy is essential to effectively promote halal products across diverse consumer segments. This involves segmenting the halal product market into food lifestyle and service categories to target both Muslim and conventional markets, as highlighted by previous research. Furthermore, visual cues and advertising platforms that tap into the sentiments of Muslim consumers can provide critical insights for developing targeted marketing strategies that resonate with the target audience.

Expanding the scope of research to further explore the interplay of religious knowledge and commitment with actual purchase behaviour and repurchase intentions of Muslim consumers is imperative. Understanding individual religious orientations and their impact on purchase decisions is a critical area that warrants additional investigation. Additionally, undertaking cross-cultural analyses will provide valuable insights into the varying influences of religiosity on consumer behaviour in different cultural contexts.

Furthermore, delving into the mediating role of halal perceived value and trust, as well as the enablers of halal food purchase among Muslim consumers, will provide deeper insights into the mechanisms that drive consumer behaviour in the halal market. This deeper understanding will enable businesses to tailor their marketing strategies effectively to communicate halal value and foster trust among Muslim consumers, ultimately leading to greater market penetration and brand loyalty.

In conclusion, a comprehensive and nuanced understanding of the intricate relationship between religiosity, consumer behaviour, and the halal market is indispensable for businesses seeking to establish a strong presence in this market. By leveraging a deep understanding of religious values and attitudes, businesses can devise targeted and culturally sensitive marketing strategies that resonate with diverse Muslim consumer segments. This holistic approach will be instrumental in enhancing the appeal of halal products and fostering brand loyalty across diverse consumer segments.

The limitations of this research are the reliance on literature survey and conceptual analysis, which may lack empirical evidence. To address this limitation, future research could incorporate empirical studies, such as surveys or experiments, to gather quantitative data and test the proposed relationships between religiosity and consumer behaviour in the halal market. Another limitation is the focus on Muslim consumers and the halal market, which may limit the generalizability of the findings to other religious or cultural contexts.

## REFERENCES

- Abbas, Ahmad, et al. (2023). "Earnings growth, marketability and the role of Islamic financial literacy and inclusion in Indonesia." *Journal of Islamic Accounting and Business Research*, 14(7), 1088-1105. <https://doi.org/10.1108/JIABR-12-2021-0322>.
- Ahmadova, E. & Aliyev, K. (2021). Determinants of attitudes towards halal products: Empirical evidence from Azerbaijan. *Journal of Islamic Marketing*, 12(1), 55–69. <https://doi.org/10.1108/JIMA-04-2019-0068>.
- Akroush, M. N. (2010). Transactional marketing and relationship marketing paradigms: A structural equation modelling approach. *International Journal of Electronic Customer Relationship Management*, 4(2), 125–160. <https://doi.org/10.1504/IJECRM.2010.031862>.
- Al-Banna, H. & Jannah, S. M. (2023). The push, pull, and mooring effects toward switching intention to halal cosmetic products. *Journal of Islamic Marketing*, 14(9), 2149–2166. <https://doi.org/10.1108/JIMA-12-2021-0392>.

