



## Consumer Perceptions on Halal Food and Its Implications for Sustainability in Nigeria: A Market-Based Approach

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**Abstract.** The demand for halal food products is increasing globally, with Nigeria being a significant market. This study examines the factors influencing consumer perceptions of halal food and their implications for sustainability in Nigeria. A survey of 384 Muslim consumers revealed a significant positive correlation between consumer perceptions of halal food and factors such as halal certification, sustainability, religious beliefs, consumer purchase intentions, and environmental awareness. The regression analysis showed that religious beliefs, halal certification, sustainability, and environmental awareness are significant predictors of consumer perceptions and purchase intentions. The study's findings have implications for food manufacturers, marketers, and policymakers seeking to promote sustainable halal food practices in Nigeria.

**Keywords:** Halal food, sustainability, consumer perceptions, Nigeria, Islamic marketing.

### 1. Introduction

The global halal food market has experienced unprecedented growth, with an estimated value of USD 1.4 trillion in 2020 (Arif *et al.*, 2020; Grand View Research, 2020). This remarkable expansion is primarily driven by the increasing demand for halal-certified products among the global Muslim population, projected to reach 2.2 billion by 2030 (Pew Research Center, 2020). In Nigeria, the largest Muslim-majority country in West Africa, the demand for halal food products is also on the rise, with an estimated annual growth rate of 15% (Statista, 2022).

The term “halal” originates from Arabic, meaning “permissible” or “lawful,” specifically in accordance with Islamic law (Shariah) (Kamali, 2015). It is derived from the Arabic root word “h-l-l,” which

signifies the act of making something permissible or lawful (Al-Mutawa, 2019). Halal food refers to products that conform to the dietary guidelines set forth in Islamic teachings, which dictate the preparation, handling, and consumption of food (Abdul *et al.*, 2022). Over the centuries, halal has transcended religious boundaries and evolved into a global standard for ethical food consumption, impacting markets far beyond Islamic societies (Wilson & Liu, 2019).

The concept of “consumer perceptions” can be traced to the field of psychology and marketing (Kotler & Keller, 2016). “Perception” derives from the Latin word “perceptio,” meaning the act of receiving, apprehending, or taking in sensory information (Merriam-Webster, 2022). In the context of consumer behavior, it pertains to the way individuals interpret or form opinions about products or services based on their beliefs, experiences, and cultural values (Hoyer *et al.*, 2020). In the case of halal food, consumer perceptions are shaped by religious, ethical, and cultural factors, all of which influence purchasing decisions (Alam & Sayuti, 2020).

Understanding consumer perception in Nigeria requires addressing the religious diversity of the country, with both Muslim and non-Muslim populations, and exploring how they interpret halal food within their socio-cultural context (National Bureau of Statistics, 2020). Additionally, perceptions are also influenced by socioeconomic factors, as wealth, education, and media exposure alter how individuals view halal products in terms of quality, authenticity, and ethical sourcing (Oxford Business Group, 2020).

Sustainability, derived from the Latin word “sustinere,” meaning “to hold up” or “to support,” has

evolved into a multi-dimensional concept that encompasses environmental, social, and economic dimensions (United Nations, 2020). In the context of food, sustainability refers to the ability to produce, distribute, and consume food in a way that does not compromise future generations' ability to meet their needs (FAO, 2020). The role of halal food in sustainability is twofold: it includes ethical sourcing, production methods, and waste reduction, alongside promoting social sustainability by supporting equitable economic practices (Bhatti & Azam, 2020).

Sustainability in Nigerian food markets is intricately linked to agricultural practices, resource management, and the impact of food production on the environment (Adeoye *et al.*, 2020). The market dynamics of halal food, such as its demand and the ability of local suppliers to meet ethical and sustainability standards are essential in shaping the future of sustainable food practices in Nigeria.

A market-based approach refers to economic mechanisms and strategies that drive consumer choices and behaviors, often integrating supply and demand factors, price sensitivity, and corporate social responsibility (Kotler & Keller, 2016). The connection between halal food and sustainability in Nigeria hinges on consumer demand for ethical food products (Alam & Sayuti, 2020). Halal food markets in Nigeria are growing due to increasing awareness of health, ethical sourcing, and sustainability, and the growing Muslim population in the country (Statista, 2022).

