

THE INFLUENCE OF HALAL LOGO AND PACKAGING INFORMATION ON UNIVERSITY STUDENTS' PURCHASE DECISIONS REGARDING READY-TO-EAT (RTE) PRODUCTS

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Abstract: *This study examines the influence of the halal logo and packaging information on university students' purchasing decisions regarding ready-to-eat (RTE) food products. Using a quantitative approach, data were collected from 130 students at Universiti Teknologi MARA (UiTM) Shah Alam through a structured questionnaire. The findings revealed that both the halal logo and packaging information significantly influence students' purchasing behaviour, with 98.5% of respondents indicating high levels of concern for both factors. Multiple linear regression analysis confirmed that these two factors collectively explained 38.5% of the variance in purchasing decisions, with the halal logo ($\beta = 0.472$) having a stronger influence than packaging information ($\beta = 0.350$). The study provides valuable insights for food manufacturers, marketers, and policymakers regarding halal certification strategies and transparent packaging practices to effectively cater to Muslim student consumers.*

Keywords: *Halal logo, packaging information, consumer behaviour, ready-to-eat food, university students*

Introduction

The halal food industry has garnered significant international interest over the past two decades, driven not only by religious considerations but also by consumers' demand for safe, clean, and ethically produced food. Halal certification has evolved beyond a religious symbol to become a quality standard that influences consumer lifestyle choices across various demographics (Siddiqi et al., 2024). For Muslim-majority nations like Malaysia, halal assurance is particularly crucial for consumers committed to adhering to Islamic dietary regulations. University students represent a distinct consumer segment with unique characteristics and consumption patterns. Their busy academic schedules and time constraints make them increasingly reliant on fast food and ready-to-eat (RTE) products. However, their purchasing decisions are motivated not merely by convenience, but also by the credibility and familiarity of halal certification with clear product descriptions (Rasdi et al., 2023). The halal logo serves as an immediate visual assurance that a food product complies with religious dietary requirements, simplifying decision-making for time-pressed consumers, especially when faced with a wide range of products, where not all of which are clearly labelled as halal.

Research by Rolisa et al. (2024) revealed that Muslim consumers, including students in non-Muslim regions like Bangkok, were significantly influenced by halal logos when purchasing convenience store RTE foods. This demonstrates that a halal logo represents not only religious compliance but also serves as an expression of quality and trust in the product. Beyond the halal logo, other packaging information elements such as ingredient listings, expiration dates, nutritional facts, and manufacturer details contribute to consumers' purchasing decisions. Transparent, honest, and informative packaging helps students make informed judgments about whether a product meets their religious, lifestyle, and health requirements. Rasdi et al. (2023) noted that clear packaging information facilitates higher consumer confidence and enables informed choices. For self-directed youth, particularly students facing economic and academic pressures, this information plays a crucial role in maintaining dietary discipline and adherence to moral codes. While the importance of halal certification and packaging information in influencing consumer purchasing patterns is increasingly recognised, there remains a gap in understanding how these factors specifically affect university student populations. This demographic represents a unique consumer segment, characterised by its education level, time constraints, cost-consciousness, and religious and social sensitivities. However, limited scholarly research has examined this consumer group's response to halal-certified RTE foods in real consumption contexts.

This research aims to address this gap by investigating the influence of halal logo and packaging information on students' purchasing behaviour within a systematic, quantitative framework. By highlighting the significance of religious belief, product positioning, and youth consumerism, this study contributes to both academic understanding and business practices. The findings can guide food manufacturers, marketing strategists, and halal regulators in understanding Muslim students' purchase preferences and priorities. In an increasingly dynamic consumer culture, understanding how packaging and certification influence decision-making is critical not only for market competitiveness but also for upholding halal integrity in the everyday consumption practices of young Muslims. The specific objectives of this study are: first, to determine the level of students' concern towards the halal logo in relation to their purchasing behaviour of RTE foods; and second, to identify the level of importance students place on packaging information when purchasing RTE foods.