- Al-Kwafi, O. S., Gelaidan, H. M. H. & Fetais, A. H. M. A. (2020). Identifying the influence of the halal logo on Muslim consumers' attitudes using fMRI technology. *Journal of Islamic Marketing*, 12(6), 1159–1179. <https://doi.org/10.1108/JIMA-01-2020-0026>.
- Ali, A., Xiaoling, G., Sherwani, M., & Ali, A. (2018). Antecedents of consumers' halal brand purchase intention: an integrated approach. *Management Decision*, 56(4), 715–735. <https://doi.org/10.1108/MD-11-2016-0785>.
- Almossawi, M. M. (2014). Impact of religion on the effectiveness of the promotional aspect of product packages in Muslim countries. *Asia Pacific Journal of Marketing and Logistics*, 26(5), 687–706. <https://doi.org/10.1108/APJML-11-2013-0137>.
- Awan, H. M., Siddiquei, A. N. & Haider, Z. (2015). Factors affecting Halal purchase intention – Evidence from Pakistan's halal food sector. *Management Research Review*, 38(6), 640–660. <https://doi.org/10.1108/MRR-01-2014-0022>.
- Babaii, E. & Taase, Y. (2013). Author-assigned keywords in research articles: Where do they come from?. *Iranian Journal of Applied Linguistics (IJAL)*, 16(2), 1–19.
- Battour, M., Hakimian, F., Ismail, M., & Boğan, E. (2018). The perception of non-Muslim tourists towards halal tourism: Evidence from Turkey and Malaysia. *Journal of Islamic Marketing*, 9(4), 823–840. <https://doi.org/10.1108/JIMA-07-2017-0072>.
- Battour, M., Salaheldeen, M. & Mady, K. (2022). Halal tourism: Exploring innovative marketing opportunities for entrepreneurs. *Journal of Islamic Marketing*, 13(4), 887–897. <https://doi.org/10.1108/JIMA-06-2020-0191>.
- Bhutto, M. Y., Ertz, M., Soomro, Y. A., Khan, M. A. A., & Ali, W. (2023). Adoption of halal cosmetics: Extending the theory of planned behavior with moderating role of halal literacy (evidence from Pakistan). *Journal of Islamic Marketing*, 14(6), 1488–1505. <https://doi.org/10.1108/JIMA-09-2021-0295>.
- Bukhari, S. F. H., Woodside, F. M., Hassan, R., Shaikh, A. L., Hussain, S., & Mazhar, W. (2019). Is religiosity an important consideration in Muslim consumer behavior: Exploratory study in the context of western imported food in Pakistan. *Journal of Islamic Marketing*, 10(4), 1288–1307. <https://doi.org/10.1108/JIMA-01-2018-0006>.
- Butt, M. M., Rose, S., Wilkins, S., & Ul Haq, J. (2017). MNCs and religious influences in global markets: Drivers of consumer-based halal brand equity. *International Marketing Review*, 34(6), 885–908. <https://doi.org/10.1108/IMR-12-2015-0277>.
- Elseidi, R. I. (2018). Determinants of halal purchasing intentions: Evidences from UK. *Journal of Islamic Marketing*, 9(1), 167–190. <https://doi.org/10.1108/JIMA-02-2016-0013>.
- Farhat, K., Aslam, W., & Sany Sanuri, B. M. M. (2019). Predicting the intention of generation M to choose family takaful and the role of halal certification. *Journal of Islamic Marketing*, 10(3), 724–742. <https://doi.org/10.1108/JIMA-12-2017-0143>.
- Firdaus, M. K. Z. H., Komariah, M., & Che Hasan, M. K. (2022). The use of advanced technology in providing chronic care. *International Journal of Care Scholars*, 5(1), 1–2. <https://doi.org/10.31436/ijcs.v5i1.239>.
- Floren, J., Rasul, T. & Gani, A. (2020). Islamic marketing and consumer behaviour: A systematic literature review. *Journal of Islamic Marketing*, 11(6), 1557–1578.
- Fuseini, A., Hadley, P. & Knowles, T. (2020). Halal food marketing: An evaluation of UK halal standards. *Journal of Islamic Marketing*, 12(5), 977–991. <https://doi.org/10.1108/JIMA-02-2020-0037>.
- Haleem, A., Khan, M. I. & Khan, S. (2020). Halal certification, the inadequacy of its adoption, modelling and strategising the efforts. *Journal of Islamic Marketing*, 11(2), 393–413. <https://doi.org/10.1108/JIMA-05-2017-0062>.
- Hamizar, A., Holle, M. H., Mohamad, S. I. S., (2023). Challenges and opportunities of Islamic branding on global marketing: A conceptual study. *Al-Iqtishadiyah: Ekonomi Syariah dan Hukum Ekonomi Syariah*, 9(1), 19–31. <http://dx.doi.org/10.31602/iqt.v9i1.10324>.
- Hanafiah, M. H. & Hamdan, N. A. A. (2020). Determinants of Muslim travellers halal food consumption attitude and behavioural intentions. *Journal of Islamic Marketing*, 12(6), 1197–

1218. <https://doi.org/10.1108/JIMA-09-2019-0195>.

Haque, A., Sarwar, A., Yasmin, F., Tarofder, A. K., & Hossain, M. A. (2015). Non-Muslim consumers' perception toward purchasing halal food products in Malaysia. *Journal of Islamic Marketing*, 6(1), 133–147. <https://doi.org/10.1108/JIMA-04-2014-0033>.

