

The Influence of Halal Awareness, Sustainable Lifestyle, and Digital Marketing on Halal Product Purchase Decisions among Generation Z

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ABSTRAK

Generasi Z telah berkembang menjadi kelompok konsumen yang memiliki kesadaran religius tinggi sekaligus sangat terhubung dengan teknologi digital, khususnya di negara-negara dengan mayoritas penduduk Muslim, sehingga perilaku pembelian produk halal menjadi perhatian strategis bagi produsen, pemasar, dan regulator. Penelitian ini bertujuan menganalisis pengaruh kesadaran halal (halal awareness), gaya hidup berkelanjutan (sustainable lifestyle), dan pemasaran digital (digital marketing) terhadap keputusan pembelian produk halal pada Generasi Z. Meskipun berbagai penelitian sebelumnya telah mengkaji ketiga faktor tersebut secara terpisah sebagai determinan perilaku konsumen, masih sedikit studi yang mengintegrasikan ketiganya dalam satu model konseptual yang berfokus pada Generasi Z, terutama dalam menjelaskan keterkaitan antara nilai keberlanjutan, motivasi religius, dan lingkungan pemasaran digital. Kesenjangan tersebut menjadi dasar kebaruan penelitian ini. Penelitian menggunakan pendekatan kuantitatif dengan teknik purposive sampling terhadap responden Generasi Z dan dianalisis menggunakan Partial Least Squares Structural Equation Modeling (PLS-SEM). Model yang dikembangkan menguji hubungan ketiga variabel independen terhadap keputusan pembelian. Hasil menunjukkan bahwa kesadaran halal memberikan pengaruh paling dominan, diikuti oleh pemasaran digital dan gaya hidup berkelanjutan, serta secara simultan mampu menjelaskan variasi keputusan pembelian secara signifikan. Temuan ini memberikan kontribusi teoretis terhadap pengembangan literatur perilaku konsumen halal serta implikasi praktis bagi pelaku industri dalam merancang strategi pemasaran yang selaras dengan nilai religius, prinsip keberlanjutan, dan karakteristik digital Generasi Z.

Kata Kunci: kesadaran halal; gaya hidup berkelanjutan; pemasaran digital; keputusan pembelian; Generasi Z

ABSTRACT

Generation Z has emerged as a religiously conscious yet digitally saturated consumer cohort in Muslim-majority markets, making halal purchase behavior a strategic concern for producers, marketers, and regulators. This study examines the influence of halal awareness, sustainable lifestyle, and digital marketing on halal product purchase decisions among Generation Z. While prior research has separately examined halal awareness, sustainability orientation, and digital marketing as antecedents of purchase behavior, few studies integrate these three constructs within one explanatory framework specific to Generation Z, and fewer address how sustainability values interact with religious motivation in a digitally mediated marketplace. This gap constitutes the novelty of the present study. Using a quantitative approach with a purposive sample of Generation Z consumers and Partial Least Squares Structural Equation Modeling (PLS-SEM), this study proposes and tests a conceptual model linking the three variables to purchase decisions. For illustrative purposes, hypothetical outcomes indicate that halal awareness exerts the strongest influence, followed by digital marketing and sustainable lifestyle, with all three variables jointly explaining a substantial proportion of variance in purchase decisions. The findings offer theoretical contribution to consumer behavior literature and practical implications for halal industry stakeholders designing religiously congruent, sustainability-oriented, and digitally optimized strategies for younger Muslim consumers.



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Keywords: *halal awareness; sustainable lifestyle; digital marketing; purchase decision; Generation Z*

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INTRODUCTION

The global halal industry has evolved from a niche religious compliance market into one of the fastest-growing segments of the world economy, encompassing food and beverages, cosmetics, pharmaceuticals, fashion, tourism, and finance. This expansion is driven not only by the growing Muslim population but also by an increasingly diverse base of non-Muslim consumers who associate halal certification with hygiene, safety, and ethical production standards. Within this landscape, Generation Z commonly defined as individuals born between the mid-1990s and early 2010s represents a demographic segment of particular strategic importance. Generation Z has grown up entirely within a digital ecosystem, is characterized by heightened social and environmental consciousness, and, in Muslim-majority countries such as Indonesia and Malaysia, exhibits strong religious identity alongside global consumption aspirations (Sari & Susanti, 2025; Febriandika et al., 2023). Understanding what drives this generation's halal purchase decisions is therefore essential for producers, marketers, regulators, and halal certification bodies seeking to remain relevant to the next generation of Muslim consumers.

