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Journal homepage: <http://shirkah.or.id/new-ojs/index.php/home>**Research Paper****Purchase Decisions among Nong-Muslim: The Role of Islamic Branding, Product Ingredients, and Islamic Social Environment**Erike Anggraeni^{a,1*}, Khavid Normasyhuri^{a,2}, Tri Atmaja Pramudita Wisnu Kusuma^{b,3}^a Faculty of Islamic Economics and Business, State Islamic University of Raden Intan Lampung, Indonesia^b Faculty of Economics and Business, University of Lampung, Indonesia¹ erike@radenintan.ac.id, ² khavidnormasyhuri2@gmail.com, ³ triatmajawisnu.bpd47@gmail.com

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The influence of acculturation on non-Muslims' purchase decisions remains an unanswered question. Thus, the impact of the Islamic environment on non-Muslim purchase decisions requires further exploration. This study examines how Islamic branding and product ingredients affect purchase decisions and whether the Islamic social environment can strengthen or weaken this relationship for non-Muslim consumers. This study employed a quantitative approach using SmartPLS 3.0. Data were collected from 500 non-Muslim respondents using purposive sampling. The results indicate that both Islamic branding and product ingredients significantly influence non-Muslim purchase decisions, highlighting the growing importance of ethical and cultural considerations in consumer behavior. Moreover, the Islamic social environment plays a crucial role in moderating this relationship, further strengthening the impact of Islamic branding and product ingredients on purchase decisions. These findings suggest that non-Muslim consumers are not only responsive to the intrinsic qualities of products but are also influenced by the broader Islamic social context in which these products are marketed. This offers valuable insights for the government and companies in developing effective strategies to market Indonesian halal meat products to non-Muslim consumers globally. A deeper understanding of non-Muslim purchasing behavior can enhance their position in the halal industry.

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Introduction

Halal product dominates world trade business (Mostafa, 2020). Nowadays, Halal has become a universal concept (Rahman et al., 2022). Halal products and services are increasingly popular among both Muslims and non-Muslims. Halal products and services are becoming increasingly popular among Muslims and non-Muslims (Pauzi et al., 2024). Halal products are known to be of high quality. Halal refers to anything permissible and wholesome for human consumption (Ali et al., 2021). Religions often influence food choice and consumption. However, Halal is more than just a religious rule; it also shapes the global economy (Koc et al., 2024). The quality of halal products can entice non-Muslims to purchase and consume halal food products, particularly in the food sector. Halal food is recognized as clean, hygienic, and of high quality. Muslims are only allowed to consume halal food, as taught by their religion, whereas non-Muslim residents generally have no requirements regarding the consumption of halal products (Hanifasari et al., 2024). Halal lifestyle and industry are beginning to penetrate and are in demand by various groups worldwide (Jia & Chaozhi, 2021).

However, the extent to which non-Muslims adopt religion based on Islamic values remains unclear (Ali et al., 2020). The question of how acculturation affects non-Muslim purchasing decisions remains unanswered. The perception and acceptance of halal food products among non-Muslims in Indonesia is important for evaluating and addressing potential gaps in the halal market in this country. Food plays a complex role in cultural tradition and religious beliefs (Aslan, 2023). Based on the awareness passed down from family, friends, and the surrounding community are aware of the importance of healthy, clean, and quality food. The effects of acculturation have become a consideration in consumer decisions (Rahman et al., 2022). Although Indonesia is predominantly Muslim, other religions, such as Buddhism, Christianity, Catholicism, Confucianism, and Hinduism, can also freely practice halal lifestyles (Islam, 2020). Thus far, the prevailing perception is that despite various religions, beliefs, sects, and ideologies, Indonesia's non-Muslim population is familiar with halal food (Karyani et al., 2024). According to non-Muslims, halal food is no longer just a religious obligation and obedience but rather a choice for both Muslims and non-Muslims. They also claim that halal promotes not only fair business but also animal rights, social justice, and a healthy environment.

