

HALAL AWARENESS IN CONTEMPORARY MUSLIM SOCIETIES: A SYSTEMATIC REVIEW OF SCOPUS-INDEXED STUDIES

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ABSTRACT

This study presents a systematic literature review (SLR) of halal awareness research conducted between 2012 and 2024, focusing exclusively on articles indexed in the Scopus database. Halal awareness is defined as the level of consumer understanding and recognition of halal principles, encompassing production processes, ingredient selection, and the significance of halal certification in compliance with Islamic guidelines. Utilizing a Systematic Literature Review (SLR) approach, the analysis combines bibliometric and qualitative methods, employing NVivo 12 Plus for thematic mapping and trend analysis. The review synthesizes findings from major international databases to assess research trends, thematic focus, and geographical distribution. The results demonstrate a substantial increase in academic attention to halal awareness, with publication activity reaching its highest point in 2022. Southeast Asian countries, particularly Indonesia and Malaysia, are identified as primary contributors to the field. The literature is categorized into four main themes: determinants of halal awareness, its influence on consumer behavior, its role across industrial sectors, and its progression in various national contexts. Major drivers of halal awareness include consumer education, social influences, and regulatory policies. The study underscores halal awareness's growing importance among Muslim and non-Muslim consumers, evidenced by rising global demand for halal-certified products in food, cosmetics, pharmaceuticals, and tourism sectors. This review offers a comprehensive resource for scholars, practitioners, and policymakers. It highlights opportunities for future research in areas such as non-food industries and digital innovations to improve halal supply chain transparency and consumer literacy.

Keywords: *halal awareness, systematic literature review, consumer behavior, halal industry, halal certification, global trends.*

1. INTRODUCTION

The rapid development of the global halal industry has led to a significant increase in Muslim consumer awareness of products and services that align with Islamic principles (H. M. M. Al-Mazeedi et al., 2020). Halal awareness refers to consumers' understanding and knowledge of halal concepts, including the production process, materials used, tools used during the production process, and halal certification (Abhinaya & Setyawan, 2024; A. Safitri & Afandi, 2023). Along with the Muslim population's global growth and increasing purchasing power, the halal product market has emerged as a potential opportunity for manufacturers in various industrial sectors (Albra et al., 2023). However, strict halal standard requirements also challenge companies that want to enter this market (Bima et al., 2025; Susilawati, 2023). Therefore, stakeholders in the halal industry must possess a comprehensive understanding of halal awareness in order to remain competitive in the increasingly dynamic halal market (H. M. M. Al-Mazeedi et al., 2020; Alam, Ratnasari, Prasetyo, Hapnitasari, et al., 2024; Siregar & Alam, 2018).

The rapid growth of Muslim populations worldwide has been a key factor in increasing awareness of halal principles among consumers. It is estimated that the number of Muslims will reach 2.2 billion by 2030, which is double the number of non-Muslim populations in the world (Hayat, 2012; Humaida et al., 2024). Halal awareness includes an understanding of the production process and the ingredients used, as well as halal certification as official proof that it has met halal standards, which is increasingly important as the purchasing power and interest of Muslims in products that follow their religious values (Aziz & Chok, 2013). Thus, this trend provides significant opportunities for developing the halal industry in various sectors, including food, cosmetics, pharmaceuticals, and halal tourism (Alam, Mellinia, et al., 2023; Alam, Sukmana, et al., 2023; Ashfahany et al., 2023; Najib et al., 2022).

In recent years, awareness of halal products has increased significantly in various industry sectors, reflecting the rapid growth in the global halal market. According to Bothare (2024), the global halal food market is valued at USD 2,303.76 billion by 2024. This data indicates that Muslim and non-Muslim consumers are increasingly choosing halal products, motivated by health benefits and food safety assurance (Elias et al., 2016). In addition, Indonesia supports the development of the halal ecosystem through public policies and related laws, which have had a significant social and economic impact and have

increased Islamic economic literacy among the community (Marnita, 2024). This study aims to examine the existing literature on halal awareness in the context of the development of various fields of the halal industry, as well as its implications for consumer behavior and business actors in the future (Shafariah & Gofur, 2023).

Halal awareness studies have come a long way in recent decades, but there is still a lack of systematic analysis involving all the studies conducted. Although several studies have discussed the effect of halal religiosity and awareness on the intention to purchase halal products, as shown by Albra et al. (2023), a comprehensive synthesis is still needed to map all the topics scientists worldwide have studied. Several researchers have carried out scientific analyses related to halal awareness. However, further integration is needed between existing data to provide a complete mapping of the development and trends of halal awareness globally (Izza, 2022). Therefore, a comprehensive study examining the entire spectrum of halal awareness research is essential to gain a broader understanding of this phenomenon and provide impetus for further research in this area (Maulina et al., 2020).

