Religiosity and Purchase Intentions of Halal Food : A Systematic Literature Review

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Abstract:

The purpose of this study is to identify and analyze some of the main references related religiosity and purchase intention on halal food products. This research is a bibliometric analysis of systematic literature using VOSviewer with a scientific citation index derived from Science Direct. Based on several phases of systematic review methods, this study obtained 20 important references from the indicated journals ranging from 2020 to 2025. The study also examined the journals involved as well as the number of citations from contributing authors and countries. This study found that the Heliyon journal is the journal that discusses the most about purchase intention in halal food products. In terms of authors, the highest number of citations belongs to Naem Akhtar. This shows that his contribution to academic implementation is quite large. As for the country of origin of researchers, China is the most dominant country of origin of researchers followed by other Asian countries in the top position. Thus, there are opportunities for further research in halal food purchase intention. This research contributes to future research and has greatly contributed to answering research questions and answering questions of religion and consumer intentions.

Keywords : religiosity, purchase intention, halal food product, literature review

Abstrak

Tujuan dari penelitian ini adalah untuk mengidentifikasi dan menganalisis sejumlah referensi utama yang berkaitan dengan religiusitas dan niat pembelian terhadap produk makanan halal. Studi ini menggunakan pendekatan bibliometrik melalui analisis literatur sistematis dengan VOSviewer, berdasarkan indeks sitasi ilmiah yang diperoleh dari Science Direct. Melalui beberapa tahapan metode tinjauan sistematis, penelitian ini berhasil mengidentifikasi 20 referensi penting dari jurnal-jurnal terbitan tahun 2020 hingga 2025. Penelitian ini juga menelaah jurnal-jurnal yang berkontribusi, jumlah sitasi, penulis, serta negara asal para peneliti yang terlibat.

Hasil penelitian menunjukkan bahwa jurnal *Heliyon* merupakan jurnal yang paling banyak membahas mengenai niat pembelian pada produk makanan halal. Dari sisi penulis, jumlah sitasi tertinggi dimiliki oleh Naem Akhtar, yang menunjukkan bahwa kontribusinya terhadap pengembangan keilmuan cukup signifikan. Adapun dari negara asal peneliti, Tiongkok menjadi negara yang paling dominan, disusul oleh negara-negara Asia lainnya pada posisi teratas.

Dengan demikian, temuan ini menunjukkan adanya peluang yang cukup besar untuk penelitian lebih lanjut terkait niat pembelian produk makanan halal. Penelitian ini memberikan kontribusi penting bagi studi-studi mendatang serta secara substansial menjawab pertanyaan penelitian terkait religiusitas dan intensi konsumen.

Kata kunci : religiusitas, niat pembelian, produk makanan halal, kajian literatur

1. Introduction

Muslim consumers have a consciousness of buying halal products. This awareness arises because of the religion in each of them. Halal incorporates all stages, from sourcing crude materials, dissemination of last items, and conveyance to customers. Not as it were nourishment, but the term halal can too incorporate all consumables such as drugs, makeup, individual care items, toiletries, and others (Yaakob Che Man & Awis Qurni Sazili, 2010). Halal is an important factor in making purchasing decisions because it provides assurance that the product purchased is in accordance with Islamic religious principles. Consumers feel more confident and comfortable with halal-certified products, thus increasing purchase intention. Halal plays an important role in increasing purchase intention because it provides a guarantee of halalness, trust, and security for consumers, especially muslim consumers. Halal certified products tend to be more desirable because they fulfill religious principles and provide quality and safety assurance.

One of the things that can affect purchase intention is a person's religiosity. Religiosity is a person's spiritual expression that includes their belief system, values, laws and rituals. It also includes aspects that have been deeply internalized within a person, including vibrations of conscience and personal attitudes. The higher a person's religiosity, the greater the awareness and desire to buy halal-certified products. This is because religiosity reflects a person's commitment to act according to religious teachings, including in choosing halal food or another products**.**

Then, because religiosity is typically an essential component of a person's distinctive character, consumer devotion based on these principles is passionate and has a strong profundity of meaning. Customer devotion is a significant resource for a company since it reflects the client's strong emotional connection to the brand or goods. Consistent customers are not only willing to spend more, but they also make more frequent purchases and are more likely to promote things to others (Kim et al., 2024).

