



Print ISSN: 1738-3110 / Online ISSN 2093-7717  
JDS website: <http://www.accesson.kr/jds>  
<http://doi.org/10.15722/jds.23.01.202501.95>

# Integrating Consumer Protection Law and Halal Certification into Efficient Logistics: The Role of Packaging, Price, and Social Media in Halal Product Distribution

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Received: October 04, 2024. Revised: October 19, 2024. Accepted: January 05, 2024.

## Abstract

**Objective:** analyze how consumer protection law and halal certification can be integrated into efficient logistics practices in the distribution of halal products, considering the role of price, packaging design, and social media as variables that influence the success of such distribution. **Research design, data and methodology:** This study uses a quantitative method with 200 Muslim respondents in Surabaya, Tuban, and Jombang. Data were collected through questionnaires distributed to respondents selected by purposive sampling. **Results:** Consumer loyalty and decisions in using halal products are determined by the integration of consumer protection laws and halal product certification. The role of packaging, price and the presence of social media significantly increases the efficiency of logistics and halal products distribution. **Conclusions:** The integration of regulations with efficient logistics practices, supported by informative packaging, competitive prices and social media forms the distribution of consumer behavior patterns in choosing halal food and beverage products, where consumer protection laws have the highest distribution, as a basic element of trust, supported by halal certification to ensure that the product is in accordance with their religious values. All of these interactions form the distribution of Muslim consumer behavior patterns, which shows that business actors need to integrate all of these elements into their marketing strategies to achieve success in a competitive market and build consumer loyalty.

**Keywords:** distribution, efficient logistic, consumer behavior, regulation, packaging, price and social media

**JEL Classification Code:** C46, C83,C92, D30, D12

## 1. Introduction

Halal food and beverages are not just an option, but have become an important aspect in the daily lives of Muslims around the world. As reported by the World Population Review in 2021, there are around 2 billion Muslims spread throughout the world.

Indonesia, in particular, has the largest Muslim population, with around 231 million people practicing Islam. Of course, religious aspects greatly influence product choices for consumers.

For Muslims, the halal principle is not just a norm for eating, but has become one of the key distribution elements in channeling religious identity for Muslim groups (Mohsin

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et al., 2016). For manufacturers, this is a substantial target market, with halal compliance being a fundamental requirement to effectively engage this demographic.

Belief and commitment to the halal principle in choosing and consuming food and drinks have become an inherent part of the identity of every Muslim (Rajeb et al., 2021). The distribution of these elements is manifested in daily routine behavior, becoming an irreplaceable guideline in ensuring that every meal consumed meets halal standards. When visiting a store or browsing a menu, Muslim consumers not only look for halal-certified products, but also express it as a form of respect for religious teachings and devotion to Islamic principles (Karahalil, 2020).

In every decision taken, Muslim consumers are inseparable from awareness of religious principles, where the distribution of halal elements is a top priority. Muslims actively prioritize halal products as a form of devotion to religious beliefs (Fishcer, 2015). This desire is not just ceremonial, but also a serious effort to meet balanced nutritional needs and in line with halal principles. Therefore, choosing halal products is a concrete representation of deep compliance and respect for religious teachings (Saraç et al., 2023). Moreover, choosing halal food and beverages also reflects a comprehensive commitment to physical and spiritual health and well-being (Najmi et al., 2023). Muslim consumers consider halal products as a safer and more hygienic alternative, which provides a sense of calm and confidence in every serving (Bux et al., 2022).

Therefore, choosing halal food and drinks is not only a matter of compliance, but also a step to maintain health and meet the body's nutritional needs (Iranmanesh et al., 2022). The distribution of these elements is the basis of the beliefs, commitments, and religious identities of every Muslim who carries great responsibilities in their daily routines, ensuring that every dish is a form of respect for religious beliefs and meets nutritional standards according to halal principles. This is a sign that choosing halal products is more than just a decision to eat; it is a form of devotion to religion and a commitment to overall health and well-being (Secinaro & Calandra, 2020).

The consumer behavior of Muslim groups is shaped by various interactions, including the distribution of various elements that influence their choices regarding halal food and beverages. This distribution goes beyond personal preferences to include external elements that can change consumer perceptions and decisions (Wilkins et al., 2019). In addition, a high level of understanding of halal principles positively influences consumer attitudes towards brands or producers that truly comply with these standards (Akın & Okumuş, 2021). Informed consumers tend to favor producers who demonstrate transparency in their halal production methods (Lin et al., 2017).

Individuals with strong religiosity often prefer to purchase from brands or manufacturers that align with their religious values. Therefore, religiosity is a crucial determinant of consumer preferences for halal food and beverage products. This underscores the importance of integrating the aspect of religiosity into marketing strategies and the development of halal products (Abor et al., 2021).

The next element that is also a major distribution is legal protection for consumers, which regulates their rights, especially in the field of halal products (Ademenko et al., 2021). In Indonesia, Law Number 8 of 1999 concerning Consumer Protection is the main regulation in this field. This law establishes the basic principles of consumer protection, which include benefits, justice, balance, security, and legal certainty, the aim of which is to increase consumer awareness, ability, and independence in protecting themselves, while fostering a sense of responsibility among business actors. Where the main provisions of this law prohibit business actors from carrying out misleading practices when offering, promoting, or advertising goods and services, as well as providing false information. In addition, this law is the basis and foundation for the distribution of elements legally, to ensure that consumers have the right to receive products and services as advertised. This law further establishes a legal framework for consumers to seek compensation, damages, or reimbursement in cases of violation of consumer rights. If enforced effectively, regulations governing consumer protection help ensure the legitimacy and safety of halal products (Ambali & Bakar, 2014), which is essential for building consumer trust in the halal goods they purchase.

Packaging design elements are important factors in the distribution of consumer preference formation towards products, especially in the context of halal goods (Krishna et al., 2017). Effective packaging not only attracts attention but also serves as a medium to convey important information regarding the halal status of a product in a clear and easy-to-understand manner. Informative packaging instills confidence in consumers that the product complies with the required halal standards (Azam, 2016). In addition, well-executed packaging design can project the professionalism and safety of the product (Mai et al., 2016). When consumers encounter packaging that looks neat, clean, and carefully crafted, it creates the impression that the manufacturer is dedicated to maintaining the quality and integrity of the product. The distribution of packaging elements that enhance the perception of safety, such as additional seals or labels, can further reassure consumers that the product has gone through a production process that ensures its halalness. This sense of trust is important, as consumers tend to choose halal products from brands they know and trust (Joshi & Garg, 2022). Therefore, packaging is not just a physical container but becomes an important

distribution element regarding the quality, safety, and value of halal products (Poyatos-Racionero et al., 2018).

Another distribution element that needs to be considered is the price of the product. Price can also be an important factor influencing consumer purchasing decisions in the halal market (Kukar-Kinney et al., 2012). Although compliance with the distribution of halal elements is very important, the distribution of elements from an economic perspective also plays an important role. Consumers often seek a balance between product quality, halal assurance, and value for their money. A clever pricing strategy can shape the perception of the value of halal products. Promotions or discounts specifically targeted at halal products can attract consumers' attention and enhance the image of the product as a valuable choice (Battour et al., 2022). In addition, transparency in pricing fosters consumer trust (Peschel & Aschemann-Witzel, 2020). Clear and detailed information on the price and value of halal products assures consumers that they are receiving fair value for their spending (Martinčić et al., 2022). Manufacturers must remain vigilant in monitoring and adjusting their pricing strategies in response to evolving market trends and consumer preferences. By understanding the pricing dynamics in the halal sector, businesses can ensure their products maintain a competitive edge without compromising on quality and halal compliance. This approach facilitates an optimal balance between adhering to halal principles, providing economic value, and enhancing consumer satisfaction.