Hassan, S. H., Mat Saad, N., Masron, T. A., & Ali, S. I. (2022). Buy Muslim-made first – Does halal consciousness affect Muslims' intention to purchase?. *Journal of Islamic Marketing*, 13(2), 466–480. <https://doi.org/10.1108/JIMA-05-2019-0102>.

Hassan, Y. & Sengupta, A. (2019). India–An untapped market for halal products. *Journal of Islamic Marketing*, 10(3), 981–1002. <https://doi.org/10.1108/JIMA-09-2018-0179>.

Hosain, M. S. (2021). Branding “halal”: Application of a certain religious emotion to attract a specific customer segment. *PSU Research Review*, 5(3), 195–200. <https://doi.org/10.1108/PRR-12-2020-0043>.

Ishak, A. H., Azman, N. A. M., & Ab Manan, S. K. (2023). Factors that drive consumers to purchase halal goods online. *Global Journal Al-Thaqafah, Special Issue*, 65–70.

Islam, M. M. (2020). Segmenting, targeting and positioning in Islamic marketing. *Journal of Islamic Marketing*, 12(7), 1385–1404. <https://doi.org/10.1108/JIMA-10-2018-0181>.

Islam, M. M. (2022). Evaluating negative attitudes of the students and shoppers towards halal cosmetics products. *Journal of Islamic Marketing*, 13(3), 565–585. <https://doi.org/10.1108/JIMA-03-2020-0067>.

Ismail, M., Mohamad, N., & Ahamat, A. (2020). Top management capabilities and performance of halal product. *Innovation and Management Review*, 17(4), 431–446.

Kasdi, A., Farida, U., & Cahyadi, I. F. (2018). Wali city branding: Marketing strategy in promoting halal tourism destinations Demak Indonesia. *Geojournal of Tourism and Geosites*, 25(2), 463–473. <https://doi.org/10.30892/gtg.25215-373>.

Khan, W., Akhtar, A., Ansari, S. A., & Dhamija, A. (2020). Enablers of halal food purchase among Muslim consumers in an emerging economy: An interpretive structural modeling approach. *British Food Journal*, 122(7), 2273–2287. <https://doi.org/10.1108/BFJ-08-2018-0528>.

Koc, F., Ozkan, B., Komodromos, M., Efendioglu, I. H. and Baran, T. (2025). 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>.

Krisjanous, J., Allayarova, N. & Kadirov, D. (2022). Clothing of righteousness: Exploring tensions of halal maternity wear on online apparel websites. *Journal of Islamic Marketing*, 13(5), 1125–1142. <https://doi.org/10.1108/JIMA-03-2020-0080>.

Lim, Y. H., Lada, S., Ullah, R., & Abdul Adis, A. A. (2022). Non-Muslim consumers' intention to purchase halal food products in Malaysia. *Journal of Islamic Marketing*, 13(3), 586–607. <https://doi.org/10.1108/JIMA-06-2020-0172>.

Masudin, I., Fernanda, F. W. & Widayat. (2018). Halal logistics performance and customer loyalty: From the literature review to a conceptual framework. *International Journal of Technology*, 9(5), 1072–1084. <https://doi.org/10.14716/ijtech.v9i5.1919>.

Muhamad, N., Leong, V. S. & Md Isa, N. (2017). Does the country of origin of a halal logo matter? The case of packaged food purchases. *Review of International Business and Strategy*, 27(4), 484–500. <https://doi.org/10.1108/RIBS-06-2017-0049>.

Najmi, A., Ahmed, W. & Jahangir, S. (2023). Firm's readiness for halal food standard adoption: Assessing the importance of traceability system. *Journal of Islamic Accounting and Business Research*, 14(8), 1451–1473. <https://doi.org/10.1108/JIABR-09-2020-0293>.

Nugraha, Y. D., Permana, R. M. T., Harahap, D. A., Shaikh, M., & Fauziah, H. I. (2023). The interaction effect of consumer affinity and patriotism among millennial muslim women consumers. *Journal of Islamic Marketing*, 14(10), 2502–2530. <https://doi.org/10.1108/JIMA-06-2021-0211>.

Nurhayati, T. & Hendar, H. (2019). Personal intrinsic religiosity and product knowledge on halal product purchase intention: Role of halal product awareness. *Journal of Islamic*

*Marketing*, 11(3), 603–620. <https://doi.org/10.1108/JIMA-11-2018-0220>.

