







Beyond Compliance: Factors Influencing Consumer Trust in Halal Assurance

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Abstract. This study examines the key factors influencing consumer trust in Halal assurance, which is critical for the credibility and sustainability of the global Halal industry. A structured quantitative survey was conducted among consumers at Universiti Poly-Tech Malaysia (UPTM), yielding 188 valid responses after data screening. Using SPSS version 29, the study analyses the relationships between consumer awareness, religious beliefs, brand perception, company reputation, and consumer trust, grounded in the Theory of Planned Behaviour (TPB). The findings indicate that religious beliefs, consumer awareness, and brand perception significantly influence consumer trust in Halal assurance, while company reputation shows a positive but non-significant effect when these factors are considered simultaneously. The results further reveal moderate levels of consumer awareness and heightened concern regarding counterfeit Halal logos. These findings highlight the importance of transparency, effective communication, and robust enforcement mechanisms in strengthening consumer confidence in Halal assurance systems. Overall, this study contributes to the behavioural literature on Halal assurance and offers practical insights for policymakers, certification authorities, and industry stakeholders seeking to enhance trust and governance within the Halal ecosystem.

Keywords: Halal Assurance, Consumer Awareness, Religious Beliefs, Brand Perception, Company Reputation, Consumer Trust.

1 Introduction

The expansion of Halal markets is closely associated with the growth of the global Muslim population and the increasing demand for ethically produced products. Halal assurance has transcended mere religious observance, evolving into a significant indicator of quality, hygiene, and ethical production, thereby appealing to both Muslim and non-Muslim consumers alike. However, the integrity of Halal assurance systems

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faces challenges due to structural and regulatory deficiencies. Inconsistencies in certification procedures, limited monitoring, and insufficient transparency across certifying bodies have contributed to consumer hesitation and declining confidence in Halal certification processes (Hamzah et al., 2024).

Consumer trust in Halal assurance extends beyond the mere presence of a Halal logo. It reflects consumers' understanding of certification mechanisms, institutional accountability, and the ethical and spiritual values embedded in Halal production (Nazri et al., 2025). Higher levels of awareness regarding Halal standards and regulatory practices enable consumers to better assess the credibility of certification claims, leading to stronger perceptions of product legitimacy, fairness, and quality. Conversely, limited awareness increases vulnerability to misinformation, counterfeit logos, and misleading claims, thereby weakening trust in Halal assurance systems.

High compliance costs, procedural complexity, and inconsistent enforcement discourage some firms from obtaining or maintaining Halal certification (Zainuddin et al., 2024). Moreover, the absence of harmonised standards across Halal authorities complicates consumer evaluation of certification credibility and heightens reputational risks for both individual firms and the wider Halal industry (Hamzah et al., 2024). These institutional gaps underscore the importance of trust as a stabilising mechanism within the Halal assurance ecosystem.

In this context, the reputation of a company and the perception of its brand serve as crucial external signals that influence consumer trust. Firms that exhibit ethical transparency, adhere consistently to compliance requirements, and uphold Halal principles are more likely to foster consumer confidence and cultivate long-term loyalty. Conversely, practices such as mislabeling, inadequate governance, and conflicts of interest have the potential to undermine brand perception and erode trust, impacting not only individual organisations but also the overarching Halal assurance framework. Consequently, the formation of trust within Halal assurance is shaped by both consumer-level behavioral factors and organisational-level institutional signals.

In light of the aforementioned context, the current study empirically investigates the collective impact of religious beliefs, consumer awareness, brand perception, and company reputation on consumer trust in Halal assurance. Anchored in the Theory of Planned Behaviour (TPB), this research adopts a comprehensive approach to elucidate how cognitive, normative, and evaluative factors interact to influence trust-related judgments in Halal consumption. Although previous studies have addressed these constructs individually, there is a scarcity of empirical evidence demonstrating their combined effects on consumer trust, particularly within the Malaysian higher education consumer landscape.

Accordingly, this study seeks to provide evidence-based insights that can inform policymakers, certification authorities, and industry stakeholders in strengthening transparency, harmonising assurance practices, and promoting informed consumer decision-making within the Halal ecosystem. The study addresses the following research questions:

- a. How is consumer trust in Halal assurance associated with religious beliefs?
- b. How significantly does consumer awareness shape consumer trust in Halal assurance?

