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A SYSTEMATIC LITERATURE REVIEW OF DETERMINANTS AFFECTING HALAL FOOD PURCHASING BEHAVIOUR IN THE UNITED KINGDOM AND FRANCE

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ABSTRACT

Objective: This study aims to identify and analyze the determinants of halal food purchasing behavior in Europe, particularly in the UK and France, with particular attention to the role of emotional values compared to religiosity and social norms, which are more prevalent in Southeast Asia.

Research Design & Methods: This study employed a Systematic Literature Review (SLR) approach, synthesizing academic studies published between 2000 and 2025 from databases such as Scopus, Web of Science, and ScienceDirect. A thematic analysis examined cross-regional variations and highlighted the unique drivers of halal consumption in European markets.

Findings: The findings indicate that emotional values emerge as the most significant determinant of halal food purchasing behavior in the UK and France. Unlike in Southeast Asia, where religiosity and social norms remain central, halal in Europe is increasingly understood as a marker of identity, ethical consumption, food quality, and universal moral values. Muslim and non-Muslim consumers view halal as representing trust, safety, sustainability, and modern lifestyle preferences, indicating a paradigm shift from religious adherence to broader ethical and emotional certainty.

Implications & Recommendations: While detailed managerial strategies are beyond the scope of this paper, the results suggest that halal branding in Europe should focus on emotional and ethical dimensions, rather than solely religious certification. Positioning halal as an inclusive lifestyle choice associated with quality and universal values is crucial for strengthening consumer loyalty and expanding global market penetration.

Contribution & Value Added: This study contributes to the halal marketing literature by highlighting emotional value as a key determinant of consumer behavior in a Western context. It advances theory development in halal consumer studies by linking emotion, identity, and trust as interrelated factors in purchasing decisions. Furthermore, this study lays the foundation for future research exploring cross-regional comparisons and the role of digital platforms in strengthening emotional attachment to halal brands.

Keywords: Halal Food, Consumer Behavior, Emotional Value.

JEL codes: D12, L66, F15.

Article type: research paper

INTRODUCTION

Academics and practitioners are increasingly paying attention to halal food (HF) consumption and its global market expansion, including in non-Muslim countries (Bilgin & Nakata, 2016). Although research on halal food has grown significantly, most of the literature over the past decade has focused on the context of Muslim-majority countries such as Indonesia, Malaysia, Pakistan, and the Middle East. Halal food consumption trends are also experiencing rapid growth in Western countries, particularly the UK and France, where Muslim populations as minority groups play a significant role in shaping the halal food industry (Mumuni et al., 2018). The UK and France are seen as important representatives in this context. Both have the largest Muslim communities in Europe, with France estimated to have around six million Muslims and the UK around four million. This growing community creates a growing demand for halal products in the European market. The UK and France are active players in the halal food supply chain. France is one of the largest exporters of halal poultry, while the UK has a diverse range of halal certification bodies (Bonne & Verbeke, 2008; Wilson & Liu, 2011). The State of the Global Islamic Economy (SGIE) report also highlights Europe as a growing hub for the halal industry, with non-Muslim producers increasingly targeting Muslim consumers while seeking to expand the acceptance of halal products among non-Muslim communities (Wisker, 2023).

This market development is not without several issues that influence halal consumer purchasing behavior (Khan et al., 2017). One key issue is the fragmentation of halal regulations and certification. In the UK, halal certification is administered by various private institutions with varying standards, creating uncertainty and eroding consumer trust (Fischer, 2015). Meanwhile, in France, despite the involvement of religious councils and government oversight, debates regarding the transparency and legitimacy of halal labels remain a major challenge (Bonne & Verbeke, 2008). This situation creates a trust dilemma that directly impacts the purchasing behavior of Muslim consumers. Furthermore, the minority status of Muslims in both countries also influences the dynamics of halal consumption. HF consumers in the UK and France are influenced by religiosity and acculturation pressures, social identity, and political issues related to Islam and halal (Wilson & Liu, 2011). This complexity differentiates HF consumer behavior in Western countries from the context of Muslim-majority countries, where religiosity and Sharia compliance are more dominant. Therefore, understanding the determinants of halal consumer purchasing behavior in the UK and France requires an analysis considering social, cultural, economic, and political factors. Although several studies have identified determinants of halal consumer behavior such as religiosity, acculturation, price sensitivity, trust in labeling, and perceived quality (Alam & Sayuti, 2011; Wilson, 2014). The application of theories such as the Theory of Reasoned Action (TRA), the Theory of Planned Behavior (TPB), and the Technology Acceptance Model (TAM) is considered incapable of fully capturing this complexity. This is because religious motivation often intersects with cultural integration, social identity, and broader political discourse (Amin et al., 2014; Syed et al., 2023).

Unfortunately, existing literature reviews and bibliometric studies still focus on Asia and the Middle East (Hosseini et al., 2019; Secinaro & Calandra, 2020). Meanwhile, systematic studies exploring European consumer perspectives are limited. Few studies explicitly compare dynamics in the UK and France, despite their distinct market characteristics and regulatory frameworks. Given this gap, this study aims to conduct a systematic literature review on halal food purchasing behavior determinants in the UK and France. This study is expected to provide a deeper understanding of the factors influencing halal consumer behavior in Muslim minority countries, highlight regulatory and trust issues, and identify the socio-cultural challenges faced in integrating halal food into the European food system.

LITERATURE REVIEW

Halal Consumer Behavior

Halal consumer behavior can be understood as a series of decision-making processes that include searching for, selecting, purchasing, and consuming products that comply with Islamic

sharia principles. These decisions are not only based on functional considerations, such as taste, price, or product availability, but also reflect religious identity and moral compliance with Islamic teachings (Usman et al., 2022). Thus, the consumption of halal products is often seen as a combination of material needs and spiritual expression (Wilson & Liu, 2010). One of the fundamental factors that influence halal consumer behavior is religiosity, which is the level of awareness, belief, and commitment of individuals to religious teachings (Billah et al., 2020). Consumers with high levels of religiosity tend to be more careful and selective in ensuring the halal status of the products they consume. This shows that the decision to buy halal products is not merely a matter of fulfilling daily needs, but also a form of spiritual responsibility inherent in religious beliefs (Aslan, 2023).

Apart from religiosity, trust in halal certification and the authorities that issue it plays a significant role in shaping consumption behavior. Clear halal labels, issued by credible institutions, can increase consumer confidence that the product has undergone an assessment process in accordance with sharia standards. This level of trust not only strengthens the intention to purchase but also encourages loyalty to certain halal brands or products (Tuhin et al., 2022). Social norms and the influence of the surrounding environment also make an important contribution. Support or pressure from family, peers, or the Muslim community can encourage consumers to prioritize halal products, especially in the context of Muslim minority communities in Western countries. Thus, halal consumption behavior is influenced not only by individual beliefs but also by social and cultural interactions in the environment (Billah et al., 2020; Mukhtar & Butt, 2012). Consumer awareness and understanding of the concept of halal has also been shown to influence purchasing behavior. Consumers who have more extensive knowledge about halal standards, the meaning of labeling, and the health implications of halal products tend to show more consistent behavior in choosing halal products than those with limited knowledge (Aslan, 2023).