Literature Review

Concept of Halal in Food Products

Halal food, as defined by Islamic law, encompasses any food and drink permissible for Muslim consumption. It must adhere to specific standards in preparation, processing, and ingredients to ensure cleanliness, safety, and animal welfare. The market for halal food has expanded rapidly, not only in Muslim-majority nations but also in international markets, reflecting population growth and increasing demand from non-Muslim consumers who associate halal certification with ethical and hygienic standards (Iranmanesh, 2021). This growing demand underscores the significance of halal certification not only for adherence to Islamic law but also for establishing market trust and brand positioning. A systematic review by Iranmanesh (2021) emphasised that halal food consumption is influenced by cognitive, affective, and social factors. While religious obligation remains a primary motivator, affective factors such as trust and product preference also serve as key drivers. This insight suggests that effective marketing of halal food must address both religious considerations and affective branding to appeal to a broader consumer base. Research conducted by Purwanto et al. (2020) on Indonesian non-Muslim consumers found that halal food purchasing intention is not solely based on religious factors. Other determinants, including product quality, safety, and health benefits, are equally associated with purchasing intention. The study employed the Theory of Planned Behavior (TPB) and concluded that attitude, subjective norms, and perceived behavioural control were predictive of halal food purchasing intention. These findings explain why the appeal of halal food extends beyond religious considerations to encompass global food quality and consumer trust.

Halal Logos on Products

Halal logos serve as visual indicators confirming that products have met halal standards established by Islamic authorities. For Muslim consumers, these logos verify that products fulfil religious requirements. Caraele and Raopan (2024) highlighted the importance of halal logos to Muslim Filipino consumers, confirming that they significantly influence purchase intention. Consumers perceived products with halal logos as more reliable and safer than those without such certification. Hidayati and Sunaryo (2021) identified halal certification as a key factor in enhancing brand reputation and consumer trust. Their study demonstrated that halal marking significantly improves consumers' attitudes towards brands, subsequently increasing purchasing intent. This evidence supports the notion that halal logos function not only as religious indicators but also as marketing features that enhance consumer perception. Anam et al. (2018) examined how halal logos impact consumer perceptions of product quality. They discovered that consumers with greater knowledge about halal certification were more likely to view the logo as a signal of superior product quality. This indicates that the impact of halal logos partially depends on consumer awareness and education. Brands must therefore ensure adequate communication regarding the authenticity and certification of their halal logos to maximise their effectiveness. Furthermore, the influence of halal logos extends beyond Muslim consumers. Lu et al. (2021) reported that non-Muslim consumers in Taiwan perceived halal-certified meat products as having better quality and safety. The study noted that even when religious considerations did not apply, the quality perception associated with halal logos provided added value for all consumers. This finding highlights the cross-cultural trust that halal logos can foster, expanding the market for halal-certified products.

Product Label Information

Information on product labels plays a crucial role in guiding food purchasing decisions. For Muslim consumers, labels convey information about ingredients and production processes that

may affect a product's halal status. Khan and Khan (2017) identified packaging and labelling as critical factors in determining the "halalness" of products. They found that Muslim consumers typically use ingredient and manufacturing information to verify a product's compliance with Islamic dietary laws, particularly when a halal symbol is not clearly visible. Osman (2019) discussed common issues with halal food labels and how misleading or unclear labelling can reduce consumer trust. Consumers expect integrity and transparency, particularly regarding ingredient listings and manufacturing processes. When packaging information is insufficiently detailed, consumers' perception of product credibility decreases, reducing the likelihood of purchase. Comprehensive labelling addresses not only religious compliance but also enhances trust and satisfaction among halal-conscious consumers. The E3S Conferences (2024) explained that consumers appreciate visual signals like "halal certified," "no pork," or "vegan-friendly" labels that enable quick decisions about product appropriateness. Such clear indicators are particularly valuable in shopping environments like convenience stores, where time is limited and rapid decisions are necessary. Packaging must accommodate consumers' busy lifestyles through convenient transparency. Moreover, packaging labels serve an educational function for consumers. Detailed explanations of why a product is halal, the certifying authority involved, and the sources of ingredients can provide greater assurance to customers. Companies that incorporate educational content or infographics through QR codes or website links on their labels can establish loyal customer bases that feel appreciated and informed. This approach is particularly effective with students and young consumers who value transparency and ethical branding.