- c. How do brand perception and company reputation influence consumer trust in Halal assurance?

2 Literature Review

The global halal sector continues to experience substantial growth, with market projections exceeding USD 3 trillion (Al-Mutairi & Khan, 2024; Latif et al., 2023). The expansion of the halal market can be attributed not only to demographic trends and increasing purchasing power but also to a growing cross-cultural interest in halal assurance as a symbol of hygiene, ethical production, and quality. Halal assurance now resonates with both Muslim and non-Muslim consumers. However, ongoing challenges, such as inconsistent enforcement, deceptive labeling, and limited transparency, continue to undermine consumer trust in halal assurance systems (Ramlan et al., 2024).

Existing research suggests that consumer trust in halal assurance is shaped by multiple interrelated dimensions, particularly religious beliefs, consumer awareness, brand perception, and company reputation. Trust in this context does not emerge from a single factor but from the interaction between faith-based conviction, informational literacy, and institutional credibility. However, much of the existing literature has examined these constructs in isolation, resulting in a fragmented understanding of how they collectively influence consumer trust in halal assurance. Recent studies have therefore called for more integrated analytical frameworks to capture the multidimensional nature of trust formation (Hussain et al., 2024).

As both a religious obligation and a signal of ethical integrity, halal assurance represents the convergence of Islamic principles and modern business practices. Beyond ensuring compliance with religious requirements, halal assurance enhances brand credibility and strengthens consumer confidence in product quality and ethical governance (Badjamal et al., 2025). Nevertheless, small and medium-sized enterprises (SMEs) frequently face barriers such as high certification costs, administrative complexity, and inconsistent enforcement, which can negatively affect company reputation and weaken consumer confidence (Al-Khalifa et al., 2023; Rosman et al., 2025).

In Malaysia, the Department of Islamic Development Malaysia (JAKIM) plays a central role in safeguarding the credibility of halal assurance. Prior studies have highlighted challenges related to procedural delays, limited transparency, and inconsistent monitoring, all of which undermine public trust in certification systems (Anwar & Husen, 2024). Addressing these challenges requires continuous institutional innovation, competent governance structures, and effective regulatory oversight (Syed Ismail al-Qudsy et al., 2025). While institutional reliability provides the foundation for halal assurance, consumer awareness ultimately shapes how assurance credibility is perceived and evaluated. Similar dynamics have been observed in other faith-based governance contexts, such as waqf management, where ethical leadership and transparent governance are critical to sustaining community trust (Daud et al., 2023).

Contemporary Muslim consumers exhibit increasing awareness of halal assurance processes and demonstrate more active engagement in evaluating product ingredients, production methods, and the credibility of certifying authorities (Julpa & Napitu, 2023). This heightened awareness underscores the importance of halal logos and certification cues as determinants of purchase intention (Bashir, 2019). Empirical evidence consistently shows that higher levels of consumer awareness are associated with stronger trust and greater confidence in halal assurance systems, highlighting the need for transparent communication and ongoing consumer education initiatives (Razali et al., 2025).

Religious beliefs further function as a moral and psychological driver, influencing consumer perceptions of halal assurance. Individuals with higher levels of religiosity tend to attach greater spiritual significance to compliance and are more likely to critically assess assurance mechanisms (Hussain et al., 2024). This strengthens consumer trust and reinforces collective confidence in halal institutions (Anwar & Husen, 2024). In parallel, company reputation plays a crucial role in trust formation. Firms that demonstrate ethical transparency and consistent adherence to halal principles are more likely to foster enduring trust and positive brand perception (Haron et al., 2022). Conversely, reputational failures such as misrepresentation or non-compliance can significantly undermine both brand credibility and institutional trust (Kaur et al., 2024).

Theoretical frameworks derived from the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB) offer significant insights into the interplay of behavioral, normative, and institutional factors that collectively influence consumer trust in halal assurance (Hong et al., 2024; Saad & Musa, 2022). These theories highlight the significance of attitudes, social norms, perceived behavioral control, and contextual credibility in influencing trust-related evaluations and behavioral intentions.

Building upon these insights, this study seeks to integrate elements such as religious beliefs, consumer awareness, brand perception, and company reputation into a comprehensive analytical framework. The aim is to examine how behavioral, sociocultural, and institutional factors interact to influence consumer trust in Halal assurance. By adopting a holistic perspective grounded in established behavioral theory, this research endeavors to address existing gaps and enhance the understanding of the dynamics of trust within Halal assurance systems.