Decision-making is the result of a mental process that leads to choices with available alternative courses of action. Decision-making is a cognitive process of choosing a belief or course of action among several alternatives, often using business strategies and tools to ensure effective outcomes (Zreik, 2024). The decision-making process is designed to achieve specific goals through implementation, which results in a final choice (Pradana et al., 2020). Purchase decisions are the process by which a person seeks purchases, uses, evaluates, and acts after the consumption of products, services, or ideas that are expected to meet needs (Paliwoda et al., 2024). Non-Muslims' purchase intentions for food products such as halal meat are influenced by a variety of factors, including Islamic branding. Islamic branding has received considerable attention in recent years and many manufacturers have used it in their marketing strategies (Muslichah et al., 2020). This strategy involves using Islamic identities, such as halal labels and Sharia names, in food product marketing to create a unique and memorable brand in the public's mind (Bashir, 2020).

Another important aspect of halal food decisions is the consideration of product ingredients. Product ingredients refer to the components of the product (Farhan & Sutikno, 2024). Product ingredients are a primary source of concern regarding product quality (Machin et al., 2020). Product ingredients can serve as an additional guide for non-Muslims in evaluating food purchases, especially meat. Issues regarding product ingredients must be comprehensively reviewed, including the aspects of packaging, distribution, and storage (Sungnoi & Soonthonsmai, 2024). The ease with which consumers can find information about food product ingredients, especially meat, can significantly influence non-Muslim consumers' purchase decisions (Petrescu et al., 2020).

Additionally, when non-Muslims choose halal products, other supporting factors include the influence of their Islamic social environment. Islamic social environment involves non-Muslims making decisions that are influenced by the cultural, religious, and social contexts of Muslim communities (Rama & Yaman, 2024). In terms of decision-making, the Islamic social environment can influence the thoughts, preferences, and actions of non-Muslim individuals in various aspects of their lives. Research (Wibowo et al., 2021) indicates that, for non-Muslim consumers, deciding to buy halal food can be challenging and often relies on assessing the environment and consulting with close family members. This decision is influenced by the Islamic social environment. The Islamic social environment for non-Muslims refers to the impact of Muslim communities or social groups on their decisions to purchase certain products or services. This social environment may include friends, colleagues, neighbors, and online social circles of Muslim people. Interactions with the Muslim community influence the perceptions, information, preferences, and recommendations received by non-Muslim individuals in their decision-making processes.

This study addresses a significant gap in the literature by examining how social environmental factors moderate the influence of Islamic branding and product ingredients on purchasing decisions among non-Muslim consumers. While there has been extensive research on Islamic branding and product ingredients individually, few studies have explored their combined impact on purchase decisions within the context of a Muslim social environment. Existing research often overlooks the importance of how social norms and cultural context influence non-Muslims' purchasing behavior, especially in relation to halal products. This gap highlights the need for further exploration of the interplay between these variables. The novelty of this research lies in its focus on the moderating role of the Islamic social environment, which has not been sufficiently addressed in previous studies. By investigating this relationship, the study provides new insights into how social factors shape non-Muslim consumer behavior regarding halal products.

The primary objective of this study is to examine the relationship between Islamic branding and product ingredients on non-Muslim consumers' purchase decisions and to determine whether the Islamic social environment strengthens or weakens this relationship. The study is unique in its focus on non-Muslim consumers in Indonesia, offering a fresh perspective on how Islamic branding and product quality influence their purchasing decisions. Furthermore, the research investigates the moderating effect of a Muslim social environment, which is a distinctive aspect of this study compared to previous research. The potential contributions of this research are twofold: first, it can help companies and the government develop more targeted marketing strategies to attract non-Muslim consumers to halal products; second, it provides valuable insights for expanding the halal industry

beyond religious boundaries, enhancing its appeal to a broader audience by highlighting the role of social influences on consumer behavior.

