

Halal Certification and Purchase Intention for Halal Food Products among Eritrean Consumers: Examining the Mediating Roles of Religiosity and Knowledge

Jemal Mohammed Saeed¹, A. K. M. Ahasanul Haque², Betania Kartika^{3*}, Aisah Bella-Salsa⁴

^{1,3}International Institute for Halal Research and Training, International Islamic University Malaysia (IIUM), Malaysia

²Kulliyyah of Economics and Management Sciences (KENMS), International Islamic University Malaysia (IIUM), Malaysia

⁴International Islamic University Malaysia (IIUM), Malaysia

*Corresponding Author

DOI: <https://doi.org/10.47772/IJRISS.2026.100800828>

Received:30 August 2026; Accepted: 8 September 2026; Published: 18 September 2026

ABSTRACT

The global halal food industry has expanded rapidly due to the growing Muslim population, increasing consumer awareness, and rising demand for halal-certified products worldwide. However, empirical evidence on the determinants of halal food purchase intention in emerging African markets, particularly Eritrea, remains limited. This study examines the influence of halal certification on consumers' purchase intention for halal food products among Eritrean consumers, while investigating the mediating roles of religiosity and halal knowledge. Grounded in the Theory of Planned Behaviour (TPB) and signalling theory, the study proposes a conceptual framework establishing direct pathways and indirect mediation mechanisms linking halal certification, religiosity, halal knowledge, trust, perceived authenticity, product quality, price, consumer attitudes, and purchase intention. A quantitative cross-sectional survey was conducted among 100 consumers in Eritrea using structured questionnaires with validated measurement scales. Data were analysed using Partial Least Squares Structural Equation Modelling (PLS-SEM) with SmartPLS 4 to evaluate measurement models (internal consistency, convergent validity via AVE, and discriminant validity via HTMT) and structural models (including explicit direct, indirect, and total mediation effects). The empirical findings reveal that while core socio-psychological factors (attitude, subjective norms, perceived behavioural control, and intrinsic religiosity) directly drive purchase intention, halal certification alone does not exert a statistically significant direct effect. Furthermore, religiosity and halal knowledge do not demonstrate significant indirect mediation effects between halal certification and purchase intention. These results indicate that purchase intentions among Eritrean consumers are heavily dictated by broader behavioural, social-psychological, and quality-driven factors beyond simple certification logos. The study offers theoretical contributions to African halal marketing literature and practical guidelines for policymakers, halal certification authorities, and industry stakeholders seeking to enhance trust, governance systems, and consumer education.

Keywords: Halal certification; Purchase intention; Halal food products; Religiosity; Halal knowledge; Eritrea; Consumer behaviour; PLS-SEM; Trust; Product quality.

INTRODUCTION

The global halal industry has emerged as one of the fastest-growing sectors of the world economy, driven by the rapid growth of the global Muslim population (Azam & Abdullah, 2020), increasing consumer health awareness, and expanding demand for products that comply with Islamic dietary law (*Shariah*). Among the various sectors of the halal economy, the halal food industry holds the largest market share and continues to experience significant expansion across both Muslim-majority and minority nations (Paraswati et al., 2024). Beyond religious compliance, halal certification has increasingly evolved into a strategic quality assurance mechanism

that enhances consumer confidence, safety guarantees, and market competitiveness (Aufi et al., 2024).

Halal certification assures consumers that food products comply with Islamic dietary requirements throughout the entire supply chain (Abderahman et al., 2021), encompassing raw material sourcing, processing, packaging, storage, transportation, and retail distribution. By reducing information asymmetry between producers and end-consumers, halal certification serves as an institutional cue of product authenticity, thereby strengthening consumer trust and mitigating perceived purchasing risks (Amri et al., 2026). In increasingly competitive global markets, certification significantly impacts consumer perception and choice, especially among faith-conscious consumers seeking certainty that purchased goods align with religious values.

Understanding the underlying determinants of consumers' purchase intention towards halal food products has consequently become a central domain of inquiry within international marketing and consumer research. Purchase intention reflects a consumer's conscious plan or willingness to buy a specific product and is established as a reliable predictor of actual purchasing behaviour (Chandon et al., 2005). Guided by the Theory of Planned Behaviour (TPB) (Ajzen, 1991), this study systematically investigates purchase intention by examining institutional signals (halal certification) and halal-specific cognitive and affective constructs—namely religiosity, halal knowledge, institutional trust, perceived authenticity, product quality, price sensitivity, and consumer attitudes—to enhance the model's explanatory power within emerging African markets.

