

# Determinants of Halal Purchasing Behaviour: Evidence from Germany

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## Abstract

What are the main determinants behind halal purchasing behaviour in a non-Muslim dominant country? The paper is aimed at enriching the academic debate about halal products purchase intention, specifically discussing the German context. Drawing from a survey of 772 respondents, the work presents a set of descriptive statistics with results resonating with earlier investigations in the research domains of the Theory of Planned Behavior (TPB) and Religiosity and Halal Supply Chain (HSC). The work confirmed that halal certification, preferably released by a German certification agency, constitutes a major predictor for halal products' consumption. We also found that halal demand is relatively inelastic to price and distribution.

**Keywords:** Halal, Halal Certification, Halal Supply Chain, Purchasing Behaviour, Theory of Planned Behavior.

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## 1. INTRODUCTION

What are the main determinants behind halal purchasing behaviours among Muslims in a non-Muslim-majority country?

Islam is the third religion among the monotheistic Abrahamic faiths. The Muslim population represents nowadays 25% of the world's population and with 52% of its adherents aged under 24, it also has the potential to become the fastest-growing religion worldwide. Considering its estimated growth rate of 35% the overall Muslim population worldwide would reach 2.2. billion by 2030 (Ali et al., 2018; Elseidi, 2018; Temporal, 2011).

Albeit the demand for halal and non-halal products do share several common traits, halal purchase intention is profoundly affected by factors related to Shariah law (Awan et al., 2015). The Arabic word "Halal", meaning "lawful or permitted", indeed, defines anything which is allowed or accepted by Muslims (Eliasi & Dwyer, 2002). A certain product is therefore permitted only if the combination of its ingredients, manufacturing and distribution processes complies with Shariah principles. If a certain product, instead, fails at meeting these requirements, it will be classified as "Haram", which means "forbidden, unlawful or prohibited" (Abdur Razzaque & Nosheen Chaudhry, 2013; Ahmed et al., 2019).

Nowadays, Halal is a multifaceted concept applicable to different industries, such as food, pharmaceuticals, cosmetics, finance and fashion. Halal products imply specific purchasing dynamics and determinants compared to similar products on the market, with religion representing one of the most relevant drivers behind halal products' consumption (Haug et al., 2009). In addition, it has been also shown that non-Muslim consumers demonstrated an

increasing interest toward the halal value proposition of goodness of life, rationality, hygiene, safety and environmental friendliness (Ambali & Bakar, 2013; Aziz & Chok, 2013; Widodo, 2013).

Germany represents a very interesting case study with 4.75 mln Muslims accounting for 5.7% of the entire German population. Therefore, our work is aimed at investigating the halal purchasing behaviours in a relevant non-Muslim dominant country, namely Germany.

Our work contributes to the current literature on halal purchase intention on multiple levels. Firstly, albeit the rising interest in academic research about halal purchasing habits, few investigations have been conducted outside the context of Muslim-dominant countries (e.g. Malaysia). Secondly, we also aim at extending the line of inquiry about multiple product types. Indeed, to our best knowledge, in the same geographical context, the only other investigation conducted by Sherwani et al. (2018) had a focus on the meat industry. Finally, our analysis aims at shedding light on previously under-investigated variables in the context of the TPB theory in halal purchasing behavior, namely the contribution of religiosity, supply chain determinants and other marketing-related variables. In this regard, we did rely on previous seminal and relevant works on TPB theory (Ajzen, 1991; Pham et al., 2021)

Main results obtained confirm previous investigations on the same topic. Firstly, halal certification, among other purchasing behavioral variables, constitutes a major predictor for halal products' consumption in Germany. Interestingly, we noticed that our respondents prefer a certification released by a German certification agency, rather than a halal certificate issued by the Country of production. Secondly, we found that halal demand is relatively inelastic to price, quality being the most important discriminating factor when it comes to halal consumption. Finally, distribution is relatively not determinant, since the average German halal consumer is willing to sacrifice procurement convenience in order to secure higher reliability and transparency about their halal purchase.

