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## Customer behaviour towards halal food: A systematic review and agenda for future research

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### **Customer behaviour Towards Halal food: A Systematic Review and Agenda for Future Research**

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# Customer behaviour Towards Halal food: A Systematic Review and Agenda for Future Research

## Abstract

**Purpose** – The halal food market is a large and fast-growing market. To maintain and boost the growth of the halal food industry, scholars have attempted to understand the behaviour of Muslims and non-Muslims towards halal food. To advance understating of previous studies on behaviour towards halal food and shedding light on future studies, we systematically reviewed the literature.

**Design/methodology/approach** – A sample of 985 peer-reviewed articles was extracted from Scopus and Web of Science databases. We identified and reviewed 96 articles related to customers' behaviour towards halal food by reviewing the titles, abstracts, and contents of the extracted articles.

**Findings** – This study illustrates: (i) various research designs and methodology used in halal food context, (ii) theories that researchers used to explain customer behaviour towards halal food, (iii) most tested behaviours, and (iv) determinants of customer behaviour towards halal food.

**Originality/value** – The findings provide deep insights into the current state of halal food literature. We highlight many gaps in the literature and suggest directions for future studies to advance our understanding of customer behaviour towards halal food. This study will help researchers to identify the new dimensions of research and contribute to the literature.

**Keywords:** Halal Food, Customer Behaviour, Muslim, Non-Muslim, Systematic Review

## 1. Introduction

The halal food industry is one of the fast-growing industries on the global scale (Bashir, 2019; Iranmanesh *et al.*, 2019). The halal food market has reached US\$1.5 trillion in 2018 from US\$635 billion in 2010 and is estimated to worth US\$2 trillion by 2023 (Ali *et al.*, 2020). Growth in Muslims population and awareness along with the acceptance and increased popularity of halal food among non-Muslims are the main reasons for the rapid growth of the halal food market (Amalia *et al.*, 2020; Bashir *et al.*, 2019). Halal is an Islamic word and refers

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3 to lawful, allowed, or permitted (Hosseini *et al.*, 2019; Wilson and Liu, 2010). The Quran  
4 commands Muslims to consume halal food and avoid haram ones. Previous studies found  
5 religion as the most influential driver of individual belief, attitude, and behaviour (Farah, 2020;  
6 Ali *et al.*, 2020). However, commitment to religion is not the only reason for consuming halal  
7 food, and halal food has attracted non-Muslims as well (Wibowo *et al.*, 2020). Halal  
8 certification becomes the symbol of cleanness and quality, and non-Muslim customers  
9 consume halal food due to its benefits (Khan *et al.*, 2020; Shahzad *et al.*, 2020). [The importance  
10 and benefits of consuming halal food products make halal violation as a hot topic for the media.  
11 For instance, in 2021, the group that smuggled meat from non-halal certified sources including  
12 China, Brazil, Canada and Ukraine attracted the attention of media and the society in Malaysia.](#)

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21 Understanding the behaviour of individuals in Muslim and non-Muslim countries is necessary  
22 to sustain the growth of the halal food market. Accordingly, the academic interest in  
23 investigating the behaviour of customers towards halal food has been recently growing (Karoui  
24 and Khemakhem, 2019). However, only a few studies have systematically reviewed the  
25 previous studies on halal food. Researchers believe that “systematic reviews bridge the  
26 research-practice gap” (Frizzo-Barker *et al.*, 2020, p. 3), and conducting the systemic review  
27 is important as it reveals the current state of literature and provides direction for future studies  
28 by illustrating the weaknesses of the current studies and the questions which have not been  
29 answered in the literature (Vashishth *et al.*, 2019). We found only 6 reviews in the halal context.  
30 Secinaro and Calandra (2020) reviewed 221 articles and categorized the studies on halal food  
31 into five clusters namely (i) supply chain, (ii) tourism management, (iii) production and quality  
32 process, (iv) halal awareness, and (v) halal certification. The studies on halal supply chain and  
33 halal logistics systematically have been reviewed by Indarti *et al.* (2020) and Ab Talib *et al.*  
34 (2020). The challenges, opportunities, and trends of halal tourism have been reviewed by Rasul  
35 (2019). The focus of Naeem *et al.* (2019) was on halal food, but they reviewed only 19  
36 qualitative articles on halal food. Furthermore, Ali *et al.* (2016) reviewed the studies on  
37 customer behaviour towards halal cosmetics. None of the reviews addresses customer  
38 behaviour towards halal food. Therefore, this study aims to offer an overview of the studies on  
39 behaviour towards halal food and to answer the following research questions.

- 40 1. Which methods and theories have been taken to study behaviour towards halal food?
- 41 2. What factors influence customer behaviour towards halal food?
- 42 3. What are the gaps in the conceptualization and methods of the studies on customer  
43 behaviour towards halal food?

To answer the above research questions, the 985 published articles, up to September 2020, were extracted from Scopus and Web of Science databases. From this sample, 96 qualified articles were selected for review. The rations and processes of identifying, screening, and selecting articles were discussed in the following section.

## 2. Systematic Review Protocol

This study employed a systematic review approach to provide an overview of the studies on customer behaviour towards halal food. The information source, search terms, and inclusion and exclusion criteria were elaborated in the following sub-sections.

### 2.1 Database and Search Terms

The Scopus and Web of Science databases provide comprehensive coverage of publications for the academic community (Caviggioli and Ughetto, 2019; Khan *et al.*, 2020; Wolfert *et al.*, 2017). As such, to find the published articles on halal food, we searched the Scopus and Web of Science databases using the pre-determined searching terms. The search was conducted on 05-September-2020 and was limited to the title, keywords, and abstracts. The research procedure for this systematic review is illustrated in Figure 1.