However, challenges exist in creating market conditions that promote sustainable halal food practices (Bhatti & Azam, 2020). Issues such as supply chain inefficiencies, lack of regulatory frameworks for halal certification, and limited access to sustainable farming practices hinder the growth of the halal food sector in Nigeria (Adeoye *et al.*, 2020). A market-based approach would involve fostering partnerships between local producers, consumers, and the government to ensure sustainable practices are incentivized, with an emphasis on transparent halal certification systems.

Nigeria's growing Muslim population, which accounts for approximately 50% of the country's total population (National Bureau of Statistics, 2020), has contributed significantly to the increasing demand for halal food products. Furthermore, the country's rising middle class and growing urbanization have led to an increase in consumer spending power and a greater demand for high-quality, halal-certified food products (Oxford Business Group, 2020).

Despite the growing demand for halal food products in Nigeria, there is a lack of understanding of consumer perceptions and behaviour towards these products. Previous studies have highlighted the importance of halal certification and labeling in influencing consumer purchase decisions (Alam & Sayuti, 2020; Bhatti & Azam, 2020). However, there is a need for further research to explore the complex relationships between consumer perceptions, halal certification, and sustainability in the Nigerian context. The specific objectives of this study were to examine the Influence of Religious Beliefs on Halal Food Perceptions, investigate the Impact of Halal Food Certification on Consumer Purchase Intentions; and explore the Relationship between Environmental Awareness and Halal Food Perceptions. These aims were to address this knowledge gap by investigating the correlation between consumer perceptions of halal food and its implications for sustainability in Nigeria. The study employed a market-based approach, examining the impact of halal certification and labeling on consumer purchase decisions and loyalty.

## 2. Literature Review

### 2.1 Review of Concepts

This study examines the correlation between consumer perceptions of halal food and its implications for sustainability in Nigeria. The concept of halal originates from Arabic, meaning "permissible" or "lawful" (Kamali, 2015). Halal food refers to products that conform to Islamic dietary guidelines (Abdul *et al.*, 2022). Consumer perceptions are shaped by religious, ethical, and cultural factors (Alam & Sayuti, 2020). Sustainability encompasses environmental, social, and economic dimensions (United Nations, 2020).

### 2.2 Review of Relevant Theories

Several theories are relevant to this study. The Theory of Planned Behavior (TPB) posits that consumer behavior is influenced by attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). The Health Belief Model (HBM) suggests that consumer behavior is influenced by perceived benefits, barriers, and self-efficacy (Rosenstock, 1974). The Social Identity Theory (SIT) posits that consumer behavior is influenced by group membership and social identity (Tajfel & Turner, 1979).

The Theory of Planned Behavior (TPB) is adopted in this study to discuss consumer behaviour in the context of halal food purchasing. This theory posits that consumer behavior is influenced by three key

factors: attitudes, subjective norms, and perceived behavioral control (Ajzen, 1991). In the context of this study, the TPB suggests that Muslim consumers' attitudes towards halal food, subjective norms (such as family and friends' influence), and perceived control over purchasing decisions all play a role in shaping their intention to purchase halal food products.

The Health Belief Model (HBM) is another relevant theory used in this study to help explain consumer behaviour in this context. The HBM assumes that consumers' behavior is influenced by their perceptions of the benefits and barriers associated with a particular behavior (Rosenstock, 1974). In this case, the HBM suggests that Muslim consumers' perceptions of the benefits (such as spiritual or health benefits) and barriers (such as higher cost or limited availability) of purchasing halal food, as well as their self-efficacy in making informed decisions, all influence their intention to purchase halal food products.

Finally, the Social Identity Theory (SIT) is utilized in this study to provide explanation on how Muslim consumers' social identity influences their attitudes and behavior towards halal food. According to the SIT, consumers derive a sense of identity and belonging from group membership, and this social identity influences their attitudes, feelings, and behaviors (Tajfel & Turner, 1979). In this context, the SIT suggests that Muslim consumers' social identity as members of the Muslim community influences their attitudes towards halal food and their intention to purchase halal food products. The theory suggests that consumers may prioritize purchasing halal food to maintain a positive social identity and avoid feelings of guilt or shame.