Mapping research on halal awareness is still needed, even though many publications have discussed this topic for several important reasons. First, mapping helps identify research trends and unfilled scientific gaps. For example, bibliometric analysis shows that although themes such as halal certification, halal logos, and the halal food industry have been widely discussed, subthemes such as brand equity and halal logistics are still underexplored, thus providing an opportunity for further research (Izza, 2022). Second, mapping allows for an understanding of the dynamics of changes in halal awareness that are influenced by geographical and cultural factors. Research shows that halal awareness in Muslim-majority countries such as Indonesia is often influenced by social norms and media exposure, while in non-Muslim countries, consumer education is the main factor (Nurlatifah & Imam, 2021). Third, the mapping provides a holistic picture of the complex relationship between variables such as religiosity, halal certification, and intention to buy halal products. For example, halal awareness often mediates the relationship between religiosity and the intention to buy halal products (Albra et al., 2023; Nurlatifah & Imam, 2021). Finally, the mapping results can be used by industry players to develop more effective marketing strategies, such as increasing halal literacy or promoting halal logos to increase consumer confidence in their products (Izza, 2022). Thus, even though many articles discuss halal awareness, mapping is still relevant to ensure the development of more targeted and applied science.

The correlation between halal law in Islam and national laws is important in understanding how sharia principles are integrated into a country's legal system. In Indonesia, a country with a majority Muslim population, Islamic law has played a significant role in forming national legal regulations, as seen in the marriage law and regulations related to zakat (Dewi & Tanjung, 2023). Halal law not only covers the ritual aspect but also includes regulations that protect the rights of Muslim consumers, assuring that the products consumed follow Islamic law, halal and *tayyib*. Research shows that recognizing Islamic law as part of positive law in Indonesia plays a role in reflecting the aspirations of the Muslim community and the need to protect religious values in the context of national and state life (Muhlizar, 2019). Therefore, a deep understanding of the relationship between the two is essential to support the development of relevant and responsive policies to the needs of society.

2. LITERATURE REVIEW

Djakasaputra et al. (2023) conducted a bibliometric analysis of 200 Scopus documents on halal awareness from 2010 to 2022. The analysis shows that publications related to halal awareness have significantly increased since 2018. The most discussed topics are halal products, the food industry, halal certification, logos, and tourism (Djakasaputra et al., 2023). Albra et al. (2023) examined the role of halal awareness as a mediating variable between religiosity and the intention to purchase halal products. The study results show that halal awareness positively connects consumer behavior, religious orientation, and consumer motives to the intention to purchase halal products (Albra et al., 2023). Nasrullah (2019) examined the influence of halal certification and halal awareness on the intention to purchase halal food products in Indonesia. It was found that halal certification and halal awareness partially or simultaneously positively affect the intention to purchase halal food products (Nasrullah, 2019).

Research on halal awareness has been conducted in various sectors, including food, beverage, tourism, and other industries. Research in the food and beverage sector shows that halal awareness significantly influences the intention to buy halal products. For example, research by Syauqillah et al. (2024) highlighted that halal awareness in consumers is influenced by Islamic principles and regulations such as the halal product assurance law in Indonesia. This phenomenon increases consumer awareness of the importance of halal products and encourages manufacturers to comply with halal standards in their production processes (Septiani & Ridlwan, 2020). Other research (Nasrullah, 2019) also found that religiosity and knowledge of halal products intrinsically influenced the intention to buy halal products, which showed a close relationship between halal awareness and Muslim consumer

behavior.

Halal awareness is important in attracting Muslim tourists to the tourism sector. Studies in Indonesia show that halal tourist destinations that promote halal awareness through destination image and trust can increase Muslim tourists' intention to visit tourist destinations. This research highlights the importance of developing halal tourism that meets spiritual needs and offers high-quality service following the principles of *Halalan Tayyiban* (N. D. Safitri & Pratomo, 2023). In addition, research in the Philippines shows excellent potential in leveraging halal awareness to develop the tourism and leisure sector, especially in countries with growing Muslim populations (Ontok-Balah & Makakena, 2024).

On the other hand, in the context of halal certification, research shows that halal certification and halal awareness positively impact consumer purchasing decisions. A study in Indonesia found that halal certification improves the brand image, which ultimately strengthens the intention to buy halal products (Djakasaputra et al., 2023). Awareness of the importance of halal logos and certifications is key to building consumer trust in these products (Septiani & Ridlwan, 2020). In addition, research by Nawawi et al. (2020) in Thailand also revealed that the halal food industry in non-Muslim countries can grow rapidly by increasing halal literacy and awareness among local consumers.

