



The Dynamics of the Halal Lifestyle and Its Implications for Muslim Consumer Behavior in the Global Era

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Abstract

The halal lifestyle is based on Islamic principles and has quickly grown into a major worldwide movement that goes beyond simply following sharia laws on food and drink. This idea examines how the halal lifestyle has changed, beginning with its comprehensive definition, which incorporates the word "thayyib," which means "good and quality." Based on the strict sharia of the Qur'an and Hadith, this definition then broadens to include a variety of spheres of life, including fashion, tourism, banking, cosmetics, medicines, media, and entertainment. This study employs a qualitative methodology and is backed up by case studies and secondary data. The factors that influence the acceptance of the halal lifestyle, the traits of contemporary Muslim consumers, and the opportunities and difficulties that emerge in the global market are all highlighted in this study. The findings indicate that the primary motivators are knowledge of Islamic principles, the need for safety and health, the need for authenticity, and the impact of social media and the digital economy. The rise of new market sectors that are attractive to businesses, the growing need for halal-certified services, and shifting consumer tastes for products are all impacted by this.

Keywords: *Halal Lifestyle, Muslim Consumer Behavior, Islamic Economics*

INTRODUCTION

Globalization and advances in information technology reshape consumer behavior and market landscape, propelling the halal lifestyle into a global trend sought by Muslims and non-Muslims for moral, healthy, and high-quality offerings (Zaidah et al., 2022). For academics, understanding Muslim consumer behavior enriches decision-making theories grounded in religious values and social norms. For the industry, it informs segmentation, value-proposition design, innovation, certification, and cross-cultural branding. Prior work shows religiosity, certification trust, and Islamic brand image shape intentions and behavior (Wilson & Liu, 2011).

Once food-centric, halal now spans finance, tourism, fashion, cosmetics/pharma, media, education, and health, reflecting efforts to embed Islamic values across life. Examples include rapid halal finance in Southeast Asia via sharia regulation/fintech and halal tourism growth in Europe (Battour & Ismail, 2016), driven by global dynamics, digitalization, and thayyib principles (Alserhan, 2011; Tieman, 2017). Muslims now comprise 25.6% of the world (↑1.8 pp; +347M) (Hackett et al., 2025); rising incomes, religiosity, and social media further accelerate adoption. Yet research often isolates single aspects (e.g., food intentions, certification mechanics), lacking cross-sector integration (Bonne & Verbeke, 2008; Alserhan, 2011; Tieman, 2017). This study addresses that gap by integrating halal studies, consumer behavior, Islamic economics, and marketing within the digital economy/global markets lens (Rahman et al., 2022; DinarStandard & SalaamGateway, 2025).

The purpose of this article is to analyze the halal lifestyle and its influence on Muslim consumer behavior. It is hoped that this article will provide deeper insight into the importance of



understanding and responding to the halal lifestyle phenomenon for academics, business practitioners, policymakers, and the general public. Specifically, this research aims to: (1) map the halal lifestyle sector and its impact on consumer behavior, (2) explore the role of religious values, such as wara' and thayyib, in shaping attitudes and preferences, and (3) assess the influence of digitalization and global market dynamics as moderating factors. Research questions:

RQ1: How does a halal lifestyle influence the behavior of Muslim consumers across sectors?

RQ2: How do religious values shape consumer attitudes, norms, and behavioral control?

RQ3: How do digitalization and global market dynamics moderate the relationship between halal lifestyle and consumer behavior?

Theoretically, we extend the Theory of Planned Behavior/TBP ([Ajzen, 1991](#)) with religious values (wara', thayyib) and halal certification as a risk-reducing mechanism ([Wilson & Liu, 2011](#)). Practically, we guide value-based branding, interoperable certification policy, and tech use (e-commerce and track-and-trace) to strengthen consumer trust ([Tieman, 2017](#); [DinarStandard & SalaamGateway, 2025](#)).

LITERATURE REVIEW

Definition of Halal and Thayyib

A halal lifestyle is a way of life that subjects all activities to Islamic values and norms derived from the Quran and Hadith, not as a restriction or coercion, but rather as a reintroduction of Islamic teachings for the good and welfare of humanity. This aligns with the Quranic verse "laa ikrooha fiddiin" (QS. 2:256), which means "there is no compulsion in religion, nor is there compulsion in following our religion," but ultimately for the good and welfare of humanity itself ([Aslikhah, 2021](#)).

In Islamic law (Sharia), etymologically, the term "halal" means 'permissible', and its antonym is "haram", which means 'illegible' or 'forbidden', while "makruh" means 'hated' ([Boediman, 2017](#)). In the modern context, halal has developed into an integrative paradigm that combines legal, ethical, health, and sustainability aspects. This is known as the concept of "halalan-thayyiban," which not only considers a product's halal status but also its quality, safety, and environmental impact ([Tieman, 2017](#)).

The concept of halal has evolved with global trends and rising international demand. According to Thomson Reuters (2023), the global halal market is projected to exceed USD 2.3 trillion by 2028, driven by rapid growth in food, finance, tourism, and beauty sectors. This shows that halal now reflects not only spiritual values but also a key factor in global consumer behavior, emphasizing quality, ethics, and sustainability ([Wilson & Liu, 2011](#); [Battour & Ismail, 2016](#)).

In Islamic law, halal goes beyond "permissible" to include the concept of thayyib, meaning products must be healthy, clean, ethical, and safe. They must be free from harmful substances, processed hygienically, and obtained ethically to build consumer trust, including among non-Muslims.

Thus, a halal lifestyle represents a comprehensive value system promoting health, integrity, environmental care, and responsibility for all creations of Allah SWT ([Boediman, 2017](#)). It guides Muslims to avoid non-halal goods and reflects behavior rooted in honesty, dignity, and justice.

Driven by global trends emphasizing ethics, transparency, and sustainability, the halal lifestyle has become a cross-market socio-economic phenomenon ([DinarStandard & SalaamGateway, 2025](#)).

Wara Concept in Halal Lifestyle

The concept of wara' encompasses the spiritual aspects of a halal lifestyle. Wara' comes from the Arabic word "wara'," which means being careful and obedient to the commands of Allah SWT. In Sufism, the word "wara'" is interpreted as an attitude of caution and high vigilance in all aspects

of life, both physical and spiritual (Zaidah et al., 2022).