Influence on Purchase Decision or Consumer Behaviour

Consumer behaviour, particularly regarding food purchases, is shaped by psychological, social, and cultural considerations. For halal food products, religious conviction significantly influences Muslim consumers' purchasing intentions. Purwanto et al. (2020) identified religious commitment, product quality, and certification trust as primary predictors of halal food purchasing behaviour among Muslim consumers. Their study demonstrated that the Theory of Planned Behavior (TPB) effectively explains consumer intentions in the halal market through attitudes, subjective norms, and perceived behavioural control. Iranmanesh (2021) emphasised that emotional factors such as trust, satisfaction, and brand commitment also influence consumer behaviour beyond religious obligation. Consumers who associate halal certification with purity, ethical treatment, and high quality are more likely to become repeat purchasers. This demonstrates that halal certification extends beyond religious compliance to encompass brand perception and foster consumer loyalty. Hidayati and Sunaryo (2021) identified brand image as a mediator of the impact of halal certification on consumer intent. Their research indicated that the presence of a halal logo, combined with positive brand perception significantly enhances purchasing intention. This supports the notion that halal business strategy must be addressed comprehensively through marketing interventions aimed at conveying trust, health benefits, and quality to reach a broader consumer market. Syarifuddin et al. (2022) found that both Muslim and non-Muslim consumers are influenced by trust in halal certificates, particularly when certification relates to food hygiene and safety. Their findings suggest that halal products can compete effectively in mainstream markets when marketed based on values such as traceability and purity. Companies should therefore leverage both religious and universal aspects of halal certification to influence mass purchasing behaviour.

Gap Between Halal Logo and Product Label Towards Consumer Behaviour

Although both product information and halal logos significantly influence consumer behaviour, differences exist in how each element is perceived and processed. Khan and Khan (2017) noted

that while halal logos provide immediate religious assurance, some consumers still seek confirmation through ingredient listings and label transparency. This dual dependency indicates that neither factor alone may be sufficient to fully influence consumer confidence. Osman (2019) suggested that the absence of detailed labelling information can cause confusion despite the presence of a halal logo. Consumers may fear hidden non-halal ingredients or unfamiliar food additives, especially in imported products. Consequently, they might avoid purchasing products even if they are halal-certified, particularly when label clarity or language accessibility is lacking. Iranmanesh (2021) explained that while halal logo visibility can establish initial trust, comprehensive labelling information provides greater depth for decision-making. This disconnect between symbol and substance can undermine brand credibility if not properly managed. For companies, this means that both visual assurance (the logo) and informative depth (the label) must be implemented to create a fully trustworthy consumer experience. Moreover, discrepancies between halal logos and the actual content on labels may raise consumer suspicions. The E3S Conferences (2024) emphasised the importance of consistency between halal logos and complete packaging information. When these elements align, especially for students and young adults, consumers experience greater security in their purchasing decisions. This sense of security contributes to brand loyalty and enhances market presence.

Methodology

Research Design

This study employed a quantitative research design to systematically collect and analyse data regarding the influence of the halal logo and packaging information on students' purchasing behaviour. The survey method was utilised to gather numerical data for identifying patterns and relationships between the variables of interest. Quantitative methods were deemed most appropriate for this behavioural study as they allow for generalisability of findings to similar populations. The systematic approach facilitated objectivity and enhanced the quality of results.

Population and Sample

The study population comprised students at Universiti Teknologi MARA (UiTM) Shah Alam, which has a predominantly Muslim student body. Simple random sampling was employed to ensure that every student in the target population had an equal chance of being selected. The sample size was determined based on established research methodology literature. Using Taro Yamane's (1967) formula and an estimated student population of 175,000 at UiTM Shah Alam with a relaxed margin of error of $\pm 10\%$, a minimum sample size of approximately 100 was calculated to be sufficient. According to Memon et al. (2020), quantitative studies in educational research commonly use 100-200 respondents, particularly for correlation or simple regression analyses. For this study, a final sample of 130 respondents was achieved, providing sufficient data to validate the findings and enhance their representativeness of actual student behaviour.