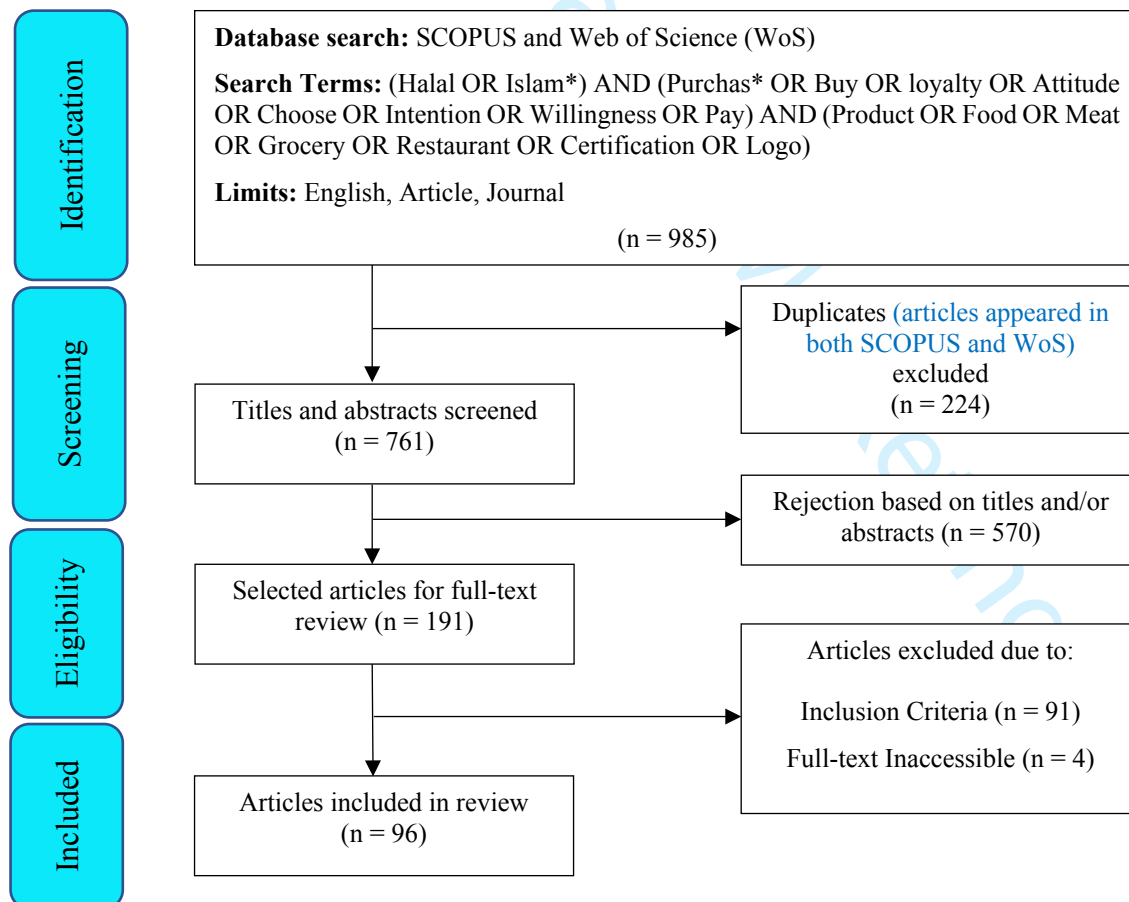
### 2.2 Article Inclusion and Exclusion Criteria

Based on the objective of this systematic review which was exploring the current status of literature on customer behaviour towards halal food, the following terms were used to find related articles in Scopus and Web of Science databases: (Halal OR Islam\*) AND (Purchase\* OR Buy OR loyalty OR Attitude OR Choose OR Intention OR Willingness OR Pay) AND (Product OR Food OR Meat OR Grocery OR Restaurant OR Certification OR Logo). In order to select the articles, the following inclusion and exclusion criteria were applied. The search was limited based on the following inclusion criteria: 1) article and journal, 2) articles should be published in English, 3) full-text of articles should be [accessible](#), 4) the customer behaviour of customers should be investigated, and 5) the focus of study should be on halal food and not halal products in overall. [No time period restriction was applied](#). The inclusion and exclusion

criteria were selected through a brainstorming session among all authors of this article after reviewing the highly cited articles and the works of influential authors in the field of customer behaviour towards halal food.

### 2.3 Search Results

Applying the search terms and inclusion criteria, 985 peer review articles were retrieved. We went through two steps to include the publications that fulfilled the research objective of this study. First, we excluded documents that lacked direct relevance to the direction of this study which was based on reviewing the title and abstract of articles. Next, we screened the full text of the remaining 191 articles and excluded the studies that lacked relevance. At the final stage, 96 articles remained for analysis (Figure 1). The screening and selection processes were conducted by two authors of the study and the disagreements of these two authors in including or excluding few studies were debated among all authors.

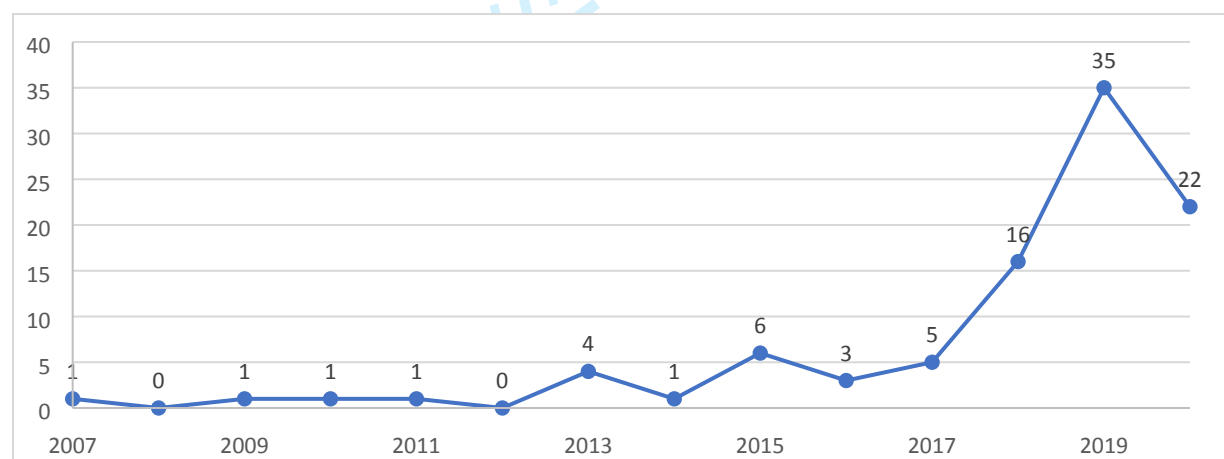


**Figure 1.** Flow Diagram of the Article Search and Selection Process

### 3. Results

#### 3.1 Publication Year

Figure 2 illustrates the distribution of publications based on the year. The first article on customer behaviour towards halal food was published in 2007 in the “British Food Journal” (Bonne *et al.*, 2007), which investigated the determinants of halal meat consumption in France. The number of publications on customer behaviour towards halal food has increased remarkably from 2018. Late attention to customer behaviour in the halal context can be due to the reason that early halal studies have focused on the fundamental aspects of halal such as halal term definition (Fischer, 2011; Wilson, 2014), challenges of halal industry (Wilson, 2012; Wilson and Liu, 2011), halal logo and certification (Latif *et al.*, 2014; Rajagopal *et al.*, 2011), and halal logistics and supply chain ((Tieman *et al.*, 2012; Zailani *et al.*, 2017). The priority was given to the understating the concept of halal and halal integrity assurance.



