A closer look at halal brand image: systematic review and future directions

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Abstract

Purpose – Halal brands are crucial in driving the growing global Islamic economy. Despite the importance of brand research and the rich brand literature, there has yet to be a comprehensive study of brand image across halal industries. This study aims to systematically review the existing literature on brand image in halal industries to provide a state-of-the-art understanding and identify opportunities in this research area.

Design/methodology/approach – Guided by the Scientific Procedures and Rationales for Systematic Literature Reviews protocol and the theories, contexts, characteristics and methods framework, this paper reviews 35 journal articles from the Scopus and Web of Science (WoS) databases that feature brand image as an underpinning theory in the context of halal economies.

Findings – Since the first study almost a decade ago in 2014, brand image research in halal industries has concentrated on consumers in the Islamic finance sector. Keyword co-occurrence analysis reveals that central research themes in halal brand image include outcomes of trust, satisfaction and loyalty. Most studies are focused on halal industries in Muslim countries. The cognitive operationalization of brand image remains dominant in halal industry studies. There is a lack of studies on the moderators of halal brand image. Several unique antecedents of halal brand image are uncovered in this review that are undetected in traditional brand image studies.

Research limitations/implications – The studies in this review are based on the Scopus and WoS databases, which may be perceived as a study limitation. This paper also only considered English journal articles and studies that focused on brand image in halal industries rather than general industries with Muslim consumers.

Practical implications – To become a global brand, halal brands must effectively build and communicate their brand image. This review provides managers with an appreciation of brand image across different halal industries and a strategic lens on universal drivers and those that are faith/ethics related. The consequences of an effective halal brand image can inform and motivate managerial decisions with multiple stakeholders in brand-building campaigns. Researchers can use the results of this review to guide future multidisciplinary studies and contribute toward the development of this research field.

Originality/value – To the best of the author's knowledge, this paper is the first to comprehensively map the antecedents, dimensions, outcomes and moderators of brand image across halal industries. This study gives managers a strategic understanding of brand image across the halal economy. This review also develops a conceptual model that maps the halal brand image nomological network revealing three key antecedent categories of halal brand image. A research agenda on halal brand image with 18 future research recommendations is introduced to the literature.

Keywords Brand image, Brand associations, Systematic literature review, Halal, Islamic branding

Paper type Literature review

1. Introduction

The global halal economy continues to be driven by halal brands. Across the key sectors of Muslim-friendly travel, halal pharma, halal food, halal cosmetics, modest fashion, Islamic finance and media and recreation, both Muslim and non-Muslims continue to spend on halal brands, resulting in the 9.5% year-on-year growth to US$2.29tn in 2022 (DinarStandard, 2023).

In line with the significance of halal brands to the economy, overall research in this area remains positive with several seminal publications in the past two decades. These include journal papers (Alserhan, 2010a; Wilson and Liu, 2010) and book publications (Temporal, 2011; Wilson, 2018). There is also a journal outlet branded the *International Journal of Islamic Marketing and Branding* published by Inderscience (Inderscience, 2024). These efforts have culminated in Islamic branding as being one of the key research streams in the halal literature (Putera and Rakhel, 2023). Despite the interest in this research field, there has yet to be a systematic review of the concept of brand image in the context of halal industries.

