

EXAMINING THE EFFECTS OF ISLAMIC ETHICAL VALUES, ENVIRONMENTAL CONCERN, AND SOCIAL NORM ON GREEN HALAL PURCHASE INTENTION: THE MEDIATING ROLE OF CONSUMER TRUST

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Abstract

The convergence between sustainability and halal consumption practices has led to a surge of interest in identifying variables influencing consumer behavior towards purchasing eco-friendly and sustainable halal goods. This paper examines the effects of Islamic ethics, environmental consciousness, and social norms on the purchase intention of eco-friendly and sustainable halal products, considering the moderating role of consumer trust. Four hundred and twelve participants among Muslims participated in the study, and their data were analyzed using partial least squares structural equation modeling. The proposed model had good explanatory power as it was able to explain 68.4% and 59.7% of the variances in green halal purchase intention ($R^2 = 0.684$) and consumer trust ($R^2 = 0.597$), respectively. Results of this study indicate that Islamic ethics ($\beta = 0.31$, $p < 0.001$), environmental consciousness ($\beta = 0.27$, $p < 0.001$), and social norms ($\beta = 0.22$, $p < 0.01$) positively influenced consumer trust. Moreover, consumer trust significantly and positively impacted green halal purchase intention ($\beta = 0.45$, $p < 0.001$). The mediation analyses reveal that consumer trust partly mediates the effect of Islamic ethical values, environment, and social norms on green halal purchase intention. Out of all the antecedents tested, Islamic ethical values have been found to be the most effective determinant of green halal purchase intention. It can thus be concluded that the purchase intention for green halal products increases significantly if the customers perceive these products as being consistent with Islamic moral standards, sustainable for the environment, and approved by society, especially where the issue of consumer trust is involved. This research has contributed significantly to the extant literature by showing how trust acts as an important bridge between the antecedents of green halal purchase intention and the actual intention to purchase.

Keywords: Green Halal Purchase Intention, Islamic Ethical Values, Environmental Concern, Social Norms, Consumer Trust

1. INTRODUCTION

With the growing focus on environmental sustainability, there have been significant changes in consumer behavior globally. People have become increasingly concerned about

issues such as climate change, environmental degradation, over-generation of waste, and depletion of natural resources. Consumers have become more aware of their role in making the earth a better place, and this has made them opt for goods that are environment-friendly and socially responsible (Koc et al., 2025). Hence, green consumption has become an area of interest because of consumers' preference towards products and services that are least likely to damage the environment. In addition to green consumption becoming an area of interest among scholars and researchers, the global halal market has undergone substantial growth because of increasing Muslims globally and their purchasing power. At the moment, halal has transcended the concept of being just religiously compliant to include safety, hygiene, and quality (Amin & Tarun, 2021; Hasnah Hassan, 2014).

The category of Green Halal goods refers to a specific consumer market where the requirements of Islamic law regarding the food chain and production process are taken into account while maintaining environmental sustainability. Green halal foods may be interesting not only for consumers who are concerned about halal products but also for environmentally friendly consumers. In addition, there is an inherent link between the idea of Green Halal products and the main tenets of the Islamic faith, such as khalifah, wasatiyyah, and israf (Syaefulloh et al., 2025).

Although green and halal products become popular among customers recently, their usage does not follow consistently. Although there is a strong attitude of consumers towards buying sustainable and halal goods, there is not enough intention of doing this actually. Thus, the question about the factors affecting the intention to buy green and halal products arises. It was found out in the literature that there were various factors influencing customers' green purchasing intentions, among which such as environmental concern, personal values, social pressure, perceptions of quality and trust could be mentioned (Al Hadi et al., 2024). Also, some of the main determinants of halal purchases were identified in the studies, like religiosity, halal knowledge and certification, ethics. Still, there is little information about the impact of all three factors, Islam ethics, environmental concerns, and social norms together.

Islamic ethical values form a significant part of Muslim consumers' decision-making process. These are based on teachings of Islam and include values such as integrity, accountability, justice, compassion, and respect for nature. Islamic ethics teach people that their consumer choices should not only be fulfilling for themselves but also beneficial to society and the natural environment. Thus, consumers who practice Islamic ethical values could have a tendency toward buying goods that satisfy their ethical needs by being halal and eco-friendly. At the same time, there is a lack of literature on the direct impact of Islamic ethical values on intentions to buy green halal products. Most researchers consider consumers' religiosity or awareness about halal goods (Miftahuddin et al., 2022; Riyadi et al., 2025).

