



Understanding Muslim Consumer Behavior through the Halal Reasoned Goal Pursuit Framework

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Abstract. This study presents the Halal Reasoned Goal Pursuit (HRGP) framework, which is an extension of the Theory of Reasoned Goal Pursuit (TRGP), for better understanding Muslim consumer behavior toward halal food consumption. While prior research has shown the impact of halal certification, religious views, and societal standards, there are still inconsistencies in identifying these aspects as antecedents, mediators, or independent variables. Expanding on this, HRGP investigates two types of goals: active procurement goals, such as religious commitment, and active approval goals, including those from Muslim authorities. These goals continue to have an impact on Muslim attitudes and subjective standards, which define their consumer behavior intentions. Furthermore, HRGP emphasizes the importance of perceived behavioral control, which is molded by halal assurance and Muslim-signed. The HRGP paradigm examines Muslim consumer behavior comprehensively by investigating the interaction between individual reasons and community dynamics within Islamic principles.

Keywords: Muslim, Halal, Consumer Behavior, Reasoned Goal Pursuit.

1 Introduction

Muslims are people who follow Islam, which encompasses a broad spectrum of belief systems and practices, including Sunni, Shia, and many other sects, each distinguished by particular theological interpretations and cultural traditions (Asnawi *et al.*, 2018; Khan and Khan, 2019). The Muslim way of life is mostly based on following halal guidelines, which call for eating foods according to Islamic principles. Islamic law defines halal as permissible food and drink, and *tayyib* refers to its wholesome, healthy, and safe qualities for consumption (Aziz *et al.*, 2023). Muslims search deliberately for halal-certified goods to ensure they adhere to Islamic dietary guidelines. As vital markers of compliance, Muslims scrutinize elements such as the source of materials, the cooking technique, and the certification labels (Akhtar *et al.*, 2020). According to Wiyono *et al.* (2022) and Aslan (2023), halal certification is the main way to prove halalness and attract clients.

The Theory of Planned Behavior (TPB) predicts and explains halal consumer behavior, particularly in food consumption circumstances. First published in 1991, the TPB has been a fundamental element in the field of behavioral studies. Aziz and Chok (2013), Ali *et al.* (2018), Aslan (2023), and Fachrurrozie *et al.* (2023) have employed the TPB to examine the intentions and behaviors of Muslim consumers regarding halal food. These researches highlight the necessity of incorporating religious and social norms into consumer behavior models, as these elements substantially affect halal-related decision-making.

Despite a comprehensive study of halal consumer behavior, significant gaps remain in comprehending the complete array of factors that affect consumer decisions. Religion, subjective standards, and halal knowledge are important, but current research often ignores their complex relationships across demographic and cultural contexts (Wiyono *et al.*, 2022; Aslan, 2023). In Muslim-minority regions, Muslim consumers face unique challenges and effects. Few studies explore their habits.

To close these gaps, it is essential to develop frameworks that provide a more nuanced understanding of the goal-directed character of Muslim consumer behavior. Ajzen and Kruglanski (2019) expand upon the Theory of Planned Behavior (TPB) by introducing the Theory of Reasoned Goal Pursuit (TRGP), which integrates active, internal objectives that influence human behavior. Through TRGP, external social pressures and internal, goal-oriented processes shape intentions, thereby facilitating behavioral change and sustained commitment to action (Hamilton *et al.*, 2022).

This study aims to establish an extension of TRGP known as the Halal Reasoned Goal Pursuit (HRGP) framework, therefore enhancing the present research scene. This study will investigate important factors influencing Muslim consumer behavior: religious devotion, halal knowledge, health issues, the purpose of religious authority, community norms, halal assurance, and projects matching Muslim preferences. This method has the potential to provide a perceptive examination of the factors that influence the behavior of Muslim consumers, particularly in regions where the majority of the population is not Muslim and where cultural and geographical differences could generate distinct consumer behavior that is not adequately addressed. This is especially true in Muslim-minority regions.