Overall, the research on halal awareness covers various aspects, from consumer behavior to marketing and regulatory strategies. These studies confirm that halal awareness is relevant to Muslim consumers and has significant economic implications for producers and other industry players (Siswoyo, 2021). With the growing global Muslim population and the demand for halal products and services, more research is needed to explore innovative ways to increase halal awareness in various sectors (Adamsah & Subakti, 2022; Albra et al., 2023).

Nurhayati and Hendar (2020) analyzed the influence of personal intrinsic religiosity and product knowledge on the intention to purchase halal products. The results show that improving religious-centric marketing orientation and knowledge of halal products can increase public awareness and purchase intention. Aziz and Chok (2013) examined the role of halal awareness, certification, and marketing components in determining halal purchase intentions among non-Muslims in Malaysia. It was found that halal awareness positively affected the intention to purchase halal products.

Previous studies have addressed topics similar to this study. However, the methods and results of the research vary. This new study uses the systematic literature review method and is the first literature research that systematically

reviews halal awareness literature using the Scopus database. Thus, the review provides a holistic and thorough mapping of international halal awareness research, identifying areas of future research and applicability.

3. METHODOLOGY

This study uses the Systematic Literature Review (SLR) to thoroughly explore related literature on halal awareness. The SLR method was adopted because it provides a systematic and structured approach to collecting, evaluating, and synthesizing information from various relevant sources. According to Kamioka (2019), SLRs allow researchers to identify gaps in existing research and provide a solid basis for further research. In this context, the use of the Scopus database as the primary source of data is crucial, as Scopus is widely known as one of the most comprehensive and accredited academic databases, covering thousands of peer-reviewed publications across various disciplines (Alam et al., 2022; Alam, Fianto, et al., 2023; Alam, Ratnasari, Prasetyo, Ryandono, et al., 2024; Alam, Ratnasari, Ryandono, et al., 2024; Burnham, 2006).

The research begins with a systematic search using the keyword “halal awareness” in Scopus, where relevant articles are filtered based on strict inclusion and exclusion criteria. As a result, several articles were selected for further analysis, which included an in-depth evaluation of the content of the articles related to methodology, results, and discussion. This stage aligns with PRISMA guidelines, emphasizing the importance of transparency in systematic review reporting (Page et al., 2021). By following these steps, the study aims to provide a comprehensive overview of trends and developments in halal awareness and their implications for consumer and industry behavior.

The analysis results show that the publication of halal awareness has increased significantly since 2018, reflecting the growing attention to this issue among researchers (Djakasaputra et al., 2023). Research has also shown that halal awareness influences consumers’ intention to purchase halal products (Nasrullah, 2019). Thus, this study highlights the growth of halal awareness and provides insights for industry players to understand the evolving dynamics of the halal market. This systematic approach is hoped to encourage further research in halal awareness and its applications in various industrial sectors.

The PRISMA process begins with identification, an initial search process for articles of various base types such as Scopus, PubMed, and Research Gate (Page et al., 2021). Relevant keywords are determined based on pre-formulated research questions. Boolean operators (AND, OR, NOT) and search strategies

such as truncation and synonyms help expand the scope of search results. In this study, the keyword used is “halal awareness,” so 23 articles can be found.

The next stage is the process of screening and filtering articles based on predetermined inclusion and exclusion criteria (Page et al., 2021). At this stage, it was determined that the 23 articles found were declared following the specified criteria. Then, when the inclusion and exclusion process was carried out, three articles were declared not included in the criteria due to access constraints. There were various ways to access the three articles. Of the 23 articles found, a total of 20 articles were used in this study.

Figure 1, presented in this document, shows the results of a bibliometric analysis of documents related to halal awareness, which was taken from the Scopus database between 2010 and 2022. From the analysis, it can be seen that the publication on halal awareness has experienced a significant increase since 2018. The topics most discussed in the literature include halal products, the food industry, halal certification, halal logos, and halal tourism. In addition, the table also includes the number of articles identified and filtered, as well as the number of studies included in descriptive analysis and qualitative synthesis. Of the 23 articles that fit the research theme, 20 were used for qualitative analysis after filtering out full articles that did not meet the criteria. These results emphasize the importance of understanding halal awareness in the context of consumer behavior and the development of the halal industry.