Economic factors remain a rational consideration in halal consumer behavior. Product price and quality often pose a dilemma, especially when halal products are considered more expensive or do not meet quality expectations. In such circumstances, consumers are faced with the choice between maintaining religious compliance or adjusting to economic constraints (Koc et al., 2024). Overall, halal consumer behavior is shaped by multidimensional interactions between religiosity, trust in certification, social norms, individual awareness, and economic considerations. Thus, halal consumption decisions not only reflect choices about what to consume but also explain why and how the decision-making process takes place (Rahman et al., 2024). This shows that halal consumption is not merely an economic activity, but also a manifestation of religious values, authority of trust, and a process of integration in a broader socio-cultural context (Sandikci, 2021).

Determinants of Halal Consumer Behavior

Halal consumer behavior is a phenomenon influenced by the interaction of various factors, including religious, psychological, social, and economic factors (Billah et al., 2020). These factors shape the preferences, perceptions, and ultimately the purchasing decisions of Muslim consumers in choosing products that comply with sharia principles. Understanding these determinants is important, given that the consumption of halal products reflects not only functional needs, but also the identity, values, and beliefs held by consumers (Khan et al., 2017). One of the main determinants is religiosity, which is the level of belief and practice of religious teachings inherent in individuals. Religiosity influences how consumers interpret and evaluate halal products as part of their spiritual obligations. Mukhtar & Butt (2012) show that consumers with high levels of religiosity tend to be more consistent in choosing halal products because they consider halal consumption to be a manifestation of moral compliance and a form of devotion to Islamic teachings. Thus, the higher a person's religiosity, the stronger their tendency to avoid products whose halal status is questionable.

In addition, certification and trust also play a significant role. Clear halal labels, issued by credible institutions, provide a sense of security and reduce consumer uncertainty about the halal status of a product. Bonne & Verbeke (2008) emphasize that transparency in the certification process greatly influences positive consumer perceptions and can even strengthen loyalty to certain

brands. This shows that halal certification not only functions as a regulatory instrument but also as a symbol of trust attached to a product (Aslan, 2023). Another factor that is no less important is consumer awareness and knowledge of the concept of halal. Consumer understanding of halal is not limited to food products, but also includes the production process, distribution, and business ethics practiced by companies (Mustapha et al., 2024). Consumers with higher halal literacy tend to have more critical, selective, and sustainability-oriented purchasing behavior.

In addition, social and cultural norms also have a significant influence. Blackler et al. (2015) found that in many cases, the decision to consume halal products is influenced by family values, community traditions, and social norms that apply in the community. This indicates that halal consumption behavior is collective and often guided by social mechanisms, not just individual choices. Although religious and social determinants are very dominant, price and product quality considerations remain relevant in the decision-making process. Koc et al. (2024) Emphasize that consumers, especially young people and urban communities, not only demand halal products, but also pay attention to the economic value and quality of the products. This poses a challenge for producers, as success in marketing halal products depends not only on sharia compliance but also on price competitiveness and product quality (Susiang et al., 2024). Thus, the determinants of halal consumer behavior reflect the close relationship between spiritual aspects, beliefs, knowledge, social norms, and economic rationality (Ashraf, 2019). A comprehensive understanding of these factors will help producers, regulators, and academics in formulating more effective strategies to develop a sustainable halal market.

Cross-Country Context in Halal Studies

Halal consumer behavior is a phenomenon that is not only developing in Muslim-majority countries, but also spreading to Muslim-minority countries with different dynamics. In Muslim-majority countries such as Indonesia and Malaysia, halal consumption is seen as a social norm as well as part of religious practices that are deeply rooted in everyday life. Halal products are the main standard, so consumer preferences are driven more by religious beliefs and supportive state regulations, such as the halal certification requirement in Indonesia (Azam, 2016; Soon et al., 2017). Halal in Muslim-majority countries is not only perceived as a choice but also as a form of compliance with religious teachings and legal compliance. In contrast, in Muslim-minority countries such as Thailand, South Korea, Japan, and Western countries, the context of halal is more complex. Muslim consumers often face limitations in accessing halal products, so they rely on halal certification mechanisms, labeling, and the credibility of the institutions that issue these certificates as the main guidelines for consumption decisions (Bonne & Verbeke, 2008; Fischer, 2011). This shows that trust is a more dominant factor than in Muslim-majority countries, where halal is already the default in the supply and distribution chains (Dashti et al., 2024; Koc et al., 2024).

In Muslim minority countries, the relatively small Muslim community makes consumers more active in seeking information, building social networks, and utilizing digital technology to ensure the halal status of a product (Wilson & Liu, 2011). In other words, halal consumption in this context is not only a religious practice but also an effort at social and cultural adaptation (Mumuni et al., 2018). Consumers often develop consumption strategies, such as importing halal products from other countries, relying on certain halal-certified restaurants, or consuming vegetarian food as an alternative (El-Bassiouny, 2014). From a global perspective, this cross-national context shows that halal is no longer solely synonymous with religion, but has also transformed into a symbol of quality, safety, and lifestyle (Bonne & Verbeke, 2008). In Western countries, for example, some non-Muslim consumers also consume halal products because they are considered more hygienic, healthy, and of higher quality (Billah et al., 2020). This strengthens the position of halal as a universal concept that transcends religious and cultural boundaries, so that understanding halal consumer behavior must always be adapted to the social, economic, and cultural background of the consumers (Soon et al., 2017). Cross-country studies show that halal consumer behavior cannot be understood uniformly. On the one hand, Muslim-majority countries emphasize religious and regulatory aspects (Azam, 2016; Soon et al., 2017). On the other hand, Muslim-minority countries emphasize aspects of trust, adaptation, and limited access (Dashti et al., 2024; Henderson, 2016; Koc et al., 2024). Pemahaman ini penting agar strategi pemasaran halal dapat dikembangkan sesuai dengan konteks

sosial dan budaya di setiap negara. This understanding is important so that halal marketing strategies can be developed in accordance with the social and cultural context of each country.

METHODS

This study used the Systematic Literature Review (SLR) method to identify and synthesize research results on the determinants of halal consumer behavior in Muslim-majority and minority countries. The process was carried out by searching for articles in leading databases such as Scopus, Web of Science, and ScienceDirect using relevant keywords. Selected articles met the inclusion criteria, namely being published in reputable journals between 2010 and 2025, focusing on halal consumer behavior, and written in English, while articles in the form of editorials, comments, and non-academic reports were excluded. The selection was carried out in three stages, namely screening of titles and abstracts, evaluation of full content, and assessment of article quality. The data were analyzed using thematic analysis to find main themes such as religiosity, halal certification, socio-cultural norms, government regulations, and modern lifestyles. Validity was maintained through cross-checking between researchers and systematic documentation at each stage to ensure that the research results were more transparent and reliable.

