

A Scientometric Analysis on Halal Awareness

Nadia Nurul Izza¹

¹Tazkia Islamic University College, Indonesia

Abstract

This study aims to determine the development and trend of halal awareness maps published by Scopus indexed journals. The data analyzed were 200 publications of published documents. The export data is then processed and analyzed using the R Bibliometrix application program combined with VOSviewer to determine the halal awareness bibliometric map for research development. The results showed that the number of publications with the theme of halal awareness experienced a significant increase. The results showed that the most popular journal was the Journal of Islamic Marketing, the most popular author was Abdullah A., and the most popular country was Malaysia. The most popular keyword topics are halal product, food industry, halal certification, halal logo and halal tourism. Furthermore, in conceptual structure, this research has spread thematic maps to place themes and sub-themes on the graph and divided them into four clusters (dropping or emerging themes, basic themes, highly developed and isolated themes, motor themes). Then, the conceptual framework developed will provide the necessary incentives for continued research in this emerging topic, which will benefit academics, researchers and practitioners around the world.

Keywords: Halal Awareness; Scientometric; R; VOSviewer

OPEN ACCESS

*Correspondence:

Nadia Nurul Izza

nadian.izza31@gmail.com

Received: 17 February 2021

Accepted: 20 February 2021

Published: 31 March 2021

Citation:

(2022) A Scientometric Analysis on

Halal Awareness.

Halal Tourism and Pilgrimage. 2.1.

INTRODUCTION

Halal lifestyle is a lifestyle by holding Islamic values in its elements of health, safety and security, prosperity and human dignity (Boediman, 2017). The word Halal comes from Arabic referring to the interpretation of the Quran which means that whatever is permitted by sharia (Nurfajri, 2017; Soebahar et al., 2021; Anas, et al., 2010)

The concept of halal is also closely related to 'Toyyiban' which refers to 'clean and healthy'. A product that is consumed is not only halal, but must be tayyib. Tayyib (good) is healthy in terms of quality, safety, cleanliness, and has been scientifically tested (Aspan et al., 2017; Shaari, 2020). In short, halal is synonymous with Muslims but is currently well accepted among non-Muslim consumers.

In recent years, research interest on the concept of halal has grown rapidly, especially something good information about what is happening today in halal products. This means that awareness of halal food is related to the concepts of "literacy" and "awareness". The literal meaning of "awareness" in the context of halal is to have a special interest or experience from something that is well informed about what is happening today in halal food, drinks and products. Meanwhile, halal knowledge reveals an individual's understanding of religious injunctions about halal and haram (Muslichah et al., 2020).

In addition, the large and growing business opportunity for the halal industry shows that halal awareness is visible among both Muslim and non-Muslim communities. The increasing awareness of Muslims around the world about their obligation to consume halal products creates a greater demand for halal products (Astuti & Asih, 2021). Currently, halal awareness has been cited as the main determinant of intention to purchase halal products but the lack of understanding of what constitutes halal awareness leads to the need for increased halal literacy (Shaari, 2020).

In addition, halal certification and halal logos also have an impact on halal products, which can be considered as a result of awareness of the importance of the halal concept (halal awareness) and has an increasingly important role in increasing global demand for halal products. Moreover, Indonesia as a majority Muslim country, providing halal products is an obligation. Thus the market opportunity for halal products is very open, wide, and promising, so that it can be used as a business opportunity (Nurcahyo & Hudrasyah, 2017).

Several researchers have discussed a lot regarding halal awareness (Aqdas & Amin, 2020; Elias et al., 2016; Nusran et al., 2018; Usman et al., 2021). However, research using the scientometric approach has not been widely carried out. Considering this gap, the researcher tries to develop research that aims to identify and map

research related to the development of halal awareness research through reputable journals indexed by Scopus with a qualitative approach. Next, this research will describe some interesting findings obtained from the special application of R for bibliometric analysis, namely Bibliometrix and combined with VOSviewer. The data analyzed consisted of 200 publications published in the last 14 years (2008-2022).