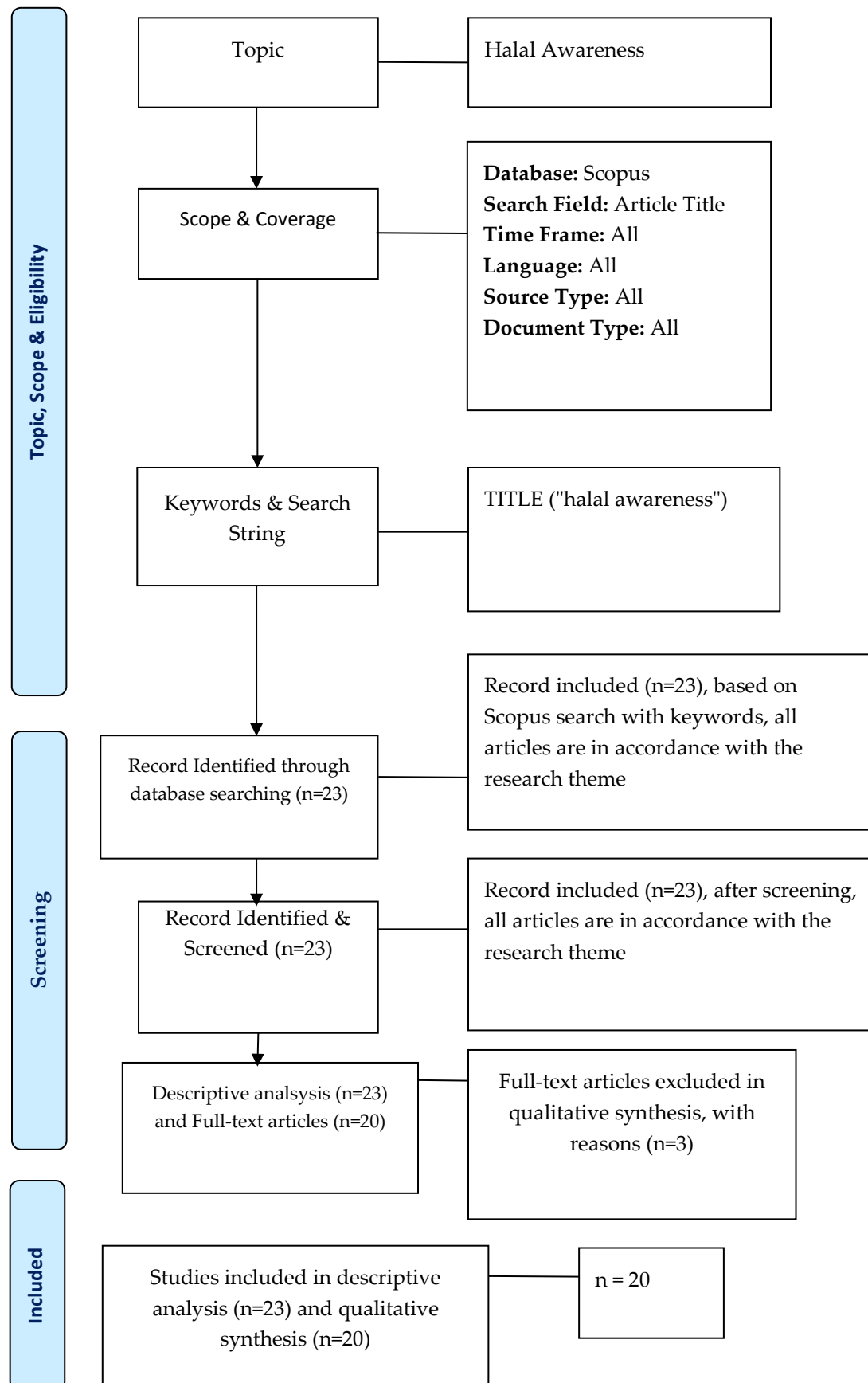


Figure 1. Flow diagram of the search strategy in halal awareness

4. RESULTS & DISCUSSION

4.1 Publications on Halal Awareness by Year

Figure 2, which illustrates the publication of articles on halal awareness by year, shows an interesting trend from 2012 to 2024. At the beginning of the period, the number of publications was relatively low, with a significant increase starting in 2016. 2018 recorded a notable publication surge, signaling increased attention to halal issues among researchers. After that, despite the fluctuations, the number of publications continued to increase until it peaked in 2022. Projections for the coming years suggest that this trend will likely continue, with an estimated number of publications growing through 2026. This graph reflects the growth of awareness and research regarding halal, which is increasingly relevant in today's global context.

