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# Determinants of Eco-Halal Products Consumption Pattern Among Generation MZ: A Literature Review

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## ABSTRACT

This research study examines the effects of product information transparency, attitude, health consciousness, eco-literacy, and religiosity on eco-Halal product consumption patterns, with lifestyle as a mediator. The study explored the literature review of the interrelationships between these variables and their collective impact on consumer behaviour in the context of eco-Halal consumption. This research targets consumers from Generation MZ, or the combination of Millennials and Generation Z, encompassing individuals born between the early 1980s and mid-2000s. These two generations are selected due to their demographic significance. Understanding their characteristics, values, and behaviours is crucial for effective targeting by marketers, policymakers, and businesses. The MZ generation exhibits distinct values and attitudes compared to previous generations, with significant social and cultural shifts. The method of this study involves extracting data (articles) from three prominent databases (Scopus, Web of Science, and Google Scholar) subscribed by UiTM. Then, research is carried out by reading and analysing about 20 journal articles to understand concepts, opinions, and experiences. The findings reveal the significance of product information transparency, attitude, health consciousness, eco-literacy, and religiosity on eco-Halal product consumption patterns. The lifestyle as a mediator is investigated to determine if it strengthens, weakens, or has no significance for eco-Halal product consumption patterns. The results from the literature review highlight the complex interplay between product information transparency, attitude, health consciousness, eco-literacy, religiosity, and lifestyle in shaping eco-Halal consumption patterns. The findings are expected to provide valuable insights for researchers, businesses, marketers, and policymakers in understanding the factors that drive consumer behaviour in this domain. Recommendations include stakeholders considering significant factors and developing targeted strategies to promote eco-Halal products and foster a sustainable and ethical marketplace that complies with Islamic values.

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## INTRODUCTION

In recent years, the convergence of environmental consciousness and religious dietary practices has given rise to a new consumption pattern that inspired the term eco-Halal. This emerging trend combines the principles of Halal (permissible) products with a focus on environmental sustainability, aiming to provide ethically and ecologically responsible choices to consumers who adhere to Islamic guidelines (Mabkhot, 2023).

Eco-Halal products encompass a range of goods and services that integrate both Halal requirements and environmentally friendly practices. These products go beyond the traditional scope of Halal certification, incorporating elements such as sustainable sourcing, organic production, fair trade practices, reduced carbon footprint, and eco-friendly packaging (Tomşa et al., 2021). By considering the ecological impact of consumption choices within the framework of Halal, eco-Halal products strive to meet the ethical and spiritual needs of consumers while minimizing harm to the environment.

Understanding the consumption pattern associated with eco-Halal products is crucial for businesses, policymakers, and marketers seeking to cater to the needs and preferences of environmentally conscious Muslim consumers. Consumer behaviour and consumption patterns within the context of eco-Halal involve various aspects, including awareness and knowledge of environmental issues, religious beliefs and values, product attributes, affordability, accessibility, and social influences (Filimonau et al., 2022).

This study focuses on the eco-Halal product consumption pattern of Generation MZ based on factors such as product information transparency, attitude, health consciousness, eco-literacy and religiosity. The term 'Generation MZ' is coined by combining the age groups of Millennials in their 20s and 30s and Generation Z in their teens. In essence, 'Gen MZ' encompasses individuals ranging from their teenage years to their early 40s, distinguishing them from the preceding generation. The MZ generation consists of both Millennials, born between 1981 and 1996, and Gen Z, born between 1997 and 2012 (Choo et al., 2022). The mediating role of lifestyle will also be investigated to find out the extent to which it affects the relationship between all factors and eco-Halal product consumption patterns (Andika et al., 2023).

Despite the increasing demand for sustainable and ethically responsible products, there is a lack of accessible and diverse eco-Halal products in the market, which limits the choices available to environmentally conscious Muslim consumers seeking Halal-compliant options (Irfany et al., 2023). This problem poses a challenge for consumers who prioritize both environmental sustainability and adherence to Islamic principles, as they face difficulties in finding a wide range of eco-friendly products that meet their Halal requirements. The limited availability of eco-Halal products hinders the ability of these consumers to make informed and sustainable choices, thereby impeding the growth and development of the eco-Halal market segment (Omar et al., 2023). Addressing this problem requires collaborative efforts between producers, regulatory bodies, certification organizations, and retailers to expand the availability and variety of eco-Halal products, ensuring that environmentally friendly and Halal-compliant options are more accessible and widely available to consumers.