Furthermore, this paper is structured as follows. First, this paper presents the background of the research, followed by a review of the related literature. Then, the following section presents the research methods used and the research findings. Finally, the contributions, practical implications, and limitations of the research are also explained in this paper.

LITERATURE REVIEW

The halal lifestyle has become a trend for all Muslims in all corners of the world. The halal lifestyle is a lifestyle that directs the perpetrators with a moral and objective culture. In Arabic, halal generally means "permissible" and refers to activities that are permitted under sharia regulations for consumption, use, and worship (Akin, 2021; Aziza et al., 2015). In research Bashir (2020) defines that halal is a general term, which covers all sides of Muslim life and all types of food. Furthermore, halal does not only relate to food or food products but also goes further than food products to cover all aspects of a Muslim's personal life. In short, halal is motivated by principles, integrity, and trust, and it pervades every part of a Muslim's life (Vanany et al., 2019).

On the other hand, the growth of the global halal industry has brought about a change in the mindset of both Muslims and non-Muslims alike. This makes the global halal industry a growing and developing consumer segment in the world. The demand for halal products has increased globally due to the growing Muslim population worldwide (Abdalla Mohamed Bashir, 2020).

Indonesia is known as a country with a large population worldwide and this is also an opportunity to increase the halal industry. Quoted from the Global Islamic Economy Report 2018-2019, Indonesia is the country with the largest population of adherents of the Islamic faith, which is 87.18% of 232.5 million people (Bappenas, 2018). This means, with the largest number of Muslims in the world, Indonesia also has great potential to drive the sharia economy and develop the halal industry through a halal and healthy lifestyle.

According to the Deputy Governor of Bank Indonesia, Judo Agung said that for domestic consumption expenditures for all halal products and services to reach US\$180 billion in 2020 and are estimated to grow by 14.96% to US\$282 in 2025. This number shows that there is halal awareness in Indonesia. Consuming halal products in the community.

There are many factors that influence halal awareness, including religiosity which has a positive effect on increasing halal awareness (Mutmainah, 2018). In addition, what is no less important is knowledge or literacy in halal awareness which is also a factor that drives awareness to switch to halal products and become a behavior or lifestyle among the Muslim community. Salehudin (2013) states that halal literacy is defined as the correct awareness and understanding of Muslim individuals about halal commands. This is also in line with the research of Elias et al. (2016) explained that halal knowledge is about how individual Muslims must digest and practice several Islamic teachings about halal and haram, especially on the concept of halalan toyiban. Meanwhile, Nurhayati (2020) explains more specifically that knowledge about halal products is defined as a collection of various kinds of information about halal products, which include product categories, brands, product terminology, product attributes or features, product prices, place and time of sale, how to use them, and beliefs about the halalness of the product. In addition, knowledge of halal products also consists of knowledge about where and when consumers buy halal products and also who sells halal products.

Currently, halal awareness is a topic that continues to grow along with the development of the halal industry in the world. According to Nurcahyo & Hudrasyah (2017) and Astuti & Asih (2021) halal awareness is the level of understanding of Muslims in knowing issues related to the halal concept. Meanwhile, A M Bashir (2019) said that halal awareness is a concept of knowledge and then applying certain behaviors.

Several studies have discussed this theme, among the results of their research is the analysis of the factors of awareness of halal products. In the research, Kurniawati & Savitri (2020) found that religious beliefs, health reasons, logo certification, were the most influencing factors for Indonesian halal awareness.

This research is also in line with Gojali & Asih (2020) and Muslichah (2020) in their research which found that among factors of satisfaction, personal social perception, subjective norms, attitudes, halal certification, interests, beliefs, and halal awareness, religiosity factors contributed significantly. the most significant in shaping the variables. Sama & Trivedi (2019) found that Muslim consumer beliefs had the most significant influence on attitudes towards halal products, leading to brand love. And the same thing is also emphasized by Yasid et al (2016) that Muslim awareness of halal products is influenced by religious beliefs, self-identity and media exposure both from partial and simultaneous analysis.

Furthermore, in awareness of halal certification and halal logos on interest in buying halal products. Jaiyeoba et al (2020) and Nurcahyo & Hudrasyah (2017) found that halal certification marks and halal brand quality are the most influential factors that contribute to

consumer purchasing decisions.

