

DOI: 10.5281/zenodo.19101241

## CONSUMER AWARENESS AND DEMAND FOR SUSTAINABLE HALAL PRODUCTS

Tareq N. Hashem<sup>1\*</sup>, Saed Adnan Mustafa<sup>2</sup>, Khaled Omar Al-Sheyyab<sup>3</sup>, Abdalah Salameh  
Abualkanam<sup>4</sup>, Mohammad Mousa Isied<sup>5</sup> Dr Arya Kumar<sup>6</sup>

<sup>1</sup>Marketing Department, Faculty of Business, Applied Science Private University, Amman, Jordan,  
t\_hashim@asu.edu.jo

<sup>2</sup>Marketing Department, Faculty of Business, Applied Science Private University, Amman, Jordan,  
said\_es@yahoo.com

<sup>3</sup>Faculty of Arts and Sciences, Al-Ahliyya Amman University, k.alsheyab@ammanu.edu.jo

<sup>4</sup>Allied Sciences Department, Faculty of Arts and Sciences, Al-Ahliyya Amman University, Amman, Jordan,  
a.abualghanam@ammanu.edu.jo

<sup>5</sup>Allied Sciences Department, Faculty of Arts and Sciences, Al-Ahliyya Amman University, Amman, Jordan,  
m.shawawra@ammanu.edu.jo

<sup>6</sup>School of Economics and Commerce, Kalinga Institute of Industrial Technology, (KIIT) Deemed to be  
University, Patia, Bhubaneswar - 751 024, Odisha, India. Email: ariyantripathy@yahoo.com

Received: 06/02/2026

Accepted: 05/03/2026

Corresponding Author: Tareq N. Hashem

(t\_hashim@asu.edu.jo)

### ABSTRACT

*The current research aimed to investigate the role of halal food products on consumer awareness and demand for halal food products. The author took into consideration aspects of halal food products included (halal certification, ethical sourcing, environmental sustainability, community impact and health and wellness). A questionnaire was self-administered by (987) consumers from Jordan. Using SPSS, it was seen that "aspects of halal food products have the ability to increase consumer awareness and demand from perspective of Jordanian consumer". It was found that health and wellness scored the strongest as the driver of consumers demand for food halal products. The study recommends that producers strategically position their marketing so that consumers can see how halal foods provide health benefits, are safe and use natural ingredients. Emphasizing the food's nutritional value and omitting ingredients that are harmful will attract health-conscious consumers and increase demand. Further recommendations were presented in the study*

---

**KEYWORDS:** Consumer Awareness, Demand, Halal Certification, Ethical Sourcing, Environmental Sustainability, Community Impact.

---

## 1. INTRODUCTION

The emergence of halal food had a big impact on drawing customers in and influencing their decisions to buy. Perceptions of freshness, quality, and safety can be improved by visually appealing presentation, which includes vivid colors, tidy packaging, and unambiguous labeling. Because it indicates proper hygiene and adherence to halal standards, consumers are frequently drawn to products that appear tasty and well-maintained. Ab Talib (2024) noted to the packaging that highlights ethical sourcing details and halal certification logos can also boost confidence and trust, increasing the product's appeal to customers who value ethical and religious compliance.

Haryati *et al.* (2024) added that halal food presentation frequently incorporates informative labeling that emphasizes important qualities like sustainability, health benefits, and community impact in addition to aesthetic appeal. Dao (2024) confirmed that vibrant labels that include certifications or symbols pertaining to social responsibility, eco-friendliness, or halal standards can act as instant visual cues that show how the product aligns with the values of the consumer.

Additionally, customers' purchasing experiences can be improved by the general presentation and aesthetic appeal of halal food, which can arouse cultural and emotional responses. Packaging designs that are traditional or culturally relevant can draw in customers looking for familiar and genuine goods (Cui, 2024). Younger or more health-conscious consumers who appreciate modern design and branding may also be drawn to packaging that is clean, inventive, and modern. Halal food items can stand out on shelves, communicate reliability, and connect with a variety of consumer groups by fusing eye-catching imagery with meaningful messaging. This will boost demand and raise public awareness of halal norms and values (Seboa, 2023).

The thorough knowledge of how different facets of halal product presentation such as certification, ethical sourcing, environmental sustainability, and community impact interact to affect consumer perceptions and purchasing behavior is a significant gap in the literature currently in publication. Prior research has emphasized the significance of visual appeal, labeling, and transparency in establishing consumer trust; however, little is known about how these factors work together to influence consumer choices across a range of demographic and cultural backgrounds. The majority of research has also concentrated on the peripheral cues highlighted by the Elaboration Likelihood Model (ELM). However,

little research has been done to examine the ways in which central (message-based) versus peripheral (cue-based) processing affects consumer attitudes toward halal products in light of ethical and social concerns. By filling this knowledge gap, we may be able to better understand how consumers form their preferences and process information, which will help us create marketing plans and legislative frameworks that will raise demand for and awareness of halal products (Mustafa & shahada, 2026; Mustafa *et al.*, 2025; Altrad *et al.*, 2025).

Based on the preceding discussions and identified literature gap, this research tried to investigate aspects of halal /*hə'la:l*/ products including (halal certification, ethical sourcing, environmental sustainability, community impact, health and wellness) towards increased demand and social awareness of consumers. Primary data were collected from online consumers of diverse demographic backgrounds who had access to the questionnaire on Google Forms or those who have received a link to it (Ghazal *et al.*, 2025; Mustafa & Shehada, 2025).

It is worth mentioning that the current study was carried out on the premises of Elaboration Likelihood Model (ELM). This is a useful framework proposes that consumers process information either peripherally (based on surface-level cues) or centrally (focused on message quality and content) (El Hedhli and Zourrig, 2023). This model assisted in explaining how consumers become aware of halal products through a variety of informational cues, including environmental claims or certifications, and how this affects their attitudes and buying habits. ELM emphasizes the value of reliable information and how consumers can make more informed and devoted purchases by engaging with specific product attributes (such as ethical sourcing or health benefits).

**From here, it can be said that current study sought to answer the following question:**

How can aspects of halal food be a source for an increased demand and awareness of consumers?

**Reaching an answer to this question required us to achieve the following objectives:**

- Identify the concept of halal food
- Explore aspects that might be appealing for consumers in halal food
- Highlight how these aspects might be a source for an increased awareness and demand among consumers

It was expected from current study to achieve both theoretical and practical implications. From theoretical perspective, this study adds to the

knowledge of consumers' behavior by acknowledging the effect of ethical, environmental, and health aspects of halal products on social concern and purchase intention across different consumer segments. Thus, it complements the existing literature on ethical consumption and social responsibility by showing that multi-dimensional aspects of halal products can also be used as factors that influence the consumer perceptions and preferences and hence demand. It can be concluded that the concept of halal is much wider than religious food prohibitions and concerns ethic and sustainability, thus expanding the theories on responsible consumption, cultural impact of multicultural markets.