Malaysian eco-Halal consumers often face challenges due to the limited availability and accessibility of eco-Halal products (Kamalul Ariffin et al., 2019). The niche nature of these products and the lack of mainstream distribution channels restrict consumer access and choices. Many Malaysian consumers exhibit limited awareness and understanding of eco-Halal products, which hampers their ability to make informed choices (Ali, 2021). The lack of education and awareness campaigns addressing eco-Halal practices is a significant hurdle in promoting sustainable consumption among Malaysian consumers.

While consumer attitudes toward purchasing products with specific ingredients are generally positive, there is limited awareness of the broader implications of their use, particularly in relation to Halal standards (Zulkifli et al., 2024). Many consumers remain uncertain about the existence of religious rulings (*fatwas*) against certain ingredients, which are not widely publicized. Moreover, there is often a lack of understanding regarding the role these ingredients play in various products.

This issue is compounded by inconsistent certification and labelling practices, which present significant challenges for eco-Halal consumers worldwide. The absence of standardized guidelines and clear labelling criteria creates confusion, making it difficult for consumers to distinguish genuine eco-Halal products from others (Irfany et al., 2023). In Malaysia, for example, eco-Halal consumers frequently struggle to access comprehensive product information concerning the environmental and ethical attributes of eco-Halal products (Helmi Ali et al., 2021). This lack of transparency regarding sourcing, production processes, and supply chains impedes consumers' ability to accurately assess product sustainability.

## LITERATURE REVIEW

The consumption of eco-Halal products reflects a growing interest in goods that align with both environmental sustainability and Halal principles. This intersection highlights consumers' desire to meet religious dietary requirements while supporting environmental conservation and social responsibility. Understanding the factors influencing these consumption patterns is crucial for businesses and policymakers. This literature review examines how product information transparency, attitude, health consciousness, eco-literacy, religiosity, and lifestyle shape consumer behaviours towards eco-Halal products.

### Eco-Halal Product Consumption Patterns

Eco-Halal product consumption patterns reflect the growing interest and demand for products that align with both environmental sustainability and Halal principles (Sulaiman et al., 2020). Consumers aim to make choices that not only meet their religious dietary requirements but also contribute to protecting the environment and promoting social responsibility. These consumption patterns highlight the intersection between Islamic values and environmental consciousness, emphasizing the need for products that address both ethical and sustainable concerns.

The determinants of eco-Halal product consumption patterns encompass various factors, including personal values, attitudes, religious beliefs, socio-cultural influences, and lifestyle choices (Dreyer et al., 2022; Monterrosa et al., 2020). Individual-level factors such as environmental consciousness, health awareness, and ethical considerations play a significant role in shaping consumer behaviours (Kopplin & Rausch, 2022; Tomşa et al., 2021). Additionally, socio-cultural factors like community norms, religious teachings, and social networks influence the adoption of eco-Halal products. Moreover, lifestyle factors, including daily habits, interests, and personal preferences, may potentially mediate the relationship between determinants and actual consumption choices. Understanding these patterns and the factors that drive eco-Halal product consumption is crucial for businesses, marketers, and policymakers aiming to cater to the needs and preferences of consumers who seek sustainable and Halal options.

### Impact of Product Information Transparency on Consumer Behaviour

Product information transparency is an essential aspect of consumer decision-making and purchasing behaviour. It refers to the availability and accessibility of accurate and comprehensive information about a product, including its ingredients, sourcing, manufacturing processes, and environmental impact (Shao, 2019). In today's information age, consumers increasingly seek transparency from companies, demanding clear and reliable product information to make informed choices. Transparent product information builds

trust, allows consumers to align their values with their purchasing decisions, and enables them to evaluate the environmental and social impact of the products they buy (Montecchi et al., 2019).