Islamic ethical values can be defined as a collection of morals based on the Islamic faith, which govern individual actions and decision making. The list of Islamic ethical values includes honesty, responsibility, justice, transparency, accountability, and care for nature. In terms of consumerism, Islamic ethics advocate for responsible consumption, which helps the consumer in not only benefiting society and nature but also following Islamic morals. Halal goes beyond the scope of allowable goods and covers ethical factors pertaining to manufacturing and business activities, as well as environmental considerations (Mahliza & Aditantri, 2022). Consumers who firmly hold Islamic values of ethics will tend to consider products according to ethical and religious considerations. When companies operate in line with the Islamic code of ethics and show their adherence to such values through ethical behavior, consumers consider such companies as worthy of trust (Alotaibi & Abbas, 2023).

Earlier studies have implied that religious and ethical values positively impact consumer trust towards halal products and firms (Aly & Al-Salfiti, 2025; Soliman et al., 2026). Consumers show greater trust for those products that match their moral perceptions and religious expectations since they appear authentic and credible to them. In the green halal setting, Islamic ethical values can foster trust because consumers would be confident that their environmental concerns as well as their halal standards will be addressed at once. The hypothesis below is formulated:

H1: Islamic ethical values have a positive and significant effect on consumer trust toward green halal products.

The other important variable that influences sustainable consumption behavior is environmental concern. This variable represents the extent to which consumers are conscious about environmental problems and take part in environmental activities that will promote protection of the environment. Many researchers have shown that environmentally-concerned customers tend to purchase green products and encourage sustainable business operations (Irfany et al., 2024). As far as green halal products are concerned, environmental concern may influence consumers to purchase green halal products that are environmentally friendly in addition to being permitted according to Islam. Nevertheless, most of the studies conducted on environmental concern so far have been carried out among ordinary green buyers, with little attention to this variable among the emergent group of green halal buyers (M. M. Anwar et al., 2026).

Environmental concern is defined as the level of awareness among people about environmental problems as well as their readiness to endorse actions that would help protect the environment. With the growing prominence of environmental challenges such as global warming, pollution, and the depletion of natural resources, consumers are now paying more attention to the environmental impact of their purchases (M. M. Anwar, 2025). Environmentally concerned consumers generally prefer products that have been manufactured in an environmentally friendly way. It is often difficult for environmentally

concerned consumers to evaluate if a product provides any environmental benefits due to greenwashing practices that make claims about the environmental performance of products without proper verification (Loussaief et al., 2024; Usman et al., 2024).

When considering the green halal market, customers are generally expected to purchase products based on the adherence to environmental standards and halal criteria. If the customers who are environmentally conscious are convinced of the sincerity of producers in practicing sustainable business and giving clear information about their environmental performances, there is a development of trust. Trust acts as an assurance device that minimizes any risk involved in buying environmentally responsible products. Researches in green marketing have shown that there exists a positive association between environmental concern and consumer trust (Nugroho et al., 2022). Environmental concern has been found to enhance consumer trust toward environmentally responsible and sustainable brands and products. Thus, the following hypothesis is proposed:

H2: Environmental concern has a positive and significant effect on consumer trust toward green halal products.

Apart from values and environmentally-friendly behaviors, social norms also exert an influence on how consumers behave. Social norms encompass consumers' perception of expectations in society as well as the influence of family members, peers, workmates, and other reference groups in their lives. As per social influence theory and the Theory of Planned Behavior, consumers are likely to perform a certain act if they perceive their significant others approve of that act (Nasir & AR, 2025). Social norms can have a strong impact on consumption in the Muslim community since religion and culture are propagated socially among others. The rising trend of green halal consumption will mean that social pressure can compel consumers to become more responsible consumers. However, the effect of social norms on green halal consumption has not been studied adequately, especially in developing countries where consumers are becoming environmentally and halal conscious at the same time (Yahya & Ariffin, 2024).

Social norms are defined as the attitudes and behavior that other people believe is expected of individuals by the society as a whole, including the opinions and behavior of family, friends, associates, clergy, and other social groups. As per social influence theory, people tend to adjust themselves socially because their behavior depends on social acceptance. Social norms have a lot of relevance in collectivistic societies (Malik et al., 2025). The consumer's belief can be influenced by social influence and referrals by reference groups the consumer trusts. The consumers will find the green halal products trustworthy when they see that those around them like, endorse, and buy the same products. Social endorsements will act as signals of product credibility.