Religiosity can influence purchase intention because religious beliefs and values can influence the choice of products and services that are considered in accordance with the principles of the religion. Religious people may be more likely to choose products or services that are perceived to be in line with their religious values, such as halal products, products that do not contain harmful ingredients, or products that support charitable causes. In the context of purchasing, religious values such as simplicity, social concern and sustainability can also influence consumer choices.

The intensity of a person's purchase of halal products will be reflected in the religiosity that exists within a person. Religious discussions in marketing and consumer research have become an interesting topic for publishing. One of the points is the way consumers are related to religious aspects when buying products or consuming goods. Religion can be associated with consumer perceptions, attitudes and interests. (Salam et al., 2019). However, understanding the relationship between religiousness and purchasing intention remains restricted. Existing literature is typically fragmented and does not provide a full picture of how religious values can be incorporated into purchase intent to increase customer loyalty. Bibliographic analysis is a critical tool for assessing research trends, detecting gaps, and suggesting prospective collaborations in this discipline.

Bibliometric analysis enables researchers to discover the study's progress, the author's collaboration patterns, the primary journals, and the most significant research issues. This study uses this approach to examine writings about a person's religiosity on halal products in order to contribute to the creation of connected literature. This research uses blibiometric analysis, an analysis that applies statistical methods to one choice as a place to convey the results of reviewing several articles on information retrieval.

2. Theoretical framework

Religiosity

Religiosity represents the extent to which individuals believe in and adhere to religious principles and values, encompassing faith in God and a commitment to act in alignment with his commandments (Bhuian et al., 2018). The intensity of these beliefs has the potential to shape a person's attitudes. Religiosity has been explained by many scholars as how deeply someone believes in religion and how much their religious ideas affect their feelings and actions. Religiosity as something with several parts, including beliefs, rituals, experiences, knowledge, and how religion affects life outcomes. They think about both what people believe inside and how they act outside. Koenig looks at religiosity in two main ways: intrinsic and extrinsic. Intrinsic religiosity means a person really believes in religion from the inside, while extrinsic religiosity is when someone uses religion for practical reasons or to fit in with others (Koenig,)

Purchase Intention

Purchase intention refers to how ready a buyer is to buy a particular product or service (Engel et al., 1995). This intention can be affected by how much the customer knows about the product, their feelings toward the brands they are thinking about, and what they plan to buy in the future from that product or brand (Howard & Sheth, 1969).

Purchase intention shows how much a consumer plans or intends to buy a product or service in the future. It is an attitudinal factor that helps measure how likely a customer is to support a product in the future (Bläse et al., 2024). Additionally, a purchase intention reflects a consumer's awareness of their desire to bring a specific product or service into reality, which can lead to an actual purchase later (Ganbold and Gantulga, 2023).

Halal Product

The word halal comes from the Arabic language and means allowable, acceptable, permitted, or permissible. The idea of Halal is not just about food or food products, as many people might think. It applies to all areas of a Muslim's life, whether they are male or female. In this context, the idea of Halal is based on the need for Muslims to use products that are allowed, accepted, permitted, and acceptable according to religious beliefs. So, the concept of Halal covers any product that follows Islamic Shari'ah rules. This starts with food and drinks, but it also includes areas like banking, tourism, cosmetics, medicine, work, travel, technology, and transportation services. For a product to be considered Halal, it must follow the rules of Shari'ah as found in its main sources. The two most important sources of Islamic Shari'ah are the Holy Quran and the Sunnah (Haleem et al.,2016)

3. **Method**

This type of research is descriptive qualitative research and the approach used is a bibliometric approach. Bibliometric analysis has many benefits, including identifying research trends, measuring researcher productivity, assessing citation impact, and mapping collaboration networks in the scientific literature. In addition, this analysis can also be used to identify relevant journals, specialists in a field, and new collaboration opportunities. The research method uses a literature review study of international publication data related to religiosity. The data search was accessed on Science Direct with the keyword "halal" and "West Sumatera" resulting in 950 articles with a time span from 2001 to 2025.

Visualization of bibliographic analysis using Vosviewer using Coccurrence analysis type, all keywords, and full count calculations by determining the occurrence of keywords at least three times. Visualization of bibliographic analysis using Vosviewer is performed to recognize the relationship between religiousness and the strength of purchasing halal foods.

