DETERMINANTS OF MUSLIM CONSUMERS' PURCHASE INTENTIONS TOWARD HALAL FOOD FROM NON-MUSLIM PRODUCERS: A SYSTEMATIC REVIEW

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Abstract
This study conducts a systematic literature review to explore the key factors influencing Muslim consumers' purchase intentions toward halal food products manufactured by non-Muslim producers. A total of 42 empirical articles published between 2012 and 2024 were selected using PRISMA guidelines, drawn from databases such as Scopus, Web of Science, Emerald Insight, and ScienceDirect. Thematic analysis reveals five dominant factors: (1) perceptions of halalness and certification, (2) halal awareness and religiosity, (3) marketing strategies and brand image, (4) consumer trust in non-Muslim producers, and (5) socio-demographic variables as moderating elements. Findings show that while religiosity and halal awareness significantly shape intentions, trust in certification bodies and production transparency are critical in mitigating skepticism toward non-Muslim producers. Theoretically, this review extends the Theory of Planned Behavior by integrating context-specific variables, such as trust and religiosity, in the context of halal consumption. Practically, it offers strategic insights for non-Muslim companies entering the halal market, emphasizing the importance of segmentation, transparent communication, and collaboration with local Islamic institutions. Limitations and future research directions are also discussed, including the need for cross-cultural comparisons and longitudinal studies.

Keywords: halal food, purchase intention, Muslim consumers, non-Muslim producers

Introduction

The global halal product market share has experienced significant growth in the last decade, with projections reaching a value of USD 2.8 trillion by 2025 (Reuters, 2020). In Indonesia as a country with the largest Muslim population in the world, the halal food market is estimated to be worth up to USD 170 billion by 2023 (Adinugraha, Hendri H., 2022). This significant growth has not only attracted the interest of Muslim producers but also non-Muslim producers who see great potential in the halal market segment (Tieman, 2020). An interesting phenomenon arises when Muslim consumers are faced with the choice of halal food products produced by non-Muslim producers, creating a unique dynamic in purchasing decisions.

The halalness of a product is an absolute requirement for Muslim consumers. However, when non-Muslim companies produce halal products, additional considerations come into play in the consumer decision-making process. Several previous studies have indicated consumer skepticism towards the halalness of products produced by non-Muslim producers.(Bashir, 2019); (Nurhayati & Hendar, 2020). On the other hand, the existence of halal certification from a trusted institution is often a bridge that mitigates these doubts (Zulfakar et al., 2018).

Halal is a term in Islam that means "permissible" or "legal according to Islamic law" (Wilson & Liu, 2010). In the context of food, halal refers to products that meet the requirements set out in Islamic law (the Quran and Hadith). For Muslim consumers, consuming halal food is not just a choice but a religious obligation (Bonne & Verbeke, 2008). The Koran explicitly states in Surah Al-Baqarah verse 168: " *Hi people, eat what is halal and good from what is on earth, and do not follow the steps of the devil; for indeed the devil is a real enemy for you.*"

The halalness of a food product covers the entire value chain, from raw materials, production methods, storage, transportation, to serving (Tieman et al., 2012). This aspect extends beyond the product's content to encompass the manufacturing process, hygiene, and other ethical considerations. For example, meat must come from animals slaughtered according to Islamic law, and the product must not contain or come into contact with haram ingredients such as pork or alcohol (Ambali & Bakar, 2014).

The global halal market has experienced exponential growth, with a projected value of USD 2.8 trillion by 2025 (Reuters, 2020). This growth is driven by the increasing global Muslim population, increasing purchasing power of Muslim consumers, and increasing awareness of halal products among non-Muslims who consider it a healthier and more ethical option (Izberk-Bilgin & Nakata, 2016).

Seeing the huge market potential, many non-Muslim multinational companies such as Nestlé, Unilever, and McDonald's have invested significantly to obtain halal certification and align their

products with halal standards (Fischer, 2016). Nestlé, for example, has more than 150 halal-certified factories worldwide, making it one of the largest players in the halal food industry despite being from Switzerland, which is not a Muslim-majority country.

The penetration of non-Muslim producers into the halal market creates unique dynamics in the perception of Muslim consumers. On the one hand, the existence of halal certification is a formal guarantee of the halalness of the product. On the other hand, there are consumer doubts, especially related to the integrity and consistency of non-Muslim producers in implementing halal standards (Bonne & Verbeke, 2008; Mukhtar & Butt, 2012). These dynamics create a complex and interesting research context.