2 Theoretical Reviews

2.1 Islam, Muslim, and Halal Concept

In the seventh century, Islam made its debut on the Arabian Peninsula. The Quran, the sacred text of Islam, contains the teachings of Muhammad. Those who adhere to the Islamic faith are known as Muslims. *Allah* is recognized as the only deity in the Muslim faith. Islam is the second most popular religion in the world. Muslims come from a wide range of racial and cultural backgrounds and are located all across the world. The two most well-known subgroups within Islam are Sunni and Shia, while there are others. Each has a unique collection of beliefs and practices that influence daily life as well as religious experiences (Asnawi *et al.*, 2018; Khan and Khan, 2019).

In the seventh century, Islam was introduced to the Arabian Peninsula for the first time. The doctrines of Muhammad are encapsulated in the Quran, regarded as the "sacred text" of Islam. These persons are designated as Muslims due to their adherence to the Islamic faith. In Islam, Allah is the singular deity recognized and venerated. Muslims practice Islam, the world's second most widespread religion. Muslims are globally scattered and originate from a varied array of racial and cultural backgrounds. In Islam, the two most prominent subgroups are the Sunni and the Shia, although numerous additional types exist. Asnawi *et al.* (2018) and Khan and Khan (2019) assert that each religion has a unique collection of doctrines and rituals that influence daily living and religious interactions.

Muslims define the word "halal" as the strict respect for food rules that are absolutely essential for moral and religious behavior. The Quran and Hadiths, which record Muhammad's words and deeds, help one to define halal. Halal rules dictate the dietary limitations Muslims follow. Halal cuisine must comply with rigorous standards for ingredients, production processes, and certification criteria. Furthermore, the term *tayyib*, which is usually used in conjunction with the phrase halal, refers to not just legality but also health, safety, and cleanliness (Al-Qaradawi, 1999; Aslan and Aslan, 2016). Halal principles serve as a comprehensive ethical framework that encompasses all aspects of life and emphasizes quality, dependability, and purity. Muslims regard the use of halal products as a religious obligation and perceive noncompliance with these criteria as a breach of Islamic duties (Bonne *et al.*, 2009; Wilson and Liu, 2010).

Muslims are well aware of the importance of halal issues in their purchasing decisions. Muslims make a commendable effort to source halal-certified goods and services to ensure compliance with their dietary requirements. Before making a purchase, they carefully examine certification labels and evaluate components, manufacturing practices, and handling techniques (Akhtar *et al.*, 2020). Recommendations from relatives, acquaintances, and spiritual leaders strongly influence decision-making. Cultural aspects, influenced by the different backgrounds within the Muslim community, might affect preferences, including particular product selections based on religious rituals (Aslan, 2023).

The rising demand for halal products has resulted in their enhanced visibility and awareness in global markets, including both Muslim-majority and Muslim-minority regions. Consequently, businesses have progressively embraced halal indicators such as "pork-free," "Muslim-owned," and "halal certification labels" to serve Muslim consumers (Akhtar *et al.*, 2020). Halal certification is essential since it guarantees consumers of the authenticity of products and services. It also appeals to non-Muslim consumers attracted by the perceived advantages of halal standards, including health, safety, environmental sustainability, and animal welfare (Teng *et al.*, 2010).

Halal products and services may be difficult to obtain in countries with a Muslim minority, even if halal standards are becoming more accepted internationally. Halal products may be inadequate and unexpected to consumers. Halal eating symbolizes a way of life consistent with Islamic values, not only a means of basic dietary compliance for Muslims. Muslims who follow halal practices show a strong spiritual commitment by absorbing and modeling the Islamic ethical principles (Yousaf and Xiuchenga, 2018).

As the tourism industry has grown, the availability of halal-certified travel services has increased significantly. The MS1500:2009 halal food standard, designed to ensure culinary authenticity, has significantly increased Muslim confidence in halal travel (Al-Shami et al., 2022; Carboni and Idrissi Janati, 2016). The offers include halal-certified hotels, restaurants, and tourist attractions (Battour and Ismail, 2016; Wardi et al., 2018). According to Mohsin et al. (2016), Muslim travelers often have a better vacation experience when many businesses collaborate to provide services that adhere to Islamic values.