Data Collection Method

Structured questionnaires with closed-ended questions using a 5-point Likert scale were employed for data collection. The questionnaire was divided into several sections: demographic information, level of concern regarding halal logo, perceptions of packaging information, and purchasing behaviour decisions. The instrument was pre-tested with a small sample to ensure reliability and validity, with adjustments made based on feedback received. The primary data collection method was an online survey administered via Google Forms. The survey link was distributed through student WhatsApp groups, email, and university notice boards. Participation

was voluntary, and respondents were assured of the confidentiality of their responses. The data collection period spanned two to four weeks. This method proved to be cost-effective and accessible to students studying both on-campus and remotely.

Data Analysis

Data analysis was conducted using SPSS (Statistical Package for the Social Sciences), which offered a user-friendly interface for performing statistical analysis. Descriptive statistics, including frequency, percentage, mean, and standard deviation, were used to characterise respondent profiles and overall response patterns. Multiple Linear Regression (MLR) analysis was employed to examine relationships and predict the influence of halal logo and packaging information on students' purchasing behaviour. The comprehensive statistical testing capabilities of SPSS made it particularly suitable for this academic research context.

Validity and Reliability

Research validity was ensured by structuring the questionnaire based on literature review and consultation with subject matter experts. Academic advisors and field experts reviewed the instrument for content validity. To evaluate reliability, test-retest procedures was evaluated using Cronbach's alpha to ensure internal consistency of each construct within the survey. An acceptability threshold of 0.70 or higher was established as the minimum acceptable level for reliability. These measures of both validity and reliability were applied to establish confidence in the findings and support the credibility of the study's conclusions.

Data Collection Procedure

The data collection process followed a systematic approach beginning with the questionnaire development based on the literature review. The instrument was then validated through expert review and pre-testing. After incorporating necessary refinements, the finalised questionnaire was distributed to the target population via online channels. Data were collected over a specified timeframe, followed by data cleaning and preparation for analysis. Throughout this process, ethical considerations were upheld, including informed consent, confidentiality, and voluntary participation.

Results and Findings

Demographic Analysis

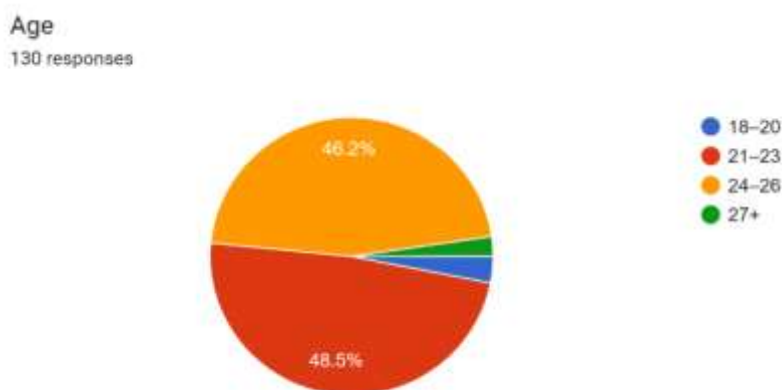


Figure 1: Age Distribution

The demographic analysis provided valuable insights into the characteristics of the respondent sample. Figure 1 illustrates the age distribution, revealing that 48.5% of respondents were between 21 and 23 years old, representing typical undergraduate students in the mid-to-late years of their programmes. The second-largest group (46.2%) comprised students aged 24-26 years, potentially representing final-year undergraduates or postgraduate students. Together, these two age groups constituted 94.7% of the sample, providing a focused representation of the core university student demographic.