**Figure 2.** Evaluation of Number of Articles Over Time

#### 3.2 Journal Distribution

The distribution of publication journals demonstrates that “Journal of Islamic Marketing” is the leading journal in terms of the number of publications on customer behaviour towards halal food, followed by “British Food Journal” and “Journal of Food Products Marketing”. Around 50% of the reviewed articles have been published in these three journals. Twenty-nine journals published only one article related to behaviour towards halal food.



**Table 1.** Number of articles included in the review per each journal

Journal Name	International Standard Serial Number (ISSN)	Number of Articles
Journal of Islamic Marketing	1759-0833	30
British Food Journal	0007-070X	11
Journal of Food Products Marketing	1540-4102	6
Journal of International Food and Agribusiness Marketing	1528-6983	5
International Journal of Supply Chain Management	2050-7399	4
International Food Research Journal	2231-7546	3
Meat Science	0309-1740	2
International Journal of Business and Society	1511-6670	2
Current Issues in Tourism	1747-7603	2
International Food and Agribusiness Management Review	1559-2448	2
Others (one article per journal)	-	29
Total		96

### 3.3 Geographic Distributions

Table 2 shows the geographical distributions of the data source and study population. Customer behaviour towards halal food has been mostly investigated in Asia. Malaysia and Indonesia have made substantial contributions towards halal food research (47.9%). Other continents were found to be far behind Asia. Surprisingly, very few studies have been conducted in Africa (5.2%), North America (3.1%), and Oceania (1.0%). No study related to customer behaviour towards halal food was found in South America. A high proportion of studies in Asia was expectable as more than 60% of the global Muslim population is in Asia (Almobaireek *et al.*, 2017). However, studying customers' behaviour towards halal food in other continents is important due to several reasons. Firstly, migration to USA, European countries, and Australia causes over half growth in Muslim populations in these countries during the last five years (Wilkins *et al.*, 2019b). Secondly, Muslims form around 30% of the population of sub-Saharan Africa and is expected to grow by 60% in the next 20 years (Ngom *et al.*, 2020). Thirdly, halal food has attracted non-Muslims and has gained popularity among non-Muslims (Zailani *et al.*, 2019).

**Table 2.** Geographical Location of Data Collection

Continents	Number of Articles (Percentage)	Countries	Number of Article (Percentage)
Asia	75 (78.1%)	Malaysia	32 (33.3%)
		Indonesia	14 (14.6%)
		Pakistan	6 (6.3%)
		China	6 (6.3%)
		Thailand	5 (5.2%)
		India	3 (3.1%)
		Turkey	2 (2.1%)
		Qatar	1 (1.0%)
		Saudi Arabia	1 (1.0%)
		Emirates	1 (1.0%)
		Lebanon	1 (1.0%)
		Singapore	1 (1.0%)
		Bangladesh	1 (1.0%)
		Brunei	1 (1.0%)
		Azerbaijan	1 (1.0%)
Taiwan	1 (1.0%)		
Israel	1 (1.0%)		
Europe	15 (15.6%)	UK	7 (7.3%)
		Spain	4 (4.2%)
		Belgium	2 (2.1%)
		Germany	2 (2.1%)
		France	1 (1.0%)
		Europe Countries	1 (1.0%)
Africa	5 (5.2%)	South Africa	4 (4.2%)
		Tunisia	1 (1.0%)
North America	3 (3.1%)	Canada	2 (2.1%)
		USA	1 (1.0%)
Oceania	1 (1.0%)	Australia	1 (1.0%)

**Note.** Some studies have collected data from more than one country and counted more than once.

### 3.4 Types of Research Methods

Table 3 illustrates the summary of methods that have been undertaken by previous studies. The majority of the studies were quantitative (87.5%), while qualitative (9.4%) and mixed-method (3.1%) have received less attention. In terms of respondents, most of the studies collected data from Muslims (57.3%) and investigated the behaviour of Muslims towards halal food. Furthermore, most articles investigated the behaviour towards halal food in general (82.3%), and they did not focus on a specific food type. Only a few articles focused on behaviour towards meat (13.5%), milk (2.1%), and bakery products (2.1%). Finally, most of the studies collected data from a single country (92.7%). Only four studies have collected data from two countries (Arsil *et al.*, 2018; Asnawi *et al.*, 2020; Jalil *et al.*, 2018; Shaari *et al.*, 2020), followed by two studies from three countries (Wilkins *et al.*, 2019a, b), and one study from more than three countries (Pradana *et al.*, 2019). The findings of these studies illustrated that the drivers of

behaviour towards halal food are relatively different across countries. For instance, Asnawi et al. (2020) found that although perceived value has a significant effect on Muslims' intention to consume halal food in Indonesia, it has no effect on Muslims in Russia.

**Table 3.** Research Methods

		Number of Article (Percentage)
Type of Study	Quantitative	84 (87.5%)
	Qualitative	9 (9.4%)
	Mixed-Method	3 (3.1%)
Respondents	Muslim	55 (57.3%)
	Non-Muslim	10 (10.4%)
	Muslim and Non-Muslim	30 (31.3%)
	No-Respondent (Conceptual)	1 (1.0%)
Food Type	Halal food (General)	79 (82.3%)
	Meat	13 (13.5)
	Milk	2 (2.1%)
	Bakery Products	2 (2.1%)
Number of countries	One Country	89 (92.7%)
	Two Countries	4 (4.2)
	Tree Countries	2 (2.1%)
	More than Three Countries	1 (1.0%)

### 3.5 Theoretical Perspectives

Considering the theories applied in the studies, the theory of study was not mentioned in 46.9% of reviewed studies. Theory of planned behaviour (TPB) and theory of reasoned action (TRA) is the prominent theories in the halal food literature which have been used frequently as the underlying theory of studies (44.3%). It is worthy to highlight that TPB is the extension of TRA. Furthermore, only two studies in the literature have used more than one theory to explain customer behaviour towards halal food (Jamal and Sharifuddin, 2015; Amalia et al., 2020). Some theories (i.e., stimulus-organism-response theory, consumption theory, cue utilization theory, and self-congruity theory) were only used by a single study.