2.2 Reason Goal Pursuit Framework

The Theory of Reasoned Goal Pursuit (TRGP), formulated by Ajzen and Kruglanski (2019), extends the Theory of Planned Behavior (TPB) by integrating Goal Setting Theory (GST), hence enhancing the comprehension of goal-oriented human conduct. This makes it easier to understand how people act when they are trying to reach a goal. In contrast to the TPB, the TRGP performs better when given concrete objectives. People alter their behavior in an effort to achieve these specific, quantifiable objectives. The Theory of Reasoned Goal Pursuit places less emphasis on rules, control, and outcomes than the Theory of Planned Behavior. This integration completes the model by demonstrating the impact of these concepts on intentions and the resulting outcomes (Figure 1).

In the framework of TRGP, attitudes match the ideas of goal-setting applied by GST. The benefits and drawbacks of an individual determine their drive and desire to participate in certain activities or goals. The normative points of view of TRGP set societal expectations and standards that affect conduct. Based on these ideas, a person's subjective norm significantly shapes their desire to act. The control beliefs in TRGP encompass the apparent behavioral control component of TPB. These ideas pertain to an individual's perceptions of the factors that influence their willingness to accomplish a behavior or goal, thereby shaping their intention to engage in the activity.

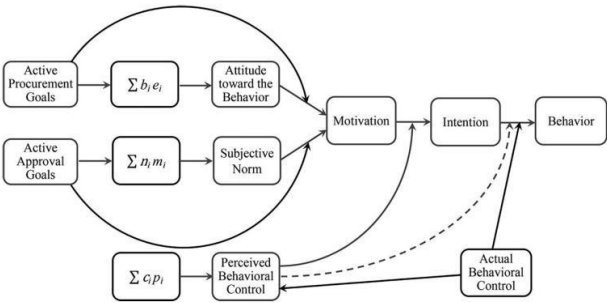


Figure 1. Theory of reasoned goal pursuit (Ajzen and Kruglanski, 2019)

According to Hamilton *et al.* (2022), TRGP is a key part of understanding and predicting social behavior. It can also help with the development of interventions that try to change negative behaviors or encourage positive ones. One of the main ideas

behind TRGP is that people's beliefs about approval objectives (the social approval they seek from their peers) and procurement objectives (the specific results they want) have a bigger effect on their motivation and behavior than their beliefs about what actions or inactions they could take. TRGP outlines two fundamental strategies for designing effective interventions. The next step is to ascertain the active objectives of the target demographic and formulate treatments that synchronize behaviors with these objectives. In the second step, we revive dormant goals that remain achievable by promoting behavioral changes that align with these objectives.

a. Active Procurement Goals and Attitudes

The TPB posits that readily accessible results and experiences influence the evaluation of attitudes toward the action. Conversely, GST primarily focuses on the outcomes and experiences that constitute the ongoing objectives deemed procurement goals by key stakeholders. Advancing robust procurement targets using theory-based goal-setting techniques may influence attitudes (Kruglanski *et al.*, 2002). We evaluate behavioral strategies that may facilitate the attainment of one or more procurement objectives when we initiate them. Consequently, attitudes toward behavioral alternatives become significant only in the context of actively pursued objectives. The effect of different behavioral beliefs on attitude reduces when people support the main active procurement targets (Hamilton *et al.*, 2022). Furthermore, they discovered that whilst some behavioral beliefs did not predict behavior indirectly via attitude, motivation, and intention, active beliefs connected to procurement aims did.

b. Active Approval Goals and Subjective Norms

Subjective norms pertain to the sociocultural conditioning that influences the decision to either engage in or refrain from a particular behavior within the TPB. Normative beliefs indicate the level of endorsement for action execution and the acceptance of the expected behavior outcome. Normative perspectives toward individuals or groups that are the focus of active endorsement efforts will influence the formation of the subjective norm. Approval goal views exhibit a stronger correlation with the subjective norm than with other normative beliefs (Hamilton *et al.*, 2022).

c. Perceived Behavioral and Behavioral Intention

The concept of perceived behavioral control represents consumers' expectations about the success of their projects to execute a task or their capacity to do the action in issue. According to Hagger *et al.* (2022), a lessened sense of control over actions lowers people's drive to reach their objectives. Research conducted by Hamilton *et al.* (2022) indicates that the interplay among an individual's motivation, purpose, and behavior remains unchanged regardless of their perceived degree of control over their actions. Another matter that may illuminate the differentiation between intention and behavior is the ambiguity surrounding individuals' motivations. Individuals may have an approach-avoidance dilemma due to a sense of obligation to act despite a lack of desire to do so. A meta-analysis summary indicates that the average purpose accounts for around 25% of behavioral variations (Ajzen and Kruglanski, 2019).