Based on this, with the increase in halal literacy, halal certification and halal logos for halal products can be considered as a result of awareness of the importance of the halal concept (halal awareness), both for entrepreneurs in order to produce a product (Elias et al., 2016; Tawil et al., 2016). al., 2015; Viverita & Kusumastuti, 2017) as well as for Muslim consumers in terms of consuming a product (Aqdas & Amin, 2020).

METHODOLOGY

Scientometric or bibliometric analysis is a quantitative approach that is useful for summarizing developments in a particular field of study and is based on measurement and study of scientific output (Santos & Simoes, 2021). The graphical representation of bibliometrics has received less attention. However, few researchers seriously study the problems related to graphical representation. Most articles published in the bibliometric literature rely on simple graphical representations provided by computer programs.

In this study using the Scopus database for data acquisition which is stored in a CSV file. The Scopus database was chosen because it is reputable for abstracts and citations. In addition, Scopus has become the home for well-written, trustworthy, peer reviewed and state-of-the-art research papers that achieve good citation rates. It is also evolving as a platform that brings together researchers, research concepts, and associations. Furthermore, a global search for literature published with the theme "halal awareness" is carried out without a specified start date involving an inclusive time span of 14 years 2008-2022. Meanwhile, the last fourteen years were chosen so that historical strength does not obscure the current trend, obtained 200 published articles.

Furthermore, the latest information on publication metrics and bibliometric indexes is sought to provide an updated picture of the extent of research developments related to "halal awareness" in the research world and its impact on the transition to a healthy lifestyle. The publication data processed in the form of papers sourced from various scientific journals and other sources with a research theme with the theme "halal awareness". In this study, we use bibliometric analysis and visualization methods used to characterize research on "halal awareness" published in journals with various multidisciplinary topics over the past few years.

In the processing process, the review process itself will be carried out on July 2, 2022. Figure 1 illustrates the three steps in identifying research documents, namely eligibility, screening, and inclusion, which are involved in the systematic review process. The keywords that will be used in this study try to answer the research questions above. Some general statistics from the data set are presented to get an overview of research related to good

governance. All articles that fulfill the search query are

evaluated from the aspect of text analysis. Then the research documents were analyzed using the biblioshiny software, a free software supported by the R environment (CRAN, The Comprehensive R Archive Network, <https://cran.r-project.org/>) which provides a set of tools for quantitative research in bibliometrics and scientometrics (Aria & Cucurrolo, 2017). In the bibliometric literature, the greatest concern is with the construction of bibliometric maps. Research related the effect of differences on similarity measures (Ahlgren et al., 2003), and they were tested with different mapping techniques (Boyack et al., 2005). Furthermore, text analysis will be carried out on the results of bibliometric mapping related to "word". Several studies using scientometrics analysis in Islamic economics and finance, for example, have been carried out by Marlina et al., (2021), As-Salafiyah et al., (2021), Rusydiana et al., (2021), and also Laila et al., (2020).

Table 1: Publication Type

Document Types	Number of Articles	Percentage
article	150	75%
book chapter	6	3%
conference paper	29	15%
letter	1	1%
review	14	7%
Total	200	

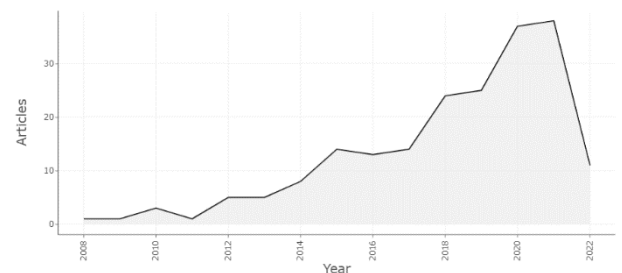


Figure 2: Annual Expansion in Scientific Production

Figure 2 shows that the highest number of scientific articles was published in 2021, followed by 2020 and 2019 along with the spread of the Covid-19 pandemic, meaning that there was an increase in halal awareness during the Covid-19 pandemic. In addition, Figure 2 also shows that the annual scientific production for the last 14 years is from 2008 to 2022. From the analysis of the growth of this publication, it shows the increasing issue of "halal awareness" in the world of research.