Amidst emerging developments in the brand landscape including service brands (Huang and Dev, 2019), luxury brands (Wirtz *et al.*, 2020), technology branding (Choi *et al.*, 2022), sustainability branding (Nascimento and Loureiro, 2024) and brand co-creation (Jain *et al.*, 2024), brand image remains one of the most widely studied in the literature (Parris and Guzmán, 2023). Brand image refers to the set of associations and perceptions that consumers have about the brand and can come in the form of attributes, benefits or attitudes (Aaker, 1991; Keller, 1993). Brand image is instrumental in influencing the consumer's product or brand choice as well as contributing to outcomes such as loyalty (Cho *et al.*, 2015). In terms of its interaction with halal markets, brand image can be particularly relevant in shaping the Muslim consumer's decision toward purchasing the product or service due to the influence of the halal image (Ali *et al.*, 2017). Accordingly, across halal industries, brand managers can strategically shape the consumer's perceptions of the halal brand which in turn can produce positive benefits including trust and loyalty (Ab Hamid *et al.*, 2021; Ali *et al.*, 2021; Peng *et al.*, 2019). Overall, the importance of halal brand image necessitates a comprehensive consolidated understanding of this research area. A key research approach that can provide this understanding is systematic literature reviews (SLRs).

SLRs allow for a state-of-the-art understanding of a knowledge domain as well as the discovery of research gaps and new research opportunities (Lim *et al.*, 2022; Paul and Criado, 2020; Paul *et al.*, 2021). Researchers have published several important SLRs on brand image. Plumeyer *et al.* (2019) reviewed 224 articles between 1991 and 2016 and focused on how brand image is measured. They proceeded to provide a useful resulting roadmap for selecting appropriate brand image measurement techniques. In a recent publication, Parris and Guzmán (2023) analyzed the antecedents, outcomes and measures of brand image along with brand equity and brand loyalty using articles between 2000 and 2020. Their study produced a map of independent and dependent variables of brand image. While these reviews are useful for painting an understanding of the brand image literature in general, what is required to motivate the growth of the halal industry and research is a more nuanced review of brand image in the context of halal markets.

Indeed, in the Islamic marketing literature, SLR contributions have improved the understanding of the applicability of different theoretical perspectives in the halal sector. These include reviews on models related to technology acceptance (Noor, 2024) and consumer behavior (Maminirina Fenitra *et al.*, 2024). These reviews indicate trends similar to non-halal, general contexts and highlight insights unique to the halal context. However, to the best of our knowledge, there is a dearth of scholarly reviews on branding specific to halal industries. The lack of a state-of-the-art review particularly on brand image in halal

industries represents a gap in the literature. A systematic review of halal brand image research can also result in new perspectives on conceptualizing brand image in general (Plumeyer *et al.*, 2019).

Accordingly, the objectives of this research are to conduct a systematic literature review of brand image in halal industries and to advance research in halal brand image by identifying the key research trends and factors. This study contributes to the field by addressing the following research questions:

RQ1. How has the research trend on brand image in halal industries evolved?

RQ2. What are the key antecedents, outcomes and moderators of brand image across halal industries?

RQ3. What are the research opportunities for brand image in halal industries?

The novelty of this research is in its contribution to the extant knowledge of brand image in halal industries by providing an aggregated discussion of this important brand construct through the halal lens. Such a synthesis of halal brand image research is key to informing practitioners of the factors that can drive halal brand image and the strategic repercussions for the halal business. With a lack of representation in the top global brands (Interbrand, 2024), a better understanding of how to design brand perceptions that resonate with Muslim and non-Muslim consumers is key for brand managers. For researchers, this SLR identifies the research trends, antecedents, outcomes and key research questions based on the gaps uncovered in this review. As established, there remains a critical gap in the literature on critical reviews of halal branding. This study addresses this gap with a thorough review of one of the most important brand constructs that manifests itself in a rapidly growing industry – the halal brand image.

The following section provides further background to the literature on brand image and halal branding before describing the methods used in conducting the SLR. The paper proceeds to discuss the results, findings and conclusions, before concluding with a research agenda to advance the understanding of brand image in halal industries.