Hypotheses Development

Islamic Branding and Purchase Decisions

Islamic branding involves the use of names related to Islam or indicating a halal identity for a product. It extends beyond names, encompassing the selection of raw materials, production processes, and other factors, to build consumer trust and influence purchase decisions (Purwanto et al., 2020). Islamic branding is said to be the most influential factor in consumer purchase decisions (Muflih & Juliana, 2021). Alam et al. (2021) described Islamic branding as having a major impact on purchase decisions. Islamic branding has a strong relationship with non-Muslim consumers when buying halal products (Lim et al., 2022). There is a relationship between Islamic branding and consumer decisions in buying food (Khadijah & Wulandari, 2020). However, on the other hand, Zaki and Elseidi (2024) found that Islamic Branding has no influence on consumers buying products. This does not strongly support consumer purchase decisions (Ilham & Firdaus, 2020). In particular, Islamic Branding does not have a strong impact on consumer decisions, especially Generation Z, in buying products (Fitriyani, 2021). Thus, the following hypothesis is formulated:

H₁: Islamic branding influences non-Muslim purchase decisions.

Product Ingredient and Purchase Decisions

Good product ingredients are highly sought after by consumers and can be assessed through food labeling on packaging. Key concerns include ingredient transparency as well as the quality and safety of food content (Arifin & Widayat, 2020). Suspicious or harmful food ingredients alert consumers and may lead them to refuse or cancel the purchase of the product (Ekasari et al., 2021). Product ingredients have a strong impact on purchase decisions (Marzuki, 2021). It has a positive relationship with purchase decisions for imported food products (Jumarni, 2021; Latuconsina et al., 2022; Najmudin et al., 2021). However, there is a contradiction, as Chu (2020) and Fadlullah et al. (2021) find that product ingredients do not have a strong relationship with purchase decisions. This leads to the formulation of the following hypothesis:

H₂: Product ingredients influence non-Muslim purchase decisions.

Islamic Branding and Purchase Decisions Moderated by Islamic Social Environment

Islamic branding is a marketing strategy that attracts consumers by incorporating Islamic elements and values into the message, design, and promotion of products and services. Social environmental factors moderated by the Muslim environment can influence consumer preferences and behavior in purchase decisions. This social environment includes family, friends, and community (Kurniawati & Savitri, 2020). The social environment at work or in social circles, including interactions with Muslim friends or coworkers, can influence non-Muslim purchase decisions. Even non-Muslims may be affected by these interactions in terms of purchase preferences or suggestions (Ratih et al., 2022). Daga and Indrakati (2022) found that social factors have a significant positive effect on purchase decisions. Environmental stimuli significantly strengthen consumers' purchase decisions

(Sari et al, 2020). The interaction of identity with the environment encourages consumer involvement in halal products (Hassan & Pandey, 2020). Thus, the following hypothesis is proposed:

H3: Islamic social environment strengthens the influence of Islamic branding on non-Muslim purchase decisions.

Product Ingredient and Purchase Decisions Moderated by Islamic Social Environment

When non-Muslims make purchase decisions influenced by the Islamic social environment, the ingredients of a product remain an important consideration. Even non-Muslims may be swayed by interactions with Muslim-dominated friends, co-workers, or social circles (Said et al., 2022). A moderate Islamic social environment can affect non-Muslim health preferences. If a brand or product highlights health values aligned with the social environment's preferences, it can influence non-Muslim purchase decisions that prioritize these factors (Halimi et al., 2022). Family and social environments are factors that have the greatest influence on consumers' attitudes and behavioral intentions, both directly and indirectly (Sari et al., 2020). Togetherness and sensory appeal from the environment contribute to a memorable halal food experience (Sthapit et al., 2023). Accordingly, a hypothesis is put forward:

H4: Islamic social environment strengthens the influence of product ingredients on non-Muslim purchase decisions.