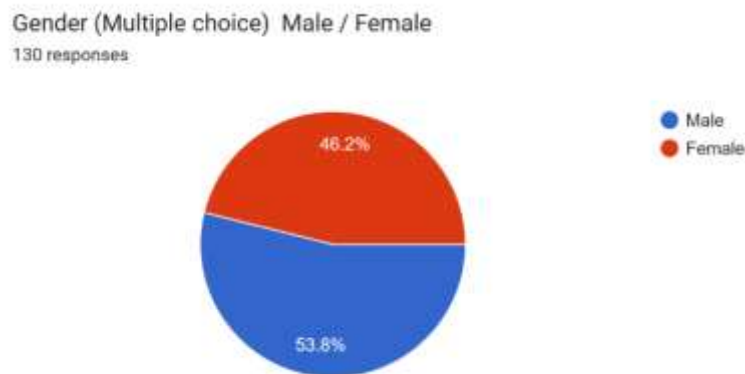


Figure 2: Gender Distribution

Gender distribution, as shown in Figure 2, was relatively balanced, with 53.8% male and 46.2% female respondents. This balance ensured that perspectives from both genders were adequately represented in the study.

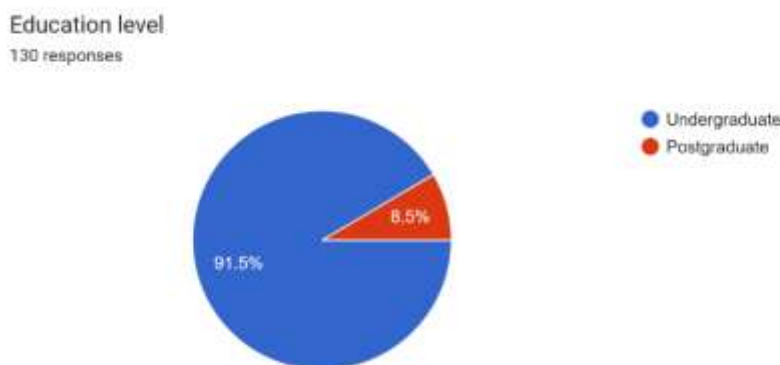


Figure 3: Educational Level

Regarding educational level (Figure 3), the vast majority (91.5%) were undergraduate students, with only 8.5% pursuing postgraduate studies. This distribution aligns with the typical composition of university enrolment and provides insights specifically relevant to undergraduate consumers of RTE products.

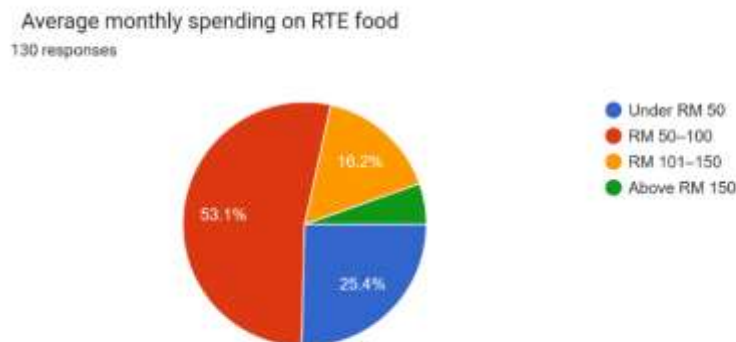


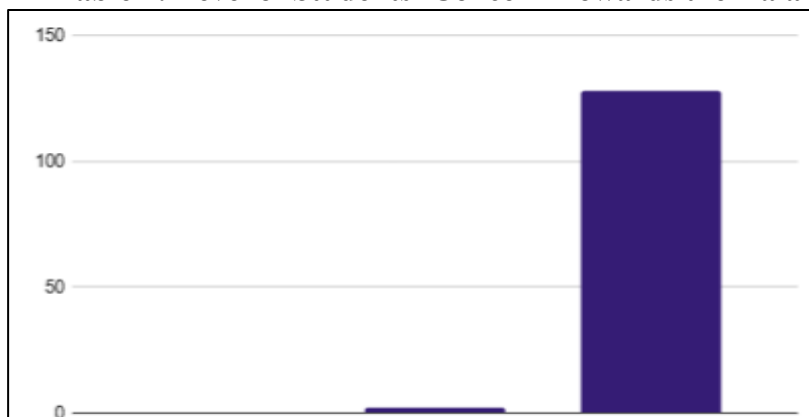
Figure 4: Average Monthly Spending On RTE Food

Figure 4 presents respondents' average monthly spending on RTE food. The largest group (53.1%) reported spending between RM50-RM100 per month, reflecting moderate consumption patterns constrained by student budgets. A quarter of respondents (25.4%) spent less than RM50 per month, while 16.2% allocated RM101-RM150 for RTE food purchases. Only a small percentage reported spending more than RM150 monthly on such products.