Several consumer behavior theories have been applied in the study of the purchase intention of halal products. Theory of Planned Behavior (TPB) by Ajzen (1991) it is the dominant theoretical framework used in various studies (Shah Alam & Mohamed Sayuti, 2011; Mukhtar & Butt, 2012). TPB identifies three main determinants of behavioral intention: attitude toward the behavior, subjective norms, and perceived behavioral control.

In the context of halal food, attitude toward behavior is related to consumers' positive or negative evaluation of halal product consumption. Subjective norms reflect social and family influences in the decision to consume halal products. Meanwhile, perceived behavioral control includes individual perceptions of the ease or difficulty in obtaining and consuming halal products (Shah Alam & Mohamed Sayuti, 2011).

In addition to TPB, some researchers have adopted other theoretical frameworks such as the Theory of Reasoned Action (TRA) (Lada et al., 2009) and the Technology Acceptance Model (TAM) modified for the halal context (Jamal & Sharifuddin, 2015). Recently, several studies have integrated the religiosity aspect as an additional construct in the consumer behavior model for halal products (Mukhtar & Butt, 2012; Nurhayati & Hendar, 2020).

Religiosity, defined as the extent to which an individual is committed to his/her religion and its teachings (Johnson et al., 2001) has been identified as a significant predictor of halal product purchasing. Mukhtar & Butt (2012) found that an individual's level of religiosity influences their attitude and intention to purchase halal products. A study by Jamal & Sharifuddin (2015) confirmed that religiosity moderates the relationship between subjective norms and intention to purchase halal products.

Halal awareness is a related but distinct concept from religiosity. Halal awareness refers to consumers' understanding of the halal concept, production process, and the importance of consuming halal products. Aziz & Chok (2013) found that halal awareness positively influences the

purchase intention of halal products. A study by Bashir et al. (2019) showed that high halal awareness causes consumers to be more selective and critical of halal claims, especially from non-Muslim producers.

Although several studies examine the purchasing intentions of Muslim consumers towards halal products in general (such as Shah Alam & Mohamed Sayuti, 2011 Mukhtar & Butt, 2012), there is still a gap in the literature that specifically addresses the dynamics when halal product producers are non-Muslim entities. This gap is essential to examine, considering the increasing number of non-Muslim multinational companies entering the halal market.(Fischer, 2016)Therefore, this study aims to identify and analyze the factors that influence Muslim consumers' purchase intention towards halal food products produced by non-Muslim producers through a systematic literature review approach.

This study aims to identify the factors influencing Muslim consumers' purchase intentions toward halal products made by non-Muslim producers, establish the influence hierarchy based on existing literature, and explore the moderating effects of socio-demographic variables on these relationships. Its contributions are threefold: first, it offers a comprehensive review of current research on Muslim consumer behavior regarding halal products from non-Muslim sources; second, it highlights research gaps to guide future studies; and third, it provides practical insights for non-Muslim producers seeking to enter or expand in the halal market.