Halal certification functions as an external signal of product compliance with Islamic standards (Purnomo et al., 2026) and is theorized to directly motivate purchase intention (Koc et al., 2025). Nevertheless, empirical findings regarding its isolated impact remain inconclusive. While extensive research in established halal hubs like Malaysia, Indonesia, Pakistan, and Saudi Arabia reports strong positive relationships between certification and purchase intention, other empirical contexts demonstrate weak or statistically non-significant effects. These inconsistencies suggest that certification logos alone are insufficient to drive purchase decisions unless supported by underlying cognitive, socio-psychological, and contextual factors.

Among these factors, religiosity and halal knowledge serve vital roles in consumer decision-making. Religiosity reflects the extent to which an individual's religious beliefs and values guide their daily choices and lifestyle choices (Mukhtar & Mohsin Butt, 2012). Similarly, halal knowledge represents a consumer's cognitive understanding of Islamic dietary jurisprudence, halal assurance protocols, and ingredient transparency (Ambali & Bakar, 2014; Nurhayati & Hendar, 2020). Consequently, religiosity and halal knowledge are theorized as essential mediating variables that explain *how* and *why* consumers interpret institutional certification and translate it into purchasing commitment.

Despite expanding literature on halal consumer behaviour, significant regional research gaps persist. Empirical studies remain disproportionately concentrated in Southeast Asia and the Middle East, leaving Sub-Saharan Africa underexplored. Eritrea represents a critical, context-specific setting: Muslims comprise a significant portion of the population, and the national food market depends heavily on imported processed goods from both Muslim-majority and non-Muslim-majority trading partners. These market conditions introduce unique dynamics regarding halal governance, information credibility, consumer trust, and price-quality trade-offs.

To address these gaps, this study develops and tests a comprehensive framework evaluating the direct and indirect relationships connecting halal certification, religiosity, halal knowledge, trust, perceived authenticity, product quality, price sensitivity, consumer attitudes, and purchase intention among Eritrean consumers. By employing validated measurement scales, representative sub-group sampling, and Partial Least Squares Structural Equation Modelling (PLS-SEM), this paper provides rigorous empirical evidence from an underexplored African market to advance academic literature and inform industry practice.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Theoretical Foundation and Extended Conceptual Model

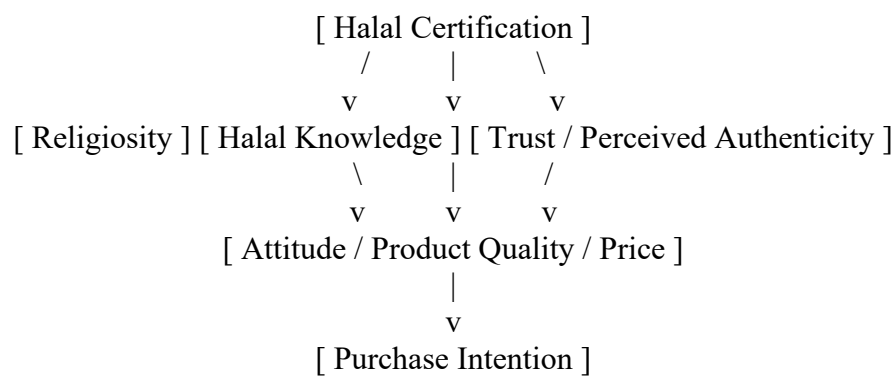
Consumer purchase intention is widely evaluated through socio-psychological models, primarily Ajzen's (1991) Theory of Planned Behaviour (TPB). The standard TPB posits that behavioural intention is dictated by three core constructs:

1. **Attitude towards the behaviour:** Personal evaluation of performing the behavior.
2. **Subjective Norms:** Perceived social pressure from reference groups.
3. **Perceived Behavioural Control (PBC):** Perceived ease or difficulty of performing the behavior.