2. Background on brand image and halal brand literature

The importance and multidimensional nature of brand image have long been established in literature. In their seminal work, Gardner and Levy (1955) highlighted that the brand's public image comprises more than just the label and technical facts about the product but includes a composition of tangible and intangible associations that inform consumers of the brand. Aaker (1991) suggested that these brand associations are often organized meaningfully to contribute to the brand's positioning in the customers' minds, leading to brand equity. Keller (1993) explained how such brand perceptions consist of memory node linkages between information and the brand. He further posited how the strength of the brand image can be affected by the nature of the brand associations, specifically their type (attributes, benefits, attitudes), favorability, strength and uniqueness. While both Aaker (1991) and Keller (1993) advocated the cognitive conceptualization of brand image, subsequent works highlight the role of affective and sensory dimensions in creating the brand image (Cho *et al.*, 2015; Parris and Guzmán, 2023).

In the field of halal branding, research has been relatively recent with key scholarly papers published less than two decades ago. Most notable are the works by Alserhan (2010a) and Wilson and Liu (2010). In both papers published during the same year, the authors attempted to clarify the meaning of Islamic branding. They reached a similar conclusion on the complexity and multidimensionality of the concept that is relevant for both Muslims and

non-Muslims. Alserhan (2010a) identified that Islamic brands can be classified as being Islamic brands by compliance, by origin or by customer. This was expanded with the labels "True Islamic brands" (halal brands produced in Islamic countries and targeting Muslim consumers), "Traditional Islamic brands" (similar to "True Islamic brands" with the exception that the brand is assumed to be halal), "Inbound Islamic brands" (Halal brands from non-Islamic countries and targeting Muslim consumers) and "Outbound Islamic brands" (Halal brands from Islamic countries but not necessarily targeting Muslim consumers) (Alserhan, 2010b). Separately, Wilson and Liu (2010) suggested that halal may be considered a form of ingredient branding or co-branding used by brands, although they argued for more investigation into its full conceptualization and operationalization. More recent studies of branding in the Islamic marketing literature have looked at various brand phenomena including brand integrity (Amani, 2024), brand love (Mayasari et al., 2025) and brand verdict (Osanlou and Rezaei, 2025).
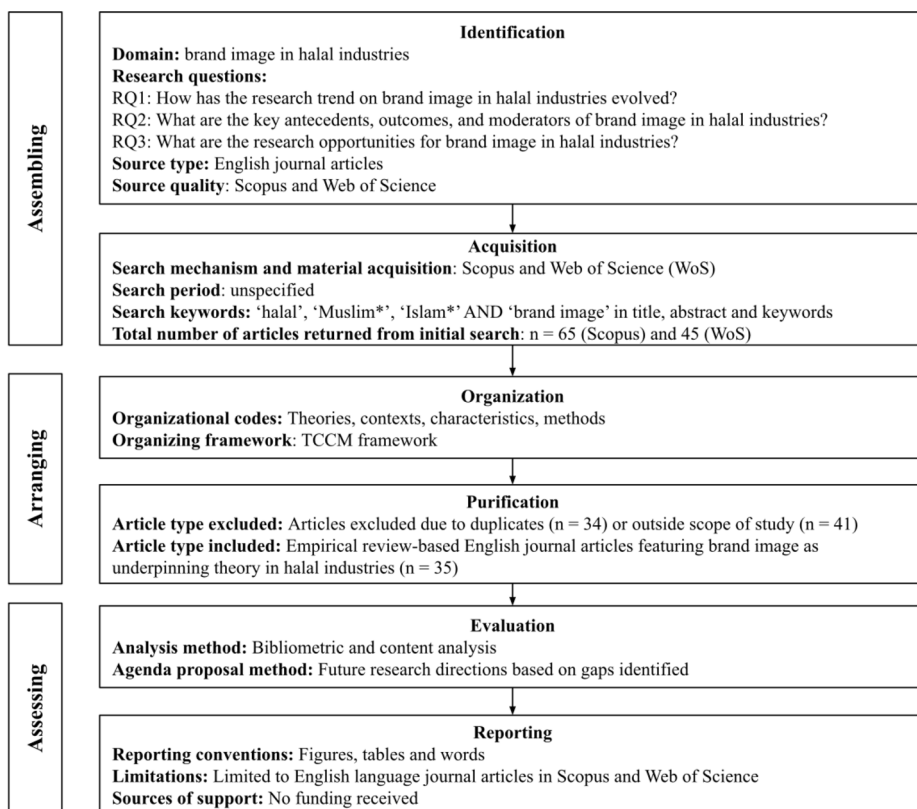
In terms of brand image, studies in the Islamic marketing literature have analyzed the relevance of this construct to advance various important research streams. In the area of luxury marketing, Ratnasari et al. (2023) found that brand associations stemming from the brand image can significantly influence Muslim consumers' intention to purchase luxury cars. In sustainability marketing, Salehzadeh et al. (2023) studied how Muslim consumers' perceptions of the brand's environmental aspects (i.e. green brand image) can positively contribute to green brand attitude, brand trust and brand love. In another study, Islamic brand knowledge, comprised of halal brand awareness and halal brand image, was found to positively influence the consumption behavior of non-Muslims toward Islamic brands (Sukhabot and Jumani, 2023). The role of brand image has also been discussed in studies of various key industries including Islamic finance (Feiz and Moradi, 2020; Junaidi, 2022). For wider audiences, key book publications by Temporal (2011) further dive into the different facets of Islamic branding in the global industry. In a relatively more recent publication, Wilson (2018) provides more nuanced fresh paradigms on this subject.