From practical perspective, the study is beneficial for marketers and producers of halal products to develop strategies in order to influence the consumer and social consciousness. Thus, if companies focus on communicating more about the halal certification, the sources they use, and the sustainability practices they have in place through the different online channels, the company could appeal to a larger consumer base and gain the trust of consumers of different background. In the same regard, it is evident that reaching out to the diverse demography through digital tools can be impactful and helpful in raising the consciousness about the social and health value of halal products hence promoting high level of conscious consumption and fostering the ethical and environmentally friendly practices in the halal industry.

## 2. LITERATURE REVIEW

### 2.1. Consumer Awareness

According to Singh (2025), consumer awareness stands as an essential marketing principle and consumer behavior element which describes how well customers understand the available market products and brands alongside their features and costs. Consumer awareness includes their grasp of product characteristics and advantages along with pricing structure and quality standards in addition to their market trend and ethical factors that incorporate sustainability and corporate social responsibility. Chen (2024) noted that when consumers exhibit increased awareness, they become better decision-makers because they pick products which align with their requirements and standards thus making markets more competitive. Such understanding affects how consumers perceive brands while developing their brand loyalty together with trust toward specific organizations (Alghizzawi et al., 2024 a, b).

From Ahmed and Taha (2023) perspective, consumer awareness functions as the complete level of product understanding and product consciousness that individuals maintain about what they wish to buy in terms of product attributes together with benefits and possible consequences. Alam et al. (2023) added that people need both objective information about products as well as understanding about potential hazards together with their legal entitlements and environmental and ethical consumption implications. Consumers develop their awareness via different platforms such as advertising and word-of-mouth as well as social media and educational campaigns to become knowledgeable about making choices that fulfill personal preferences alongside social conventions. Increased awareness functions as an essential component for building an open marketplace which enables consumers to perform efficient product comparison and support their rights (Al-Shammari, 2023; Alhanatleh et al., 2023; Algasawneh et al., 2024).

From a wider angle, consumer awareness plays a key role in encouraging ethical business practices and bringing about positive changes within industries. Well-informed customers are more likely to support businesses that exhibit ethics, quality, and transparency, which encourages businesses to implement consumer-friendly and sustainable practices (Georgescu and Bodislav, 2024). On the other hand, Caldwell (2024) stated that ignorance can result in rush or ignorant purchases, which can lead to market inefficiencies, consumer exploitation, and heightened discontent. Therefore, initiatives to raise consumer awareness through instruction, legislation, and easily available information are essential to establishing a fair and balanced market that benefits both suppliers and customers. In modern economies, this continuous process of raising awareness is still essential to the development of markets and consumer rights.

### 2.2. The Relationship Between Consumer Awareness and Consumer Demand

Tao et al. (2023) argued that the relationship between consumer awareness and consumer demand is necessarily interconnected, as greater awareness is likely to result in greater interest and desire to purchase specific goods or services. The more knowledgeable the consumers are regarding a product's attributes, standards, and benefits, the greater the chances that they will develop positive impressions and have faith in it. Jimenez-Fernandez et al. (2023) confirmed this extra information reduces uncertainty and perceived risk, enabling consumers

to become more certain of their purchases. Thus, awareness can generate increased demand by motivating consumers to search for products suited to their likes, values, and lifestyle choice (Alawamleh *et al.*, 2025; Hashem *et al.*, 2026).

Ramesh and Divya (2023) argued that demand will be erratic or limited if there is low awareness among consumers because they might not possess sufficient information to distinguish one product from other products or appreciate their unique aspects. For example, unless consumers are informed about what halal certification entails or the importance of ethical sourcing, they might be less inclined to purchase halal products since they will view them as any other non-halal option. Lack of information can potentially hinder growth in the market and limit opportunities for products to fulfill some consumers' requirements or values to gain broader acceptance. Usman *et al.* (2023) noted that generating consumer awareness is an essential demand-building strategy, especially in specialty markets like halal foods, organic foods, or environmentally friendly products.

According to Ali and Ahmad (2023), the interplay between demand and consumer awareness is two-sided and self-reinforcing. As demand for certain products builds up pushed by increased awareness marketers and suppliers respond with more targeted communication, improved product quality, and expanded distribution channels. This, in turn, reinforces consumer awareness via word-of-mouth, marketing, and social influence. Over a period of time, this spiral can lead to the mainstreaming of niche products in mainstream markets, producing more demand-led and informed consumers. Ultimately, consumer awareness is one of the central levers in driving demand and promoting the take-up of goods that satisfy consumers' ethical, health, and cultural values.

Although consumer awareness and consumer demand are closely related, they represent conceptually distinct constructs. Consumer awareness refers to the cognitive state in which individuals possess knowledge and understanding of product attributes, standards, and implications. In contrast, consumer demand reflects behavioral intention and the willingness to purchase or prefer specific products. Drawing on the Elaboration Likelihood Model (ELM), consumers first process halal-related attributes cognitively, which enhances their awareness. This cognitive processing subsequently influences behavioral outcomes, including purchase intention and product demand. Therefore, awareness is positioned as a precursor to

demand rather than being conceptually merged with it.

### 2.3. The Concept of Halal Food

Fauzi and Battour (2024) stated that in the Islamic teachings, the word "halal" is used to mean any permitted thing especially as it applies to food and other things that people are allowed to consume. It means that the activity or item meets the regulatory standards provided in the Quran and Hadith in terms of purity, ethical treatment, and spirituality. In food, there are certain regulations that must be followed including the right method of slaughtering an animal, not to consume forbidden products including pork and alcohol and observing cleanliness (Alimusa *et al.*, 2024). In general, "halal" reflects the Islamic concept of a proper way of living in accordance with the laws of God and evoking the sense of Muslims' responsibility (Raimi *et al.*, 2025).

According to Abdul Mokti *et al.* (2024), the concept of halal - /hə'la:l/- word is defined as any food that has been prepared in a way that is allowed under the Islamic law as indicated in the holy book and traditions of Islam. The word "halal" is derived from the Arabic language and means legal or permissible, and it refers to those foods and beverages that are permissible for Muslims to consume. From the perspective of Riaz *et al.* (2023), halal as a concept captures the kinds of foods as well as how they are prepared and processed. For instance, meat must be taken from animals that are killed in a certain way known as Zabiha, this is done by pronouncing the name of Allah and the humane treatment of the animal. However, there are some which are prohibited haram foods like pork and products from it, alcohol, and any carnivorous animals.

