

e-ISSN: 2502-1516

Research Article

Received: October 16, 2025
Revised: February 25, 2026
Accepted: March 10, 2026
Available Online: May 2026

UNDERSTANDING HALAL FOOD CONSUMER DECISION-MAKING: THE INTEGRATION OF KNOWLEDGE INTO THE THEORY OF PLANNED BEHAVIOR

Keywords:

halal food; purchase; consumer; knowledge; TPB; SEM

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Abstract

The Theory of Planned Behavior (TPB) provides a robust conceptual framework for comprehending and forecasting consumer behavior, specifically regarding an individual's inclination to consume halal food. The purpose of this study is to investigate the extent of TPB to which knowledge affects attitude, subjective norms, and consumer behavior in consuming halal products. This study was conducted using a partial-least-squares structural-equation-modeling (PLS-SEM) technique to test and estimate relationships between variables in the case context. Using primary data collection method, 1200 questionnaires were distributed to muslim consumers in Yogyakarta, Indonesia. The responses collected were 1181 completed questionnaires representing 98 percent response rate. Goodness of fit for the structural model shows requirement in terms of Chi-Square: 1127.633; P-Value: 000; GFI: 0.911; and RMSEA; 0.048. This study provides on the significant impact of knowledge on consumer decision-making regarding the consumption of halal products. The result of this study also reveals the complex mechanisms by which knowledge influences attitudes, subjective norms, perceived behavioural control, and finally, purchasing behaviour.

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1. Introduction

The amount of money spent by Muslims worldwide is still on the increase. According to the State of the Global Islamic Economy Report 2022, Muslim consumers spent \$2 trillion in 2021 and are expected to spend \$2.8 trillion by 2025 (Dinar Standard). This shows that the global halal market is on the increase. In the global scenario, the consumption of halal food in Indonesia is also on the increase. Indonesia had 241.7 million Muslim citizens out of a total population of 277.75 million at the end of 2022, which comprised 87.02% of the total population. This makes Indonesia a very important market for halal food products, both for local and export markets (Vanany et al., 2020).

The contemporary body of literature on halal food is diverse and quickly changing. Prior studies have analyzed its economic impact such as market expansion and job creation related to the halal food sector. Scholars are also beginning to tackle some new ethical issues such as animal welfare and the environment in halal food production systems (Featherstone, 2015). Moreover, studies have discovered product innovation, halal certification, and halal supply chain transparency issues, especially as they relate to food safety, quality, and traceability. The goal of these initiatives is to assure halal product compliance with consumer religious and ethical expectations (Riaz & Riaz, 2023). Based on the assessment of the preference (though it is not stated, we may assume they are aiming at non-Muslim), our conclusion is whether Muslim construct a market having preference for halal food (Ashraf, 2019a).

The Theory of Planned Behaviour (TPB) is commonly used in halal food research since it can explain and anticipate how people would act. According to TPB, the intention to perform a behaviour, like eating halal food, is determined by attitude, subjective norms, and perceived behavioural control (Suleman et al., 2021a). Previous studies have employed TPB to investigate the impact of beliefs, social factors, and perceived accessibility on customers' intentions regarding halal products (Ashraf, 2019b). Although TPB is employed extensively, it does not articulate the impact of knowledge on these variables. The existing body of literature indicates that customers' attitudes and intentions

are often significantly impacted by their level of awareness and understanding, particularly in issues associated with religious values and certification standards (Billah et al., 2020). This indicates that TPB may not be entirely effective in explaining halal consumption behaviour, particularly in markets where consumer education is an important factor (Ahmad et al., 2015a).

In order to solve this problem, this research proposes the addition of knowledge to the TPB model to provide a better explanation of the halal food consumption behavior. This research investigates the extent to which knowledge affects attitude, subjective norms, perceived behavioral control, intention, and actual consumer behavior towards halal products. We employ Structural Equation Modelling (SEM) to test seven hypotheses that demonstrate both direct and indirect relationships between these variables. The purpose of this research is to extend the previous research by adding knowledge to the TPB model. This will help to provide a better theoretical explanation of halal consumer behavior in a rapidly growing market that is knowledge-sensitive.

1.1 Literature Review

The impact of knowledge, beside religiousness and money, on attitudes, subjective norms, and consumer behavior in relation to halal items has been extensively examined in many research studies. (Agarwala et al., 2019) and (Mukhtar & Butt, 2012) both indicated that information has a big impact on how people feel and act as consumers. The first study also looked at how self-identity and perceived behavioural control play a role. In the same way, Suleman et al. (2021b) stressed how knowledge, religious behaviour, and personal norms affect how people think and act as consumers. All research above concludes that knowledge, religiosity, and subjective norms play a significant role in shaping consumer attitudes and behavior.