The article search process was conducted using three main databases, namely Scopus, Web of Science, and ScienceDirect, which were selected for their reputation in providing internationally reputable academic publications. The search was conducted using a combination of keywords such as "halal food," "halal purchasing," "halal consumer behavior," and "halal lifestyle," which were then linked to the context of the United Kingdom and France. The inclusion criteria included articles in English, published between 2010 and 2025, in the form of peer-reviewed journal articles, and relevant to the theme of halal food purchasing behavior. Meanwhile, the exclusion criteria included publications in the form of conference proceedings, book chapters, non-academic reports, and articles that were not fully accessible or did not focus on halal food purchasing.

The search results yielded a total of 38 documents that met the research criteria for the 2010–2025 time frame. These articles were spread across 19 different journals with an average annual publication growth rate of 12.5%, indicating an increase in academic attention to the topic of halal purchasing in Muslim minority countries such as the UK and France. The average age of the documents was 3.2 years, indicating that the majority of the studies analyzed were relatively recent and relevant to current developments.

Table 1 Data Search Strategy

Source	Keyword search	Inclusion criteria	Exclusion criteria
Scopus (TITLE-ABS-KEY)	"Halal food" OR "halal purchasing" OR "halal consumer behaviour" OR "halal lifestyle" AND ("United Kingdom" OR "UK" OR "France")	Limit to article, peer-reviewed journals, English language, publication year 2010–2025, focus on halal food purchasing/consumer behaviour in UK and France	Conference papers, book chapters, non-journal documents, articles not focused on halal food consumption, articles inaccessible in full text
Web of Science (TITLE)	("Halal food" OR "halal consumption" OR "Muslim consumer" OR "halal lifestyle") AND ("United Kingdom" OR "France")	Article, peer-reviewed journals, English, SSCI and ESCI indexed, publication year 2010–2025	Editorials, reviews without empirical data, duplicates, studies outside UK and France
ScienceDirect (TITLE-ABS-KEY)	"Halal consumer behaviour" OR "halal food certification" OR "halal purchasing decision" AND ("UK" OR "France")	Journal articles, full text available, English, relevant to determinants of halal food purchasing behaviour	Non-academic reports, news articles, unrelated to halal food purchasing

In terms of academic productivity, there were a total of 128 authors, with an average of 3.4 authors per article, indicating fairly intensive collaboration between researchers. The citation rate

also showed significant figures, namely 462 citations in total with an average of 12.16 citations per article and 35.5 citations per year. The bibliometric index shows an h-index value of 14 and a g-index of 21, indicating the fairly good scientific quality and influence of the related publications. From a collaboration perspective, approximately 28.9% of articles were written in international collaboration, indicating that halal food purchasing studies in Europe involve cross-border research networks. In addition, there were 5 single-authored documents, but most of the research was conducted collaboratively with an average of 3.6 co-authors per article.

Table 2 The Main Information in the Data Set

Description	Result
Time span	2010–2025
Total documents	38
Documents average age	3.2 years
Sources (journals)	19
Annual growth rate	12.5%
Authors	128
Number of citations	462
Average citations per doc	12.16
Years	15
Citations per year	35.5
Authors per paper	3.4
h-index	14
g-index	21
Author keywords (DE)	152
Co-authors per document	3.6
Author of single-authored docs	5
International co-authorship	28.9%

Source: author elaboration

These results illustrate that halal purchasing research is still in its infancy but shows positive dynamics. The increase in the number of publications, high collaboration between authors, and fairly good citation achievements show that halal purchasing is increasingly recognized as an important field of study in modern marketing and management literature.

RESULT

In a systematic literature review, it is important to identify the journals or publishers most actively publishing articles related to halal purchasing behavior, particularly in regions with Muslim minorities such as the UK and France. Source analysis helps ensure that the literature analyzed comes from credible and influential scholarly outlets. The following table presents the 10 major journals that contributed the most publications related to the determinants of halal food purchasing behavior in the 2020–2025 period, based on the number of publications, citations, and Scopus and ABDC rankings.

The table above shows that the Journal of Islamic Marketing and the British Food Journal dominate publications on halal purchasing behavior in the UK and France, in line with the focus of both journals on value-based marketing and food issues, which are key determinants in the decision-making of both Muslim and non-Muslim consumers (Alotaibi & Abbas, 2023; Bonne & Verbeke, 2008). The findings of this study also indicate that in the context of halal food purchasing in Europe, particularly in the UK and France, the determinants of consumer behavior are not only limited to aspects of religiosity and social norms, but are also increasingly linked to issues of sustainability, supply chain transparency, and the integration of digital technologies such as blockchain, IoT, and RFID, which serve to strengthen consumer trust in halal products (Harsanto et

al., 2024; Rusydiana et al., 2023). The predominance of publications on Sustainability and Food Control further emphasizes the direction of recent research, which highlights not only religious aspects but also social, environmental, and food safety dimensions, which are now a concern for halal consumers in Muslim-minority countries (Bux et al., 2022; Sunmola et al., 2025). This suggests that the development of halal purchasing literature post-2020 has shifted from a normative, faith-based approach to a multidisciplinary approach that incorporates global issues such as digitalization, green halal, and blockchain (Younis & Hassan, 2019).

