

## Investigating the Effect of Halal Awareness on Purchase Decision for Halal Products in Indonesia: A Metadata Analysis

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### Abstract:

The purpose of this study was to examine the development of research on the influence of halal awareness on purchasing decisions for halal products in Indonesia. The method used is meta-analysis by reviewing 9 studies published in 2018-2023 with the help of the OpenMEE application. The results of this study indicate that there is a positive influence from halal awareness on purchase decisions with a p-value obtained of 0.002 and an estimated value of 0.404, which indicates that the strength of the relationship is in the weak category. It was also found that the most significant average effect size was in the halal cosmetics subgroups with a fairly high estimated value so that it was concluded that halal consumer awareness was more visible in the halal cosmetic industry type. This research contributes to understanding the level of halal awareness of the Indonesian people towards product purchasing decisions which are practically and theoretically useful for the government, academics, and observers of halal products.

**Keywords:** halal awareness; Purchase decision; Halal products; Meta-analysis

### Abstrak:

Tujuan penelitian ini adalah untuk mengkaji perkembangan penelitian tentang pengaruh kesadaran halal terhadap keputusan pembelian produk halal di Indonesia. Metode yang digunakan adalah meta analisis dengan mengkaji 9 penelitian yang diterbitkan pada tahun 2018-2023 dengan bantuan aplikasi OpenMEE. Hasil dari penelitian ini menunjukkan bahwa terdapat pengaruh positif dari halal awareness terhadap purchase decision dengan nilai p-value diperoleh 0.002 dan nilai estimasi sebesar 0.404, yang mengindikasikan bahwa kekuatan hubungan berada pada kategori lemah. Ditemukan pula rata-rata effect size yang paling signifikan adalah pada subgroups halal kosmetik dengan nilai estimasi cukup tinggi sehingga disimpulkan bahwa halal awareness konsumen lebih nampak pada tipe industri halal cosmetic.

**Kata Kunci:** Kesadaran halal; Keputusan pembelian, Produk halal; analisis meta

## INTRODUCTION

Halal products are becoming more attractive because they are not only for Muslim consumers themselves, but also for non-Muslim consumers. Consumers buy products not only based on religion, but because they are concerned about health and hygiene.<sup>1</sup> In 2021 it is estimated that 1.9 billion Muslims in the world will spend with a value of US \$ 2 trillion in various sectors, all of which are influenced by needs inspired by Islamic religious orders. This spending shows growth of around 8.9% from 2020.<sup>2</sup>

Purchase decisions are consumers' understanding of the needs and desires of a product. Consumers assess available sources by determining purchasing goals, as well as by identifying existing product alternatives for decision making.<sup>3</sup> According Cheuang dan Thadani, purchasing decision is a cognitive process that results in the selection of a product (purchasing from several alternatives).<sup>4</sup> Until now, there are two streams that investigate the decision-making process, namely regarding the assessment of the process through the use of various models, frameworks and decision-making theories. The second stream explores it by investigating consumer behavior.<sup>5</sup>

The consumer decision-making process goes through five stages, namely need recognition, information search, evaluation of alternatives to purchase, and post-purchase. In the first stage, consumers develop consumption needs for certain products. In the next stage, consumers will seek information to make the right choice. Furthermore, consumers assess alternative products to choose the best choice. The purchase stage will involve actions and activities to carry out the transaction. Finally, post-purchase includes various activities after purchase.<sup>6</sup>

Several previous studies have revealed the factors that influence consumer purchasing decisions for halal products. Fachrurrozie et al. conducted research related to buying food online using the TPB and UTAUT 2 theories. The findings showed that the TPB construct could adequately explain halal food buying behavior, however, perceived behavioral control, halal literacy, religious commitment, financial literacy, and the UTAUT2 construct (price value, hedonic motivation, and habits) were not found to determine the intention to purchase halal food.<sup>7</sup> Lee et al. found that before the COVID-19 pandemic,

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<sup>1</sup> Viverita and Ratih Dyah Kusumastuti, "Awareness of Halal Certification of Micro and Small Enterprises in Jakarta," *International Journal of Economics and Management* 11, no. 2 Special Issue (2017): 459–71.

<sup>2</sup> Dinar Standard, "State of the Global Islamic Economy Report 2022," *DinarStandard & Dubai Economy and Tourism* (Dubai, 2022), <https://haladinar.io/hdn/doc/report2018.pdf>.

