

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

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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 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.

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

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

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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 (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-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.

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