**Table 4.** Use of Theories

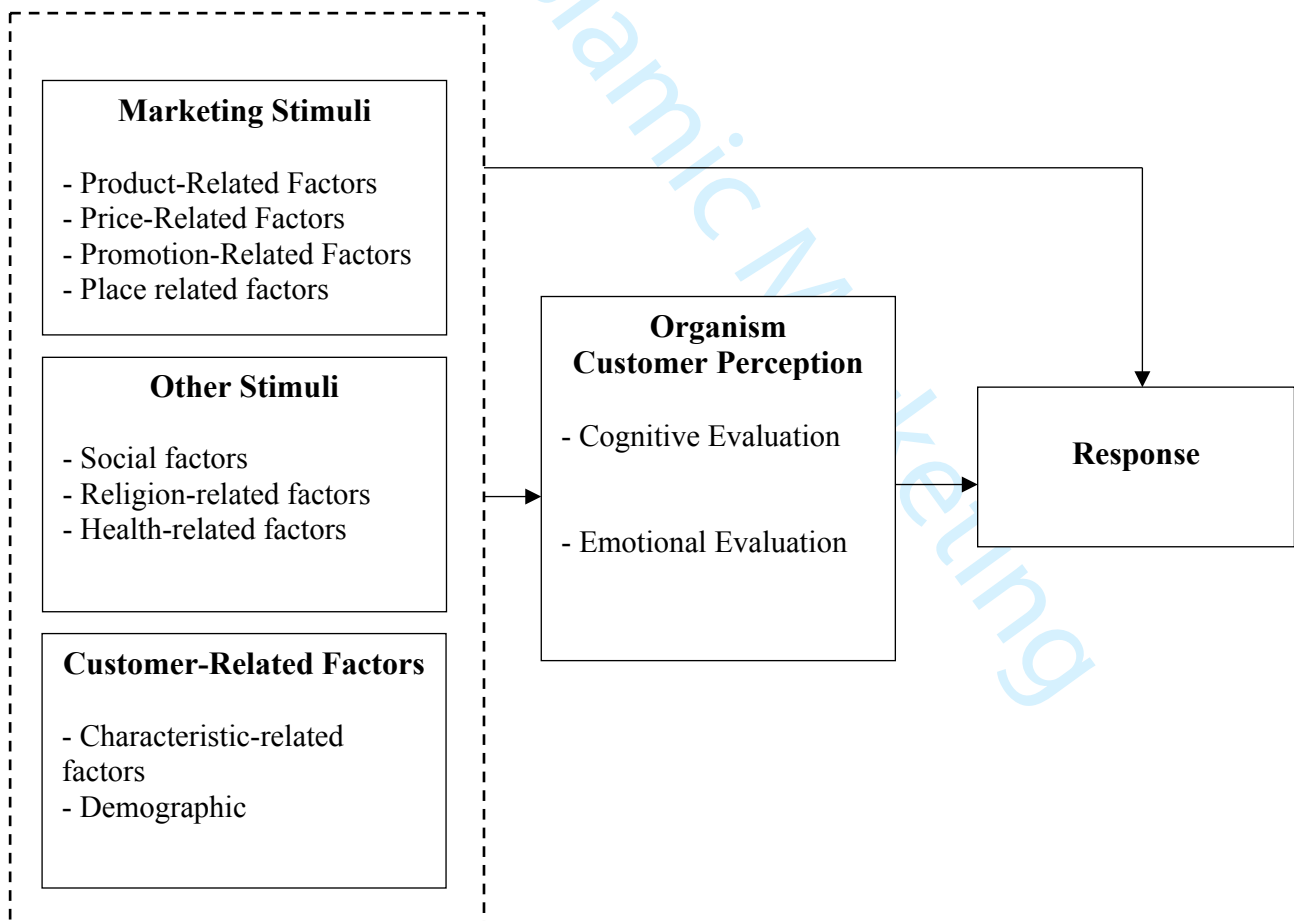
Theories	Number of Article (Percentage)
Theory of Planned Behaviour	39 (40.1%)
Theory of Reasoned Action	4 (4.2%)
Social Identity Theory	2 (2.1%)
Stimulus-Organism-Response Theory	1 (1.0%)
Consumption Theory	1 (1.0%)
Cue Utilization Theory	1 (1.0%)
Institutional Theory	1 (1.0%)
Interaction Adaptation Theory	1 (1.0%)
Means-End Chain Theory	1 (1.0%)
Prospect Theory	1 (1.0%)

Self-Congruity Theory	1 (1.0%)
Social Exchange Theory	1 (1.0%)
Theory of Interpersonal Behaviour	1 (1.0%)
No Theory	45 (46.9%)

**Note.** Two studies have used two theories (Jamal and Sharifuddin, 2015; Amalia et al., 2020)

### 3.6 Summary of Quantitative Studies

We categorized and summarized the considered drivers and behaviours in the previous studies using stimulus-organism-response (S-O-R) theory, developed by Mehrabian and Russell (1974). According to S-O-R theory, stimuli (environmental factors) influence response through organism. Following Mehrabian and Russell (1974), we categorized stimuli to marketing stimuli (product, promotion, price, place) and other stimuli (economic, social, religion, and health). Furthermore, drawing on social-cognitive theory, developed by Bandura (2001), we added customer-related factors (personal factors) to the factors proposed by S-O-R theory. Furthermore, organism factors were divided into cognitive evaluation and emotional evaluation (Figure 3). The definition of theoretical factors and sample of related factors, which have been considered in the literature, were provided in Table 5.