3 Theory of Planned Behaviour

This study adopts the Theory of Planned Behaviour (TPB) as its primary theoretical foundation to examine the determinants of consumer trust in Halal assurance. TPB posits that human behaviour is guided by behavioural intentions, which are shaped by attitudes toward the behaviour, subjective norms, and perceived behavioural control. Building on the Theory of Reasoned Action (TRA), TPB incorporates perceived behavioural control to account for both internal capabilities and external factors that can either support or obstruct the conversion of intentions into real actions.

In the realm of Halal assurance, the TPB provides a comprehensive framework for examining how consumers develop trust-related evaluations in contexts characterized by regulatory complexity, information asymmetry, and significant moral implications. Trust in Halal assurance is not solely a function of product attributes but emerges from consumers' evaluations of assurance credibility, social and religious expectations, and their perceived ability to assess compliance. As such, TPB is well-suited to capturing the interplay between cognitive evaluations, normative influences, and perceived control that contribute to consumer trust and behavioural commitment toward Halal-compliant practices and products.

In this study, consumer trust in Halal assurance is conceptualised as the focal outcome variable and is influenced by four key explanatory constructs: consumer awareness, religious beliefs, brand perception, and company reputation. Consumer awareness reflects consumers' informational capacity and perceived control in evaluating Halal compliance, enabling them to distinguish credible certification from misleading claims. Religious beliefs represent normative and moral influences that shape attitudes toward Halal consumption and reinforce faith-based expectations of compliance. Brand perception and company reputation function as external evaluative cues that inform consumers' attitudes toward the credibility, integrity, and ethical standing of Halal-certified products and firms.

By incorporating these constructs within the framework of the TPB, this study clarifies how behavioral, social, and institutional factors interact to either enhance or diminish consumer trust in Halal assurance systems. This theoretical integration extends the application of TPB beyond intention-based consumption models by positioning trust as a central evaluative outcome shaped by both internal belief systems and external assurance signals. Accordingly, TPB provides a comprehensive and coherent theoretical basis for explaining how consumers enhance confidence in the legitimacy and reliability of Halal assurance mechanisms within contemporary and increasingly complex market environments.

4 Methodology

4.1 Research Design

This study employs a quantitative research design to investigate the factors that affect consumer trust in Halal assurance. A survey-based methodology has been utilized, as it facilitates systematic measurement of consumer perceptions, beliefs, and evaluations, while also enabling statistical analysis of the relationships among the variables under examination.

4.2 Population and Sample

The target population consists of consumers who buy Halal-certified products. To achieve a broad and meaningful representation, respondents were selected from a variety of demographic and socioeconomic backgrounds, encompassing differences in

age, education levels, and consumption behaviors. This diversity enhances the validity of the findings and contributes to a comprehensive understanding of the factors influencing consumer trust in Halal certification.

The unit of analysis is the individual consumer aged between 18 and 60 years who resides in the Klang Valley and surrounding areas and regularly consumes Halal-assured products. The Klang Valley was chosen for this study due to its significant population density, robust purchasing power, and diverse consumer demographics. These factors render it an optimal setting for investigating Halal consumption behavior. Consumers in this region are also more exposed to Halal certification information and a wide variety of Halal products, increasing the relevance of the study context.

A total of 200 respondents were recruited using convenience sampling in and around Universiti Poly-Tech Malaysia (UPTM). This method was chosen because it was accessible and practical. It also made it easier to reach active Halal consumers who are familiar with Halal certification and the purchasing decisions that follow. The sample size aligns with previous consumer behavior studies, which recommend a sample size of 200 to 500 respondents for reliable statistical analysis (*Malhotra, 2010*). Therefore, having 200 respondents is enough to meet this study's goals and allows for strong inferential analysis. This number also meets the minimum needed for multiple regression analysis with four predictors, ensuring enough statistical power and stable results.

4.3 Data Collection Procedure

Data were collected using a structured, self-administered questionnaire distributed through both online and face-to-face modes. Online distribution was facilitated via QR codes and web-based survey links, while face-to-face administration was conducted in areas surrounding UPTM. The combination of these approaches enhanced accessibility and participation while reducing potential bias associated with reliance on a single data collection method. Participation in the study was voluntary, and respondents received a thorough explanation of the study's purpose before completing the questionnaire. All responses were treated as confidential and analysed in aggregate form.