The rise of social media has changed the distribution of consumer behavior, allowing individuals to evaluate products, share recommendations with their networks, and connect their current purchases to future purchasing decisions across multiple platforms. Consumers now have the power to express their opinions and experiences with products, which can influence the perceptions and choices of others. This shift has provided businesses with a valuable opportunity to leverage user-generated content, where satisfied customers can recommend products or services to potential buyers, thereby fostering trust and community engagement. As Chen et al. (2015) noted, this dynamic is reshaping the consumer landscape, moving away from traditional marketing methods. While the distribution of consumer protection law elements and packaging design are recognized as important in influencing consumer behavior, there is a lack of research specifically targeting their impact in the halal food and beverage sector. Despite the recognition of these elements as significant, empirical studies examining their concrete effects on consumer behavior in the halal context are limited. This gap in the literature highlights the need for a more comprehensive investigation into how the distribution of these elements interact and influence consumer preferences for halal products.

The novelty of this research lies in several important aspects, namely:

1. Integration of consumer protection law and halal certification in the distribution chain, where previous studies focused on the legal aspects and halal certification as separate entities from logistics. This research offers a new perspective by highlighting how consumer protection law and halal certification can be integrated into distribution efficiency and logistics management, creating a safer and more reliable halal supply chain.

2. This research combines legal, logistics, and marketing perspectives in the context of halal product distribution, with a more comprehensive approach in understanding the influence of regulations on logistics distribution. The synergy between legal compliance and logistics efficiency is a new concept that has not been widely discussed in previous literature.

3. In addition to price and packaging, social media is considered one of the important factors in shaping consumer behavior towards halal products. This research highlights the role of social media not only in marketing, but also in supporting distribution by educating consumers about halal products, increasing awareness of the existence of products, and influencing purchasing decisions, which has an impact on distribution efficiency.

Thus, a thorough exploration of this research area will provide valuable insights for stakeholders—such as manufacturers, marketers, and policymakers—that will deepen their understanding of the various elements that influence the distribution of consumer behavior in the halal market. This analysis is essential for developing successful marketing strategies, refining product offerings, and building consumer trust, which will ultimately ensure a better fit with the values and expectations of halal product seekers.

Thus, it can be seen that the specific objectives of this study are to identify how consumer protection laws and halal certification can increase consumer trust in halal products during the distribution process, explore how packaging design and halal product prices affect the distribution process, both in terms of logistics efficiency and consumer satisfaction, analyze how social media can help facilitate the distribution of halal products by increasing consumer awareness of halal products and forming purchasing preferences, and integrate consumer protection and halal certification requirements into the logistics supply chain, resulting in a safer, more transparent, and sharia-compliant distribution.

## **2. Literatur Review**

While understanding consumer rights is crucial in influencing behaviors in the marketplace, there is a scarcity

of empirical data available that examines the connection between this awareness and consumer attitudes or purchasing choices. Various studies have investigated consumer awareness, but none have specifically addressed this relationship. For example, Beekman (2008) authored a paper exclusively focused on the consumers' right to make informed decisions in the food sector. Similarly, Henry (2010) investigated how typical consumers view their rights and responsibilities. In another study, Indirani and Kumar (2016) examined how awareness and understanding of consumer rights influenced consumer behavior in Malaysia, defining such behavior as actions consistent with state regulations in particular situations. Makela and Peters (2004) focused on high school students in Botswana, analyzing their comprehension of consumer rights and responsibilities as well as their perspectives on consumer education. In contrast, Anong and Kunovsky (2013) studied the mechanisms for consumer complaints within South Africa's mobile financial services, particularly regarding consumers without bank accounts. Building on these findings, the present research aims to fill the knowledge gap and enhance the existing literature on consumerism and consumer behavior. Additionally, in developing countries like Zimbabwe, consumers are frequently viewed as having less awareness of their rights, which can leave them feeling powerless to assert these rights or seek assistance when products or services fall short of their expectations (Anong & Kunovskaya, 2013).

Awareness of consumer rights is an essential aspect of the larger framework of consumerism, often referred to as consumer protection, consumer movements, or consumer activism, which acts as an important political influence in many regions around the world. This concept encompasses numerous stakeholders dedicated to safeguarding essential consumer rights. Within marketing, consumerism refers to the initiatives undertaken by consumers, businesses, governments, and organized groups aimed at protecting consumer interests. The movement originated in the United States as a social initiative before expanding internationally (Donoghue et al., 2015; Hima, 2016; Bello, 2016). Research by Ishak and Zabil (2012) indicates that knowledge of consumer rights impacts consumer behavior. Consequently, individuals who are aware of their rights are more inclined to reject unethical business practices (Donoghue et al., 2015; Garman et al., 1992; Bello et al., 2016). A study by Bello et al. (2020) in Nigeria found that consumers who are more aware of their rights are likely to make more informed evaluations of products or services and are also more prone to repurchase from companies that adhere to corporate social responsibility standards.

One element that can affect how consumers gather and organize information is knowledge (Alba & Hutchinson, 1987). Every decision-making process in purchasing is

undoubtedly influenced by the product knowledge that consumers have (Essardi et al., 2022). Each purchasing decision involves several stages of consideration, integrating both consumer knowledge and experience (Arifin et al., 2021). Knowledge also plays a vital role in shaping consumers' ongoing behaviors (Djazilan, 2023). Peng and Chen (2015) discovered new empirical evidence showing that product knowledge contributes to building brand loyalty. The greater the consumer's understanding of a product, the stronger the connection with social risk, while less knowledge leads to a stronger link with financial and performance risk (Laroche et al., 2010). Consumer knowledge serves as a critical foundation for selecting and assessing products, which implies that consumers seek valid reasons to justify their purchasing decisions (Chang et al., 2015).

Understanding this knowledge is especially vital for innovative products and services, as it plays a crucial role in the decision-making process surrounding innovation (Li et al., 2021). A focus on customer orientation and halal considerations is evident in the attention given to halal issues (Ireland & Rajabzadeh, 2011). Religious beliefs are described as a social network governed by specific behavioral codes within a hierarchical framework (Heiman et al., 2017), while personal beliefs represent an individual's confidence in a system that influences their behavior (Becerra & Korgaonkar, 2011). Veer and Shankar (2011) highlighted that personal actions may be affected by the impact of religiosity on self-perception. Additionally, Souiden and Rani (2015), along with Al-Hyari et al. (2012), found that concerns regarding halal certification significantly affect consumer behavior. For example, Muslim consumers typically avoid pork and alcoholic beverages as a fundamental guideline in their product choices. Issues surrounding halal certification can arise from the necessity to reconcile religious obligations with specific slaughterhouse standards in non-Muslim nations. These concerns extend beyond the production stage to aspects such as packaging and supply chain management (Aoun & Tournois, 2015; Tieman, 2013). Moreover, even when food production complies with halal certification, contamination during transportation can jeopardize its halal status (Zailani et al., 2015). This underscores the importance of consumer perception as a vital factor in influencing purchasing decisions (Chen et al., 2009).