Methods

This study adopted a systematic literature review (SLR) approach by the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) guidelines developed by Moher et al. (2009). SLR is a comprehensive, transparent, and structured method for identifying, evaluating, and integrating findings from relevant studies (Tranfield et al., 2003). This approach was chosen because it can provide a systematic and objective synthesis of empirical evidence on factors influencing Muslim consumers' purchase intentions towards halal products from non-Muslim producers. This study employs the PRISMA Flowchart to illustrate the systematic process of literature selection. The diagram outlines the stages of article identification, screening, and inclusion in the literature review. The use of PRISMA enhances the transparency and reliability of the review methodology.
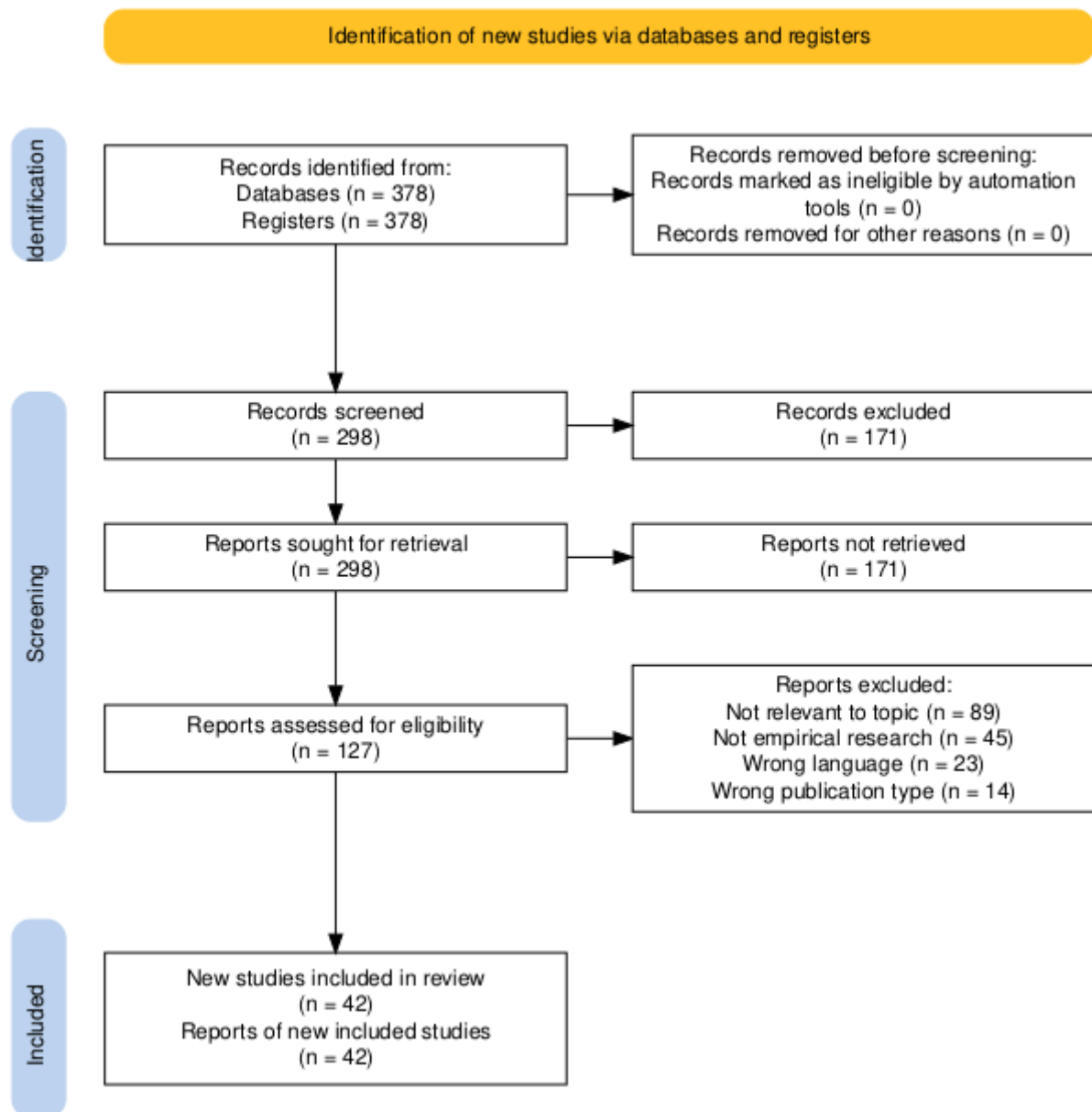
Figure 1. PRISMA Flow Diagram

Literature Search and Selection Strategy

Inclusion and Exclusion Criteria

The inclusion criteria in this study include: 1) Peer-reviewed journal articles published in English or Indonesian, 2) Publication period: January 2012 to March 2024, 3) Empirical studies (quantitative, qualitative, or mixed methods) that focus on Muslim consumers' purchase intentions towards halal food products, 4) Studies that explicitly or implicitly address the context of non-Muslim producers.

Exclusion criteria include: 1) Conference articles, theses, dissertations and grey literature, 2) Studies that focus on non-food halal products (such as cosmetics, pharmaceuticals, financial services), 3)

Studies that do not have an empirical component (such as a theoretical review), 4) Studies that do not address the aspect of consumer purchase intentions.