The concept of product information transparency has gained momentum due to the rise of ethical consumerism and the demand for sustainable and socially responsible products (Djafarova & Fouts, 2022). With greater access to information and increased consumer awareness, there is a growing expectation for companies to disclose relevant details about their products, such as certifications, supply chain practices, and sustainability initiatives. By providing transparent product information, companies can establish a positive brand image, build consumer loyalty, and differentiate themselves in the market (Kim et al., 2020). Additionally, transparency empowers consumers to make choices that align with their values, supporting the shift towards more sustainable and socially conscious consumption patterns.

### **Consumer Attitudes Towards Eco-Halal Products**

Consumers' reactions to new brands, product ideas or their opinions of certain products are what define attitude. Attitude toward certain behaviours is the best determinant in predicting consumers' propensity (Gierszewska & Seretny, 2019). Attitude can be favourable or unfavourable and could influence consumer behaviour towards certain products.

In the context of eco-Halal consumption, consumer attitudes towards environmental sustainability, ethical practices, and Halal principles significantly influence their choices and behaviours (Weng et al., 2022). Positive attitudes towards eco-Halal products indicate a favourable perception of their environmental and ethical attributes, leading to an increased willingness to purchase and consume them (Kamalul Ariffin et al., 2019). Consumers with positive attitudes view eco-Halal consumption as a way to align their values with their purchasing decisions, contributing to a sustainable and Halal lifestyle. On the other hand, negative attitudes or scepticism towards eco-Halal products may hinder adoption and result in a reluctance to engage in eco-friendly and Halal consumption practices (Ramli et al., 2023).

### **Health Consciousness in Eco-Halal Consumption Patterns**

Health consciousness plays a significant role in shaping eco-Halal consumption patterns (Mabkhot, 2023). Individuals who prioritize their health and well-being are more likely to seek out eco-Halal products that align with their dietary and nutritional goals. Health-conscious consumers are typically mindful of the quality and ingredients of the products they consume, and they are more likely to choose options that are natural, organic, and free from harmful additives (Iqbal et al., 2021). This mindset extends to eco-Halal consumption, as health-conscious individuals recognize the importance of both environmental sustainability and the nutritional value of the products they consume (Monterrosa et al., 2020). They are more likely to opt for eco-Halal products that offer healthier and sustainable alternatives to conventional options.

Health-conscious individuals' preference for eco-Halal consumption is driven by the understanding that their choices impact not only their personal health but also the health of the planet (Fageh, 2022). They recognize the interconnectedness between personal well-being and environmental well-being and strive to make choices that support both. Health-conscious consumers are more likely to be informed about the environmental impact of their dietary choices and are motivated to reduce their ecological footprint (Jang & Cho, 2022). By opting for eco-Halal products, they contribute to sustainable agriculture practices, animal welfare, and the preservation of natural resources. Health-conscious individuals view eco-Halal consumption as a holistic approach to achieving overall well-being, encompassing personal health, ethical considerations, and environmental sustainability.

### **Eco-Literacy in Eco-Halal Consumption**

Khan and Mohsin (2017) emphasized that knowledge plays a vital role in influencing consumers' decisions to purchase green products. They elaborated that inquisitive consumers tend to actively seek knowledge and information before making a purchase. Previous research conducted by Seung and Jin (2017) both underscored the significance of environmental knowledge in shaping consumers' inclination to purchase environmentally friendly products. Additionally, Lin and Niu (2018) contended that apart from environmental knowledge, ecological knowledge also contributes to an increase in consumers' propensity to make green purchases.

Eco-literacy, or ecological literacy, refers to the knowledge, understanding, and awareness individuals have about environmental issues and sustainability (Andika et al., 2023). The level of eco-literacy can significantly impact eco-Halal consumption patterns. Individuals with a high level of eco-literacy are more informed about the environmental impact of their choices and are likely to seek out eco-friendly and sustainable options, including eco-Halal products. They understand the interconnectedness between environmental sustainability and Halal principles, recognizing the importance of responsible and ethical consumption. Eco-literacy empowers individuals to make conscious and informed decisions, enabling them to align their values with their consumption patterns and actively contribute to a more sustainable and Halal lifestyle (Dida et al., 2022).