**Figure 3.** Theoretical Framework Based on S-O-R and Social-Cognitive Theory

**Table 5.** Definition of Factors

Factors	Definition	Sample Factors in Halal Food Literature	Source of Sample Factors
Product-Related Factors	Benefits and values offered to meet the needs and wants of halal food customers.	Halal Logo, Quality, Halal Certification, Quality Risk, Product	Al-Ansi et al. (2019), Aziz and Chok (2013), Billah et al. (2020), Hosseini et al. (2019), Quoquab et al. (2019), Syukur and Nimsai (2018)
Price-Related Factors	Cost of acquiring halal food.	Price, Financial Risk	Hosseini et al. (2019), Al-Ansi et al. (2019), Syukur and Nimsai (2018), Mohayidin and Kamarulzaman (2014)
Promotion-Related Factors	The activities that communicate the features and benefits of halal food and persuade customers to purchase the halal food.	Promotion, Marketing Promotion, Halal Marketing, Visual Message, Audio Message	Syukur and Nimsai (2018), Awan et al. (2015), Aziz and Chok (2013), Akhtar et al. (2019)
Place-Related Factors	The activities that make halal food available to customers.	Place, Storage and Transportation, Availability, Geographical	Syukur and Nimsai (2018), Hosseini et al. (2019), Khan et al. (2019), Hassan and Pandey (2019)
Social Factors	Individual's agreement with the groups' culture	Subjective Norms, Social Value, Social Influence	Elseidi (2018), Haque et al. (2015), Jamal and Sharifuddin (2015), Akhtar et al. (2019)
Religion-Related Factors	Factors related to an individual's religious values, beliefs, and practice.	Religious Identity, Religiosity, Religious Commitment, Religious Self-Identity	(Wilkins et al., 2019b), Billah et al. (2020), Hosseini et al. (2019), Vanany et al. (2019), Jamal and Sharifuddin (2015)
Health-Related Factors	Factors related to the health of customers.	Health Consciousness, Food Safety Concern, Health Risk	Hussain et al. (2016), Billah et al. (2020), Al-Ansi et al. (2019)
Characteristic-Related Factors	Factors related to personality (i.e., psychological factors, background, experience).	Habit, Individualism, Halal Knowledge, Halal Awareness, Halal Concern, Collectivism, Experience	Sherwani et al. (2018), Shahzad et al. (2020), Billah et al. (2020), Syukur and Nimsai (2018), Muhamed et al. (2019), Jamal and Sharifuddin (2015), Akhtar et al. (2019)
Demographic	Demographic characteristics of halal food customers.	Age, Gender, Income, Education, Occupation, Marital Status	Yang (2019), Jalil et al. (2018), Rezai et al. (2010)
Cognitive Evaluation	Beliefs and knowledge about halal food.	Attitude, Perceived Behavioural Control, Perceived Reputation, Trust, Perceived Value	Elseidi (2018), Iranmanesh et al. (2019), Jamal and Sharifuddin (2015), Khan et al. (2019), Quoquab et al. (2019)
Emotional Evaluation	Feelings about halal food.	Emotional Value, Satisfaction, Brand Love	Khan et al. (2020), Muhamed et al. (2019), Khan et al. (2020)
Response	Customer's behavioural response.	Purchase Intention, Brand Loyalty, Satisfaction, Willingness to Pay, Satisfaction, Trust	Khan et al. (2020), Iranmanesh et al. (2019), Al-Ansi et al. (2019), Ali et al. (2020)

The summary of examined responses in the previous halal food studies is provided in Table 6. We identified that majority of the studies have investigated the determinants of purchasing halal food (59.8%), followed by attitude (17.2%), consumption (10.3%), satisfaction (6.9%), willingness to pay (6.9%), trust (6.9%), loyalty (5.7%), word of mouth (4.6%), subjective norms (4.6%), perceived reputation (2.3%), perceived behavioural control (2.3%), perceived value (1.1%), and perceived food quality (1.1%).

**Table 6.** Examined Responses in Quantitative Studies (87 studies)

Responses	Number of Article (Percentage)
Purchase	52 (59.8%)
Attitude	15 (17.2%)
Consumption	9 (10.3%)
Satisfaction	6 (6.9%)
Willingness to Pay	6 (6.9%)
Trust	6 (6.9%)
Loyalty	5 (5.7%)
Word of Mouth	4 (4.6%)
Subjective Norms	4 (4.6%)
Perceived Reputation	2 (2.3%)
Perceived Behavioural Control	2 (2.2%)
Perceived Value	1 (1.1%)
Perceived Food Quality	1 (1.1%)

Tables 7 demonstrates the popularity of determinants of behaviour towards halal food. The definition of each determinant is provided in Table 5. The influence of characteristics-related factors (67.8%), cognitive evaluation (57.5%), religion-related factors (46.0%), product-related factors (42.5%), and religion-related factors (41.4%) have been well investigated in the halal food literature. The effects of other factors (e.g., promotion-related factors and emotional value) have been less studied (Table 7).

**Table 7.** Determinants of Behaviours towards Halal food in Quantitative Studies (87 studies)

Determinants	Number of Article (Percentage)	
Marketing Stimuli	Product-Related Factors	37 (42.5%)
	Promotion-Related Factors	6 (6.9%)
	Price-Related Factors	5 (5.7%)
	Place-Related Factors	4 (4.6%)
Other Stimuli	Social Factors	36 (41.4%)
	Religion-Related Factors	40 (46.0%)

	Health-Related Factors	6 (6.9%)
Customer Related Factors	Characteristics-Related Factors	59 (67.8%)
	Demographic	7 (8.0%)
Customer Perception	Cognitive Evaluation	50 (57.5%)
	Emotional Evaluation	4 (4.6%)

#### 4. Discussion: Research Gaps and Future Research Directions

The analysis of the studies on halal food generates some directions for future studies. [Some additional results are presented in this section.](#) We summarized the research gaps and future research directions on behaviour towards halal food as follows:

- The majority of the studies have been conducted in Asia, especially Malaysia and Indonesia. To expand the halal food market across the world, halal companies should be aware of the determinants of customer attitude and behaviour towards halal food. Future studies should investigate the behaviour of people in African, North/ South American, and Oceanian countries. [The previous studies have shown that cultural background influences the perceptions, expectations, believes, behaviour, and food preference of customers \(Moufakkir and Alnajem, 2017; Wang and Mattila, 2011\). As such, the results of studies in Asia may not be applicable to other continents.](#)
- The quantitative method gained momentum as a favourite research method. Most of the studies developed and tested a model based on this assumption that the potential drivers of customer behaviour towards halal food can be explored from the existing literature. Undertaking a qualitative approach and conducting individual or group interviews with experts and various stakeholders may lead to first-hand insights on the determinants of Muslim and non-Muslim customer behaviour towards halal food and need further attention in the future (Huber *et al.*, 2017).
- Most of the studies included in the review collected data from Muslims, and the behaviour of non-Muslims towards halal food have received less attention. [Muslims form around 24% of the world population \(Liou and Cutler, 2020\) and non-Muslim market is a huge market to be tapped.](#) The penetration and growth of the halal food market among non-Muslims are necessary for sustaining the development of the halal market (Bashir *et al.*, 2019). [Amalia et al. \(2020\) and Bashir et al. \(2019\) emphasized the importance of non-Muslim market for the growth of halal food industry.](#) Future

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3 studies should pay more attention to the behaviour of non-Muslims and collect data  
4 from this segment of the population.