Then mapping 950 articles from Science Direct and then inclusion based on the criteria of article publication level "final", document type "article" keyword restrictions "religiosity, halal food, purchase intention", source type "research articles". Articles were also finally taken from the year 2020 only. The inclusion of these journal search criteria resulted in 226 articles which were then selected based on title, abstract, and English language. Selection based on the title, abstract, and discussion of the content of the article that meets the inclusion criteria regarding religiosity towards purchasing halal food.
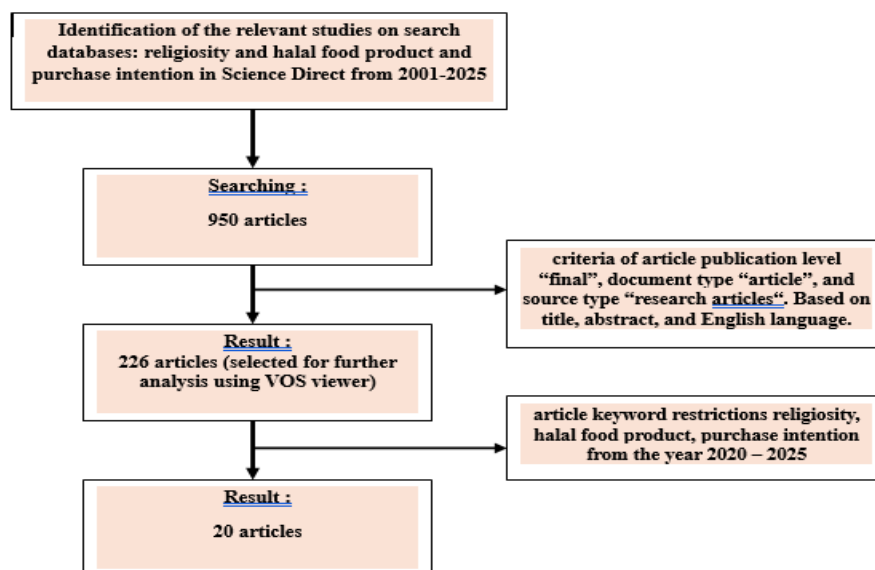
4. **Results**

Figure 1. Steps in Systematic Literature Review

The results of article searches on Science Direct are exported in the format of RIS (Research Information Systems) format, then inputted and analyzed using VOSviewer software. Network visualization results from VOSviewer which illustrates the relationship between keywords with one another can be seen in Figure 2
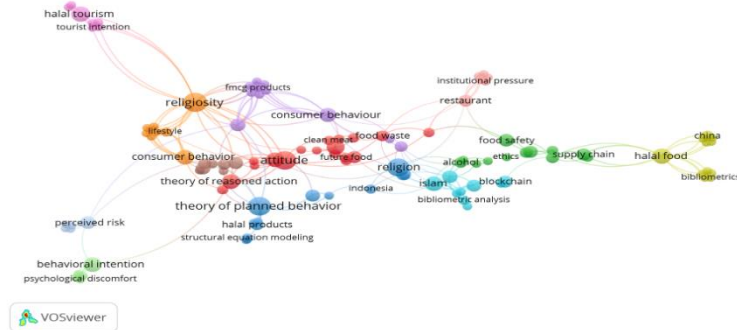

Figure 2. Map network visualization

The results of the VOSViewer software network visualization related to the research development map are 4 clusters and 11 topic items on the mapping, including the following :

1. Cluster 1 called attitude cluster. The red color consists of 7 topics: attitude, theory of reasoned action, future food, clean meat, food waste, restaurant, and institutional pressure.
2. Cluster 2 called safety and ethics cluster. The green colour consists of 6 topics: food safety, ethics, alcohol, supply chain, behavioral intention, and physicological discomfort.
3. Cluster 3 called TPB cluster. The blue colour consists of 9 topics: theory of planned behavior, halal products, structural equation modelling, perceived risk, Indonesia, religion, Islam, blockchain, and bibliometric analysis.
4. Cluster 4 called halal food cluster. The yellow colour consists of 3 topics: halal food, china, and bibliometrics.
5. Cluster 5 called tourism cluster. The purple colour consists of 4 topics : halal tourism, tourist intention, fmcg products, and consumer behaviour.
6. Cluster 6 called religious cluster. The orange colour consists of 3 topics: religiosity, lifestyle, and consumer behavior.