<sup>3</sup> S. Karimi, K.N. Papamichail, and C.P Holland, "The Effect of Prior Knowledge and Decision-Making Style on the Online Purchase Decision-Making Process: A Typology of Consumer Shopping Behaviour," *Decision Support Systems* 77 (2015): 137–47.

<sup>4</sup> Christy M.K. Cheung and Dimple R. Thadani, "The Impact of Electronic Word-of-Mouth Communication: A Literature Analysis and Integrative Model," *Decision Support Systems* 54, no. 1 (2012): 461–70.

<sup>5</sup> Zhao Huang and Morad Benyoucef, "The Effects of Social Commerce Design on Consumer Purchase Decision-Making: An Empirical Study," *Electronic Commerce Research and Applications* 25 (2017): 40–58.

<sup>6</sup> T.R. Lee et al., "Consumer Decisions toward Halal Purchase before and during COVID-19 Pandemic: A Grey Relational Analysis Approach," *British Food Journal* 125, no. 9 (2023): 3351–67.

<sup>7</sup> Fachrurrozie et al., "Determinants of Halal Food Purchase Decisions for Go Food and Shopee Food Users," *Innovative Marketing* 19, no. 1 (2023): 113–25, doi:10.21511/im.19(1).2023.10.

consumers mainly purchased halal products purchasing experience, certification labels, internet searches, and previous consumption experience. However, during the pandemic, these rankings and factors have changed to six indicators, namely past consumption experience, purchasing experience, certification labels, standard specifications, internet searches, and halal certification labels.<sup>8</sup>

One of the factors supporting the high demand for halal products is halal awareness. In words, the term "awareness" when associated with the word "halal" is defined as a special feeling towards something or a certain experience, or obtaining information about current conditions related to halal products, such as halal food and drinks.<sup>9</sup> Consciousness is a concept of knowledge and then applied through certain behaviors. Awareness is the first step in the purchasing process, where consumers who are not experienced with the product will become familiar with a particular subject or situation.<sup>10</sup> In the same context, Adesoji et al provides the view that people seek to increase their knowledge and become aware of the products they consume.<sup>11</sup> Plus, Omar emphasized that religious teachings play an important role in consumer awareness. Muslims will avoid non-halal products because they are considered a sin and therefore they tend to take care of themselves about the products they consume.<sup>12</sup> Furthermore, halal awareness is knowledge that refers to a deep understanding of information related to halal products.<sup>13</sup>

Halal awareness shows a high level of understanding of religious obligations/rules, so that having an understanding regarding the products to be consumed is mandatory and in accordance with Islamic law.<sup>14</sup> A high level of faith will have an impact on Muslims' awareness regarding the halalness of the products they consume. In Islamic teachings, the concept of halal has a very broad meaning and covers all aspects of people's lives, from diet to behavior, as well as from the use of clothing to cosmetic products, also involving financial and logistical aspects.<sup>15</sup> Halal awareness reflects a high understanding of religious obligations and rules, so that individuals have awareness that the halal products they use are absolute and in accordance with the principles of Islamic Sharia law. In the context of this research, the halal awareness variable is defined as the respondent's level of understanding of the importance of halal cosmetic products.

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<sup>8</sup> Lee et al., "Consumer Decisions toward Halal Purchase before and during COVID-19 Pandemic: A Grey Relational Analysis Approach."

<sup>9</sup> Ambali and Bakar, "People's Awareness on Halal Foods and Products: Potential Issues for Policy-Makers."

<sup>10</sup> Bashir, "Effect of Halal Awareness, Halal Logo and Attitude on Foreign Consumers' Purchase Intention."

<sup>11</sup> Olugbenga Adesoji et al., "Quality and Safety Awareness of Ready-To-Eat Foods among Rural Households in Yewa Communities of Ogun State, Nigeria," *Acta Universitatis Danubius* 15, no. 7 (2019): 208-27.

<sup>12</sup> Omar et al., "Factors That Contribute to Awareness of Halal Logistics among Muslims in the Klang Valley."

<sup>13</sup> S. Shahid, F. Ahmed, and U. Hasan, "A Qualitative Investigation into Consumption of Halal Cosmetic Products: The Evidence from India," *Journal of Islamic Marketing* 9, no. 3 (2018): 458-503.