3 Discussion

3.1 Muslim Consumer Behavior

Research on Muslim consumer behavior, with a focus on halal-certified products, has recently uncovered five main areas of study: the background of halal studies, relevant theories, statistical methodologies, comparisons between Muslim and non-Muslim consumers, and the role of religiosity (Fauzi, 2023). The research primarily investigates consumer purchasing behavior concerning religion, society, and halal certification. Numerous studies indicate that religious beliefs, halal knowledge, and certification impact the purchasing decisions of halal products. Aziz and Chok (2013) demonstrated a significant association between halal certification and consumer awareness about the purchase of halal commodities. Usman *et al.* (2021) similarly discovered that both halal knowledge and religion significantly influence the tendency to purchase halal items.

Table 1 lists the research drivers of halal food consumption over the past decade. These studies from various countries and cultures reveal how religion and societal standards affect consumer behavior. Research by Firdaus et al. (2022) demonstrated that religiosity and satisfaction impact purchase decisions, particularly among Muslim customers in Indonesia and France. Furthermore, Aslan (2023) found that religious beliefs and social norms strongly influenced purchase decisions in Turkey, while Mizana and Albari (2024) found that subjective norms and religiosity positively influenced customer attitudes toward halal products.

Table 1. Presents research on the Muslim consumer behaviors

Authors/Year	Title	Methods	Findings
Aziz & Chok (2013)	The Role of Halal Awareness, Halal Certification, and Marketing Components in Determining Halal Purchase Intention Among Non-Muslims in Malaysia	This study creates an extended model of the TPB to assess halal awareness, certification, food quality, marketing promotions, and branding on purchase intentions.	The intention to purchase halal products is significantly positively correlated with halal certification; halal awareness appears to influence intentions to purchase halal products.
Ali et al. (2018)	Expanding the theory of planned behavior to predict Chinese Muslims halal meat purchase intention	The variables that influence Halal meat consumption among Chinese Muslims are examined in this study using the theory of planned behavior as a theoretical framework.	Muslim consumers who identify as low and high in religiosity rely on subjective norms as their primary source of guidance.
Mostafa (2020)	A knowledge domain visualization review of thirty years of halal food research: Themes, trends, and knowledge structure	The conceptual framework was employed in this study to analyze 290 Web of Science (WoS) core collection documents, which were written by 633 authors from 41 countries over a three-decade period (1990–2019).	Malaysia and Indonesia are the global leaders in the scientific production of halal food, which suggests that the correlation between quality and influence is uncertain.