Considering the existing studies on how religious values affect consumer behavior towards halal-certified products (Ahmed et al., 2019; Akbari et al., 2018; Arsil et al., 2018), it is important to delve deeper into this topic. Packaging and labeling, as critical tools in marketing and communication, require in-depth investigation to comprehend their influence on consumer purchasing behaviors. Joewono and Kubota (2007) state that customer satisfaction is derived from

assessments of products and services based on consumer perceptions and thorough evaluations of the overall experience. This satisfaction fosters intentions to repurchase, subsequently affecting a company's sales and revenue capabilities. According to Zeithaml (2000), consumer satisfaction is assessed through multiple dimensions, including service quality, product quality, situational factors, personal influences, and pricing. Packaging serves several purposes, such as providing details about the product and the company, establishing a relationship with consumers, and ensuring product quality (Naseem et al., 2020; Rambabu & Porika, 2020). It significantly influences consumers' purchasing choices, as they generally react positively to the quality, color, and information presented on the packaging. Accurate labeling that provides precise product details also adds to the product's perceived value. Consumers focus on product names, ingredients, and packaging design, with many being particularly concerned about how a product is showcased and marketed. Even when there are variations in product quality, the influence of packaging on purchasing decisions remains significant.

Price is an essential aspect of the marketing mix, reflecting the value a product holds for the consumer (Martinčić et al., 2022). The price of a product serves as a multifaceted signal that communicates the costs consumers must incur to obtain the item, while also providing critical information that shapes their perception of the product (Kamboj & Matharu, 2021). Establishing an appropriate price is crucial for a company's success, as setting prices too high or too low can negatively affect the business. Price represents the financial value consumers associate with a product or service to fulfill their needs, wants, and budget (Bray & Harris, 2006). Social media has attracted considerable interest from scholars and researchers. Forbes and Vespoli (2013) investigated consumers who made purchases based on recommendations from peers or connections on social media, finding that individuals bought both low-cost and high-priced items based on suggestions from those they did not regard as "influencers" or "leaders." Leerapong and Mardjo (2013) analyzed the factors that affect purchasing decisions on social networking sites like Facebook, identifying perceived benefits, trust, perceived risks, and appropriateness as significant factors that can either promote or discourage online purchases. Sharma and Rehman (2012) found that information about products or brands shared on social media has a substantial effect on consumer purchasing behavior, with customers frequently sharing positive word-of-mouth through these channels.

Based on the description, it appears that previous studies tend to discuss consumer protection regulations and halal certification separately, without touching on the area of logistics distribution aspects. Where most studies focus on how these regulations are implemented at the production

level, but rarely highlight how regulations can be integrated with efficient logistics practices. This study fills the gap by showing how regulations can have a direct impact on distribution efficiency and consumer satisfaction.

In some literature, research focuses more on the role of halal certification and halal branding in increasing consumer confidence, but consumer protection laws related to the safety and quality of halal products are still less discussed, especially in the context of distribution. And in this study, an exploration of the direct influence of consumer protection laws on halal distribution was carried out.

Discussion of studies on social media in the context of halal is mostly focused on the role of social media in marketing. However, this study fills the gap in understanding how social media can be used to support distribution logistics and create a responsive supply chain, especially in meeting the increasing demand from consumers who are increasingly aware of halal products.

In a sense, the study entitled "Integrating Consumer Protection Law and Halal Certification into Efficient Logistics: The Role of Packaging, Price, and Social Media in Halal Product Distribution" offers a new perspective on how consumer protection law and halal certification can be integrated into efficient distribution practices, by considering the roles of price, packaging, and social media. The novelty of this study is the interdisciplinary approach that links regulation, logistics distribution, and consumer behavior in the halal context. This study also fills a gap in the literature by exploring the role of social media in distribution and examining the integration of regulation in the halal distribution chain.

### **3. Research Methods and Materials**

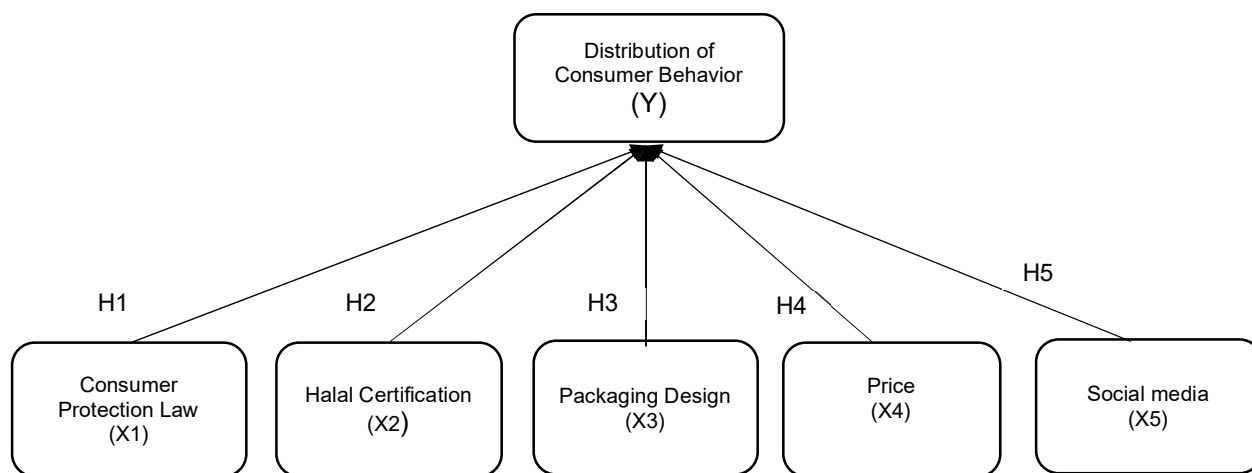
A study by Ding et al. (2021) demonstrated that consumer knowledge directly affects purchasing decisions and behaviors. In a similar vein, Yousaf et al. (2012) and Peng and Chen (2015) suggested that having product knowledge encourages consumers to display additional behaviors, such as brand loyalty and repeat purchases. Yener (2022) emphasized the significant impact of halal certification on consumer purchasing intentions and their perceptions of risk. A study by Makanyeza et al. (2021) revealed that awareness of consumer rights has a positive effect on consumer attitudes and intentions, which subsequently enhances purchasing intentions. Additionally, education was recognized as a moderating factor in how consumer rights awareness influences both attitudes and intentions. Consequently, the first hypothesis of this research suggests that consumer protection laws have a substantial influence on consumer behavior. Halal certification is shown to enhance purchase intentions and

foster trust in products manufactured in non-Muslim countries. Empirical evidence indicates that halal certification is especially effective in influencing consumer purchasing behavior, particularly concerning halal-certified food items. Additionally, both epistemic and emotional values have been found to significantly impact the consumer decision-making process (Muhammed et al., 2019). Consequently, the second hypothesis of this research states that halal certification strongly influences consumer behavior. Research by Wikström et al. (2014) and Zekiri and Hasani (2015) underlined the importance of packaging as a key factor in product marketing, capable of affecting various aspects of consumer behavior. Another research indicated a strong connection between packaging and the decision-making process of consumers when buying products (Sadiq et al., 2020). Effective packaging is crucial not only for storing and preserving products but also for capturing consumer attention and encouraging them to make purchases (Deliza and MacFie, 2001; Abdullah et al.,

2021; Mohsin et al., 2021). Rimal (2005) identified a positive relationship between consumer attitudes and their behavioral intentions concerning food labels on meat products in the United States. Thus, the third hypothesis of this study claims that the design of packaging has a significant impact on consumer behavior.

