

ANALYSIS OF MUSLIM CONSUMER BEHAVIOR TOWARDS HALAL PRODUCTS: A MOTIVATION THEORY PERSPECTIVE

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Abstract

This study aims to explore the influence of religious motivation, social influence, and awareness of sustainability on the purchasing decisions of halal products among Muslim consumers. The issue raised is how these three factors interact and affect consumer behavior. A qualitative research method was employed through in-depth interviews with 30 respondents who are halal product consumers in Makassar. The results indicate that religious motivation is the primary driver, followed by social influence and sustainability awareness, reflecting a paradigm shift in consumer behavior. As many as 80% of respondents cited religious motivation as the main factor, while 60% indicated that sustainability also influences their decisions. The conclusion drawn from this research is that to enhance the appeal of halal products, producers should consider sustainability aspects and social influences, while continuing to reinforce religious values in product marketing. These findings have significant implications for developing more effective halal product marketing strategies in a market increasingly aware of sustainability issues.

Keywords: Consumer Behavior, Halal Products, Motivation Theory, Islam, Consumer Psychology