In summary, with scholarly journal papers specific to halal brand image beginning a decade ago in 2014 (Reza Jalilvand et al., 2014; Subramaniam et al., 2014), this research landscape remains fragmented and lacks a holistic view. The importance of brand image coupled with the growth of the halal brand literature necessitates ongoing research on halal brand image for this field to mature. Thus, a broad perspective of the aggregated literature on halal brand image is required for a better understanding of this domain and to identify further research opportunities. The next section describes the methodology undertaken to conduct this endeavor in the form of an SLR.

3. Methodology

An SLR guided by the Scientific Procedures and Rationales for SLR (SPAR-4-SLR) (Paul et al., 2021) was used to address the research objectives. SPAR-4-SLR was chosen as the systematic review methodology as SPAR-4-SLR offers clarity and transparency in the assembling, arranging and assessing stages when conducting the systematic literature review (Paul et al., 2021). This framework has also been used in the Islamic marketing literature (Noor, 2025). The key stages of the review using SPAR-4-SLR are summarized in Figure 1.

In the assembling stage, journal articles were searched in the Scopus and Web of Science (WoS) databases with no time limitation. Both Scopus and WoS have been used in past SPAR-4-SLR studies in the brand (Cammarota et al., 2023) and Islamic marketing literature (Liew and Karia, 2024) and are widely used quality journal databases for the use of systematic reviews (Paul et al., 2021). Keywords were selected based on the scope of the review and included the following terms: "halal" or "Muslim*" or "Islam*" and "brand

Identification
Domain: brand image in halal industries
Research questions:
RQ1: How has the research trend on brand image in halal industries evolved?
RQ2: What are the key antecedents, outcomes, and moderators of brand image in halal industries?
RQ3: What are the research opportunities for brand image in halal industries?
Source type: English journal articles
Source quality: Scopus and Web of Science

Acquisition
Search mechanism and material acquisition: Scopus and Web of Science (WoS)
Search period: unspecified
Search keywords: 'halal', 'Muslim*', 'Islam*' AND 'brand image' in title, abstract and keywords
Total number of articles returned from initial search: n = 65 (Scopus) and 45 (WoS)

Organization
Organizational codes: Theories, contexts, characteristics, methods
Organizing framework: TCCM framework

Purification
Article type excluded: Articles excluded due to duplicates (n = 34) or outside scope of study (n = 41)
Article type included: Empirical review-based English journal articles featuring brand image as underpinning theory in halal industries (n = 35)