Furthermore, product knowledge, particularly of the halal supply chain, has a positive impact on purchase intention. This is further supported by (Syukur & Nimsai, 2018), who identified a strong direct influence of attitude and halal quality on purchase intention, with halal knowledge playing a significant role in shaping attitude. Similarly, (Wirakurnia et al., 2022) found that halal awareness and knowledge, including familiarity with processed foods, are key factors in purchase intention. Nurhayati and Hendar (2019) also talked on how knowing about halal products can help people decide to buy them. Finally, Mutmainah (2018) stressed how education, awareness of halal, and halal certification can all make people more likely to buy something.

Knowledge substantially influences consumers' propensity to purchase halal items. The research conducted by Yusoff et al. (2015) concentrated on the existing information throughout the supply chain and demonstrated that consumers' intentions to purchase halal food are directly affected by this knowledge. Specifically, customers' intents to acquire halal products are profoundly affected by their understanding of halal practices related to slaughtering, preservation, and packaging. Furthermore, the research underscored the importance of knowledge in the development of halal purchase intentions (Ahmad et al., 2015b)

The role of income in the purchase of halal products is a complex phenomenon. Bray et al. (2011) highlight the role of personal constraints and negative consequences for image or quality as factors that may impede ethical consumption, which may include the purchase of halal products. (Kordnaeij et al., 2013) and (Shakil & Majeed, 2018) highlight the role of brand trust and attitude in influencing purchase intention, where the latter study found that attitude fully mediated the relationship between subjective norm, knowledge, and buy intention. (Talib et al., 2017) highlight the importance of halal awareness, halal certification, and religiosity in influencing purchase intention, while (Borzooei & Asgari, 2013) specifically examined the role of religious commitment in influencing halal brand relationship and buy intention. These studies indicate that while income may be a factor in the purchase of halal products, it is not the only factor that may influence it.

Attitude, subjective norms, and consumer behavior play a significant role in the usage of halal products. The buying intention of non-Muslim consumers is positively associated with perceived behavioral control, attitude, and subjective norms (Suleman et al., 2021b) Likewise, the halal-marked snack food consumption of young Muslim students is determined by subjective norms, perceived behavioral control, and personal religiosity (Maichum et al., 2017). Subjective standards and attitudes play a significant role in influencing the purchasing of consumable halal products (Ahmadova & Aliyev, 2020). The significance of Knowledge and perceived behavioral control in shaping the consumers' willingness to pay for halal products is also emphasized (Suleman et al., 2021b). Thus, apart from other factors, information plays a significant role in shaping the consumers' feelings and intentions to purchase halal food.

Numerous research have utilised Partial Least Squares Structural Equation Modelling (PLS-SEM) to investigate the relationship between various variables and consumer purchasing behaviour. Ashraf (2019c) identified a positive correlation among trustworthiness, attitude, normative structure, and self-efficacy in connection to halal food purchasing. Using SEM, (Al-Otoum & Nimri, 2015) demonstrated that the relationship between consumers' attitudes and subjective norms was significant and positive regarding consumers' intentions, and that consumers' intentions significantly influenced their behaviour in a positive manner. The PLS-Path modelling investigation demonstrated that customers' desire for halal-certified items, their level of religiosity, pricing, and sales promotions are significant factors affecting their propensity to purchase halal food (Varinli et al., 2016). The collected literature examples reinforce the