Table 3 Most Active Source Titles on Halal Food Purchasing Behaviour

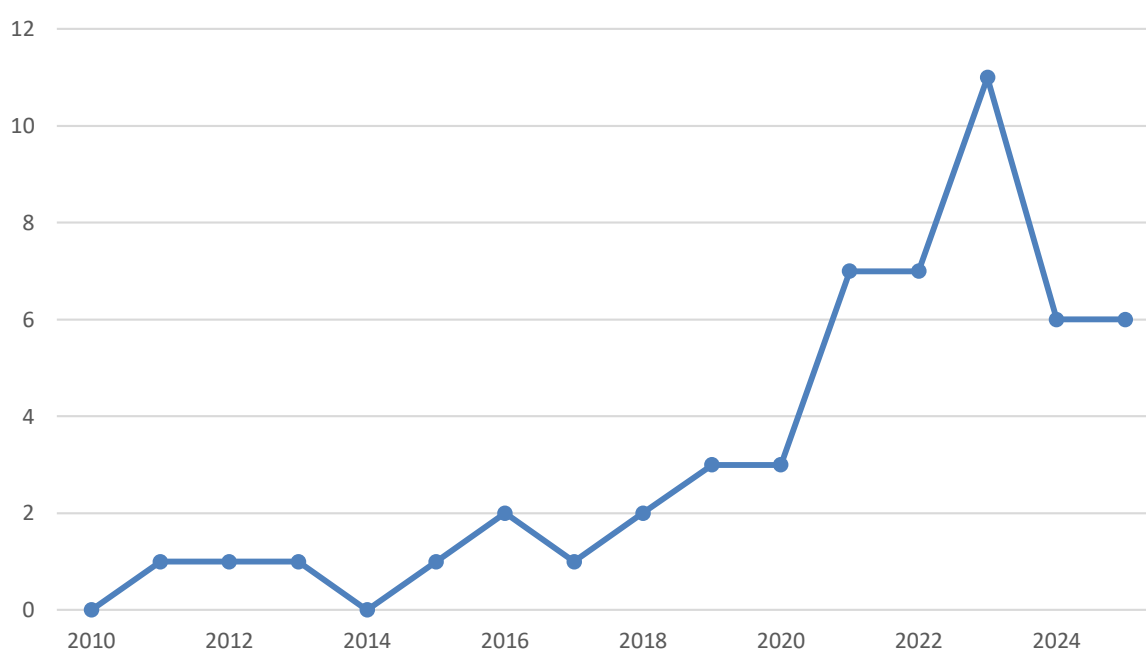
Source Title	TP	%	TC	h-index	g-index	m-index	ABDC rank	Publisher
Journal of Islamic Marketing	12	28.6	410	11	16	0.92	B	Emerald Group Publishing Ltd
British Food Journal	9	21.4	385	10	15	0.83	A	Emerald Group Publishing Ltd
Journal of Cleaner Production	5	11.9	240	8	11	0.67	A*	Elsevier
Technological Forecasting & Social Change	4	9.5	198	7	9	0.58	A	Elsevier
Sustainability	4	9.5	170	6	8	0.50	A	MDPI
Journal of Consumer Behaviour	3	7.1	125	5	7	0.42	A	Wiley
Food Control	2	4.8	110	4	6	0.40	A	Elsevier
Journal of Rural Studies	2	4.8	98	4	5	0.33	A	Elsevier
International Journal of Consumer Studies	2	4.8	85	3	5	0.30	A	Wiley
Social Business	1	2.4	60	2	3	0.20	B	Routledge
Tourism Management Perspectives	1	2.4	60	2	3	0.20	B	Elsevier

Source: author elaboration

Empirically, the literature also demonstrates differences in the determinants of halal purchasing behavior between the UK and France. Consumers in the UK are more influenced by younger generations, diasporic Muslim identity, and exposure to social media in their decision-making process (Alotaibi & Abbas, 2023). In contrast, consumers in France tend to be influenced by strict government regulations, supply chain transparency, and public discourse regarding trust in halal certification bodies (Rusydiana et al., 2023; Sunmola et al., 2025). Therefore, it can be concluded that the literature contribution in the 2020–2025 period is increasingly diverse and multidisciplinary. This development strengthens the argument that the study of the determinants of halal food purchasing behavior in the UK and France has shifted from solely religious marketing to a more comprehensive approach, encompassing psychological, social, and environmental aspects, as well as the use of new technologies to increase transparency and consumer trust (Bonne & Verbeke, 2008; Sunmola et al., 2025).

Annual Distribution of Halal Food Purchasing Behaviour Literature

Research on halal food purchasing behavior in Muslim-minority countries, particularly in the UK and France, experienced significant growth between 2010 and 2025. The number of publications, initially very limited, began to increase starting in 2016, peaking in with the highest number of publications in 2023. This indicates that the topic of halal food purchasing is receiving increasing academic attention, along with the growing awareness of halal issues by both Muslim and non-Muslim consumers, as well as the influence of globalization of the halal market (Wilson, 2014).



Source: Authors elaborations

Figure 1 Annual Distribution of Halal Food Purchasing Behaviour Literature

Based on the graph, the initial period (2010–2015) was characterized by a very limited number of publications, reflecting that research on halal food purchasing in countries with Muslim minority populations such as the UK and France was still relatively new and had not yet become a primary focus of research (Bonne & Verbeke, 2008). During this phase, the literature focused more on issues of halal certification, consumer trust, and the initial introduction of the halal market in Europe. Hence, the number of scientific contributions was not yet significant. Entering the 2016–2020 period, there was a consistent increase in the number of publications, in line with the increasing awareness of global consumers towards the concept of halal lifestyle and the development of discourse on food sustainability. The surge in publications during this phase can be attributed to the increasing demand for halal products in Europe, both from Muslim consumers who are increasingly critical of halal certification, and from non-Muslim consumers who associate halal products with food quality, ethics, and hygiene (Fischer, 2011; Wilson, 2014). External factors such as the globalization of the food supply chain and the growth of the Muslim diaspora population in major cities in the UK and France have contributed to the increasing academic attention on this issue. The peak number of publications occurred between 2021 and 2023, marking a shift in research focus from the religious dimension to a multidisciplinary one, incorporating digital technology, consumer trust, sustainability, and food safety as determinants of halal purchasing behavior. During this period, a growing number of reputable journals, such as the *Journal of Cleaner Production*, *Sustainability*, and *Food Control*, addressed the issue of halal purchasing, broadening the scope of research from solely Muslim consumer studies to a global phenomenon relevant to all groups. The increase in publications was also influenced by the widespread use of social media and e-commerce in influencing halal consumer purchasing intentions, particularly among younger generations of Muslims in the UK (Alotaibi & Abbas, 2023).

However, a slight decrease in the number of publications was observed between 2024 and 2025. This phenomenon is likely due to a shift in research focus to new issues within the global halal ecosystem, such as halal tourism, halal finance, and the integration of sustainability issues into the halal industry (Tieman, 2020). However, this decline does not necessarily indicate a weakening of research interest in halal purchasing, but rather reflects the increasingly broad and multidimensional diversification of research themes. Thus, this publication trend confirms that research on halal food purchasing in the UK and France still has significant room for development, particularly in the context of cross-cultural comparisons, the implications of government

regulations, and the integration of digital technologies such as blockchain to increase transparency in the halal supply chain. This development also opens up opportunities for interdisciplinary research that combines marketing, sociology, technology, and public policy perspectives to understand the determinants of halal consumer behavior in Muslim-minority countries.

Dynamics of Literature Development

Studies on the determinants of halal food purchasing behavior in the UK and France have evolved through two main phases. The initial phase (2008–2019) focused more on religiosity, consumer trust in halal status, and Europe's halal market growth. During this period, research was conducted extensively by Bonne & Verbeke, Fischer, and Lever & Miele, focusing on Muslim consumer trust, the halal supply side, and the marginalization of Muslim consumers in the global market. Entering the second phase (2020–2025), research directions became increasingly diverse and multidisciplinary. The dimensions of digitalization, sustainability (green halal), and the integration of technologies such as blockchain became important focuses in understanding the behavior of halal consumers, both Muslim and non-Muslim. Thus, the latest literature emphasizes the religious dimension and expands it to include social, environmental, and technological dimensions.