Research by Sisodiya and Sharma (2018) as well as Djazilan and Darmawan (2023) suggests that consumer perceptions of price are linked to their behavior. Similarly, Arifin et al. (2021) highlight that price is a key determinant of consumer actions. Therefore, the fourth hypothesis of this study posits that price significantly influences consumer behavior.

Forbes and Vespoli (2013) argue that social media also shapes consumer behavior, a view supported by Themba and Mulala (2013), and Funde and Mehta (2014). From this, the fifth hypothesis posits that social media plays a significant role in shaping consumer behavior.



Sources : Researcher (2024)

**Figure 1:** Conceptual Framework of Research

This study requires a minimum of 200 respondents, aiming for a larger sample size to minimize the likelihood of invalid responses. This sample size adheres to the recommendations from Hair et al. (2014), which suggest that a minimum of 100 respondents is necessary for models containing five or fewer constructs. The research employs a quantitative methodology, utilizing non-probability sampling, specifically purposive sampling, to select participants based on specific characteristics. A survey was administered to 200 Muslim respondents located in Surabaya, Tuban, and Jombang. To facilitate honest feedback, the questionnaire used for data collection assured participants of the anonymity and confidentiality of their responses (Harwell, 2011). The structure of the

questionnaire is designed around each research variable, as detailed below.

Thomas (2018) describes consumer protection law as a framework that governs the relationship between producers and consumers by granting consumer rights and setting producer obligations for product quality and safety. Indicators of consumer protection laws include (a) transparency, (b) accountability, and (c) compliance (Bashir et al., 2023).

Halal certification is the process by which an authorized organization assesses a product or service to verify its compliance with Islamic sharia law (Othman et al., 2016). The main indicators of halal certification include (a) the incorporation of permissible (halal) ingredients and (b) the

avoidance of cross-contamination, ensuring the product's purity and halal status throughout its production and distribution (Abdul, 2014).

Packaging design involves the creative and technical aspects of developing effective packaging for a product, aiming to create a user experience that integrates aesthetic appeal with functionality (Zhu et al., 2022). Key factors that define packaging design include (a) color; (b) labeling; and (c) packaging materials (Etuk et al., 2021).

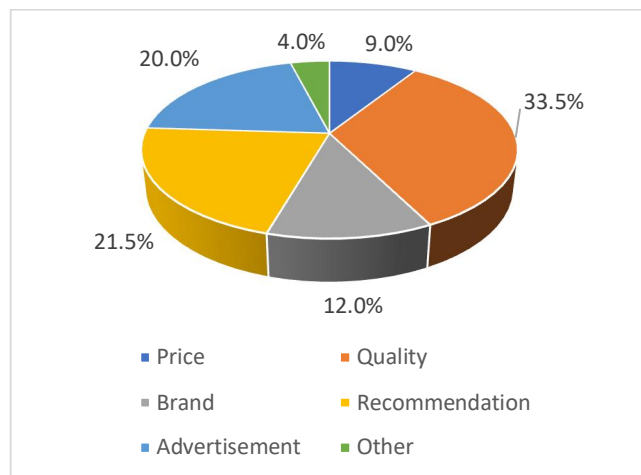
Price is perceived as a representation of the value associated with a product's production, as noted by Jeaheng et al. (2020). Aspects related to pricing include (a) price transparency; (b) price-quality ratio; (c) relative price; (d) price trust; (e) price reliability; and (f) price fairness (Matzler et al., 2006).

According to Kim and Ko (2012), the effectiveness of social media marketing can be evaluated through various dimensions, including entertainment, interaction, trends, customization, and word of mouth.

Consumer behavior encompasses the decision-making processes and actions involved in purchasing products to fulfill needs and desires (Alomari et al., 2020). Indicators that represent consumer behavior include (a) product usage; (b) product reuse; and (c) product returns (Basalamah et al., 2020).

## 4. Result

Based on the results of data analysis and processing, it shows that the quality factor is the main reason in respondents' purchasing decisions, with 33.5% of them choosing quality as the main consideration.



**Figure 2:** Respondent Profile Based on Purchase Reason

This shows that consumers prioritize products that offer the best quality, both in terms of materials, performance, and user experience. Furthermore, recommendations from others also have a significant influence on purchasing decisions, with 21.5% of respondents relying on recommendations from friends, family, or online reviews before purchasing. This shows that consumers tend to trust the experiences and opinions of others in choosing a product. In addition, advertising also plays an important role in influencing purchasing decisions, with 20% of respondents saying that advertising influences them to buy a particular product. This shows that an effective marketing campaign can have a big impact on introducing a product to consumers and influencing their perception of the brand. In addition to these three main factors, the brand (12%) also has a significant influence, showing that brand loyalty is still an important consideration for most consumers. Price (9%) also plays a role in purchasing decisions, although it may not be as strong as other factors.

The validity test is conducted to ensure that each indicator in the research variable has adequate correlation with the total score of the variable. In the table provided, the validity value is measured using the Corrected Item Total Correlation, and the validity criteria are considered adequate if the adjusted total item correlation value exceeds 0.3. The following is an interpretation of the validity test results based on the table provided.

**Table 1:** Validity Test

| Variables               |      | Statement | Corrected Item Total Correlation | Status |
|-------------------------|------|-----------|----------------------------------|--------|
| Consumer Protection Law | (X1) | X1.1      | 0.675                            | Valid  |
|                         |      | X1.2      | 0.741                            | Valid  |
|                         |      | X1.3      | 0.686                            | Valid  |
|                         |      | X1.4      | 0.685                            | Valid  |
|                         |      | X1.5      | 0.712                            | Valid  |
|                         |      | X1.6      | 0.687                            | Valid  |
| Halal Certification     | (X2) | X2.1      | 0.676                            | Valid  |
|                         |      | X2.2      | 0.650                            | Valid  |
|                         |      | X2.3      | 0.761                            | Valid  |
|                         |      | X2.4      | 0.661                            | Valid  |
| Packaging Design        | (X3) | X3.1      | 0.786                            | Valid  |
|                         |      | X3.2      | 0.800                            | Valid  |
|                         |      | X3.3      | 0.779                            | Valid  |
|                         |      | X3.4      | 0.802                            | Valid  |
|                         |      | X3.5      | 0.778                            | Valid  |
|                         |      | X3.6      | 0.798                            | Valid  |
| Price                   | (X4) | X4.1      | 0.746                            | Valid  |
|                         |      | X4.2      | 0.827                            | Valid  |
|                         |      | X4.3      | 0.800                            | Valid  |
|                         |      | X4.5      | 0.737                            | Valid  |
|                         |      | X4.6      | 0.753                            | Valid  |

| Variables         |      | Statement | Corrected Item Total Correlation | Status |
|-------------------|------|-----------|----------------------------------|--------|
|                   |      | X4.7      | 0.708                            | Valid  |
|                   |      | X4.8      | 0.778                            | Valid  |
|                   |      | X4.9      | 0.715                            | Valid  |
|                   |      | X4.10     | 0.797                            | Valid  |
|                   |      | X4.11     | 0.737                            | Valid  |
|                   |      | X4.12     | 0.792                            | Valid  |
| Social Media      | (X5) | X5.1      | 0.701                            | Valid  |
|                   |      | X5.2      | 0.762                            | Valid  |
|                   |      | X5.3      | 0.800                            | Valid  |
|                   |      | X5.4      | 0.782                            | Valid  |
|                   |      | X5.5      | 0.729                            | Valid  |
|                   |      | X5.6      | 0.594                            | Valid  |
|                   |      | X5.7      | 0.748                            | Valid  |
|                   |      | X5.8      | 0.597                            | Valid  |
|                   |      | X5.9      | 0.724                            | Valid  |
|                   |      | X5.10     | 0.732                            | Valid  |
| Consumer Behavior | (Y)  | Y.1       | 0.855                            | Valid  |
|                   |      | Y.2       | 0.814                            | Valid  |
|                   |      | Y.3       | 0.772                            | Valid  |
|                   |      | Y.4       | 0.810                            | Valid  |
|                   |      | Y.5       | 0.773                            | Valid  |
|                   |      | Y.6       | 0.799                            | Valid  |
|                   |      | Y.7       | 0.825                            | Valid  |
|                   |      | Y.8       | 0.828                            | Valid  |