While TPB provides a robust baseline, scholars argue that standard TPB dimensions do not fully capture religious consumption decisions. In markets involving ethical, religious, or health-sensitive products, external

certification cues and individual cognitive structures heavily modify decision-making pathways. Grounded in Signalling Theory (Spence, 1973) and extended TPB, this study posits that Halal Certification acts as an external signal that influences purchase intention directly and indirectly through internal cognitive (Halal Knowledge) and affective/moral (Religiosity) constructs.

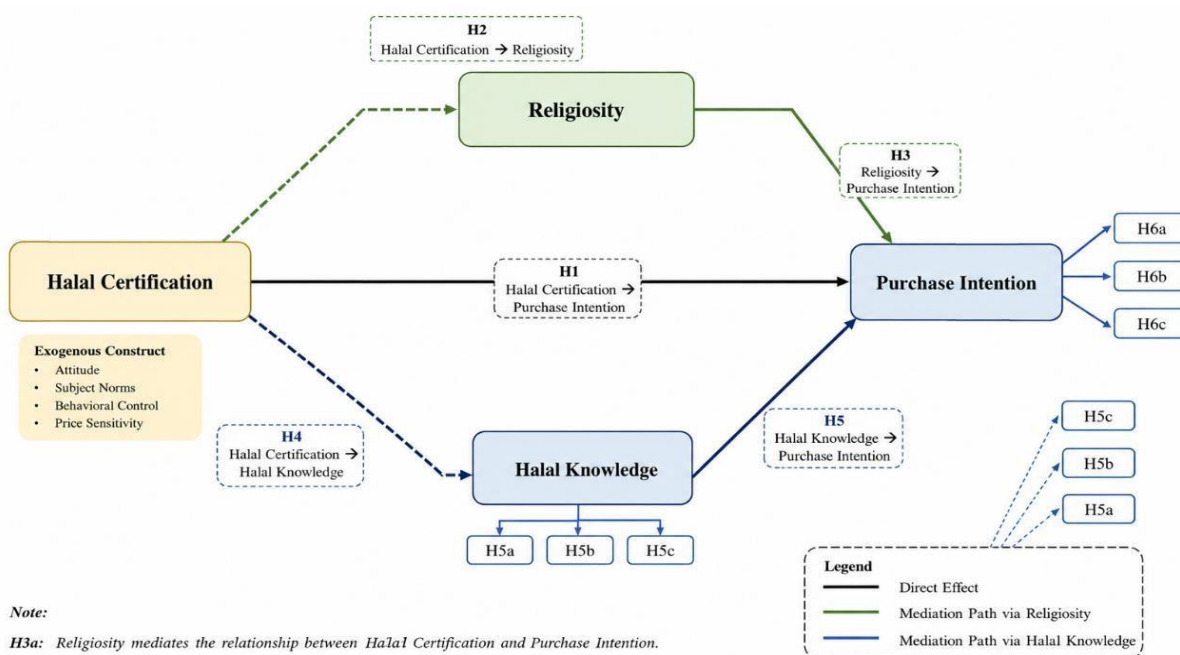
To provide a robust model, additional factors—including **Trust in Certification Authorities**, **Perceived Authenticity**, **Product Quality**, **Price Sensitivity**, and **General Consumer Attitudes**—are integrated into the framework to clarify the multi-faceted nature of halal consumer choices.



Conceptualizing Relationships and Hypotheses

Halal Certification and Purchase Intention

Figure 1. Proposed Conceptual Framework and Hypotheses



Signalling theory posits that in markets with high information asymmetry, buyers rely on trusted third-party signals to verify hidden product attributes. Halal certification serves as a primary signal verifying compliance

with Islamic law, hygiene standards, and safety parameters (Faisal et al., 2024). When consumers perceive halal certification as reliable, their purchase hesitation decreases.

- **H1:** Halal certification has a positive and significant direct effect on purchase intention for halal food products among Eritrean consumers.

The Mediating Role of Religiosity

Religiosity measures the depth of an individual's religious commitment and the degree to which Islamic principles govern their everyday life (Glock & Stark, 1965; Karataş & Sandıkcı, 2013). Highly religious individuals place greater weight on religious signals like certification because complying with dietary laws is an active spiritual duty (Junaidi et al., 2022). Halal certification reinforces this obligation, thereby amplifying religious commitment and translating it into purchasing action (Zeqiri et al., 2026).