Data Sources and Search Strategy

The literature search was conducted across four major electronic databases: Scopus, Web of Science, Emerald Insight, and ScienceDirect. Additionally, a search was conducted in Google Scholar to identify literature that may have been overlooked in the major databases. The search string was developed based on keywords relevant to the research topic as follows: ("halal food" OR "halal product") AND ("purchase intention" OR "buying intention" OR "consumer behavior" OR "consumer attitude") AND ("Muslim consumer" OR "Islamic marketing") AND ("non-Muslim producer" OR "non-Muslim company" OR "multinational company" OR "Western brand").

Data Selection and Extraction Process

The literature selection process was conducted in four stages, as outlined in the PRISMA flowchart (Figure 1). The first stage was identification, where the initial search yielded 378 articles. The second stage involved screening based on title and abstract, resulting in 127 potentially relevant articles. The third stage involved a comprehensive article eligibility check based on the inclusion and exclusion criteria, resulting in 42 final articles for in-depth review. Data from 42 selected articles were extracted using a structured data extraction form. The extracted information includes: (1) bibliographic information (author, year, title, journal), (2) methodological characteristics (research design, sample size, research location), (3) independent and dependent variables studied, (4) key findings related to factors influencing purchase intention, and (5) the specific context of non-Muslim producers.

Data Analysis and Synthesis

Data analysis was conducted using a thematic analysis approach (Braun & Clarke, 2006) to identify patterns and themes emerging from the reviewed literature. This process involved inductive and deductive coding to develop a thematic framework that captures the factors influencing Muslim consumers' purchase intentions. To ensure objectivity, the coding and theme identification process was conducted independently by two researchers, with discussions to resolve any disagreements.

Data synthesis was conducted by integrating findings from multiple studies to produce a comprehensive understanding of the factors influencing Muslim consumers' purchase intention towards halal products from non-Muslim producers. A narrative approach was employed to present this synthesis, complemented by data tabulation to provide a visual summary of the key findings.

Result and Discussion

Characteristics of the Studies Analyzed

Of the 42 articles analyzed, the majority were quantitative studies (n=35, 83.3%), with the remainder using qualitative methods (n=4, 9.5%) and mixed methods (n=3, 7.1%). The studies were conducted in countries with significant Muslim populations, with the following distribution: Malaysia (n=12, 28.6%), Indonesia (n=9, 21.4%), Pakistan (n=5, 11.9%), Middle East (n=6, 14.3%), Europe (n=5, 11.9%), and other countries (n=5, 11.9%). The majority of studies (n=30, 71.4%) were published in the last five years (2019-2024), indicating increasing attention to this topic in the current literature.

The sample size in quantitative studies ranged from 122 to 1,153 respondents, with an average of 384 respondents. The most commonly used data analysis technique was Structural Equation Modeling (SEM) (n=20, 47.6%), followed by regression analysis (n=8, 19.0%) and Partial Least Squares (PLS) (n=7, 16.7%). These methodological characteristics indicate the maturity of this research field from a methodological perspective.

Table 1. Search Results for Articles That Meet the Criteria

No	Title	Method	Finding
1	Perkembangan Industri Halal di Indonesia	Deskriptif kualitatif	Menjelaskan perkembangan dan potensi ekonomi industri halal di Indonesia
2	The theory of planned behavior	Pengembangan teori	Menjelaskan hubungan antara niat dan perilaku manusia berdasarkan sikap, norma subjektif, dan kontrol perilaku
3	Antecedents of consumers' Halal brand purchase intention	Kuantitatif (SEM)	Brand trust, religiositas, dan persepsi kualitas memengaruhi niat beli produk halal
4	People's Awareness on Halal Foods and Products	Survei	Kesadaran masyarakat terhadap halal masih rendah, perlu edukasi berkelanjutan
5	Halal Awareness, Certification, and Marketing Components	Structural Equation Modeling	Kesadaran halal dan sertifikasi halal berpengaruh signifikan terhadap niat beli, termasuk pada non-Muslim
6	Effect of halal awareness, halal logo and attitude	Survei kuantitatif	Logo halal dan kesadaran halal meningkatkan niat beli konsumen asing
7	Religious values informing halal meat production	Kajian literatur	Nilai-nilai agama mempengaruhi persepsi dan kontrol kualitas dalam produksi daging halal
8	Using thematic analysis in psychology	Metodologi kualitatif	Membahas langkah-langkah analisis tematik secara sistematis