Izza and Rusydiana (2023) noted that the importance of halal food is not only associated with religion but also with other factors. It also includes principles of cleanliness and purity and the proper handling of animals. Halal food certification ensures that every step in the production line from slaughtering, processing, packing and distribution meets certain Islamic standards. Ramli *et al.*, (2023) stated that halal certification helps to inform Muslim consumers that the products they are consuming are Halal and free from any prohibited ingredient. Fikadu *et al.* (2023) saw that with the increasing population of Muslims around the world, halal food has become a global market in the food industry where non-Muslims are also interested in consuming hygienically, healthy and well-prepared foods.

Fikadu *et al.* (2023) argued that the idea of halal

food has impacted the aspects of food safety, food quality, and consumers' trust around the globe. Today, many countries and companies produce Halal products for various markets, stressing on the Halal chain and obeying the laws. The Halal food industry enhances the practice of religious beliefs while at the same time ensuring that the food consumed is produced in the right manner. Increasing awareness has seen halal food take its place in global markets promoting cultural exchange which has a positive impact on the economic growth of the world food market.

#### **2.4. Drivers Of Increasing Demand on Halal Food**

Prayuda et al. (2023) argued that multiple factors are driving the demand for halal food across different markets. One of the main reasons is the growing Muslim population worldwide which means more products need to be halal. As Muslim communities grow in Muslim majority countries and multicultural societies their purchasing power and preferences shape the market. Also increasing awareness and understanding of halal among non-Muslim consumers has expanded the market beyond religious boundaries. Many consumers now associate halal food with safety, hygiene and ethical sourcing which is what health conscious and ethically driven consumers look for and that widens the demand (Meylinda and Matondang, 2023; Beyari and Hashem, 2025; Hashem et al., 2026).

Dam et al. (2025) argued that another factor is the global interest in ethically sourced, sustainable and health-oriented food options. Halal certification often emphasizes ethical practices such as humane animal treatment and sustainable sourcing which appeals to environmentally conscious consumers. Also, the globalization of food markets and improved supply chain logistics has made halal products more available in non-Muslim majority countries. Marketing efforts that highlight the quality, safety and ethical standards of halal food also play a big role in attracting a wider consumer base. All these factors contribute to the growing demand for halal food and positioning it not just a religious requirement but a choice that is aligned with modern values of health, ethics and sustainability (Sepawi, 2023).

##### **2.4.1. Halal Certification**

Halal certification is a process through which food products are accredited to conform to the Islamic dietary requirements of the Muslims. It includes a third-party evaluation of all the carried-out processes, including slaughtering, processing, and

packaging, to check their compliance with Shariah laws. Halal certification also gives assurance to the Muslim consumers that the product they are taking is permissible and was produced in a halal manner. It also helps producers to access producers across the world, which creates trust and transparency in the halal food chains. Certification becomes important as pressures for halal products increase globally to ensure the quality, authenticity, and consumer confidence (Usman et al., 2023).

##### **2.4.2. Ethical Sourcing**

In the context of Halal food, ethical sourcing refers to the selection of raw materials that do not harm the animal, exploit workers and the environment. In this way, the animals are killed without much pain so that the production personnel are also treated fairly and ethically. Through ethical sourcing, halal food brands respect the Islamic ethic of doing good, fairness, and avoiding unrighteousness. It is also an effective way to build consumer confidence and make products permissible and morally responsible within the supply chain (Khan, 2023).

##### **2.4.3. Environmental Sustainability**

Sustainability in halal food production is a process of using practices that do not harm the environment, use resources sparingly and sustainably, and do not lead to long-term degradation of the environment. This includes sustainable agricultural practices, waste and CO2 minimization, rational water and energy consumption within the supply chain. Through the adoption of sustainability into halal food options, the producers can be able to conserve the earth's natural resources while at the same time satisfying the customer's need for products that are environmentally friendly. Sustainability is in a close connection with Islamic principles of managing the earth called Khalifah, and it encourages consumer more responsibly about the food chain (Chang, 2024).

##### **2.4.4. Community Impact**

Halal food is a vital part of communities as it upholds the cultural essence of Muslims, boosts economy and social harmony of the society. Halal-certified products give Muslims the opportunity to engage in their belief system and exercise that freedom with confidence and that makes the community stronger. Similarly, the food industries contribute to employment opportunities, boost economic activity and innovation in the Muslim and other regions. In this way, halal food makes people embrace the culture of diversity and respect different

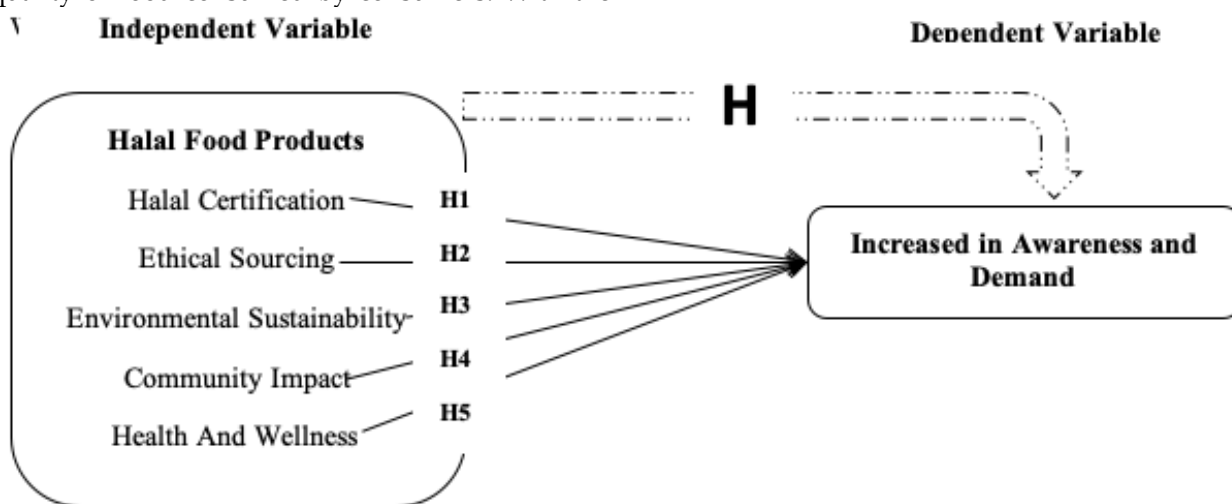
religions in an effort to provide equal opportunities in consuming foods of their choice, thus making society a better place to live in (Putri, 2025).