Eco-literacy not only influences the knowledge and understanding of environmental issues but also shapes attitudes and behaviours related to eco-Halal consumption patterns (Tiwari, 2022). Individuals with higher eco-literacy levels are more likely to adopt pro-environmental attitudes and behaviours. They are conscious of the ecological footprint of their choices and seek products that minimize harm to the environment while adhering to Halal principles. Eco-literacy enhances individuals' ability to critically evaluate product labels, certifications, and supply chain practices, allowing them to make informed decisions when selecting eco-Halal products. Moreover, eco-literacy fosters a sense of responsibility and accountability towards the environment, encouraging individuals to actively engage in sustainable practices and support eco-friendly initiatives in the market.

### **Religiosity in Eco-Halal Consumption Patterns**

Religiosity, particularly among Muslims, plays a significant role in shaping the eco-Halal consumption pattern. Islamic teachings emphasize the importance of environmental stewardship, responsible resource management, and ethical consumption (Filimonau et al., 2022). Muslims who are committed to their religious beliefs often demonstrate a heightened awareness and sensitivity towards the environmental impact of their choices. Their religiosity guides them to seek eco-friendly and sustainable alternatives, including eco-Halal products that align with their ethical and religious principles. They recognize the interconnectedness between their religious obligations and the responsibility to protect and preserve the natural environment, leading to a conscious effort to make eco-conscious and Halal choices in their consumption habits (Tomşa et al., 2021).

Religiosity among Muslims influences their decision-making process when it comes to eco-Halal consumption patterns (Billah et al., 2020). Islamic teachings encourage moderation, simplicity, and avoiding waste, which align with sustainable consumption practices. Muslims who are mindful of their religiosity often consider the environmental implications of their choices, seeking products that are both Halal and produced through sustainable and ethical practices (Kamalul Ariffin et al., 2019). They may prioritize organic, locally sourced, and eco-friendly options, as well as products that have been certified as Halal. The religiosity-driven eco-Halal consumption pattern reflects a holistic approach to fulfilling religious obligations while being conscious of the impact of individual actions on the environment, promoting a sustainable and responsible lifestyle.

## Impact of Lifestyle on Eco-Halal Consumption Patterns

The influence of lifestyle on eco-Halal consumption patterns is significant, as individuals' daily routines, habits, and interests shape their preferences and choices in consuming eco-Halal products (Sulaiman et al., 2020). Lifestyle factors such as environmental consciousness, health consciousness, and ethical considerations play a crucial role in guiding consumer behaviour (Tomša et al., 2021). For instance, individuals with an environmentally conscious lifestyle are more likely to seek eco-friendly and sustainable products, including eco-Halal options. Similarly, individuals with a health-conscious lifestyle prioritize nutritious and organic food choices, which often align with eco-Halal products. Lifestyle segments thus contribute to the diversification of eco-Halal consumption patterns, as different groups of consumers adopt varying levels of eco-Halal practices based on their unique lifestyles.

Lifestyle also influences the adoption of eco-Halal consumption patterns through social influence and community dynamics (Lee, 2019). Peer groups, social networks, and community norms play a significant role in shaping individuals' behaviours and consumption patterns. Individuals who are part of communities or social circles that value eco-consciousness and Halal principles are more likely to embrace eco-Halal products in their consumption practices (Mukhtar & Todd, 2023). Lifestyle choices and behaviours can be influenced by the collective values and aspirations within a particular social context, reinforcing eco-Halal consumption patterns within specific communities. Thus, understanding the interplay between lifestyle, social influence, and community dynamics is essential for comprehending the complexities of eco-Halal consumption patterns and developing targeted strategies to promote sustainable and Halal options to different lifestyle segments. This study will explore lifestyle as a mediating variable between the determinants (product information transparency, attitude, health consciousness, eco-literacy and religiosity) and eco-Halal product consumption pattern.

## UNDERLYING THEORY

### S-O-R Model

The S-O-R model in consumer behaviour consists of stimulus (S), organism (O) and response (R). In this study, the S-O-R model utilizes functional values as the stimulus, with lifestyle serving as the organism, and consumer consumption patterns of eco-Halal products as the response. The functional values encompass product information transparency, attitude, health consciousness, eco-literacy, and religiosity. The lifestyle variable acts as a mediator in the relationship between functional values and eco-Halal consumption patterns. Research specifically employing the S-O-R model to investigate consumer consumption patterns of eco-Halal products is scarce and limited in scope. Additionally, studies exploring the moderator and mediator roles within the S-O-R model are also sparse.