Level of Students' Concern Towards the Halal Logo

The first objective of this study was to determine the level of students' concern towards the halal logo in relation to their purchasing behaviour of RTE foods. Table 1 presents the classification of concern levels based on mean scores.

Table 1: Level of Students' Concern Towards the Halal Logo Score Classification



Scale of Measurement	Level
1.00 - 2.33	Low
2.34 - 3.66	Medium
3.67 - 5.00	High

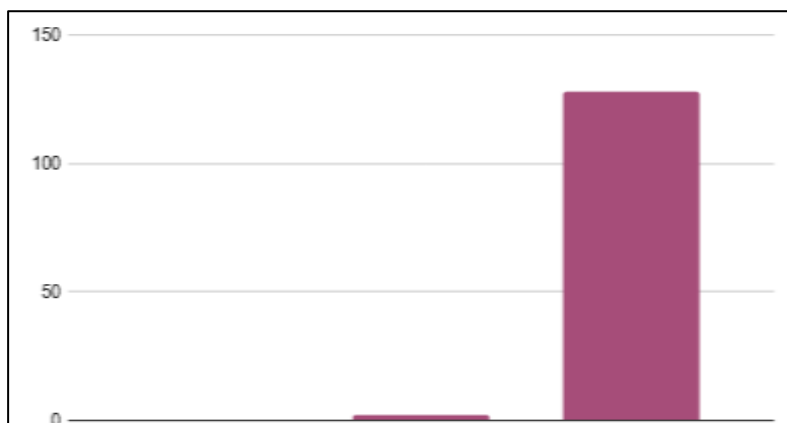
The results revealed an overwhelmingly high level of concern regarding halal logos among respondents. Of the 130 participants, 128 (98.5%) demonstrated a high level of concern, while only 2 respondents (1.5%) showed a moderate level of concern. Notably, no respondents indicated a low level of concern. This strong skew towards the "high" category indicates that halal logos are considered extremely important by nearly all respondents, likely reflecting the religious or cultural significance placed on halal certification, particularly among Muslim students. These findings underscore the critical role that halal logos play in influencing student purchasing behaviour. Given the exceptionally high concern for halal certification, food manufacturers and retailers targeting this demographic should ensure their products are visibly certified as halal. The complete absence of low-concern responses suggests that halal awareness

is deeply embedded in this consumer segment, making it an essential factor for effective food product marketing and distribution strategies aimed at university students.

Importance of Packaging Information to Students

The second objective focused on identifying the level of importance students place on packaging information when purchasing RTE foods. Table 2 presents the classification of importance levels based on mean scores.

Table 2: Importance of Packaging Information to Students Score



Scale of Measurement	Level
1.00 - 2.33	Low
2.34 - 3.66	Medium
3.67 - 5.00	High

Similar to the findings regarding halal logos, an overwhelming majority of respondents (128 or 98.5%) placed high importance on packaging information, including ingredients, expiration dates, and nutritional values. Only 2 respondents (1.5%) indicated moderate importance, and none reported low importance. This clear trend demonstrates that students are highly attentive to product label information and consider it crucial in their purchasing decisions. These findings reveal that UiTM Shah Alam students are well-educated and cautious consumers who closely monitor what they consume, possibly due to health consciousness, dietary preferences, or food safety concerns. This high level of importance placed on packaging information indicates a strong demand for transparency from food producers, particularly for ready-to-eat products. Therefore, food manufacturers and retailers should ensure that their product labels are legible, accurate, and comprehensive to meet consumer expectations and positively influence purchasing behaviour.