4.4 Measurement Instrument

The questionnaire was designed to measure five key constructs related to consumer trust in Halal assurance: religious beliefs, consumer awareness, brand perception, company reputation, and consumer trust. All measurement items were derived from established and validated instruments referenced in previous research, ensuring both content validity and conceptual consistency. Responses were measured using a five-point Likert scale ranging from 1 ("strongly disagree") to 5 ("strongly agree"). The use of structured, closed-ended items facilitated response uniformity and systematic quantitative analysis.

Table 1: Study items and the sources

Construct and source	Number of items	Study items
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Religiosity (<i>Divianjella et al., 2020</i>)	5	<ul style="list-style-type: none"> ▪ I pray 5 times a day ▪ I fasting in the month of Ramadan ▪ I participate in religious talks at the mosque ▪ I always read the Koran ▪ I watch religious programs on TV
Consumer Awareness (<i>Jaiyeoba et al., 2020</i>)	5	<ul style="list-style-type: none"> ▪ I am look out the halal information on the product before purchase ▪ I am aware the product used halal ingredient ▪ I know which product is Non-Halal ▪ I well-known on halal labels and status ▪ I am update with the latest news related to Halal
Brand Perception (<i>Wang et al., 2021</i>)	5	<ul style="list-style-type: none"> ▪ The brand has a positive image ▪ The brand has a special characteristic ▪ The brand has a high quality ▪ The product brand is made carefully ▪ The brand has a good reputation
Company Reputation (<i>Wang et al., 2021</i>)	5	<ul style="list-style-type: none"> ▪ This company has a good reputation. ▪ The company is the customer first choice ▪ The company is credible and reliable ▪ The company is well-known in ethical manner ▪ The company reputation influences the customer trust
Consumer Trust (<i>Omar et al., 2017</i>)	5	<ul style="list-style-type: none"> ▪ I believe the products deliver quality as promised ▪ I believe the product provides genuine information ▪ The product is trusted in dealing with quality ▪ I know the product is genuine on matters relate to Halal ▪ I trust the product is keeping customer best interest

All items were measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

4.5 Measurement of Variables

Religious beliefs were measured using five items adapted from *Divianjella et al. (2020)*, reflecting respondents' religious practices and engagement. Consumer awareness was assessed using five items capturing respondents' knowledge of Halal ingredients, certification labels, and Halal-related information. Brand perception and company reputation were each measured using five items adapted from established branding and corporate credibility literature (*Wahid et al., 2024*), focusing on

perceptions of quality, reliability, ethical conduct, and organisational trustworthiness. Consumer trust was measured using five items adapted from prior trust-related studies (*Omar et al., 2017*), reflecting respondents' confidence in product credibility, reliability, and compliance with Halal requirements.

The selection of consumer awareness, religious beliefs, brand perception, and company reputation as the core explanatory variables was guided by the Theory of Planned Behaviour (TPB) and supported by prior empirical research identifying these constructs as central cognitive, normative, and evaluative drivers of trust-related behaviour in Halal consumption. Together, these variables capture both internal belief systems and external assurance cues, enabling a comprehensive assessment of consumer trust formation within Halal assurance systems.

5 Data Analysis and Findings

Responses from 200 participants were compiled and analysed using IBM SPSS Statistics version 29 to examine the relationships among consumer awareness, company reputation, religious beliefs, brand perception, and consumer trust in Halal assurance. The analysis was conducted in three stages: descriptive statistics, correlation analysis, and multiple regression analysis.

5.1 Descriptive Statistics

Descriptive statistics were generated to summarise the central tendency and dispersion of the study variables. Table 2 presents the mean scores, standard deviations, and observed ranges for each construct.