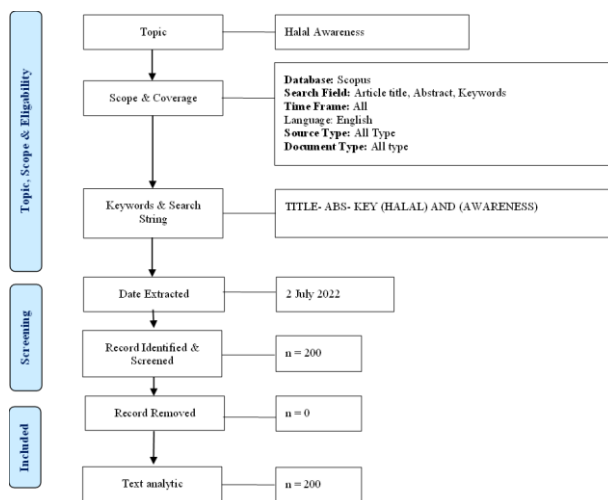


Figure 1: Methodology of Qualitative Approach Using R (Zakaria et al, 2020 (modified))

RESULTS AND ANALYSIS

Initial Search Results

The initial search results obtained after running a search query on Scopus, we got 200 documents related to "halal awareness". The allocation of the distribution of scientific articles extracted by type of source is shown in Table 1. All research articles related to "halal awareness" are categorized into five groups as articles (150), conference papers (29), reviews (14), book chapters (6), and letters (1). Most of the research works have been published in articles, namely 75%, followed by 15% conference paper reviews. Furthermore, the annual growth in "halal awareness" publications is presented in Table 2 and Figure 2. The first document was published in 2008 and continues to this day.

Bibliometric Analysis

In this bibliometric analysis, we identify the uniqueness of relevant keywords, research trends, most contributing authors, sources, affiliations, citations, document analysis, geographic regions, etc. We show source growth per year by analyzing source data. Next, we analyzed the authors' notes to identify the authors' productions over time. The analysis presented is in the form of correlations between authors, sources and keywords, countries, affiliations, and authors. Furthermore, this discussion also presents a network analysis that shows the relationship between co-authors and countries. This detailed bibliometric analysis provides an overview of quantitative and qualitative research trends. This analysis was carried out with the help of bibliometric tools, namely Biblioshiny and VOSviewer.

Keyword Analysis

The main purpose of selecting relevant keywords is to find relevant publications from a broad database. The selection of the right keywords by the researcher indicates the direction of the research which is then analyzed to find an accurate combination of relevant

it can be concluded that the article written by Aziz & Chok (2013) with the title "The Role of Halal Awareness, Halal Certification, and Marketing Components in Determining Halal Purchase Intention Among Non-Muslims in Malaysia: A Structural Equation Modeling Approach" published in the Journal of International Food & Agribusiness Marketing has the highest number of citations.

Table 3: 10 Most Cited Publications

No.	Paper	Total Citations	TC per Year
1.	Aziz Ya, 2013, J Int Food Agribus Mark	188	18,80
2.	Lane S, 2018, Vaccine	186	37,20
3.	Golnaz R, 2010, Int Food Res J	120	9,23
4.	Mohsin A, 2016, Tour Manage Perspect	109	15,57
5.	Rajagopal S, 2011, J Islam Mark	89	7,42
6.	Soon Jm, 2017, Br Food J	71	11,83
7.	Bashir Am, 2019, J Food Prod Mark	61	15,25
8.	Khan S, 2018, Sustainability	56	11,20
9.	Manzouri M, 2013, Int J Lean Six Sigma	53	5,30
10.	Ngah Ah, 2015, J Islam Mark	52	6,50

Sources Analysis

Figure 6 provide information on scientific articles published by sources per year on “halal awareness”. Analysis of scientific article sources is in line with the growth of publications from year to year. Figure 8 shows the contribution of journals in articles that discuss halal awareness. Multidisciplinary topics such as marketing, management, food research, environmental, tourism are all areas of research that are interested in discussing halal awareness. It is possible that the number of articles is still possible to change and increase along with the development of science and the increasing trend of halal food in the research world.