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7 • Only a few studies have investigated the behaviour towards one specific type of food.  
8 Among them, meat has received the most attention (13 articles) followed by milk and  
9 bakery products with two articles each. As the ease of contamination during  
10 transportation and warehousing stages depends on the type of products (e.g., packaged  
11 versus unpackaged foods) and halal foods are certified and labelled with a halal logo at  
12 the production stage (Hosseini *et al.*, 2019), future studies are needed to investigate the  
13 behaviour of customers towards unpackaged foods.
  - 14  
15 • Cross-cultural and cross-country studies have gained less attention in the literature. The  
16 majority of the halal food studies were conducted in a single country, and the results  
17 were generalized to other cultures and countries without validating the findings in other  
18 countries. Previous studies in the halal food context, however, showed that the  
19 influence of factors on customer behaviour is different among countries and cultures  
20 (Wilkins *et al.*, 2019a). Cross-cultural and cross-countries studies are needed to  
21 understand the behaviour and attitudes of people with different religions and cultural  
22 backgrounds towards halal food.
  - 23  
24 • Many studies (46.9%) have not mentioned the underlying theory to support the  
25 proposed relationships. Scholars should use theory to support the considered variables  
26 and proposed relationships (Nolen and Talbert, 2011; Ransome, 2020). Halal food  
27 researchers should develop theory-driven frameworks and hypotheses.
  - 28  
29 • TPB and TRA are the most widely used theories in halal food literature. Only 12 studies  
30 have used other theories as the underlying theory of their studies (e.g., Muflih and  
31 Juliana, 2020; Quoquab *et al.*, 2019). Although TPB is one of the leading theories in  
32 explaining customer behaviour, various weaknesses of TPB were highlighted in the  
33 literature. For instance, Hagger *et al.* (2002) mentioned that TPB does not explain the  
34 origin of events leading up to behaviour. Sheeran *et al.* (2013) criticized TPB for its  
35 weakness to explain the influence of unconscious factors on behaviour. Conner *et al.*  
36 (2013) criticized TPB due to excluding the influences of emotions and focusing on  
37 rational reasoning. Sniehotta *et al.* (2014) questioned the validity and utility of TPB and  
38 asserted that TPB is well-deserved to be retired. We recommend future studies, in  
39 addition to extending TPB and combining it with other theories, to use other theories to  
40 find unexplored drivers of behaviour towards halal food.
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- Only two studies have used more than one theory in explaining the customer behaviour. Taylor et al. (2006) asserted that one theory is not able to explain a behaviour fully. Brawley (1993) and Kim et al. (2018) mentioned that theories complement one another and proposed combining theories as a way to increase explanatory power and predictability. Accordingly, we recommend future halal food studies to use more than one theory in developing conceptual frameworks.
  - Although the TPB has been widely used as underlying theory of frameworks in the halal food context, the drivers of subjective norms (4.6%) and perceived behavioural control (2.3%) have received low attention. The scholars can overcome the utility constraint of TPB by testing the drivers of attitude, subjective norms, and perceived behavioural control. We advise future studies to integrate other theories (e.g., SOR and social-cognitive theory) with TPB to address its weaknesses and to explain the origin of events and lack of practical utility.
  - Future studies should give special attention to drivers of the concepts which play important roles in shaping halal firms' strategies such as perceived food quality, perceived value, perceived reputation, and word of mouth. Surprisingly, only one study has tested the drivers of perceived food quality and perceived value (Suhartanto *et al.*, 2019). Understanding the determinants of perceived food quality and perceived value, as two important drivers of customers' behaviour, enables halal food companies to develop effective strategies and meet customers' wants and needs.
  - Emotional responses have received less attention in halal food contexts. The previous studies have shown the significant role of emotions in shaping customer behaviour towards foods (Curvelo *et al.*, 2019; Watanabe *et al.*, 2020). We recommend future studies to test the influences of emotional factors such as happiness, joy, anger, emotion, excitement, and happiness on halal food behaviour.
  - Among marketing stimuli (product, promotion, price, and place), the influences of product-related factors on customer behaviour towards halal food have been well investigated. Meeting customers' needs and wants in product development cannot guarantee the success of the product in the current competitive market. The halal food companies need to develop effective strategies in terms of price, promotion, and place as well. Considering the lack of study on the influences of factors related to promotion, price, and product on customer behaviour towards halal food, we recommend future studies to give more attention to the promotion-, price-, and place-related factors.

- Among other stimuli, health-related factors have gained attention. Billah et al. (2020) and Hussain et al. (2016) showed the significant influence of health-related factors on halal food consumption behaviour and purchase intention. Future studies are needed to compare the importance of health-related factors in shaping the behaviour of Muslim and non-Muslim customers towards halal food. Furthermore, we recommend future studies to investigate the influence of health-related factors on other behaviours such as loyalty and willingness to pay.
- Although Yang (2019), Jalil et al. (2018), and Rezai et al. (2010) have shown the significant influences of demographic factors on customer behaviour towards halal food, their influences rarely have been controlled in the previous studies which can influence the accuracy of the results. We recommend that future studies consider demographic factors such as age, gender, income, and education as control variables.
- In comparison to cognitive factors, the potential influences of emotional factors on behaviour towards halal food have been rarely considered. We recommend future studies to investigate the effects of emotional factors in the halal food context.
- Finally, potential moderators of behaviour towards halal food have been rarely investigated. Given customer heterogeneity, many factors are expected to moderate the relationship between customer behaviour and stimuli. Accordingly, we recommend future studies to find and test the factors that may moderate the influences of stimuli on customer behaviour towards halal food.

## 5. Conclusion

In this study, we conducted a systematic review of customer behaviour towards halal food. Through the screening and selection processes, we identified 96 relevant articles published in journals indexed by Scopus and Web of Science. By synthesizing the literature of customers behaviour towards halal food, this article contributes to the existing literature in three aspects: (1) this paper provides an overall picture of the methodologies and theories applied in the studies of customers behaviour towards halal food, (2) this article summarized the behaviours and determinants that have been investigated in the halal food context, and (3) the gaps in the literature have been identified, and the study proposed 16 future research directions for extending the literature on customers' behaviour towards halal food.

