

Why Gen Z Comes Back for Halal Food Products: The Role of Religiosity and Self-Congruence

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Abstract:

Innovation ambidexterity—the ability to balance exploration and exploitation—has emerged as a strategic imperative for small and medium-sized enterprises (SMEs), particularly in dynamic and resource-constrained environments. While much of the literature has focused on large firms in developed economies, research on SMEs, and especially those in ASEAN contexts, remains fragmented. This paper provides a critical literature review of studies published between 2020 and 2025, synthesizing evidence on the determinants of SME ambidexterity. Eight core determinants are identified: knowledge management, entrepreneurial orientation, formalization, market orientation, networking, technological capability, organizational context, and environmental dynamism. Drawing on recent empirical and conceptual studies, the review highlights that ambidexterity emerges not from isolated factors but from their interdependencies across multiple levels. Building on these insights, the paper proposes a multilevel framework integrating individual, organizational, and environmental determinants. The review further identifies methodological gaps (e.g., reliance on cross-sectional designs), contextual gaps (ASEAN underrepresentation), and thematic gaps (limited integration of digitalization and sustainability). The findings contribute to theory by advancing a holistic understanding of ambidexterity and to practice by offering guidance for SME managers navigating digital transformation, sustainability imperatives, and volatile markets.

Keywords: *Innovation ambidexterity; small and medium-sized enterprises (SMEs); ASEAN; knowledge management; entrepreneurial orientation; digital transformation; sustainability; multilevel framework*

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INTRODUCTION

Globally, the halal food market has been growing pretty quickly, and it is currently estimated to be valued over \$2 trillion USD (Sujibto & Fakhruddin, 2023). However, the phrase "halal products" refers to a variety of goods from the food industry as well as the pharmaceutical, cosmetic, and logistics sectors (Othman & Isa, 2022). The importance of maintaining halal integrity in the food supply chain is discussed, shedding light on the applicability of laboratory tests and scientific bases to assess a product's halal status (Soon et al., 2017). There is a huge demand for halal items. A substantial portion of the 1.7-billion-person customer base, or up to 2.3 trillion US dollars in market value, are Muslims.

When it comes to halal product purchasing habits, consumer impression is very important. The expansion of halal markets worldwide is influenced by the code of behavior that non-Muslim customers follow, which has been linked to their buy incentive for halal food items (Haque et al., 2015).

There are pressures and demands on the global halal food sector that both excite and frighten. Halal food chains have the potential to boost the food production industry's efficiency and give companies an opportunity to sell their goods internationally (Azmi et al., 2018). States like Malaysia and Indonesia, in particular, focus their efforts on the growth of halal businesses that boost export competitiveness (Masruroh, 2020).

Consumer behavior research looks at how consumers use the things they purchase to satisfy their needs and why they select certain products over others (Neckel & Boeing, 2017). The various factors that impact customers during the purchasing process are the main focus of consumer behavior. Understanding customer behavior aids in the creation of successful marketing strategies by enabling marketers to spot untapped possibilities. These marketing strategies are essential to the success of businesses since satisfied customers translate into higher profits. Consumer behavior examines the motivations for, attitudes about, and decisions made by individuals, groups, or businesses regarding goods.

Then, in understanding how these behaviors are influenced by culture, class, peers, and media messages. As stated by Luong et al. (2017), consumer behavior also focuses on impact of psychological factors such as perception, learning, motivation and personality of consumers on those choices. Additionally, from the research done by Adiguzel Asst and Yazici (2019) describe consumer behavior in a way that extends beyond the act of buying by including the acts that transpire after a buyer has acquired a product or has received a service.

The consumer behavior of the Generation Z is different from other generations of consumers. According to Su et al (2019) consumers of the generation high environment awareness consider environmental and health aspects as important while the generation with low environment awareness consider other factors such as price and time convenience. In addition, Thangavel et al. (2021) stated that there is a need to understand the consumption behaviors of the Generation Z since they analyze and approach consumption different from the previous generations.

The modernization of oil-rich Arabian nations, along with the rising Muslim populations in Indonesia and Malaysia, with the global expansion in the Muslim demographic, has generated significant interest in research on Muslim consumer behavior (Tuhin et al., 2022). This indicates that numerous prior studies have concentrated on Muslim consumer behavior about the purchase of items or services, prompted by the growing Muslim population globally.