Table 2: Descriptive Statistics of Key Study Variables

Variable	Mean	Standard Deviation	Minimum Value	Maximum Value
Consumer Awareness	3.2234	0.83456	1.20	5.00
Company Reputation	3.1840	0.63512	1.80	5.00
Religious Beliefs	3.2539	0.5957	1.00	5.00
Brand Perception	3.2605	0.5562	1.50	5.00
Consumer Trust	3.3605	0.5992	1.00	5.00

The mean scores ranged from 3.18 to 3.36 on a five-point Likert scale. Consumer trust recorded the highest mean score ($M = 3.36$, $SD = 0.60$), followed by brand perception ($M = 3.26$, $SD = 0.56$) and religious beliefs ($M = 3.25$, $SD = 0.60$). Company reputation recorded the lowest mean score ($M = 3.18$, $SD = 0.64$). Consumer awareness showed the greatest variability ($SD = 0.83$), indicating differing levels of awareness among respondents regarding Halal assurance.

5.2 Correlation Analysis

Pearson correlation analysis was conducted to examine the bivariate relationships among the study variables. The correlation matrix is presented in Table 3.

Table 3: Correlation Matrix of Study Constructs

Variable	Brand Perception	Religious Beliefs	Consumer Trust	Company Reputation	Consumer Awareness
Brand Perception	1	0.465**	0.508**	0.430**	0.491**
Religious Beliefs	0.465**	1	0.559**	0.382**	0.528**
Consumer Trust	0.508**	0.559**	1	0.406**	0.546**
Company Reputation	0.430**	0.382**	0.406**	1	0.365**
Consumer Awareness	0.491**	0.582**	0.456**	0.365**	1

All variables were positively and significantly correlated at the 0.01 level. Consumer trust exhibited the strongest correlation with religious beliefs ($r = 0.559$), followed by brand perception ($r = 0.508$), consumer awareness ($r = 0.456$), and company reputation ($r = 0.406$).

5.3 Multiple Regression Analysis

Multiple regression analysis was performed to assess the extent to which religious beliefs, consumer awareness, brand perception, and company reputation predict consumer trust in Halal assurance. The overall regression model was statistically significant ($F = 34.27$, $p < 0.001$), indicating that the set of predictors explains a substantial proportion of variance in consumer trust.

The model yielded an R^2 value of 0.497, suggesting that 49.7% of the variance in consumer trust in Halal assurance is explained by the four independent variables. The adjusted R^2 value of 0.486 further confirms the robustness of the model after accounting for sample size and number of predictors.

Table 4: Multiple Regression Results for Consumer Trust

Variable	Unstandardized Coefficients (B)	Standard Error	Standardized Coefficients (Beta)	t-statistic	p-value
(Constant)	0.497	0.255	-	1.949	0.053
Consumer Awareness	0.229	0.069	0.237	3.323	0.001
Brand Perception	0.227	0.073	0.210	3.109	0.002
Religious Beliefs	0.278	0.071	0.276	3.904	0.000
Company Reputation	0.145	0.074	0.124	1.965	0.051

The regression results indicate that religious beliefs ($\beta = 0.276$, $p < 0.001$), consumer awareness ($\beta = 0.237$, $p = 0.001$), and brand perception ($\beta = 0.210$, $p = 0.002$) significantly predict consumer trust in Halal assurance. Company reputation showed a positive but statistically non-significant effect ($\beta = 0.124$, $p = 0.051$) when the other predictors were included in the model.

6 Discussion

This study examined the factors influencing consumer trust in Halal assurance by integrating consumer awareness, religious beliefs, brand perception, and company reputation within the Theory of Planned Behaviour (TPB). The findings provide empirical support for the role of behavioural and normative factors in shaping trust in Halal assurance systems, while also offering insight into the evolving relevance of institutional cues in contemporary Halal markets.

The Halal assurance mark functions as a distinctive symbol affirming a product's adherence to halal-toyyiban principles and compliance with established Halal standards under recognised authorities, notably JAKIM. Beyond its regulatory purpose, the assurance mark embodies values of purity, integrity, and faith-driven consumption, serving as a visible indicator of trust for Muslim consumers. Displayed across both food and non-food products, the Halal mark operates as a credibility signal that reassures consumers of a product's Halal integrity (*Khamwon, 2019; Quoquab et al., 2019*).

The findings indicate that religious beliefs, consumer awareness, and brand perception serve as significant determinants of consumer trust in Halal assurance,

collectively explaining nearly half of the variance in trust. In contrast, company reputation does not demonstrate a statistically significant independent effect when these factors are assessed concurrently. This pattern suggests that trust in Halal assurance is shaped more strongly by internalised values, informed cognitive evaluation, and brand-level signals than by perceptions of corporate reputation alone. These results extend earlier research on Halal-related trust and consumption decisions (*Jaiyeoba et al., 2020; Quoquab et al., 2019*).