The paper is structured as follows: in paragraph 2 we present the relevant literature review about the determinants of halal purchasing behaviour in different research contexts; in paragraph 3, we present the methodology we adopted to answer our research question; then in paragraph 4, we present the result and findings we obtained, and finally, in paragraph 5, we discuss our results comparing them with previous academic efforts and we suggest a conclusion.

## 2. THEORETICAL BACKGROUND

In this section we present the theoretical framework related to the halal purchasing behavior research. The following Table 1 summarizes the four research streams we consider in our analysis, namely i) Theory of Planned Behavior (TPB) and Religiosity, considered as an extension to the broader TPB theory, ii) Halal Supply Chain (HSC) and iii) other marketing-related drivers. We will discuss each in a sub-section of this paragraph.

Research domain	Main drivers	Author(s)	Main implications
<b>Theory of Planned Behavior and Religiosity</b>	<ul style="list-style-type: none"> <li>attitude, subjective norms and perceived behavioural control</li> <li>religiosity</li> </ul>	<ul style="list-style-type: none"> <li>Alam and Sayuti, 2011</li> <li>Abu-Hussin et al., 2017</li> <li>Bashir et al., 2019</li> <li>Mukhtar and Butt, 2012</li> <li>Khan and Azam, 2016</li> <li>Elseidi, 2018</li> <li>Hong et al., 2018</li> <li>Awan et al., 2015</li> <li>Ahmed et al., 2019</li> </ul>	<ul style="list-style-type: none"> <li>in general religiosity represent a major determinants for halal purchase</li> <li>country-specific investigations (e.g. UK, India), however, presented counterintuitive results</li> </ul>
<b>Halal Supply Chain (HSC)</b>	<ul style="list-style-type: none"> <li>process integrity</li> <li>halal logistics certification</li> <li>perceived availability</li> </ul>	<ul style="list-style-type: none"> <li>Bonne &amp; Verbeke, 2008</li> <li>Shaari &amp; Mohd Arifin, 2009</li> <li>Tieman et al., 2012</li> <li>Yusoff et al., 2015</li> </ul>	<ul style="list-style-type: none"> <li>all indicated drivers have been found to be positively correlated to halal purchasing behavior</li> </ul>

		<ul style="list-style-type: none"> <li>• Awan et al., 2015</li> <li>• Fathi et al., 2016</li> <li>• Ali et al., 2018</li> <li>• Khan et al., 2019</li> </ul>	
<b>Other marketing-related drivers</b>	<ul style="list-style-type: none"> <li>• health consciousness</li> <li>• halal awareness (halal logo, halal branding)</li> <li>• halal product certification</li> <li>• marketing initiatives (e.g. promotions, sponsorships, etc.)</li> </ul>	<ul style="list-style-type: none"> <li>• Awan et al., 2015</li> <li>• Hussain et al., 2016</li> <li>• Ali et al., 2018</li> <li>• Ahmed et al., 2019</li> </ul>	<ul style="list-style-type: none"> <li>• halal product certification has a strong and positive correlation with halal demand</li> <li>• marketing initiatives and halal awareness produce a positive outcome on consumer intentions</li> <li>• health consciousness had only a marginal impact on halal demand</li> </ul>

**TABLE 1:** Halal purchasing behavior – Summary of the conceptual framework.

## 2.1 Theory of Planned Behavior and Religiosity

In our review of the literature about the determinants behind halal purchasing behaviour, we found an overwhelming dominance of studies based on the Theory of Planned Behavior (TPB), initially postulated by Ajzen(1991). The TPB framework was developed to assess purchasing intentions in multiple contexts. Most studies within the halal research domain made use of this framework to test the relationship between halal purchasing behaviour and three independent variables, namely:

- i) *attitude* (positive/negative evaluation of performing a certain behaviour, e.g. “buying the halal product”);
- ii) *subjective norms* (degree of which family, friends, relatives, peers or other significant groups influence towards or against a certain behaviour)
- iii) *perceived behavioural control* (the ability of the individual to engage in a givenbehaviour).