CONSUMER BEHAVIOR IN HALAL FOOD PURCHASING

The behavior of consumers relating to Halal food products is a topic of study interest for many scholars in various disciplines within the food industry. The research findings suggest that psychological perception plays a role in consumers' decision-making regarding purchase of halal foods. Market studies, including that done by Priatini et al. (2019), show that perception has the greatest significance on customers' attitudes and behaviors regarding halal food.

Another concern to discuss is how several attributes like religiosity, awareness, trust and others that work in connection with consumers regarding the halal food as explained in the research conducted by Hasibuan et al.,

(2021). At the same time, the theory of planned behaviors can be categorized as a strong theoretical background to consider consumer behavior concerning halal foods. An example of the application of this theory was carried out by Soon & Wallace (2017) that explored how the decision to consume halal foods and a related consumption pattern differed across different customer groups.

Additionally, Bashir (2019) stated perception, attitude and awareness, explain customer decisions of halal food products. Recognition of Halal food product such as the Halal label and symbols together with consumer knowledge and perception towards halal impact customers' buying behavior. Moreover, the research by Nur et al., (2021) revealed that faith, acceptance and lifestyle have an impact on the consumers' perceptions on the halal food products. Teng et al. (2018) show that education and awareness programs have a positive impact on customer acceptance of halal products by positively configuring customers' perception and attitude due to availability of information.

MUSLIM GEN Z CONSUMER BEHAVIOR IN HALAL FOOD PURCHASING

The next earlier study related to the consumer behavior of Muslim Gen Z and the halal food products. The knowledge of Gen Z about their buying behaviors, particularly in halal food goods, was investigated in the prior study by Purnasari et al. (2023). According to the study, it was concluded that for Muslim Generation Z consumers, knowledge plays a worthy role in shaping their consumption decision, specifically with regards to halal foods.

The following study conducted by Irfany et al., (2024) seek to explain the antecedents to the purchasing behavior of Muslim Gen Z consumers towards Halal products. This research shows that the following factors such as halal accreditation, religious, and educational backgrounds are the attributes that will influence the buying behavior of the Muslim Gen Z consumers on Halal food products.

Then, according to the research conducted by Juliana et al. (2024b), the two determinants that affect the behavioral intention of Muslim Gen Z to buy halal food through Shopee Food are subjective norms followed by perceived behavioral control.

In addition, some of the factors include halal awareness, promotion, and halal social media marketing affect the intention of purchase of halal foods for Gen Z Muslim population (Nadiya & Rahmawaty, 2023). This suggest that with regards to purchasing halal food from online shops the decisions made by Gen Z Muslim customers will be affected by the following factors.

However, Md Taib et al. (2022b) suggested that subjective norms, perceived behavioral control and attitude should comprise the predictor variables for the buying behavior of Muslim Gen Z in Malaysia regarding Halal foods. Applying the deployment of the research elements can improve the understanding of Muslim Gen Z consumers in the purchase of the halal food products.

CONSUMER REPURCHASE INTENTION

Subsequently, the research pertaining to consumer behavior focuses on consumer repurchase intention. Zhang & Nuangjamnong (2022) assert that consumer repurchase intention is a prevalent subject of investigation among researchers due to its significance in business strategy. Consumer repurchase intention refers to the likelihood of a consumer purchasing items or services from the same company again (Wahyuningsih et al., 2022).

The study by Zhang & Nuangjamnong (2022) focus on identifying factors to online repurchase intension with reference to e-commerce sites. The results of this research show that various aspects affect repurchase intention among consumers. This brings out the determinant which they call perceived expense. This is because they feel that as consumer, they will continue to buy the products and services, if only they feel that the cost is reasonable.

Next, Wahyuningsih et al. (2022) reasoned that one other factor impacts customers' readiness to repurchase afterwards. According to the study, consumer's buying of the same products or services happens when the consumers is satisfied and trusts in the former. This thereby means that consumers can rely on a firm's products or service if they have had a positive experience while engaging the products or services.

Additionally, Putri & Yasa (2022) postulate that brand image plays a role of mediator within the context of consumer repurchase intention. Brand image is the store or how brand information affects the perception of the products created or the services that are to be delivered to the consumers.

PAST STUDIES RELATED TO CONSUMER REPURCHASE INTENTION

The first research article on consumer repurchase intention is by Hellier et al (2003) who examine consumer repurchase intention by using a comprehensive structural equation model. In a bid to accomplish this, it is the intention of this paper to evaluate a common theory on the extent of intention to repurchase a particular service given the factors such as perceived quality, perceived fairness, perceived value, customer satisfaction, past loyalty, perceived change, and brand preference.