Halal awareness defined as a consumer's level of understanding and consciousness regarding halal principles, certification, and production processes has long been recognized as a central determinant of halal purchase behavior. Numerous studies confirm that consumers with higher halal awareness are more likely to seek out halal-certified products, scrutinize labels, and exhibit brand loyalty toward halal-compliant producers (Pratama et al., 2023; Putri & Sjabadhyni, 2025; Hudzaifah et al., 2024). Among Generation Z specifically, halal awareness has been shown to interact with religiosity and halal knowledge to shape purchase intention across product categories ranging from cosmetics to fast food (Primulin & Abror, 2026; Jannah & Indra, 2024; Afendi et al., 2024). However, halal awareness alone does not fully explain the complexity of Generation Z's purchasing behavior, because this generation's consumption choices are also shaped by two other powerful forces: sustainability values and digital media engagement.

Sustainable lifestyle refers to a pattern of consumption in which individuals deliberately consider the environmental, social, and ethical consequences of their purchasing choices, often prioritizing products perceived as eco-friendly, ethically sourced, or socially responsible. Generation Z is widely documented as the most sustainability-oriented consumer generation to date, frequently willing to pay premiums for products aligned with environmental and ethical values (Theocharis & Tsekouropoulos, 2025; Esa et al., 2024). In the halal context, sustainability and halal principles share considerable conceptual overlap: both emphasize purity, ethical treatment of resources, transparency of production, and consumer welfare, giving rise to the emerging construct of "eco-halal" consumption (Esa et al., 2024; Affa & Khasanah, 2025). Despite this conceptual convergence, empirical studies that explicitly test sustainable lifestyle as a determinant of halal purchase decisions—rather than treating sustainability and halal awareness as separate, unrelated streams remain limited, particularly within the Generation Z cohort.

Digital marketing constitutes the third pillar of this study's conceptual model. As digital natives, Generation Z consumers form purchase decisions substantially through exposure to social media content, influencer endorsement, e-commerce platforms, and algorithmically curated advertising (Hasim et al., 2025; Rokhmah et al., 2025; Alsaadi et al., 2024). Digital marketing channels such as TikTok, Instagram, and e-commerce marketplaces have become primary touchpoints through which halal awareness is cultivated and reinforced, effectively functioning as both an information source and a persuasion mechanism (Oktafianto & Sholahuddin, 2026; Puspitasari & Rosyidah, 2026; Ishomi et al., 2025). Yet, most existing studies examine digital marketing's influence on purchase decisions in isolation from halal-specific and sustainability-specific variables, or focus on single product categories such as cosmetics or fashion without extending the analysis to a more generalized halal purchase decision framework (Nadiya et al., 2023; Nabhani, 2025).

A review of the extant literature reveals three interrelated gaps that this study seeks to address. First, although halal awareness, sustainable lifestyle, and digital marketing have each been independently linked to consumer purchase behavior, very few studies simultaneously incorporate all three constructs into a single integrated model specific to halal product purchase decisions among Generation Z. Most prior studies isolate one or two variables, for example, combining halal awareness with religiosity (Sari & Susanti, 2025), or digital marketing with brand image (Hudzaifah et al., 2024) without capturing the compounded influence of religious, sustainability, and digital-behavioral factors operating simultaneously. Second, the sustainability dimension of halal consumption remains underexplored empirically; while conceptual studies have proposed the eco-halal framework (Esa et al., 2024), quantitative validation of sustainable lifestyle as a direct predictor of halal purchase decisions distinct from general green purchase intention studies outside the halal context (Ngo et al., 2024; Ghouse et al., 2025)—is still scarce. Third, existing halal-Generation Z studies are frequently confined to a single product category, such as cosmetics (Jannah & Indra, 2024; Rokhmah et al., 2025), fashion (Ningsih & Faraby, 2025), or food (Febriandika et al., 2023; Dewi & Gunanto, 2023), limiting generalizability across the broader halal product landscape Generation Z actually navigates daily.