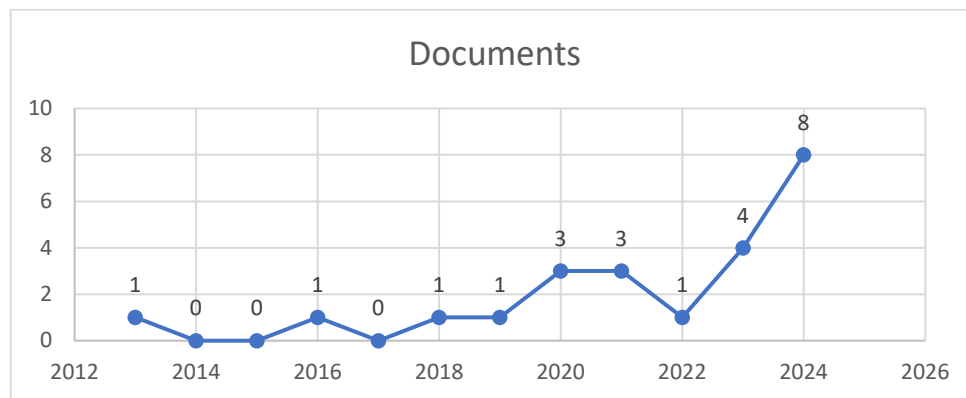


Figure 1. Publication Trends by Year

4.2 Publications Based on Citations per Year

Based on the data presented in the table, several scientific articles discuss halal awareness and its influence on consumer behavior. The most cited article is “the role of halal awareness, halal certification, and marketing components in determining halal purchase intention among non-muslims in Malaysia: a structural equation,” with an average of 25.18 citations per year. This information shows that the topic significantly impacts related research areas.

The second article that received considerable attention was a study conducted in Turkey, entitled “the influence of halal awareness, halal certificate, subjective norms, perceived behavioral control, attitude and trust on purchase intention of culinary products among muslim costumers in turkey” with an average of 19 citations per year. Meanwhile, the Indonesia-focused study, “effect of halal awareness, halal logo and attitude on foreign halal food: a case study in Indonesia,” received an average of 15 citations annually.

The other two articles in the table have lower citation rates. “The effect of halal awareness on purchase intention of halal food: a case study in Indonesia” received an average of 9.67 citations per year. In contrast, the last article that was not fully titled received an average of 4.33 citations per year. This data indicates that halal awareness, especially related to purchase intent and consumer behavior, attracts considerable attention in the academic community, with some articles getting quite high citations each year.

Table 1. Publications Based on Citations per Year

Article Titles	Total Citations	Citations Per Year
the role of halal awareness, halal certification, and marketing components in determining halal purchase intention among non-muslims in Malaysia: a structural equation	277	25,18
effect of halal awareness, halal logo, and attitude on foreign consumers’ purchase intention	75	15
the effect of halal awareness on purchase intention of halal food: a case study in indonesia	29	9,67
the influence of halal awareness, halal certificate, subjective norms, perceived behavioral control, attitude, and trust on purchase intention of culinary products among muslim customers in turkey	19	19
halal awareness and halal traceability: muslim consumers and entrepreneurs perspectives	13	4,33

The most cited article in this section, titled “The role of halal awareness, halal certification, and marketing components in determining halal purchase intention among non-Muslims in Malaysia: a structural equation,” illustrates the widespread relevance of halal products across various consumer groups. Non-Muslim consumers in Malaysia adopt halal products motivated by perceptions of quality, hygiene, and safety, which signals a broader market trend toward universal acceptance (Aziz & Chok, 2013). This phenomenon contributes to market expansion and improves the standing of halal products with respect to trust and inclusivity. The significance of this article, as reflected in its high citation count, demonstrates that research on halal awareness and purchase intention can influence and guide industry practices, policy decisions, and consumer education far beyond religious boundaries. The impact of halal awareness in shaping purchasing behavior has become crucial for the broader

academic and industrial landscape, reinforcing the importance of inclusivity and evidence-based strategies for market growth.

4.3 Publications Based on Sources

In the publication category based on the title of the journal source, it can be seen that "Journal of Islamic Monetary Economics and Finance" is the primary source with three publications, contributing 13.04% of the total publications. Other journals that also have significant contributions are "The Indonesian Journal of Halal Research," "The International Journal of Supply Chain Management," "Journal of Asian Finance, Economics and Business," and "Journal of Islamic Marketing," each contributing two publications or 8.70%. The diversity of these journals reflects an academic platform that is active in publishing research related to halal awareness, demonstrating the relevance of this topic in various fields of study.