Reliability Analysis

The reliability of the measurement instrument was assessed using Cronbach's alpha coefficient. As shown in Table 3, the overall Cronbach's alpha value was 0.781 for 17 items, indicating satisfactory internal reliability. According to standard thresholds, values above 0.7 are considered acceptable, while values above 0.8 indicate good reliability. The standardised Cronbach's alpha was slightly higher at 0.803, confirming that items within the same scale demonstrated sufficient internal consistency. These results validate the reliability of the measurement scales used in this study, supporting the robustness of the findings.

Table 3: Reliability Statistics

Reliability Statistics		
Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.781	.803	17

Cronbach's Alpha	Cronbach's Alpha Based on Standardised Items	No. of Items
0.781	0.803	17

Multiple Linear Regression Analysis

Multiple linear regression analysis was conducted to examine the combined influence of halal logo and packaging information on students' purchasing behaviour. The following hypotheses were tested:

H₁: There is a significant relationship between halal logo and packaging information and students' purchasing behaviour.

Table 4: Coefficients Table

Model	Unstandardised Coefficients	Std. Error	Standardised Coefficients	t	Sig.	Collinearity Statistics	
	B		Beta			Tolerance	VIF
(Constant)	0.868	0.331		2.621	0.010		
Halal Logo	0.472	0.079	0.453	5.950	0.000	0.926	1.079
Packaging Information	0.350	0.084	0.319	4.189	0.000	0.926	1.079

The coefficients table above (Table 4) shows the relative influence of each factor on students' purchasing decisions. The level of concern for the halal logo had a strong positive effect on purchasing behaviour, with a β value of 0.472 and a standardised beta coefficient of 0.453, making it the strongest predictor in the model. Concern for packaging information also positively influenced purchasing behaviour, with a β value of 0.350 and a standardised beta of 0.319. Both factors were statistically significant ($p < 0.001$), indicating reliable results. The analysis also tested for multicollinearity, which occurs when independent variables are too closely correlated, potentially distorting the results. Both factors had Variance Inflation Factor (VIF) values of 1.079, well below the threshold of 5, indicating no multicollinearity issues. This confirms that both factors were statistically stable and valid predictors of consumer behaviour.

Table 5: ANOVA Table

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	4.950	2	2.475	38.273	0.000
Residual	7.926	127	0.064		
Total	12.876	129			

The ANOVA results above (Table 5) confirm the overall significance of the regression model, with $F = 38.273$ and $p < 0.001$. This indicates that the independent variables (halal logo and packaging information) collectively explain a significant amount of the variation in purchasing behaviour, thereby validating the model's fit with the data.

Table 6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.620	0.385	0.375	0.25442

The model summary above (Table 6) shows the strength and explanatory power of the regression model. The R value of 0.620 indicates a moderate to strong positive relationship between the independent variables and purchasing behaviour. An R Square value of 0.385 means that approximately 38.5% of the variance in purchasing behaviour is explained by the model. The adjusted R Square of 0.375, which accounts for sample size and the number of predictors, still indicates substantial explanatory power. The standard error of the estimate (0.25442) is relatively low, suggesting good accuracy in the model's predictions. These results confirm that both the halal logo and packaging information are significant predictors of students' purchasing behaviour towards RTE food products.

Discussion and Conclusion

This study investigated the influence of the halal logo and packaging information on university students' purchasing decisions regarding ready-to-eat (RTE) food products. The findings provide valuable insights into the consumer behaviour of Muslim students, particularly their concerns and priorities when purchasing food products. The results demonstrate that both the halal logo and packaging information significantly impact students' purchasing behaviour, with an overwhelming 98.5% of respondents expressing high levels of concern for both factors. This finding aligns with previous research by Rolisa et al. (2024), who reported that halal logos significantly influenced Muslim consumers' decisions when purchasing RTE foods from convenience stores in Bangkok. Similarly, Rasdi et al. (2023) emphasised the importance of transparent packaging in building consumer confidence and facilitating informed choices.