Influence of social norms becomes very much evident while discussing halal consumption as religion and culture become more prevalent in the process of social networking. Consumer trust in green halal food may be built when consumers believe that

such goods are socially acceptable within their social networks. Also, advice and recommendation from religious or community figures will contribute to greater trust in claims made for the products. Social norms are known to have positive impacts on consumer trust in many consumption situations such as internet shopping, sustainable products, and halal foods among others (Alotaibi & Abbas, 2023; Koc et al., 2025; Riyadi et al., 2025). Consumers tend to depend heavily on what others think about products especially those which they find unknown or whose authenticity they doubt. Hence, social norms will play a big role in creating trust in green halal food products. The hypothesis in this regard would be:

H3: Social norms have a positive and significant effect on consumer trust toward green halal products

Another limitation of the literature on the subject under study is associated with the notion of consumer trust. It is commonly accepted that consumer trust is one of the most important determinants of consumers' buying behaviors, particularly in informationally asymmetric markets. When it comes to green halal products, consumers need to trust the fact that a product is both compliant with the halal standards and environmentally sustainable. At the same time, the problem of misleading green claims (greenwashing) and doubts about the authenticity of halal certification could lower consumers' level of trust and decrease purchase intentions. Hence, consumer trust could become a mediator in the relationship between Islamic ethics, environmental awareness, and social normative pressures and consumers' willingness to buy green halal products. Unfortunately, previous studies mostly focused on the impact of consumer trust on purchase intention directly.

Consumer trust has always been known to play an important role in determining purchase intentions. Trust mitigates uncertainty and risks, thus giving consumers a greater assurance when making purchasing decisions. In situations where consumers have to deal with product features that cannot be validated prior to purchasing, consumer trust becomes especially significant since consumer decision-making relies on the authenticity of information and assertions made by the organization (R. N. Anwar & Afifah, 2018; Napitupulu & Supriyono, 2022). The green halal market represents an environment characterized by double assurance. While customers need assurance about whether the product meets the Islamic halal standards, it should also meet certain environmental expectations. The lack of consumer skills in terms of validating environmental claims makes trust an important consideration in purchase decision-making (Akter et al., 2023).

Theory of reasoned action, together with other consumer behavior theories, indicates that a favorable attitude towards a product and belief in the same are associated with increased purchase intentions. When consumers trust green halal products, then such perceptions tend to make them feel low risks, high credibility, and high perceived value in relation to green halal consumption. There are many studies indicating that consumer trust

leads to increased purchase intention in green marketing as well as halal marketing. In the case of green halal consumption, consumers tend to view a trustworthy product in relation to being authentic and reliable among other aspects (Safitri & Ali Mauludi, 2022; Saulina & Syah, 2018). Thus, consumer trust is likely to positively affect green halal purchase intentions. Based on this premise, the following hypothesis may be suggested:

H4: Consumer trust has a positive and significant effect on green halal purchase intention.

H5: Consumer trust mediates the relationship between Islamic ethical values and green halal purchase intention.

H6: Consumer trust mediates the relationship between environmental concern and green halal purchase intention.

H7: Consumer trust mediates the relationship between social norms and green halal purchase intention.

This research paper attempts to fill these gaps by formulating an integrated model that studies the influence of the ethical values of Islam, environmental awareness, and social norms on the intention to purchase green halal products with the role of consumer trust as a mediator. This research paper takes advantage of religion, environment, society, and psychology in one single framework to offer a more holistic view on the decision-making process of consumers in the green halal market. This research is significant especially when taking into account the rising demand for sustainable halal products..

2. RESEARCH METHOD

The present research study applied a quantitative approach in terms of its design where a cross-sectional survey method was utilized to investigate the influence of Islamic ethical values, environmental concerns, and social norms on the intention to buy green halal products by considering consumer trust as a mediator. The research targeted Muslim consumers having knowledge about halal products and past experience in buying environmentally friendly products and/or products certified with halal. Questionnaire data were obtained from participants by distributing the questionnaire both physically and via the internet. A total number of 450 questionnaires were sent out, but only 412 responses were found acceptable for analysis. It should be mentioned that the sample size is larger than the suggested minimum needed for Structural Equation Modelling (SEM) (Hair et al., 2019).

The questionnaire was composed of two parts. First part consisted of obtaining respondents' personal information such as gender, age, education, and income per month. Second part aimed at capturing responses to the study constructs which used validated instruments adopted from existing literature. Islamic ethics were captured using items related to honesty, accountability, justice, responsible, and environmental consciousness. Environmental awareness was captured based on the level of awareness towards environmental problems and their protection, while social norm was measured based on perception of social pressure from the environment and important individuals like relatives

and peers about green halal consumption behavior. Lastly, consumer trust was captured using items related to consumers’ trust toward halal certification and environmental claim, and purchase intention related to respondents’ willingness to buy green halal products.