From that mapping, there are certainly still opportunities that can be pursued to generate novelty. There is also a map (figure 3) from the overlay results VOSviewer visualization that presents the publication timeline of articles.
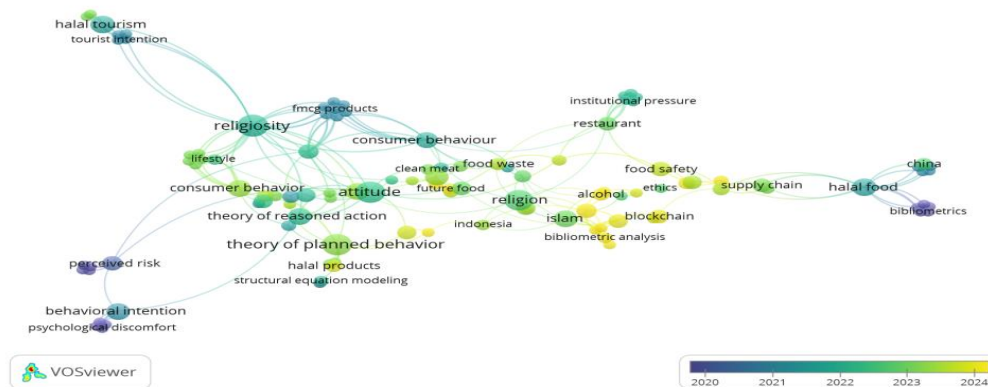

Figure 3. Map overlay visualization

Based on figure 3, it was found that in the period from 2020 to 2021, a strong blue color and interconnected lines were used namely religiosity and fmcg products have the most connections. By therefore, religiosity is mostly utilized by researchers as a study examining halal topics. Then in the use of VOS Viewer software, density can be reviewed from its distribution.
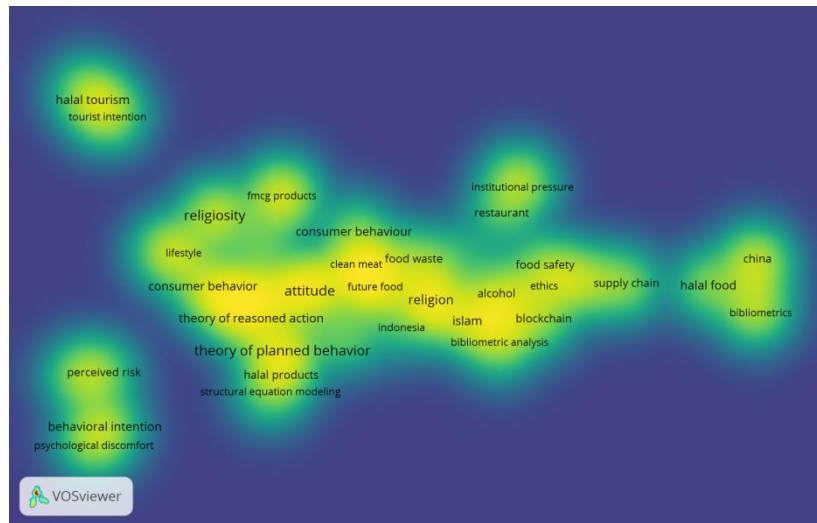

Figure 4. Map density visualization

Figure 4 presents the network of word density for attitude along with religion emitting the strongest light means that the word is presented the most in research. The figure also shows that the discussion on the topic of physicological discomfort is colored blue with a hint of green, which means that there haven't been many updates on this topic from previous researchers produced by previous researchers. On the other lines, the discussion on theory of planned behavior is colored bright yellow, which means there have been many updates from previous research findings. There are 20 journal publications based on the results of data collection derived from the Science Direct during the period 2020 to 2025.

Table 1. Analysis for the 20 articles from Science Direct

Ranking	Year	Total Publications	Name of journal
1	2023	3	Journal of Hospitality and Tourism Management Journal of Retailing and Consumer Services Trends in Food Science & Technology
2	2021	4	Tourism Management Perspectives International Business Review Journal of Destination Marketing & Management Journal of Behavioral and Experimental Economics
3	2022	4	International Journal of Hospitality Management (2 journals) Heliyon (2 journals)
4	2023	7	International Journal of Gastronomy and Food Science Heliyon (2 journals) Journal of Hospitality and Tourism Management Journal of Business Research Appetite Technological Forecasting and Social Change
5	2024	-	-
6	2025	2	Social Sciences & Humanities Open Sustainable Futures
Total			**20 publications**

Based on table 1, it can be seen that the most publications occurred in 2023. We can also see that in 2024 there were no publications related to religiosity and purchase intention on Science Direct. But in 2025 it has increased again with 2 publications. In this case, it can be seen that the journal recorded the largest contribution with the highest number of articles, namely Heliyon with 4 articles. This significant contribution shows the dominant role of this journal in helping to expand the literature on the topics of religiosity, halal food, and purchase intention.