Evaluation
Analysis method: Bibliometric and content analysis
Agenda proposal method: Future research directions based on gaps identified

Reporting
Reporting conventions: Figures, tables and words
Limitations: Limited to English language journal articles in Scopus and Web of Science
Sources of support: No funding received

(Left side labels: Assembling, Arranging, Assessing)

Source(s): Figure adapted from Paul *et al.* (2021)

Figure 1. Flow diagram of SLR using SPAR-4-SLR protocol

image". The keyword search was done on the abstract of journal articles. Upon further filtering for only English language articles, a total of 110 articles were retained in the assembling stage.

In the arranging stage, content from the articles was extracted using the theories, contexts, characteristics and methods (TCCM) framework (Paul and Rosado-Serrano, 2019). SLR frameworks such as TCCM have been advocated in the literature due to their robustness and benefits (Paul *et al.*, 2021). In addition, the TCCM framework has been used in brand research together with the SPAR-4-SLR protocol (Ghorbani *et al.*, 2022). The TCCM framework will also allow this study to answer the research questions, including identifying the key antecedents, outcomes and moderators of brand image across halal industries. In the purification phase, 34 duplicates were found. Only empirical full articles that featured brand image as an underpinning theory and were written in the context of halal industries were included. Hence, novel Islamic branding papers such as the study by Zaki *et al.* (2023) in which a scale for Islamic apparel brand personality was created are excluded from this SLR as the brand image concept was not the focus of their paper. Another exclusion example is the study of the effect of green brand image on Muslim consumers by

Salehzadeh *et al.* (2023); while their paper does focus on the important concept of sustainability in automobiles, their research does not fall within the scope of halal industries as intended in this SLR. Accordingly, a total of 75 articles were excluded and the remaining 35 were included for assessment.

The final assessing stage involved evaluating and reporting the articles in evaluation with the accompanying use of figures and tables. The general information of the articles in review will be discussed, followed by a content analysis based on the categories organized using the TCCM framework-based review. Based on the current research status of brand image in halal industries and the gaps identified, a research agenda is proposed to conclude this paper. The following sections elaborate on the results of the SLR analysis.

4. Results and discussion

4.1 General information

This section focuses on the descriptive statistics related to the journal publications, year of publications, article citations and the co-occurrence of keywords of the 35 studies analyzed in this paper.

4.1.1 Publication outlets. Table 1 depicts the 35 journal publications based on the articles considered in this study. There are a total of 23 journal titles featured in this study. Most of the publications on halal brand image have been concentrated in the *Journal of Islamic Marketing*, with 12 out of the 35 articles or 34.29%. In addition to the *Journal of Marketing*, only the *Journal of Islamic Accounting and Business Research* has published more than one article in the area under review. The remaining 21 out of the 23 journal titles

Table 1. Journal publication distribution

Journal title (*n* = 35)	# articles	% articles
Journal of Islamic Marketing	12	34.29
Journal of Islamic Accounting and Business Research	2	5.71
Academy of Accounting and Financial Studies Journal	1	2.86
Asia Pacific Journal of Innovation and Entrepreneurship	1	2.86
Asian Social Science	1	2.86
Cogent Business and Management	1	2.86
Cosmetics	1	2.86
Indian Journal of Public Health Research and Development	1	2.86
International Journal of Civil Engineering and Technology	1	2.86
International Journal of Innovation, Creativity and Change	1	2.86
International Journal of Islamic and Middle Eastern Finance and Management	1	2.86
International Journal of Management Studies	1	2.86
International Review of Management and Marketing	1	2.86
Journal of Environmental Management and Tourism	1	2.86
Journal of Hospitality and Tourism Research	1	2.86
Journal of International Food and Agribusiness Marketing	1	2.86
Jurnal Pengurusan	1	2.86
Malaysian Journal of Consumer and Family Economics	1	2.86
Management Decision	1	2.86
Management Science Letters	1	2.86
Measuring Business Excellence	1	2.86
Pertanika Journal of Social Science and Humanities	1	2.86
Uncertain Supply Chain Management	1	2.86