<sup>14</sup> T. Hendriana et al., "A Qualitative Investigation into Consumption of Halal Cosmetic Products: The Evidence from India," *Journal of Islamic Marketing* 12, no. 7 (2020): 1295-1315.

<sup>15</sup> Shahid, Ahmed, and Hasan, "A Qualitative Investigation into Consumption of Halal Cosmetic Products: The Evidence from India."

In the halal context, Muslims are required to make every effort to consume halal products.<sup>16</sup> This is not only because of safety, cleanliness, and quality of food and issues related to health, but for Muslims themselves, this is an obligation and also a form of obedience in carrying out religious orders.<sup>17</sup> There are several factors that influence the level of halal awareness, as found by Ambali and Bakar namely religious beliefs, exposure, certification logo, and health reasons, but the predictor that contributed most was health reasons.<sup>18</sup>

Several research findings support the relationship between halal awareness and purchasing decisions, including Assidiqi and Julaeha found that halal awareness has an effect on purchasing decisions for leather products in e-commerce,<sup>19</sup> as well as Lita Budiarti's research which examines food products,<sup>20</sup> so as Fauziah & Al Amin who conducted research on the role of knowledge, religiosity, awareness of halal in purchasing decisions with moderation of attitude variables,<sup>21</sup> Juniwati & Maghribi who researched the influence of halal awareness and perceived quality on purchasing decisions, Pratiwi et al who conducted research on the influence of halal awareness and religiosity on purchasing decisions for cosmetic products through purchase intentions.<sup>22</sup> Bashir found that consumer awareness of halal influences their decisions regarding purchasing halal food products.<sup>23</sup>

Our research novelty is that there is no research that accurately maps the various types of existing research on the relationship and influence of halal awareness on purchasing decisions and investigates the relationship between the two in a regional context. In addition, none of the studies have used a meta-analysis approach in looking at the relationship between halal awareness and purchasing decisions and Islamic economics researchers still rarely use this approach in looking at the relationship between variables. This study specializes in research that examines the relationship between the two in Indonesia. Indonesia is a country that is included in the top 5 (five) based on Global Islamic economic

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<sup>16</sup> Abdalla Mohamed Bashir, "Effect of Halal Awareness, Halal Logo and Attitude on Foreign Consumers' Purchase Intention," *British Food Journal* 121, no. 9 (2019): 1998–2015, doi:10.1108/BFJ-01-2019-0011.

<sup>17</sup> E.N. Omar et al., "Factors That Contribute to Awareness of Halal Logistics among Muslims in the Klang Valley," *Advances in Business Research International Journal* 3, no. 1 (2017).

<sup>18</sup> A.R. Ambali and A.N. Bakar, "People's Awareness on Halal Foods and Products: Potential Issues for Policy-Makers," *Procedia-Social and Behavioral Sciences* 121 (2014): 3–25.

<sup>19</sup> Sadewa Assidiqi and Lia Siti Julaeha, "Effect of Price, Sales Promotion and Halal Awareness of Skin Care Product Purchase Decisions (Case Study on Shopee App Users in Jakarta)," *IJLET: International Journal of Education, Information Technology and Others* 4, no. 4 (2021): 794–810, doi:10.5281/zenodo.5851660.

<sup>20</sup> Lita Budiarti, "Pengaruh Label Halal, Exposure, Dan Health Terhadap Halal Awareness Dan Keputusan Pembelian (Studi Kasus KFC Cabang Kawi)" (Universitas Brawijaya, 2018).

<sup>21</sup> Silvia Fauziah and Nur Hidayah Al Amin, "The Influence of Product Knowledge, Religiosity, Halal Awareness of Purchasing Decisions on Halal Products With Attitude As a Mediation Variable," *JMIF: Journal of Management and Islamic Finance* 1, no. 2 (2021): 249–66, <https://doi.org/10.22515/jmif.v1i2.4690>.

<sup>22</sup> Juniwati and Rizqi Maghribi, "The Effect of Halal Awareness and Perceived Quality on the Decision To Purchase Snacks With Brand Image As a Mediation Variable," *Jurnal Ekonomi Bisnis Dan Kewirausahaan (JEBIK)* 11, no. 1 (2022): 116–30, <http://dx.doi.org/10.26418/jebik.v11i1.51179>.