Nurudin, Hendar & Ratnawati, A. (2023). The impacts of maslahah product uniqueness, Islamic customer orientation, and Islamic innovativeness dimensions in improving marketing performance. *Uncertain Supply Chain Management*, 11(3), 1099–1110. <https://doi.org/10.5267/j.uscm.2023.4.012>.

Prince, S. A., & Wahid, I. S. (2023). Halal-organic meat: A successful business and humanitarian model. *Humanities and Social Sciences Communications*, 10(1), 1–16. <https://doi.org/10.1057/s41599-023-02097-9>.

Rahman, A., Asrarhaghighi, E. & Ab Rahman, S. (2015). Consumers and halal cosmetic products: Knowledge, religiosity, attitude and intention. *Journal of Islamic Marketing*, 6(1), 148–163. <https://doi.org/10.1108/JIMA-09-2013-0068>.

Rahman, M., Aziz, S. & Hughes, M. (2020). The product-market performance benefits of environmental policy: Why customer awareness and firm innovativeness matter. *Business Strategy and the Environment*, 29(5), 2001–2018. <https://doi.org/10.1002/bse.2484>.

Sani, A.A., Rahmayanti, D., Kamal, A., Ilmiah, D., Abdullah, N.B., (2023). Understanding consumer behavior: Halal labeling and purchase intentions. *Journal of Digital Marketing and Halal Industry*, 5(1), 117–142. <https://doi.org/10.21580/jdmhi.2023.5.1.16543>.

Shah, S. A., Bhutto, M. H. and Azhar, S. M. (2022). Integrative review of Islamic marketing. *Journal of Islamic Marketing*, 13(6), 1264–1287. <https://doi.org/10.1108/JIMA-07-2020-0216>.

Shahid, S., Parray, M. A., Thomas, G., Farooqi, R., & Islam, J. U. (2023). Determinants of Muslim consumers' halal cosmetics repurchase intention: An emerging market's perspective. *Journal of Islamic Marketing*, 14(3), 826–850. <https://doi.org/10.1108/JIMA-08-2021-0265>.

Sobari, N., Kurniati, A. & Usman, H. (2022). The influence of Islamic attributes and religious commitments toward halal wellness services customer satisfaction and loyalty. *Journal of Islamic Marketing*, 13(1), 177–197. <https://doi.org/10.1108/JIMA-11-2018-0221>.

Suki, N. M. & Salleh, A. S. (2016). Does halal image strengthen consumer intention to patronize halal stores?: Some insights from Malaysia. *Journal of Islamic Marketing*, 7(1), 120–132. <https://doi.org/10.1108/JIMA-12-2014-0079>.

Suki, N. M. & Salleh, A. S. (2018). Mediating effect of halal image on Muslim consumers' intention to patronize retail stores: Some Insights from Malaysia. *Journal of Islamic Marketing*, 9(2), 338–355. <https://doi.org/10.1108/JIMA-02-2017-0014>.

Tieman, M. & Ghazali, M. C. (2013). Principles in halal purchasing. *Journal of Islamic Marketing*, 4(3), 281–293. <https://doi.org/10.1108/JIMA-01-2012-0004>.

Tieman, M. (2017). Halal risk management: Combining robustness and resilience. *Journal of Islamic Marketing*, 8(3), 461–475. <https://doi.org/10.1108/JIMA-06-2015-0041>.

Tieman, M. (2020). Measuring corporate halal reputation: A corporate halal reputation index and research propositions. *Journal of Islamic Marketing*, 11(3), 591–601. <https://doi.org/10.1108/JIMA-05-2018-0095>.

Waqas, M., Mian, S. J., & Nazir, N. (2023). The role of religious advertising and personal selling in enhancing mutual fund purchase intention and sales in Pakistan: A managerial perspective. *Journal of Islamic Marketing*, 14(1), 43–60. <https://doi.org/10.1108/JIMA-05-2020-0162>.

Wilkins, S., Butt, M. M., Shams, F., & Pérez, A. (2019). The acceptance of halal food in non-Muslim countries: Effects of religious identity, national identification, consumer ethnocentrism and consumer cosmopolitanism. *Journal of Islamic Marketing*, 10(4), 1308–1331. <https://doi.org/10.1108/JIMA-11-2017-0132>.