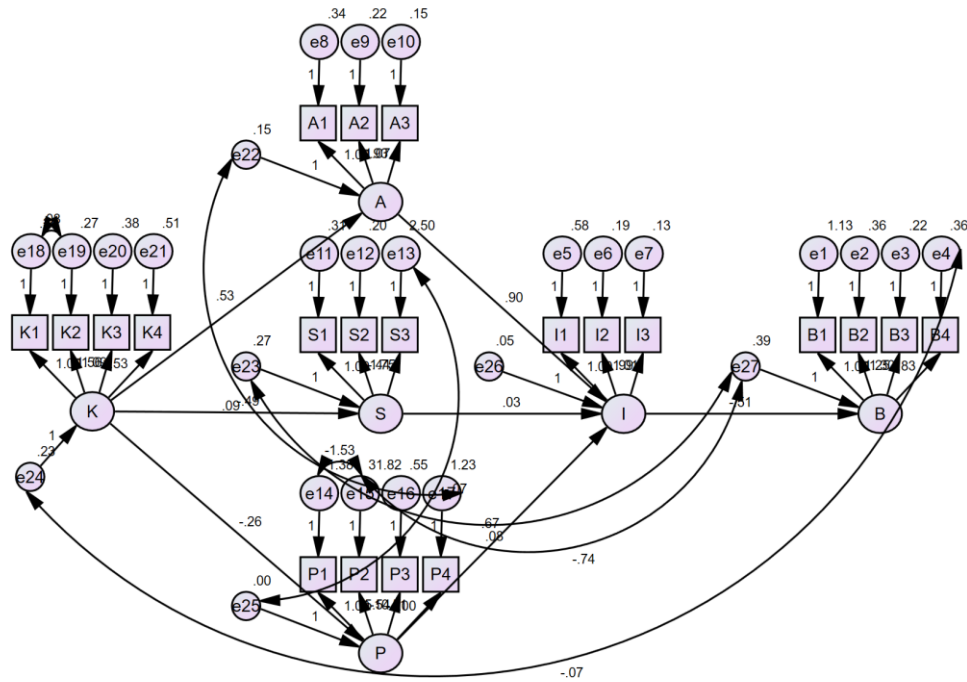


Figure 1. Construct Model

rationale for the high appropriateness and effectiveness of SEM PLS in analysing the relationships between variables in this study.

2. Methods

This study employed Confirmatory Factor Analysis (CFA) within a Structural Equation Modelling (SEM) framework to systematically evaluate the theoretical structures underpinning TPB. Iranmanesh et al. (2020) assert that the PLS-SEM technique is appropriate for measuring a model in two steps. Initially, internal consistency, reliability, discrimination, and convergent validity were assessed. The second step is to figure out the mediation model and test the hypotheses. **Figure 1** illustrates the study's structural model.

The results were gathered via a survey questionnaire utilising a Likert scale. The current study's population consists of the Muslim community of Yogyakarta, regarded as a typical sample of Indonesia. We sent out 1200 questionnaires, and 1181 of them were returned and said to be complete. The sample size, N , must be equal to or greater than $(5 \text{ to } 10) p$, with p being the number of predictor variables (Mundfrom et al., 2005; Schreiber et al., 2006). The minimal total sample size is 40 because p is equal to 4. So, the amount of data that was gathered has been deemed adequate. The analysis includes figuring out the model's parameters, such as the factor loadings, path coefficients, and error variances. The analysis also looks at how well the model fits, which means comparing the model to the data using fit indices like Chi-square, RMSEA, CFI, and TLI. The final stage is to make sense of the SEM analysis results.

3. Results and Discussions

3.1 Results

3.1.1 Goodness of Fit

We utilise a number of indices to see how well the model fits, such as the Chi-Square Test, the Root Mean Square Error of Approximation (RMSEA), the Comparative Fit Index (CFI), the Tucker-Lewis Index (TLI), the Goodness-of-Fit Index (GFI), and the Adjusted Goodness-of-Fit Index (AGFI). The Chi-square test is a way to see how well a model fits. The Chi-square value is 1127.633, the Degrees of freedom is 175, and the P-value is 000. A lower value means a better fit. The p-value, or significance level, is modified by the size of the sample. This might make a result significant even if the model fits well. The model's substantial p-value shows that it doesn't fully fit the data, which is normal for complex models and big samples.

The RMSEA value for the model is .068. with the 90% Confidence Interval is .064 to .072 and PCLOSE: .000. If the RMSEA value is less than .05, it means that the fit is close. If the value is up to .08, it means that the error of approximation is tolerable. If the value is larger than .10, it means that the fit is bad. The model's RMSEA shows that it fits the data well.

The Comparative Fit Index (CFI) is .898 and the Tucker-Lewis Index (TLI) is .878. Values for the CFI and TLI that are near to 1 show a good fit. Values over .95 are excellent, and values above .90 are acceptable. The model's CFI and TLI are both just below .90, which means that the fit is adequate but might be better.