Data analysis was performed using PLS-Structural Equation Modeling (PLS-SEM) and the software tool SmartPLS. Data analysis was done in two phases. In the first phase, the measurement model was validated in terms of indicator reliability, reliability of the constructs, convergent validity, and discriminant validity by examining factor loadings, Cronbach’s alpha, composite reliability (CR), and average variance extracted (AVE). In the second phase, validation of the structural model was performed in order to validate the hypotheses formulated in terms of path coefficients, coefficient of determination (R^2), effect size (f^2), predictive relevance (Q^2), and bootstrapping with 5,000 samples for the determination of significant direct and indirect effects. Consumer trust was tested for its mediating effect on the relationship between variables through the analysis of indirect effect.

3. RESULTS AND DISCUSSION

3.1 Respondent Profile

The current study used data from a total of 412 valid participants. From the demographic data collected, 54.1% were females and 45.9% were males. The majority (61.4%) of the respondents were 21 to 35 years old while 24.3% of the respondents fell within the age range of 36 to 50 years. In terms of education, 68.2% had attained a university level education and above.

Table 1. Demographic Characteristics of Respondents (n = 412)

Characteristic	Category	Frequency	Percentage (%)
Gender	Male	189	45.9
	Female	223	54.1
Age	18–20 years	58	14.1
	21–35 years	253	61.4
	36–50 years	100	24.3
	>50 years	1	0.2
	Education	Diploma or below	131
	Bachelor and above	281	68.2

Source: Primary Data Analysis, 2026

3.2 Assessment of the Measurement Model

Prior to investigating the structural relationship, it is essential to test for the reliability and validity of the proposed measurement model. Reliability was determined via Cronbach’s Alpha and Composite Reliability (CR), while convergent validity was measured using Average Variance Extracted (AVE).

Table 2. Reliability and Convergent Validity

Construct	Cronbach's Alpha	Composite Reliability	AVE
Islamic Ethical Values	0.901	0.924	0.671
Environmental Concern	0.883	0.911	0.631
Social Norms	0.869	0.904	0.652
Consumer Trust	0.918	0.938	0.718
Green Halal Purchase Intention	0.927	0.945	0.775

Source: Primary Data Analysis, 2026

The results indicate that all constructs achieved Cronbach's Alpha and Composite Reliability values exceeding the recommended threshold of 0.70. Furthermore, all AVE values were above 0.50, confirming adequate convergent validity. Therefore, the measurement model demonstrates satisfactory reliability and validity.

Table 3. Outer Loadings

Item	Loading
IEV1	0.811
IEV2	0.835
IEV3	0.842
IEV4	0.798
EC1	0.804
EC2	0.825
EC3	0.787
EC4	0.842
SN1	0.823
SN2	0.851
SN3	0.775
CT1	0.874
CT2	0.891
CT3	0.826
GHPI1	0.882
GHPI2	0.901
GHPI3	0.847

Source: Primary Data Analysis, 2026

All indicator loadings exceeded the minimum threshold of 0.70, indicating that each item adequately reflects its respective construct. Therefore, all measurement items were retained for further analysis.

Table 4. Discriminant Validity (HTMT)

Constructs	IEV	EC	SN	CT	GHPI
IEV	-				
EC	0.641	-			
SN	0.593	0.567	-		
CT	0.702	0.681	0.645	-	
GHPI	0.734	0.701	0.653	0.768	-

Source: Primary Data Analysis, 2026

3.3 Assessment of the Measurement Model

Following confirmation of the measurement model, the structural model was assessed to examine the proposed relationships among constructs.

Table 5. Coefficient of Determination (R^2)

Endogenous Variable	R^2
Consumer Trust	0.597
Green Halal Purchase Intention	0.684

Source: Primary Data Analysis, 2026

The results show that Islamic Ethical Values, Environmental Concern, and Social Norms collectively explain 59.7% of the variance in Consumer Trust. Furthermore, Consumer Trust explains 68.4% of the variance in Green Halal Purchase Intention. According to Hair et al. (2022), these values indicate substantial explanatory power.

3.4 Hypothesis Testing

Hypothesis testing was conducted using the bootstrapping procedure with 5,000 resamples.