**2.4.5. Health And Wellness**

Inasmuch as the concept of halal food seems to advocate for certain aspects of healthy foods in relation to the way it is processed, prepared, and what it contains, it is not far from the truth. Halal food also lacks some elements such as additives and preservatives that are not friendly to the health of the consumers who prefer the foods to be clean. Moreover, the focus on the use of fresher and more natural foods and sourcing can also improve the quality of food consumed by consumers. With the

increasing focus on healthy food options that are readily available in the market, halal food aligns with the health-focused consumption trends as it guarantees healthy diet and longevity (Friantoro, 2025).

Based on the theoretical foundation of the Elaboration Likelihood Model (ELM), the present study proposes that halal product attributes influence consumer awareness through cognitive evaluation processes. Enhanced awareness subsequently shapes consumer demand by strengthening purchase intentions toward sustainable halal products. Accordingly, consumer awareness is positioned as a mediating variable between halal attributes and consumer demand.



*Figure 1: Conceptual Framework.*  
Chang (2024); Ghalih and Chang (2024); Abderahman et al. (2021); Mabkhot (2023).

From model above, following hypotheses were reached:

- H1:** Halal certification positively influences consumer awareness.
- H2:** Ethical sourcing positively influences consumer awareness.
- H3:** Environmental sustainability positively influences consumer awareness.
- H4:** Community impact positively influences consumer awareness.
- H5:** Health and wellness positively influence consumer awareness.
- H6:** Consumer awareness positively influences consumer demand for halal food products.

**1. METHODS AND MATERIALS**

**3.1. Methodological Approach**

This study employed a quantitative research methodology through a structured questionnaire as part of a survey method enables researchers to obtain

numerical data from a specific population group. The methodology sought to produce objectively measured variable relationships through statistical analysis that generates reliable findings about customer behaviors and perceptions in specified areas. The findings from this research become generalized for the broader population through analysis of the representative sample.

**3.2. Tool of Study**

The main tool for data acquisition comprises a structured questionnaire which we developed through literature review and previous studies e.g. Chang (2024); Ghalih and Chang (2024); Abderahman et al., (2021); and Mabkhot (2023). The survey instrument contained various closed-response queries such as multiple-choice and Likert-type 5-scale to collect information about significant measurement factors including aspects of halal food products (halal certification, ethical sourcing, environmental sustainability, community impact,

health and wellness) as independent variable. Consumer awareness was measured as a mediating variable reflecting cognitive understanding of halal attributes, whereas consumer demand was measured as the dependent variable representing behavioral intention and purchase tendency.

Validity of the questionnaire was reached through

arbitration of its items by group of specialized academics in the field. Regarding reliability and consistency, we have run Cronbach's Alpha test ( $\alpha$ ) as in table 1. Results indicated that all variables scored higher than 0.70 as an alpha value indicating that the tool was reliable and consistent.

*Table 1: Alpha Value.*

| Variable                          | $\alpha$ |
|-----------------------------------|----------|
| Halal Certification               | 0.70     |
| Ethical Sourcing                  | 0.823    |
| Environmental Sustainability      | 0.805    |
| Community Impact                  | 0.789    |
| Health And Wellness               | 0.817    |
| Increased in Awareness and Demand | 0.715    |

### 3.3. Population And Sampling

The population of the study consisted of consumers who had access to the online questionnaire. A convenient sample of (1250) consumer was chosen to represent population of study. After data collection process, we were able to retrieve (987) properly filled questionnaires which indicated a response rate of (78.9%) as statistically accepted. It is worth mentioning that the research employed a sample size which fulfills the requirements for generating statistically significant findings when considering analysis confidence levels and error margins.

### 3.4. Screening And Analysis

We have cleansed and prepared data obtained from finished questionnaires before analysis. The cleaning process included verifying the data for absent values and abnormal points and inconsistent data fields. An analysis of the data took place through Statistical Package for the Social Sciences (SPSS) software. Descriptive statistics including frequencies and means and standard deviations presented data summations for sample characteristics. Statistical tests included

multicollinearity test analysis evaluated variable relationships to test the research hypotheses in the study. An interpretation of the findings relied on the statistical significance together with practical implications derived from the results.

## 4. RESULTS

To examine the proposed relationships, a two-step regression analysis was conducted. First, the influence of halal attributes on consumer awareness was tested. Second, the effect of consumer awareness on consumer demand was examined to determine the behavioral translation of cognitive evaluation.

Table 2 presented results of demographic analysis. The table indicated that majority of respondents were males forming 66.6% of the sample. Also, 43.4% of respondents were less than 30 years and 48.2% held BA degree. In addition to that when respondents were asked if they read the food packaging labels in the market? 67.4% of them answered that they sometimes pay attention to information on products' labels. On the other hand, when respondents were asked if they follow social media regarding halal food producing organizations and news circulating about them? 44.3% of them answered that they don't.

*Table 2: Demographics.*

| Demographics          | f   | %    |
|-----------------------|-----|------|
| <b>Gender</b>         |     |      |
| Female                | 330 | 33.4 |
| Male                  | 657 | 66.6 |
| <b>Age</b>            |     |      |
| More than 50 years    | 207 | 21.0 |
| Less than 30 years    | 428 | 43.4 |
| 30 less than 40 years | 187 | 18.9 |
| 40 less than 50 years | 165 | 16.7 |
| <b>Qualification</b>  |     |      |
| BA                    | 476 | 48.2 |
| Diploma and less      | 81  | 8.2  |
| PhD                   | 376 | 38.1 |

|   |            |              |
|---|------------|--------------|
| MA  | 53         | 5.4          |
| <b>Do you read the food packaging labels in the market?</b>   |            |              |
| Sometimes   | 665        | 67.4         |
| No  | 12         | 1.2          |
| Yes   | 310        | 31.4         |
| <b>Do you follow social media regarding halal food producing organizations and news circulating about them?</b> |            |              |
| I follow news channels  | 60         | 6.1          |
| No  | 437        | 44.3         |
| Yes   | 436        | 44.2         |
| Social media promotes rumors  | 54         | 5.5          |
| <b>Total</b>  | <b>987</b> | <b>100.0</b> |

The independent variables underwent Tolerance and VIF (Variance Inflation Factor) analyses to determine whether multicollinearity was present. The following potential developments can be linked to these calculations. The data showed no signs of

multicollinearity, All VIF values were below the critical threshold of 10, and tolerance values exceeded 0.10, indicating no multicollinearity concerns (Gujarati & Porter, 2009).

*Table 3: VIF.*

| variable                     | Tolerance | VIF   |
|------------------------------|-----------|-------|
| Halal Certification          | .764      | 1.309 |
| Ethical Sourcing             | .372      | 2.688 |
| Environmental Sustainability | .377      | 2.650 |
| Community Impact             | .359      | 2.782 |
| Health And Wellness          | .533      | 1.875 |

Mean ( $\mu$ ) and standard deviation ( $\sigma$ ) were calculated for questionnaire items. Table 4 indicated that all items scored higher than mean of scale 3.00 which indicated that all items were positively

received by respondents. The highest mean was scored by increased in Awareness and Demand with mean= 4.45.