Source(s): Table created by the author

had only one publication on halal brand image. Three out of the 35 journal publications in Table 1, namely, the *Journal of Islamic Marketing*, *Journal of Islamic Accounting and Business Research* and *International Journal of Islamic and Middle Eastern Finance and Management*, are focused on halal or Islamic industries. Journal publications also span several industries including marketing, finance, hospitality, health, tourism and food. This highlights the importance of halal brand image research across the halal ecosystem.

4.1.2 Publishing trends. Figure 2 displays the publication trends of the articles considered in this study. Overall, as the first two studies of brand image in the context of Islamic finance and banks in Iran and Malaysia by Reza Jalilvand *et al.* (2014) and Subramaniam *et al.* (2014), respectively, research in this field has been ongoing but erratic with several spikes in publications observed in 2018, 2020 and 2022. The peak of publication numbers in this review happened in 2023 with a total of seven articles. At the time of this writing, only one publication has been published in 2024 by Desmaryani *et al.* (2024) investigating brand image in the context of halal food and specifically rice processing companies. The lack of increasing attention on empirical halal brand image research is concerning given that general brand image research has trended positively (Plumeyer *et al.*, 2019) and that halal brands without a clear brand image are unable to compete effectively in the growing halal economy.

4.1.3 Article citations. Overall, the 35 articles in the review accounted for 493 citations of brand image in the literature. Table 2 shows the most influential 10 articles by citation. The most influential article on brand image in this review is the article titled "Antecedents of consumers' Halal brand purchase intention: an integrated approach" by Ali *et al.* (2018) which acquired 75 out of 493 citations or 15.21%. Published in management decision, their article investigated several brand constructs including halal brand image, halal brand satisfaction, halal brand trust and halal brand loyalty and found that the brand's perceived quality is an antecedent of halal brand image. This study indicates the importance of
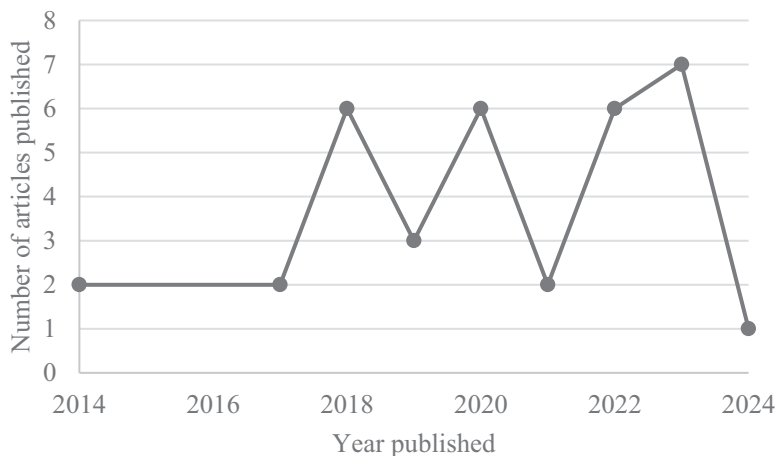
Source(s): Figure created by the author