Table 1. Regression Weights

			Estimate	S.E.	C.R.	P value	Label
S	<--	K	-.490	.051	-9.643	***	Supported
P	<--	K	-.263	.074	-3.578	***	Supported
A	<--	K	.527	.042	12.461	***	Supported
I	<--	S	.032	.025	1.315	.189	Not supported
I	<--	A	.896	.066	13.532	***	Supported
I	<--	P	-.666	.228	-2.917	.004	Not supported
B	<--	I	-.514	.054	-9.498	***	Supported
B2	<--	B	1.302	.071	18.240	***	Supported
B3	<--	B	1.248	.067	18.518	***	Supported
B4	<--	B	.833	.051	16.501	***	Supported
I2	<--	I	1.013	.056	17.928	***	Supported
I3	<--	I	.989	.054	18.481	***	Supported
A2	<--	A	.930	.052	17.969	***	Supported
A3	<--	A	1.068	.054	19.810	***	Supported
S2	<--	S	1.754	.124	14.158	***	Supported
S3	<--	S	-.439	.085	-5.136	***	Supported
P2	<--	P	-10.507	2.890	-3.635	***	Supported
P3	<--	P	-5.539	1.540	-3.596	***	Supported
P4	<--	P	-4.002	1.136	-3.524	***	Supported
K2	<--	K	1.090	.048	22.904	***	Supported
K3	<--	K	1.555	.076	20.385	***	Supported
K4	<--	K	1.533	.079	19.479	***	Supported

Table 2. The Relationship Between Constructs

Relation	Type	Knowledge	Implication
Knowledge to Attitude	Positive	Knowledge increases positive attitudes towards behavior	Effective education shapes attitudes, becoming the main leverage for intervention
Knowledge to Subjective Norm	Negative	Knowledge reduces perception of social pressure	Knowledgeable individuals are more independent in decision making
Knowledge to PBC	Negative	Knowledge increases awareness of barriers	Literacy opens up a more complex reality, not just a sense of being able to do something
Attitude to Intention	Strong	Attitude is the dominant predictor of intention	Strengthening attitudes is much more important than social norms
Subjective Norm to Intention	Weak	Social norms have minimal influence on intention	Social pressure is not a key factor in this context
PBC to Intention	Positive	High control actually reduces intention	Indications of overconfidence, fatigue, or rationalization of delay
Intention to Behavior	Negative	Intentions do not always lead to actual behavior	There is a significant gap between intention and behavior

The model's Goodness-of-Fit Index (GFI) is .911, and its Adjusted Goodness-of-Fit Index (AGFI) is .883. A better match is indicated by GFI and AGFI values that are closer to 1. Most people think that values above .90 mean a good fit. The GFI and AGFI values for the model show that it fits the data well. Taking into account the thresholds for different goodness-of-fit indices, the model fits the data at an acceptable to good level. The Chi-square test shows that there are big disparities between the observed and model-implied covariance matrices (which is common in large samples). However, the other indices (RMSEA, CFI, TLI, GFI, AGFI) suggest that the model is a good fit for the observed data. But there is still opportunity for improvement, possibly by changing the model based on theory, modification indices, and residual analyses to make these fit indices even better.

3.1.2 Confirmatory Factor Analysis

The analysis aims to confirm the structural validity and dimensional constitution of the TPB model by formulating a priori hypotheses about the relationships between latent variables—Attitudes, Subjective Norms, Perceived Behavioural Control, Behavioural Intentions, and Behavior—using observed indicators. The confirmatory analysis uses the data collected from a structured questionnaire to not only provide a statistical index of the fit of the model to the observed data, but also to demonstrate the strength and importance of the proposed paths in the TPB model. A detailed examination of the indices of model fit, such as Chi-square, RMSEA, CFI, TLI, and GFI, lends strong support to the theoretical postulates of the TPB. This enables us to understand the factors that influence people's intentions and behaviors in the context under investigation.

Table 1 provides Estimates of Regression Weights. These are the standardised and unstandardised coefficients (Estimate) that illustrate how strong and in what direction the associations are between the predictor variables (independent) and the outcome variables (dependent) in the model. Meanwhile, **Table 2** shows Standard Errors (S.E.)

and Critical Ratios (C.R.). Each estimate is accompanied by its standard error and critical ratio, which are used for hypothesis testing. The critical ratio is the estimate divided by its standard error. A critical ratio of around ± 1.96 (for a p-value of less than .05) means that the path coefficient is significantly different from zero at the 95% confidence level. **Table 2** shows the regression weights summary of the correlations between these constructs in the model.