The demographic analysis revealed that the majority of respondents were undergraduate students aged between 21 and 26 years of age, with moderate monthly spending on RTE food products (RM50-RM100). This profile represents time-constrained young adults who rely on convenience foods while managing limited budgets. For such consumers, the halal logo serves as a critical visual cue that enables quick decision-making when selecting food products. As noted by Caraele and Raopan (2024), halal logos provide immediate assurance of religious compliance and food safety, factors that are particularly important for Muslim consumers in environments where halal options may be limited.

The extraordinarily high level of concern regarding halal logos (98.5% reporting high concern) reflects not merely religious observance but also perceptions of quality, safety, and ethical production. This aligns with Hidayati and Sunaryo's (2021) finding that halal certification significantly enhances brand reputation and consumer trust. For university students who may have limited time to thoroughly inspect products, the halal logo functions as a rapid verification mechanism that builds confidence without requiring extensive product research. Similarly, the high importance placed on packaging information (98.5% reporting high importance) demonstrates that students are increasingly knowledgeable and attentive to what they consume. This confirms Osman's (2019) assertion that transparent labelling enhances consumer trust and

satisfaction. Modern students are not only religiously conscious but also health-aware and detail-oriented, examining packaging for ingredients, nutritional content, expiration dates, and origin information. This dual focus reflects an educated consumer segment that values both religious compliance and informed consumption.

The multiple linear regression analysis revealed that both factors significantly predicted purchasing behaviour, collectively explaining 38.5% of its variance. The halal logo emerged as the stronger predictor ($\beta = 0.472$, standardised beta = 0.453) compared to packaging information ($\beta = 0.350$, standardised beta = 0.319). This supports Khan and Khan's (2017) finding that halal logos serve as primary decision-making cues for Muslim consumers, while packaging information provides secondary verification. The absence of multicollinearity (VIF = 1.079) confirms that these factors operate as distinct influences on consumer behaviour, rather than being redundant predictors. The significant relationship between these factors and purchasing behaviour has important implications for food manufacturers and marketers. Firms targeting Muslim student consumers should prioritise obtaining legitimate halal certification and displaying the logo prominently on packaging. However, they should not neglect comprehensive and transparent packaging information, as this complements the halal logo in building consumer trust. As suggested by the E3S Conferences (2024), consistency between halal certification and detailed packaging information creates a more secure and satisfying consumer experience. Universities and halal authorities also have roles to play in enhancing awareness and education regarding halal consumption. Campus initiatives could include information sessions on recognising legitimate halal certification and understanding food labelling. Such educational efforts would further empower students to make informed choices aligned with their religious and health priorities.

Conclusion

This study confirms that the halal logo and packaging information are crucial factors influencing university students' purchasing decisions for RTE food products. The findings reveal that students are discerning consumers who require both religious assurance and comprehensive product information to feel confident in their food choices. The halal logo serves as a primary decision-making cue, providing immediate verification of religious compliance, while packaging information offers supplementary details that reinforce trust and satisfaction. The exceptionally high levels of concern for both factors (98.5%) demonstrate that these elements are not merely preferred but essential considerations in students' purchasing behaviour. Food manufacturers and retailers serving this demographic must therefore ensure visible halal certification and transparent, informative packaging to meet consumer expectations and build brand loyalty. The regression model's explanatory power ($R^2 = 0.385$) indicates that while halal logos and packaging information are significant predictors, additional factors also influence purchasing decisions. Future research could explore these complementary influences, such as price sensitivity, peer influence, brand familiarity, or campus food accessibility, to develop a more comprehensive understanding of student consumer behaviour. This research contributes to the growing literature on halal consumer behaviour by focusing specifically on university students, a demographic that combines religious consciousness with time constraints and budget limitations. The findings have practical applications for food industry stakeholders seeking to effectively serve this market segment through appropriate product development, marketing strategies, and retail approaches. In conclusion, the integration of prominent halal logos and transparent packaging information represents not merely a marketing strategy but a necessary approach to addressing the informed and conscientious purchasing behaviour of Muslim university students. As this consumer segment continues to

grow in awareness and discernment, food manufacturers and retailers must adapt accordingly to maintain relevance and build lasting consumer relationships.

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