9	Markets, religion, regulation	Studi etnografi	Menjelaskan praktik pasar makanan berbasis agama secara global
10	A new look at faith-based marketing	Analisis pasar	Pasar halal tumbuh karena persepsi konsumen terhadap nilai-nilai kesehatan dan etika
11	Perceived value and perceived usefulness of halal labeling	Survei konsumen	Label halal dianggap bernilai tinggi, khususnya bagi konsumen religius
12	Does adolescent religious commitment matter?	Kuantitatif	Religiositas remaja berpengaruh pada perilaku sosial mereka
13	Reforming Islamic finance for SDGs	Kajian konseptual	Diperlukan reformasi keuangan Islam untuk mendukung tujuan pembangunan berkelanjutan
14	Predicting intention to choose halal products using TRA	Model kuantitatif	Niat memilih produk halal dipengaruhi oleh norma subjektif dan sikap
15	PRISMA statement	Pengembangan panduan pelaporan	Standar pelaporan untuk systematic review dan meta-analisis
16	Intention to choose Halal products	Kuantitatif	Religiositas memiliki peran signifikan dalam menentukan niat membeli produk halal
17	Religiosity and product knowledge on halal intention	Survei kuantitatif	Kesadaran halal memediasi hubungan antara religiositas dan pengetahuan produk terhadap niat beli
18	State of the Global Islamic Economy Report	Laporan industri	Industri halal global tumbuh pesat dan prospektif
19	Understanding Consumer Behavior: Halal Labeling	Studi kuantitatif	Labelisasi halal memengaruhi perilaku beli konsumen
20	Applying TPB in halal food purchasing	Structural Equation Modeling	TPB efektif menjelaskan niat beli produk halal
21	Measuring corporate halal reputation	Pengembangan indeks	Indeks reputasi halal membantu mengukur kepercayaan konsumen
22	Principles in halal supply chain management	Kajian teoritis	Mengeksplorasi prinsip supply chain halal secara menyeluruh
23	Developing Evidence-Informed Management Knowledge	Systematic review	Menawarkan metodologi pengembangan pengetahuan manajemen berbasis bukti
24	Shaping the Halal into a brand?	Analisis pemasaran	Pencitraan halal dapat dikembangkan sebagai kekuatan merek
25	Institutional forces on halal meat supply chain	Kualitatif studi kasus	Kekuatan institusional mempengaruhi rantai pasok halal di Australia

Factors Affecting Purchase Intentions

Thematic analysis of 42 articles identified five main categories of factors influencing Muslim consumers' purchase intention towards halal food products produced by non-Muslim producers. These factors are discussed in detail below.

Perception of Halalness and Certification

Consumer perception of product halalness emerged as a dominant factor in 32 of the 42 studies analyzed. The existence of halal certification issued by a trusted authority significantly influences Muslim consumers' purchase intentions (Bashir, 2019 ; Khan, 2019; Nurhayati & Hendar, 2020). A study by Zulfakar et al. (2018) in Malaysia found that the credibility of halal certification institutions is an important determinant of consumer perceptions of the halalness of products from non-Muslim producers.

A study by Khan et al. (2019) in Pakistan showed that the halal logo had a stronger positive effect on purchase intention when the product came from a non-Muslim producer compared to a Muslim producer. This indicates that halal certification acts as a substitute for underlying trust that may already exist towards Muslim producers.

In addition to the existence of certification, transparency of the production process also emerged as an important sub-factor. A qualitative study by Sani al. (2023) in Indonesia, it was that Muslim consumers appreciate the openness of non-Muslim producers about their production processes that comply with halal standards, including the physical separation of production lines for halal and non-halal products.

Halal Awareness and Religiosity

Halal awareness and consumer religiosity emerged as significant factors in 28 studies. A study by Nurhayati & Hendar (2020) in Indonesia found that religiosity had a positive effect on purchase intention for halal products, with a stronger effect in the context of non-Muslim producers. Khan et al. (Khan, 2019) found that consumers with high levels of religiosity showed greater doubts about halal products from non-Muslim producers and required additional assurance such as support from local religious authorities.

Interestingly, some studies show variations in the influence of religiosity. Jamal & Sharifuddin (2015) found that among Muslims in the UK, the cognitive aspect of religiosity (religious knowledge) was more influential than the affective aspect (religious feelings) in the decision to purchase halal products. A study by Ali et al. (2018) in Malaysia showed that halal awareness was more influential than religiosity among young urban consumers.