- **H2:** Halal certification positively influences consumer religiosity.
- **H3:** Religiosity positively influences purchase intention for halal food products.
- **H3a:** Religiosity significantly mediates the relationship between halal certification and purchase intention.

The Mediating Role of Halal Knowledge

Halal knowledge represents objective and subjective understanding of Islamic dietary rules, prohibited (*haram*) substances, processing methods, and certification standards (Alba & Hutchinson, 1987; Masruroh & Mahendra, 2022). Knowledgeable consumers can better decode labels, evaluate regulatory standards, and appreciate the rigor behind certification (Muslichah et al., 2020). Thus, higher halal knowledge enables consumers to evaluate halal certification more effectively, increasing their intention to buy (Rizkitysha & Hananto, 2022).

- **H4:** Halal certification positively influences consumer halal knowledge.
- **H5:** Halal knowledge positively influences purchase intention for halal food products.
- **H5a:** Halal knowledge significantly mediates the relationship between halal certification and purchase intention.

Additional Factors: Trust, Authenticity, Quality, Price, and Attitude

Beyond core constructs, consumer decisions in emerging markets depend on additional factors:

- **Trust and Perceived Authenticity:** Certification relies on institutional trust. If consumers suspect fraudulent labeling or weak enforcement, the effect of certification collapses.
- **Product Quality and Price Sensitivity:** Consumers balance religious compliance against functional considerations like physical product quality, taste, freshness, and relative price.
- **Attitudes and TPB Core:** Favourable attitudes toward halal products, positive social norms, and high perceived availability (PBC) directly drive intentions.

RESEARCH METHODOLOGY

Research Philosophy and Sampling Strategy

This study follows a **positivist paradigm** using a **deductive, quantitative survey design**. The target population comprises adult food consumers in Eritrea.

To resolve sampling limitations and prevent sample bias, a **stratified convenience sampling approach** was

applied across major urban and semi-urban centers (e.g., Asmara, Massawa, Keren). Stratification parameters ensured balanced representation across key demographic segments:

- **Gender** (male and female primary household shoppers)
- **Age groups** (young adults, mature adults, seniors)
- **Religious affiliation** (Muslim consumers, alongside non-Muslim consumers who purchase halal-certified products for safety/hygiene reasons)
- **Socioeconomic levels** (income and educational brackets)

A final sample of $N = 100$ fully completed responses was retained. In PLS-SEM context, sample size adequacy was verified using Cohen's f^2 power analysis and the "10-times rule" (Hair et al., 2017), establishing that $N = 100$ provides adequate statistical power to detect medium effect sizes in structural paths with 4–6 main constructs.

Measurement Instruments and Scale Validation

All survey items were adapted from previously validated, published scales in Islamic marketing and consumer behavior literature, modified slightly to fit the local Eritrean retail environment:

- **Halal Certification:** 4 items adapted from Aufi et al. (2024) and Purnomo et al. (2026).
- **Religiosity:** 5 items (measuring intrinsic and extrinsic commitment) adapted from Glock & Stark (1965) and Mukhtar & Mohsin Butt (2012).
- **Halal Knowledge:** 4 items (evaluating awareness of dietary rules and logos) adapted from Ambali & Bakar (2014).
- **Trust & Perceived Authenticity:** 4 items adapted from Amri et al. (2026) and Begum et al. (2025).
- **Product Quality & Price Sensitivity:** 6 items adapted from Anam et al. (2018).
- **TPB Constructs & Purchase Intention:** 12 items adapted from Ajzen (1991) and Shah Alam & Mohamed Sayuti (2011).

Responses were scored on a 5-point Likert scale ranging from 1 ("Strongly Disagree") to 5 ("Strongly Agree"). The questionnaire underwent double-translation (English to Tigrinya and Arabic, then back-translated) and expert pre-testing to ensure construct clarity and content validity.