Source: Researchers (2024)

All statements in the consumer protection law variable (X1) have adjusted total item correlation values exceeding 0.3, indicating that all statements are valid. All statements in the halal certification variable (X2) are also valid with adjusted total item correlation values exceeding 0.3. Statements in the packaging design variable (X3) show very good validity with all adjusted total item correlation values exceeding 0.3. All statements in the price variable (X4) show high validity, with all adjusted total item correlation values exceeding 0.3. All statements in the social media variable (X5) are also valid, with all adjusted total item correlation values exceeding 0.3. All statements in the consumer behavior variable (Y) show very high validity values, with all adjusted total item correlation values exceeding 0.3.

The results of the validity test indicate that all items in the questionnaire are effective in measuring their respective variables (Consumer Protection Law, Halal Certification, Packaging Design, Price, Social Media, and Consumer Behavior). This indicates that the questionnaire used in this study is well designed and reliable in collecting the desired data.

Strong item validity indicates that the conclusions drawn from the analysis of this data will be based on accurate and meaningful measurements, which increases the credibility of the research findings. Overall, the results of this validity test indicate that each item in the questionnaire contributes effectively in measuring the overall concept that is intended to be assessed, and the data collected using these items is likely to be reliable and valid. This indicates that all statements used in this study are valid and can be used to measure each variable well.

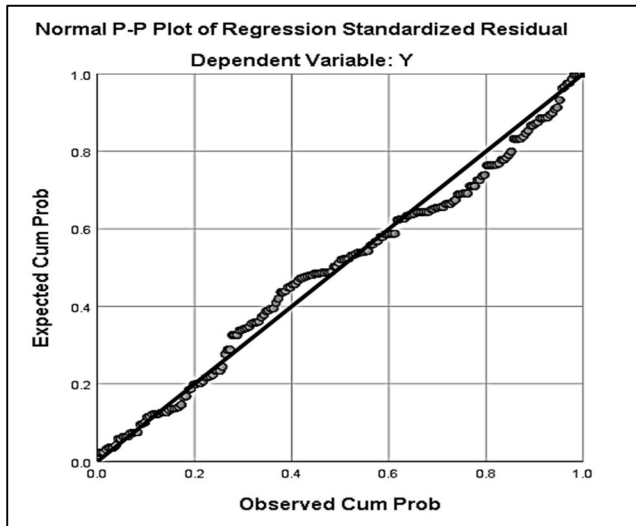
**Table 2:** Reliability Test

| No | Variables               |      | Alpha Cronbach | Status   |
|----|-------------------------|------|----------------|----------|
| 1  | Consumer Protection Law | (X1) | 0.883          | Reliabel |
| 2  | Halal Certification     | (X2) | 0.845          | Reliabel |
| 3  | Packaging Design        | (X3) | 0.928          | Reliabel |
| 4  | Price                   | (X4) | 0.949          | Reliabel |
| 5  | Social Media            | (X5) | 0.926          | Reliabel |
| 6  | Consumer Behavior       | (Y)  | 0.948          | Reliabel |

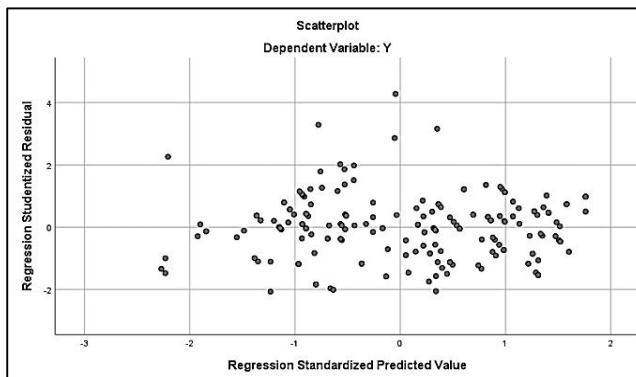
Source: Researchers (2024)

A reliability analysis was performed to evaluate the consistency or stability of the measurement outcomes from the instruments utilized in this research. The reliability was assessed using the Cronbach Alpha coefficient, where values above 0.6 are deemed reliable. The results of the reliability assessment for each variable are summarized in Table 2. The variable related to consumer protection law (X1) demonstrated an excellent reliability level, achieving a Cronbach Alpha of 0.883, significantly exceeding the minimum threshold of 0.6. The halal certification variable (X2) exhibited a high level of reliability with a Cronbach Alpha of 0.845. The packaging design variable (X3) achieved an exceptionally high reliability score of 0.928. The price variable (X4) also showed very high reliability with a Cronbach Alpha of 0.949, reflecting excellent consistency among the items measuring this aspect. Similarly, the social media variable (X5) recorded a very high reliability value of 0.926, indicating strong consistency in the measurements of this variable. Overall, the reliability analysis indicates that all variables assessed in this study have Cronbach Alpha values well above the 0.6 threshold.

In Figure 3, the SPSS output displays a P-Plot graph that visualizes the data distribution. The results from the normality test can be interpreted by examining the pattern in the P-Plot graph. Conducting the normality test is crucial to ensure that the data used in the study adheres to a normal distribution, which is an essential requirement for parametric statistical methods such as hypothesis testing and regression analysis.



Source: Researchers (2024)

**Figure 3: Normality Test**

Source: Researchers (2024)

**Figure 4: Heteroscedasticity Test**

Based on the results of the heteroscedasticity test shown in Figure 3, it can be concluded that there are no symptoms of heteroscedasticity in the multiple linear regression model used in this study.

The distribution of residual points evenly above and below the number 0 without forming a clear pattern confirms the validity of homoscedasticity.

This ensures that the residual variance is constant, so that the results of the regression analysis can be considered efficient and unbiased. Thus, the regression model used can be relied on to predict and interpret the relationship between variables in this study.

The autocorrelation test conducted showed that the Durbin-Watson (DW) value of 1.989 was very close to 2. This indicates that there is no autocorrelation in the linear regression model used.

As a result, the outcomes of the regression analysis can be regarded as valid and unaffected by issues related to autocorrelation, which ensures the trustworthiness and accuracy of the research findings.

The multicollinearity test is designed to verify that there are not excessively strong correlations among the independent variables in the linear regression model. The existence of multicollinearity can hinder the estimation of regression coefficients and complicate the model's interpretation.

In this analysis, the Tolerance and Variance Inflation Factor (VIF) metrics are utilized to assess the degree of multicollinearity. A Tolerance value nearing 0 signifies high multicollinearity, and similarly, a high VIF value also indicates this issue. The cutoff point established for Tolerance is 0.1, whereas for VIF it is set at 10.