Alam and Sayuti(2011) found that while attitude and perceived behavioural control have a significant and positive effect on halal food purchasing intention, subjective norms can play a mitigating effect on both. Abu-Hussin et al.(2017) adopted the same TPB framework in the context of the Muslim minority in Singapore. They found that, among the TPB constructs included, attitude was the most important factor in explaining the variance towards purchasing halal products, while subjective norms and perceived behavioural control explained a relatively modest amount of the variance. Bashir et al.(2019) found that, for non-South African consumers, awareness and attitude played a significant role in describing buying behaviour, while inverse correlations between subjective norms and perceived behavioural control against purchase intention were highlighted.

Mukhtar and Butt(2012)specifically investigated the impact of religiosity (both inter- and intrapersonal types) on purchasing attitude. It emerged that subjective norms and intrapersonal religiosity positively influenced attitudes towards halal products, with subjective norms being the most important predictor. A similar study has been conducted in the Indian market byA. Khan and Azam(2016), who included a fourth variable, i.e. “religiosity”, in the TPB framework to specifically evaluate the impact, if any, of religion on the purchase intention of halal products. In contrast with the results presented byMukhtar and Butt(2012), the authors found that attitude and perceived behavioural control were the most significant drivers, while religiosity and subjective norms were insignificant predictors. Elseidi(2018)investigated the halal-labelled purchase intention in the context of mainstream UK supermarkets. While he confirmed attitude, perceived behavioural control and subjective norms as strong determinants, religiosity did exert indeed only a moderating role. Hong et al.(2018)presented similar counterintuitive empirical results and concluded that the relationship between devoutness and halal purchases was not obvious. In the same vein, Awan et al.(2015)found that among the five basic constructs identified in their study,

religious beliefs were the least impactful driver in describing halal purchasing intentions. On the other hand, Ahmed et al.(2019)assessed the relationship between halal perception and willingness to pay (WTP hereafter). They found that product ingredients and religiosity have the highest positive impact on WTP.

## **2.2 Halal Supply Chain (HSC)**

Another important aspect to be considered is the consumers' knowledge about the halal supply chain (HSC) and its impact on consumer behaviour(Tieman et al., 2012). In this regard, Yusoff et al.(2015)studied the perception of process integrity of both Muslim and non-Muslim consumers in the Malaysian market across the whole halal value chain, including feed, slaughtering, handling and storage, packaging, logistics, and retail. The authors, in agreement with previous academic efforts (Shaari & Mohd Arifin, 2009), concluded that a positive correlation exists between knowledge of the halal supply chain and purchasing behaviour with "slaughtering", "storage", and "packaging", being the most important predictors for halal purchasing habits. Packaging, in particular, where a halal certification label or logo is visible, largely contributes to enhancing the willingness to purchase halal products (Awan et al., 2015). Fathi et al.(2016) investigated the correlation between the WTP and a set of three independent variables, namely i) individual characteristics (perceptions of usefulness of halal logistics), ii) environmental characteristics (media influence), and iii) logistics providers' characteristics (service capability, image) in the context of the Malaysian market. The authors found a positive correlation with all variables analysed and, in particular, halal logistics certification fostering the willingness to pay a premium price. In the context of halal logistics and distribution, the academic debate assessed the impact of perceived availability on behavioural intention. Personal conviction has been found as a more significant predictor for halal purchase intention rather than perceived availability (Ali et al., 2018; Bonne & Verbeke, 2008; M. Khan et al., 2019). This means that the average halal consumer, because of his or her religious obligations, is relatively inelastic to product location.