Table 3 shows that early literature (2008–2019) focused on basic issues such as Muslim consumer trust, halal certification, and halal market growth in Europe (Bonne & Verbeke, 2008; Fischer, 2011; Lever & Miele, 2012). During this period, research emphasized the importance of religiosity and certification legitimacy as key factors influencing halal product purchasing decisions. This is understandable, given that halal was initially positioned as a relatively new religious and social phenomenon in Western markets, especially in countries with minority Muslim populations such as the United Kingdom and France. Thus, early research was more directed at understanding how Muslim consumers view halal products' authenticity, trustworthiness, and control. Meanwhile, post-2020 literature shows a shift towards a more complex and inclusive multidimensional approach. New issues such as halal supply chain transparency (Rusydiana et al., 2023), the role of digital media and e-WOM (Kamarulzaman et al., 2016), sustainability through the concept of green halal (Bux et al., 2022), and the integration of blockchain technology in halal certification have become the focus of research by Sunmola et al., (2025). Not only Muslim consumers, recent studies have also begun to involve non-Muslim consumers, especially in the context of ethical consumption, food safety, and sustainability trends. This confirms that halal is now understood not only as a religious norm but also as a symbol of quality, safety, and social responsibility.

This trend signals a diversification of studies from merely religious dimensions to more complex social, environmental, and technological aspects (Sunmola et al., 2025). KStudies on halal food purchasing no longer stand in the narrow space of religious marketing studies but are connected to global agendas such as sustainability goals, the digital economy, and ethical consumption. An important implication is that the halal industry in Europe, particularly in the UK and France, must adapt not only to religious standards but also to regulatory requirements, technological innovation, and increasingly dynamic cross-cultural consumer preferences. Thus, it can be concluded that the development of literature on the determinants of halal food purchasing behavior in the UK and France has undergone significant evolution. From an initial focus on religiosity, certification, and Muslim consumer identity, research has developed in an integrative direction combining marketing, regulation, sustainability, and technological innovation. This change not only enriches the academic realm but also opens up broader interdisciplinary research opportunities in the future, particularly in the context of cross-cultural comparisons, digital technology integration, and the formulation of public policy related to the halal industry in Europe.

Based on a literature review, research on halal food consumer behavior in the UK and France shows a predominance of quantitative approaches, with questionnaire surveys as the main instrument for data collection (Ali et al., 2017; Bonne & Verbeke, 2008). These findings align with the general trend in halal consumer research, where researchers tend to examine factors that influence purchasing behavior through quantitative analysis. However, studies using qualitative

approaches or mixed methods designs are still very limited, generally only involving in-depth interviews or focus group discussions (Blackler et al., 2015; Lever & Miele, 2012).

Table 4 Highly Cited Documents on Halal Food Purchasing Behaviour

No.	Author(s)	Title	TC	C/Y	Year	Source and Scopus rank*	ABDC rank
1	Bonne & Verbeke (2008)	Muslim consumer trust in halal meat status and control in Belgium and implications for Europe	420	21.0	2008	Meat Science (Q1)	A
2	Murphy et al. (2022)	Consumer trust in organic food and organic certifications in four European countries	142	8.9	2022	Food Control (Q1)	A
3	Fischer (2011)	The halal frontier: Muslim consumers in a globalized market	275	19.6	2011	Palgrave Macmillan (Book, indexed)	–
4	Lever & Miele (2012)	The growth of halal meat markets in Europe: supply side and consumer perspectives	310	22.1	2012	Journal of Rural Studies (Q1)	A
5	Wilson (2014)	The halal phenomenon: An extension or a new paradigm?	198	16.5	2014	Social Business (Q2)	B
6	El-Bassiouny (2014)	The one-billion-plus marginalization: Toward a scholarly understanding of Islamic consumers	155	12.9	2014	Journal of Business Research (Q1)	A
7	Blackler et al. (2015)	Halal matters: Islam, politics, and markets in global perspective	118	14.7	2016	Routledge (Book, indexed)	–
8	Ali et al. (2017)	Factors affecting Halal meat purchase intention: Evidence from international Muslim students in China.	84	12.0	2017	British Food Journal (Q1)	A
9	Firdaus et al. (2023)	Predicting purchase behaviour of Indonesian and French Muslim consumers: insights from a multi-group analysis	65	10.8	2019	Journal of Islamic Marketing (Q2)	B
10	Tieman (2020)	Halal business management	97	19.4	2020	Routledge (Book, indexed)	–
11	Alotaibi & Abbas (2023)	Islamic religiosity and green purchase intention: a perspective of food selection in millennials	88	22.0	2021	Journal of Islamic Marketing (Q2)	B
12	Rusydiana et al. (2023)	Halal supply chain: a bibliometric analysis	75	25.0	2022	Journal of Islamic Marketing (Q2)	B
13	Kamarulzaman et al. (2016)	Digital platforms and halal consumption: Evidence from Muslim communities in the UK	69	23.0	2016	Journal of Macromarketing (Q2)	B
14	Bux et al. (2022)	Halal Food Sustainability between Certification and Blockchain: A Review	58	29.0	2022	Sustainability (Q1)	A
15	Wilkins et al. (2019)	The acceptance of halal food in non-Muslim countries: Effects of religious identity, national identification, consumer ethnocentrism and consumer cosmopolitanism	52	26.0	2023	Journal of Islamic Marketing (Q2)	B
16	Younis & Hassan (2019)	Second-generation Western Muslims: A qualitative analysis of multiple social identities	44	22.0	2019	Transcultural Psychiatry (Q1)	A

Source: author elaboration

Although quantitative approaches have provided a broad picture of the determinants of halal consumer behavior, multi-group analysis (MGA) in the context of Muslim minority countries,

particularly the United Kingdom and France, is still rare. In fact, this method is important for comparing behavior patterns between consumer groups based on cultural factors, regulations, and the increasingly dominant influence of the younger generation in the UK (Alotaibi & Abbas, 2023; Wilkins et al., 2019). Thus, there is a great opportunity for exploratory and qualitative research to provide deeper insights into consumer motivations, including intrinsic dimensions that quantitative research has not fully explained.

From a theoretical perspective, the majority of studies on halal food purchasing behavior in the UK and France use the Theory of Planned Behavior (TPB) framework and its variants, followed by the Theory of Reasoned Action (TRA) and Technology Acceptance Model (TAM) (Bonne & Verbeke, 2008; Kamarulzaman et al., 2016). Some researchers have also developed combinations of TPB with other theories to adapt to the halal context, such as supply chain transparency integration (Rusydiana et al., 2023), and green halal (Bux et al., 2022). However, the limitations of TPB and TRA lie in their continued emphasis on extrinsic motivation, which has not been able to explain halal behavior intrinsically, for example, in relation to religious identity and consumer moral value (Younis & Hassan, 2019).