Externally, wara' means guarding the whole body from prohibited things and acting solely for the sake of Allah. This includes being careful in choosing food, clothing, work, and social interactions, ensuring that everything is in accordance with the Shari'a. Internally, wara' means guarding the heart from everything other than Allah SWT. This includes constant spiritual awareness, ensuring that every intention and desire aligns with Divine will. This concept aligns with the Theory of Planned Behavior (Ajzen, 1991), where attitudes, subjective norms, and behavioral control are influenced by internalized spiritual values. Empirical evidence indicates that religiosity moderates the relationship between attitudes and purchase intentions in the context of the halal market (Wilson & Liu, 2011; El-Bassiouny, 2018).

The wara lifestyle pays attention to every step. This concept distinguishes halal law from commercial trends and complements external compliance. A Muslim practices wara' to maintain religious purity and self-respect by avoiding forbidden and questionable things. This shows that a deep awareness of God is the foundation of a true halal lifestyle, influencing decisions for spiritual well-being beyond what is "permissible" to what is "best" or "most prudent." From a marketing perspective, the concept of wara' strengthens value-based brand loyalty and reduces perceived risk in consumer decision-making.

Literature Integration and Theoretical Framework

Recent literature highlights: (1) accelerated globalization and digitalization expanding the halal market across borders; (2) increasing purchasing power of the Muslim middle class driving diversification of halal sectors such as tourism and Islamic fintech (Battour & Ismail, 2016); and (3) challenges of halal certification standardization hindering trade and trust across jurisdictions (Tieman, 2017). Research gap: There is limited research that combines religiosity (wara', thayyib) with global market dynamics and the digital economy in a single conceptual model. This study bridges this gap by expanding the Theory of Planned Behavior (TPB) framework (Ajzen, 1991), which is relevant for explaining consumer behavior in the context of decision-making influenced by social values and norms. This study includes the variables of religious values and halal certification signals as additional constructs that influence attitudes and perceived behavioral control (Wilson & Liu, 2011), thus offering a more comprehensive framework to explain halal consumption decisions.

Research Questions

The research questions asked are:

RQ1: How does a halal lifestyle influence the behavior of Muslim consumers across sectors?

RQ2: How do religious values (wara' and thayyib) moderate the relationship between attitudes, subjective norms, and purchase intentions of Muslim consumers?

RQ3: How do digitalization and global markets moderate the relationship between halal lifestyle and consumer behavior?

RESEARCH METHOD

This study employs a descriptive qualitative design to explore the dynamics of the halal lifestyle and its implications for Muslim consumer behavior-suited for complex, under-researched phenomena (drivers, challenges, and opportunities). Unlike quantitative/mixed-methods methods, which test numeric relationships, this approach uncovers the meaning and context of the halal lifestyle behind consumer behavior (Creswell & Poth, 2018).

1. Data source

Secondary data was collected through a systematic literature review, including:

- a. Journal articles from Scopus, Web of Science, ScienceDirect, Google Scholar, and DOAJ;
- b. Book/monographs on halal, thayyib, and Islamic consumption ethics;
- c. Industry and policy reports (halal certification bodies, global economic reports, and government policies);
- d. Online resource on market trends, business growth figures, and technological advancements.

2. Research Procedures

The research process follows the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) flow ([Moher et al., 2009](#)):

a. Identification and selection of sources

Keywords-halal lifestyle, Muslim consumer behavior, Islamic marketing, halal industry growth, and digital economy, coverage 2013–2025.

b. Screening and inclusion/exclusion criteria

Inclusion:

- 1) ED/IN publication;
- 2) Explicit links to Muslim consumer behavior/halal lifestyle and sectoral impacts (tourism, Islamic finance, fashion);
- 3) Reputable journals or official industry reports.

Exclusion:

- 1) Popular/unsourced pieces;
- 2) News reports without an empirical/statistical basis;
- 3) Purely theological studies with no consumer/industry link.

c. Data extraction and coding

Categorized into themes-(1) halal lifestyle dimensions, (2) Muslim consumer behavior, (3) certification/standardization, (4) digitalization, and (5) business and policy implications. Thematic analysis techniques were applied ([Braun & Clarke, 2006](#)).

d. Triangulation/validation

Cross-checking academic journals, industry reports, and policy documents to reduce bias and ground conclusions empirical basis ([Patton, 2015](#))

3. Data Analysis

Thematic analysis ([Braun & Clarke, 2006](#)) using open, axial, and selective coding to derive patterns, themes, and relationships between variables.

4. Methodological Justification

This method was chosen because: (1) halal lifestyle is emergent and needs in-depth exploration, (2) constructs like religious values (wara'), social norms, and ethical perceptions are not readily quantified, (3) a systematic review enables integration, holistic synthesis across halal sectors.

FINDINGS AND DISCUSSION

The term "halal" is often associated with Islamic law, but its meaning has expanded far beyond that. Today, the halal lifestyle encompasses various aspects of human life, creating a harmonious environment. This sectoral expansion demonstrates the maturity and integration of Islamic principles into complex modern life.

Halal Lifestyle Coverage

The world of halal lifestyle is vast and can be divided into several main areas, as follows:

1. Food and Halal Drinks

A key pillar of the halal lifestyle. Halal food and beverage products must be made, produced, processed, and stored using machinery and equipment that have been cleaned according to sharia and are free from ingredients prohibited by Muslims, such as pork, alcohol, or blood. The Indonesian Ulema Council Halal label in Indonesia, for example, has been recognized and endorsed globally, making it the preferred choice for Muslims both nationally and internationally.

2. Muslim Friendly Tourism (MFT)

Halal tourism allows Muslim travelers to enjoy cultural experiences without compromising their religious needs. This is achieved through Muslim-friendly destinations, such as hotels that provide prayer facilities, Qibla direction, Quran readings, halal food, alcohol prohibition, and separate swimming pools for men and women. The Muslim tourism market is expected to grow rapidly, attracting investment from both Muslim-majority and non-Muslim countries.

3. Halal Cosmetics and Pharmaceuticals

These products must not contain prohibited substances such as pork, carcasses, blood, human body parts, wild animals, reptiles, insects, or alcohol. Halal products emphasize cleanliness, freedom from genetically modified organisms (GMOs), ethical production, and avoidance of animal testing. Non-Muslim consumers are also increasingly interested in halal products because they are perceived as more natural and safer.