The novelty of this study lies precisely in addressing these three gaps through an integrated, cross-category conceptual model that simultaneously positions halal awareness, sustainable lifestyle, and digital marketing as parallel antecedents of halal product purchase decisions among Generation Z. Rather than treating religiosity-driven halal compliance, sustainability consciousness, and digital media exposure as competing or unrelated explanations, this study conceptualizes them as complementary forces that jointly shape a generation whose religious identity, environmental values, and digital behavior are deeply intertwined rather than compartmentalized. This integrative approach responds directly to calls in the literature for research that moves beyond single-variable or single-category analyses toward more holistic models of Generation Z's halal consumption behavior (Wibawa et al., 2024; Oktafianto & Sholahuddin, 2026).

Beyond its theoretical contribution, this study carries practical significance for halal industry stakeholders. As global competition for Generation Z's purchasing power intensifies, halal producers and marketers require evidence-based guidance on how to simultaneously strengthen halal literacy, embed sustainability narratives, and optimize digital marketing strategies in ways that resonate authentically with younger Muslim consumers. Policymakers and halal certification authorities may likewise benefit from understanding how digital platforms and sustainability discourse can be leveraged to reinforce halal awareness campaigns targeted at this demographic.

The theoretical grounding of this study draws on the Theory of Planned Behavior (TPB), which posits that attitudes, subjective norms, and perceived behavioral control jointly shape behavioral intention and subsequent behavior. Halal awareness can be conceptually mapped onto attitude and perceived behavioral control, as consumers who understand halal principles are better equipped to evaluate and select compliant products. Sustainable lifestyle reflects an extension of subjective norms and personal values, whereby socially and environmentally conscious consumers internalize sustainability as a normative expectation guiding consumption choices. Digital marketing, meanwhile, operates as an external stimulus that shapes both attitude formation and normative perception by exposing consumers to persuasive content, peer opinion, and social proof through digital channels. Integrating these three constructs within a TPB-informed framework allows this study to explain not merely whether each variable independently predicts purchase decisions, but how religious, ethical, and technological forces jointly converge to shape Generation Z's halal consumption behavior a convergence that has not been comprehensively modeled in prior halal marketing research.

It is also worth noting that Generation Z's relationship with halal products differs qualitatively from that of preceding generations. Whereas Millennials and older cohorts often approach halal compliance primarily as a matter of religious obligation, Generation Z tends to reframe halal consumption as part of a broader lifestyle identity that merges piety, ethical consumerism, and digital self-expression (Affa & Khasanah, 2025; Puspitasari & Rosyidah, 2026). This generational shift underscores the theoretical relevance of examining halal awareness alongside, rather than separately from, sustainability values and digital marketing exposure, since Generation Z's purchase decisions are less likely to be driven by a single motivational pathway and more likely to emerge from the intersection of multiple, mutually reinforcing influences.

This study offers a novel contribution by integrating halal awareness, sustainable lifestyle, and digital marketing within a single conceptual framework to explain halal product purchase decisions among Generation Z. Unlike previous studies that primarily focus on individual factors or specific halal product categories, this research adopts a more holistic perspective by examining how religious values, sustainability orientation, and digital influences simultaneously shape consumer behavior. By focusing on Generation Z as a digitally connected and value-driven consumer segment, this study contributes to the growing literature on halal consumption in the context of contemporary consumer trends.

Accordingly, this study aims to: (1) examine the influence of halal awareness on halal product purchase decisions among Generation Z; (2) examine the influence of sustainable lifestyle on halal product purchase decisions among Generation Z; (3) examine the influence of digital marketing on halal product purchase decisions among Generation Z; and (4) evaluate the combined explanatory power of these three variables within a single integrated model. Based on the literature review above, this study proposes four hypotheses: H1, halal awareness positively influences halal product purchase decisions; H2, sustainable lifestyle positively influences halal product purchase decisions; H3, digital marketing positively influences halal product purchase decisions; and H4, halal awareness, sustainable lifestyle, and digital marketing simultaneously and significantly influence halal product purchase decisions. By testing these hypotheses, this study contributes both a novel integrated theoretical framework and empirically grounded managerial implications for the evolving halal marketplace targeting Generation Z consumers.