Table 2. Publication Based on Journal Source Title

Journal Source	TP	Percentage
Journal of Islamic Monetary Economics and Finance	3	13,04%
Indonesian Journal of Halal Research	2	8,70%
International Journal of Supply Chain Management	2	8,70%
Journal of Asian Finance, Economics, And Business	2	8,70%
Journal of Islamic Marketing	2	8,70%

Note: TP= Total Publication

4.4 Publications Based on publications by Country

The publication table by country shows that Indonesia is the country with the highest number of publications, reaching 15 articles or 15.4% of the total. Malaysia followed with seven publications (9.6%), indicating concern for halal awareness in both countries. Other countries, such as Bangladesh, Japan, and Pakistan, each have one publication (9.6% and 7.7%). This data shows that research on halal awareness is primarily conducted in Southeast Asia, with the highest total publications in Indonesia and Malaysia at the second level.

Table 3. Publications by Country

Country	TP	Percentage
Indonesia	15	15,4%
Malaysia	7	9,6%
Bangladesh	1	9,6%
Japan	1	9,6%
Pakistan	1	7,7%

Note: TP=Total Publication

Southeast Asia, particularly Indonesia and Malaysia, dominates halal awareness research due to unique demographic, regulatory, and economic factors. Indonesia has the world's largest Muslim population, which serves as a substantial domestic market for halal products and is supported by comprehensive government mandates, including mandatory halal certification policies since 2019 (Nurdiana et al., 2025; Priatna et al., 2023). Malaysia, a global leader in halal certification and industry standards, has invested heavily in establishing international collaborations and robust regulatory frameworks that ensure consumer trust and product authenticity (Judijanto et al., 2025). Both countries drive research by prioritizing halal sector development in national policies and fostering international partnerships that strengthen the region's reputation as a global halal center (Judijanto et al., 2025). Additionally, rising religious consciousness, ethical consumerism, and the economic promise of the halal market further encourage academic engagement, resulting in Southeast Asia's strategic position and prolific contribution to halal awareness literature.

4.5 Tree Map Analysis in Halal Awareness Research

The analysis in the image below is a tree map, a way of representing variations embedded in the form of a tree map (Jadeja & Shah, 2015). Using the NVivo 12 Plus application, the main concepts can be obtained and then analyzed using a tree map to classify frequently used or most frequently appearing terms by marking the more extensive column of each term, the more often the term appears. Figure 3 shows the five terms that have the most significant columns, namely "halal," "intention," "products," "awareness," and "purchase."

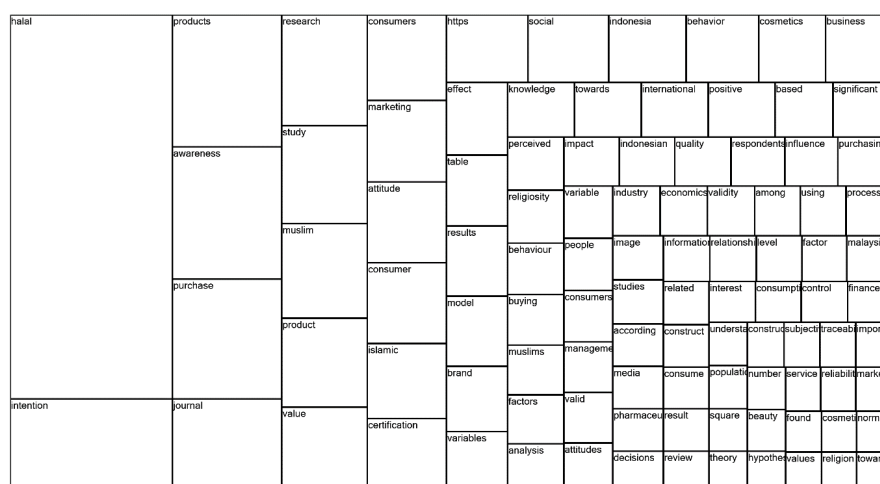


Figure 2. Visualization of the TreeMap analysis in the journal Halal Awareness publication

The tree map analysis in Figure 3 illustrates dominant research themes on halal awareness identified using NVivo 12 Plus, with term frequency visualized through the size of each segment (Jadeja & Shah, 2015). Central concepts such as “halal,” “intention,” “products,” “awareness,” and “purchase” each represent a distinct strand in contemporary scholarship. The frequent term “halal” reflects the ongoing focus on defining standards and broadening societal recognition, consistent with industry developments described by Safitri and Afandi (2023). The prominence of “awareness” and “intention” demonstrates scholarly interest in the psychological and behavioral pathways leading to actual halal product adoption, echoing empirical evidence from Albra et al. (2023) and Vizano et al. (2021) regarding consumer decision-making. Analysis of “products” further demonstrates the multidisciplinary reach of halal research, encompassing sectors such as food, cosmetics, pharmaceuticals, and tourism (H. Al-Mazeedi & Pointing, 2021). This integrated tree map analysis does not merely summarize word frequency and synthesizes theoretical insight, showing how halal awareness research connects knowledge, behavioral intention, and industrial scope throughout the literature.