4. Muslim Fashion (Modest Fashion)

The focus is on loose-fitting clothing, covers the body and adheres to Islamic principles of modesty and ethics. The Muslim fashion industry has expanded beyond traditional attire to include a wide range of contemporary and stylish options that blend modesty with modern trends, ethics, and sustainability. The modest fashion industry has become a global phenomenon, with significant market share in Europe and North America ([Wilson & Liu, 2011](#)).

5. Islamic Finance

Based on Islamic principles, it avoids *riba* (interest), encourages profit-sharing (*mudharabah*), discourages waste (*israf*), and encourages ethical investment. Islamic finance emphasizes fairness and equality in financial transactions and avoids exploitative practices. Islamic finance is growing rapidly in Southeast Asia and the Middle East, becoming an alternative solution for global financial inclusion ([El-Bassiouny, 2018](#)).

6. Halal Media, Education, and Health Services

Includes media and educational content that is in accordance with Islamic values, as well as health services that pay attention to ethics and patient needs.

7. Halal Logistics and Supply Chain

Ensuring halal integrity from upstream to downstream all stages of the supply chain, from raw materials and production to storage and transportation, must meet halal standards to avoid contamination by non-halal ingredients. Supply chain transparency is crucial for building customer trust.

Table 1. Key Sectors in the Halal Industry and Growth Projections

Indicator	2022 Estimate (USD Billion)	2027 Projection (USD Billion)	CAGR (%)
Halal Food	1,440	2,050	7.3
Islamic Finance	4,020	5,810	6.5

Indicator	2022 Estimate (USD Billion)	2027 Projection (USD Billion)	CAGR (%)
Muslim Tourism	210	324	9.1
Modest Fashion	322	438	6.3
Halal Media & Entertainment	290	411	7.2
Halal Pharmaceutical & Cosmetics	105	149	7.4

Source: [DinarStandard](#) and [SalaamGateway](#) (2025)

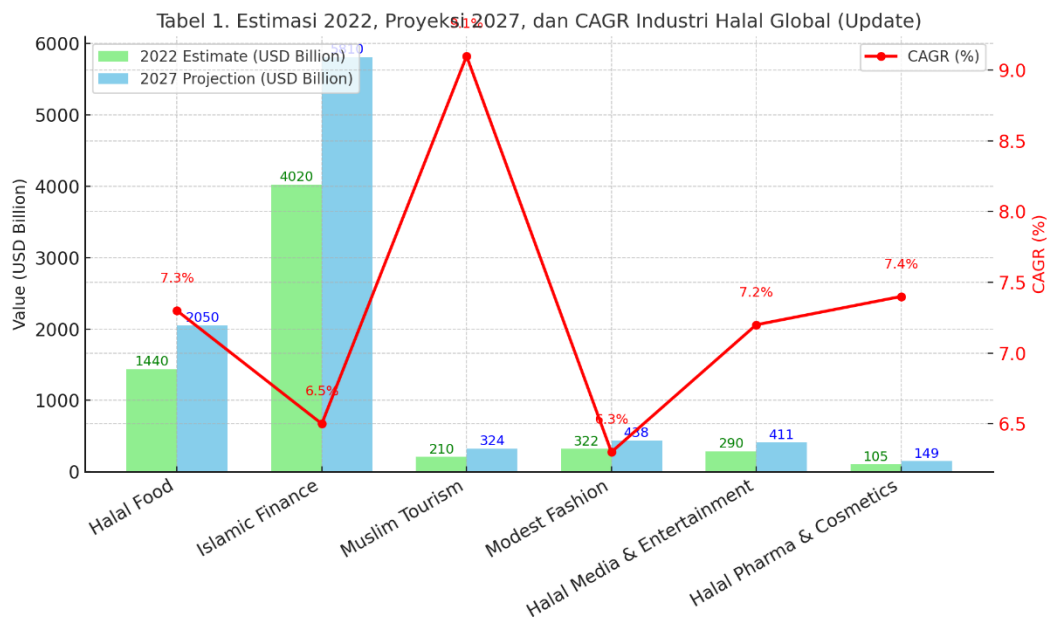


Figure 1. GraphGlobal halal industry growth projections from 2022 to 2027

Sharia Foundation of Halal Lifestyle

The sources of Islamic law, the Qur'an and Hadith, provide clear commands and prohibitions on what a person may and may not do. These principles emphasize that halal is an essential part of faith and piety. These verses/hadith are linked to consumer behavior mechanisms through the Theory of Planned Behavior framework, religious values strengthen attitudes, subjective norms, and perceived control in choosing halal products/services ([Ajzen, 1991](#); [Wilson & Liu, 2011](#)).

Quranic Verses about Halal, Haram, and Thayyib

The Quran clearly states that we must avoid what is forbidden and consume what is lawful and pure. Some important verses include:

1. Verse 168 of Surah Al-Baqarah (2) reads, "O mankind, eat of what is lawful and good on earth, and do not follow the footsteps of Satan, for indeed, he is a clear enemy to you." This is a command to humans to consume halal and thayyib food, which indicates that the food is good for health.
2. Verse 172 of Surah Al-Baqarah (2) reads, "O you who believe, eat of the good provision that We have provided for you and give thanks to Allah, if it is Him alone that you worship." This is specifically addressed to believers, emphasizing the importance of being grateful for good and halal sustenance as a form of devotion to Allah. Good consumption is part of worship.

3. Verse 88 of Surah Al-Maidah (5) reads, "And eat from what Allah has given you as lawful and good sustenance, and fear Allah in whom you believe." This shows that eating habits are a reflection of a person's faith (Aziz & Ahmad, 2018).
4. Verse 51 of Surah Al-Mu'minun (23) reads, "O Messengers, eat of the good things and do good deeds. Indeed, I am All-Knower of what you do." This shows that eating halal food is part of the commandments of the Shari'a and good deeds that are counted in the sight of Allah (Baca, 2021).
5. Verse 31 of Surah Al-A'raf (7) reads, "O children of Adam, wear your beautiful clothes at every mosque, and eat and drink, but do not be extravagant. Indeed, Allah does not like those who are extravagant." This teaches the principle of simplicity and the prohibition of excessive consumption (israf). In Islam, the fulfillment of life's needs must be balanced, neither excessive nor too little (Kasdi, 2013).
6. Verse 26 of Surah Al-A'raf (7) reads, "O son of Adam, indeed We have sent down to you clothing to cover your nakedness and beautiful clothing to adorn you. And clothing of piety is the best. These are some of the signs of Allah's power so that they will always remember." This explains how clothing is used to cover the private parts and as jewelry, but most importantly, it is clothing of piety. This is the basis for polite Muslim clothing (Sagita, 2024).