Subsequently, to collect data for the paper and establish the measurement scales for the model, the study utilizes a survey. The model utilizes confirmatory factor analysis together with the relevant parameter estimates. A second modified model incorporating the chosen consumer groups is subsequently developed and analyzed using structural equation modelling to assess its alignment with the general model for the empirical data.

Moreover, the findings of this article indicate that customer repurchase intentions stem from perceptions of quality, equity, and value, satisfaction levels, prior loyalty, anticipated switching costs, and brand preference. This research shows how consumer appraisal of value defines loyalty and the proposition that subjective equity and value form part of the general framework of the study. This suggests the need for subsequent research to improve the general research sections.

The next prior research that analyses consumer repurchase intention is the study carried out by Ebrahim et al. (2016), but this study has a different purpose. The aim was to determine the level of impact of experience on consumers' brand preference and their willingness to make a repeat purchase. Further, it sought to establish whether brand preference would mediate the relationship between consumer experience and repurchase intention, and whether product participation would moderate this relationship.

Finally, the findings of this research reveal that consumer experience has a positive association with brand attitude and behavioral intention. Brand preference was identified as a mediator of consumer experience and repurchase intention.

MUSLIM GEN Z CONSUMER REPURCHASE INTENTION

The initial research conducted by Marmaya et al. (2019) examines non-Muslim consumer attitudes and repurchase intentions for halal food products. This study aims to explore the factors influencing non-Muslim

consumers' attitudes and their repurchase intentions regarding halal food products in Malaysia, identify the essential components of non-Muslim consumers' attitudes towards halal food, and examine the impact of halal certification.

Furthermore, the findings indicate that consumers' attitudes and repurchase intentions are influenced by characteristics such as religious adoption, lifestyle, halal awareness, prior experiences, and the utilization of halal logos among non-Muslim customers in their acceptance of halal meals. The study by Marmaya et al. (2019) primarily aims to examine the elements that define halal dimensions of purchase intention and identify which of these elements foster intention and ultimately result in consumer purchases.

The findings of this study indicate that the significant elements influencing customers' purchasing intents for Halal meals encompass Halal certifications, Halal logos, Halal storage conditions, and Halal ingredients. A study was conducted by Rus & Rusli (2015) in recent past which focuses on halal products purchase intention through attitude, subjective norms, and perceived behavioral control. This paper specifically seeks to ascertain the differences in purchase intentions among males and females, as well as across various ethnicities and religions. Furthermore, it aims to elucidate the correlation between the independent variables. From the model, the self-reported predictors include attitude, subjective norm, perceived behavioral control, and purpose. The study's results indicate that attitudes, subjective norms, and perceived behavioral control significantly influenced consumers' intentions to purchase Halal items in Malaysia.

SELF-CONGRUENCE

According to Zogaj et al. (2021), self-congruence refers to the alignment between the customer's self-perception and their desired identity. Furthermore, Lo & Tseng (n.d.-b) describe self-congruence as the consumer's self-concept, which reflects an individual's subjective perspective. Self-congruence refers to the consumer's impression of items or services.

Subsequently, Joshi & Garg (2022a) assert that consumers who regard themselves as religious tend to choose halal products, anticipating that such purchases will elevate their self-concept. The concept aligns with their true identity.

Moreover, Y. Li et al. (2022b) asserted that self-congruence is associated with self-concept theories. Self-congruence can be defined as the product of an individual's self-conceptualization, image, or preferences. Self-congruence will affect consumer behavior during the purchase of products or services. This indicates that consumers will purchase things according to their self-congruence. This is due to their reliance on self-congruence while purchasing products or services. For instance, when individuals intend to purchase beauty items, they will prioritize their self-congruence.

PAST STUDIES RELATED TO SELF-CONGRUENCE

The initial study pertaining to self-congruence is conducted by Seong Lim and Asiah Omar (2019), which examines the social intention model: the impact of self and societal dimensions on students' social intentions. The study aims to understand how personal characteristics such as self-congruence and social norms affect students' willingness to engage in business activities with the objective of purchasing products or services.

The study's findings indicate that self-congruence significantly influences students' intentions to volunteer in social entrepreneurship activities. Consequently, the study indicates that self-congruence will affect human behavior and intentions in many actions, which can also be applied in this research.