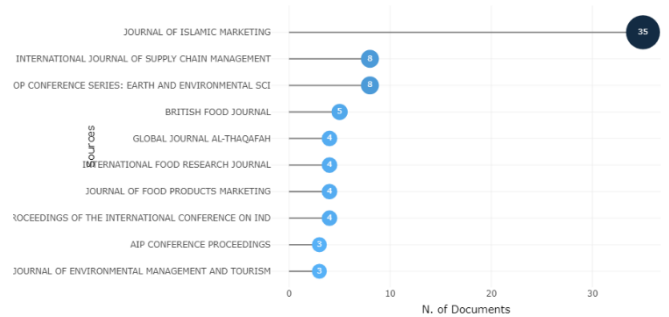


Figure 6: Top 10 Most Relevant Sources

Authors Analysis

Productivity can not only be measured in journals, but also authors in particular. The author's analysis shows the activeness of the author in publishing papers in the field of research. Furthermore, Figure 7 presents the correspondence of the top 10 earning authors with some of the published articles and Figure 8 depicts the production for the top ten authors. The parameter measures the frequency for the number of documents is considered to indicate the author's productivity. In addition, this research produces data where it appears that there are writers who have long started writing papers with the theme "halal awareness" and some are new to writing.

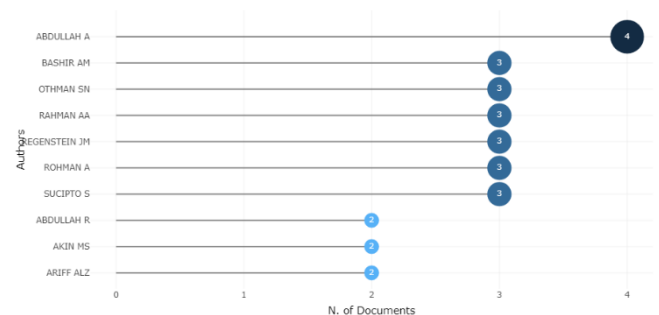


Figure 7: Most Prolific Authors

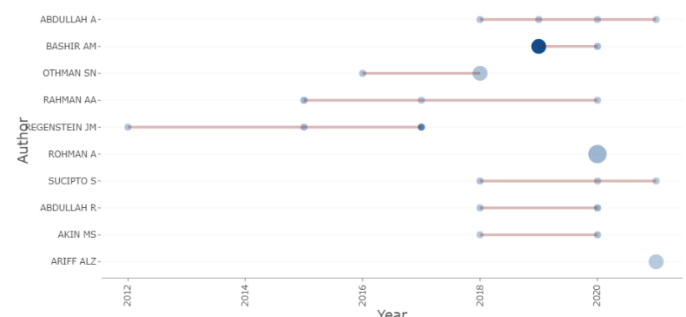


Figure 8: Top 10 Authors Production over the Time

Geographical Region Analysis

A total of 43 countries have contributed to the “halal awareness” research. The leading publications came from Malaysia, followed by Indonesia and then India. Malaysia provided 102 scientific articles both separately and in joint partnership with various other countries. Table 4 and Figure 9 illustrate the number of scientific articles published by certain countries. Geographic area analysis presents the distribution of research results around the world.

Furthermore, in Figure 10 re-emphasizes the network analysis of the co-authors and countries in researching "halal awareness." To design this network diagram a total of 43 countries were considered with the complete counting method used with a minimum of one document. From these results, Malaysia became the most productive country by publishing 102 documents and partnering with writers from 29 other countries in publishing research related to "halal awareness".