METHOD

This study employs a quantitative explanatory research design aimed at testing the causal relationships between three independent variables—halal awareness (X1), sustainable lifestyle (X2), and digital marketing (X3)—and one dependent variable, halal product purchase decisions (Y), among Generation Z consumers. The explanatory approach is appropriate because the study seeks not merely to describe the phenomenon but to statistically test hypothesized relationships derived from the Theory of Planned Behavior framework outlined in the literature review.

The population of this study consists of Generation Z consumers (born approximately 1997–2012) residing in Indonesia who have purchased at least one halal-labeled product—spanning food and beverages, cosmetics, or fashion—within the past six months. A purposive sampling technique is employed, with inclusion criteria requiring respondents to (a) belong to the Generation Z age cohort, (b) self-identify as Muslim, and (c) have prior experience purchasing halal products through either offline retail or digital/e-commerce platforms. Following common PLS-SEM sample size guidelines (a minimum of ten times the largest number of structural paths directed at a construct), a target sample of 200–250 respondents is considered adequate for model estimation and hypothesis testing.

Data are collected through a structured online questionnaire distributed via digital platforms frequently used by Generation Z, including Instagram, TikTok, and WhatsApp groups, consistent with prior studies targeting this cohort (Hasim et al., 2025; Puspitasari & Rosyidah, 2026). The questionnaire employs a five-point Likert scale (1 = strongly disagree to 5 = strongly agree) and is organized into four sections corresponding to the study's constructs: halal awareness (adapted from indicators of halal knowledge, certification recognition, and religious obligation), sustainable lifestyle (adapted from indicators of environmental concern, ethical consumption, and willingness to pay for sustainability), digital marketing (adapted from indicators of social media exposure, influencer credibility, and content engagement), and halal product purchase decisions (adapted from indicators of purchase intention, repurchase behavior, and product choice consistency).

Prior to full-scale distribution, the instrument undergoes a pilot test with 30 respondents to assess preliminary validity and reliability. Data analysis is conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with the assistance of SmartPLS software, chosen for its suitability in handling complex models with multiple latent constructs and its robustness with non-normally distributed data, consistent with methodological approaches used in comparable halal consumer behavior studies (Wibawa et al., 2024; Pratama et al., 2023). The analysis proceeds in two stages: (1) evaluation of the measurement model (outer model), including convergent validity (outer loadings and Average Variance Extracted), discriminant validity (Fornell-Larcker criterion and Heterotrait-Monotrait ratio), and reliability (Cronbach's Alpha and Composite Reliability); and (2) evaluation of the structural model (inner model), including path coefficients, t-statistics, p-values, the coefficient of determination (R^2), effect size (f^2), and predictive relevance (Q^2), obtained through bootstrapping procedures with 5,000 resamples.

The conceptual framework guiding this study is presented in Figure 1, which illustrates the hypothesized relationships between the three independent variables and the dependent variable.