Marketing Factors and Brand Image

Traditional marketing factors such as product quality, price, and brand image emerged as significant factors in 22 studies. Aziz & Chok (2013) found that product quality, promotion, and brand image positively influenced the purchase intention of halal products. A study by Wilson & Liu (2010) showed that a positive global brand image can mitigate some of the consumer's doubts about non-Muslim producers.

A study by Butt et al. (2012) revealed that co-branding with local Islamic entities increases the halal credibility of non-Muslim producers. Similarly, Khan et al. (2019) found that endorsement from local religious figures can increase consumer trust in halal claims from non-Muslim producers.

The marketing communication aspect also emerged as an important factor, a study showed that clear communication about halal practices, including the use of symbols and language that are by Islamic values, increases Muslim consumers' trust in non-Muslim producers.

Consumer Trust in Non-Muslim Producers

Consumer trust in non-Muslim producers emerged as a stand-alone factor in 24 studies. This trust was influenced by a variety of subfactors, including previous experience with the brand, company reputation, and perceived integrity of the company in complying with halal standards.

A study by Tieman et al. (2020) found that Muslim consumers trust non-Muslim producers who have been operating in the halal market for a long time and who have demonstrated consistent commitment to halal standards. Similarly, a study by Nurhayati & Hendar (2020) showed that non-Muslim producers' transparency about their halal practices positively influences consumer trust and purchase intention.

Bashir et al. (2019) identified two levels of trust: trust in producers and trust in certification authorities. Their study showed that among Muslim consumers in Malaysia, trust in certification authorities has a stronger influence on the purchase intention of halal products from non-Muslim producers.

Socio-Demographic Factors

Consumer socio-demographic characteristics emerged as important moderators in the relationship between other factors and purchase intention in 18 studies. Education level, age, gender, and income were found to influence the extent to which other factors impact purchase intention.

A study by Ali et al. (2018) in Malaysia found that young Muslim consumers (18-35 years old) placed more importance on product quality and value aspects, while older consumers (above 35) placed more emphasis on halal compliance and certification. Similarly, Nurhayati & Hendar (2020) found that education level moderated the relationship between halal awareness and purchase intention, with highly educated consumers showing more critical consideration of halal claims.

A study by Jamal & Sharifuddin (2015) on Muslim communities in the UK showed that second-generation Muslim migrants showed different patterns compared to the first generation, with more emphasis on product value and quality compared to strict halal compliance.

Hierarchy of Influence Factors

Based on the frequency and strength of relationships reported in the reviewed studies, a hierarchy of the relative influence of the five main factors can be identified as follows is Perception of halalness and certification emerged as the most influential factor in 32 studies, with consistently high relationship coefficients (β ranging from 0.42 to 0.68); Halal awareness and religiosity emerged as the second influential factor in 28 studies, with moderate to high relationship coefficients (β ranging from 0.35 to 0.56); Consumer trust in non-Muslim producers emerged as the third influential factor in 24 studies, with a moderate relationship coefficient (β ranging from 0.29 to 0.47); Marketing factors and brand image emerged as the fourth influential factor in 22 studies, with varying relationship coefficients (β ranged from 0.18 to 0.45); Socio-demographic factors emerged as moderators in 18 studies, with significant but varying moderating effects depending on context.

It is essential to note that this hierarchy is a generalization, and significant variations are observed based on specific country contexts, market segments, and product categories.

Moderating Role of Socio-Demographic Variables

Analysis of 18 studies addressing the moderating role of socio-demographic variables reveals some interesting patterns is Age: Religiosity has a stronger influence on purchase intentions of older consumers, while quality and value factors have a greater influence on younger consumers (Ali et al., 2018; Khan, 2019); Education Level: Consumers with higher education levels show more critical consideration of halal claims and pay more attention to transparency and production process aspects (Nurhayati & Hendar, 2020; Zulfakar et al., 2018); Income: Consumers with higher incomes show a greater tendency to purchase international halal products at premium prices, while consumers with lower incomes consider price and value more (Aziz & Chok, 2013; Jamal & Sharifuddin, 2015); Gender: Several studies (Bashir, 2019; Khan, 2019) found that female consumers showed higher levels of halal awareness and were more critical of halal products from non-Muslim producers than male consumers; Access to Information: Consumers with better access to information (internet, social media) show higher awareness of global halal practices and are more receptive to halal products from leading non-Muslim international manufacturer.