<sup>23</sup> Bashir, "Effect of Halal Awareness, Halal Logo and Attitude on Foreign Consumers' Purchase Intention."

indicators.<sup>24</sup> Apart from that, Indonesia is also the country with the largest Muslim majority in the world.

This study aims to fill the gaps in the existing literature while providing a new perspective by mapping the relationship between halal awareness and purchasing decisions using a meta-analysis approach. As stated by Davis et al, Meta-analysis is useful for synthesizing the results of previous research,<sup>25</sup> in this case investigating the relationship between halal awareness and purchasing decisions for halal products. The meta-analytic approach was chosen, because through this method the consistency of the influence of halal awareness on purchasing decisions can be re-examined.

## METHODS

This study uses a meta-analytic technique which aims to combine and statistically evaluate research findings by estimating the mean and variance of the population effect from a similar research question.<sup>26</sup> The research synthesizes quantitatively research findings regarding the influence of halal awareness on consumer purchasing decisions. We searched for research samples on the Google Scholar database using the Publish or Perish application. Then, we used several words related to halal awareness and purchase decisions based on previous research. The words included in the keywords are "halal awareness" and "halal awareness". This process resulted in 895 articles with various types of publications, namely journal articles, conference proceedings, theses, master theses, and dissertations.

Furthermore, because several articles appeared repeatedly, we combined the two databases so that this process resulted in 716 articles. After that, we reviewed the titles and abstracts to remove studies that did not meet the following criteria: 1) articles on halal awareness and halal logos on purchasing decisions, 2) type of collaborative research, 3) research conducted in Indonesia, 4) available in full text, and 5) the data in the study include the value of the correlation coefficient and the number of samples. This process produced 9 articles (see figure 1).

Based on figure 1 above, we extracted each article to obtain various information related to the article and created various variables, namely author, year of publication, type of participant, type of measurement, type of publication, sample size, and correlation coefficient value. We used the resulting information to determine the size of the overall effect of halal awareness and logo halal on purchase decisions, then we tested moderation by participant type. The analysis tool we use is a meta-analysis software, namely openMEE.<sup>27</sup>

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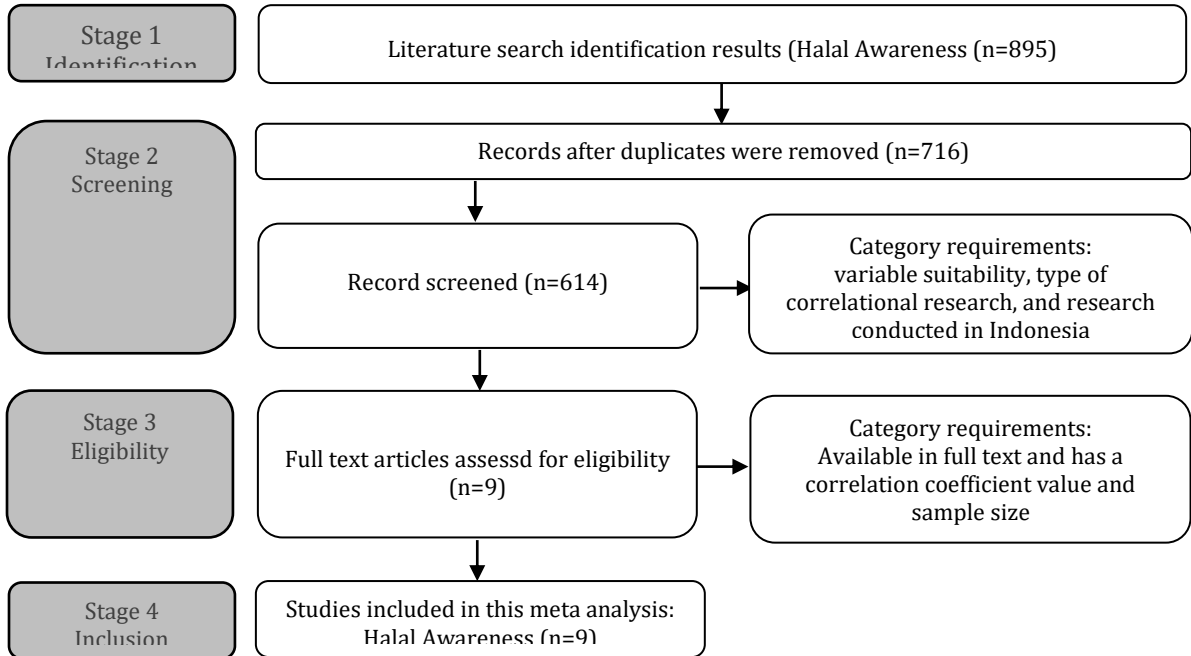
<sup>24</sup> Dinar Standard, "State of the Global Islamic Economy Report 2022."