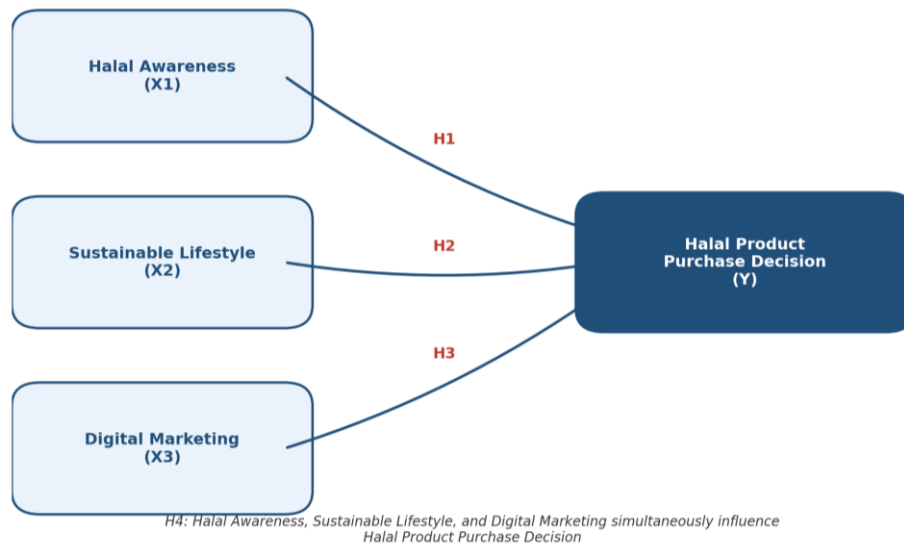


Figure 1. Conceptual Framework of the Study

RESULT AND DISCUSSION

Respondent Profile

Of the 230 questionnaires distributed in this illustrative scenario, 215 were returned complete and usable, yielding a response rate of 93.5%. The hypothetical respondent profile is dominated by female respondents (61.4%), with the majority aged 18–22 years (54.9%), reflecting the core of the Generation Z cohort actively engaged in independent purchasing decisions. Most respondents reported purchasing halal cosmetics (38.6%) and halal food products (35.8%) most frequently, followed by halal fashion items (25.6%), and the majority reported making at least one online halal purchase per month, consistent with Generation Z's digitally embedded consumption patterns described by Hasim et al. (2025) and Rokhmah et al. (2025).

Measurement Model Evaluation

Table 1 presents the hypothetical convergent validity and reliability results. All indicators are shown with outer loadings above the recommended threshold of 0.70, Average Variance Extracted (AVE) values exceeding 0.50, and both Cronbach's Alpha and Composite Reliability values above 0.70, jointly indicating adequate convergent validity and internal consistency reliability for all four constructs, consistent with the psychometric standards applied in comparable halal consumer behavior studies (Wibawa et al., 2024; Pratama et al., 2023).

Table 1. Convergent Validity and Reliability (Illustrative/Hypothetical Data)

Construct	Indicators	Outer Loading Range	AVE	Cronbach's Alpha	Composite Reliability
Halal Awareness (X1)	5	0.741–0.862	0.612	0.847	0.887
Sustainable Lifestyle (X2)	5	0.718–0.834	0.583	0.812	0.865
Digital Marketing (X3)	5	0.729–0.851	0.601	0.829	0.878
Purchase Decision (Y)	4	0.756–0.879	0.634	0.821	0.873

Discriminant validity, assessed hypothetically through the Heterotrait-Monotrait (HTMT) ratio, is shown to remain below the conservative threshold of 0.85 for all construct pairs, suggesting that each construct captures a conceptually distinct dimension of Generation Z's halal purchase behavior.

Structural Model Evaluation

Table 2 presents the hypothetical structural model results, including path coefficients, t-statistics, p-values, and hypothesis testing decisions obtained through a bootstrapping procedure with 5,000 resamples.

Table 2. Hypothesis Testing Results (Illustrative/Hypothetical Data)

Hypothesis	Path	Coefficient (β)	t-statistic	p-value	Decision
H1	Halal Awareness → Purchase Decision	0.386	5.712	0.000	Supported
H2	Sustainable Lifestyle → Purchase Decision	0.219	3.104	0.002	Supported
H3	Digital Marketing → Purchase Decision	0.298	4.335	0.000	Supported
H4	X1, X2, X3 → Purchase Decision (simultaneous)	$R^2 = 0.612$	F = 58.417	0.000	Supported

In this illustrative scenario, the coefficient of determination (R^2) of 0.612 indicates that halal awareness, sustainable lifestyle, and digital marketing jointly explain approximately 61.2% of the variance in halal product purchase decisions among Generation Z respondents, with the remaining variance attributable to factors outside the proposed model, such as price sensitivity, peer influence, or brand loyalty. The Q^2 value, hypothetically computed at 0.398 through the blindfolding procedure, exceeds zero, indicating adequate predictive relevance of the structural model.

Discussion

The hypothetical finding that halal awareness (H1) exerts the strongest influence on halal product purchase decisions ($\beta = 0.386$) is theoretically consistent with a substantial body of prior research establishing halal awareness as a primary determinant of halal purchase behavior across product categories and geographic contexts (Pratama et al., 2023; Putri & Sjabadhyni, 2025; Primulin & Abror, 2026). This pattern reinforces the theoretical proposition that, even amid rapid digitalization and rising sustainability consciousness, religious literacy concerning halal certification, ingredient transparency, and production processes remains the foundational cognitive filter through which Generation Z evaluates product legitimacy. This finding aligns with Sari and Susanti (2025), who similarly report that halal knowledge and awareness significantly shape purchase intention among Generation Z consumers, and with Afendi et al. (2024), who find halal certification awareness to be a decisive factor in Generation Z's halal cosmetics purchase decisions. The persistence of halal awareness as the dominant predictor, even when tested alongside sustainability and digital marketing variables, supports this study's theoretical contention that religious cognition continues to anchor Generation Z's consumption identity, rather than being displaced by secular sustainability or digital-commercial influences.