## CONCEPTUAL FRAMEWORK

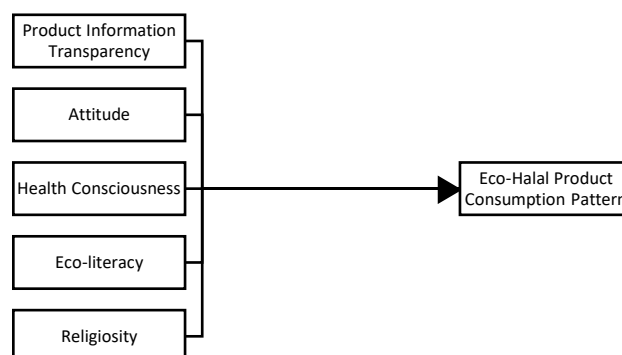


Fig. 1. Conceptual Model of the Relationship Between Factors and Consumption Patterns of Eco-Halal Products

Source: Author's own

## METHODS

This research adopts a qualitative approach, drawing upon existing documents such as previous articles to explore past concepts, opinions, and experiences, thus yielding comprehensive insights and fostering innovative research ideas. The literature review method involves accessing the Web of Science (WOS) Database, provided by UiTM's Library Website, encompassing publishers such as Elsevier, Mdpi, Springer Nature, Emerald Group Publishing, and Wiley. Additionally, papers were sourced from the Scopus Database, also subscribed by UiTM, and searches were conducted on Google Scholar to identify relevant published journals. The process of gathering articles spanned approximately one month. Exclusion criteria were applied to ensure the contextual richness and relevance of the extracted information. Selected articles underwent further analysis employing descriptive and content analysis techniques to elucidate factors contributing to value creation. Textual data was condensed, and articles were categorized based on identified themes, with frequency analysis performed accordingly.

## FINDINGS

The researcher began exploring the Web of Science (WOS) Database through Universiti Teknologi MARA (UiTM) by using relevant keywords related to their expertise and interests. Initially, they selected keywords like "eco-friendly products" or "Halal Products," which returned 8,545 results. Since their research also focused on consumption patterns, they added the keyword "consumption pattern," resulting in 178 hits. They then refined the search parameters by limiting publication years to the last five years (2020-2024), selecting specific document types, and filtering by Web of Science categories and publishers.

Further filtering included early access, open access, and enriched references cited, leading to 35 results from the Web of Science Core Collection. These results will undergo further screening, where relevant information will be extracted from abstracts, conclusions, and future research sections to inform the literature review and potentially generate new research objectives or questions.

In the Scopus Database, also accessible via UiTM, the researcher utilized similar keywords and obtained 69 relevant articles based on prior experience with keyword searching. Google Scholar was also used with keywords like "eco-Halal product" and "consumption pattern" for additional exploration. Notably, not all gathered references met the study's inclusion criteria, so the researcher filtered out duplicates and manually assessed abstracts and titles for suitability. After a comprehensive review process, 13 high-quality articles were identified for further analysis. These searches yielded references used in the article, focusing on the eco-Halal product consumption patterns of Generation MZ, considering factors such as product information transparency, attitude, health consciousness, eco-literacy, and religiosity.

## RESULTS

There are 21 journals and articles used in the research and they are summarized in this table along with a brief summary of each:

Table 1. Summary of Sources Used in Literature Review

No.	Sources	Summary
1	Sulaiman et al., 2020	Eco-Halal consumption reflects a growing interest in products aligning with environmental sustainability and Halal principles.
2	Dreyer et al., 2022	Various factors such as personal values, attitudes, religious beliefs, and lifestyle influence eco-Halal consumption patterns.