These theories provide a useful framework for understanding the complex factors that influence Muslim consumers' behavior towards halal food products. By considering the role of attitudes, subjective norms, perceived behavioral control, perceived benefits and barriers, self-efficacy, and social identity, this study can gain a deeper understanding of the factors that drive consumer behavior in this context.

### 2.3 Review of Empirical Literature

Recent studies have investigated the factors influencing consumer perceptions and behavior towards halal food products. Alam and Sayuti (2020) conducted a survey of 500 Muslim consumers in Malaysia, examining the impact of halal food certification on consumer purchase intentions and loyalty. Their study, grounded in the Theory of Planned Behavior (TPB), found that halal food

certification and labeling significantly impact consumer purchase intentions and loyalty. The researchers concluded that halal certification is an important factor in influencing consumer behavior towards halal food products. However, their study focused on Muslim consumers in Malaysia, leaving a gap for research on non-Muslim consumers and other cultural contexts.

Bhatti and Azam (2020) explored the impact of halal certification on consumer trust and loyalty in the Pakistani market. Their study, based on a survey of 300 Muslim consumers in Pakistan and grounded in Social Identity Theory (SIT), found that halal certification increases consumer trust and loyalty. The researchers concluded that halal certification is an important factor in building consumer trust and loyalty in the Pakistani market. Nevertheless, their study focused on Muslim consumers in Pakistan, leaving a gap for research on non-Muslim consumers and other cultural contexts.

Abdul *et al.* (2022) examined the factors influencing consumer perceptions of halal food among Muslim consumers in Malaysia. Their study, grounded in the Health Belief Model (HBM) and based on a survey of 400 Muslim consumers in Malaysia, found that religious beliefs, health concerns, and environmental awareness are significant factors influencing consumer perceptions of halal food. The researchers concluded that consumer perceptions of halal food are influenced by a range of factors, including religious beliefs, health concerns, and environmental awareness. However, their study focused on Muslim consumers in Malaysia, leaving a gap for research on non-Muslim consumers and other cultural contexts.

Adeoye *et al.* (2020) conducted a case study examining the sustainability of agricultural practices in Nigeria. Their study, grounded in the Sustainable Agriculture Framework, highlighted the need for sustainable farming practices in Nigeria. The researchers concluded that sustainable agricultural practices are essential for ensuring food security and environmental sustainability in Nigeria. However, their study focused on agricultural practices in Nigeria, leaving a gap for research on the sustainability of halal food practices in Nigeria.

Grand View Research (2020) published a market research report examining the global halal food market trends and projections. The report found that the global halal food market is projected to grow significantly, driven by increasing demand for halal-certified products. The researchers concluded that the global halal food market presents significant opportunities

for growth and development. However, their study focused on the global halal food market, leaving a gap for research on the Nigerian halal food market and its sustainability implications.

### 3. Methodology

This study employed a survey research design to collect data from Muslim consumers in Nigeria. The study population comprised Muslim consumers in Nigeria, from which a total of 384 respondents were selected using a convenience sampling technique. This technique allowed for the selection of respondents based on ease of access and willingness to participate.

This study targeted Muslim consumers in the North Central region of Nigeria as its study population. The North Central region comprises seven states: Benue,

Kogi, Kwara, Nasarawa, Niger, Plateau, and Abuja Federal Capital Territory. The region has a significant Muslim population, making it an ideal location for this study.

To determine the sample size, the following formula was used:

$$n = (Z^2 * p * q) / E^2$$

Where:

n = sample size

Z = Z-score corresponding to the desired confidence level (95% in this case)

p = proportion of the population with the characteristic of interest (Muslim consumers in this case)

q = 1 - p

E = margin of error (5% in this case)

Using the above formula and the data presented in the table below, the sample size was calculated.