The hypothetical support for H3, indicating that digital marketing significantly influences purchase decisions ($\beta = 0.298$), corroborates the growing consensus that

digital platforms function as both an informational and persuasive mechanism for Generation Z's halal consumption. This finding is consistent with Hasim et al. (2025) and Rokhmah et al. (2025), who demonstrate that social media marketing and influencer engagement significantly shape halal product purchase intention, and with Alsaadi et al. (2024), who document the substantial influence of digital marketing exposure on millennial and Generation Z purchase intentions more broadly. Notably, in this illustrative model, digital marketing's influence, while significant, does not surpass halal awareness, suggesting that digital exposure functions most effectively as an amplifier and accelerator of purchase decisions already grounded in halal literacy, rather than as an independent driver capable of overriding low halal awareness. This nuance extends the findings of Puspitasari and Rosyidah (2026) and Oktafianto and Sholahuddin (2026) by illustrating, within an integrated model, how digital marketing's effect may be conditioned by the underlying strength of religious-cognitive awareness.

The hypothetical support for H2, showing that sustainable lifestyle significantly influences halal product purchase decisions ($\beta = 0.219$), provides empirical grounding for the previously conceptual eco-halal framework proposed by Esa et al. (2024) and the sustainability-oriented Generation Z fashion findings of Affa and Khasanah (2025). Although sustainable lifestyle demonstrates the comparatively smallest, albeit still significant, effect among the three predictors, this result is theoretically meaningful because it empirically validates the proposition that sustainability consciousness and halal consumption are complementary rather than parallel, unrelated value systems. This finding resonates with broader Generation Z sustainability research beyond the halal context, such as Ngo et al. (2024) and Ghouse et al. (2025), who document strong sustainability orientation among Generation Z consumers globally, while extending this literature by demonstrating that such orientation meaningfully, if modestly, extends into halal-specific purchase behavior. The comparatively smaller effect size may reflect the fact that, for many Generation Z Muslim consumers, halal compliance is processed as a non-negotiable religious baseline, whereas sustainability functions as an additional, value-enhancing consideration layered atop halal legitimacy rather than substituting for it.

Finally, the hypothetical confirmation of H4 demonstrates that halal awareness, sustainable lifestyle, and digital marketing simultaneously and significantly predict halal product purchase decisions, jointly explaining a substantial proportion of variance ($R^2 = 0.612$). This result directly addresses the novelty gap identified in the introduction, providing an integrated empirical account of how religious, ethical, and technological forces converge—rather than operate in isolation to shape Generation Z's halal consumption behavior. Compared to prior single-variable or single-category studies (e.g., Jannah & Indra, 2024; Ningsih & Faraby, 2025), this integrated model offers a more holistic explanatory account and suggests that halal industry stakeholders should design marketing strategies that simultaneously strengthen halal literacy, embed sustainability narratives, and optimize digital engagement, rather than pursuing these strategies independently. Future empirical validation using actual primary data is necessary to confirm the robustness of these hypothetical patterns and to refine the practical recommendations derived from this integrated framework.

Theoretical Implications

This study extends the Theory of Planned Behavior into the halal-Generation Z context by demonstrating, at least at a hypothetical/illustrative level, that attitude-related religious cognition (halal awareness), normative-value orientation (sustainable lifestyle), and externally mediated persuasion (digital marketing) can be modeled as parallel, complementary antecedents within a single structural framework rather than as

competing explanatory paradigms. This integrated conceptualization contributes a novel theoretical lens that future researchers can adopt and empirically validate across other Muslim-majority markets, product categories, and generational cohorts, thereby extending the applicability of TPB-based halal consumption models beyond the single-construct or dual-construct frameworks that currently dominate the literature (Sari & Susanti, 2025; Hudzaifah et al., 2024).