*Table 4: Questionnaire Analysis.*

| Demographics  | $\mu$        | $\sigma$    |
|---|--------------|-------------|
| Certification provides me with the needed assurance that their food meets my beliefs            | 4.116        | .753        |
| The idea of certification makes sure that the food is in accordance with my religious standards | 3.903        | 1.286       |
| Certification increases my trust and confidence   | 4.380        | .754        |
| Through certification, I would be encouraged to choose certain products as they are halal       | 4.371        | .611        |
| Prevalence of halal certification increases my interest in halal products                       | 4.236        | .622        |
| <b>Halal Certification</b>  | <b>4.201</b> | <b>.568</b> |
| I am aware of ethical sourcing of food  | 4.388        | .613        |
| I care about the humane treatment of animals based on fair practices                            | 4.341        | .624        |
| My community always put ethics into perspective when it comes to food products                  | 4.036        | .805        |
| Minding ethics means that the producing entity is transparent with us as consumers              | 3.942        | .677        |
| Through ethics, we as consumers can sense the connections with the producing entity             | 3.994        | .824        |
| <b>Ethical Sourcing</b>   | <b>4.140</b> | <b>.546</b> |
| I know what sustainability means and I am aware of its practices                                | 4.144        | .804        |
| Sustainability preserves the rights of my children to enjoy natural resources                   | 4.448        | .642        |
| Marketing halal products based on sustainability attracts me as a consumer                      | 4.294        | .773        |
| I prefer products that are eco-friendly and nice to the environment                             | 4.305        | .766        |
| I always choose products that are organic and carbon-neutral                                    | 3.707        | .753        |
| <b>Environmental Sustainability</b>   | <b>4.180</b> | <b>.562</b> |
| I prefer food products that supports local farmers  | 4.198        | .769        |
| Enhancing local communities is a part of being halal food manufacturer                          | 4.034        | .880        |
| Community ties are stronger than non-halal food products  | 3.773        | .886        |
| Our community gives extra attention to Islamic standards when it comes to food                  | 4.381        | .782        |
| Ensuring of food to be halal is a part of giving back to community                              | 4.448        | .665        |
| <b>Community Impact</b>   | <b>4.167</b> | <b>.589</b> |
| I am aware that non halal food is bad for my health   | 4.387        | .866        |
| Not only non-halal food is forbidden in Islam, it may also cause serious health issues          | 4.263        | .897        |
| The health of the animal I consume means the health of me                                       | 4.399        | .554        |
| Halal food should not contain artificial additives or harmful ingredients                       | 4.127        | .829        |
| I am aware of including how it aligns with balanced diets and healthy living                    | 4.234        | .538        |

| Health And Wellness   | 4.282        | .573        |
|---|--------------|-------------|
| We are always educated about the importance of halal steps in manufacturing food          | 4.444        | .595        |
| We make sure that our children are aware of what they are eating                          | 4.749        | .493        |
| The more halal an organization appears the more we are encouraged to consume its products | 4.572        | .607        |
| Non-halal food is a serious dilemma in life   | 3.760        | .247        |
| We always make sure that our food is well-treated and in accordance with our Islam        | 4.745        | .495        |
| <b>Increased in Awareness and Demand</b>  | <b>4.454</b> | <b>.508</b> |

Multiple regression was employed to test main hypothesis. It was seen that F value was significant at the 0.05 level. Statistics show that Aspects of halal food products significantly influence consumer awareness and demand. When the correlation score was 0.85, a significant correlation is present. The independent variables accounted for 72.2% of the observed variance in the dependent variable.

**Additionally, the coefficient table demonstrates that:**

- H1:** Halal certification has the ability to increase consumer awareness and demand for halal food product since t value is significant with beta= 0.359
- H2:** Ethical sourcing has the ability to increase

consumer awareness and demand for halal food product since t value is significant with beta= 0.229.

**H3:** Environmental sustainability has the ability to increase consumer awareness and demand for halal food product since t value is significant with beta= 0.108.

**H4:** Community impact has the ability to increase consumer awareness and demand for halal food product since t value is significant with beta= 0.062.

**H5:** Health And wellness have the ability to increase consumer awareness and demand for halal food product since t value is significant with beta= 0.418.

**Table 5: Hypotheses Testing.**

| <b>H: Aspects of halal food products have the ability to increase consumer awareness and demand</b> |                              |           |      |                           |        |      |          |      |                |
|---|------------------------------|-----------|------|---------------------------|--------|------|----------|------|----------------|
| Model   | Unstandardized Coefficients  |           |      | Standardized Coefficients | t      | Sig. | F        | R    | R <sup>2</sup> |
|   | B                            | td. Error | Beta |                           |        |      |          |      |                |
| 1   | (Constant)                   | -.001     | .090 |                           | -.008  | .994 | 5510.638 | 0.85 | 0.722          |
|   | Halal Certification          | .321      | .017 | .359                      | 18.642 | .000 |          |      |                |
|   | Ethical Sourcing             | .213      | .026 | .229                      | 8.294  | .000 |          |      |                |
|   | Environmental Sustainability | .098      | .025 | .108                      | 3.961  | .000 |          |      |                |
|   | Community Impact             | .054      | .024 | .062                      | 2.221  | .027 |          |      |                |
|   | Health And Wellness          | .371      | .020 | .418                      | 18.147 | .000 |          |      |                |

## 5. DISCUSSION

The findings support the theoretical distinction between awareness and demand. Halal attributes primarily function as cognitive stimuli that enhance consumer awareness regarding ethical, environmental, and health-related dimensions. This awareness subsequently translates into behavioral demand, confirming the mediating role of awareness in shaping purchase intentions. These results align with the Elaboration Likelihood Model, which suggests that central processing of product attributes influences subsequent behavioral responses.

In current study, we aimed to explore whether aspects of halal food products may play a role in increasing awareness and demand of consumers for halal products. We have taken into consideration aspects from previous literature including Chang (2024); Ghalih and Chang (2024); Abderahman et al., (2021); and Mabkhot (2023). An online questionnaire

was self-administered by (987) a convenience sample of consumers in Jordan. Using SPSS as the main screening software, we have reached results that accepted the main hypothesis "aspects of halal food products have the ability to increase consumer awareness and demand from perspective of Jordanian consumer".