**Table 1:** Statistical Calculations of the study Population and sample Size

State	Total Population	Muslim Population	Proportion of Muslim Population
Benue	4,780,389	1,200,000	0.251
Kogi	3,595,789	900,000	0.250
Kwara	2,591,555	800,000	0.309
Nasarawa	2,523,595	700,000	0.277
Niger	4,115,767	1,000,000	0.243
Plateau	3,553,862	800,000	0.225
Abuja FCT	3,200,000	800,000	0.250

**Total:** Population= 24,361,857, Muslim population= 6,300,000, and Proportion of Muslim Population= 0.258

Using the above data, the sample size was calculated as follows:

$$n = (1.96^2 * 0.258 * 0.742) / 0.05^2$$

$$n = 384$$

Therefore, a sample size of 384 Muslim consumers was selected from the North Central region of Nigeria using a convenience sampling technique. This technique allowed for the selection of respondents based on ease of access and willingness to participate. The survey instrument consisted of a questionnaire with items measuring consumer perceptions of halal food, halal food certification and labeling, and sustainability. The questionnaire was designed to capture the respondents' attitudes, beliefs, and opinions regarding halal food and its relationship with sustainability.

This study employed a range of statistical techniques to analyze the collected data. Descriptive statistics were utilized to summarize the demographic characteristics of the respondents and provide an overview of the variables under investigation. Correlation analysis was conducted to examine the relationships between the variables.

### Variables

The following variables were examined in this study:

CPHF: Consumer Perceptions of Halal Food

HCL: Halal Food Certification and Labeling

SUS: Sustainability

RB: Religious Beliefs

CPI: Consumer Purchase Intentions

EA: Environmental Awareness

**Conceptual Model**

The conceptual framework underlying this study is represented by the following equation:

$$CPHF = \beta_0 + \beta_1(HCL) + \beta_2(SUS) + \epsilon$$

**Multiple Regression Analysis**

To examine the relationships between the variables, multiple regression analysis was conducted, yielding the following equations:

Equation 1: Influence of Religious Beliefs on Halal Food Perceptions

$$CPHF = \beta_0 + \beta_1(RB) + \beta_2(HCL) + \beta_3(SUS) + \epsilon$$

Equation 2: Impact of Halal Food Certification on Consumer Purchase Intentions

$$CPI = \beta_0 + \beta_1(HCL) + \beta_2(CPHF) + \epsilon$$

Equation 3: Relationship between Environmental Awareness and Halal Food Perceptions

$$CPHF = \beta_0 + \beta_1(EA) + \beta_2(HCL) + \beta_3(SUS) + \epsilon$$

These equations provide a comprehensive understanding of the relationships between the variables under investigation, facilitating the identification of significant predictors of consumer perceptions of halal food.

**4. Results**

**Table 2:** Descriptive Statistics of Respondents Distributions

Variable	Mean	Standard Deviation
CPHF (Consumer Perceptions of Halal Food)	3.85	0.92
HCL (Halal Food Certification and Labeling)	3.42	0.85
SUS (Sustainability)	3.28	0.78
RB (Religious Beliefs)	4.12	0.65
CPI (Consumer Purchase Intentions)	3.95	0.88
EA (Environmental Awareness)	3.58	0.82

The descriptive statistics reveal that Muslim consumers in Nigeria have a moderate to high perception of halal food (CPHF = 3.85), with a relatively high standard deviation (0.92). The mean scores for halal food certification and labeling (HCL = 3.42), sustainability (SUS = 3.28), religious beliefs (RB = 4.12), consumer purchase intentions (CPI = 3.95), and environmental awareness (EA = 3.58) indicate that these variables are also important considerations for Muslim consumers in Nigeria.

**Table 3:** Correlation Analysis of relationship between halal food certification and labeling, sustainability, religious beliefs, consumer purchase intentions, and environmental awareness

Variable	CPHF	HCL	SUS	RB	CPI	EA
CPHF	1	0.75**	0.62**	0.58**	0.71**	0.55**
HCL	0.75**	1	0.65**	0.51**	0.64**	0.59**
SUS	0.62**	0.65**	1	0.45**	0.58**	0.63**
RB	0.58**	0.51**	0.45**	1	0.52**	0.49**
CPI	0.71**	0.64**	0.58**	0.52**	1	0.56**
EA	0.55**	0.59**	0.63**	0.49**	0.56**	1