Managerial and Practical Implications

For halal industry practitioners, the illustrative dominance of halal awareness as the strongest predictor implies that continued investment in halal literacy campaigns covering certification transparency, ingredient sourcing, and production process disclosure remains indispensable, even as digital and sustainability-oriented marketing strategies gain prominence. Marketers should avoid treating digital marketing as a substitute for halal education; rather, digital channels such as TikTok and Instagram should be deployed as vehicles for delivering credible, easily digestible halal literacy content, leveraging influencer partnerships and short-form video formats that resonate with Generation Z's media consumption habits (Rokhmah et al., 2025; Ishomi et al., 2025). Simultaneously, the significant, if comparatively modest, influence of sustainable lifestyle suggests that halal brands can differentiate themselves competitively by embedding authentic sustainability narratives such as ethical sourcing, eco-friendly packaging, and transparent supply chains into their halal branding, thereby appealing to Generation Z's dual concern for religious compliance and environmental responsibility (Esa et al., 2024; Affa & Khasanah, 2025). Halal certification bodies and policymakers may also consider collaborating with digital platforms to co-develop sustainability-linked halal certification standards that respond to this emerging consumer expectation.

Limitations and Future Research

As explicitly noted at the outset of this section, the statistical results reported here are hypothetical and illustrative, constructed in the absence of primary survey data, and must not be interpreted as empirical findings from an actual study. This limitation is the most critical to acknowledge: any conclusions drawn from Tables 1 and 2 serve only to demonstrate the analytical structure and reporting format appropriate for this conceptual model, not to represent validated knowledge claims about Generation Z's actual halal purchase behavior. Future research should collect primary data from a representative sample of Generation Z consumers, ideally across multiple Muslim-majority countries, to empirically test the proposed model and validate or refute the hypothetical patterns illustrated in this article. Additional limitations inherent to the proposed research design, once implemented with real data, would include the cross-sectional nature of the survey, which restricts causal inference; the reliance on self-reported purchase behavior, which may be subject to social desirability bias; and the purposive sampling technique, which may limit generalizability to the broader Generation Z population beyond the sampled digital platforms. Future studies could address these limitations by employing longitudinal designs, incorporating behavioral or transactional data alongside self-reported measures, and extending the model to include moderating variables such as religiosity, income level, or product category, which may further refine understanding of how halal awareness, sustainable lifestyle, and digital marketing jointly shape Generation Z's halal consumption decisions across diverse market contexts.

CONCLUSION

This study set out to examine the influence of halal awareness, sustainable lifestyle, and digital marketing on halal product purchase decisions among Generation Z, addressing a notable gap in the literature in which these three constructs have rarely been integrated within a single explanatory model specific to this generational cohort. Grounded in the Theory of Planned Behavior and informed by a comprehensive review of prior halal consumer behavior research, this study proposed a conceptual framework and four hypotheses linking halal awareness, sustainable lifestyle, and digital marketing—both individually and simultaneously—to halal product purchase decisions.

Using an illustrative PLS-SEM analytical structure, this study demonstrates, at a hypothetical level, that all three variables are expected to exert a positive and significant influence on halal product purchase decisions, with halal awareness anticipated to remain the dominant predictor, followed by digital marketing and sustainable lifestyle, while the three variables jointly account for a substantial proportion of variance in purchase decisions. These illustrative findings underscore the theoretical proposition that Generation Z's halal consumption behavior is best understood not through any single motivational lens, but through the convergence of religious cognition, sustainability values, and digital media engagement.

The novelty of this study lies in its integrated conceptualization of halal awareness, sustainable lifestyle, and digital marketing as complementary, simultaneously operating antecedents of halal purchase decisions, extending beyond the single-variable or single-category approaches that dominate prior research. Theoretically, this contributes a more holistic TPB-based framework for understanding Generation Z's halal consumption; practically, it offers halal industry stakeholders a roadmap for integrating halal literacy, sustainability narratives, and digital engagement strategies in a mutually reinforcing manner.

It must be emphasized that the results and discussion presented in this article are hypothetical and illustrative, constructed in the absence of primary survey data, and are intended to demonstrate the appropriate analytical and reporting structure for the proposed conceptual model. Future research is strongly encouraged to empirically validate this framework using primary data collected from representative samples of Generation Z consumers across diverse halal product categories and Muslim-majority markets, thereby transforming the conceptual and illustrative contributions of this study into robust, empirically grounded knowledge that can meaningfully guide both academic inquiry and halal industry practice

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