4.1 Classification of Research Themes on Qualitative Synthesis

Table 4. Classification of Research Themes on Halal Awareness Mapping
Synthesis of research on halal awareness

Main Themes	Key points	Source	Total Article
Factors Affecting Halal Awareness	<ul style="list-style-type: none"> Articles that discuss the knowledge and understanding of halal Influence of the social environment 	(Astuti & Asih, 2021; Djakasaputra et al., 2023; Jannah & Al-Banna, 2021; Mat et al., 2023; Maulina et al., 2020; Respati et al., 2024; Sunarmo et al., 2024)	7
The Impact of Halal Awareness on Consumer Behavior	<ul style="list-style-type: none"> Buying behavior Social responsibility 	(Astuti & Asih, 2021; Elias et al., 2016; Jannah & Al-Banna, 2021; Nasrullah, 2019; Rafiqi et al., 2022; Shaari et al., 2020; Vizano et al., 2021)	7

Halal Awareness in Various Industrial Sectors	<ul style="list-style-type: none"> • Food and beverage industry • Non-food sector 	(H. M. M. Al-Mazeedi et al., 2020; Al Maslul & Priantina, 2024; Aqdas & Amin, 2020; Elias et al., 2016; Hasan et al., 2024; Maulina et al., 2020; Nasrullah, 2019; Respati et al., 2024; Shahniah et al., 2024; Tazlia et al., 2023)	10
Development of Halal Awareness in Various Countries	<ul style="list-style-type: none"> • International comparative studies • Global trends 	(Astuti & Asih, 2021; Aziz & Chok, 2013; Kasri et al., 2023; Nur'Aini Ihsan et al., 2022; Respati et al., 2024; A. Safitri & Afandi, 2023; Septiani & Ridlwan, 2020)	7

The table above is the main discussion classification of research mapping halal awareness based on 20 journal articles that have been collected and sorted previously. Discussion of the mapping classification of halal awareness. It is divided into four classifications: factors affecting halal awareness, impact of halal awareness on consumer behavior, halal awareness in various industrial sectors, and development of halal awareness in various countries.

4.1.1 Factors Affecting Halal Awareness

Halal awareness among Muslim consumers is greatly influenced by their knowledge of halal concepts (Jannah & Al-Banna, 2021). Research shows that understanding the halal certification process and knowledge of the ingredients used in products play an important role in shaping this awareness (Sunarmo et al., 2024). For example, a study by Albra et al. (2023) found that religiosity and halal awareness positively influence the purchase intention of halal products.

The social environment also plays an important role in shaping halal awareness. Research by Astuti and Asih (2021) showed that social interaction and norms that apply in society can affect individual attitudes toward halal products. Moreover, Djakasaputra et al. (2023) emphasized that support from the Muslim community and peer influence can increase awareness and understanding of halal products.

4.2.2 The Impact of Halal Awareness on Consumer Behavior

Halal awareness contributes significantly to consumer purchasing behavior. Ibadi and Hardi (2022) showed that consumers with a high awareness of halal are more likely to buy halal-certified products. Moreover, Jannah and Al-Banna (2021) found that precise information about the halalness of a product can increase consumer purchase intentions. This statement aligns with a study by Nasrullah (2019), which emphasizes the importance of consumer trust as a determining factor in purchasing decisions.

Halal awareness also creates a sense of social responsibility among consumers. Consumers feel compelled to choose products that are not only halal but also ethical and sustainable (Shaari et al., 2020). Research by Elias et al. (2016) shows that consumers are increasingly considering the social impact of their choices, including in the context of food and other products. Vizano et al. (2021) added that awareness of halal can encourage consumers to be more concerned about the quality and source of the products they consume.

4.2.3 Halal Awareness in Various Industrial Sectors

In the food and beverage sector, halal awareness is fundamental because these products are directly related to the daily consumption of Muslim people. Research by Al-Mazeedi et al. (2020) shows that the awareness of business actors in the food and beverage industry towards halal certification is still low, even though there are regulations that require halal-certified products. This situation is due to the lack of information and socialization regarding the importance of halal certification among business actors.

In the non-food sector, halal awareness also has a significant impact. Research by Aqdas and Amin (2020) revealed that Muslim consumers pay attention to halal labels on non-food products. However, there is still a presumption that only food and beverage products require halal certification. (Hasan et al., 2024) added that this awareness needs to be increased through education so that the public better understands the importance of choosing non-food products that also have halal certification.