- 1) Attitude (A) and Knowledge (K) have a positive correlation of .527, which means that as Knowledge (K) goes up, so does Attitude (A) towards the behaviour. This implies that an increase in knowledge may correlate with more positive views towards the behaviour in issue.
- 2) Subjective Norm (S) and Knowledge (K) have a negative association with an estimate of -.490, which means that while Knowledge (K) goes up, Subjective Norm (S) goes down. This would mean that when people learn more, they might experience less social pressure or see fewer normative beliefs that push them to do the behaviour.
- 3) Perceived Behavioural Control (P) and Knowledge (K) have a negative association with an estimate of -.263, which means that while Knowledge (K) goes up, Perceived Behavioural Control (P) goes down. This might mean that knowing more about the behaviour could make people think it's harder or more difficult to do, maybe because they know more about the obstacles.
- 4) Intention (I) and Attitude (A) have a positive association with an estimate of .896. This means that Attitude (A) has a substantial positive effect on Intention (I) to do the behaviour. This means that people are far more likely to do something if they have a more positive attitude toward it.
- 5) There is a positive but lesser link between Intention (I) and Subjective Norm (S), with an estimate of .032. This means that Subjective Norm (S) has a positive, but tiny, effect on Intention (I). This shows that social influences or what people think others expect of them make them a little more likely to do the behaviour.
- 6) Intention (I) and Perceived Behavioural Control (P) have a negative association with an estimate of -.666, which means that as Perceived Behavioural Control (P) goes up, Intention (I) goes down. This may suggest that increased perceived control over behaviour correlates with diminished intention to engage in it, a notion that appears paradoxical and necessitates further examination.
- 7) Behavior (B) - Intention (I): A negative relationship with an estimate of -.514, indicating that an increase in Intention (I) is associated with a decrease in actual Behavior (B). This negative association is interesting since it goes against what the TPB usually says, which is that people who want to do something are less likely to actually do it.

These relationships provide us with a better understanding of the inter-relationships between Knowledge, Attitudes, Subjective Norms, Perceived Behavioural Control, Intentions, and Behaviours. The most interesting aspects of these relationships are the reverse directions of some of these relationships, such as the negative effects of Knowledge on Subjective Norms and Perceived Behavioural Control, and, in particular, the negative relationship between Intentions and Behaviours.

3.2 Discussing

The positive relationship between Attitude (A) and Knowledge (K), with a regression weight estimate of .527, indicates that there is a strong relationship between the two variables. This study suggests that individuals are likely to hold more positive attitudes towards a behavior or topic as they gain more knowledge about it. This finding is consistent with a number of psychological and educational theories that suggest knowledge is a major precursor to attitude formation. These theories suggest that as individuals gain more knowledge about an object, topic, or behavior, they are better able to understand it, and this helps them to hold more positive attitudes towards it. This is particularly important in the areas of health behaviors, environmental behaviors, and social issues, where a greater understanding can have a major impact on how individuals feel and what they do next.

The negative correlation between Subjective Norm (S) and Knowledge (K) means that the more people learn about a particular behaviour, the less social pressure they may feel or the belief that fewer important people in their lives think they should be doing it. In theory, this could mean that the more people know about something, the more they feel like they are able to make their own decisions, perhaps because they trust what they know more than what they feel or sense from society. This contradicts the TPB in that knowledge can be a liberator that allows people to make decisions based on their own beliefs, rather than what society expects of them. The negative correlation between Knowledge (K) and Perceived Behavioural Control (P) means that people may believe a behaviour is more difficult or less in their control if they learn more about it. This might mean that individuals have a better understanding of the problems and barriers associated with the behaviour, which could make them less likely to believe that it is easy and possible to do. This study highlights the complexity of the relationship between information and our perception of behavioural control, suggesting that not all knowledge is empowering but can instead form or explain perceived barriers.

The positive and strong correlation between Intention (I) and Attitude (A) confirms the overall concept of the TPB, which states that a more positive attitude towards a behaviour will make you much more likely to want to carry out that behaviour. This correlation highlights the crucial role of evaluative beliefs and judgements in shaping behavioural intentions. It implies that interventions designed to change behaviours should target attitude change by highlighting the benefits and aligning the behaviour with the values and beliefs of the individual. The positive but weak correlation between Intention (I) and Subjective Norm (S) confirms the TPB's assertion that social influences

and what individuals think others expect of them can impact an individual's intention to perform a behaviour. This correlation acknowledges the significance of social context in decision-making, suggesting that although individuals may have a preference for autonomous behaviour, they are still to some extent influenced by their social context. This implies that for particular behaviours, interventions incorporating normative influence and social support could be useful in influencing intentions.