Table 4: Number of Documents by Country

Country	Number of Documents
Malaysia	102
Indonesia	53
India	7
United States	6
Thailand	6
United Arab States	5
Turkey	5
Italy	5
New Zealand	4
Egypt	4
Pakistan	4
Saudi Arabia	3
China	3

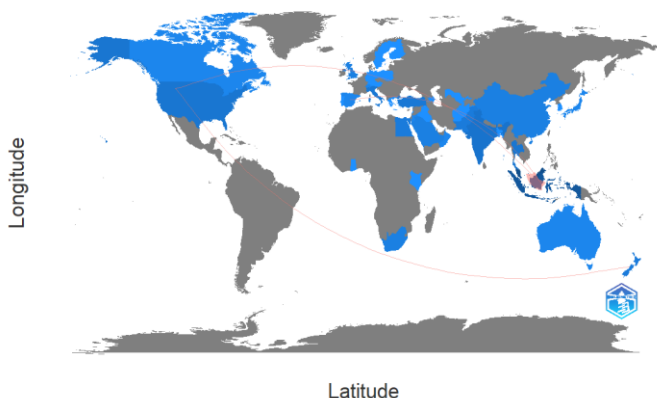


Figure 9: Geographical Region Analysis

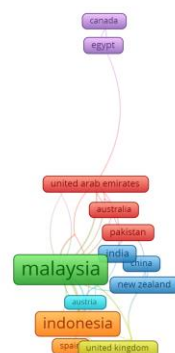


Figure 10: Network Analysis of Co-authorship and Countries

Document Analysis

Document analysis was conducted to identify the latest developments in the field of “halal awareness” research. Abstract trend topics as shown in Figure 11. We consider minimum word frequency, word count per year, and word label size as comparison parameters for configuring document topic trends.

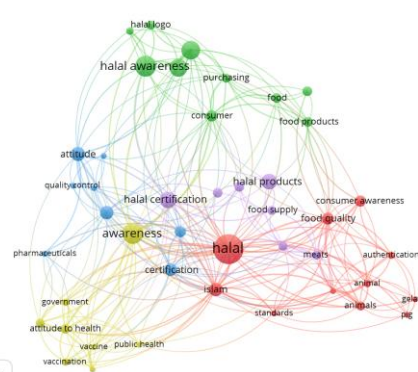


Figure 11: Network Analysis of Document

Conceptual Structure of Author's Keywords

To reveal the conceptual structure of the document, we present a thematic map and the thematic evolution of the author's keywords, as shown in Figures 12. To represent the thematic evolution of the authors' keywords, we included 100 keywords in the analysis. The minimum cluster frequency was set as 1 to 5, and the inclusion index weighted by word occurrence was one of the parameters used in the examination. In the year of chart representation, 2019 is calculated as the cut-off point.