Hadith arguments about halal and haram

The hadith of the Prophet Muhammad SAW explains and emphasizes the importance of halal food and avoiding haram food, along with the consequences of not doing so.

1. Clarity of Halal and Haram

"Indeed, halal matters are clear, and haram matters are clear. Between the two, there are doubtful matters that not many people know about. Whoever stays away from doubtful matters, then he has saved his religion and honor. Whoever falls into doubtful matters, then he falls into haram matters." (HR Bukhari and Muslim). This emphasizes the importance of avoiding the doubtful to maintain religious purity and personal honor. This is the basis of the wara' attitude.

2. The consequences of eating forbidden food

"Every flesh that grows from (unlawful) food, the fire of Hell is better for it (more deserving of burning it)" (Narrated by At-Tabrani). This provides a stern warning about the afterlife consequences of consuming unlawful food. The dangers of unlawful food not only impact physical health but also one's spiritual life and afterlife.

3. Unanswered Prayers

Narrated by Abu Hurairah, the Messenger of Allah (peace be upon him) said: "Indeed, Allah is good, and does not accept except that which is good. And indeed, Allah commands the believers as He commands His messengers..." Then it is mentioned about a man who was on a long journey, his hair disheveled and dusty, raising his hands to the sky and praying, "O Lord, O Lord," even though he was eating, drinking, and wearing something that was forbidden." So how can his prayer be answered?" (Narrated by Muslim). This shows that eating something forbidden can invalidate prayer and worship, because Allah only accepts that which is good and pure.

4. Obligation to Seek Halal

"Seeking what is lawful is an obligation for every Muslim" (Narrated by Al-Tabarani from Ibn Mas'ud). This emphasizes that every Muslim must ensure that their sustenance and consumption come from lawful sources.

Principles of Ethics of Consumption in Islam

Consumption in Islam is an ethic that goes beyond what is permissible and forbidden; it encompasses broader moral and social aspects, and its ultimate goal is to achieve obedience to Allah and the common good (Martinelli, 2019).

1. Justice and Equality

Islam emphasizes justice and equality in all financial transactions. This means avoiding exploitative practices like usury, which create an imbalance of power between lenders and borrowers. Instead, Islam encourages profit-sharing and ethical investment models that promote the sharing of risks and rewards.

2. Simplicity and Avoiding Waste (Israf & Tabzir)

Consumption must be in harmony and balanced with financial conditions and actual needs. Islam forbids extravagance (israf) and waste (tabzir). Muslims are taught to live simply, prioritizing basic needs and saving, and avoiding an extravagant lifestyle.

3. Cleanliness and Health (Thayyib)

Food and drinks must be clean, hygienic, and beneficial for physical and mental health. This encompasses product quality, cleanliness, and safety. The concept of thayyib ensures that what is consumed is not only halal but also good for the body, a mandate from Allah SWT.

4. Don't Hurt Yourself or Others

Food should not harm oneself or others. This includes avoiding substances that can damage the mind (such as drugs and alcohol) or that could harm offspring. In food production, animals must also be treated ethically, in accordance with this principle.

5. Halal Resources

Not only must the product be halal, but the way it is obtained must also be halal, free from haram acts such as corruption, theft, or fraud.

6. Social Responsibility

Consumption in Islam also has a social dimension. A portion of trade profits can be allocated to social causes through zakat, infaq, and sadaqah, strengthening social ties.

The Dynamics of Halal Lifestyle Growth in the Global Era

In recent years, the halal industry has often been considered a small or niche market. However, thanks to the growing religious awareness and purchasing power of Muslim consumers, as well as global efforts for standardization and certification, the halal industry has emerged as one of the most dynamic and promising economic sectors in the global market. Numerous factors are driving its rapid growth, and the industry shows significant market projections across a wide range of industries. Cross-sector comparisons indicate: (i) the fastest growth occurs in sectors with established regulatory clarity and operational standards (food, finance), (ii) experience-intensive sectors (tourism) are more sensitive to external factors, and (iii) innovation-driven sectors (cosmetics/media) follow trend cycles and the power of digital communities.

Factors Driving the Growth of the Halal Industry

Some important factors that drive the growth of the halal lifestyle and halal industry worldwide are ([Research and Market, 2025 Jan](#)):

1. The Increasing Number of Muslims Worldwide

The continued growth of the Muslim population worldwide is a key driver of the halal market's development. Currently, the number of Muslims is estimated at over 1.9 billion and is expected to increase to 2.83 billion by 2060. Indonesia, as the country with the largest Muslim population (239 million, over 12% of global Muslims), plays a significant role in increasing Muslim demand. ([Hackett et al, 2025](#))

2. Health and Wellness Awareness

Due to the global trend toward health-conscious consumerism, consumers are seeking cleaner, healthier, and ethically produced products, significantly increasing the appeal of halal. Halal

products are often perceived as high-quality, free from harmful additives, and made to strict hygiene standards.

3. Halal Certification and Standardization Efforts

The halal concept, which emphasizes cleanliness, quality, safety, and ethics, appeals to non-Muslim customers. Halal products are often perceived as healthier, safer, and ethically produced options, in line with broader consumption trends.

4. Globalization and Multiculturalism

Globalization has made halal products more accessible worldwide. Many non-Muslim countries have accommodated diverse dietary preferences, encouraging supermarkets and restaurants to offer halal food.

5. Government Initiatives and Investments

Because the halal industry has huge economic potential, governments in Muslim countries such as Indonesia and Malaysia actively support it through strategic master plans, supportive regulations, and international collaboration.

6. Technological Advances and Digitalization

To accelerate the adoption and distribution of halal products through digital technologies, such as e-commerce, blockchain, and artificial intelligence (AI), which help halal producers enter broader markets and increase transparency, efficiency, and accessibility, creating greater consumer trust and convenience. The increased demand generated by this greater trust and accessibility drives investment and innovation. This self-sustaining cycle accelerates the growth of the halal industry and strengthens its position as a significant and diversified part of the global economy.