## **2.3 Other Marketing-related Drivers**

Besides the aforementioned halal purchasing determinants, some additional elements such as halal awareness, halal product certification, and other marketing-related components have been investigated. In general, however, halal awareness, halal certification, and marketing-related components (e.g. food quality, promotion and branding) were found particularly significant for purchase intention. While health consciousness is normally positively associated with purchasing behaviour(Shaharudin et al., 2010), Hussain et al.(2016)found no support for this hypothesis due to the lack of health consciousness of his sample. Besides the quality of product ingredients, halal process certification and the halal logo play a major role among halal consumers with a strong and positive impact on the WTP. Interestingly, attitude exerts only a modest, albeit positive, impact on the tested variable(Ahmed et al., 2019). Marketing, personal and societal perception and halal certification profoundly characterize the demand for halal products. In particular, marketing initiatives (e.g. sales promotions, celebrity endorsements, etc.) have a strong and positive relationship on both purchase intention and halal awareness (Awan et al., 2015). Contrary to the most relevant results on the halal logo(Aziz & Chok, 2013; Shafie & Othman, 2006), (Hussain et al., 2016), studying the Pakistani market, did not find any major correlation between the halal logo and purchase intention. This outcome is due, most probably, to the peculiarities of the sample used where the totality of interviewees were Muslim, hence the authenticity of the product is perceived as a given. Halal branding is another major component for consumer intentions and, besides the compliance to halal attributes, producers should also focus on custom-tailored halal brand policies aimed at influencing image, trust, satisfaction and loyalty, in particular (Ali et al., 2018).

## **3. METHODOLOGY**

The authors of this paper conducted their Consumer Perception Survey on Halal Products in Germany. Muslims were approached via major students' associations and Muslim women's associations, as well as social network interest groups in Germany. Both the associations and the interest groups were asked to distribute the link to our survey to their members.

The relevant data on Muslim consumers were collected using an online survey created with the survey tool Survey Monkey and carried out in July 2017.

Our sample included 772 respondents, with respondents being mainly Muslim (97% of the sample) and over 18 years old (97% of the sample). The survey included 26 closed-ended questions with a combination of i) binary choices (mainly related to descriptive statistics, e.g. “Are you Muslim?”, “Are you a practicing Muslim?”, etc.), ii) multiple choices (designed to assess awareness or personal buying habits/desires, e.g. “What do you mean by halal?”, “Which halal products are you looking for?”, etc.), iii) Lickert scale questions, 1-5 type (designed to scale the purchasing attitudes, e.g. “In general, how important are the following factors when buying halal foods?”).

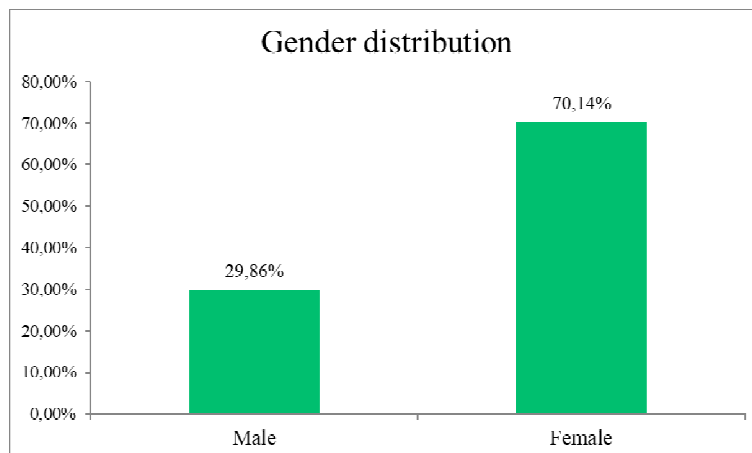
In the following Table 2 we summarize the main characteristics of our sample that we discuss in the following five sub-sections.

<b>Gender</b>	Male 30%  Female 70%	<b>Age distribution</b>	<29 years 58% 30-39 years 28% >39 years 14%
<b>Annual income</b>	x < euro 20k 63% euro 20k < x < euro 50k 28% x > euro 50k 9%	<b>Education</b>	Higher education 86% Lower education 13% No education 1%
<b>Geographical distribution</b>	West Germany 98% East Germany 2%		

**TABLE 2:** Characteristics of the sample.

### 3.1 Gender

Firstly, as for the predominance of female respondents, it is important to point out that purchasing habits within households are often driven by women.