Method

Research Design

¹ This study used a quantitative design and a moderating approach to examine variables that can either strengthen or weaken the direct relationship between independent and dependent variables, affecting the nature or direction of this relationship (Sugiyono, 2017). The study included independent variables (Islamic branding and product ingredients), a moderating variable (Islamic social environment), and a dependent variable (purchase decisions). To gather relevant data, a survey research method was employed. Survey research involves collecting data from a large sample of respondents using structured questionnaires, making it suitable for measuring attitudes, behaviors, and perceptions across a population. Given the focus of this study on understanding how non-Muslim consumers perceive Islamic branding and product ingredients, a survey research design was appropriate because it allows for the efficient collection of data from a diverse group of individuals. This method enables the researchers to quantify the relationships between variables and generalize findings to a broader population. Survey research is also beneficial when studying consumer behavior because it provides insights into respondents' real-world decision-making processes. In this case, it allowed the study to capture non-Muslim consumers' purchasing decisions and how they are influenced by both personal (product ingredients) and environmental factors (Islamic social environment). This approach supports the quantitative design by providing measurable data that can be analyzed using statistical tools to draw conclusions about the relationships between variables.

Data Collection

Data were collected from 500 non-Muslim consumers in Bandar Lampung, Indonesia, using purposive sampling. The sample specifically included non-Muslims who had purchased halal meat products, ensuring that the respondents had relevant experience with the subject matter (Purwanto, 2019). The data collection took place between December 2021 and December 2022, during the COVID-19 pandemic, which influenced the research process, as face-to-face interactions were limited. Therefore, the survey was conducted online through Google Forms to maintain safety and accessibility for respondents. Each variable in the study was measured using a Likert Scale, allowing respondents to express the extent of their agreement or disagreement with each statement.

Table 1 outlines the indicators used to measure the study's key variables. For Islamic branding (X1), the indicators included brand importance, brand familiarity, consumer trust, and the halal label. Product ingredients (X2) were assessed through product information, the presence of foreign terms, product quality, and product safety. The Islamic social environment (Z) was measured by looking at social values and norms, relationships with family and friends, media influence, personal needs, and information and knowledge. Lastly, the buying decision (Y) was evaluated using indicators such as problem introduction, information search, alternative evaluation, choice decision, and post-purchase behavior. These indicators formed the basis for understanding the complex relationships between branding, ingredients, social environment, and consumer purchasing behavior.

Table 1. Indicators of the Study

Variable	Indicator
Islamic Branding (X1)	Brand Importance
	Brand Familiarity
	Consumer Trust
	Halal label
Product Ingredients (X2)	Product Information
	Foreign Terms
	Product quality
	Product Safety
	Social values and norms
Islamic Social Environment (Z)	Family and friend relationships
	Media and popular culture
	Personal needs and desires
	Information and knowledge
Buying decision (Y)	Problem Introduction
	Information Search
	Alternative Evaluation
	Choice Decision
	Post Purchase Behavior

Data Analysis

This study employed SmartPLS 3.0 to perform data analysis. Statistical results from data processing using the outer and inner model tests showed that convergent validity was assessed by comparing the loading factors of the latent variables. Data are considered valid

if the results exceed a threshold of 0.70 (Hamid, 2019). The reliability test was conducted by checking Cronbach's Alpha or Composite Reliability with a validity threshold of more than 0.70. The inner model test evaluates the model fit using R-squared values. Hypothesis testing involves examining p-values and t-statistics, while moderation testing assesses whether the moderating variable (Z) influences the strength of the relationship between the independent and dependent variables (Hendriyadi, 2019).

Results

Validity and Reliability

A validity test assessed whether the research questionnaire accurately measured the intended concepts. A questionnaire was considered valid if the questions effectively gathered relevant data and accurately reflected the concepts being measured. The validity test identified whether the questions on the questionnaire possessed appropriate indicators. The validity test results in Table 2 indicate that each indicator for Islamic Branding (X1), Product Ingredients (X2), Islamic social environment (Z), and Purchase Decisions (Y) has a score greater than 0.70, confirming their validity. This suggests that the data are suitable for research, and the questions were understood by respondents as intended without causing confusion.