The test results show that the Consumer Protection Law variable (X1) has a Tolerance value of 0.195 and a VIF of 5.119, indicating the absence of serious multicollinearity. The Halal Certification variable (X2) has a Tolerance value of 0.174 and a VIF of 5.745, also showing no significant multicollinearity problems.

Packaging Design (X3) has a Tolerance value of 0.114 and a VIF of 8.737. Although this VIF value is close to the threshold of 10, the Tolerance value is still above 0.1, indicating that there are no serious multicollinearity problems, but there is potential that needs to be watched out for.

Furthermore, the Price variable (X4) has a Tolerance value of 0.166 and a VIF of 6.014, indicating that there are no multicollinearity problems.

The Social Media variable (X5) has a Tolerance value of 0.184 and a VIF of 5.425, also showing no multicollinearity problems. Based on these results, it can be concluded that there are no serious multicollinearity problems among the independent variables in the linear regression model used.

All Tolerance values are above the threshold of 0.1 and all VIF values are below the threshold of 10, indicating that the independent variables in this study do not have a very strong relationship with each other.

Therefore, the results of the regression analysis can be interpreted more confidently, ensuring the reliability and validity of the research results.

**Table 3: Model Summary<sup>b</sup>**

| Model | R                 | R Square | Adjusted R Square | Std. Error of the Estimate | Durbin-Watson |
|-------|-------------------|----------|-------------------|----------------------------|---------------|
| 1     | .969 <sup>a</sup> | .939     | .937              | 2.131                      | 1.989         |

Source: Researchers (2024)

Table 3 shows the coefficient of determination of the regression model. The coefficient of determination (R<sup>2</sup>) provides an overview of how well the variability in the dependent variable (Consumer Behavior towards Halal

Food and Beverage Products) can be explained by the variability in the independent variables (Consumer Protection Law, Halal Certification, Packaging Design, Price, and Social Media).

In this model,  $R^2$  is 0.939, which means that about 93.9% of the variability in consumer behavior can be explained by the variability in the factors studied. Adjusted  $R^2$  (0.937) provides an adjusted estimate for  $R^2$  by considering the number of independent variables and sample size. The Adjusted  $R^2$  value which is almost the same as  $R^2$  indicates that this regression model is not too influenced by irrelevant independent variables.

Thus, about 93.7% of the variability in consumer behavior can be explained by the variability in the factors studied, namely Consumer Protection Law, Halal Certification, Packaging Design, Price, and Social Media. The remaining 6.3% may be influenced by other variables outside the study that are not included in the regression model.

**Table 4:** ANOVA<sup>a</sup>

| Model |            | Sum of Squares | df  | Mean Square | F       | Sig.              |
|-------|------------|----------------|-----|-------------|---------|-------------------|
| 1     | Regression | 13486.515      | 5   | 2697.303    | 594.039 | .000 <sup>b</sup> |
|       | Residual   | 880.880        | 194 | 4.541       |         |                   |
|       | Total      | 14367.395      | 199 |             |         |                   |

Source: Researchers (2024)

The results of the F test (simultaneous test) show that there is a significant influence of Consumer Protection Law, Halal Certification, Packaging Design, Price, and Social Media on Consumer Behavior on Halal Food and Beverage Products.

This finding is based on a p-value that is smaller than 0.05 (0.000), which indicates a high level of significance. In addition, the large F value, which is 594.039, also strengthens the findings.

A high F value indicates that variations in the dependent variable (Consumer Behavior) can be significantly explained by the independent variables (Consumer Protection Law, Halal Certification, Packaging Design, Price, and Social Media) that are included in the regression model.

The results from the t-test (partial test) indicate the significance of the effect of each independent variable—Consumer Protection Law, Halal Certification, Packaging Design, Price, and Social Media—on Consumer Behavior. The t-statistic values for these variables are 2.652, 2.033, 12.056, 2.137, and 2.066, respectively, with significance values (Sig.) being below 0.05: specifically, 0.009, 0.043, 0.000, 0.034, and 0.040. Since all significance values are under 0.05, it can be concluded that each independent variable has a statistically significant effect on Consumer Behavior.

In this multiple linear regression analysis, the influence of Consumer Protection Law ( $X_1$ ), Halal Certification ( $X_2$ ), Packaging Design ( $X_3$ ), Price ( $X_4$ ), and Social Media ( $X_5$ ) on Consumer Behavior regarding Halal Food and Beverage Products was evaluated. The regression equation formulated is  $\gamma = -1.492 + 0.162X_1 + 0.179X_2 + 0.846X_3 + 0.067X_4 + 0.080X_5 + \varepsilon$ .

The findings reveal that the Packaging Design variable has the most considerable impact on consumer behavior, indicated by a regression coefficient of 0.846. This implies that a one-unit increase in the Packaging Design variable results in a 0.846 increase in consumer behavior towards halal food and beverage products, while controlling for other variables. Additionally, the Halal Certification variable also shows a significant effect, with a regression coefficient of 0.179, followed by the Social Media variable at 0.080. The Consumer Protection Law variable (regression coefficient: 0.162) and Price variable (regression coefficient: 0.067) exert a lesser influence, but still contribute positively to consumer behavior. The intercept of the regression model, which represents the estimated value of consumer behavior when all independent variables are set to zero, is -1.492. This provides an initial perspective on consumer behavior towards halal food and beverage products under baseline conditions.

Therefore, the findings from this regression analysis offer valuable insights into the elements that affect consumer behavior regarding halal food and beverage products.

**Table 5:** Coefficients<sup>a</sup>

| Model |            | Unstandardized Coefficients |            | Standardized Coefficients | t      | Sig. | Collinearity Statistics |       |
|-------|------------|-----------------------------|------------|---------------------------|--------|------|-------------------------|-------|
|       |            | B                           | Std. Error | Beta                      |        |      | Tolerance               | VIF   |
| 1     | (Constant) | -1.492                      | .997       |                           | -1.497 | .136 |                         |       |
|       | X1         | .162                        | .061       | .107                      | 2.652  | .009 | .195                    | 5.119 |
|       | X2         | .179                        | .088       | .087                      | 2.033  | .043 | .174                    | 5.745 |
|       | X3         | .846                        | .070       | .633                      | 12.056 | .000 | .114                    | 8.737 |
|       | X4         | .067                        | .032       | .093                      | 2.137  | .034 | .166                    | 6.014 |
|       | X5         | .080                        | .039       | .086                      | 2.066  | .040 | .184                    | 5.425 |

Source: Researchers (2024)

#### **4.1. Distribution of Consumer Protection Laws on Consumer Behavior**

The distribution of consumer protection laws significantly impacts consumer behavior by establishing a legal framework that safeguards consumer rights. This framework assures consumers that the products and services they purchase adhere to specific safety and quality standards. With stringent regulations in place, including oversight of hazardous materials and truthfulness in advertising, consumers experience enhanced safety and confidence in their purchasing decisions. This sense of security encourages them to explore new products and engage in transactions more frequently, knowing that legal protections shield them from harmful business practices. These regulations address various issues, such as false product representations, deceptive pricing, and ambiguous terms of sale. By having laws against fraud, consumers feel assured they are receiving accurate information and fair deals, thereby reducing anxiety and distrust in transactions, which in turn boosts their comfort and satisfaction while shopping.