The TPB usually says that there is a positive association between Intention (I) and Perceived Behavioural Control (P), however in this case, there is a negative relationship. This surprising result could mean that people who think they have more control over a behaviour might not want to do it as much, maybe because they don't think it's challenging or rewarding. This contradictory outcome underscores the necessity of comprehending the context and nature of the behaviours under investigation, as feelings of control may not consistently correlate with heightened drive to act. The negative correlation between Behaviour (B) and Intention (I) violates the conventional assumption within the TPB paradigm, which posits that stronger intentions to engage in a behaviour correlate with a heightened probability of the behaviour being executed. This result might mean that for the behaviours in issue, other things that the model doesn't take into account might stop people from following through on their intentions, or that people might establish intentions based on what they want to do or what they think is right, rather than actually committing to the behaviour. This shows how hard it is to alter behaviour and how there may be a gap between intention and action. It also shows where further research is needed into what stops people from changing their behaviour and what situations make intentions turn into actions.

This study found that information, attitudes, subjective norms, perceived behavioural control, intents, and behaviours all have complex links with each other. These findings can help marketers change people's minds about buying halal products. The negative correlation between knowledge and subjective standards implies that informed consumers may depend less on social cues. This indicates that educational initiatives should focus on improving comprehension of halal principles and advantages, hence promoting independent decision-making. At the same time, it is important to deal with the perceived complexity that comes from the negative link between knowledge and perceived behavioural control. Retailers and certifiers can help with this by making halal items easier to find, clearly labelling them, and making the buying process easier. This will make people feel that it takes less effort and give them greater confidence that they can purchase halal products.

The substantial link between attitude and intention to buy halal products shows how important it is to use marketing to create positive attitudes. Through the promotion of the ethical, quality, and health aspects of halal goods, you can assist consumers in feeling good about their lifestyle and values, which will increase the likelihood of them purchasing. Even as subjective standards do not have as great an influence on intentions, through social proof by endorsement or acceptance of the community for halal food, consumers may be quietly persuaded to consume halal. The unexpected negative relationship between perceived behavioral control and intentions shows that the simplicity of incorporating halal items into the consumers' lifestyle, through demonstrations or content, can alleviate any doubts due to perceived difficulties.

This research makes a special contribution to the field of halal consumption studies by integrating knowledge into the TPB model and demonstrating its complex and non-linear effects on attitudes, subjective norms, perceived behavioural control, intentions, and actual behaviour. This research is distinct from other TPB studies that assume knowledge as an implicit or secondary factor. It indicates that knowledge enhances positive attitudes but reduces the influence of social norms and perceived behavioural control. This means that there is a more complex process of how informed consumers are both more autonomous and more enlightened. The finding of the paradoxical correlations adds to the existing literature on TPB as it experimentally confirms the existence of the intention-behavior gap in the halal consumption context.

Finally, to encourage people to actually purchase halal goods, we have to come up with creative ways to help them follow through on their plans. Reward programs, sampling, and awareness campaigns can all help to encourage people to follow through on their good intentions. This all-encompassing approach, based on the information that has been gathered from the relationships that have been built in the study, can actually help to encourage people to purchase halal goods. This will help the halal industry grow by allowing people to make more ethical and informed purchasing decisions.

4. Conclusion

This paper describes the importance of knowledge in the process of consumer decision-making regarding halal products, and it describes the complex process by which it affects attitudes, subjective norms, perceived behavioral control, and finally, behavior. The results show that the more information, the more autonomy in decision-making, with less emphasis on subjective norms. At the same time, it can be said that it is also more difficult because people are more aware of the limitations. This shows the importance of creating personalized marketing and educational programs that not only provide people with more information but also make the consumption of halal products seem less complicated. In this way, people can be encouraged to make intentions that are more likely to be actualized, thus closing the gap between those who intend to buy halal products and those who actually buy them.

The research provides valuable information for marketers, educators, and politicians who aim to encourage the consumption of halal products. The research provides a comprehensive approach that includes improving consumer

education, using social aspects through marketing, and ensuring that halal products are more accessible to consumers to make them feel that they have more control over their actions. These approaches, based on the comprehensive understanding of the dynamics in this research, can assist consumers in making more informed, confident, and ethical decisions in the halal market. As the demand for halal products continues to increase, this research helps us understand consumer behavior. It also opens the way for efforts to develop the halal product market in a way that is in line with the freedom, culture, and religion of consumers.

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