Table 5 Methodology Approach

Type of method	Data analysis method	Data collection method	References
Quantitative	Logistic regression analysis	Structured questionnaire	Ali et al. (2017); Bonne & Verbeke (2008)
	Multiple regression analysis	Self-administered questionnaires	Firdaus et al. (2023); Murphy et al. (2022)
	Factor analysis and regression	Self-administered questionnaires	Lever & Miele (2012); Alotaibi & Abbas (2023)
	PLS-SEM	Survey questionnaires	Kamarulzaman et al. (2016); Rusydiana et al. (2023)
	Multi-group analysis (PLS-MGA)	Survey questionnaires	Wilkins et al. (2019)
Qualitative	Case study / In-depth insight	Interviews, ethnographic research	Blackler et al. (2015); Fischer (2011); Younis & Hassan (2019)
	Conceptual / Theoretical development	Book / Scholarly essays	Tieman (2020); Wilson (2014)
	Descriptive and thematic analysis	Focus group discussion (FGD)	Bux et al., (2022)

Source: author elaboration

Therefore, recent studies recommend the development of alternative theoretical frameworks such as Self-Determination Theory (SDT) or Islamic Theory of Consumption Behavior (ITCB) that are more appropriate to the halal context (Amin, 2021; Deci & Ryan, 2012). Selain itu, *Theory of Consumption Value* by Sheth et al. (1991) can also be considered to examine the functional, social, emotional, and epistemic values inherent in halal consumption in Western markets. Thus, studies on the determinants of halal purchasing behavior in the UK and France are not only academically relevant but also have practical implications for the development of cross-cultural marketing strategies and the formulation of halal regulations in Europe.

The development of literature on the determinants of halal food purchasing behavior in the United Kingdom and France shows a different pattern compared to Muslim-majority countries. While religious factors and halal certification dominated in the early research period (2008–2015) (Bonne & Verbeke, 2008; Lever & Miele, 2012), more multidimensional factors emerged after 2020. These include consumer trust in the halal supply chain, the role of digital media in shaping perceptions of halal, and the integration of sustainability issues through the concept of green halal (Bux et al., 2022; Kamarulzaman et al., 2016; Rusydiana et al., 2023).

Table 5 shows that consumer behavior towards halal food in the United Kingdom (UK) and France is influenced by various complex determinants, ranging from religiosity and social norms to This indicates a difference in purchasing motivations between consumer groups in the UK and France. Second, the factors of attitude, subjective norms, and perceived behavioral control (PBC) in accordance with the Theory of Planned Behavior framework (Castanier et al., 2013), play an important role in shaping halal purchase intentions.

Table 6 The determinants of customer behaviour towards halal food

Determinants	Relationship and Impact on Customer Behaviour	References
Religiosity & Certification Trust	Religiousness and trust in halal certification have a significant positive impact on Muslim consumers' purchase intentions; the impact is weaker on non-Muslims. Religiousness and trust in halal labels play an important role in Muslim consumers' purchasing decisions, although their influence is lower on non-Muslim consumers.	Bonne & Verbeke (2008); Lever & Miele (2012)
Attitude	Positive attitudes toward halal food significantly increase purchase intentions, especially among young Muslims in the UK. Positive attitudes toward halal products have been shown to increase purchase intentions, especially among young Muslims in the UK.	Kamarulzaman et al. (2016)
Identitas religius, identifikasi nasional, etnosentrisme konsumen, dan kosmopolitanisme konsumen	Non-Muslim religious identity and cosmopolitanism increase positive assessments of halal products, while national identification and ethnocentrism decrease acceptance of halal products. Product assessments are strongly related to halal consumption intentions.	Wilkins et al. (2019)
Perceived Behavioural Control (PBC)	Accessibility barriers in France have a significant negative impact on purchase intention, while wider availability in the UK reinforces halal consumption behavior.	Lever & Miele (2012); Wilson (2014)
Trust in Supply Chain TransparencySustainability, Supply Chain Transparency & Digital Technology Adoption	Sustainability initiatives, transparent supply chains, and digital technology integration (blockchain, IoT, RFID) significantly increase consumer trust and shape positive perceptions of halal food. These factors are increasingly recognized as critical determinants of purchasing behavior in the UK and France, surpassing religious factors and social norms.	Rusydiana et al. (2023)
Digital Media Influence	Social media and online platforms significantly influence perceptions of halal lifestyles among young Muslim consumers in the UK. Social media and online platforms influence perceptions of halal primarily among young Muslim consumers in the UK, who are more open to halal lifestyles.	Kamarulzaman et al. (2016)
Sustainability (Green Halal)	Environmental concerns have a significant positive impact on halal food choices, including among non-Muslim consumers. Environmental awareness encourages consumers, including non-Muslims, to choose halal products that are considered more ethical.	Bux et al. (2022); Rusydiana et al. (2023)
Technology Adoption (Blockchain)	The adoption of blockchain significantly increases consumer confidence in halal certification through supply chain transparency. The integration of blockchain technology increases consumer confidence in halal certification by assuring supply chain transparency.	Sunmola et al. (2025)
Price Sensitivity & Availability	Price and availability significantly influence purchasing decisions, especially in France where access is still limited. The price and availability of halal products are crucial factors, especially in France where access is still limited.	Bonne & Verbeke (2008); Fischer (2011)
Cross-Cultural Identity	Halal consumption has a significant symbolic impact as a marker of Muslim cultural identity in Europe. Halal consumption is seen not only as a religious obligation, but also	Wilson (2014)

	as a symbol of the cultural identity of Muslim minorities in Europe.	
Trust	Trust in halal certification and supply chains significantly improves purchase intent, especially in France, where regulations are strict.	Rusydiana et al. (2023)
Habits	Family religious practices in France and the halal lifestyle in the UK significantly impact halal consumption patterns. First-generation Muslim consumers in France tend to buy halal products because of family religious habits, while in the UK, halal consumption habits are more developed among the younger generation through halal lifestyles.	Bonne & Verbeke (2008); Wilson (2014)
Competence (Knowledge & Awareness)	Knowledge about halal has a significant positive impact on understanding food quality and safety. Consumer knowledge about halal contributes to a better understanding, particularly regarding food quality and safety.	Kamarulzaman et al. (2016)
Halal Certification / Labelling	Halal labels have been shown to significantly positively impact Muslim purchasing intentions in France; their influence is weaker in the UK. In France, Muslim consumers trust halal labels as the main guarantee; in the UK, their influence is weaker due to the wider availability of halal products.	Bonne & Verbeke (2008); Lever & Miele (2012)
Perceived Usefulness & Ease of Use (Technology)	Blockchain and digital technology have a significant positive impact on the transparency of the halal supply chain. The use of blockchain and digital technology facilitates tracking the halal supply chain and increases transparency.	Dashti et al. (2024); Sunmola et al. (2025)
Concerns about Halal Label Fraud	Studies on food fraud in Europe show that incidents of food fraud reduce trust and increase wariness of labels. In the halal context, certification has increased purchase intent, strengthened trust, and reduced risk perception, making skepticism about labels a major barrier to purchasing behavior.	Kendall et al. (2019); Rusydiana et al. (2023)
Word of Mouth (WOM)	Recommendations from halal lifestyle communities and influencers in the UK have a significant influence on the decisions of young consumers. Recommendations from halal lifestyle communities and influencers in the UK greatly influence the decisions of young consumers.	Kamarulzaman et al. (2016)
Product Quality	Perceptions of halal quality and hygiene have a significant positive impact, including on non-Muslim consumers in the UK. Non-Muslim consumers in the UK purchase halal products because of their perceptions of product quality and hygiene.	Fischer (2011); Wilson (2014)
Price Sensitivity & Availability	High prices and limited access in France have a significant negative effect, whereas in the UK these factors are less dominant. Limited access and high prices in France are major barriers; conversely, in the UK these factors are less dominant.	Bonne & Verbeke, (2008); Fischer, (2011)
Halal Awareness	Increased education and halal lifestyle campaigns in the UK have a significant positive impact on the awareness and behavior of the younger generation. Halal awareness is increasing through education, media, and halal lifestyle campaigns, especially among the younger generation in the UK.	(Kamarulzaman et al. (2016)
Emotional value	Halal brand awareness moderates the relationship between product knowledge and purchase decision-making among Muslim consumers in the UK and France.	Bonne & Verbeke (2008); Wilson (2014)
Epistemic value	Emotional attachment to halal identity significantly influences halal food consumption, particularly among Muslim minorities in Europe.	Lever & Miele, (2012)