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3 Like other systematic reviews, this study has limitations. Firstly, the articles were only  
4 extracted from Scopus and Web of Science. Although these two databases are the largest  
5 multidisciplinary databases in the world and most systematic reviews limited their search to  
6 them (Galetsi *et al.*, 2019), future studies can extend their search to other databases such as  
7 EBSCO and ProQuest. Secondly, we considered peer-reviewed articles and excluded  
8 conference proceedings and book chapters. Future studies can consider conference papers and  
9 book chapters. Finally, the inclusion and exclusion of articles and coding were based on  
10 authors' judgments and some relevant studies may be overlooked. However, to reduce the  
11 selection and inconsistent coding biases, two researchers did screening and coding processes  
12 independently and discussions were conducted among authors.  
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## Responses to Reviewers' Comments (JIMA-01-2021-0031)

Dear Prof. Jonathan Wilson,

On behalf of my co-authors, we thank you very much for giving us an opportunity to revise our manuscript. We appreciate editors and reviewers very much for their positive and constructive comments and suggestions on our manuscript entitled "Customer behaviour Towards Halal food: A Systematic Review and Agenda for Future Research".

We have studied reviewers' comments carefully and tried our best to revise our manuscript according to the comments. We have included the responses to the reviewers' comments below. Also, we have highlighted the changes to the revised manuscript in blue font.

Reviewer(s)' Comments to Author:

Reviewer: 1

Recommendation: Minor Revision

Comments:

I agree with the publication. The manuscript is well written and worth publishing. However, there are some minor comments.

Thank you for your constructive feedback and comments.

1) p. 3, L. 42: "2.2 Article Inclusion and Exclusion Criteria"

It may be better to add time period when you searched literature (e.g., between 1900-2020)

Thank you. We didn't limit the time period. The search was conducted on 05-September-2020 and we mentioned it in section "2.1 Database and Search Terms". The following sentence was added to section 2.2.

No time period restriction was applied.

2) p. 3, L. 56: "full-text of articles should be available"

Please explain why some literature is not available.

Thank you. The database of our universities have access to the articles published by reputed publishers. As mentioned in Figure 4, we didn't have access to the full-text of four articles. We changed the term "available" to "accessible" in p.3, l.56 and Figure 1.

3) Figure 1: "Duplicates excluded"

The meaning of "duplicates" is ambiguous. Do you mean the same articles were listed from different database and removed such multiple ones? Please add explanation in the body text.

Thank you. Many journals indexed by SCOPUS and Web of Science. For example, "Journal of Islamic Marketing" is indexed by both databases and when we combined the articles extracted from these two database, we should delete the articles that appeared in both databases (Duplicates). The following explanation was added to Figure 1.

Duplicates (articles appeared in both SCOPUS and WoS) excluded (n = 224)

4) Table 1:

I recommend to add ISSN.

Thank you. The ISSN of journals were added.

5) p. 6, L. 29: “3.3 Geographic Distributions”

Please add more explanation. Do you mean “research areas of each study” or “authors’ country”? In other words, how did you detect countries?

Thank you. Geographical distribution refers to the location of data collection. In some of the studies the data was collected from two or three countries

The following explanation was added in the section “3.3 Geographical Distributions”:

Table 2 shows the geographical distributions of the data source and study population.

The following note was added under the Table 2:

**Note.** Some studies have collected data from more than one country and counted more than once.

6) [page number seems to be wrong] “4. Discussion”

This part seems to contain results that are not necessarily mentioned in the “3. Results” in addition to discussions. It might be better to state that some additional results are presented in this section.

Thank you. The page number was corrected. The discussion was provided based on the results but as you mentioned some additional observations were highlighted in this section. For instance, we mentioned “potential moderators of behaviours towards halal food have been rarely investigated”. This recommendation was based on our observations during screening and reviewing the articles. The recommended sentence was added in the first paragraph of the discussion:

The analysis of the studies on halal food generates some directions for future studies. **Some additional results are presented in this section.** We summarized the research gaps and future research directions on behaviour towards halal food as follows:

7) Second paragraph of “conclusion”

Authors state that “Finally, the inclusion and exclusion of articles and coding were based on subjective judgments.” I recommend not to use “subjective” for a scientific article. Because you checked only title and abstract on the screening stage, you may say that other relevant studies may be overlooked although you checked all literature systematically (objectively).

Thank you. We revised the sentence as follows:

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2  
3 Finally, the inclusion and exclusion of articles and coding were based on authors' judgments  
4 and some relevant studies may be overlooked. However, to reduce the selection and  
5 inconsistent coding biases, two researchers did screening and coding processes independently  
6 and discussions were conducted among authors.  
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10 Additional Questions:

11 1. Originality: Does the paper contain new and significant information adequate to justify  
12 publication?: Yes. Adequately.

13 Thank you.  
14  
15  
16

17 2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the  
18 relevant literature in the field and cite an appropriate range of literature sources? Is any  
19 significant work ignored?: Yes. As far as I know, there is no significant deficiency.

20 Thank you.  
21  
22

23 3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or  
24 other ideas? Has the research or equivalent intellectual work on which the paper is based  
25 been well designed? Are the methods employed appropriate?: Authors are based on  
26 academic frameworks when categorizing and investigating literature.

27 Thank you.  
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30 4. Results: Are results presented clearly and analysed appropriately? Do the conclusions  
31 adequately tie together the other elements of the paper?: Yes.

32 Thank you.  
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35 5. Implications for research, practice and/or society: Does the paper identify clearly any  
36 implications for research, practice and/or society? Does the paper bridge the gap between  
37 theory and practice? How can the research be used in practice (economic and commercial  
38 impact), in teaching, to influence public policy, in research (contributing to the body of  
39 knowledge)? What is the impact upon society (influencing public attitudes, affecting quality  
40 of life)? Are these implications consistent with the findings and conclusions of the paper?:  
41 Basically yes. Because this study is a kind of review article, some of the criterion are not  
42 suitable for the evaluation of this study.

43 Thank you.  
44  
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46 6. Quality of Communication: Does the paper clearly express its case, measured against the  
47 technical language of the field and the expected knowledge of the journal's readership? Has  
48 attention been paid to the clarity of expression and readability, such as sentence structure,  
49 jargon use, acronyms, etc.: Basically, yes. Because I am not a native speaker of English, I am  
50 not sure but some sentences seem not to be those of native speakers. I recommend English  
51 proof reading if authors are not fluent enough in English.