Table 2. Validity Test Results

Variable	Indicator	Loading Value	Description
Islamic Branding (X1)	IB. 1	0.862	Valid
	IB. 2	0.749	Valid
	IB. 3	0.772	Valid
	IB. 4	0.850	Valid
Product Ingredients (X2)	PI.1	0.765	Valid
	PI.2	0.819	Valid
	PI.3	0.852	Valid
	PI.4	0.746	Valid
Islamic Social Environment (Z)	MSI.1	0.777	Valid
	MSI.2	0.798	Valid
	MSI.3	0.713	Valid
	MSI.4	0.782	Valid
	MSI.5	0.811	Valid
Purchase Decision (Y)	KP. 1	0.818	Valid
	KP. 2	0.760	Valid
	KP. 3	0.856	Valid
	KP. 4	0.787	Valid
	KP. 5	0.739	Valid

*Notes: IB (Islamic Branding); PI (Product Ingredients); MSI (Islamic Social Environment); KP (Purchase Decision)

Moreover, the reliability test in Table 3 shows the test results as follows: For Islamic Branding (X1), the Cronbach's alpha was 0.826, and the Composite Reliability was 0.884. For Product Ingredients (X2), Cronbach's alpha was 0.807, and Composite Reliability was 0.874. The Islamic social environment (Z) variable had a Cronbach's alpha of 0.835 and a

Composite Reliability of 0.884. The Purchase Decisions (Y) variable showed a Cronbach's alpha of 0.851 and a Composite Reliability of 0.894. Both the Moderation Variables X1*Z and X2*Z achieved perfect scores with Cronbach's Alpha and Composite Reliability of 1.000. As all values exceeded 0.70, the data were considered reliable, and the questionnaire was confirmed to be consistent and valid, providing strong empirical evidence of reliability.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability
Islamic Branding (X1)	0.826	0.884
Product Ingredients (X2)	0.807	0.874
Islamic Social Environment (Z)	0.835	0.884
Purchase Decisions (Y)	0.851	0.894
X1*Z	1.000	1.000
X2*Z	1.000	1.000

Hypotheses Testing

The results of the structural model tests in this study are presented in Table 4. In Islamic Branding (X1), the original sample coefficient for the impact on purchase decisions (Y) is 2.604, with a t-statistic value of 4.965, which is above 1.96, and a p-value of 0.0000, which is below 0.05. This finding indicates that Islamic branding has a strong influence on purchase decisions. Regarding Product Ingredients (X2), the original sample coefficient for the impact on purchase decisions (Y) is 2.942, with a t-statistic value of 3.864 (above 1.96) and a p-value of 0.0000 (below 0.05). This finding confirms that product ingredients have a strong influence on purchase decisions. For the moderating variable Islamic social environment (Z) X1*Z, the original sample coefficient for the impact on purchase decisions (Y) is 3.236, with a t-statistic value of 8.421, which is above 1.96, and a p-value of 0.019, which is below 0.05. This indicates that the Islamic social environment strengthens the influence of Islamic branding on purchase decisions. Regarding the moderating variable of the Islamic social environment (Z) X2*Z, the original sample coefficient for the impact on purchase decisions (Y) is 2.777, with a t-statistic value of 3.906 (above 1.96) and a p-value of 0.000 (below 0.05). This indicates that the Islamic social environment strengthens the influence of product ingredients on purchase decisions.

Table 4. Structural Model Testing Results

Hypothesis	Original Sample	T-Statistics	P-Value
Islamic Branding (X1) -> Purchase Decisions (Y)	2.604	4.965	0.000
Product Ingredients (X2) -> Purchase Decisions (Y)	2.942	3.864	0.000
Islamic Social Environment (Z) -> Purchase Decision (Y)	2.507	4.712	0.023
X1*Z -> Purchase Decisions (Y)	3.236	8.421	0.019
X2*Z -> Purchase Decisions (Y)	2.777	3.906	0.000

The R-squared value test results in Table 5 show values of 0.707% and 70.7%. This indicates that 70.7% of the variance in the dependent variable (Y) is explained by the independent variables (X) and moderating variable (Z). This means that Islamic Branding (X1), Product Ingredients (X2), and the Islamic social environment (Z) collectively influence

and strengthen purchase decisions (Y) by 70.7%, while the remaining 29.3% are explained by other variables not included in this research.