**FIGURE 1:** Gender distribution.

### 3.2 Age Distribution

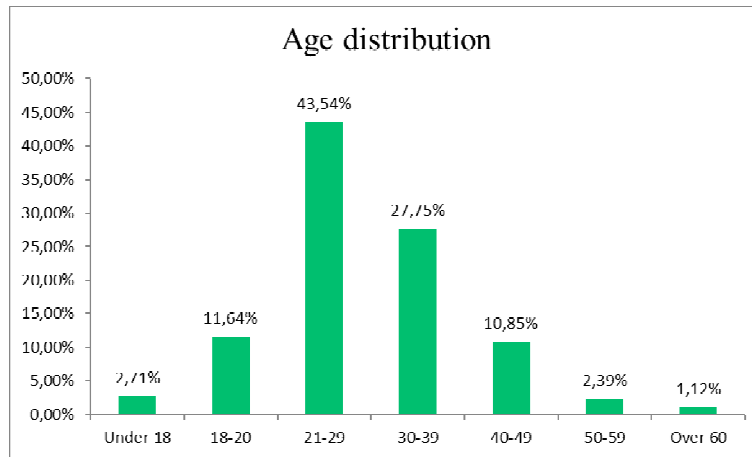


FIGURE 2: Age distribution.

Secondly, since 86% of the sample is 40 years old or younger, the research could be classified as “forward-looking”. Rather than assessing the “as-is” scenario, indeed, the work offers an estimation of the trends and tendencies that the next generation of consumers are likely to exhibit.

### 3.3 Annual Income

Approximately 63% of the sample declared a low annual income (i.e. equal to or lower than Euro 20,000); as we will show in the next section, this condition further reinforces the finding that halal-certified products are – to a certain extent – inelastic to price since religion mainly drives consumers’ behaviour.

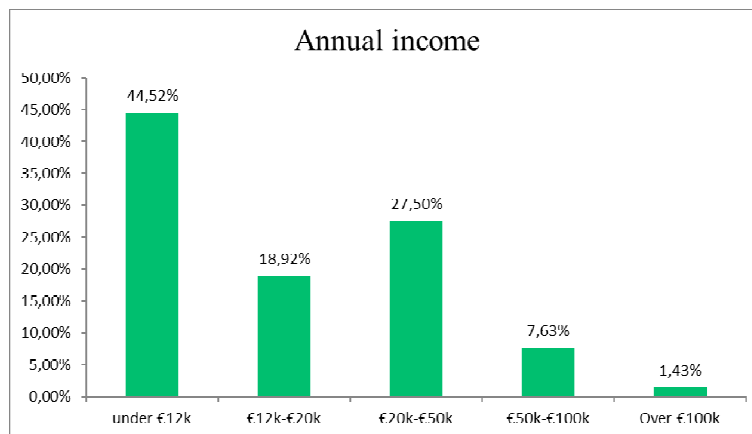


FIGURE 3: Annual Income.

### 3.4 Geographical Distribution

The majority of the sample was located in the West part of Germany, and more precisely, 45% lived in the Hessen region. This reflects the locations of the associations which contribute to the data collection process.