7. Increased Prosperity and Purchasing Power

Rising prosperity has increased purchasing power, particularly among the growing Muslim middle class in developing countries. This has directly increased demand for a variety of halal products, including high-quality ones.

8. Ethical and Sustainable Consumption Trends

Halal principles naturally align with ethical and sustainability principles, promoting fair labor practices and minimal environmental impact. This alignment is highly appealing to environmentally and socially conscious customers, especially younger generations like Gen Z.

Table 2. Key Themes Implications for Consumers

Theme	Key Subthemes	Implications for Consumers
Halal lifestyle sector	Food, tourism, fashion, finance, logistics	diverse and certified consumption options, Halal-thayyib preference, halal brand loyalty,
Driver	Demographics, religiosity, digitalization, and government	Changes in preferences, brand loyalty, information search & certification; sorted premium WTP
Global Challenges	Diverse certification standards, green/halal-washing, supply chain, and education	The need for transparency, traceability, education, and consumer protection
Opportunity	Product & fintech innovation, MFT destination, cross-border collaboration, market expansion	Value-based differentiation; inclusive market strategy, consumers get access to quality halal products
Global impact	Trade, regulation, soft power	Halal normalization in non-Muslim markets: economic diplomacy

Muslim Consumer Behavior	Religious values, identity	Purchasing based on spiritual and ethical values
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Market Size and Growth Projections of the Halal Industry

The halal economy is one of the fastest-growing sectors globally. Data and reports from various credible institutions demonstrate the industry's enormous potential and significant contribution. According to the State of the Global Islamic Economy (SGIE) report, the global halal industry is showing remarkable growth across various sectors, with its market value projected to continue to increase ([DinarStandard & SalamGateway, 2025](#))

1. Total Muslim Consumer Spending: The global halal lifestyle industry is expected to reach USD 3.67 trillion in 2022. This figure is expected to grow to USD 5 trillion by 2027, with a CAGR (compound annual growth rate) of 7.5 percent. This shows that the halal economy is no longer limited to just one or two sectors.
2. Largest Sector
 - a. Halal Food: Spending was USD 1.44 trillion in 2022, and is projected to grow to USD 2.05 trillion by 2027.
 - b. Islamic Finance: Total assets under management were USD 4.02 trillion in 2022, and are projected to reach USD 5.81 trillion by 2027.
 - c. Muslim Tourism: Spending of USD 210 billion in 2022, with projections reaching USD 324 billion by 2027.
 - d. Modest Fashion: Spending of USD 322 billion in 2022, with a projection of USD 438 billion in 2027.
 - e. Halal Media & Recreation: Spending of USD 290 billion in 2022, with a projection of USD 411 billion in 2027.
 - f. Halal Pharmaceuticals and Cosmetics: Spending of USD 105 billion in 2022, with a projection of USD 149 billion in 2027.
3. Global Muslim Population and Purchasing Power
 - a. Population Growth: Currently, around 2 billion Muslims worldwide. This number is expected to increase to around 2.2 billion by 2030, making it the fastest-growing demographic group in the world.
 - b. Rising Purchasing Power: The per capita income of middle-class Muslims is increasing in many Muslim-majority countries as the population grows. This increases their purchasing power and ability to purchase quality goods and services.
4. Halal Investment and Ecosystem
 - a. Halal Investment: The SGIE 2023/2024 report noted that new investments into Islamic economy-oriented companies reached USD 18.7 billion in 2022, indicating strong interest from global and local investors.
 - b. Ecosystem Development: Many countries, both Muslim and non-Muslim majority countries (such as South Korea, Japan, Thailand, Russia, etc.), are actively developing their halal ecosystems, which include the development of certification systems, tourism promotion, and halal industry clusters.
 - c. Digital Innovation: Digital transformation has paved the way for innovation in the halal sector. This includes halal food search apps, Muslim fashion e-commerce platforms, and sharia-compliant fintech.

5. Global Success Case Studies

- a. Malaysia: With a strong certification infrastructure (JAKIM) and active promotion in the areas of halal food, Islamic finance, and Muslim tourism, the country is known as one of the pioneers in developing the halal ecosystem worldwide.
- b. Indonesia: With the world's largest Muslim population, the country has enormous halal market potential and is actively developing halal industry centers and increasing certification capacity (BPJPH). The goal is to support the development of halal food and Muslim tourism.
- c. United Arab Emirates (UAE): Dubai has become a global Islamic economic hub, especially in the Islamic finance, tourism, and halal media sectors.
- d. Japan and South Korea: Although these countries are not Muslim, they are proactive in attracting Muslim tourists and developing halal food products and Muslim-friendly facilities, as they recognize the economic potential of this market segment.

Implications for Muslim Consumer Behavior

Muslim consumer behavior is heavily influenced by the halal lifestyle trend. This shift not only impacts product preferences but also impacts decision-making, brand loyalty, and market relationships. Various interrelated factors, where consumers' religious impulses are combined with external market considerations, influence Muslim consumers' purchasing decisions. [Wahyudin et al. \(2025\)](#), that is:

1. Religious Awareness and Muslim Identity

- a. Increased Religious Understanding: Muslims who understand Islamic teachings and want to practice them in their daily lives, including consumption, thanks to the ease of obtaining information.
- b. The Search for Authenticity and Compliance: Muslim customers seek goods and services that are not only legally halal (certified) but also authentic in meaning and practice, in accordance with broader Islamic principles. This demonstrates a desire to live in accordance with Sharia law as a whole.
- c. Expression of Identity: Purchasing halal products is a way for many Muslims to demonstrate their religious identity in various communities, both in Muslim-majority and minority countries. It is a method of demonstrating commitment to religious teachings.
- d. The Role of Ulama and Religious Figures: Ulama, preachers, and religious figures spread awareness of the importance of living according to sharia, including in terms of consumption, and invite the public to adopt a halal lifestyle.

2. Safety, Health, and Quality

- a. Thoyyiban Aspect: Muslim consumers are not only looking for halal products, but also quality, clean, and safe products.
- b. Chemical and Production Process Concerns: Concerns about additives, preservatives, hormones, and unethical or unhealthy production processes for conventional products, so halal certification is considered a guarantee of cleanliness and safety.
- c. Health and Well-being: Awareness of a healthy lifestyle encourages the purchase of goods that are considered more natural, uncontaminated, and beneficial for the body, which often conforms to the thoyyiban principles of halal products.