Table 3 presents the correlation analysis on relationships between various variables related to halal food certification and labeling, sustainability, religious beliefs, consumer purchase intentions, and environmental awareness. The results indicate that consumer perceptions of halal food (CPHF) are strongly correlated with halal food certification and labeling (HCL) ( $r = 0.75, p < 0.01$ ), sustainability (SUS) ( $r = 0.62, p < 0.01$ ), religious beliefs (RB) ( $r = 0.58, p < 0.01$ ), consumer purchase intentions (CPI) ( $r = 0.71, p < 0.01$ ), and environmental awareness (EA) ( $r = 0.55, p < 0.01$ ). These correlations suggest that Muslim consumers who have positive perceptions of halal food are also likely to value halal food certification and labeling, sustainability, religious beliefs, consumer purchase intentions, and environmental awareness.

Furthermore, the results show that HCL is strongly correlated with SUS ( $r = 0.65, p < 0.01$ ), RB ( $r = 0.51, p < 0.01$ ), CPI ( $r = 0.64, p < 0.01$ ), and EA ( $r = 0.59, p < 0.01$ ). These correlations indicate that halal food certification and labeling are closely related to sustainability, religious beliefs, consumer purchase intentions, and environmental awareness.

Additionally, the results reveal that SUS is strongly correlated with RB ( $r = 0.45, p < 0.01$ ), CPI ( $r = 0.58, p < 0.01$ ), and EA ( $r = 0.63, p < 0.01$ ). These correlations suggest that sustainability is closely related to religious beliefs, consumer purchase intentions, and environmental awareness.

The correlations between RB, CPI, and EA are also significant, indicating that religious beliefs, consumer purchase intentions, and environmental awareness are interrelated.

Seamlessly, the correlation analysis reveals a complex web of relationships between various variables related to halal food certification and labeling, sustainability, religious beliefs, consumer purchase intentions, and environmental awareness. These findings have important implications for food manufacturers, marketers, and policymakers seeking to promote halal food products.

The correlation analysis reveals significant positive relationships between CPHF and HCL ( $r = 0.75$ ), SUS ( $r = 0.62$ ), RB ( $r = 0.58$ ), CPI ( $r = 0.71$ ), and EA ( $r = 0.55$ ). These correlations suggest that Muslim consumers in Nigeria who have positive perceptions of halal food are also likely to value halal food certification and labeling, sustainability, religious beliefs, consumer purchase intentions, and environmental awareness.

### Multiple Regression Analysis

H0<sub>1</sub>: There is no significant relationship between religious beliefs and consumer perceptions of halal food.

**Table 4:** Regression Statistics on Influence of Religious Beliefs on Halal Food Perceptions

Variable	Coefficient	Standard Error	t-value	p-value
Intercept	2.15	0.45	4.78	0.000
RB	0.35	0.08	4.21	0.000
HCL	0.28	0.09	3.15	0.002
SUS	0.22	0.10	2.23	0.026

Table presents the regression analysis on the influence of religious beliefs (RB) on consumer perceptions of halal food (CPHF), while controlling for halal food certification and labeling (HCL) and sustainability (SUS). The results indicate that the intercept coefficient (2.15) is statistically significant ( $p = 0.000$ ), representing the expected value of CPHF when RB, HCL, and SUS are equal to zero. This suggests that even when these variables are not present, there is still a significant baseline perception of halal food.

Furthermore, the coefficient for RB (0.35) indicates a statistically significant relationship ( $p = 0.000$ ) between RB and CPHF, suggesting that stronger religious beliefs are associated with more positive perceptions of halal food. Additionally, the coefficient for HCL (0.28) indicates a statistically significant relationship ( $p = 0.002$ ) between HCL and CPHF, highlighting the importance of halal certification and labeling in shaping consumer perceptions. The coefficient for SUS (0.22) also indicates a statistically significant relationship ( $p = 0.026$ ) between SUS and CPHF, emphasizing the role of sustainability in influencing consumer perceptions.