This review provides several important theoretical implications. First, this study extends the Theory of Planned Behavior (TPB) in the context of Muslim consumer behavior by identifying the central

role of trust and transparency as antecedents of consumer attitudes toward halal products from non-Muslim producers. This study suggests that the conventional TPB model needs to be modified by incorporating context-specific constructs such as halal awareness, religiosity, and trust in non-Muslim producers to enhance its predictive power in the context of the halal market.

Second, these findings support the development of a "halal-trust" framework that integrates consumer trust theory with a halal perspective. This framework emphasizes that in the context of non-Muslim producers, trust operates at several levels: trust in the producer, trust in the certification authority, and trust in the halal supervision system as a whole.

Third, this study identifies the important moderating role of socio-demographic variables, suggesting the need for a contingency approach in understanding Muslim consumer behavior towards halal products. Consumer behavior theory in the halal context needs to include consideration of the heterogeneity of Muslim consumers based on age, education, income, and access to information.

For non-Muslim producers targeting the halal market, this study offers several practical implications. First, investing in halal certification from a trusted authority is a minimum requirement, but not sufficient to fully convince Muslim consumers. Producers need to develop transparent communication strategies about their halal production processes to build trust.

Second, a "one-size-fits-all" approach is not effective in targeting Muslim consumers. Segmentation based on religiosity, halal awareness, and socio-demographic factors is needed for a more effective marketing strategy. For example, young and urban Muslim consumers may be more responsive to marketing messages that emphasize quality and value, while more religious consumers may pay more attention to details about the halal production process.

Third, collaboration with local Islamic entities, whether through co-branding, endorsement, or strategic partnerships, can increase the legitimacy and acceptance of non-Muslim producers in the halal market. This strategy needs to be tailored to the local context and cultural sensitivities.

Fourth, consistency in halal practices and proactive communication during halal crises (such as contamination or doubt cases) are critical to maintaining Muslim consumers' trust. Transparency and responsiveness in such situations can be a determinant of long-term consumer loyalty.

Conclusion

This systematic literature review has identified five main factors that influence Muslim consumers' purchase intention towards halal food products produced by non-Muslim producers: (1) halal perception and certification, (2) halal awareness and religiosity, (3) marketing factors and brand image, (4) consumer trust in non-Muslim producers, and (5) socio-demographic factors. The

hierarchy of influence shows that halal perception and certification are the most determinant factors, followed by halal awareness and religiosity. The key findings of this review are that while formal halal certification is a basic requirement, consumer trust in the integrity of non-Muslim producers in implementing halal standards plays a significant role in the decision-making process. Transparency in production processes and active communication about halal practices can significantly mitigate consumer doubts about non-Muslim producers. In addition, socio-demographic variations, especially consumer age, education, and experience with global products, create segmentation that needs to be considered in marketing strategies.

Limitations and Future Research Agenda

This review has several limitations that need to be acknowledged. First, although efforts have been made to cover literature from various geographical contexts, the majority of studies analyzed are from Southeast Asia, especially Malaysia and Indonesia. Future research needs to expand the geographical coverage to understand variations in Muslim consumer behavior across regions.

Second, the focus of this review is limited to halal food products, while the halal market covers various product categories such as cosmetics, pharmaceuticals, and financial services. Future research can expand the analysis to other product categories to identify similarities and differences in factors that influence purchase intention.

Future research agendas based on the gaps identified in this literature review include A deeper investigation into the process of building Muslim consumers' trust in non-Muslim producers in the context of halal products, including the role of marketing communications and crisis management. A longitudinal study to understand the evolution of consumer perceptions and trust towards non-Muslim producers over time, especially after controversial incidents related to halal. A cross-cultural comparative study to understand how socio-cultural context influences purchase intention of halal products from non-Muslim producers in different countries with Muslim populations. An investigation into the role of social media and online communities in shaping Muslim consumers' perceptions and beliefs towards halal claims from non-Muslim producers. An experimental study to test the effectiveness of various communication and marketing strategies in building Muslim consumer trust towards non-Muslim producers.

By addressing this research agenda, our understanding of the complex dynamics underlying Muslim consumer behavior towards halal products from non-Muslim producers will further advance, providing a stronger theoretical and practical basis for the development of the global halal market.

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