Usman et al. (2021)	Impact of Muslim decision-making style and religiosity on intention to purchase certified halal food	The hypothesis is tested quantitatively using factor analysis and regression with interaction variables.	The intention to buy halal-certified items is rather positively influenced by halal awareness and religiosity.
Firdaus et al. (2022)	Predicting purchase behavior of Indonesian and French Muslim consumers: insights from a multi-group analysis	Using multi-group analysis (PLS-MGA) and partial least squares structural equation modeling (PLS-SEM), the model was investigated to test particular variances between sample groups.	Spirituality and satisfaction have a positive impact on the purchasing decisions of individuals in Indonesia and France that involve Halal labels.
Ghazali et al. (2022)	Restaurant choice and religious obligation in the absence of halal logo: A serial mediation model	This study employed empirical research methods to investigate the impact of tacit halal cues (THC) on consumers' attitudes toward halal food and the impact of THC on consumers' intention to dine at halal restaurants.	Tactical halal signals function as a positive mediator in the relationship between attitude toward halal and intention to patronize. The attitude toward halal and implicit halal cues function as serial mediators in the relationship between patronage intention and religious obligation.
Aslan (2023)	The influence of halal awareness, halal certificate, subjective norms, perceived behavioral control, attitude and trust on purchase intention of culinary products among Muslim costumers in Turkey	This study employs the extended theory of reasoned action (TRA) to empirically analyze the factors that influence Muslim purchasing intentions for halal culinary products.	Trust in halal-certified food is influenced by religious beliefs, subjective norms, and knowledge of the practice. However, trust, attitude, and perceived behavioral control have minimal effect.
Fachrurrozie et al. (2023)	Determinants of halal food purchase decisions for Go Food and Shopee Food users	Employed TPB, UTAUT2, and path analysis in conjunction with a survey.	Halal awareness predicts intentions, although perceived behavioral control, halal literacy, and religious commitment did not.
Mizana & Albari (2024)	The Influence of Subjective Norms and Religiosity on the Purchase Intention of Halal Products with the Mediator Variable of Consumer Attitudes	Structural equation modeling (SEM) with partial least squares (PLS) software.	Religious and subjective norms strongly impact consumer decisions.
Juliana et al. (2024)	Intention to buy halal food through the ShopeeFood application on Generation Z Muslims	Partial Least Square-Structural Equation Modeling	Business should take advantage of Gen Z's high halal food purchasing intent by being transparent and distinguishing
Suhartanto et al. (2024)	Fast, fresh, healthy and halal: a mobile food app recipe for Muslim millennial loyalty	Review of the proposed mobile loyalty model using partial least squares modeling	The study found that the mobile loyalty model that considers halal food, mobile service, perceived value, and satisfaction performs effectively.

The inability to understand the decision-making processes of Muslim customers highlights the need for a comprehensive framework that combines consumer behavior theory with Islamic law. This study aims to improve our understanding of Muslim consumer behavior by establishing a framework that is anchored in Islamic principles and consumer behavior theory.

3.2 Halal Reasoned Goal Pursuit Framework

This study presents an extension of the Theory of Reasoned Goal Pursuit (TRGP) to create a new framework for improving the understanding of Muslim consumer behavior. The TRGP, a fundamental theory for forecasting goal-directed behavior, is modified in this context to include religious beliefs, with a specific emphasis on halal consumption. The Halal Reasoned Goal Pursuit (HRGP) extension provides a whole picture of how Islamic values affect Muslim customers' purchase decisions on halal consumption.

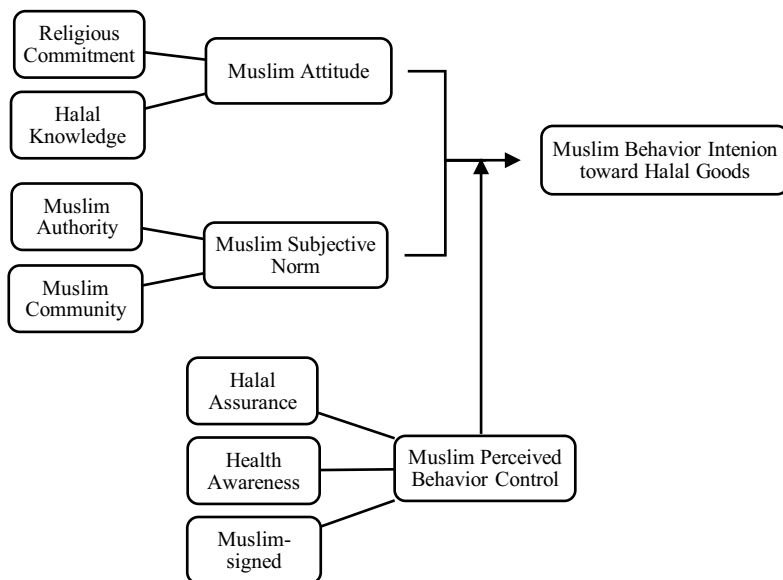


Figure 2. Illustrates the halal reasoned goal pursuit framework.

The HRGP framework adds specific elements related to halal consumption, therefore extending on the basic elements of TRGP. The significant influence of Islamic principles on the formulation of procurement and approval goals is a central aspect of HRGP. Figure 2 illustrates that these active goals are integrated within the HRGP framework, highlighting their significant impact on purchasing decisions, especially regarding halal consumption.