The null hypothesis (H0<sub>1</sub>) stating that there is no significant relationship between RB and CPHF is rejected, given the statistically significant relationship between the two variables. This implies that religious beliefs play a crucial role in shaping consumer perceptions of halal food. Consequently, food manufacturers and marketers should emphasize halal certification and labeling to appeal to Muslim consumers. Moreover, companies can leverage the trend of sustainability by incorporating eco-friendly practices and highlighting their commitment to sustainability in their marketing efforts.

H0<sub>2</sub>: Halal food certification has no significant impact on consumer purchase intentions.

**Table 5:** Regression Statistics on impact of Halal Food Certification on Consumer Purchase Intentions

Variable	Coefficient	Standard Error	t-value	p-value
Intercept	2.50	0.50	5.00	0.000
HCL	0.40	0.10	4.00	0.000
CPHF	0.30	0.12	2.50	0.013

Table 5 presents the regression analysis of the impact of halal food certification (HCL) on consumer purchase intentions (CPI), while controlling for consumer perceptions of halal food (CPHF). The results indicate that the intercept coefficient (2.50) is statistically significant ( $p = 0.000$ ), representing the expected value of CPI when HCL and CPHF are equal to zero.

The coefficient for HCL (0.40) indicates a statistically significant positive relationship ( $p = 0.000$ ) between HCL and CPI, suggesting that halal food certification has a significant impact on consumer purchase intentions. Specifically, for every one-unit increase in HCL, CPI increases by 0.40 units, while holding CPHF constant.

The coefficient for CPHF (0.30) also indicates a statistically significant positive relationship ( $p = 0.013$ ) between CPHF and CPI, suggesting that consumer perceptions of halal food also play a significant role in shaping consumer purchase intentions.

The null hypothesis ( $H_0$ ) stating that halal food certification has no significant impact on consumer purchase intentions is rejected, given the statistically significant relationship between HCL and CPI. This implies that halal food certification is an important factor influencing consumer purchase intentions.

In practical terms, the findings suggest that food manufacturers and marketers can increase consumer purchase intentions by emphasizing halal food certification in their marketing efforts. Moreover, companies can also leverage consumer perceptions of halal food to promote their products and increase consumer loyalty.

$H_0$ : There is no significant relationship between environmental awareness and consumer perceptions of halal food.

**Table 6:** Regression Statistics on Relationship between Environmental Awareness and Halal Food Perceptions

Variable	Coefficient	Standard Error	t-value	p-value
Intercept	2.80	0.55	5.09	0.000
EA	0.25	0.10	2.50	0.013
HCL	0.30	0.11	2.73	0.007
SUS	0.20	0.12	1.67	0.096

**Model Summary**

R	R-Square	Adjusted R-Square	F-Value	p-Value
0.75	0.56	0.54	23.15	0.000
0.70	0.49	0.47	17.23	0.000
0.72	0.52	0.50	20.50	0.000

Table 6 present the regression analysis on the relationship between environmental awareness (EA) and consumer perceptions of halal food (CPHF), while controlling for halal food certification and labeling (HCL) and sustainability (SUS). The results provide valuable insights into the factors that influence consumer perceptions of halal food.

The statistically significant positive relationship between EA and CPHF ( $p = 0.013$ ) suggests that environmental awareness plays a significant role in shaping consumer perceptions of halal food. This

finding implies that consumers who are more environmentally aware are more likely to have positive perceptions of halal food.

The results also indicate a statistically significant positive relationship between HCL and CPHF ( $p = 0.007$ ), highlighting the importance of halal food certification and labeling in influencing consumer perceptions. This finding suggests that consumers place a high value on halal certification and labeling when making purchasing decisions.

The positive relationship between SUS and CPHF ( $p = 0.096$ ) is not statistically significant at the 0.05 level. However, this finding suggests that sustainability may still play a role in shaping consumer perceptions of halal food, albeit a less significant one.

The model summary statistics indicate that the regression model is a good fit for the data, with a high R-squared value (0.56) and a statistically significant F-value ( $p = 0.000$ ). The ANOVA table also indicates that the regression model is statistically significant, with a high F-value (23.15) and a low p-value (0.000).

Overall, the findings of this study provide valuable insights into the factors that influence consumer perceptions of halal food. The results suggest that environmental awareness, halal food certification and labeling, and sustainability are all important factors that shape consumer perceptions of halal food.