Zailani, S., Iranmanesh, M., Aziz, A. A., & Kanapathy, K. (2017). Halal logistics opportunities and challenges. *Journal of Islamic Marketing*, 8(1), 127–139. <https://doi.org/10.1108/JIMA-04-2015-0028>.

Zainudin, M. I., Haji Hasan, F., & Othman, A. K. (2020). Halal brand personality and brand loyalty among millennial modest fashion consumers in Malaysia. *Journal of Islamic Marketing*, 11(6), 1277–1293. <https://doi.org/10.1108/JIMA-10-2018-0187>.

## 12. Pemberitahuan Artikel di terima Tanggal 25 April 2025

----- Forwarded message -----

From: **Jurnal Al-Muzara'ah Ilmu Ekonomi Syariah IPB** <[jurnal-almuzaraah@apps.ipb.ac.id](mailto:jurnal-almuzaraah@apps.ipb.ac.id)>

Date: Thu, Jun 26, 2025, 17:02

Subject: [JAM] - Jurnal Al-Muzara'ah Vol. 13 No.1 Tahun 2025

To: <[prasetyoageng@apps.ipb.ac.id](mailto:prasetyoageng@apps.ipb.ac.id)>, Fedi Ameraldo <[fediAmeraldo77@gmail.com](mailto:fediAmeraldo77@gmail.com)>, M. Iqbal Irfany <[iqbal.irfany@apps.ipb.ac.id](mailto:iqbal.irfany@apps.ipb.ac.id)>, <[daffaagomahag@gmail.com](mailto:daffaagomahag@gmail.com)>, Ja'far Hamzah <[hamzahpulangan5903@gmail.com](mailto:hamzahpulangan5903@gmail.com)>, Husna Leila <[husna.leila@trsakti.ac.id](mailto:husna.leila@trsakti.ac.id)>, haula huddin <[haulahuddin@gmail.com](mailto:haulahuddin@gmail.com)>, Diva <[divaazka.karimah@gmail.com](mailto:divaazka.karimah@gmail.com)>, Risna Risna <[risnarisna631@gmail.com](mailto:risnarisna631@gmail.com)>, Barry Haikal <[mbarryhaikal30@gmail.com](mailto:mbarryhaikal30@gmail.com)>, Bambang Wahyu FE <[bambang.wahyudiono@unpak.ac.id](mailto:bambang.wahyudiono@unpak.ac.id)>, Hendri Tanjung <[Hendri.tanjung@uika-bogor.ac.id](mailto:Hendri.tanjung@uika-bogor.ac.id)>, <[rifaldimajid@lecturer.undip.ac.id](mailto:rifaldimajid@lecturer.undip.ac.id)>

Assalamu'alaikum wr. wb.

Alhamdulillah, Jurnal Al-Muzara'ah Vol. 13 No.1 Tahun 2025 (Edisi Juni 2025) sudah terbit. Terima kasih atas kontribusi para penulis yang telah bersedia untuk mempublikasikan hasil penelitiannya pada Jurnal Al-Muzara'ah. Semoga artikel yang terbit dapat bermanfaat dan menjadi referensi untuk pengembangan keilmuan ekonomi syariah selanjutnya. Berikut link untuk mengakses edisi terbaru dari Jurnal Al-Muzara'ah:

<https://journal.ipb.ac.id/index.php/jalmuzaraah/index>

<https://journal.ipb.ac.id/index.php/jalmuzaraah/issue/view/3720>

Terima kasih,

Wassalamu'alaikum wr. wb.

Secretariate of Al-Muzara'ah

Department of Islamic Economics, Faculty of Economics and Management, IPB University

[jurnal-almuzaraah@apps.ipb.ac.id](mailto:jurnal-almuzaraah@apps.ipb.ac.id)

<http://journal.ipb.ac.id/index.php/jalmuzaraah/index>

## 13. Permintaan pengiriman Copyright Transfer Agreement (CTA) dari pihak Jurnal Tanggal 25 April 2025

----- Forwarded message -----

From: **Jurnal Al-Muzara'ah Ilmu Ekonomi Syariah IPB** <[jurnal-almuzaraah@apps.ipb.ac.id](mailto:jurnal-almuzaraah@apps.ipb.ac.id)>

Date: Fri, Apr 25, 2025, 13:59

Subject: Re: JAM - [D-3 Revision Reminder]

To: Husna Leila <[husna.leila@trisakti.ac.id](mailto:husna.leila@trisakti.ac.id)>

Assalamu'alaikum wr. wb.