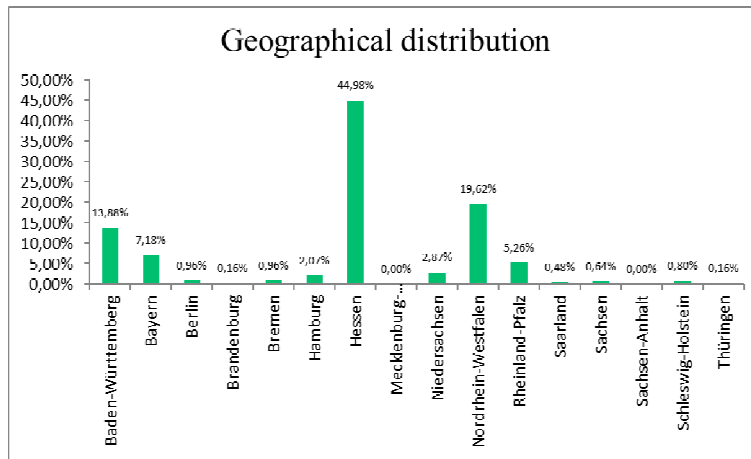


FIGURE 4: Geographical distribution.

### 3.5 Education

The great majority of our sample had completed their A-levels, an apprenticeship or a university degree or a combination of these three.

We now present the descriptive analytics and the main findings derived from the survey.

## 4. RESULTS AND FINDINGS

Consistently with the theoretical framework presented in section 2, we now analyze the descriptive statistics we obtained from our survey. For better clarity and continuity, we organized this section following the same structure adopted previously, namely i) Theory of Planned Behavior (TPB) and religiosity, considered as an extension to the broader TPB theory, ii) Halal Supply Chain (HSC) and iii) other marketing-related drivers.

### 4.1 Theory of Planned Behavior (TPB) and Religiosity

<b>Definition of "halal"</b>	Allowed for religious reasons	84%
	Healthy	71%
	Corresponds to the purity law of Islam	39%
	Other explanation	7%
	I do not know what halal is	0%
<b>Religious practice</b>	Regular	76%
	Irregular	19%
	Not practicing	4%
<b>Importance of halal consumption</b>	Very important	88%
	Moderately important	9%
	Not at all important	4%

TABLE 3: Theory of Planned Behavior (TPB) and religiosity.

*Definition of the term "halal".* As expected, the subjective perception of the term "halal" was generally linked to the Muslim spiritual framework, being explained as either i) equal to Islamic law (84% of the sample), or ii) allowed for religious reasons (71% of the sample). Only a relative minority (39%) associated the term halal with healthy eating habits. These results were then confirmed when we asked what the main reason was for consuming halal products, with "religious regulations" being the most important (89.63%) followed by health reasons (5.91%).

*Religious practice.* Consistently with our research question, almost all participants in the survey stated that they were Muslim (97%). Moreover, we found a high degree of religiosity among participants with most of them classifying themselves as “Regular practicing”.

*Importance of halal consumption.* The importance of consuming halal products was strongly associated with spiritual and religious aspects; almost the entire sample (96%) believed that it was either “Very important” (88%) or, to a lesser extent, “Moderately important” (9%) to consume products that preserve halal integrity.

#### 4.2 Halal Supply Chain (HSC)

<b>Halal distribution</b>	Easy to source halal products in Germany	40%
	Not easy to source halal products in Germany	60%
<b>Assessing the Integrity of Halal products</b>	Halal certificates	75%
	Halal reference of the manufacturer	44%
	The business is recommended by Muslims	39%
	The seller is Muslim	30%
<b>Importance of halal distribution/storage practices</b>	Very important	78%
	Moderately important	12%

**TABLE 4:** Halal Supply Chain (HSC).

*Halal distribution.* Regarding the availability of halal products in Germany, 40% of the sample found it easy to source them, while the remaining 60% believed that this aspect could be largely improved. Our consumers tend to procure halal products mainly from discounters (e.g. Aldi, Lidl, Penny, Netto, etc., 80%) and halal specialised shops (72.9%), while online stores hold only a marginal market share (3.6%). However, 74% of the respondents also stated that they would be willing to buy halal products online if such a service existed in Germany.

*Perception of the integrity of halal products.* With regard to the consumers’ perception of the integrity of their halal products, most of the respondents were not sure about the halal compliance of a procured product. In this regard, most of the interviewees reported that they mainly use halal certificates (75%) and halal references of the company (44%) to assess the halal conformity of the product.