Another study by Chauhan et al (2021) which documented the impact of self-congruence and impulse buying for users on shopping behavior in social networking platforms. It was the intention of this study to examine the relationship between self-congruence, impulse buying, hedonic values and consumer satisfaction while proposing hedonic values and impulse buying as mediators. The findings pointed to a positive relationship between hedonic values, self-congruency, impulse buying and customer satisfaction. This means customer with high self-congruence will feel like buying things impulsively and will result to higher satisfaction levels and hedonic values on the purchased products.

Lastly, the research that is related to self-congruence is the one which is conducted by Suyoto & Tannady (2022) to assess the impact of self-congruence that is ideal on the loyalty of customers to luxury firms operating in Indonesia. The survey will seek to look at the correlation between ideal self-congruity, brand attachment and brand patronage. Accordingly, the study established a significant relationship between ideal self-congruence and brand love, and between ideal self-congruence and brand loyalty coupled with the same type of relationship between brand love and or brand loyalty.

RELIGIOSITY

This plan of religion subdivides into inherent and relational aspects. Analytically, there is the distinguished between intrinsic religiosity that concerns faith within an individual and extrinsic religiosity that is concerned with social relations of religion (Steger et al., 2010). This indicates that religion can be demonstrated by two factors such as internal and external, though here internal refers not to a firm's own structure or organizational network but to its industry instead. Religiosity can be delineated as individual faith for some, while others perceive it as a social dimension of religion.

Another significant reason is that research has demonstrated a correlation between religiosity, diminished boredom, enhanced meaning, and improved psychological well-being. Tilburg et al. (2019) contend in their study that religiosity is associated with individuals' altruistic tendencies and their value systems. Religiosity can affect human behavior when making decisions to act or purchase.

Pfund et al. (2022) assert that religiosity is a complex and dynamic construct, and its evolution during adolescence significantly influences one's sense of purpose in life. In addition, according to the research conducted by Janssen & Scheepers (2018), cultural as well as the gender diversity will moderate the links between the religious factors and a number of behaviors and attitudes.

Further analysis shows that the religious messages affect the consumer reactance and self-control based on the levels of religious activation where, religious activation acts as a moderator on low and high level of religiosity (Minton, 2018). The influence of internal and external religiosity together with atheism, on ethical beliefs were established, the cross-sectional study posited that faith determines ethical values of an individual (Arli et al., 2021).

Swimberghe et al. (2009) observed that religiosity significantly influences consumer loyalty and the propensity to complain. Consequently, religiosity affects not just the first purchase but also subsequent consumer behaviors

such as repurchase and feedback. Tjiptono et al. (2020) noted that the influence of religiosity on consumer behavior is seen in other nations sharing similar cultural and religious contexts. Such findings may be relevant in Malaysia and other Asian nations.

GAPS

This illustrates the limited comprehension of how self-congruence moderates the relationship between religiosity and the intention to buy halal food among Muslim Gen Z customers. Although studies investigate the impacts of religiosity on consumer behavior (Usman et al., 2021), there remains a deficiency in comprehensive literature reviews regarding the impact of moderate levels of self-congruence in this context.

The study by Haque (2015) illustrates how the worldviews of Malaysian Muslims and non-Muslims affect the conceptualization of the halal market and purchasing behavior. It underscores the necessity to investigate the factors influencing purchasing decisions about halal items. This suggests that the role of self-congruence moderation needs to be extended and may be indexed on the Muslim Gen Z customer and their repurchase intentions.

Consequently, Amalia, et al (2020) explicate various factors influencing purchase intention of halal foods such as attitude, perceived behavioral control, subjective norms, and religiosity among the millennial Muslims including the Islamic population with emphasis on dietary preferences for halal food. In this study, other religiosity factors like, knowledge and social responsibility can be taken for inclusion as the focal area is changed from Muslim consumer attitude towards product towards the consumer repurchase intention making the research more focused and specialized in the study of Muslim consumer behavior.

This is because various studies focus on the Muslim consumer buy intention instead of repurchase intention. For example, the analysis of Amalia et al. (2020) is devoted to purchasing attitudes of Muslim millennial consumers, the element of religiosity was incorporated, and the research of Ali et al. (2018) investigates the purchasing behaviour of Chinese Muslims concerning halal meat.