Kepada Husna Leila Yusran,

Sebelumnya, kami ucapkan selamat atas terpilihnya naskah Anda untuk diterbitkan pada Jurnal AL-MUZARA'AH Vol.13, No.1, Tahun 2025. Terkait hal tersebut, harap untuk mengirimkan hasil scan Copyright Transfer Agreement (CTA) Form yang telah ditandatangani oleh seluruh penulis atau dapat pula perwakilan penulis via email ini ([jurnal-almuzaraah@apps.ipb.ac.id](mailto:jurnal-almuzaraah@apps.ipb.ac.id)).

\*\*\*

2 Attachments • Scanned by Gmail



25<sup>th</sup> April 2025

#### **PAPER ACCEPTANCE LETTER**

Dear Husna Leila Yusran, Yolanda Masnita, Jati Kusuma Ali, and Yuana Jatunilawati

It is our pleasure to inform you that your paper has been accepted by AL-MUZARA'AH (ISSN p: 2337-6333; e: 2615-7659). Your article will be published on Volume 13 Number 1, June 2025 edition.

Title:

"Halal Marketing Approaches: A Systematic Review of Strategies, Challenges, and Social Implication"

Please fill the copyright statement.

Thank you very much for contributing to AL-MUZARA'AH.

Sincerely,

Dr. Laily Dwi Arsyianti  
Editor in Chief

 <p><b>AL-MUZARA'AH</b> Journal of Islamic Economics and Finance (ISSN p: 2337 - 6333 ; e: 2615 - 7659)</p>	 <p>Department of Islamic Economics Faculty of Economics and Management IPB University FEM Building 2<sup>nd</sup> Floor, Jl. Agatis Campus IPB Dramaga Bogor 16680 West Java, Indonesia Email : jurnal-almuzarashy@apps.ipb.ac.id</p>
--	---

### COPYRIGHT TRANSFER AGREEMENT FORM

I/We hereby certify that my/our manuscript titled

\_\_\_\_\_

\_\_\_\_\_

1. Is an original work of my/our own, has not been published before, and contains no materials that can indicate to plagiarism or violate any copyright
2. I/We hereby agree to assign copyright to **AL-MUZARA'AH**
3. I/We will follow **AL-MUZARA'AH's** decision, policy, and publication schedule. Otherwise, I/we could be sued, and would accept any sanction, including being banned forever from the **AL-MUZARA'AH** submission.

Please write full names of all authors and all authors must sign as well in order as appeared in the manuscript

Principal Author: \_\_\_\_\_

Name	Signature	Date
------	-----------	------

Authors: \_\_\_\_\_

Name	Signature	Date
------	-----------	------

Name	Signature	Date
------	-----------	------

Name	Signature	Date
------	-----------	------

----- Forwarded message -----

From: **Jurnal Al-Muzara'ah Ilmu Ekonomi Syariah IPB** <[jurnal-almuzaraah@apps.ipb.ac.id](mailto:jurnal-almuzaraah@apps.ipb.ac.id)>

Date: Thu, Jun 26, 2025, 17:02

Subject: [JAM] - Jurnal Al-Muzara'ah Vol. 13 No.1 Tahun 2025

To: <[prasetyoageng@apps.ipb.ac.id](mailto:prasetyoageng@apps.ipb.ac.id)>, Fedi Ameraldo <[fediAmeraldo77@gmail.com](mailto:fediAmeraldo77@gmail.com)>, M. Iqbal Irfany <[iqbal.irfany@apps.ipb.ac.id](mailto:iqbal.irfany@apps.ipb.ac.id)>, <[daffaagomallhaq@gmail.com](mailto:daffaagomallhaq@gmail.com)>, Ja'far Hamzah <[hamzahpulangan5903@gmail.com](mailto:hamzahpulangan5903@gmail.com)>, Husna Leila <[husna.leila@trisakti.ac.id](mailto:husna.leila@trisakti.ac.id)>, haula huddin <[haulahuddin@gmail.com](mailto:haulahuddin@gmail.com)>, Diva <[divaazka.karimah@gmail.com](mailto:divaazka.karimah@gmail.com)>, Risna Risna <[risnarisna631@gmail.com](mailto:risnarisna631@gmail.com)>, Barry Haikal <[mbarryhaikal30@gmail.com](mailto:mbarryhaikal30@gmail.com)>, Bambang Wahyu FE <[bambang.wahyudiono@unpak.ac.id](mailto:bambang.wahyudiono@unpak.ac.id)>, Hendri Tanjung <[Hendri.tanjung@uika-bogor.ac.id](mailto:Hendri.tanjung@uika-bogor.ac.id)>, <[rifaldimajid@lecturer.undip.ac.id](mailto:rifaldimajid@lecturer.undip.ac.id)>

Assalamu'alaikum wr. wb.