3	Kopplin and Rausch, 2022	Individual-level factors like environmental consciousness and health awareness shape consumer behaviours towards eco-Halal products.
4	Monterrosa et al., 2020	Socio-cultural influences, including community norms and religious teachings, impact the adoption of eco-Halal products.
5	Shao, 2019	Product information transparency is crucial for consumer decision-making, fostering trust and enabling informed choices.
6	Montecchi et al., 2019	Transparent product information builds consumer trust and loyalty, driving the demand for sustainable and socially responsible products.
7	Djafarova and Foots, 2022	The rise of ethical consumerism has increased the demand for transparent product information and sustainable products.
8	Kim et al., 2020	Transparent product information helps companies establish positive brand images and differentiate themselves in the market.
9	Weng et al., 2022	Consumer attitudes towards environmental sustainability and Halal principles significantly influence eco-Halal product choices and behaviours.
10	Kamalul Ariffin et al., 2019	Positive attitudes towards eco-Halal products lead to increased willingness to purchase and consume them.
11	Ramli et al., 2023	Negative attitudes or skepticism towards eco-Halal products may hinder adoption and lead to reluctance to engage in eco-friendly and Halal consumption practices.
12	Mabkhot, 2023	Health consciousness influences consumer choices towards eco-Halal products, as individuals seek options that align with their dietary and nutritional goals.
13	Iqbal et al., 2021	Health-conscious consumers prefer natural, organic, and environmentally friendly products, including eco-Halal options.
14	Andika et al., 2023	Eco-literacy, defined as knowledge about environmental issues, significantly influences consumer behaviours towards eco-Halal products.
15	Dida et al., 2022	Individuals with high eco-literacy levels make informed decisions, aligning their values with sustainable consumption patterns, including eco-Halal choices.
16	Tiwari, 2022	Eco-literate individuals adopt pro-environmental attitudes and behaviours, actively supporting sustainable practices and eco-friendly initiatives.
17	Filimonau et al., 2022	Religiosity among Muslims guides them to seek eco-friendly and sustainable alternatives, including eco-Halal products, aligning with Islamic teachings on environmental stewardship.
18	Helmi Ali et al., 2021	Muslims prioritize eco-Halal products produced through sustainable and ethical practices, reflecting their commitment to religious teachings and environmental responsibility.
19	Sulaiman et al., 2020	Lifestyle factors such as environmental consciousness and health awareness shape preferences and choices towards eco-Halal products.
20	Lee, 2019	Social influence and community dynamics within lifestyle segments play a significant role in shaping eco-Halal consumption patterns.
21	Mukhtar and Todd, 2023	Lifestyle choices and behaviours are influenced by collective values and aspirations within specific social contexts, reinforcing eco-Halal consumption patterns.

Source: Author's own

## DISCUSSIONS

The emergence of eco-Halal products represents a fusion of environmental consciousness with religious dietary practices, catering to the needs of consumers who adhere to Islamic guidelines while seeking ethically and ecologically responsible choices (Mabkhot, 2023). This trend reflects a growing interest in goods that align with both Halal principles and environmental sustainability. Understanding the consumption patterns associated with eco-Halal products is crucial for various stakeholders, including businesses, policymakers, and marketers, aiming to meet the preferences of environmentally conscious Muslim consumers.

Product information transparency plays a vital role in influencing consumer behaviour and purchasing decisions (Shao, 2019). Consumers increasingly seek clear and reliable information about products, including their environmental impact, sourcing, and manufacturing processes. Transparent product information builds trust and enables consumers to make informed choices aligned with their values. However, the lack of standardized guidelines and clear labelling criteria in the eco-Halal market poses



challenges for consumers, hindering their ability to differentiate genuine eco-Halal products and assess their sustainability.

Consumer attitudes towards eco-Halal products significantly influence their consumption patterns (Weng et al., 2022). Positive attitudes towards environmental sustainability and ethical practices lead to increased willingness to purchase and consume eco-Halal products. Conversely, negative attitudes or scepticism may impede adoption. Attitudes act as a predictor of consumer behaviour, shaping preferences and influencing purchasing decisions.

Health consciousness is a significant determinant of eco-Halal consumption patterns (Mabkhot, 2023). Consumers prioritize products that align with their dietary and nutritional goals, opting for natural, organic, and healthier alternatives. Health-conscious individuals recognize the importance of both personal well-being and environmental sustainability, contributing to the demand for eco-Halal products that offer healthier and sustainable options.