Among the chosen variables, it was noted that health and wellness scored the highest influence as the strongest driver for more demand on halal food products with B= .371. Health and wellness significantly enhance consumers' cognitive evaluation of halal products as modern consumers are more aware on the impact their food has on their health. Increasingly, consumers are becoming more aware of nutrition, safety and the use of harmful additives in their food and they seek healthier alternatives that are in line with halal food's promise of natural and ethically sourced ingredients. Besides,

the standard of halal certification adds to a sense of clean and quality image, which appeals to the health conscious who look for halal products. These findings are consistent with Friantoro (2025) who noted that the increased visibility of the health benefits of halal food advertised through education and marketing will lead to increased demand from consumers that are seeking the balance between nutrition and their religious inclinations. Because of the dual focus on health and the practice of religion, producers are becoming more compelled to provide consumers with sustainable, and healthier halal options.

In the second rank, it was noticed that health certification scored  $B = .321$ . Halal certification plays a critical role to consumer awareness and demand for halal food products by ensuring authenticity, safety and adherence to religious requirements. It is an educational tool for consumers who become aware of practices of halal, which increases trust and confidence about halal food products. As halal certification becomes more visible due to marketing, educational and overall market presence, more consumers, in Muslim and non-Muslim spheres, learn about the benefits and ethical values associated with halal foods. Usman *et al.* (2023) agreed on the same idea adding that such increasing recognition increases the trust of the consumers and creates new market opportunities for the manufacturers to seek halal certification to meet the increasing consumer expectations. This then becomes the major driver towards transparency, quality and numerous of consumer options which eventually creates a large global market for halal food products.

The third rank was for the variable of ethical sourcing with  $B = .213$ . Since ethical sourcing leads to transparency, sustainability and humane practices, the consumer awareness and the demands for the halal food are increased significantly.

The growing emphasis on the moral aspects of food decisions has brought consumers to prefer products that reflect their values, specifically, fair treatment of animals, sustainable work, and responsible sourcing of ingredients. The rigid ethical foundations of halal food make it very attractive to consumers concerned with ethics because they consider halal certification as certification of both responsible source and adherence to ethical principles.

When halal sourcing is promoted as an ethical alternative, brands can access consumers who are concerned with sustainability and moral ethics, hence increasing demand and more promotion of halal products as a choice for those. This was agreed

on by Chang (2024).

Environmental sustainability came in the fourth rank with  $B = .098$ . Linking ethical consumption with the environment friendly practices, environmental sustainability enhances awareness and halal food demands greatly. There is an increasing trend among consumers who are concerned about sustainability who prefer food products that have been produced through sustainable agriculture, have a reduced carbon footprint and use environmentally-friendly packaging. Environmentally pioneering halal producers can persuade the sustainability conscious to embrace them, thereby turning environmental certification into a marker of compliance with Islamic norms as well as environmental protection. Khan (2023) agreed on that and added that the integration of sustainable approaches to halal food production can reinforce brand image, instill environmental awareness among consumers, and contribute to the development of demand for halal products which are consistent with both halal and green values.

The final and least influential variable was community impact with  $B = .054$ . The role of community is essential for increasing awareness and demand for halal food products as it promotes sense of belonging, reliability, and community responsibility. Halal food brands that engage in local community projects, sponsor cultural events, and create awareness of how important it is to follow halal practices strengthen a firm connection with the consumer values that demand authenticity and community values. Putri (2025) noted that such engagement serves to educate non-Muslim consumers about the value of halal standards while building a greater loyalty base among Muslim consumers that feel an integral part of their culture and faith. When social and cultural aspects of halal food are promoted through community interventions, it begins to shape the perception of consumers towards these products, promote mindful purchasing practices, and increase the allure of halal products in diverse markets.

In current study, we reached a result that the link between awareness and demand is crucial in determining the state of markets and more so when it comes to sustainable halal food. If the consumers are aware of the ethical, environmental, and health benefits of the halal products, they are more likely to make the right decisions when purchasing the products.

Concerns over ethical sourcing of materials, environmental conservation in the production of food and the health benefits associated with halal food may cause consumers to make choices that

reflect these factors. Hence, awareness increases the consumers' desire for halal products that can be produced in a sustainable way, thus pressuring producers to go green in their production methods. This has the positive feedback effect of having informed consumers shaping the market to reflect religious and cultural values as well as sustainability.

## 6. CONCLUSION AND RECOMMENDATIONS

Study was able to prove that the idea of halal food can be regarded as sustainable because it prescribes the way of selecting suppliers and treating animals, which are also eco-friendly. Some sections of Islamic teachings are humane when it comes to slaughtering animals and this makes its practices less cruel compared to other methods that cause unnecessary suffering to the animals. This ethical consideration makes producers use friendly methods of production like free range and organic farming that have less impact on the environment. Moreover, halal certification standards also extend to hygiene and food quality standards which in the process encourage the avoidance of wastage and the use of dangerous chemicals that are hazardous to the environment.

Besides, the principles of halal food such as purity, cleanliness, and moderation enable the consumers and producers to be environmentally friendly. For instance, the policy of sourcing locally cuts the emission of carbon and contributes to the local economy. Organizations operating in the halal food industries also focus on the sustainability of packaging and waste management systems to meet both religious and ethical requirements.

Through these values, the principles of halal food can substantially contribute in ensuring a sustainable food system that will help in the conservation of resources, reduce the negative impacts on the environment, and increase social responsibility towards the current and coming generations.

**Based on discussion and conclusion, the study recommended the following:**

- Producers should target their marketing so that consumers can see how halal foods provide health benefits, are safe and use natural ingredients. Emphasizing the food's nutritional value and omitting ingredients that are harmful will attract health-conscious consumers and increase demand.
- Companies need to invest in halal certification that emphasizes safety, authenticity and ethical sourcing for promotion. Transparent communication about the source of ingredients and adherence to ethical practices

ensures consumer confidence, particularly for those who prefer ethical and sustainable principles, thus increasing the customer base.

- Halal food brands can more easily justify and emphasize the meaning of the halal standards if they experience community gatherings, cultural celebrations, and educational forums. Community interactions with Muslim and non-Muslim groups can help build credibility and social awareness, which will translate to consumer loyalty and market growth.

## 7. LIMITATIONS OF STUDY

**The current study was limited to the following:**

- Respondents who had access to the questionnaire online or those who received a link to the questionnaire via personal/occupational connection
- The questionnaire was left online for total of 12 weeks in order to gain as much primary data as possible. Total of (987) responses were received.

## 8. FUTURE RESEARCH ORIENTATION

The future exploration may be directed towards the growth of awareness and demand for halal products, which are greatly influenced by health consciousness, environmental protection and ethical practices. Study of these developments helps to find the pattern of consumer behavior and assess the impact of marketing strategies.

It is also important to discuss how online channels and social media influence consumer attitude towards halal food with an emphasis on the healthiness, reliability of certification, and communal participation. Examining patterns of digital interaction may help companies organize more effective promotional programs.