4.2.4 Development of Halal Awareness in Various Countries

In comparative studies, Aziz and Chok (2013) show that halal awareness varies among countries, depending on factors such as education, government policies, and industry support. For example, countries such as Malaysia and Indonesia show high levels of halal awareness due to strong regulations and support from the government. Meanwhile, Western countries are starting to

show increased halal awareness in line with the increasing Muslim population and demand for halal products.

Global trends show that halal awareness is increasingly becoming a concern among non-Muslim consumers as well. Research by Ihsan et al. (2022) indicates that halal products are now considered high-quality products that global consumers can widely accept. Moreover, Respati et al. (2024) noted that many multinational companies are adopting halal certification to meet the ever-growing market demand.

4.3 Discussion and Future Research Direction

Future research may expand the geographic and demographic scope of the sample to gain a more comprehensive understanding of halal awareness across different consumer groups. Comparative studies between countries or between ethnic groups can provide valuable insights into variations in perceptions and behaviors related to halal products. In addition, longitudinal research can be conducted to track changes in halal awareness over time and identify the factors that influence the changes (Albra et al., 2023).

Further exploration of the role of technology in increasing halal awareness and facilitating the tracking of halal products is also recommended. Research can investigate the effectiveness of mobile applications, blockchain, or other technologies in improving halal supply chain transparency and building consumer trust. Studies on the use of social media and influencers in promoting halal awareness can also provide valuable insights for halal product marketers (Elias et al., 2016)

Finally, interdisciplinary research combining marketing, consumer psychology, religious studies, and public policy perspectives can provide a more holistic understanding of halal market dynamics. Investigating how halal awareness interacts with other consumer trends, such as sustainability, health, and ethics, could also reveal new opportunities for product innovation and marketing strategies in the halal industry (Aisya & Syamsu, 2024).

The findings from this systematic review also highlight that the most cited paper in the field centers on the behavior of non-Muslim consumers toward halal products. This trend signals a growing academic and industry interest in expanding the halal market beyond traditional Muslim demographics (Aziz & Chok, 2013). The recognition of halal's appeal among non-Muslim consumers, as reflected in their purchasing behavior and motivation for product safety, quality, and ethical standards, underscores the universal relevance of halal values (Aziz & Chok, 2013). By drawing attention to this development, the

review acknowledges both the shifting research focus and the practical opportunity for stakeholders to design inclusive marketing and educational strategies that effectively reach diverse consumer groups, thus extending the impact of halal awareness research to broader markets.

Halal awareness plays distinct roles for different consumer groups. Halal awareness is primarily religiosity-driven for Muslim consumers, rooted in adherence to Islamic dietary laws and moral obligations (Albra et al., 2023; Nurhayati & Hendar, 2020). In this context, halal awareness is connected to personal faith and drives a strong intrinsic motivation to purchase halal-certified products. Conversely, for non-Muslim consumers, halal awareness indicates product quality and safety, leading to increased purchase intentions based on perceived health benefits, hygienic standards, and ethical values (Aziz & Chok, 2013). Multiple empirical studies show that non-Muslims often regard halal certification as a symbol of trust, cleanliness, and superior quality rather than a religious obligation. These differences in perception and behavior highlight the diverse appeal of halal standards and suggest that halal marketing and educational approaches should be tailored to both groups to maximize market reach and effectiveness.

5. CONCLUSION

The synthesis of global research on halal awareness over the past decade reveals that this field has become increasingly significant for academic inquiry and practical application. The most important proposition established by this systematic review is that halal awareness, shaped by consumer knowledge, social context, and regulatory frameworks, is a pivotal driver of consumer behavior and business strategy in the rapidly expanding halal industry. This awareness extends beyond traditional food sectors to encompass cosmetics, pharmaceuticals, and tourism, reflecting its growing relevance among Muslim and non-Muslim consumers. From a practical standpoint, these findings underscore the necessity for industry stakeholders and policymakers to prioritize educational initiatives, transparent certification processes, and supportive regulatory environments to foster greater halal literacy and trust. Businesses that proactively address halal awareness stand to gain competitive advantages in diverse markets, while policymakers can leverage these insights to enhance economic development and social cohesion.

Furthermore, this review highlights persistent gaps, such as the under exploitation of non-food sectors and the limited integration of digital technologies to improve supply chain transparency and consumer engagement. Future research should address these areas by employing interdisciplinary approaches and longitudinal studies to capture evolving

trends and the impact of technological innovation. By advancing research in these directions, scholars and practitioners can ensure that halal awareness continues to contribute meaningfully to market development and global communities' well-being.

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