60. <https://doi.org/10.22040/ATCAM.2019.108135>
- Anas, Yusof, W.M. dan Mahani. (2010). "The Concept of Halalan Tayyiba and Its Application in Products Marketing: A Case Study at Sabasun HyperRuncit Kuala Terengganu, Malaysia", *Internasional Journal of Business and Social Science*, Vol. 1, No. 3, hlm. 239.
- Aqdas, R., & Amin, A. (2020). Islamic perspective in consumer behaviour: Effect of halal awareness and halal logo with mediating role of purchase intention. *Hamdard Islamicus*, 43(2), 89–107.
- Aspan, H., Sipayung, I. M., Muharrami, A. P., & Ritonga, H. M. (2017). The Effect of Halal Label, Halal Awareness, Product Price, and Brand Image to the Purchasing Decision on Cosmetic Products (Case Study on Consumers of Sari Ayu Martha Tilaar in Binjai City). *International Journal of Global Sustainability*, 1(1), 55. <https://doi.org/10.5296/ijgs.v1i1.12017>
- As-Salafiyah, A., Rusydiana, A. S., & Mustafa, M. I. (2021). Meta analysis on mosque economics. *Library Philosophy and Practice*, 0_1-14.
- Astuti, Y., & Asih, D. (2021). Country of Origin, Religiosity and Halal Awareness: A Case Study of Purchase Intention of Korean Food. *Journal of Asian Finance, Economics and Business*, 8(4), 0413–0421. <https://doi.org/10.13106/jafeb.2021.vol8.no4.0413>
- Aziz, Y. A., & Chok, N. V. (2013). The Role of Halal Awareness, Halal Certification, and Marketing Components in Determining Halal Purchase Intention Among Non-Muslims in Malaysia: A Structural Equation Modeling Approach. *Journal of International Food and Agribusiness Marketing*, 25(1), 1–23. <https://doi.org/10.1080/08974438.2013.723997>
- Aziza, N. N. A., Aziza, N. A. A., Azizb, N. A. A., Omara, Z., & Aziah, W. H. (2015). A Review on the Emergence and Growth of Halal Studies. *Procedia Economics and Finance*, 31(15), 325–332. [https://doi.org/10.1016/s2212-5671\(15\)01204-6](https://doi.org/10.1016/s2212-5671(15)01204-6)
- Azmi, F. ., Abdullah, A., Yahaya, S. ., Wozniak, M., & Purnomo, M. R. . (2019). Adoption of Halal Standard in Malaysian Food. *Journal of Advanced Manufacturing Technology*, 13(3), 37–50.
- Bashir, A M. (2019). Effect of halal awareness, halal logo and attitude on foreign consumers' purchase intention. *British Food Journal*, 121(9), 1998–2015. <https://doi.org/10.1108/BFJ-01-2019-0011>
- Bashir, Abdalla Mohamed. (2020). Awareness of purchasing halal food among non-Muslim consumers: An explorative study with reference to Cape Town of South Africa. *Journal of Islamic Marketing*, 11(6), 1295–1311. <https://doi.org/10.1108/JIMA-04-2018-0077>
- Boediman, E.P. (2017). "Halal Lifestyle in Marketing Communication of Tourism and Hospitality", *International Journal of Economic Research*, Volume. 14, Number. 4, hlm. 429.
- Elias, E. M., Othman, S. N., Yaacob, N. A., & Saifudin, A. M. (2016). A study of halal awareness and knowledge among entrepreneur undergraduates. *International Journal of Supply Chain Management*, 5(3), 147–152.
- Gojali, D., & Asih, V. S. (2020). Determinant factors of Indonesian muslim behavior in choosing halal products. *Innovative Marketing*, 16(4), 155–163. [https://doi.org/10.21511/im.16\(4\).2020.14](https://doi.org/10.21511/im.16(4).2020.14)
- Jaiyeoba, H. B., Abdullah, M. A., & Dzuljastri, A. R. (2020). Halal certification mark, brand quality, and awareness: Do they influence buying decisions of Nigerian consumers? *Journal of Islamic Marketing*, 11(6), 1657–1670. <https://doi.org/10.1108/JIMA-07-2019-0155>
- Kurniawati, D. A., & Savitri, H. (2020). Awareness level analysis of Indonesian consumers toward halal products. *Journal of Islamic Marketing*, 11(2), 531–546. <https://doi.org/10.1108/JIMA-10-2017-0104>
- Laila, N., Rusydiana, A.S., Irfany, M.I., Imron, H. R., Srisusilawati, P., & Taqi, M. (2020). Energy Economics in Islamic Countries: A Bibliometric Revi. *International Journal of Energy Economics and Policy*, 11(2), 88-95.
- Marlina, L., Rusydiana, A. S., Hidayat, P., & Firdaus, N. (2021). Twenty years of Islamic banking in Indonesia: A biblioshiny application. *Library Philosophy and Practice (e-journal)*, 4999.
- Muslichah, M. (2020). The effect of halal foods awareness on purchase decision with religiosity as a moderating variable: A study among university students in Brunei Darussalam. *Journal of Islamic Marketing*, 11(5), 1091–1104. <https://doi.org/10.1108/JIMA-09-2017-0102>
- Muslichah, M., Abdullah, R., & Abdul Razak, L. (2020). The effect of halal foods awareness on purchase decision with religiosity as a moderating variable: A study among university students in Brunei Darussalam. *Journal of Islamic Marketing*, 11(5), 1091–1104. <https://doi.org/10.1108/JIMA-09-2017-0102>
- Mutmainah, L. (2018). The Role of Religiosity, Halal