**Author Contributions:** Conceptualization, Tareq N. Hashem and Saed Adnan Mustafa; Methodology, Saed Adnan Mustafa and Khaled Omar Al-Sheyyab; Software, Saed Adnan Mustafa; Validation, Tareq N. Hashem, Saed Adnan Mustafa, and Abdalah Salameh Abualkanam; Formal analysis, Saed Adnan Mustafa and Mohammad Mousa Isied; Investigation, Khaled Omar Al Sheyyab and Abdalah Salameh Abualkanam; Resources, Tareq N. Hashem; Data curation, Mohammad Mousa Isied; Writing—original draft preparation, Saed Adnan Mustafa; Writing—review and editing, Tareq N. Hashem and Abdalah Salameh Abualkanam; Visualization, Mohammad Mousa Isied; Supervision, Tareq N. Hashem; Project

administration, Saed Adnan Mustafa; Funding acquisition, Tareq N. Hashem.

## REFERENCES

- Ab Talib, M. S. (2024). Sustainability, Technology, and Strategic Corporate Branding for Halal Logistics. In *Corporate Branding in Logistics and Transportation* (pp. 70-90). Routledge.
- Abderahman, R., Karim, R., & Kevin, D. (2021). Halal food supply chains: A literature review of sustainable measures and future research directions. *Foods and Raw materials*, 9(1), 106-116.
- Abdul Mokti, H., Kamri, N. A., & Mohd Balwi, M. A. W. F. (2024). Tayyiban in halal food production: a systematic literature review. *Journal of Islamic Marketing*, 15(2), 397-417.
- Ahmed, A. R. Q., & Taha, A. H. A. (2023). Assessing the Impacts of Consumer Awareness on Consumer Purchase Intention with Moderating Role of Product Label: Evidence from Consumers of Iraqi Manufacturing Firms. *AgBioForum*, 25(1), 193-202.
- Alam, M. N., Ogiemwonyi, O., Hago, I. E., Azizan, N. A., Hashim, F., & Hossain, M. S. (2023). Understanding consumer environmental ethics and the willingness to use green products. *Sage Open*, 13(1), 21582440221149727.
- Alawamleh, H. K., Alkayed, I. Y., Albdour, A. W. M., & Shatnawi, H. A. (2025). The e-leadership transformation in corporate environment: A bibliometric study. *Human Systems Management*, 44(2), 249-267.
- Al-Gasawneh, J., Alsoud, M., Alhawamdeh, Z. M., Bani-Ata, T. J., Alghizzawi, M., & Daoud, M. K. (2024). Exploring the influence of digital marketing strategies on enhancing customer satisfaction in contemporary business environments. In *2024 2nd International Conference on Cyber Resilience (ICCR)* (pp. 1-7). IEEE.
- Alghizzawi, M., Ezmigna, I., Ezmigna, A. A. R., Alhawamdeh, Z. M., Hammouri, M. A., Alawneh, E., & Al-Gasawneh, J. A. (2024b). The big data analysis and digital marketing. In *Opportunities and Risks in AI for Business Development: Volume 2* (pp. 1-10). Springer Nature Switzerland.
- Alghizzawi, M., Ezmigna, I., Jado, K., Alzeaideen, K., & Kanan, M. (2024a). Theoretical perspective of artificial intelligence in digital marketing for business organizations. In *Business Analytical Capabilities and Artificial Intelligence-Enabled Analytics: Applications and Challenges in the Digital Era* (Vol. 1, pp. 167-177). Springer Nature Switzerland.
- Alhanatleh, H., Alghizzawi, M., Habes, M., Tahat, K., & Tahat, D. N. (2023). The impact of digital marketing through the TikTok application on purchase intent. In *2023 Tenth International Conference on Social Networks Analysis, Management and Security (SNAMS)* (pp. 1-6). IEEE.
- Ali, M. Q., & Ahmad, N. (2023). The factors that affect halal food and food products awareness and different challenges: An overview. *Journal Agribusiness Marketing*, 10(1), 82-95.
- Alimusa, L. O., Ratnasari, R. T., Ahmi, A., & Putra, T. W. (2024). Exploring the literature of halal and Islamic tourism: a bibliometric analysis. *Journal of Islamic Accounting and Business Research*.
- Al-Shammari, M. M. (2023). Business process reengineering for designing a knowledge-enabled customer-centric competitiveness strategy. *Business Process Management Journal*, 29(6), 1706-1733.
- Altrad, A., Hasan, M. K., Kharm, Q. M., Al-Mekhlafi, M. A., Saeed, A. Q., & Mustafa, S. A. (2025). Enhancing multimodal information retrieval strategies to improve access and discovery in digital library services. *Indian Journal of Information Sources and Services*, 16(1), 223-230. <https://doi.org/10.51983/ijiss-2026.16.1.23>
- Beyari, H., & Hashem, T. (2025). The role of artificial intelligence in personalizing social media marketing strategies for enhanced customer experience. *Behavioral Sciences*, 15(5), 700. <https://doi.org/10.3390/bs15050700>
- Caldwell, W. W. (2024). *Consumer Culture in America: Spectacle, Deception, Simulation, and Illusion in the Marketplace*. Algora Publishing.
- Chang, C. H. (2024). Enhancing Sustainability in Halal Supply Chain: A Framework for Aligning, Building Climate Neutral Economies Through Digital Business and Green Skills, 335.
- Chen, C. W. (2024). Utilizing a hybrid approach to identify the importance of factors that influence consumer decision-making behavior in purchasing sustainable products. *Sustainability*, 16(11), 4432.
- Cui, J. (2024). Exploring Cultural Elements in Modern Packaging Design and Their Emotional Impact on Consumers. Available at SSRN 5038426.
- Dam, S. M., Truong, H. D., Le, D. A., Le, T. A. D., & Nguyen, D. V. (2025). Consumer's Attitudes and Consumption Patterns of Meat Products. In *Healthier Meat Products* (pp. 1-32). Cham: Springer Nature

Switzerland.