¹ Table 5. Test Results for R-Square Values of Endogenous Variables

Variable	R Square	Adjusted R Square
Purchase Decision (Y)	0.707	0.700

Discussion

The results revealed that Islamic branding strongly influences purchase decisions. This is because non-Muslims understand that the Islamic branding of halal food signifies a guarantee of quality. In addition, non-Muslim purchase decisions for halal meat reflect consumer confidence in Islamic branding, which is perceived as offering higher quality than ordinary products. The halal food industry, particularly that of halal meat, is recognized for its superior ethics, health standards, safety, and environmental friendliness (Hanifasari et al., 2024). This awareness aligns with the growing global concern regarding the origins and production methods of food. ¹ The findings of this study align with the buyer behavior theory of Deaton and Muellbauer (Lim, 2013), who state that consumer actions reflect short- and long-term desires. This is particularly evident in decisions related to choosing food products such as meat, where consumer choices are driven by the ability to satisfy their needs and preferences based on their purchasing experiences. This desire is a strong reason for non-Muslim purchasing decisions (Billah et al., 2020). In Thailand, for example, non-Muslims are affected by Islamic brand awareness and health benefits from purchasing halal products (Sukhabot & Jumani, 2023). This finding is in line with those of previous studies (Alam et al., 2021; Muflih & Juliana, 2021) ⁵ that Islamic branding has a major impact on purchase decisions. found a relationship between Islamic branding and consumers' decisions to buy food. Islamic branding has a strong relationship with non-Muslim consumers in buying halal products (Khadijah & Wulandari, 2020; Lim et al., 2022). non-Muslims of Thailand are influenced by the Islamic brand knowledge and Islamic brand health advantages

Product ingredients influence purchase decisions because people care about the safety of the products they consume. This makes people carefully choose the products to consume (Latuconsina et al., 2022). Non-Muslim communities believe that halal food products, especially meat, are reliable because of halal certification and supervision by authorized institutions, which provides a sense of safety in consuming these products (Najmudin et al., 2021). Non-Muslim communities feel comfortable consuming halal foods. The findings of this study align with Peter and Olson's theory of purchase decisions, which states that purchase decisions ¹ reflect an individual's attitude and belief that a product will provide satisfaction and that they are consciously prepared to bear any associated risks (Paliwoda et al., 2024). For instance, a study found that non-Muslim consumers in Cape Town are positively aware of halal food's benefits and production processes, viewing it primarily as a mark of health and hygiene, and psychologically as a sign of trust, comfort, and safety (Bashir, 2020). This confirms Marzuki (2021) and Latuconsina et al. (2022) that product ingredients have a strong impact on purchase decisions. Food ingredients have a positive relationship with purchase decisions (Jumarni, 2021).

Islamic social environments strengthen the influence of Islamic branding on purchase decisions. This is because of strong cultural influences and social norms. The most crucial

determinants of non-Muslims' halal food buying behavior are cultural adaptation and the length of interaction with Muslim communities (Tarofder et al., 2022). Non-Muslim consumers living in or interacting with Muslim communities may be influenced by social norms that value and prioritize halal food (Rama & Yaman, 2024). This can affect their purchase decisions because they tend to respect and follow the norms of their social environment. Interactions with Muslim friends or neighbors can influence the purchase decisions of non-Muslim consumers. Positive recommendations and social influence from Muslim circles increase non-Muslim consumers' trust in and motivation to try halal meat (Hanifasari et al., 2024). In Bandar Lampung City, a strong Islamic social environment leads to more retailers and restaurants offering halal meat, which, in turn, influences non-Muslim consumers' purchase decisions by providing a wider range of options and new products. The findings of this study are in accordance with Deaton and Muellbauer's theory that consumers make purchase decisions based on their preferences for a product or service based on economic, psychological, and social factors. Hence, the Islamic social environment can influence social norms and expectations related to purchasing halal products (Shahzad et al., 2021). This corroborates previous studies that the interaction of identities (Hassan & Pandey, 2020) and environmental stimuli (Sari et al., 2020) from the environment encourages consumer involvement in halal products.