Also, there are studies on Muslim customer repurchase Intention, but studies do not focus on religiosity. Bashir's (2019) study provides evidence by concentrating on three factors: halal logo, halal certificate, and customer attitudes regarding the intention to purchase halal items. The study by Rahmawaty & Rakhmawati (2022) identifies Islamic branding and halal awareness as factors influencing the repurchase intention of Muslim consumers. Utomo (2021) indicated in his study that the quality of halal food products and consumer happiness are factors influencing repurchase intention. The studies do not examine any aspects of religion in relation to the repurchase intentions of Muslim Gen Z consumers regarding halal food goods.

The study by Akbar, W. (2019) is also unrelated to halal food products, religion, and consumer repurchase intention. This study aims to examine how self-congruence can influence the relationship between emotional branding and customer purchase intent.

Ha and Im (2012) demonstrate that self-congruence can influence customer behavior; however, their study does not pertain to halal food products, religion, or consumer repurchase intention. The study examines the moderation of self-congruence with perceived store service and value for money.

Consequently, it is evident that all studies on self-congruence are unrelated to religiosity and the repurchase intentions of Muslim Gen Z consumers regarding halal food goods. Another point relevant to this is that, while many works pay much attention to the customer purchase intention, they devote little attention to consumer repurchase intention. This research aims at filling the existing gap in the literature by examining self-congruence with religion and halal food products repurchase intention.

RELIGIOSITY AND MUSLIM GEN Z CONSUMER REPURCHASE INTENTION

Some of the recent studies have concentrated on aspects such as religiosity variables and share repurchase intention of the Muslim Gen Z customers. Abdullah et al., (2022) estimated that global Muslim population is expected to be 2.22 billion in the year 2030. According to the Pew Research Centre (2011), there is a trend throughout the world and especially in Muslim nation like Malaysia revealing a higher preference for Halal food. As stated by the Department of Statistics Malaysia (December), the Bulk of Generation/ Youths continue to grow in comparison to older generations.

After that, factors related to religion characteristics mainly affect the repurchase intention of Muslim Gen Z consumers. Abdullah & Bujang (2021) showed that those consumers who are religious are more willing to buy and repurchase halal food products. Çavuşoğlu et al. (2021) showed that consumers who are willing to repurchase halal foods and beverages are those with Muslim faith and strong identification. Furthermore, the study by (Wirakurnia et al., 2022) revealed that religion has a high level of influence on Muslim consumers repurchase attitude.

In addition, one can distinguish a great number of features of religiousness concerning its various aspects. The first dimension of the study of religion is religious belief. According to Raiya et al (2008), faith in religiosity is an essential dimension in measuring Muslim religiosity. Moreover, in some situations, this dimension of practice may include the influence of religion on the buying choices or hired suppliers (Taylor et al., 2010). A similar explanation was provided by Awan et al. (2015) that consumer buying of halal foods also depend on one more dimension of religious faith. Following the study done by Febriandika et al. (2023b), religious belief has a positive impact on buying intention. The religiosity aspects of religious beliefs can be applied to the analyses of the repurchase behavior of Muslim Gen Z consumers.

Also, Endah et al. (2017) investigate the relationships between subjective norms and the attitude, which could impact the Muslim consumer's willingness to purchase halal products and their intent to repurchase and shows metric associations between repurchase intentions and the norms that are stipulated by Muslims are demonstrated by reference to the subjective norms of their consumption behavior. Moreover, the earlier studies, which supported the positive relationship between perceived subjective norms and consumer intention affirm that Muslim consumers' purchasing behavior by Halal items significantly depends on others' perception (Kaleel et al., 2017; Isaid & Faisal, 2015). Therefore, the subjective norms might be used in this study to assess their influence on repurchase intentions of Muslim Gen Z consumers.

Later on, by the other researcher's further relationship between religiosity and knowledge was detected (Maison, Schrunner, Vasic, & Moser, 2018; Muhamad Hashim & Mizerski, 2010). These researchers provided results similar to those obtained in this current research. The research revolved around the influence of religion and awareness level on intents and participation rate and selection of foreign products based on COO. Muhamad Hashim and Mizerski (2010) examine how the effort expended in information retrieval varies according to religiosity as dictated by fatwa rulings. Their religious attitude, for instance, ultimately differentiates the understanding of fatwa rulings prior to purchasing halal food goods (Muhamad et al., 2016). This study will

incorporate knowledge as a determinant of religiosity, specifically with Halal food products. Furthermore, a prior study by Shahid et al. (2022) indicates that religious knowledge has a substantial correlation with repurchase intention.