<sup>25</sup> Jacqueline Davis et al., "Viewing Systematic Reviews and Meta-Analysis in Social Research through Different Lenses," *SpringerPlus* 3, no. 1 (2014): 1–9, doi:10.1186/2193-1801-3-511.

<sup>26</sup> Andy P. Field and Raphael Gillett, "How to Do a Meta-Analysis," *British Journal of Mathematical and Statistical Psychology* 63, no. 3 (2010): 665–94, doi:10.1348/000711010X502733; Bruce E. Wampold, Hyunnie Ahn, and Dongmin Kim, "Meta-Analysis in the Social Sciences: A Useful Way to Make Sense of a Series of Findings from a Large Number of Studies," *Asia Pacific Education Review* 1, no. 1 (2000): 67–74, doi:10.1007/bf03026147.

<sup>27</sup> Byron C. Wallace et al., "OpenMEE: Intuitive, Open-Source Software for Meta-Analysis in Ecology and Evolutionary Biology," *Methods in Ecology and Evolution* 8, no. 8 (2017): 941–47, doi:10.1111/2041-210X.12708.

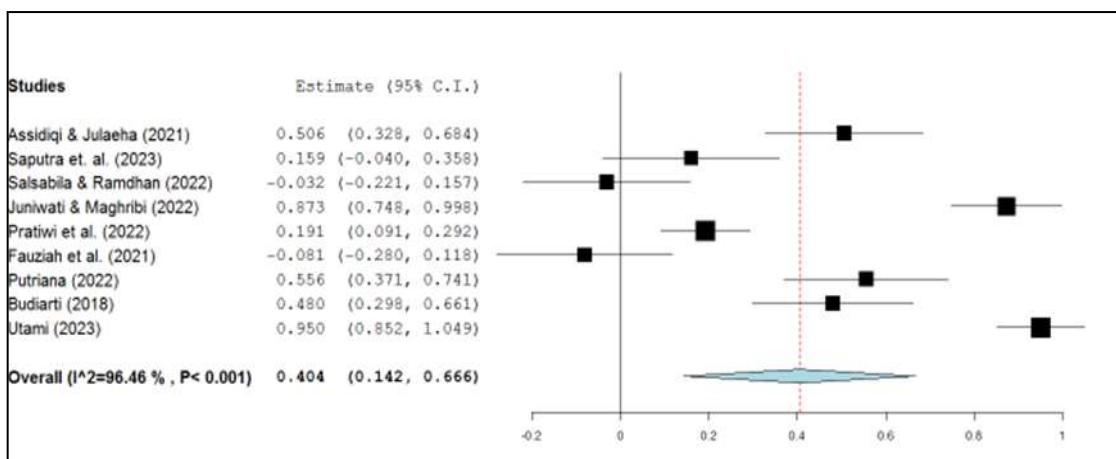
Figure 1  
Collection Data Process



**RESULT AND DISCUSSION**

We found 9 studies that discussed the effect of halal awareness on purchase decisions that had gone through the sample selection process published by publications in Indonesia. Effect size data for each study was found through application data processing. For more details can be seen in the following image:

Figure 2  
Forest Plot of Overall Study Effect Size



The data from the image above was then analyzed by dividing the effect categories based on Cohen's division, namely high, medium and weak categories in each study.<sup>28</sup> More details can be seen in the following table:

Table 1  
Effect Size (Zr) dan variance of each effect size (VarZr) of Each Study