Active Procurement Goals in Muslim Attitude

In the food industry, the views of Muslim consumers regarding product quality, reliability, and adherence to specified standards are essential in their purchasing decisions. Attitude is essential in predicting an individual's likelihood of purchasing halal products. Attitude, defined as the inclination to favor or disfavor a specific object, profoundly affects a consumer's propensity to make a purchase. As Aslan (2023) contended that a Muslim's purchasing choice is profoundly affected by the product's adherence to Islamic principles. Furthermore, Fachrurrozie *et al.* (2023) and Wulandari *et al.* (2023) found that individuals' trust, satisfaction, and purchasing intentions were substantially influenced by their perceptions of food transportation networks. The public's impression of halal food strongly influences consumer purchasing behavior.

The concept of active procurement targets enhances comprehension of Muslim customer purchasing behavior. Active procurement goals denote explicit objectives established by customers in seeking products or services that align with specific values or standards, particularly those linked to religious or cultural convictions. Muslim consumer behavior is influenced by their alignment of their aims with religious values and dietary guidelines. The objectives highlight the proactive steps consumers take to match their purchases with their values, therefore helping one to understand the decision-making procedures about halal consumption. Focusing on these goals enables entities to figure out the motivations of Muslim consumers and the impact of their religious beliefs on choosing goods.

a. Religious commitment

Religious commitment in this study represents the level of commitment Muslim consumers demonstrate toward Islamic teachings and practices, which in turn affects their attitudes toward consumption that conforms to Islamic principles. In Islamic settings, religion is a fundamental cultural variable that shapes not only food decisions but also more general lifestyle and consumption patterns (Tieman and Hassan, 2015). As Liza and Nurul (2023) point out, religiosity acts as a moderating factor impacting the link between attitudes, subjective norms, and the propensity to purchase halal products.

Consequently, the degree of customers' religious commitment may elucidate their perspectives on halal products and their willingness to purchase them. Usman *et al.* (2024) found that religious commitment significantly affects the frequency of halal-certified food purchases. This signifies the significance of religious beliefs to Muslim clients in decision-making processes. Other studies, notably Sani *et al.* (2023), show that the intention to buy halal items could not always be directly impacted by religiosity; this emphasizes the need for a thorough knowledge of the interaction between

religiosity and several psychological and social aspects in determining consumer behavior, therefore demonstrating that even if religious devotion is a major determinant, it might not exist by itself.

b. Halal knowledge

An additional goal in procurement is to raise knowledge about halal principles, which includes understanding and acceptance of these beliefs as well as their importance in customer choices. Muslim customers conduct a detailed evaluation and selection of items based on halal certification, determining their purchase objectives (Aslan, 2023). Halal food is more likely purchased by consumers who know of halal practices. The study shows that consumers' purchase choices are much influenced by their knowledge of halal criteria. Study by Liza and Nurul (2023), Alimusa et al. (2023), and Mizana and Albari (2024) have demonstrated how knowledge of halal concepts affects the buying of halal goods.

Halal products are increasingly sought after by Muslim consumers; thus, businesses must improve awareness to meet their needs and maintain customer loyalty. Understanding Muslim consumer behavior requires an analysis of the purchasing motivations related to halal knowledge and religious devotion. Evaluating these goals helps one understand how halal product opinions and purchases of Muslim consumers are affected. This understanding of active procurement objectives allows firms and marketers to synchronize plans with the beliefs and motivations of Muslim consumers, therefore cultivating better connections and improving purchasing patterns.

Active Approval Goals in Muslim Subjective Norm

The behavior of Muslim consumers is significantly influenced by subjective factors related to the accepted societal standards of participation in or avoidance of particular activities. The criteria imply that the expectations and assessments of powerful institutions, like family, friends, and religious groups, significantly affect the way one decides what to buy. Halal standards are sometimes connected to the expectations of society among Muslim consumers, which helps to explain why subjective norms are so important in influencing behavior intentions. Research repeatedly shows that subjective standards significantly affect the reason behind the usage of food delivery services and the consumption of halal products (Maidah *et al.*, 2021; Asyrafi and Hidayat, 2023).