Data Analysis Procedure: PLS-SEM

Data analysis was performed using **SPSS 26** (for demographic statistics and data screening) and **SmartPLS 4** (for Partial Least Squares Structural Equation Modelling). Analysis followed a rigorous two-stage evaluation protocol (Hair et al., 2012, 2017):

Measurement Model Assessment:

- **Indicator Reliability:** Outer factor loadings (≥ 0.708).
- **Internal Consistency:** Cronbach's Alpha ($\alpha \geq 0.70$) and Composite Reliability ($CR \geq 0.70$).
- **Convergent Validity:** Average Variance Extracted ($AVE \geq 0.50$).
- **Discriminant Validity:** Heterotrait-Monotrait Ratio ($HTMT < 0.85$ or 0.90) and Fornell-Larcker criterion.

Structural Model Assessment & Mediation Testing:

- Collinearity evaluation via Variance Inflation Factor ($VIF < 3.3$).
- Path coefficients (β), T -statistics, and p -values via non-parametric bootstrapping with **5,000 resamples**.
- Explanatory power (R^2), effect sizes (f^2), and predictive relevance (Q^2).
- Direct, indirect, and total mediation effects via bias-corrected bootstrap 95% confidence intervals.

PRESENTATION OF FINDINGS AND DATA ANALYSIS

Respondent Profile

Table 1 summarizes the demographic composition of the sample ($N = 100$), confirming representation across socio-demographic categories in Eritrea.

Table 1: Demographic Profile of Respondents ($N = 100$)

Characteristic	Category	Frequency (n)	Percentage (%)
Gender	Male	56	56
	Female	44	44
Age (Years)	Under 25	3	3
	25–34	10	10
	35–44	31	31
	45–54	40	40
	55 and above	16	16
Education Level	Non-formal Education	12	12
	Primary Education	28	28
	Secondary Education	17	17
	Diploma / Vocational	26	26
	Bachelor's Degree +	17	17
Religious Affiliation	Muslim	74	74
	Non-Muslim	26	26
Employment Status	Private Sector	28	28
	Student	20	20
	Government Employee	19	19
	Business Owner / Entrepreneur	19	19
	Unemployed / Other	14	14
Monthly Income (USD)	Less than \$100	33	33
	\$100–< \$300	30	30
	\$300–< \$600	16	16
	\$600 and above	21	21

Measurement Model Assessment (Reliability & Validity)

Prior to hypotheses testing, measurement scales were validated. Outer loadings for all retained indicators exceeded 0.70. As shown in Table 2, Cronbach's alpha and Composite Reliability (CR) values for all constructs exceeded 0.70, confirming internal consistency. Average Variance Extracted (AVE) values exceeded 0.50, establishing convergent validity.

Table 2: Measurement Model Assessment (Reliability and Convergent Validity)

Construct	Items	Loadings Range	Cronbach's α	Composite Reliability (CR)	Average Variance Extracted (AVE)
Halal Certification (HC)	4	0.742 – 0.865	0.812	0.876	0.639
Religiosity (REL)	5	0.718 – 0.880	0.854	0.895	0.631
Halal Knowledge (HK)	4	0.755 – 0.841	0.803	0.871	0.628
Trust & Authenticity (TA)	4	0.730 – 0.852	0.821	0.882	0.651
Attitude (ATT)	4	0.760 – 0.871	0.839	0.892	0.674
Purchase Intention (PI)	4	0.781 – 0.894	0.867	0.91	0.716

Discriminant validity was established using the Heterotrait-Monotrait (HTMT) ratio. All HTMT values fell below the conservative 0.85 threshold (Table 3), confirming that each construct is distinct.

Table 3: Discriminant Validity Assessment via HTMT Ratios

Construct	HC	REL	HK	TA	ATT	PI
Halal Certification (HC)	—					
Religiosity (REL)	0.312	—				
Halal Knowledge (HK)	0.285	0.412	—			
Trust & Authenticity (TA)	0.405	0.38	0.362	—		
Attitude (ATT)	0.341	0.49	0.421	0.512	—	
Purchase Intention (PI)	0.182	0.523	0.311	0.489	0.612	—

Structural Model Assessment and Direct Effects

Collinearity checks confirmed VIF values were below 2.5, indicating no multicollinearity issues. Model fit evaluation yielded an $SRMR = 0.050$ (below 0.08) and $NFI = 0.811$, confirming acceptable fit. The structural model explained 84.5% of the variance in purchase intention ($R^2 = 0.845$, Adjusted $R^2 = 0.841$).