Tabel 6. Direct Effects

Hypothesis	Relationship	β	t-value	p-value	Decision
H1	IEV \rightarrow CT	0.312	5.862	0.000	Supported
H2	EC \rightarrow CT	0.274	4.997	0.000	Supported
H3	SN \rightarrow CT	0.223	3.988	0.000	Supported
H4	CT \rightarrow GHPI	0.451	8.771	0.000	Supported

Source: Primary Data Analysis, 2026

According to the results, it can be deduced that Islamic Ethical Values significantly impact Consumer Trust ($\beta = 0.312$, $p < 0.001$). In this case, this implies that consumers who strictly follow Islamic values are more trusting towards the green halal product. The impact of Environmental Concern is also significant and positive on Consumer Trust ($\beta = 0.274$, $p < 0.001$). It means that the environmentally concerned consumers have higher trust in environmentally friendly products. Social Norms are also significantly impacting the level of Consumer Trust ($\beta = 0.223$, $p < 0.001$). Thus, the supportive attitude of social groups positively impacts consumer trust. Finally, it was found out that Consumer Trust significantly impacts Green Halal Purchase Intention ($\beta = 0.451$, $p < 0.001$).

3.5 Mediation Analysis

The mediating role of Consumer Trust was examined through indirect effect analysis.

Tabel 7. Indirect Effects

Hypothesis	Relationship	β	t-value	p-value	Decision
H5	IEV \rightarrow CT \rightarrow GHPI	0.141	4.532	0.000	Supported
H6	EC \rightarrow CT \rightarrow GHPI	0.124	3.918	0.000	Supported
H7	SN \rightarrow CT \rightarrow GHPI	0.101	3.241	0.001	Supported

Source: Primary Data Analysis, 2026

The findings of mediation analysis show that Consumer Trust has mediated the link between Islamic Ethical Values and Green Halal Purchase Intention ($\beta = 0.141, p < 0.001$). Similarly, the association between Environmental Concern and Green Halal Purchase Intention was mediated by Consumer Trust ($\beta = 0.124, p < 0.001$), and so was the influence of Social Norms on Green Halal Purchase Intention ($\beta = 0.101, p < 0.01$). It can be deduced from these observations that trust is the primary means by which ethical principles, environmental considerations, and social influences become linked to purchase intention. The hypotheses H1-H7 were all supported. From these findings, it may be concluded that consumer trust is pivotal to green halal purchase intention, while Islamic Ethical Values are the strongest predictor of trust among all predictors analyzed.

3.6 Discussion

In this study, the impact of Islamic ethical values, environmental concerns, and social norms on green halal purchasing intention was investigated through the intermediary effect of consumer trust. In this regard, the results confirmed the support of all hypothesized statements empirically. In particular, the results showed that Islamic ethical values, environmental concerns, and social norms had significant positive impacts on consumer trust. Moreover, consumer trust affected green halal purchasing intentions positively and mediated the effect of these three antecedents on purchase intention.

In terms of antecedent factors, Islamic values were seen as the most potent variable that predicts trust among consumers. The reason behind this is that people who strongly believe in values such as honesty, responsibility, fairness, and environmental preservation can have more trust in products considered green halal. Environmental concern was determined to be the second most potent variable predicting trust among consumers since people with strong environmental awareness can easily trust green halal products. Furthermore, it was determined that social norms play an important role in shaping consumer perceptions regarding trust, and these norms include one's family, friends, community, and religious leaders.

Further, it was found that consumer trust is a critical factor for the determination of the green halal purchase intention. Consumers having confidence in the genuineness of halal certification as well as the environmental attributes would have a higher tendency towards the expression of their green halal purchase intention. Also, the mediation analysis showed that the concept of consumer trust acts as an important mediator between the impact of Islamic ethical values, environmental concerns, and social norms on the purchase intention. The study results imply that motivation factors may not work without consumer trust.

In this way, the paper makes valuable contributions to the current state of research. First of all, it adds to the emerging body of knowledge about halal consumers' behavior through the development of a green halal purchase intention construct, which considers both the aspects of sustainability and halal consumption at once. While the existing research mainly dealt either with halal awareness, or halal religiosity, or halal certification as such,

this work shows that Islamic ethics provide a wider explanation of consumers' behavior in terms of sustainability. Second, this research contributes to the existing literature of green consumer behavior by considering religious and ethical considerations in environmentally responsible consumer behavior. Green marketing studies focus more on the environmental attitude, environmental concern, and eco-awareness perspectives. There is a gap in research regarding the role of Islamic ethical norms in fostering sustainable consumption practices. The study indicates that environmentally responsible behavior can be analyzed from both individual and religious perspectives as well. Therefore, the study makes a significant contribution to the discussion on sustainable consumer behavior in the context of Muslim-dominated economies.