*Factors affecting purchase decision.* The survey also confirmed that potential customers pay particular attention not only to the integrity of the product itself, but also to the entire supply chain. As we mentioned in the previous theoretical background section, the halal guidelines should also be applied to storage and transportation processes to ensure full compliance. Indeed, for the question “How important are halal rules in the supply chain from production to storage to transport and distribution?”, the most widespread answer (78%) confirmed that the average customer buys only products that comply with Islamic law across the entire supply chain.

#### 4.3 Other Marketing-related Drivers

<b>Halal label checking</b>	Yes	87%
	No	5%
	Sometimes	8%
<b>Main halal product categories</b>	Sweets	75%
	Flavourings/gelatine	44%
	Meet	39%



<b>Halal certification</b>	A Halal certificate from a German certification agency	70%
	A Halal certificate certified by the country of origin	57%
	A halal label	56%
<b>Willingness to pay a premium price</b>	Yes	94%
	no	6%

**TABLE 5:** Other marketing-related drivers.

*Halal product type and packaging.* Among our respondents, the demand for halal products seems to lean toward sweets (87%), flavourings/gelatine (86%) and meat (84%). The sample seemed to be very careful about the quality of the products, with 87% of respondents always checking the labels and other distinctive signs on the package to assess the halal certification.

*Halal certification.* A halal certificate was confirmed as the most important feature the consumer would value when considering purchasing options. Interestingly, the average customer clearly prefers a halal label certificate issued by a German certification agency (70.2%). The halal label and the label issued by the country of origin, while still important, do not trigger customer consumption to the same degree (57.1%).

*Propensity to pay for halal products.* In terms of willingness to pay a premium for halal products (i.e. “Would you prefer to consume halal products, regardless of price?”), the vast majority of the sample (94%) answered affirmatively. In addition, when we asked “How much more would you be willing to pay for halal products compared to non-halal products?”, the sample distribution was as follows (premium over regular price for comparable non-halal products): +5% (27.4%), +10% (32.7%), +20% (21.6%), +50% (7.1%) and +100% (11.3%).

To sum up the main insights from our analysis:

- Halal certification is extremely important;
- Quality is important/very important;
- Price is moderately important/not important;
- Availability is (for the most part) moderately important/not important.

## 5. DISCUSSION

Our work confirmed that earlier academic results about the purchase intentions for halal products do apply also in the specific context of the German market.

### 5.1 Theory of Planned Behavior (TPB) and Religiosity

*Definition of halal.* In our sample, the general level of awareness about the term “halal” revolved around the Muslim spiritual framework, in general, and more specifically revolving around Islamic law and defined as “allowed for religious reasons”. In terms of halal awareness, the extant literature agrees on the positive correlation between the degree of religiosity and the purchase intention, even more than other variables, such as subjective norms and perceived behavioural control (Bashir et al., 2019).

*Religious practice.* Religiosity is, undoubtedly, one of the major drivers behind halal purchase intention. As discussed previously, intrapersonal religiosity has been found as an antecedent for attitude toward halal consumption (Mukhtar & Butt, 2012). However, i) specific geographical and social contexts, like Pakistan, India and China (Awan et al., 2015; Hong et al., 2018; A. Khan & Azam, 2016) and ii) specific distribution channels, like mainstream supermarkets in the UK (Elseidi, 2018), produced counterintuitive insights about religiosity. Our sample shows an extremely high level of religiosity with most of the respondents classifying themselves as regular practicing. In this regard, considering the specific composition of our sample (i.e. 70% female,

30% male), this result resonates with previous investigations on the topic, where Muslim females in Germany have been found more religious than their male counterparts (Haug et al., 2009).

*Importance of halal consumption.* The importance of consuming halal products, therefore, has been found to be of high importance in most instances, confirming religious beliefs and devoutness are strong predictors of halal purchasing intentions. This outcome could be likely correlated to the fact that, in the average household, women are also responsible for food purchasing decisions.