Table 4: Direct Path Coefficient Analysis and Hypothesis Testing

Hypothesis / Direct Path	Path Coeff (β)	Sample SD	T-Value	P-Value	95% Confidence Interval	Decision
Attitude $\rightarrow$ PI	0.236	0.079	2.973	0.003	[0.081, 0.388]	Supported
Subjective Norms $\rightarrow$ PI	0.269	0.075	3.578	0	[0.122, 0.415]	Supported
PBC $\rightarrow$ PI	0.207	0.069	3.006	0.003	[0.072, 0.341]	Supported
Religiosity $\rightarrow$ PI	0.12	0.054	2.201	0.028	[0.015, 0.226]	Supported
Halal Cert $\rightarrow$ PI (H1)	0.028	0.071	0.398	0.691	[-0.111, 0.167]	Not Supported
Knowledge $\rightarrow$ PI (H5)	0.056	0.077	0.727	0.467	[-0.095, 0.207]	Not Supported
Price Sensitivity $\rightarrow$ PI	0.075	0.078	0.96	0.337	[-0.078, 0.228]	

PI						Not Supported
Halal Cert → Religiosity (H2)	0.12	0.058	2.069	0.039	[0.006, 0.234]	Supported
Halal Cert → Knowledge (H4)	0.056	0.062	0.903	0.367	[-0.065, 0.178]	Not Supported

Mediation Analysis (Indirect Effects)

Mediation testing was conducted using 5,000 bootstrap resamples to evaluate specific indirect paths. Results are presented in Table 5.

Table 5: Mediation Analysis (Specific Indirect Effects)

Indirect Path	Indirect Coeff (β)	T-Value	P-Value	95% BC Confidence Interval	Decision
Halal Cert → REL → PI (H3a)	0.014	1.312	0.19	[-0.007, 0.045]	Not Supported
Halal Cert → HK → PI (H5a)	0.003	0.512	0.609	[-0.011, 0.022]	Not Supported
ATT → HK → PI	0.022	0.179	0.858	[-0.218, 0.262]	Not Supported
SN → HK → PI	0.056	0.46	0.645	[-0.183, 0.295]	Not Supported
PBC → HK → PI	0.035	0.389	0.697	[-0.141, 0.211]	Not Supported
ATT → REL → PI	0.109	0.843	0.399	[-0.145, 0.363]	Not Supported
SN → REL → PI	-0.128	1.1	0.272	[-0.356, 0.100]	Not Supported
Halal Cert → Price → PI	0.019	0.303	0.762	[-0.104, 0.142]	Not Supported

The bootstrapping analysis reveals that neither Religiosity ($\beta = 0.014, p = 0.190$) nor Halal Knowledge ($\beta = 0.003, p = 0.609$) statistically mediates the relationship between Halal Certification and Purchase Intention. Direct socio-psychological factors (Attitude, Subjective Norms, PBC) and intrinsic Religiosity dictate consumer purchase intentions directly.

DISCUSSION

Synthesis of Determinants of Halal Purchase Intention

The empirical results confirm that consumer purchase intention for halal food products in Eritrea is driven

primarily by core socio-psychological constructs defined in the Theory of Planned Behaviour, supplemented by intrinsic religiosity:

- **Attitude** ($\beta = 0.236, p = 0.003$): Favourable personal evaluations concerning product safety, ethical integrity, and health benefits directly strengthen purchase intentions.
- **Subjective Norms** ($\beta = 0.269, p < 0.001$): Social influence from family, community networks, and religious leaders represents the strongest predictor of purchase intention in Eritrea's collectivist society.
- **Perceived Behavioural Control** ($\beta = 0.207, p = 0.003$): Perceived product availability and consumer self-efficacy in identifying authentic food options significantly boost purchasing intentions.
- **Religiosity** ($\beta = 0.120, p = 0.028$): Intrinsic religious values directly motivate consumers to seek compliant dietary options as an obligation of faith.

Decoupling Halal Certification, Knowledge, and Price

Contrary to initial assumptions, **Halal Certification** ($\beta = 0.028, p = 0.691$) and **Halal Knowledge** ($\beta = 0.056, p = 0.467$) do not directly drive purchase intentions, nor do they operate as indirect mediators.