3. Social and Cultural Influences

- a. Social media and Influencers: Play a vital role in promoting the halal lifestyle. Muslim bloggers, celebrities, and influencers frequently promote halal products and services, influencing their followers.
- b. Muslim Community: Harmony within the Muslim community encourages the adoption of a halal lifestyle. Recommendations from friends, family, and community members, as well as social support, drive food choices.
- c. Globalization and Connectivity: Muslims in different countries can share information and experiences about the halal lifestyle, resulting in more consistent standards and requirements.

4. Economy and Market

- a. Rising Purchasing Power: The growth of the Muslim middle class in many countries is causing them to pay premium prices for halal goods and services.
- b. The Rise of Halal Businesses: More and more companies, both local and multinational, are recognizing the potential of the halal market and investing in developing halal-certified goods and services. This provides more choices for customers.
- c. Standardized Halal Certification: Standardizing and accrediting halal certification bodies worldwide has increased customer confidence in halal products, although harmonization challenges remain.
- d. Innovative Marketing Strategies: Campaigns targeting Muslim customers with messages related to religion and culture are increasingly effective in attracting attention and driving purchases.

5. Changes in Consumption Patterns and Brand Preferences

- a. Loyalty to Halal Brands: Customers tend to be more loyal to brands that consistently provide high-quality halal products and demonstrate an understanding and respect for Islamic values.
- b. Reluctance towards Non-Halal Brands: Although some conventional brands are trying to enter the halal market, Muslim customers may show reluctance if the brand does not fully understand or adopt Islamic principles.
- c. The Role of Values in Decision-Making: In addition to quality and price, moral and religious principles are key factors in purchasing decisions. Muslim consumers are willing to pay more for goods that align with their beliefs.

6. Technology and Accessibility

- a. E-commerce and Apps: Consumers can easily find, compare, and purchase halal products through e-commerce platforms and mobile apps.
- b. Digital Information: Consumers can easily obtain information about halal certification, product ingredients, and customer reviews on the Internet, which increases transparency and trust.
- c. Sharia Fintech: Advances in Sharia financial technology make it easier for customers to obtain financial services that comply with Islamic principles.

Challenges and Opportunities in the Global Halal Market

In the era of globalization, the halal industry faces a complex landscape, where challenges and opportunities mutually influence its progress ([Research and Markets, 2025](#)).

Challenges in Developing the Global Halal Industry

Although the halal lifestyle market offers huge growth potential and creative opportunities that can be exploited by various stakeholders, there are still several challenges that need to be overcome:

1. **No Global Standards for Halal Certification:** One of the biggest problems is the lack of global standards for halal certification. Standards set by different countries and institutions confuse producers and consumers, hindering the global trade of halal products.
2. **High Certification and Compliance Costs:** The halal certification process can be expensive and difficult, especially for small and medium-sized enterprises (SMEs). These costs can discourage producers from entering the halal market.
3. **Complex Supply Chains:** Ensuring product authenticity throughout the supply chain, from raw materials to finished products, is extremely challenging. This is especially true for products that use imported materials or have complex production processes. Cross-contamination, also known as cross-contamination, is also a concern.
4. **Uneven Consumer Awareness and Understanding:** Although awareness of the halal lifestyle has increased, consumers still lack an understanding of what it means as a whole, not just food and beverages.
5. **The Problem of Halal Misconceptions and Greenwashing:** Some businesses may try to follow the halal trend but are not truly committed to Sharia principles; this can damage customer trust.
6. **Human Resource Capacity Constraints:** Halal auditors, halal food scientists, and business sharia experts are in high demand.
7. **Weak Consumer Protection:** Many countries need to strengthen systems to protect consumers against products that claim to be halal but do not meet strict standards.

Opportunities in the Development of the Global Halal Industry

Despite its limitations, the halal industry offers several opportunities that can be utilized to improve the economy and welfare, such as:

1. **Untapped Markets:** Many halal industries have huge untapped potential, particularly in pharmaceuticals, media, and technology, despite their rapid growth.
2. **Product and Service Innovation:** Growing demand is driving the development of new halal products. This includes alternative raw materials, new production methods, and customized digital solutions.
3. **Developing Muslim-Friendly Tourism Destinations:** Tourism destinations around the world have the opportunity to attract Muslim tourists by providing Muslim-friendly facilities and services, such as prayer rooms, halal food, and privacy.
4. **Expansion of Islamic Banking and Finance:** The Islamic finance sector continues to develop new instruments such as green sukuk, digital waqf, and Islamic fintech, which are attracting new investors and customers.
5. **The Role of Digital Technology:** AI and big data can help understand Muslim customer preferences, while blockchain technology can improve traceability and transparency in the halal supply chain. Furthermore, social media and e-commerce are effective tools for reaching the market.
6. **Cross-Border Cooperation:** Cooperation between Muslim and non-Muslim countries in research, development, standardization, and promotion of halal products can create a stronger global ecosystem.
7. **Raising Ethical and Sustainability Awareness:** The halal lifestyle values, meaning good and clean, align with the global trend toward more sustainable, ethical, and socially responsible consumption. This also attracts non-Muslim customers.

8. Education and Training: Increasing education and training programs on halal economics and lifestyle in workplaces and academic institutions can help address human resource shortages.

The Impact of International Trade and Global Economic Integration

The halal lifestyle has a significant impact on global trade and economic integration. Halal certification, once a religious obligation, is now key to earning more money and entering markets worldwide.

1. Market Access and Competitive Advantage: Halal certification builds consumer trust and provides businesses with access to Muslim-majority markets. By investing in halal infrastructure and regulations, countries can become key players in the global halal industry.
2. Enhancing Cross-Border Trade: While standardization of halal regulations remains an issue, facilitating cross-border trade and reducing barriers is crucial. Integration of the halal economy, particularly among member states of the Organization of Islamic Cooperation (OIC), can boost cross-border trade.
3. Increasing Investment: The development of the halal industry is attracting investment from around the world, both from the government and the private sector, to build a halal ecosystem. This investment includes the development of logistics infrastructure, production facilities, and halal industrial parks.
4. Changes in Non-Muslim Companies: Halal standards are increasingly being adopted by multinational companies, including non-Muslims, to tap into the growing Muslim market. This is driving innovation and more ethical production practices worldwide.
5. Trade Regulation Challenges: Mandatory halal regulations, such as those in Indonesia, can create trade tensions with non-Muslim countries, which perceive them as trade barriers. To ensure that regulations do not become unnecessary barriers to global trade, harmonization of international standards is necessary.