Eco-literacy, or ecological literacy, influences consumers' knowledge, understanding, and awareness of environmental issues and sustainability (Khan & Mohsin, 2017). Individuals with higher levels of eco-literacy are more informed about the environmental impact of their choices and seek out eco-Halal products that align with their values. Eco-literacy enhances consumers' ability to make conscious and informed decisions, driving demand for sustainable and Halal options.

Religiosity among Muslims shapes eco-Halal consumption patterns, reflecting the alignment of religious beliefs with environmental stewardship and ethical consumption (Filimonau et al., 2022). Islamic-based marketing employs distinctive methods designed to ensure integrity and eliminate deception. Muslims who prioritize their religious obligations seek eco-Halal products that adhere to Halal principles while promoting environmental sustainability. Religiosity encourages moderation, simplicity, and responsible consumption, driving demand for eco-friendly and Halal-certified options.

Lifestyle factors, including environmental consciousness, health consciousness, and ethical considerations, significantly influence eco-Halal consumption patterns (Sulaiman et al., 2020). Consumers' daily routines, habits, and interests shape their preferences and choices, driving demand for eco-friendly and Halal products. Social influences and community dynamics also play a role in shaping lifestyle choices and consumption patterns within specific communities.

## **CONCLUSIONS**

In conclusion, this article highlights the evolving landscape of eco-Halal consumption, focusing on the intersection of environmental sustainability and religious principles, especially among Muslims. The rise of eco-Halal products reflects a growing demand for ethically and ecologically responsible choices within this community. By examining factors like product transparency, consumer attitudes, health consciousness, eco-literacy, religiosity, and lifestyle, this study explores the complex nature of eco-Halal consumption patterns, showing how these factors influence consumer behaviour.

Key findings emphasize the importance of transparent product information, positive attitudes, health awareness, eco-literacy, and religiosity in driving the adoption of eco-Halal products. Lifestyle factors also play a significant role, with daily habits and social influences shaping consumer choices. Understanding these dynamics is crucial for businesses and policymakers aiming to meet the needs of environmentally conscious Muslim consumers.

Despite challenges like limited product availability and certification practices, there is vast potential for growth in the eco-Halal market. Collaboration among stakeholders is essential to expand product options and ensure accessibility for consumers.

This study contributes to discussions on sustainable consumption and religious dietary practices, stressing the significance of ethical choices. Addressing challenges and utilizing insights can help create a more sustainable marketplace for eco-Halal products, promoting environmental stewardship and social responsibility within and beyond the Muslim community.

### **Implications for Businesses and Policymakers**

Understanding the factors influencing eco-Halal consumption patterns is essential for businesses, policymakers, and marketers seeking to cater to the needs of environmentally conscious Muslim consumers. Businesses can leverage product information transparency, positive attitudes, health consciousness, eco-literacy, and religiosity to develop and market eco-Halal products effectively. Policymakers can implement regulations and standards to promote transparency, sustainability, and ethical practices in the eco-Halal market, ensuring consumer trust and satisfaction.

### **Future Research Directions**

Future research should explore the mediating role of lifestyle in the relationship between determinants such as product information transparency, attitude, health consciousness, eco-literacy, and religiosity, and eco-Halal consumption patterns. Additionally, studies examining the moderating effects of demographic factors and cultural influences on eco-Halal consumption patterns would provide valuable insights into consumer behaviour in diverse contexts. Further investigation into the effectiveness of education and awareness campaigns in promoting sustainable consumption practices among Muslim consumers is also warranted.

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### **CONFLICT OF INTEREST STATEMENT**

The authors agree that this research was conducted in the absence of any self-benefits, commercial or financial conflicts.

### **AUTHORS' CONTRIBUTIONS**

Nawal Esa Yazid Esa carried out the research, wrote and revised the article. Nawal Esa Yazid Esa and Hazliza Haron conceptualised the central research idea and provided the theoretical framework. Azura Abdul Rahman and Nurul Afiqah Ahmad designed the research and methodology and supervised the research progress; Hazliza Haron anchored the review, revisions and approved the article submission.

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