The distribution of consumer protection laws also provides an effective mechanism for resolving disputes for consumers who believe they have been wronged by a company. The existence of dedicated consumer dispute resolution bodies, such as specialized courts or mediation institutions, offers consumers a platform to voice their complaints and seek equitable resolutions. Reliable legal channels for dispute resolution enhance consumer confidence in transactions and empower them to advocate for their rights.

The distribution of this element influences purchasing decisions by ensuring that products comply with legal standards. Koopman et al. (2014) noted that consumers are inclined to select products from businesses that adhere to consumer protection regulations and maintain a positive reputation. For example, a label that signifies compliance with safety or environmental regulations can influence buying choices, as it gives consumers greater confidence in the product's quality and the company's ethical commitment. This environment also motivates companies to operate with greater transparency and integrity.

Conversely, the enforcement of consumer protection laws prompts businesses to continually enhance the quality of their products and services. Rigorous regulations compel companies to innovate and improve to remain competitive and comply with established standards (Ernawati et al., 2022). As a result, consumers benefit from improved quality, which can influence their behavior by fostering loyalty and satisfaction with the brands they choose. Customers who are satisfied are more inclined to buy again and suggest products to others.

Typically, this distribution of consumer protection laws is accompanied by educational initiatives aimed at raising consumer awareness about their rights and ways to protect themselves from unfair business practices. Such education enables consumers to be more discerning and informed when making purchasing decisions. Well-informed consumers are better equipped to identify products that meet legal standards and are more prepared to take action if their rights are infringed upon. This ultimately contributes to a healthier and more competitive market environment.

Distribution of consumer protection laws profoundly influences consumer behavior by enhancing trust and security, safeguarding against fraud, offering mechanisms for dispute resolution, and affecting purchasing choices. These laws also motivate improvements in the quality of products and services and promote consumer education and awareness. Furthermore, robust legal protections instill a sense of safety and confidence in consumers when making transactions, which encourages more active and sustainable purchasing habits.

#### **4.2. Distribution of the Influence of Halal Certification on Consumer Behavior**

The distribution of halal certification significantly influences consumer behavior, particularly among Muslim consumers. This certification assures buyers that the products they purchase comply with Islamic halal standards, covering aspects from ingredients to production, handling, and storage processes.

Muslim consumers are particularly diligent in ensuring that their food and beverages do not contain haram ingredients, making halal certification a crucial factor that enhances their sense of safety and confidence in the products they choose. This assurance is vital, as it helps them adhere to their religious principles regarding food consumption.

When making purchasing decisions, Muslim consumers often prioritize products that carry halal certification. They are inclined to select items with a halal label over similar options that lack such certification, even if those halal-certified products are more expensive or less recognized in the market. The presence of this certification plays a pivotal role in their product choices, highlighting its importance in the purchasing behavior of Muslim consumers.

Additionally, when consumers perceive that manufacturers consider their needs and beliefs, it fosters greater loyalty. This loyalty can lead to repeat purchases and recommendations, thereby strengthening the manufacturer's customer base. Consumer satisfaction is influenced not only by product quality but also by the alignment of the product with their religious values. For many Muslim consumers, choosing halal products is

intertwined with their identity and faith, as they believe that products with halal certification adhere to higher standards than conventional items.

### 4.3. Distribution of Packaging Design on Consumer Behavior

The distribution of packaging design plays a crucial role in shaping consumer behavior. As the first point of contact for consumers, whether on a store shelf or in online ads, appealing packaging can effectively capture attention and help a product distinguish itself from its competitors. Elements such as colors, shapes, images, and typography contribute to creating a memorable first impression.

Packaging also serves as an essential source of information about the product, including details like ingredient lists, expiration dates, usage instructions, and health or quality claims. Consumers often rely on these elements to determine if the product aligns with their needs and preferences.

Furthermore, the characteristics of packaging can influence perceptions of product quality. Sturdy packaging made from high-quality materials that appears neat and professional can convey a sense of high quality for the product inside. In contrast, packaging that looks cheap or poorly designed may lead consumers to question the product's quality. This perception is particularly significant for products priced at a premium.

Practicality is another key aspect; effective packaging should not only be visually appealing but also user-friendly. Increasingly, consumers are drawn to environmentally sustainable packaging solutions. Labels or symbols indicating eco-friendliness can enhance the product's value in the eyes of environmentally conscious consumers. Therefore, manufacturers utilizing sustainable packaging can cultivate a positive brand image and attract consumer segments that prioritize sustainability.

Moreover, packaging design is vital for establishing brand identity. Consistent packaging that aligns with a company's branding fosters brand recognition and sets it apart from competitors. Well-designed packaging that embodies brand values can enhance consumer loyalty, encouraging repeat purchases from trusted brands. Unique and distinctive packaging fosters emotional connections with consumers, further bolstering brand loyalty.

In summary, the design of packaging has a considerable influence on consumer behavior by attracting attention, providing important information, influencing perceptions of quality, ensuring ease of use, and considering sustainability. By investing in effective packaging design distribution, manufacturers can enhance their product competitiveness and forge lasting connections with consumers in a competitive marketplace.

### 4.4. Price Distribution on Consumer Behavior

Price distribution serves as a key indicator of product quality for consumers, with higher-priced items typically perceived as superior in quality compared to their lower-priced counterparts. Muslim consumers, specifically, frequently link elevated prices of halal products to superior quality and increased confidence in adherence to halal standards.

The pricing of halal items is vital for market segmentation, classifying consumers according to their readiness and financial capacity to purchase. Premium halal products, which are priced higher, tend to appeal to Muslim consumers seeking quality, halal assurance, and potentially social status. For instance, organic or certified halal options attract health- and environmentally-conscious consumers, even at a higher cost. In contrast, more budget-friendly halal products appeal to price-sensitive consumers who prioritize value.

The price elasticity of halal products can differ based on the category and the consumer's awareness of halal importance. Essential halal products, like meat and dairy, typically exhibit low price elasticity; Muslim consumers are likely to continue purchasing these items even with price increases, as halal compliance is non-negotiable. On the other hand, non-essential or premium halal offerings may show higher price elasticity, meaning that price hikes could lead to a significant drop in demand.

Promotional strategies, such as discounts or special pricing on halal products, can effectively capture consumer attention and encourage larger purchases or trial of new products.

Psychological factors also play a role in how price distribution impacts consumer behavior regarding halal products. For example, pricing items at "99" (such as IDR 99,000 instead of IDR 100,000) can make prices seem more appealing. This strategy can be particularly effective for attracting price-sensitive halal consumers. Additionally, bundling halal products into meal packages can enhance perceived value and increase the likelihood of purchase.

Overall, by shaping perceptions of quality and value, influencing market preferences, price elasticity, promotional effectiveness, fairness perceptions, and leveraging psychological strategies, price distribution significantly affects the purchasing decisions of Muslim consumers. Therefore, halal product manufacturers and marketers should take these elements into account when establishing competitive and appealing pricing strategies that align with the evolving market dynamics. Grasping the connection between price and consumer behavior can help businesses develop pricing strategies that adequately address the needs and expectations of Muslim consumers.

#### **4.5. Social Media Distribution On Consumer Behavior**

The distribution of social media elements significantly influences consumer behavior in various ways. It enables consumers to access reviews and recommendations from fellow users, which can shape their perceptions of products. Positive or negative feedback shared on platforms like Facebook, Instagram, Twitter, and TikTok often holds more weight for consumers than traditional advertisements, as these reviews are perceived as more genuine and trustworthy.