Cultural Exchange and Soft Power

Halal lifestyle encourages cultural exchange and increased soft power throughout the world, namely:

1. Halal Tourism as a Cultural Bridge: Halal tourism allows Muslim travelers to experience a destination's culture without compromising their religious beliefs and needs. Furthermore, halal tourism encourages cultural exchange with local communities. Halal tourism helps people understand and appreciate each other across cultures.
2. Modest Fashion as an Expression of Identity: Muslim fashion blends modesty with modern trends and has become an expression of identity for Muslims worldwide. The popularity of modest fashion has also caught the attention of designers and brands worldwide, sparking cultural discussions through clothing.
3. Spreading Ethical Values: The halal industry emphasizes ethical practices, hygiene, and sustainability, which align with universal values, thus attracting customers from diverse backgrounds. In this way, Islamic values can have a positive impact worldwide, transcending religious boundaries.
4. Enhanced Soft Power: Muslim-majority countries can enhance bilateral economic cooperation, diversify exports, and increase their soft power globally by prioritizing the halal industry. This demonstrates the halal industry's linkages to economic and cultural diplomacy and global influence.

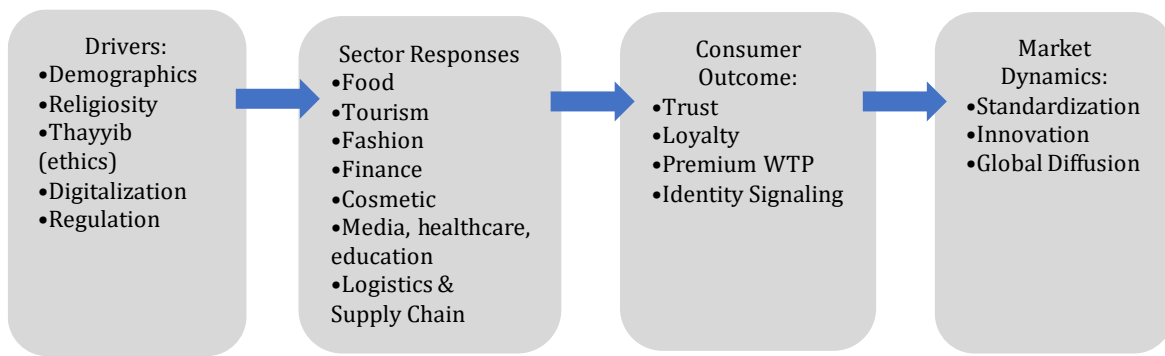


Figure 2. Conceptual Model of Halal Industry Growth

Critical Interpretation and Discussion

The results of this study indicate that the global halal industry has grown rapidly, but its growth is uneven across sectors, and it still faces various structural challenges, such as certification disharmony, digitalization challenges, and changing Muslim consumer behavior. These findings are based on literature analysis, global market data, and a theoretical framework of Muslim consumer behavior and halal-reasoned goal pursuit (Wahyudin et al., 2025).

1. Uneven Sector Growth

Analysis shows that the halal food and Islamic finance sectors have the largest market value and stable growth projections, while the halal cosmetics and pharmaceuticals, and halal media sectors are experiencing slower growth.

a. Driving factors

- 1) The basic need for food that is universal and sustainable makes halal food a consumer priority.
- 2) Strong regulation in the Islamic finance sector, such as in Malaysia and the United Arab Emirates, provides incentives for the growth of Islamic financial institutions and innovative financial instruments such as green sukuk and Islamic fintech.

b. Inhibiting factors

- 1) Lack of international standardization in the halal cosmetics and pharmaceutical sectors, which leads to market fragmentation and high certification costs.
- 2) Lack of consumer education means that sectors such as halal media and pharmaceuticals have not been fully utilized.

Interpretation: These results indicate that the growth of the halal industry is influenced by a combination of demand-driven factors and institutional support. Sectors with clear regulations and high demand will grow faster. This finding aligns with Aziz and Ahmad (2018), who assert that religious motivations interact with structural factors to shape Muslim consumer behavior. Thus, without decisive policy intervention in sectors such as halal cosmetics, its growth will continue to lag.

2. Contradictions in Global Certification

Despite harmonization efforts, research findings indicate that tensions persist between countries regarding halal standards. For example, the Indonesian Ulema Council (MUI) has different raw material requirements than the Malaysian JAKIM, requiring companies to undergo dual certification to operate across borders. This slows international trade and

increases production costs, particularly for halal MSMEs (ISA, 2025).

Interpretation: This certification contradiction is not only a technical issue, but also an international political economy. [Wilson and Liu \(2011\)](#), in their Islamic Branding concept, emphasize that consistency in halal labels is the foundation of global consumer trust. Significant differences in standards actually weaken the global halal brand and create confusion among consumers. This impacts consumer loyalty, a key factor in the long-term development of the halal industry.

Implications: A dedicated international body, similar to ISO, is needed to regulate halal standards globally. Halal certification also needs to utilize blockchain technology to ensure transparent traceability.

3. The Impact of Digitalization on the Halal Industry

Digitalization has proven to be a significant game-changer in consumer behavior and halal production systems:

a. Opportunity

- 1) E-commerce and halal apps expand consumer access to halal products across countries.
- 2) Technologies such as blockchain increase supply chain transparency and reduce the risk of contamination with illicit substances ([Research and Markets, 2025](#)).

b. Challenge

- 1) Greenwashing-false claims about the halal and sustainability of products that damage consumer trust.
- 2) The digital divide, where halal MSMEs in developing countries do not yet have access to or the ability to utilize technology.

Interpretation: Digitalization has accelerated the transformation of the halal industry, but it has also created new risks.

- a. [Wahyudin et al. \(2025\)](#) emphasized that digital integrity is key to halal-reasoned goal pursuit, as modern Muslim consumers are heavily influenced by digital information in their decision-making.
- b. If the challenge of greenwashing is not addressed, a crisis of trust could occur and damage the image of the halal industry globally.