Religious beliefs emerged as the strongest predictor of consumer trust, reinforcing TPB's emphasis on the role of attitudes and normative beliefs in guiding evaluative judgments. For Muslim consumers, Halal consumption represents not only a functional purchasing choice but also a moral and spiritual obligation. Individuals with stronger religious commitment are therefore more inclined to trust Halal assurance mechanisms that align with faith-based principles and ethical standards. This finding is consistent with religious commitment theory and aligns with prior studies showing that consumers guided by religious conviction are more attentive to Halal assurance indicators and exhibit higher confidence in verified products (*Khamwon, 2019; Wahid et al., 2024*).

Consumer awareness was also identified as a significant determinant of trust, supporting earlier research that highlights a shift from passive reliance on Halal logos toward more informed and evaluative consumption behaviour. Consumers who are knowledgeable about certification procedures, regulatory authorities, and compliance mechanisms are better equipped to assess the credibility of Halal assurance and to distinguish legitimate certification from misleading or superficial claims. This underscores the importance of transparency, effective communication, and sustained consumer education in maintaining trust within Halal assurance systems.

Brand perception further demonstrated a meaningful influence on consumer trust. Brands that consistently communicate their adherence to Halal principles, uphold ethical values, and prioritise transparency are more likely to cultivate trust and foster long-term loyalty. In this context, Halal branding functions not merely as a certification label but as a symbolic signal of integrity, consistency, and ethical commitment. Positive brand perception bridges institutional assurance with consumer experience, reinforcing trust through repeated and credible brand behaviour.

Interestingly, company reputation did not emerge as a statistically significant predictor of consumer trust in the multivariate model, despite its positive bivariate association with trust. This suggests that reputation alone, without transparent and verifiable assurance practices, is insufficient to sustain consumer confidence. In the current digital environment, consumers increasingly prioritise certification clarity, traceability, and third-party validation over corporate image or legacy reputation (*Khamwon, 2019*). As such, firms are required to integrate visible assurance mechanisms and consumer-facing verification systems to maintain credibility within the evolving Halal assurance landscape.

From a theoretical perspective, these findings extend the application of TPB by demonstrating that trust in Halal assurance is driven primarily by attitudinal and normative factors, particularly religious beliefs and consumer awareness, rather than by institutional reputation. This underscores the importance of incorporating moral and cognitive dimensions more explicitly into behavioural models of Halal consumption, especially in faith-sensitive contexts.

From a practical standpoint, the findings suggest that policymakers and certification authorities should prioritise consumer education initiatives, standardised communication strategies, and transparent certification processes to strengthen public trust in Halal assurance. For industry players, investments in ethical branding, clear Halal narratives, and consumer-facing verification mechanisms may be more effective in building trust than reliance on corporate reputation alone. Strengthening enforcement mechanisms, harmonising standards, and enhancing supply-chain traceability may further reduce misinformation and reinforce confidence within the Halal assurance ecosystem.

7 Conclusion

The rapid expansion of the global Halal economy underscores the importance of understanding the factors that shape consumer trust in Halal assurance. This study demonstrates that religious beliefs, consumer awareness, and brand perception play central roles in fostering trust, while company reputation, although relevant, does not exert an independent influence on trust when evaluated alongside these other factors.

The results highlight the importance of informed and value-driven consumption in sustaining trust within Halal assurance systems. Trust is strengthened when consumers possess adequate knowledge, when assurance mechanisms are transparent and verifiable, and when brands consistently demonstrate ethical commitment and compliance. While Malaysia continues to play a leading role in Halal assurance, variations in regulatory frameworks and assurance practices across jurisdictions present ongoing challenges to global consumer confidence.

Overall, strengthening Halal assurance requires more than regulatory compliance alone. It requires the cultivation of informed, faith-conscious consumers, supported by transparent governance, ethical branding, and effective communication. By aligning behavioural insights with institutional practices, stakeholders can reinforce the credibility and sustainability of the global Halal ecosystem. Future research may further explore how emerging technologies and cross-border standardisation initiatives can enhance trust and resilience within Halal assurance systems.

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