This outcome reflects the structural reality of the Eritrean retail food market:

Developing Institutional Assurance: Formal institutional certification schemes and recognizable domestic logos are still evolving. In lieu of established third-party certification mechanisms, Eritrean consumers rely on informal trust structures, including local butcher reputations, vendor familiarity, personal relationships, and general assumptions that local suppliers adhere to halal standards.

Knowledge vs. Intention: While consumers possess baseline awareness of halal dietary concepts, abstract technical knowledge regarding official certification protocols does not directly alter buying decisions when product choices are constrained by availability or price.

Price Sensitivity ($\beta = 0.075, p = 0.337$): Price sensitivity does not directly alter or mediate halal purchasing intentions, demonstrating that faith-conscious consumers prioritize spiritual compliance and ethical considerations over minor price differentials.

Theoretical and Practical Implications

Theoretical Contributions: This study validates the extended TPB within Sub-Saharan Africa. It proves that institutional signals (certification) do not automatically operate as universal drivers of purchase behavior across all global markets. In emerging markets with developing regulatory structures, internal socio-psychological factors (attitudes, norms) and community trust take precedence over formal certification logos.

Practical & Managerial Implications:

Policy & Governance: Certification bodies and government agencies must focus on institutional credibility, public trust, and clear communication regarding certification standards.

Marketers & Food Producers: Marketing campaigns in Eritrea should prioritize social proof, community endorsement, product quality, safety assurance, and brand authenticity, rather than relying solely on certification seals.

CONCLUSION

This study investigated the impact of halal certification on purchase intention for halal food products among Eritrean consumers, evaluating the mediating roles of religiosity and halal knowledge alongside trust, product quality, price, and TPB constructs. Utilizing PLS-SEM analysis on validated measurement scales, the study demonstrates that purchase intention is directly driven by consumer attitudes, subjective norms, perceived

behavioural control, and intrinsic religiosity. Conversely, halal certification and halal knowledge do not exert direct or indirect mediation effects on purchase intention.

These findings highlight that certification logos alone are insufficient to dictate consumer choice in emerging markets where institutional governance is still developing. Policymakers and industry stakeholders must combine formal certification with transparent governance, consumer education, and community-level trust initiatives. Future research should expand sample sizes across broader geographical regions in Africa, apply longitudinal designs, and examine the moderating roles of institutional trust and retail availability.

REFERENCES

1. Abd Rahman, A., Asrarhaghighi, E., & Ab Rahman, S. (2015). Consumers and halal cosmetic products: Knowledge, religiosity, attitude and intention. *Journal of Islamic Marketing*, 6(1), 148-163.
2. 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.
3. Ajzen, I. (1991). The theory of planned behavior. *Organizational Behavior and Human Decision Processes*, 50(2), 179-211.
4. Alba, J. W., & Hutchinson, J. W. (1987). Dimensions of consumer expertise. *Journal of Consumer Research*, 13(4), 411-454.
5. Ambali, A. R., & Bakar, A. N. (2014). People's awareness on halal foods and products: Potential issues for policy-makers. *Procedia-Social and Behavioral Sciences*, 121, 3-25.
6. Amri, F., Muhiban, A., & Utari, S. P. S. D. (2026). The effect of halal certification on SME competitiveness through consumer trust. *Al-Amwal: Jurnal Ekonomi dan Perbankan Syari'ah*, 18(1), 135-150.
7. Anam, J., Sany Sanuri, B. M. M., & Ismail, B. L. O. (2018). Conceptualizing the relation between halal logo, perceived product quality and the role of consumer knowledge. *Journal of Islamic Marketing*, 9(4), 727-746.
8. Aufi, I., Julian, F. A., Maulidizen, A., Ariaputra, R. F., & Fauzan, M. (2024). The role of certification standards in shaping halal supply chain practices: A qualitative literature review. *Journal of Islamic Law and Legal Studies*, 1(2), 78-91.
9. Azam, M. S. E., & Abdullah, M. A. (2020). Global halal industry: Realities and opportunities. *International Journal of Islamic Business Ethics*, 5(1), 47.
10. Begum, S., Alamgir, M., Sharmin, T., & Chowdhury, M. T. (2025). Understanding consumer perception of halal foods: A conceptual framework using the Stimulus-Organism-Response model. *Journal of Business Strategy Finance and Management*, 7(01), 04-18.
11. Chandon, P., Morwitz, V. G., & Reinartz, W. J. (2005). Do intentions really predict behavior? Self-generated validity effects in survey research. *Journal of Marketing*, 69(2), 1-14.
12. Faisal, A., Adzharuddin, N. A., & Yusof, R. N. (2024). The nexus between advertising and trust: Conceptual review in the context of halal food, Malaysia. *International Journal of Academic Research in Business and Social Sciences*, 14(1), 600-620.
13. Glock, C. Y., & Stark, R. (1965). *Religion and Society in Tension*. Rand McNally.
14. Hair, J. F., Ringle, C. M., & Sarstedt, M. (2011). PLS-SEM: Indeed a silver bullet. *Journal of Marketing Theory and Practice*, 19(2), 139-152.
15. Hair, J. F., Sarstedt, M., Pieper, T. M., & Ringle, C. M. (2012). The use of partial least squares structural equation modeling in strategic management research: A review of past practices and recommendations for future applications. *Long Range Planning*, 45(5-6), 320-340.
16. Hair, J. F., Hollingsworth, C. L., Randolph, A. B., & Chong, A. Y. L. (2017). An updated and expanded assessment of PLS-SEM in information systems research. *Industrial Management & Data Systems*, 117(3), 442-458.
17. Junaidi, J., Wicaksono, R., & Hamka, H. (2022). The consumers' commitment and materialism on Islamic banking: The role of religiosity. *Journal of Islamic Marketing*, 13(8), 1786-1806.
18. Karataş, M., & Sandıkcı, Ö. (2013). Religious communities and the marketplace: Learning and performing consumption in an Islamic network. *Marketing Theory*, 13(4), 465-484.