52 Thank you. The revised version of the article was edited by a native speaker.  
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3 Reviewer: 2

4 Recommendation: Minor Revision

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7 Comments:

8 The comments are provided in the above sections.

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10 Additional Questions:

11 1. Originality: Does the paper contain new and significant information adequate to justify  
12 publication?: Yes. the paper contains new and significant information to justify its  
13 publication. It discusses about the consumer behaviour towards halal food, which has a long-  
14 standing issue. Perhaps in the introduction, the authors could add in current issues related to  
15 the halal, to enhance its significance. For example, the issue of "cartel meat" in Malaysia,  
16 which has occurred recently.

17  
18 Thank you for your constructive feedback and comments. The following argument was added  
19 into the introduction:

20  
21 The importance and benefits of consuming halal food products make halal violation as a hot  
22 topic for the media. For instance, in 2021, the group that smuggled meat from non-halal  
23 certified sources including China, Brazil, Canada and Ukraine attracted the attention of media  
24 and the society in Malaysia.

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28 2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the  
29 relevant literature in the field and cite an appropriate range of literature sources? Is any  
30 significant work ignored?: Yes, it does provides sufficient literature.

31 Thank you.

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34 3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or  
35 other ideas? Has the research or equivalent intellectual work on which the paper is based  
36 been well designed? Are the methods employed appropriate?: The research used systematic  
37 literature review, and the technique has been well explained in the methodology section.

38 Thank you.

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41 4. Results: Are results presented clearly and analysed appropriately? Do the conclusions  
42 adequately tie together the other elements of the paper?: Yes. However, I would suggest  
43 authors to add in:

44  
45 1. Their voice on why studies started to peak from 2018 to 2019? why they were mainly  
46 conducted in Asia?

47 Thank you. The following reasons where provided:

48 Late attention to customer behaviour in the halal context can be due to the reason that early  
49 halal studies have focused on the fundamental aspects of halal such as halal term definition  
50 (Fischer, 2011; Wilson, 2014), challenges of halal industry (Wilson, 2012; Wilson and Liu,  
51 2011), halal logo and certification (Latif *et al.*, 2014; Rajagopal *et al.*, 2011), and halal logistics  
52 and supply chain ((Tieman *et al.*, 2012; Zailani *et al.*, 2017). The priority was given to the  
53 understating the concept of halal and halal integrity assurance.

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57 A high proportion of studies in Asia was expectable as more than 60% of the global Muslim  
58 population is in Asia (Almobaireek *et al.*, 2017). However, studying customers' behaviour  
59 towards halal food in other continents is important due to several reasons. Firstly, migration to  
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3 USA, European countries, and Australia causes over half growth in Muslim populations in  
4 these countries during the last five years (Wilkins *et al.*, 2019b). Secondly, Muslims form  
5 around 30% of the population of sub-Saharan Africa and is expected to grow by 60% in the  
6 next 20 years (Ngom *et al.*, 2020). Thirdly, halal food has attracted non-Muslims and has  
7 gained popularity among non-Muslims (Zailani *et al.*, 2019).  
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11 5. Implications for research, practice and/or society: Does the paper identify clearly any  
12 implications for research, practice and/or society? Does the paper bridge the gap between  
13 theory and practice? How can the research be used in practice (economic and commercial  
14 impact), in teaching, to influence public policy, in research (contributing to the body of  
15 knowledge)? What is the impact upon society (influencing public attitudes, affecting quality  
16 of life)? Are these implications consistent with the findings and conclusions of the paper?: In  
17 the discussion section, I would suggest authors to:  
18

19  
20 1. Discuss why it is important to study behaviors in Africa and Oceania countries? Perhaps the  
21 cultures are different, and these would have affected the way the consumers perceive the  
22 halal food?

23 Thank you. The following explanation was added:

24 The majority of the studies have been conducted in Asia, especially Malaysia and Indonesia.  
25 To expand the halal food market across the world, halal companies should be aware of the  
26 determinants of customer attitude and behaviour towards halal food. Future studies should  
27 investigate the behaviour of people in African, North/ South American, and Oceanian  
28 countries. The previous studies have shown that cultural background influences the  
29 perceptions, expectations, beliefs, behaviour, and food preference of customers (Moufakkir  
30 and Alnajem, 2017; Wang and Mattila, 2011). As such, the results of studies in Asia may not  
31 be applicable to other continents.  
32  
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34  
35 2. In providing the justification, please provide some literature to support. For example,  
36 when authors stated that qualitative may provide a deep insights, they need to add literature  
37 to support this.

38 Thank you. The supports were added.  
39

40  
41 3. Why studying the non-Muslim market is important? Are they also could become the  
42 targeted market as well? How large is the market. This is to support the arguments made by  
43 authors.

44 Thank you. The following explanation was added:

45 Most of the studies included in the review collected data from Muslims, and the behaviour of  
46 non-Muslims towards halal food have received less attention. Muslims form around 24% of  
47 the world population (Liou and Cutler, 2020) and non-Muslim market is a huge market to be  
48 tapped. The penetration and growth of the halal food market among non-Muslims are necessary  
49 for sustaining the development of the halal market (Bashir *et al.*, 2019). Amalia *et al.* (2020)  
50 and Bashir *et al.* (2019) emphasized the importance of non-Muslim market for the growth of  
51 halal food industry. Future studies should pay more attention to the behaviour of non-Muslims  
52 and collect data from this segment of the population.  
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55 In introduction section we mentioned that non-Muslims could become the target market:  
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57 However, commitment to religion is not the only reason for consuming halal food, and halal  
58 food has attracted non-Muslims as well (Wibowo *et al.*, 2020). Halal certification becomes the  
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3 symbol of cleanness and quality, and non-Muslim customers consume halal food due to its  
4 benefits (Khan *et al.*, 2020; Shahzad *et al.*, 2020).  
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7 6. Quality of Communication: Does the paper clearly express its case, measured against the  
8 technical language of the field and the expected knowledge of the journal's readership? Has  
9 attention been paid to the clarity of expression and readability, such as sentence structure,  
10 jargon use, acronyms, etc.: Overall, the paper was written in a good manner, and the idea was  
11 presented clearly. Yet, there are some missing information, suggested above, which I believe  
12 would help enhance the article.  
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14  
15 There is also very little problem of English grammar, in sentence construction, which I  
16 believe could be addressed by proof-editing.

17 Thank you. The revised version of the article was edited by a native speaker.  
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19  
20 Please also revisit the reference list, as some of them are not in the appropriate format, and  
21 inconsistent.

22 Thank you. The reference format was improved.  
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