In academic terms, this demonstrates the high level of interest and research into the purchasing intention of halal food products. In addition, the publications International Journal of Hospitality Management and Journal of Hospitality and Tourism Management contributed significantly with a total of two papers. These contributions expand the literature on the relationship between religiosity and purchase intention, with an emphasis on halal food products. As a result, it may be argued that religiosity and purchase intention has grown in popularity among researchers, but it also needs to be explorer further.

Table 2. Publications by author with the citations

Ranking	Author	Publications	Citations
1	(Akhtar et al., 2020)	1	83
2	(Mortimer et al., 2020)	1	52
3	(Mostafa, 2020)	1	73
4	(Suhartanto et al., 2021)	1	37
5	(Sardana et al., 2021)	1	10
6	(Jia & Chaozhi, 2021)	1	39
7	(Goff, 2021)	1	1
8	(Ghazali et al., 2022)	1	17
9	(Vasist & Krishnan, 2022)	1	29
10	(Alshater et al., 2022)	1	77
11	(Bakhouche et al., 2022)	1	20
12	(Aslan, 2023)	1	43
13	(Tedjakusuma et al., 2023)	1	5
14	(Boğan et al., 2023)	1	11
15	(Bukhari et al., 2023)	1	4
16	(Lunardo et al., 2023)	1	4
17	(Elimelech et al., 2023)	1	15
18	(Luo et al., 2023)	1	16
19	(Changalima, 2025)	1	6
20	(Siankwilimba, n.d.)	1	1

Sumber: Data diolah, 2025

Based on table 2, it can be seen that the number of citations on each author varies. The most citations are owned by Naem Akhtar, which amounts to 83 citations. This shows that Naem Akhtar has had many contributions, especially in exploring research on religiosty and purchase intention. Then followed by Muneer M. Alshater with 77 citations and Mohamed Mostafa with 73 citations. Thus, the large number of citations shows that the development of interest in buying halal products is also evidenced by the implementation in academia.

Table 3. Publications by countries

Ranking	Country	Count
1	China	3
2	Indonesia	2
3	Malaysia	2
4	Turkey	2
5	Australia	2
6	Bangladesh	1
7	Pakistan	1
8	France	1
9	Israel	1
10	India	1
11	Jordan	1
12	United Arab Emirates	1
13	Kuwait	1
14	United States	1

Sumber: Data diolah, 2025

Based on Table 3 above, it can be identified that 14 countries participated in contributing articles related to purchase intention on halal products. The Chinese country was ranked first with a contribution of 3 relevant documents. Indonesia, Malaysia, Turkey and Australia showed a contribution in the literature related to this topic as many as 2 documents. This shows that the top 3 countries contributing to this contribution are Asian countries. We can thus create exciting opportunities to more actively participate in research and literature in this area.

5. Conclusion

In conclusion, this study presents significant findings in the domain of purchase intention for halal food products. In this context, 20 relevant journal articles have been identified and listed in Science Direct, providing reliable, efficient and comprehensive literature coverage on the topic. The Systematic Literature Review (SLR) approach applied in this study proved its usefulness in obtaining higher quality and objective research results, making it a better choice compared to the traditional literature review approach. However, it should be noted that although a number of articles have been found that consider the relationship between religiosity and purchase intention in food products, this research reveals that most studies still concentrate on the concept of purchase intention in general. As such, there is great potential for further research. More interestingly, the majority of researchers who participated in this study are from Asia and the first rank is occupied by the country of China which is not a majority Muslim consumer.

Nevertheless, it is important to recognize that this study has some limitations. These limitations include the exclusion and inclusion methods which may require further customization with more detailed filters. In addition, the data used in this study is a snapshot of a short data collection period, given the constantly updated Science Direct database. Therefore, for future research, we recommend expanding the database to several additional data sources to optimize the coverage of accessible literature and enrich future research.

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