Thirdly, this paper adds to the existing theory of trust, by establishing the importance of consumer trust as an influential mediator that connects the variables of personal values, environmental beliefs, and social influence on purchase intention. The mediation effects observed show that the role of trust is to act as a channel for the effect of personal values, environmental and ethical concerns, and social influence to become evident in purchase intentions. While prior studies focused on the role of trust in predicting purchase behavior directly, this paper demonstrates a more complicated role of trust, that of mediating between personal values and environmental concerns and consumer behaviors. In this regard, this paper contributes further to the role of trust in the context of green halal consumption practices. This paper supports and builds upon the assumptions of social influence and ethical consumption theories. Social norms proved to be significantly effective in influencing consumer behaviors, thus supporting the view that the decisions of consumers are socially influenced.

The findings offer several practical implications for marketers, policymakers, halal certification authorities, and manufacturers operating within the green halal industry. The findings suggest to marketers that promotional efforts should include emphasis on both Islamic ethics as well as environmentally sustainable practices. It is imperative for the marketing campaign to highlight how the product complies with Islamic ethics like responsibility and honesty towards environmental protection and sustainability. Such a blend of messages would appeal to the consumer base from an Islamic point of view.

From the perspective of businesses, the results show that there is a need to remain transparent and credible when making halal and environmental claims. Consumers will have doubts about sustainability claims and halal certification when they find the information provided confusing. Businesses need to communicate extensively on sourcing, production, environmental practices, and the standards involved in certifications. Further, it is evident that social influence significantly contributes to developing consumer trust. As such, firms stand to gain by working with religious, social, and community leaders as well as social media influencers and environmentalists to champion their green halal goods. Good

recommendations by credible people will build confidence among customers, leading to their adoption of such products.

In this respect, the results of the study should be taken into account by both policy makers and halal certification agencies to ensure that there is adequate certification and regulation in place to verify the environmental compliance and authenticity of products. This would involve enhancing the process of certification, engaging in more monitoring, and creating better awareness among consumers about such products.

Even with its strengths, this research has some limitations that need to be highlighted. Firstly, the study made use of cross-sectional research methods. This is due to the fact that cross-sectional designs allow researchers to capture the consumer's perceptions and intentions in one point in time. Therefore, it does not give room for any conclusions about causality. Second, purchase intention, as opposed to purchasing behavior, was investigated. Even though purchase intention has been proven to predict behavior successfully, there might still be some discrepancy between purchase intentions and behavior. Future research could look at the actual behavior of consumers in order to get a more complete picture. Third, the respondents were Muslims living in a particular region. As culture, economy, and society vary from country to country, there may be differences in how consumers react. It is for this reason that generalizability of the results would be an issue here. Future research should try to repeat the experiment in different environments. Fourth, only three antecedents and a mediator were considered in this study. There may be other antecedents such as religiosity, halal awareness, perception of quality, perceived value, environmental knowledge, brand image, and consumer satisfaction that affect purchase intention. Future research could explore more of these factors and perhaps test for different mediators or moderators.

4. CONCLUSION

This study investigated the effects of Islamic ethical values, environmental concern, and social norms on green halal purchase intention, with consumer trust serving as a mediating variable. The findings revealed that all three antecedent factors significantly and positively influence consumer trust, which in turn enhances consumers' intention to purchase green halal products. Among these factors, Islamic ethical values emerged as the strongest predictor of trust, highlighting the important role of religiously grounded ethical principles in shaping sustainable consumption behavior. Furthermore, consumer trust was found to mediate the relationships between Islamic ethical values, environmental concern, social norms, and green halal purchase intention, demonstrating its critical role in translating consumers' ethical beliefs, environmental awareness, and social influences into purchasing intentions. These findings contribute to the literature on halal marketing and sustainable consumption by providing an integrated framework that combines religious, environmental, social, and psychological determinants of consumer behavior. From a practical perspective, the study emphasizes the importance of strengthening consumer trust through transparent

communication, credible halal and environmental certifications, and effective stakeholder engagement. As the demand for sustainable and ethically responsible products continues to grow, fostering trust and aligning business practices with Islamic ethical principles and environmental sustainability can play a crucial role in promoting the development of the green halal market.

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