Finally, it is asserted that Muslim religion motivates consumers to engage in socially responsible behaviors, such as alleviating poverty and providing charity, demonstrating a commitment to the welfare of others in society (Lau & Tan, 2009; Lau, 2010). It was observed that individuals with strong religious affiliations are extremely vigilant regarding corporate conduct; products associated with social causes promote the patronage of smaller enterprises (Anuar, Adam, and Omar 2012; Akermi and Smaoui 2016).

MODERATING EFFECTS OF SELF-CONGRUENCE ON THE RELATIONSHIP BETWEEN MUSLIM GEN Z CONSUMER RELIGIOSITY AND MUSLIM GEN Z CONSUMER REPURCHASE INTENTION

Later on, the Self-Congruence concept has been expanded and looked at with reference to consumers' behavior. Studies also show that this concept has a positive relationship with consumer behavior responses such as brand attached intensity, consumers' loyalty, purchase behavior tendency, levels of customer satisfaction and corporate performance results (Malär et al., 2011; Zogaj et al., 2020; Shimul & Phau, 2023; Salsabila & Batu, 2021). According to Malar et al. (2011), self-congruence does not have equally identical influence on customers' brand commits to their emotional commitments. They depend with the product participation of different consumer groups and their categories.

According to self-congruity theory consumers' perception that certain images of a product match their self-concept influences their purchasing intentions more than any other factor (Mandal 2020). Furthermore, Aoudia and Bouslama (2010) pointed out that there is a favorable and significant relationship between brand loyalty and self-image congruency with consumer satisfaction and loyalty.

Ekinci et al. (2008) operationalize self-congruence as congruence between product image and self-image and the idea that consumers may not want not to return when both are low. However, "ideal-self congruence" and functional congruence, respectively, influence the consumer's continuing usage intention (Mähner et al., 2022). In addition, Yang and Jiang (2021) find that in their study where brand-self congruency and ad-self congruency are used in interactions with ad-media congruity, both variables impact consumers' behavioral engagement intentions.

In addition, the literature on self-congruence theory argues that consumer behavior is somewhat determined by the congruence achieved through psychological comparisons between a product user image and the self-concept of an individual (Hosany & Martin 2012). This supports other studies that also establish that price have a direct relationship with marketing relationships and consumer satisfaction towards the intention to repurchase (Kristianto et al., 2022; Aditama & Haryono, 2012). This work revealed that self-congruence as well as an indirect effect with customer satisfaction impacts the relationship between experiential marketing and the repeat buy intentions as stated by Aditama & Haryono (2012). Furthermore, according to self-congruency theory, Leung's (2020) study forecasts the correlations among customer diurnal preferences and satisfaction, repurchase intentions, and word-of-mouth intentions.

The subsequent study by Asyhari et al. (2022) examined the influence of social media marketing on repurchase intention as a result of consumer brand involvement. This study demonstrates that digital marketing, promotion, and service quality significantly impact repurchase intentions (Ardisa et al., 2022). This aligns with the notion that determining the interaction between online shopping enterprises and customers necessitates initial testing. model integrating mechanisms of perceived value, consumer happiness, and consumers repurchase intention Li and Hong (2013).

Consequently, self-congruence has been examined in relation to consumer behavior and repurchase intention; however, there has been insufficient focus on Muslim Gen Z consumers and the moderating effect of self-congruence on the relationship between religiosity and their repurchase intention. This is due to the fact that, from a religion standpoint, it is essential to comprehend consumer repurchase intentions for halal food goods.

CONCLUSION

This present research explores the relationship between self-congruence, religion and repurchase intention of the Muslim Gen-Z customers towards the halal food products. It highlights a significant research gap that exist in existing literature, where many of them focus more on the first instance of a purchase decision rather than repeat-consumption pattern.

Moreover, the research also finds the need for future research in extending the moderating role of self-congruency in the relationship between religiosity and repurchase behavior. This is rather relevant given the increasing earlier customer interaction through the electronic platform and the increasing importance of brand identification in the halal market. More of review reveals that while prior studies have investigated various aspects of consumer behavior, the literature lacks a focus on unique characteristics of Muslim Gen Z customers, which forms a rich avenue for understanding for marketers and those engaging in business with this group of consumers.

Based on the study findings, the authors deem it appropriate to encourage future research on the hidden factors that influence the repurchase intentions of consumers in the halal food sector using factors such as self-congruency and religious beliefs.

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research, and its review and has shown together that the data and conclusions given in studies bear the standards of academic integrity, quality, and credibility in order to be published..

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