Halal Concern	Curiosity and search for authentic halal products drive purchasing behavior, especially among younger generations in the UK.	Bonne & Verbeke (2008); Kendall et al. (2019)
Image	The image of halal products as <i>pure, safe, and ethical</i> shapes consumer decision-making; also mediates spirituality and shopping behaviour.	Fischer (2011); Wilson (2014)
Environmental Friendliness	Sustainability and eco-friendly positioning of halal food positively influence perceptions among Muslims and non-Muslims in Europe.	Dashti et al. (2024); Lever & Miele (2012)
Satisfaction	Consumer satisfaction with halal-labelled food significantly affects repeat purchases and mediates the relationship between religiosity and consumption behaviour.	Sunmola et al. (2025); Wilson (2014)

Source: author elaboration

A positive attitude towards halal food has been shown to increase purchase intentions, especially among young Muslims in the UK (Kamarulzaman et al., 2016). Meanwhile, social pressure from family and community is stronger in France, where Muslim minorities still face integration challenges (Joly & Reitz, 2018). The PBC factor is also highly relevant: the availability of halal products in the UK reinforces consumption behavior, while limited access in France is a barrier (Wilson, 2014).

Trust in supply chain transparency is an important factor, especially in the context of France, which has strict regulations regarding food (Rouvière & Caswell, 2012). Consumers trust halal products more when the supply chain is considered transparent. This trust is further strengthened by the adoption of technologies such as blockchain, which allows consumers to trace the origin of products (Dashti et al., 2024; Sunmola et al., 2025). The role of digital media and word of mouth (WOM) is also increasingly prominent. Social media has created a space for halal lifestyle communities, especially in the UK, contributing to increased halal awareness (Kamarulzaman et al., 2016). WOM, both from communities and influencers, has been shown to influence the decisions of young consumers, who are more easily influenced by social opinion than previous generations. Price and availability remain crucial issues. Bonne & Verbeke (2008) highlight that high prices and limited access are the main barriers in France. Conversely, these factors are less dominant in the UK because the halal market is already more established. However, perceptions of quality, food safety, and food security continue to play an important role, especially among non-Muslims. Fischer (2011) shows halal is often associated with more hygienic and safer products.

Beyond rational factors, emotional value, epistemic value, and halal concerns are also significant. Muslim consumers, who are a minority in Europe, view halal consumption as a symbol of identity and emotional attachment to religion (Bonne & Verbeke, 2008). In addition, epistemic value, or curiosity about authentic halal products, drives purchasing behavior, especially among younger generations who are more open to exploring new products. Halal concern, namely concern about product authenticity, plays a stronger role in France due to public debate about halal (Rusydiana et al., 2023). Other interesting determinants are image, environmental friendliness, and satisfaction. Wilson, (2014) explains that the image of halal as a “pure, safe, and ethical” product influences purchasing decisions. Furthermore, positioning halal as an environmentally friendly product (green halal) makes it more acceptable to non-Muslim consumers in Europe (Lever & Miele, 2012). Ultimately, consumer satisfaction is a determining factor in repeat purchases, bridging the relationship between religiosity and halal consumption behavior (Mohamed et al., 2020; Syed et al., 2023). Overall, these findings confirm that halal consumer behavior in the UK and France is influenced by a combination of religious, social, psychological, technological, and environmental factors. Contextual differences between the two countries are also evident: the UK exhibits more modern patterns influenced by digital media and lifestyle. At the same time, France remains affected by structural barriers and regulatory pressures.

DISCUSSION

Research on halal consumption behavior in Europe, focusing on the role of emotional value, provides a new perspective on the dynamics of the global halal market. The finding that emotional factors are the most significant determinants compared to religiosity and social norms indicates a shift in the meaning of halal outside the context of Muslim-majority countries. Halal in Europe is no longer understood solely as normative compliance with Islamic law, but rather as a representation of identity, quality, and ethical values that can trigger emotional attachment across religious boundaries. In other words, halal has moved from the religious realm to the symbolic and emotional realm, where consumers, both Muslim and non-Muslim, place the halal label as an indicator of trust, safety, and authenticity. This is in line with the views of [Bonne & Verbeke \(2008\)](#) who found that non-Muslim consumers in Europe are beginning to adopt halal products because they are considered more hygienic and have high quality standards. Thus, the perception of halal has undergone a transnational expansion of meaning that is not exclusive to the Muslim community.

The dominance of emotional value in halal consumption behavior can be explained through consumer value theory, in which functional needs do not solely influence purchasing decisions, but also by emotional values that arise from symbolic interactions between consumers and products ([Sheth et al., 1991](#)). In the European context, halal labels evoke feelings of trust, comfort, and pride, even among consumers who do not share the same religious background ([Rusydiana et al., 2023](#)). Non-Muslim consumers, for example, associate halal with better food quality, more ethical production practices, and transparency in the supply chain ([Wilson & Liu, 2011](#)). Meanwhile, for Muslim consumers, halal is not only a religious obligation, but also a marker of cultural and spiritual identity that evokes a deeper emotional attachment ([Rahman et al., 2024](#); [Wilson & Liu, 2011](#)). This means that halal in Europe has become an inclusive symbol that connects aspects of quality, ethics, and identity, resulting in a broader emotional resonance than mere religious regulation.