- Dao, L. (2024). Eco-label in food packaging: exploring its impact as a green communication tool on consumer purchase intention.
- El Hedhli, K., & Zourrig, H. (2023). Dual routes or a one-way to persuasion? The elaboration likelihood model versus the unimodel. *Journal of Marketing Communications*, 29(5), 433-454.
- Fauzi, M. A., & Battour, M. (2024). Halal and Islamic tourism: science mapping of present and future trends. *Tourism Review*.
- Fikadu, G., Kant, S., & Adula, M. (2023). Halal entrepreneurialism effect on Halal food industry future in Ethiopia: Mediation role of risk propensity and self-efficacy. *Journal of Halal Science, Industry, and Business*, 1(1), 15-25.
- Fikadu, G., Kebede, K., & Kant, S. (2023). Entrepreneurship orientation to nurture the halal food industry future in Ethiopia. *Journal of Islamic Economic and Business Research*, 3(1), 43-56.
- Friantoro, D., Andani, L., & Ramadhan, R. W. (2025). Intention to consume halal food and its impact on physical well being: Evidence from Tasikmalaya. *SERAMBI: Jurnal Ekonomi Manajemen dan Bisnis Islam*, 7(1), 81-96.
- Georgescu, R. I., & Bodislav, D. A. (2024). Marketing ethics--another business-oriented scheme? *Theoretical & Applied Economics*, 31(1).
- Ghalih, M., & Chang, C. H. (2024). Enhancing Sustainability in Halal Supply Chain: A Framework for Aligning with ESG and SDGs. In *Building Climate Neutral Economies Through Digital Business and Green Skills* (pp. 335-364). IGI Global.
- Ghazal, T. M., Abu-Shareha, A., Mustafa, S. A., Ibrahim, A., & Ahmed, S. M. (2025). Privacy-preserving transformer-based meta-learning algorithm for zero-day intrusion detection in IoT-enabled smart grids. *Journal of Internet Services and Information Security*, 15(4), 271-282. <https://doi.org/10.58346/JISIS.2025.I4.020>
- Gujarati, D.N. & Porter, D.C. (2009). *Basic Econometrics*. 5th Edition, McGraw Hill Inc., New York.
- Haryati, H., Junaidi, H., & Rateb, S. M. (2024). The Debate on the Aesthetics of Business Brand Innovation Among the Millennial Generation for the Issuance of Halal Certification. *Nurani: jurnal kajian syari'ah dan masyarakat*, 24(2), 476-490.
- Hashem, T. N., Almahairah, M. S., El-Taher, S., Beyari, H., & Al-Romeedy, B. S. (2026). Applying green digital marketing initiatives as an approach to driving sustainable consumer behavior. In *Advances in Science, Technology and Innovation* (pp. 283-290). Springer. [https://doi.org/10.1007/978-3-032-00590-8\\_36](https://doi.org/10.1007/978-3-032-00590-8_36)
- Hashem, T., Hamideh, O. A., El-Taher, S., & Suleiman, H. (2026). Does digital 'DNA' really influence individuals' purchase decision-making process? In *Lecture Notes in Networks and Systems* (Vol. 1502, pp. 314-326). Springer. [https://doi.org/10.1007/978-3-031-96622-4\\_29](https://doi.org/10.1007/978-3-031-96622-4_29)
- Izza, N. N., & Rusydiana, A. S. (2023, March). A qualitative review on halal food: NVivo approach. In *Proceedings of Femfest International Conference on Economics, Management, and Business* (Vol. 1, pp. 90-106).
- Jimenez-Fernandez, A., Aramendia-Muneta, M. E., & Alzate, M. (2023). Consumers' awareness and attitudes in circular fashion. *Cleaner and Responsible Consumption*, 11, 100144.
- Khan, I. A. (2023). The advantages of halal food for health and well-being. *Journal of Clinical and Basic Research*, 7(4), 23-24.
- Mabkhot, H. (2023). Factors affecting the sustainability of halal product performance: Malaysian evidence. *Sustainability*, 15(3), 1850.
- Meylinda, S., & Matondang, R. A. (2023). Strengthening of Islamic principles in the halal industry for sustainable development goals. *Islamic Economics Methodology*, 2(1).
- Mustafa, S. A., & Shehada, F. M. (2025). Financial fraud detection based on predictive analytics in high-frequency digital payment channels. In *Proceedings of the 3rd International Conference on Cyber Resilience (ICCR)* (pp. 1-7). IEEE. <https://doi.org/10.1109/ICCR67387.2025.11291756>
- Mustafa, S. A., & Shehada, F. M. F. (2026). Harnessing AI tools: The transformation of digital marketing techniques through deep learning and machine learning. In *Studies in Big Data* (Vol. 178, pp. 121-131). Springer. [https://doi.org/10.1007/978-3-031-97613-1\\_11](https://doi.org/10.1007/978-3-031-97613-1_11)
- Mustafa, S. A., Luthia, M., & Al Darwashi, R. J. (2025). Fostering the metaverse to drive digital leadership, productivity, and an inclusive work environment. In *Human capital management and competitive advantage in tourism* (pp. 309-337). IGI Global. <https://doi.org/10.4018/979-8-3373-0071-9.ch011>

- Noor, N. M., Azmi, N. A. N., Hanifah, N. A., & Zamarudin, Z. (2023). Navigating the halal food ingredients industry: exploring the present landscape. *Halalsphere*, 3(2), 32-43.
- Prayuda, D., Arby, S., Adli, I., & Al-Ayubi, S. (2023). Halal Industry: Opportunities And Challenge In The Global Market. *Al-Infaq: Jurnal Ekonomi Islam*, 14(2), 267-284.
- Putri, W. S. T. (2025). The Impact of Sustainable Sourcing on Halal Certification: A Literature Review on Ethical and Environmental Concerns. *Journal of Halal Review*, 1(1), 51-64.
- Raimi, L., Abdur-Rauf, I. A., & Olaide Raimi, B. (2025). Interdependence of halal entrepreneurship and Islamic finance for creating a strong halal ecosystem. *Journal of Islamic Marketing*, 16(3), 929-954.
- Ramesh, S. V., & Divya, M. (2023). A study on consumers' awareness attitude and satisfaction towards select organic food products with reference to Coimbatore. *Journal of Interdisciplinary and Multidisciplinary Research*, 9(3), 81-84.
- Ramli, M. A., Abd Razak, M. A., & Jaafar, M. H. (2023). Understanding non-Muslims' reluctance to halal food: a systematic review. *Journal of Islamic Marketing*, 14(2), 544-561.
- Riaz, S., Ghayyas, M., & Batool, U. (2023). A Shariah perspective study on the concept of halal food. *Journal of Social Sciences Review*, 3(1), 86-92.
- Seboa, A. (2023). Globalisation and food positioning semiotics: Halaal food access and perceptions among Muslims in Cape Town.
- Sepawi, S. (2023). Developing talent management hybrid model for business growth and sustainability: the case of Malaysian theme park industry. University of Wales Trinity Saint David (United Kingdom).
- Singh, P. (2025). *Consumer Behavior*. Crown Publishing.
- Tao, F., Zhou, Y., Bian, J., & Lai, K. K. (2023). Optimal channel structure for a green supply chain with consumer green-awareness demand. *Annals of Operations Research*, 324(1), 601-628.
- Usman, H., Chairy, C., & Projo, N. W. K. (2023). Between awareness of halal food products and awareness of halal-certified food products. *Journal of Islamic Marketing*, 14(3), 851-870.