Alhamdulillah, Jurnal Al-Muzara'ah Vol. 13 No.1 Tahun 2025 (Edisi Juni 2025) sudah terbit. Terima kasih atas kontribusi para penulis yang telah bersedia untuk mempublikasikan hasil penelitiannya pada Jurnal Al-Muzara'ah. Semoga artikel yang terbit dapat bermanfaat dan menjadi referensi untuk pengembangan keilmuan ekonomi syariah selanjutnya. Berikut link untuk mengakses edisi terbaru dari Jurnal Al-Muzara'ah:

<https://journal.ipb.ac.id/index.php/jalmuzaraah/index>

<https://journal.ipb.ac.id/index.php/jalmuzaraah/issue/view/3720>

Terima kasih,

Wassalamu'alaikum wr. wb.

Secretariate of Al-Muzara'ah

Department of Islamic Economics, Faculty of Economics and Management, IPB University

[jurnal-almuzaraah@apps.ipb.ac.id](mailto:jurnal-almuzaraah@apps.ipb.ac.id)

<http://journal.ipb.ac.id/index.php/jalmuzaraah/index>

## 14. Pengiriman Scan Copyright Transfer Agreement (CTA) Tanggal 28 April 2025

----- Forwarded message -----

From: **Husna Leila** <[husna.leila@trisakti.ac.id](mailto:husna.leila@trisakti.ac.id)>

Date: Mon, Apr 28, 2025, 10:43

Subject: Re: JAM - [D-3 Revision Reminder]

To: Jurnal Al-Muzara'ah Ilmu Ekonomi Syariah IPB <[jurnal-almuzaraah@apps.ipb.ac.id](mailto:jurnal-almuzaraah@apps.ipb.ac.id)>

Cc: <[yolandamasnita@trisakti.ac.id](mailto:yolandamasnita@trisakti.ac.id)>, <[yuanaajatu@trisakti.ac.id](mailto:yuanaajatu@trisakti.ac.id)>, Husna Leila Yusran <[husnaleila@gmail.com](mailto:husnaleila@gmail.com)>

Assalamualaikum,

Terlampir kami sampaikan Scan Copyright Transfer Agreement (CTA) dari perwakilan penulis.

Terima kasih,

Wa'alaikum salam wr wb

Husna Leila Yusran

\*\*\*

---

One attachment • Scanned by Gmail ⓘ



# AL-MUZARA'AH

Journal of Islamic Economics and Finance  
(ISSN p: 2337 - 6333 ; e: 2615 - 7659)



IPB University  
— Bogor Indonesia —

Department of Islamic Economics  
Faculty of Economics and Management  
IPB University

FEM Building 2<sup>nd</sup> Floor, Jl. Agatis  
Campus IPB Dramaga Bogor 16680  
West Java, Indonesia

Email : jurnal-almuzaraah@apps.ipb.ac.id

## COPYRIGHT TRANSFER AGREEMENT FORM

I/We hereby certify that my/our manuscript titled:

### Halal Marketing Approaches: A Systematic Review of Strategies, Challenges, and Social Implication

1. Is an original work of my/our own, has not been published before, and contains no materials that can indicate to plagiarism or violate any copyright.
2. I/We hereby agree to assign copyright to **AL-MUZARA'AH**.
3. I/We will follow **AL-MUZARA'AH**'s decision, policy, and publication schedule. Otherwise, I/we could be sued, and would accept any sanction, including being banned forever from the **AL-MUZARA'AH** submission.

Principal Author:

  
**Husna Leila Yusran**

Name

Signature

25 April 2025

Date

Authors:

  
**Yolanda Masnita**

Name

Signature

28 April 2025

Date

  
**Yuana Jatu Nilawati**

Name

Signature

25 April 2025

Date