Author & Year	Year	N	r	Zr	VarZr	Category
Assidiqi & Julaeha	2021	124	0.467	0.506	0.008	Medium effect
Saputra, et al	2023	100	0.158	0.159	0.010	Small effect
Salasbila & Ramdhan	2022	110	-0.032	-0.032	0.009	Small effect
Juniwati & Maghribi	2022	250	0.703	0.873	0.004	Large Effect
Pratiwi, et al	2022	385	0.189	0.191	0.003	Small effect
Fauziah & AL Amin	2021	100	-0.081	-0.081	0.010	Small effect
Putriana	2022	115	0.505	0.556	0.009	Medium effect
Budiarti	2018	120	0.446	0.480	0.009	Small effect
Utami	2023	400	0.740	0.950	0.003	Large Effect

### Uji Heterogeneity

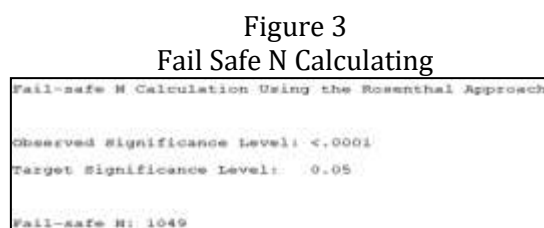
Next, the data from the effect size results were subjected to a heterogeneity test and a publication bias test on the data obtained (See Table 2). Based on the results of application data processing, it was found that the results of the homogeneity test showed significant heterogeneity in effect sizes among the studies ( $Q(df=8) 226.002$ ;  $het-p-value < 0.001$ ;  $I^2 96.46$ ). Thus, the random effect model is more appropriate to use to estimate the average effect size of the 9 articles analyzed. This also indicates that there is potential to investigate moderator variables because of the heterogeneous results which reached 96.46%.

Table 2  
Uji Heterogeneity

tau <sup>2</sup>	Q(df=8)	Het-p-value	I <sup>2</sup>
0.154	226.002	<0.001	96.46

### Publication Bias

This test is used to examine the tendency of academic journals and researchers to publish research with positive or statistically significant results, while ignoring or under-reporting research with negative or insignificant findings.<sup>29</sup> This test uses the fail safe N method with the following results:



<sup>28</sup> Jacob Cohen, *Statistical Power Analysis for the Behavioral Sciences*, 2nd ed. (United States: Lawrence Erlbaum Associates, 1988).

<sup>29</sup> Shinichi Nakagawa et al., "Methods for Testing Publication Bias in Ecological and Evolutionary Meta-Analyses," *Methods in Ecology and Evolution* 13, no. 1 (2022): 4–21, doi:10.1111/2041-210X.13724.

The results of the analysis show that the fail-safe N value is 1049, which means that it is suspected that there were 1049 publications whose results were biased or methodologically not done properly. Furthermore, this value is compared with the value of  $5K + 10$ , where K is the number of studies contained in this study. Thus,  $5(9)+10=55$ , which means that  $1049 > 55$  with a significance target of 0.05 and a significance level of  $< 0.0001$ , so it can be concluded that there is no publication bias problem in the results of the meta-analysis.

### Summary Effect

The results of the analysis using the random effect model (see table 3) found that there is a positive influence from halal awareness on purchase decisions. This is proven by the p-value obtained at 0.002, so that  $p < \alpha$ ;  $0.002 < 0.05$ , it is determined that there is a significant relationship between halal awareness and purchase decision. Based on data processing from the 9 selected studies, the estimated value was obtained at 0.404, which indicated that the strength of the relationship was in the weak category and the observed effect size results had different values with 95% confidence intervals from 0.142 to 0.666.

Table 3  
Summary Effect

Estimate	Lower Bound	Upper Bound	Std. Error	p-value
0.404	0.142	0.666	0.134	0.002

### Subgroups Analysis

In the following, a statistical summary of each research subgroup is presented in the halal industry category (Table 4). The average effect size value for each subgroup can be seen in the estimated value, where the halal cosmetic subgroup has a value of 0.437 (medium category) and halal food with a value of 0.428 (medium category). However, of the 2 (two) categories, the most significant average effect size was in the halal cosmetics subgroup with a fairly high estimated value with a p-value of 0.022. Thus, it can be concluded that consumer halal awareness is more visible in the halal cosmetic industry type. To see the differences in these subgroups, see the forest plot in Figure 4.