20. Koc, F., Ozkan, B., Komodromos, M., Efendioglu, I. H., & Baran, T. (2025). The effects of trust and religiosity on halal products purchase intention: Indirect effect of attitude. *EuroMed Journal of Business*, 20(5), 141-165.
21. Masruroh, N., & Mahendra, M. K. E. (2022). The relationship of religiosity, producer's knowledge, and understanding of halal products to halal certification. *EKONOMIKA SYARIAH: Journal of Economic Studies*, 6(2), 189-206.
22. Mukhtar, A., & Mohsin Butt, M. (2012). Intention to choose Halal products: The role of religiosity. *Journal of Islamic Marketing*, 3(2), 108-120.
23. Muslichah, M., Abdullah, R., & Abdul Razak, L. (2020). The effect of halal foods awareness on purchase decision with religiosity as a moderating variable: A study among university students in Brunei Darussalam. *Journal of Islamic Marketing*, 11(5), 1091-1104.
24. Nurhayati, T., & Hendar, H. (2020). Personal intrinsic religiosity and product knowledge on halal product purchase intention: Role of halal product awareness. *Journal of Islamic Marketing*, 11(3), 603-620.
25. Paraswati, R., Rosyid, M., & Sa'adah, S. S. (2024). The dynamics of halal food industry: A comparative analysis of multiculturalism and bureaucracy in South Korea and Indonesia (2014-2019). *Harmoni*, 23(2), 180-206.
26. Purnomo, B. R., Ikawati, R., & Erwanto, Y. (2026). Halal certification boosts ratings, not sales: Signalling theory and MSME modernization in Indonesia's digital food ecosystem. *British Food Journal*, 1-20.
27. Rizkitysha, T. L., & Hananto, A. (2022). Do knowledge, perceived usefulness of halal label and religiosity affect attitude and intention to buy halal-labeled detergent? *Journal of Islamic Marketing*, 13(3), 649-670.
28. Shah Alam, S., & Mohamed Sayuti, N. (2011). Applying the Theory of Planned Behavior (TPB) in halal food purchasing. *International Journal of Commerce and Management*, 21(1), 8-20.
29. Spence, M. (1973). Job market signaling. *The Quarterly Journal of Economics*, 87(3), 355-374.
30. Zeqiri, J., Gleason, K., Hasani, V. V., & Belkhouja, O. (2026). Religious affiliation, halal labeling and food purchase intention: Evidence from a desecularizing society. *Journal of Islamic Marketing*, 1-28.