4. Changes in Muslim Consumer Behavior

The study's findings also confirm that Muslim consumer behavior is increasingly complex and influenced by more than just religious factors. Factors influencing behavior include:

- a. Religious identity encourages consumers to purchase halal products as a form of devotion and self-expression ([Aziz & Ahmad, 2018](#)).
- b. The influence of social media and influencers is strengthening the halal lifestyle trend, especially among Gen Z and millennials.
- c. Ethical and sustainability awareness, which makes non-Muslim consumers also interested in halal products as a healthy and ethical choice.

Interpretation: This indicates that the halal industry has shifted from a religious-based niche market to a global ethical market. This shift supports the theory that the halal lifestyle is not only a religious phenomenon but also a global social trend reflecting universal values

such as health, ethics, and sustainability.

5. Relationship with Academic Literature

The findings in this study strengthen and expand existing theories:

- a. [Aziz and Ahmad \(2018\)](#): Emphasize the role of religious identity in Muslim consumer behavior. This study reinforces their findings by showing that religious motivation remains the primary motivator, but is now combined with ethical factors and digital technology.
- b. [Wilson and Liu \(2011\)](#): Addressing the issue of Islamic branding and the importance of consistent certification. The findings of this study provide clear evidence that certification disharmony is a major obstacle to expanding the global halal industry.
- c. [Wahyudin et al. \(2025\)](#): Developed the Halal Reasoned Goal Pursuit framework, which explains how consumers make decisions based on religious goals and modern rationality. This study extends this framework by showing that digital platforms are now important mediators in the decision-making process.

6. Critical Discussion and Implications

Based on the research results, several important issues can be underlined:

- a. Uneven sector growth requires more sector-specific policy interventions, particularly in consumer education and halal cosmetics standardization.
- b. Harmonization of certification is a priority to strengthen trust and facilitate cross-border trade.
- c. Digitalization must be managed well to expand access without causing a crisis of trust due to false claims.
- d. The shift in consumer behavior from religious to ethical-global is a strategic opportunity for the halal industry to expand its target market to non-Muslim consumers.

CONCLUSIONS

The halal lifestyle has shifted from a religious obligation to a global phenomenon shaping markets and consumer behavior, spanning food, fashion, tourism, finance, cosmetics, social media, and digital technology. This growth is driven by the rising Muslim population, greater middle-class purchasing power, deepening religiosity, and digitalization.

1. Key Findings

- a. Lifestyle
Muslim consumers seek halal products that are also thoyyiban (good, healthy, and quality), reflecting a broader desire for integrity and sustainability, with ethical and religious values guiding purchase decisions, and brand loyalty.
- b. Certification
Halal certification serves as a trust signal, yet non-uniform global standards hinder cross-border trade.
- c. Digital Technology
E-commerce, blockchain, and Sharia fintech expand market access and enhance supply-chain transparency; social media accelerates adoption, especially among youth.
- d. Values and Ethics
Beyond price and quality, alignment with Islamic values fosters loyalty to credible brands

2. Theoretical Implications
 - a. Extends the Muslim consumer behavior literature with an integrative perspective (spiritual, social, and technological factors).
 - b. Reinforce Islamic Consumer Behavior Theory (ICBT) by showing how digitalization/globalization reshape religious consumption (El-Bassiouny, 2018).
 - c. The model links macro drivers factors (demographics, technology) to micro motivations (spiritual values, self-identity) contributing to value-based consumer behavior theory (VB Theory), viewed in halal contexts.
3. Practical Implications
 - a. Industry
 - 1) Halal-based product innovation, the concept of thoyyiban (good, healthy, clean, and high quality).
 - 2) Invest in internationally recognized halal certification to build customer trust and expand the market.
 - 3) Using social-media-based marketing to understand and respect Islamic values to build closer relationships with consumers.
 - 4) Leverage e-commerce, blockchain, AI, and mobile applications to reach the Muslim digital market.
 - 5) Ensure end-to-end supply-chain transparency to maintain product integrity.
 - b. Government/Regulators
 - 1) Promote harmonization of global halal certification standards in promoting international cooperation to facilitate international trade and investment.
 - 2) Provide financial and training for halal SMEs to enter the global market;
 - 3) Build the halal ecosystem (infrastructure/industrial areas);
 - 4) Run a public education campaign on a halal lifestyle.
 - c. Consumers
 - 1) Improve literacy on halal-thoyyiban principles and certifier credibility.
 - 2) Actively monitor product authenticity and give feedback to producers and regulators.
4. Linking RQs to Findings
 - a. RQ1: Addressed via mapping seven core halal sectors and their effects on behavior and loyalty.
 - b. RQ2: Covered by identifying drivers (population, technology, globalization), challenges (standardization, certification costs), and opportunities (digitalization, non-Muslim markets).
 - c. RQ3: Resolved through a conceptual model combining consumer behavior theory with halal industry practices in the digital era.

LIMITATIONS & FURTHER RESEARCH

Research Limitations

Although the literature review is quite comprehensive, there are several limitations:

1. Qualitative descriptive methodology is effective for synthesizing existing knowledge and providing a broad overview, but does not generate new empirical data or in-depth primary analysis of specific cases or market dynamics directly.
2. This study relies on secondary data, so its results are influenced by the availability and scope of

previous research. Several aspects influencing halal consumer behavior, such as psychological factors, have not been widely discussed.

3. Generalization of findings may not fully reflect regional and cultural variations in halal adoption and industry development across communities.
4. Quantitative methods are needed to measure the exact economic impact of each halal industry.

Further Research

To broaden understanding of the halal lifestyle and its impacts, further research could:

1. Conducting primary empirical studies, such as surveys, experiments, and ethnographies, to explore the psychological, social, and cultural factors that influence Muslim consumer behavior, particularly in Muslim minority areas.
2. Using quantitative methods, such as panel data regression or econometric models, to assess the contribution and economic impact of the halal industry (other than food) on national and global GDP.
3. Reviewing policy frameworks and practical solutions to improve standardization and harmonization of halal certification processes worldwide.
4. This study examines the use of advanced technologies (blockchain, AI, and Internet of Things/IoT) to improve transparency, traceability, and integrity across the halal supply chain. It also explores the costs and challenges of implementing these technologies for small and medium-sized SMEs.
5. Focusing on the halal industry, such as pharmaceuticals, cosmetics, and fintech, in identifying challenges and opportunities.

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