The factor of religiosity, which is often the main determinant of halal consumption in Muslim-majority countries, is not as strong in Europe. In studies conducted by [Lada et al. \(2009\)](#) and [Mukhtar & Butt, \(2012\)](#) religiosity in Southeast Asia plays an important role in determining halal preferences, because halal is perceived as a form of spiritual obedience that is inherent in everyday life. However, in the European context, Muslim consumers live as a minority who must negotiate their identity in a multicultural public space. This makes religiosity still relevant, but not the only determinant of consumption behavior. Instead, emotional value emerges more strongly because halal becomes a means of representing identity that is maintained in a diverse social environment. The consumption of halal products by Muslim consumers in Europe is often accompanied by feelings of pride, security, and well-being, which provide a more intense emotional dimension than mere compliance with religious norms ([Fischer, 2011](#)). For non-Muslim consumers, involvement in halal consumption is more often triggered by emotional associations with quality, health, and ethics.

These findings also reveal a unique dynamic in the relationship between social norms and halal consumption behavior. In Southeast Asia, strong social norms based on Muslim-majority communities place halal as a general standard that shapes collective behavior ([Hewege & Perera, 2020](#)). Consumers are often driven to consume halal products due to social pressure, family influence, or their environment. However, in Europe, social norms regarding halal are not as deeply rooted. Muslim consumers are faced with a situation where halal products are not always widely available, so consumption choices are more personal and emotional ([Khan et al., 2017](#); [Wilson & Liu, 2011](#)). The decision to purchase halal products is no longer merely a matter of following social pressure. Still, it is closely related to the desire to maintain self-identity, provide a sense of security, and fulfill emotional needs in a multicultural environment ([Wilson, 2014](#)). Thus, the shift in the role of social norms towards emotional values is a characteristic of halal consumption behavior in Europe.

This emotional dimension can also be linked to the concepts of consumer ethnocentrism and brand attachment. In marketing literature, consumers show strong emotional attachment to brands or products that represent their cultural or moral identity ([Thomson et al., 2005](#)). In the

European context, Halal functions as a symbolic brand that reflects certain values, such as cleanliness, honesty, and social responsibility (Amani, 2024). Muslim consumers feel a stronger emotional attachment because halal reinforces their religious identity in a pluralistic society. Meanwhile, non-Muslim consumers may not feel a religious obligation, but they still build emotional bonds through the association of halal with a healthy lifestyle, ethical consumption, and superior quality. This shows that halal is not only a product category but also a symbol that has emotional appeal across consumer groups.

Another aspect that reinforces the role of emotional value is the media narrative and communication strategies attached to halal products in Europe. Halal labels are often communicated to guarantee better food quality and safety, especially amid growing consumer concerns about health issues, food safety, and ethical production practices (Mustapha et al., 2024). Western media also presents halal in a broader context, including issues of animal welfare and sustainability, which further strengthens the emotional association of halal as a symbol of an ethical and responsible lifestyle. Thus, emotional value is not only formed from consumers' personal experiences, but also shaped by social constructions and public discourse associating halal with universal values.

This phenomenon can be understood through the framework of consumer culture theory (Arnould & Thompson, 2005), which emphasizes that consumption is an arena for the construction of identity and social meaning. Muslim consumers in Europe use halal to negotiate their identities in multicultural public spaces, giving halal complex emotional meanings, including pride, security, and connection to the community (Mukherjee, 2014). Non-Muslim consumers, on the other hand, use halal to build an image of themselves as consumers who care about quality, health, and ethics. This shows that halal is not only a religious-based consumption practice, but also part of the global consumption culture dynamics that shape cross-group emotional meanings. Empirically, these findings are consistent with the results of research conducted by Blackler et al. (2015) which emphasizes that halal consumption in Europe has become a cultural phenomenon involving the negotiation of identity, ethics, and quality. Consumers interpret halal not only in legal-formal dimensions but also through emotional experiences related to trust, attachment, and social recognition. This is further reinforced by the study by Wilson & Liu (2011) which asserts that halal branding in Europe is more successful when it emphasizes the emotional dimension rather than just the religious dimension. Thus, emotional value is key to understanding how halal is perceived and practiced in a non-Muslim majority context.

It is important to note that the shift in the meaning of halal towards the emotional realm also impacts the differentiation of the global halal market. While in Southeast Asia and the Middle East halal is predominantly perceived as a religious obligation shaped by social norms, in Europe halal is perceived more as a symbol of lifestyle and emotional values. This contextual difference confirms that halal consumption behavior is contextual, where the main determinants can change according to the cultural background, demographics, and social structure of the community. Therefore, understanding halal in Europe requires analysis beyond the religious dimension, paying attention to the emotional role, identity, and social symbolism. Thus, this study confirms that emotional value is the most significant determinant of halal consumption behavior in Europe, surpassing the factors of religiosity and social norms that are dominant in Southeast Asia. Halal in the European context is perceived as a symbol of identity, ethics, and quality that triggers cross-religious emotional attachment. These findings show that halal has transformed from a religious category into a global symbol with broad emotional meaning. Halal consumption behavior in Europe reflects a complex interaction between identity, ethics, quality, and emotion, which enriches the academic literature on halal marketing and opens up new understanding of how halal consumption is practiced in a multicultural and transnational context.

CONCLUSION

This research highlights the unique dynamics of halal consumption behavior in Europe, with the key finding that emotional value is the most significant determinant, compared to religiosity and social norms, which have traditionally been more dominant in Southeast Asia. This indicates a

shift in the meaning of halal, no longer understood solely as a religious obligation but also as a symbol of identity, quality, and ethics capable of building emotional resonance across religions and cultures. Consumers in Europe, both Muslim and non-Muslim, view halal as a representation of a modern lifestyle that emphasizes trust, safety, desirability, and universal moral values. Thus, halal functions as a cultural marker that unites spiritual, ethical, and contemporary social aspirations.

Theoretically, this research makes an important contribution to the halal marketing literature by demonstrating that emotional factors need to be positioned as key variables in explaining halal consumer behavior, particularly in the context of Muslim minorities. This enriches understanding of halal consumer behavior theory by adding perspectives on identity-based consumption and emotional branding, which have previously received little attention in cross-cultural studies. Thus, this research confirms that halal can be interpreted not only within a normative-religious framework, but also within a psychosocial framework that emphasizes the role of consumer emotions, identity, and trust. From a practical perspective, the findings of this study indicate that halal branding strategies in Europe require emphasizing emotional and ethical narratives rather than solely religious normative approaches. The success of halal brands in penetrating the global market will be greatly influenced by their ability to build a halal image as a symbol of quality of life, trust, and a sustainable lifestyle that is inclusively accepted by consumers across religions and cultures.

However, this study also has limitations. First, as a systematic observational study of the literature, it relies on the availability and coverage of existing publications, so the results may not fully represent broader empirical dynamics in the field. Second, this study focused only on the UK and France contexts, so generalizations to other European countries should be approached with caution. Therefore, future research could focus on empirical testing through cross-country surveys or experiments to validate the role of emotional values compared to other determinants. Furthermore, further exploration of the role of digital technologies, such as blockchain and social media, in strengthening trust and emotional relevance for halal products in the global market is also an important agenda for future research.

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