Finally, the social environment strengthens the influence of product ingredients on purchase decisions. A strong Muslim social environment strengthens our understanding of the importance of choosing products with halal ingredients (Sari et al., 2020). The Muslim social environment in Bandar Lampung City Indonesia also promotes inclusivity and tolerance among Muslim and non-Muslim consumers. In Bandar Lampung City, producers and retailers offer halal meat to meet Muslim consumers' needs, while also actively marketing it to non-Muslims. This marketing strategy can strengthen non-Muslim consumers' awareness of and interest in halal meat products (Daga & Indriakati, 2022). Several brands and companies are actively marketing halal meat products to non-Muslim consumers. The findings of this study align with Peter and Olson's theory of purchase decision. According to this theory, purchase decisions result from evaluating and selecting available alternatives (Damit et al., 2019). These decisions are influenced by interactions among personal, psychological, and social factors (Ekasari et al., 2021). Family and social environments are factors that have the greatest influence on consumers' attitudes and behavioral intentions (Sari et al., 2020). The significant role of subjective norms in shaping non-Muslim consumers' repurchase intentions toward halal food may reflect the collectivist principles of Malaysian society (Damit et al., 2019). In addition, the acculturation effect moderates the relationship between attitude and purchase intention, as seen in Malaysian food choices, despite varying religious beliefs and cultural backgrounds (Lim et al., 2020).

The findings of this study suggest that understanding both Muslim and non-Muslim purchase intentions regarding halal food can influence consumer behavior regarding sustainable consumption (Bashir, 2020). Indonesian non-Muslim consumers' acceptance is influenced by their knowledge of halal and perceived quality of halal products (Farhan & Sutikno, 2022). Product quality, price, availability, and safety significantly influence the purchase intention of urban non-Muslims toward halal food products (Chong et al., 2022). Non-Muslim consumers place greater importance on subjective norms when deciding to repurchase halal food, meaning that they are more influenced by the opinions of friends, family, or the public. Additionally, having Muslim friends can strongly motivate them to

repurchase halal food (Damit et al., 2019). Future researchers and organizations should develop appropriate techniques to attract non-Muslim consumers to Islamic brands (Sukhabot and Jumani, 2023).

Conclusion

Halal food is becoming an increasingly global lifestyle choice. The halal product industry extends beyond religious beliefs and appeals to various groups because of its high product quality, which aligns with diverse lifestyles. Halal products are also associated with cleanliness and health, and offer peace of mind to consumers. The perceived quality and purity of halal products, especially meat, are key reasons why non-Muslims seek them. The findings indicate that both Islamic branding and product ingredients influence purchase decisions. Islamic branding affects choices, as does the quality of product ingredients, especially halal food. Islamic social environment enhances the impact of Islamic branding on purchase decisions because of its strong cultural and social norms. Non-Muslim consumers interacting with Muslim communities may be influenced by these norms in prioritizing halal food. Similarly, the Islamic social environment strengthens the influence of product ingredients on purchase decisions by emphasizing.

One limitation of this research is its focus on a specific geographical area, Bandar Lampung, which may limit the generalizability of the findings to other regions or countries with different cultural and social contexts. Additionally, the study primarily collected data during the COVID-19 pandemic, which may have influenced consumer behavior due to external factors like supply chain disruptions or health concerns. The use of purposive sampling, while effective for targeting specific groups, may also lead to bias, as it may not capture the full spectrum of non-Muslim consumers' attitudes towards halal products. Therefore, for future research, a broader sample across different regions or countries could provide more comprehensive insights into non-Muslim consumers' attitudes toward halal products. Longitudinal studies could also be conducted to examine how these attitudes evolve over time. Moreover, future research could explore additional factors, such as environmental or ethical considerations, that might influence non-Muslim consumers' preferences for halal products.

Authors' Declaration

The authors made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

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