Additionally, social media offers brands a platform for direct interaction with consumers. Features such as comments, direct messaging, and live Q&A sessions allow brands to address inquiries, resolve complaints, and engage with consumers in real time. These interactions foster personal connections and enhance consumer trust and loyalty. For instance, a halal food brand that promptly responds to questions about ingredients and halal certification can bolster consumer confidence and loyalty.

Creative and engaging visual content is particularly effective on social media. Eye-catching images and videos that showcase products in appealing contexts can sway consumer purchasing decisions. Highly visual platforms like Instagram and Pinterest allow brands to present their products attractively. For example, enticing photos and videos of delicious halal recipes can entice consumers to purchase the ingredients or products featured.

Moreover, the distribution of social media content has the potential to generate viral trends, leading to the FOMO (Fear of Missing Out) phenomenon among consumers. When a product or trend gains traction, many consumers feel compelled to participate to avoid missing out.

Currently, social media serves as a powerful tool for disseminating information and boosting product awareness. Well-executed marketing campaigns on these platforms can rapidly reach a broad audience. Educational content—such as posts detailing the benefits of halal products or explaining the halal certification process—empowers consumers to make informed and conscious choices. Through social media distribution, brands can communicate their values and the advantages of their products, enhancing consumer interest and driving sales.

Brands that effectively utilize social media distribution can cultivate strong relationships with consumers, enhance product visibility, and stimulate sales growth.

#### **4.6. Interactions between Distribution Elements that Influence Consumer Behavior**

In an interview with Mahendra, a member of the Halal Task Force from the Ministry of Religious Affairs of Tuban

Regency, he highlighted the interconnectedness of the five elements studied—consumer protection laws, halal certification, packaging design, price, and social media—in shaping consumer behavior. He stated, "Halal certification and social media collaborate to enhance consumer awareness and trust, while price remains a crucial factor for consumers with lower purchasing power." This indicates that for consumers with limited financial resources, the price element plays a more significant role in their purchasing decisions.

The findings of this study reveal that although price is the primary factor influencing purchasing choices, consumers who recognize the importance of halal laws and products tend to favor items that adhere to consumer protection regulations and are halal-certified, even if they come at a slightly higher cost. In this scenario, consumer protection laws and halal certification emerge as key determinants in product selection.

This interplay underscores the complexity of consumer behavior, which cannot be fully understood through a single element alone. Each consumer prioritizes different elements when making purchasing decisions, demonstrating the varied influences at play.

### **5. Discussion**

#### **5.1. Finding Research**

Based on the results of data processing, it was found that there are several factors that have a significant influence on consumer behavior in choosing and consuming halal food and beverage products. The following are the main conclusions that can be drawn:

1. Consumers tend to be more confident and feel safe in making purchases if there are regulations that protect their rights. This means that legal distribution and consumer protection are the elements that consumers pay the most attention to, because this legal protection guarantees that the products they buy are safe and in accordance with established standards, thereby reducing the risk of fraud and increasing consumer confidence.

2. Halal certification is a distribution aspect that can influence the purchasing decisions of Muslim consumers, because this distribution aspect provides a guarantee that the product meets the halal requirements according to Islamic law, so that consumers feel more comfortable and confident in consuming the product.

3. Attractive and informative packaging design can attract consumers' attention and influence purchasing decisions. Good packaging is not only aesthetic but also provides important information such as product composition, expiration date, and halal labels, all of which

play a role in consumer purchasing decisions. This means that this distribution can provide knowledge about the product to be purchased, so that this element has a distribution role in determining product purchases, although it is very dependent on consumer tastes.

4. Price remains an important element of distribution in purchasing decisions. Consumers will consider price in relation to the value they receive from the product. Competitive prices that are in accordance with product quality can increase purchasing interest.

5. Social media provides distribution in influencing consumer perceptions and decisions. Reviews, recommendations, and product promotions on social media platforms can increase consumer awareness and interest in halal food and beverage products.

6. The implementation of consumer protection laws plays an important role in increasing consumer awareness of the importance of choosing halal-certified products. This law provides assurance that products in circulation have met certain standards that are safe and in accordance with halal provisions. However, this study found that the effectiveness of halal distribution still depends on the level of socialization and understanding of consumers and business actors. Consumer awareness in rural areas is still relatively low, which indicates that further efforts are needed in consumer education to improve their understanding of their rights based on existing legal protection.

## 5.2. Implication

The implications of this research have a broad impact. The integration of the Consumer Protection Act and halal certification can provide assurance to consumers that the products they buy are not only halal, but also safe and of high quality, which of course can increase consumer confidence in halal products. Consumers who feel safe and confident with the products they consume tend to be more loyal. Products that comply with these regulations will be considered more trustworthy, encouraging consumers to continue to buy and recommend the product to others. This integration also allows companies to penetrate the growing global market, especially in non-Muslim countries with increasing Muslim populations. opening new markets in countries that require halal certification and have strict regulations regarding consumer protection.

Effectiveness in managing halal product prices can increase competitiveness with other products without sacrificing quality. Supported by the use of innovative and informative packaging, it can play a role in increasing product transparency, helping consumers understand halal and non-halal components, and providing assurance that the product has been treated in accordance with sharia standards and consumer law.

The integration of halal certification and the Consumer Protection Act in distribution ensures transparency throughout the supply chain. Every stage, from production to distribution, can be monitored and verified for compliance with halal standards and consumer protection laws. Even the existence of social media can carry out halal product campaigns from the selection of materials, processing and packaging, to storage and product distribution processes. By using this platform, companies can build awareness about the importance of halal and product safety, and utilize consumer feedback to improve product quality and distribution.

## 6. Conclusion

This research shows that the Consumer Protection Law provides legal guarantees regarding product safety and quality, while Halal Certification ensures that products meet sharia standards. Integration of these two aspects in distribution can increase consumer confidence, especially Muslim consumers, in halal products. They will feel safer and more confident in the halalness, safety, and quality of products during the distribution process.

In addition, the implementation of the integration of halal certification aspects and consumer protection regulations in the logistics system can maintain transparency in the supply chain. Each stage in the distribution can be verified and ensured to comply with halal standards and consumer protection laws, thus minimizing the risk of violations and ensuring that halal products distributed remain in accordance with sharia and related regulations.

The integration of regulations with efficient logistics practices can affect the overall supply chain management, such as compliance with certain standards (such as separating halal and non-halal products), as well as maintaining the cleanliness and halalness of products during transportation. The use of technology to track and monitor compliance with these standards can improve distribution efficiency with better management, reducing errors, and increasing delivery speed.

The packaging aspect acts as the main media that shows compliance with halal certification and consumer protection. Information related to halal certification, food safety labels, and product composition that is clearly visible on the packaging will provide additional assurance to consumers that the product meets sharia standards and consumer protection laws. In addition, well-designed packaging can serve as a tool to attract consumers. Although price plays an important role in the distribution of halal products, logistical efficiency accompanied by compliance with halal certification and consumer protection can help reduce

distribution costs so that halal products can be marketed at more competitive prices.

The existence of social media is a primary means for companies to promote compliance with halal certification and consumer protection, while increasing direct interaction with consumers. Social media can create direct interaction between companies and consumers, increase awareness of the benefits of halal products, and influence purchasing decisions. Social media-based promotional strategies that include aspects of consumer protection, halal, price, and attractive packaging will accelerate market penetration and increase the distribution of halal products globally. Social media also allows companies to access a wider market and accelerate the distribution process, because they can monitor consumer demand in real time, respond to market trends, and adjust distribution strategies based on social media meta data.

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