Juliana *et al.* (2024) showed that subjective norms positively impact the intentions of members of Generation Z to utilize meal delivery applications, highlighting the significance of social endorsement in the decision-making processes of Muslims. Individuals seek social validation by specific acts or decisions in pursuit of active approval aims, which are an expansion of subjective criteria. These goals improve consumer behavior knowledge by adding personal motivations with social forces. By society's acceptance, Muslim consumers are driven and reinforced to purchase halal in ways that are easy and consistent with their religious and cultural values. This alignment highlights how integrating personal aspirations with collective identity helps to impact consumer behavior by means of social environment.

a. Muslim authority

Halal practices' reception and endorsement can be much influenced by mosques, Islamic education, and religious leaders. These organizations give everyone who questions the safety of a specific topic insightful analysis and encouragement. The influence of religious leaders and well-known personalities on consumer decisions in the realm of online buying and boycott campaigns has especially intensified given the tremendous impact of their endorsements or criticisms (Awaludin *et al.*, 2023; Myers *et al.*, 2023). When these associations declare a good or service to be halal, customers are more likely to trust their choices. It also implies that it respects social conventions and religious beliefs. Declare a good or service halal, and it will inspire consumers more in line with religious values and social conventions and confidence in their decisions.

b. Muslim community

For many Muslim consumers, particularly with relation to halal consumption, family-related and tightly linked social networks greatly affect decision-making. Social networks enforce cultural and religious standards while also providing emotional and pragmatic support, therefore serving both purposes. Studies by Purwanto *et al.* (2021) and Fachrurrozie *et al.* (2023) investigated the effects of halal meals on families and society. Ali *et al.* (2017) found that suggestions from peers have a significant impact on Muslim students' eating decisions. These researchers underlined the importance of social networks in fostering halal behaviors.

Beyond only local social networks, acceptance of a community significantly impacts more global cultural standards and collective identities. At group events and shared meals, halal rules are sometimes underlined in order to create an environment where observing these rules is both appreciated and praised. The dynamics motivated by community participation show how the quest for social approval could raise dedication to halal activities, thus improving both personal and group commitment to Islamic values.

Muslim Perceived Behavior Control

Regarding halal consumption, Muslims' intents and actions are much influenced by perceived behavioral control. This reveals the customer's view of their ability to control and execute activities connected to the purchase of halal items. Alam and Sayuti (2011) claim that the main driver behind halal buying decisions is perceived behavioral control, thereby greatly affecting purchase intentions. According to Ali *et al.* (2017), those who believe they have control over their halal meat intake are more likely to be desiring these goods. This control spans more general settings, including halal eateries, where consumers' decisions are jointly influenced by perceived control and intention elements (Wulandari *et al.*, 2023). Juliana *et al.* (2024) highlighted that for Generation Z Muslims, perceived behavioral control, in conjunction with subjective norms, significantly influences intentions to purchase halal food through applications, emphasizing its importance in contemporary consumption contexts.

The concept of perceived behavioral control within the halal context is augmented by elements including halal assurance, health awareness, and Muslim-signed environments, which collectively bolster consumers' confidence and capacity for informed decision-making.

a. Halal Assurance

Halal assurance is total adherence to Islamic food regulations, honest sourcing processes, and certification from reputable bodies combined with extensive measures meant to assure correct conformity with halal requirements. Since they provide a basis of dependability and openness for Muslim consumers, the implementation of these guarantees is quite important in building consumer trust and greatly enhancing perceived behavioral control.

Cahyani and Sumadi (2023) illustrated that halal assurance exerts a favorable influence on the attitudes and purchase intentions of Muslim consumers, highlighting its significance in the dynamics of consumer behavior. In a similar vein, Aslan (2023) highlighted that a strong halal assurance enhances consumer confidence in their food selections, thereby directly impacting their perception of control over purchasing decisions. Consumers feel more competent and empowered to make informed and suitable decisions when they trust halal certification procedures, which improves their perceived behavioral control and promotes consistent and confident purchasing. The importance of halal assurance in integrating religious beliefs with consumer trust strengthens halal market purchasing intentions.