Tabel. 4  
Model Results

Subgroups	Estimate	Lower Bound	Upper Bound	Std. Error	p-value
Halal Cosmetic	0.437	0.062	0.811	0.191	0.022
Not Specific	0.159	-0.040	0.358	0.102	NA
Halal Food	0.428	-0.118	0.974	0.279	0.125
Overall	0.404	0.142	0.666	0.134	0.002

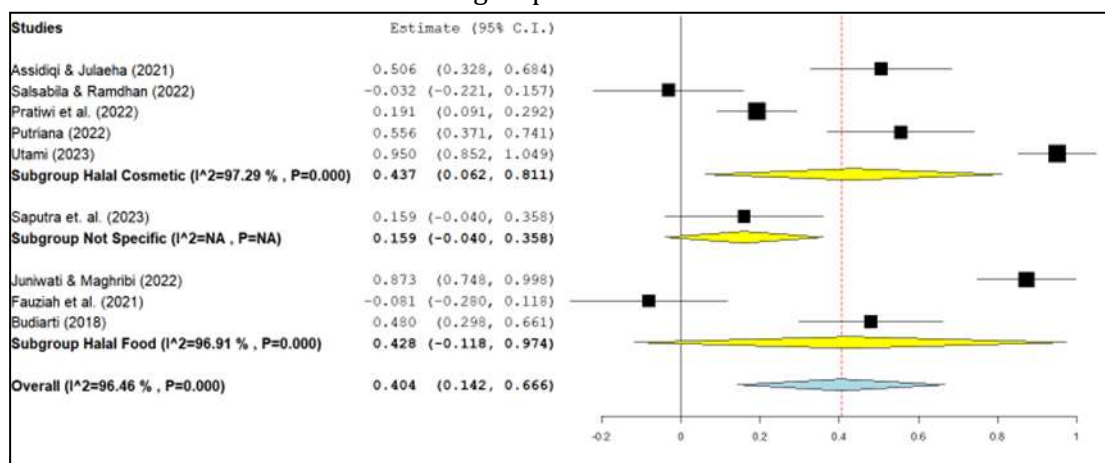
The influence of halal awareness has a positive influence on purchasing decisions for halal products with an estimated value of 0.404 with weak criteria. This is in line with research by Muslichah et al which shows that halal awareness influences purchasing decisions.<sup>30</sup> Likewise, Inar Anggraini and Dewanti who show awareness has a positive and

<sup>30</sup> Muslichah, Abdullah, and Abdul Razak, "The Effect of Halal Foods Awareness on Purchase Decision with Religiosity as a Moderating Variable: A Study among University Students in Brunei Darussalam."



significant impact on purchasing decisions.<sup>31</sup> Macdonald and Sharp state that awareness is a rule of thumb adopted by consumers to decide to buy a product.<sup>32</sup>

Figure 4  
Subgroups Forest Plot



A Muslim's level of understanding of the halal concept has an important role in shaping their behavior regarding this halal issue. This also influences their attitudes towards purchasing and consuming products that comply with Islamic principles. Therefore, awareness of the importance of halal food has a positive impact on the decision to purchase food products that comply with religious teachings. Halal awareness is based on an individual's understanding of the halal concept and priorities in choosing products that are permitted for consumption. It is important for Muslims to have awareness in purchasing and consuming halal products because in reality many halal products are not only produced by Muslim producers, but also involve various non-Muslim parties in the process. When someone is aware of the significance of consuming halal food, the positive impact can be seen in the decision to purchase products that comply with Islamic provisions.<sup>33</sup>

However, the influence of awareness is in the weak category and this finding is surprising considering the fact that the majority of Indonesia's population is Muslim. To understand these results, it is necessary to observe the results of subgroup analysis through the halal industry type categories. The results of the analysis show that the halal food industry type has a significance value of 0.125 and this shows that halal awareness is not very significant in the halal food industry type category. This can happen especially for people who live in areas where the majority of Muslims are and most of the products in circulation are halal products, especially those related to food and drinks. Based on these results, the higher a person's level of halal awareness towards a person, the less this will influence consumer

<sup>31</sup> Inar Anggraini and Diah Setyawati Dewanti, "The Effect of Halal Foods Awareness on Purchase Decision with Religiosity as a Moderating Variable," *Journal of Economics Research and Social Sciences* 4, no. 1 (2020), doi:10.18196/jerss.040116.

<sup>32</sup> E.K. Macdonald and B.M. Sharp, "Brand Awareness Effect on Consumer Decision Making for a Common, Repeat Purchase Product: A Replication," *Journal of Business Research* 48, no. 1 (2000): 5–15.