## 5.2 Halal Supply Chain

*Halal distribution and availability.* Distribution has been generally found as a relevant factor for halal purchase decisions, since a halal logistics certification could even foster the willingness to pay a premium price (Fathi et al., 2016; Shaari & Mohd Arifin; Yusoff et al., 2015). Other authors, however, analysed the perceived availability and its impact on behavioural intention and, ultimately, found out that it was not a significant predictor for halal products' consumption (Bonne et al., 2007; Bonne & Verbeke, 2008). Finally, other studies concluded that personal conviction was found as the stronger predictor compared to perceived availability (Ali et al., 2018; M. Khan et al., 2019). Regarding the availability of halal products in the German context, our sample believes that distribution and availability could be improved. Most of the procurements for halal products are accomplished through discounters or halal specialised shops, while online distribution lag behind, despite Muslims' willingness to buy online in Germany.

*Halal integrity and importance of a halal supply chain practice.* Regarding the perceived process integrity across the halal supply chain, a number of relevant variables need to be considered such as packaging, certification, and distribution itself. Multiple studies agree on a positive correlation between the integrity of the halal supply chain and the willingness to purchase halal products, with "slaughtering", "storage", and "packaging" being the most important relevant predictors. In this regard, Yusoff et al. (2015) studied the perception of process integrity of both Muslim and non-Muslim consumers in the Malaysian market across the whole halal value chain, including feed, slaughtering, handling and storage, packaging, logistics, and retail (Shaari & Mohd Arifin, 2009; Yusoff et al., 2015).

## 5.3 Other Marketing-related Drivers

*Halal label and packaging.* Packaging has been found particularly relevant since it normally carries the halal certification label or logo (Awan et al., 2015). These findings resonate with our study and our respondents do pay a lot of attention to the quality of the products by always checking the labels and other distinctive signs on the package to assess the halal certification. In addition, we found that the majority of the halal demand concentrated on sweets, flavourings/gelatine and meat.

*Halal certification and logo.* Besides the compliance of product ingredients to Sharia law, halal certification and logo have a strong and positive impact on the WTP (Ahmed et al., 2019). Halal integrity seems to represent a major source of concern among our respondents; being often unsure about the integrity of halal products they procure, they mainly use halal certificates to drive their purchase behaviors. Interestingly, the average respondent preferred products with a halal label certificate issued by a German certification agency rather than a halal label issued by the country of origin.

*Willingness to pay a premium price.* The degree of religiosity is also positively correlated with the willingness to pay for halal products (Ahmed et al., 2019). Our study confirms these results and further shows that purchase decisions, within our sample, are almost inelastic to price (i.e. "Would you prefer to consume halal products, regardless of price?"). Indeed, the average respondent declared his intention to pay a premium price quantified between +5% and +20% for halal products compared to non-halal products.

#### 5.4 Conclusion, Limitation And Future Research

We found that in a non-Muslim dominant country, such as Germany, a number of antecedents affect halal purchase decisions. While the quality of the basic ingredients and their halal compliance are considered a prerequisite, Muslims living in Germany seem to consider halal certification a major factor, preferably released by a German certification agency rather than the country of origin or production. Price and product availability, on the other hand, are relatively not crucial factors, confirming that halal demand is moderately inelastic to price and distribution.

In terms of limitation, we acknowledge that our sample presents some peculiar characteristics. In this regard, on average the level of education is far higher than the country average, therefore it may under-represent a part of the population. In addition, the geographical distribution is not representative of the distribution of the population in Germany, over-representing the respondents from the Hessen region. Finally, the age and, consequently, the annual income distribution are centered around a relatively young audience with a relatively limited purchasing power.

In our opinion, future research could focus on the same research approach about TPB theory applied in a similar socio-economic context. In this regard, France and Belgium may constitute well-suited case studies, representing relevant non-Muslim dominant countries with non-negligible rate of growth of the Muslim community.

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