b. Health Assurance

Knowledge of health influences Muslim food choices because it combines halal and *thoyyib*, which encourage acceptability and quality respectively. In addition to religious criteria, Halal considers sanitation, safety, and nutrition. The elements listed above have a significant impact on consumer behavior and mood. The Quran defines food as halal or *thoyyib*, which means it is safe for human consumption and devoid of health concerns. Aslan (2023) argues that enhancing understanding of the relevance of health habits necessitates the use of high-quality and safe food products. Furthermore, Asyraf and Hidayat (2023) also claim that knowledge of health corresponds with behavioral control. Halal certification appeals to Muslims as a cleanliness and health improvement tool. When people know that halal food respects their religious standards and improves their health, they have much more confidence in their choices on what to buy.

c. Muslim-signed

The presence of environments conducive to Muslim practices greatly affects consumers' sense of authority by offering both tangible and intangible indicators that affirm the halal designation of consumption. In instances where clear halal logos are not present, consumers depend on hidden indicators such as the appearance of service staff, the atmosphere of the restaurant, and its geographical location to assess adherence to halal principles (Khan and Khan, 2019; Ghazali *et al.*, 2022). Identified as traits fit for Muslim preferences, the cues fall into both physical (tangible) and non-physical (intangible) dimensions (Akhtar *et al.*, 2020; Sodawan and Hsu, 2022).

Physical features such as prayer rooms and places without booze make Muslim consumers feel directly at ease (Battour and Ismail, 2016; Jeaheng *et al.*, 2019). Intangibles such as conservative employees and entertainment with Islamic themes contribute to a more tolerant and fitting workplace (Eid and El-Gohary, 2015; Jeaheng

et al., 2020). Giving Muslim clients these things not only fit their demands but also makes them feel more in control of their behavior by making halal options appear more rational and trustworthy.

4 Conclusion

This study introduces the Halal Reasoned Goal Pursuit (HRGP) framework, which builds upon the Theory of Reasoned Goal Pursuit (TRGP) to offer an in-depth examination of the behaviors of Muslim consumers, particularly in relation to halal food consumption. The interaction of key factors, including religious commitment, knowledge of halal practices, health consequences, and social effects, offers a thorough insight into how goal-oriented behavior influences purchasing decisions among Muslim consumers. The HRGP framework indicates that Muslim consumers are affected by prevailing societal norms and the endorsement of religious authorities and organizations, alongside their individual religious convictions.

5 Contribution

5.1 Theoretical and Practical Implication

This study presents the Halal Reasoned Goal Pursuit (HRGP) framework, which builds upon the Theory of Reasoned Goal Pursuit (TRGP) to improve comprehension of Muslim consumers' behaviors related to halal consumption. This approach highlights considerable gaps in previous research on religious adherence, halal knowledge, health, and the role of religious authority. Additional research is needed to examine the development of halal certification and subjective standards over time, as well as any intergroup variation within Muslim communities. This is especially important in cases where the majority of the population is non-Muslim (Wiyono *et al.*, 2022; Aslan, 2023).

Stressing the dynamic influence of religious and cultural aspects on purchase decisions, the HRGP paradigm enhances understanding of goal-oriented behaviors (Ajzen and Kruglanski, 2019). This approach offers vital fresh ideas for businesses and lawmakers in Muslim-majority and Muslim-minority regions that enable them to produce goods more closely in line with the complex motivations of Muslim consumers. Halal certification and health awareness underscore the significance of quality and safety in influencing customer confidence and behavior (Aziz *et al.*, 2023; Alimusa *et al.*, 2023).

5.2 Limitation and Future Study

To evaluate whether the Halal Reasoned Goal Pursuit (HRGP) approach is practical and effective, it must be empirically validated. Second, while the HRGP paradigm is built on solid theories, cultural differences and regional religious customs may limit its applicability. Further research may investigate the model's adaptability and usefulness across diverse religious and cultural situations. This study investigates critical factors,

such as religious commitment, health considerations, and halal knowledge; however, it may not provide a comprehensive analysis of other external influences, such as economic constraints or regulatory changes, that could significantly influence consumer decisions. Subsequent research could examine these supplementary aspects to yield a more comprehensive picture of Muslim consumer behavior.

Disclosure of Interests

The authors declare that there were no commercial or financial relationships that could be perceived as a potential conflict of interest throughout this work.

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