- Awareness, Halal Certification, and Food Ingredients on Purchase Intention of Halal Food. *Ihtifaz: Journal of Islamic Economics, Finance, and Banking*, 1(1), 33. <https://doi.org/10.12928/ijiefb.v1i1.284>
- Nurchahyo, A., & Hudrasyah, H. (2017). the Influence of Halal Awareness, Halal Certification, and Personal Societal Perception Toward Purchase Intention: a Study of Instant Noodle Consumption of College Student in Bandung. *Journal of Business and Management*, 6(1), 21–31.
- Nurfajri, Y. F. (2017). The Effect of Halal-Labelled Food Awareness Towards Purchase Intention Among Urban Muslims (Study of Indonesian Students in Japan) Padjadjaran University , Bandung , Indonesia The objective of this research is to investigate the effect of halal-labeled. *AFEBI Islamic Finance and Economic Review*, 2(2), 55–78.
- Nurhayati, T. (2020). Personal intrinsic religiosity and product knowledge on halal product purchase intention: Role of halal product awareness. *Journal of Islamic Marketing*, 11(3), 603–620. <https://doi.org/10.1108/JIMA-11-2018-0220>
- Nusran, M., Gunawan, Razak, M., Numba, S., & Wekke, I. S. (2018). Halal Awareness on the Socialization of Halal Certification. *IOP Conference Series: Earth and Environmental Science*, 175(1). <https://doi.org/10.1088/1755-1315/175/1/012217>
- Rusydiana, A. S., Sanrego, Y. D., & Pratomo, W. A. (2021). Mathematical modeling on Islamic economics and finance: A scientometric. *Library Philosophy and Practice (e-journal)*, 4834.
- Salehudin, I. (2013). Halal Literacy: A Concept Exploration and Measurement Validation. *ASEAN Marketing Journal*, 2(1). <https://doi.org/10.21002/amj.v2i1.1987>
- Sama, R., & Trivedi, J. P. (2019). Factors affecting consumers' loyalty towards halal cosmetics: An emerging market perspective. *International Journal of Business and Emerging Markets*, 11(3), 254–273. <https://doi.org/10.1504/IJBEM.2019.102655>
- Santos, M., & Simoes, M. (2021). Mapping social policy in economics research: An analysis of core journals. *Journal of Scientometric Research*, 10(2), 235–244. <https://doi.org/10.5530/JSCIRE.10.2.37>
- Shaari, H. (2020). Does halal product availability and accessibility enhanced halal awareness and intention to purchase halal packaged food products: Malaysia and Thailand's halal industry perspective. *International Journal of Supply Chain Management*, 9(1), 921–930. https://api.elsevier.com/content/abstract/scopus_id/85080948689
- Soebahar, E., Ghoni, A., & Muhajarah, K. (2021). Effect of halal management system certified awareness on consumer purchase intention. *Uncertain Supply Chain Management*, 9(2), 317–328. <https://doi.org/10.5267/j.uscm.2021.3.001>
- Tawil, N. M., Ramlee, S., Jaafar, J., & Saat, F. M. (2015). An overview of foodpreneur awareness among Small and Medium-Sized Enterprises (SME) of halal certification. *Asian Social Science*, 11(21), 91–94. <https://doi.org/10.5539/ass.v11n21p91>
- Usman, H., Chairy, C., & Projo, N. W. K. (2021). Between awareness of halal food products and awareness of halal-certified food products. *Journal of Islamic Marketing*. <https://doi.org/https://doi.org/10.1108/JIMA-07-2021-0233>
- Vanany, I., Soon, J. M., Maryani, A., & Wibawa, B. M. (2019). Determinants of halal-food consumption in Indonesia. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-09-2018-0177>
- Viverita, & Kusumastuti, R. D. (2017). Awareness of halal certification of micro and small enterprises in Jakarta. *International Journal of Economics and Management*, 11(2 Special Issue), 459–471.
- Yasid, Farhan, F., & Andriansyah, Y. (2016). Factors affecting Muslim students awareness of halal products in Yogyakarta, Indonesia. *International Review of Management and Marketing*, 6(4), 27–31.