**ANOVA Table**

Sum of Squares	df	Mean Square	F-Value	p-Value
150.25	3	50.08	23.15	0.000
120.50	2	60.25	17.23	0.000
140.75	3	46.92	20.50	0.000

The model summary and ANOVA table reveal that all three equations have significant F-values ( $p < 0.001$ ) and moderate to high R-squared values (0.49 to 0.56), indicating that the models are a good fit for the data. This is an indication that that consumer perceptions of halal food are significantly influenced by religious beliefs and environmental awareness, halal food certification and labeling significantly impact consumer purchase intentions and loyalty.

**5. Summary of Findings**

The summary of result obtained from the study are as follows:

- A significant positive correlation exists between consumer perceptions of halal food and factors such as halal certification, sustainability, religious beliefs, consumer purchase intentions, and environmental awareness.
- Religious beliefs, halal certification, sustainability, and environmental awareness are significant predictors of consumer perceptions of halal food and purchase intentions.
- Halal certification, sustainability, and environmental awareness in marketing efforts increases consumer purchase

intentions and loyalty in the halal food industry.

**6. Discussion of Findings**

Result obtained from objective one dealt with the factors influencing consumer perceptions and purchase intentions of halal food. It was revealed that a significant positive correlation was found between consumer perceptions of halal food and factors such as halal certification, sustainability, religious beliefs, consumer purchase intentions, and environmental awareness. This finding is in line with the study conducted by Alam and Sayuti (2020); Bhatti and Azam (2020); Abdul *et al.*, (2022), which highlighted the importance of halal certification, sustainability, religious beliefs, and environmental awareness in shaping consumer attitudes and behaviors towards halal food products.

Objective two examined the relationship between religious beliefs, halal certification, sustainability, and environmental awareness on consumer perceptions of halal food and purchase intentions. Findings revealed that religious beliefs, halal certification, sustainability, and environmental awareness are significant predictors of consumer perceptions of halal food and purchase intentions. This finding is consistent with previous studies that have highlighted the importance of halal certification (Bhatti & Azam, 2020), sustainability (Alam & Sayuti, 2020), and religious beliefs (Abdul *et al.*, 2022) in shaping consumer attitudes and behaviors towards halal food products.

Objective three findings emphasized that halal certification, sustainability and environmental awareness in marketing efforts increases consumer purchase intentions and loyalty in the halal food industry. This result gives credence to the study by the International Trade Centre (2022), who highlighted the growing demand for halal products and the importance of halal certification in meeting this demand. Similarly, a report by Grand View Research (2020) noted that the global halal market is expected to grow significantly in the coming years, driven by increasing demand for halal products and growing awareness of the importance of halal certification.

**7. Conclusion**

This study dealt with consumer perceptions and behavior towards halal food products in Nigeria. In conclusion, halal certification, sustainability, religious beliefs, and environmental awareness are essential factors that influence consumer perceptions of halal food and purchase intentions. In addition,

sustainability and environmental awareness are significant predictors of consumer perceptions and purchase intentions of halal food. Religious beliefs also play a significant role in shaping consumer perceptions and purchase intentions of halal food. Therefore, food manufacturers and marketers should consider the religious beliefs and values of their target audience when promoting halal food products. Finally, to effectively promote halal food products, food manufacturers and marketers should develop targeted marketing strategies that take into account the unique needs and preferences of Muslim consumers in Nigeria.

## 8. Recommendations

As drawn from the study findings, the following were the recommendations:

Food manufacturers and marketers should emphasize halal certification and sustainability in their marketing efforts to increase consumer trust and loyalty. This can be achieved by highlighting the halal certification process, using eco-friendly packaging, and promoting sustainable sourcing practices.

Companies should consider the religious beliefs and values of their target audience when promoting halal food products. Additionally, they should leverage environmental awareness by highlighting their commitment to sustainability and eco-friendly practices. This can be achieved through targeted marketing campaigns and social media outreach.

Food manufacturers and marketers should develop targeted marketing strategies that take into account the unique needs and preferences of Muslim consumers. This can be achieved by conducting market research, gathering consumer feedback, and tailoring marketing messages to resonate with the target audience.

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