<sup>33</sup> N.M.Y. Nor Sara et al., "Muslim's Purchase Intention Towards Non-Muslim's Halal Packaged Food Manufacturer," *Procedia - Social and Behavioral Sciences* 2 130 (2014): 145–54.

purchasing decisions regarding products. This happens because consumers believe that what they decide to buy and consume is a halal product. As research conducted by Fauziah and Al Amin who found that halal awareness did not have a positive and significant effect on purchasing decisions.<sup>34</sup> This is because Muslims who make purchases at fast food restaurants do not always pay attention to the presence of the halal label, and most of them believe that what they buy and consume is halal.

This is different for the halal cosmetics industry category which shows a significance value of 0.022 and this shows that the correlation between halal awareness is stronger in the halal cosmetics industry category than in the halal food industry. This is caused by consumers' more selective attitudes towards cosmetic products by understanding and seeking information related to product contents. According to Yasid, this cannot be separated from religious beliefs as a guide for Muslims in choosing goods/products for consumption.<sup>35</sup>

It is important for Muslim consumers to have awareness about purchasing and using halal cosmetics because unlike food products, many halal cosmetic products are produced by various companies, including those that are not owned by Muslims.<sup>36</sup> This awareness can influence consumer purchasing choices and encourage them to be more careful in choosing products that are in accordance with religious principles. The level of in-depth understanding of what makes a cosmetic product halal will shape consumer attitudes towards purchasing and using these products. If someone understands how important halal is in the products they use, they tend to be more committed to choosing cosmetic products that meet halal criteria. This kind of awareness has the potential to influence interest and purchasing decisions for cosmetic products that are in accordance with Islamic teachings.

This is in line with Efendi, muslims' understanding of the halal concept is reflected in the level of halal awareness.<sup>37</sup> The level of awareness arises when there is interest in exploring halal, where the higher the consumer's awareness of the importance of the halal concept, the more active the consumer will be in seeking information about the product. After consumers obtain sufficient information, consumers will use this information to develop attitudes and actions to buy the product. Thus, the higher the level of awareness, the higher the desire to buy.

## CONCLUSION

This research uses a meta-analysis approach to analyze halal awareness of halal product purchasing decisions. Meta analysis succeeded in mapping that the relationship between awareness and purchasing decisions is influential but falls into the weak category. These results can be seen in more depth by analyzing subgroups based on halal industry type categories. These findings indicate that halal awareness has a less significant impact on the

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<sup>34</sup> Fauziah and Al Amin, "The Influence of Product Knowledge, Religiosity, Halal Awareness of Purchasing Decisions on Halal Products With Attitude As a Mediation Variable."

<sup>35</sup> A. Yasid, F. Farhan, and Y. Andriansyah, "Factor Affecting Muslim Students Awareness of Halal Products in Yogyakarta, Indonesia," *International Review of Management and Marketing* 2 6, no. 4 (2016): 27-31.

<sup>36</sup> S. Osman, K.W. Cheng, and W. Wider, "Factors Affecting the Halal Cosmetics Purchasing Behaviour in Klang Valley, Malaysia," *FWU Journal of Social Sciences* 16, no. 4 (2022): 102-20.

<sup>37</sup> M Y Bhutto et al., "Adoption of Halal Cosmetics: Extending the Theory of Planned Behavior with Moderating Role of Halal Literacy (Evidence from Pakistan)," *Journal of Islamic Marketing*, 2022, doi:10.1108/JIMA-09-2021-0295.

halal food industry category. This happens because people who are predominantly Muslim and are in an environment where the majority of available products are halal tend to assume that the products they buy are definitely halal. This is different in the halal cosmetics industry category, where halal awareness has a stronger impact. This is due to a more selective consumer attitude towards cosmetic products, which requires a deeper understanding of product components. Overall, awareness of halal products has a positive influence on purchasing decisions, although the level of influence varies depending on the type of industry. This awareness is recognized as a factor influencing consumer actions in seeking, understanding, and finally deciding to buy products that comply with religious principles.

Limitations of the study were the small study sample and inadequate moderator to explain the heterogeneity within the subgroups. Furthermore, this research only examines the type of halal industry as a moderator, so future research can examine important aspects such as participant groups, countries/regions, and others.

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