Figure 2. Publishing trends

Table 2. 10 most influential articles

Article title cited (n = 493)	Author(s)	# citations	% citations
Antecedents of consumers' halal brand purchase intention: an integrated approach	Ali *et al.* (2018)	75	15.21
Purchase behavior of millennial female generation on halal cosmetic products	Handriana *et al.* (2021)	42	8.52
Managing consumer-based brand equity through brand experience in Islamic banking	Altaf *et al.* (2017)	41	8.32
Intention to purchase halal cosmetics: Do males and females differ? a multigroup analysis	Ngah *et al.* (2021)	40	8.11
Corporate social responsibility and customer loyalty in Islamic banks of Pakistan: a mediating role of brand image	Shabbir *et al.* (2018)	38	7.71
Shaping halal into a brand? Factors affecting consumers' halal brand purchase intention	Ali *et al.* (2017)	30	6.09
Investigating the antecedents of halal brand product purchase intention: an empirical investigation	Ali *et al.* (2021)	25	5.07
Exploring the relationship between corporate social responsibility, brand image and brand equity in Iranian banking industry	Salehzadeh *et al.* (2018)	22	4.46
Marketing a destination brand image to Muslim tourists: Does accessibility to cultural needs matter in developing brand loyalty?	Wisker *et al.* (2023)	17	3.45
Effects of brand loyalty, image and quality on brand equity: a study among Bank Islam consumers in Kelantan, Malaysia	Subramaniam *et al.* (2014)	17	3.45

Source(s): Table created by the author

understanding the drivers and consequences of key halal brand constructs in the literature such as brand purchase intention.

While Ali *et al.* (2018) focused on the halal food industry, the second most influential article was by Handriana *et al.* (2021), with 42 out of 493 citations or 8.52%, looking at the halal cosmetics industry. Further, while Ali *et al.* (2018) found that halal brand image directly leads to purchase intention, Handriana *et al.* (2021) enriched this insight by concluding that the relationship between brand image and purchase can be mediated by trust and attitude toward the product. The other publications on this list cover 3.45% to 8.32% of total citations of brand image and span a variety of halal industries including Islamic finance (Altaf *et al.*, 2017; Salehzadeh *et al.*, 2018; Shabbir *et al.*, 2018; Subramaniam *et al.*, 2014), halal food (Ali *et al.*, 2017; Ali *et al.*, 2021) and Muslim-friendly travel (Wisker *et al.*, 2023) and halal cosmetics (Ngah *et al.*, 2021). The prominent Modest fashion industry (DinarStandard, 2023) as well as halal media and recreation and halal pharma are noticeably absent in this list of most influential articles.

4.1.4 Co-occurrence of keywords. Figure 3 shows the analysis of the co-occurrence of all the keywords in the review based on a minimum of three keyword occurrences generated using VOSviewer. VOSviewer is a software that visualizes bibliometric networks and has been used in SLRs in the branding (Roy Bhattacharjee *et al.*, 2022) and Islamic marketing literature (Putera and Rakhel, 2023). The keyword co-occurrence reveals the major areas of interest and research themes based on the keywords indicated by the authors from the 35 papers in this review (Abdul Shukor and Kattiyapornpong, 2024).

Source(s): Figure courtesy of VOSviewer

Figure 3. Co-occurrence of keywords

Based on this analysis, a total of three clusters were uncovered. The first red cluster consists of "brand image" as the most significant node, as this brand construct is central to this SLR and the papers chosen. Surrounding this node are the keywords of "halal", "religiosity", "customer satisfaction" and "brand loyalty", indicating that the papers in this review have focused on the faith-related drivers and traditional business consequences of satisfaction and loyalty in the context of halal brand image. The second green cluster has the significant node of "halal brand image" with the supporting keywords of "Muslim", "halal brand satisfaction" and "halal brand trust". This signals that researchers have further recognized and investigated the impact of Muslim consumers on brand image and an understanding of its key outcomes from the Islamic perspective. Finally, the third blue cluster has the significant node of "Islamic bank" with the supporting keywords of "corporate brand image" and "loyalty". This indicates the importance of the Islamic finance sector in halal brand image research, particularly in building customer loyalty among their customers.

4.2 Theories, contexts, characteristics and methods framework-based review
The following section analyses the 35 articles in the review using the TCCM framework. The TCCM framework is advocated by Paul *et al.* (2021) and used in SLRs related to branding (Ghorbani *et al.*, 2022; Roy Bhattacharjee *et al.*, 2022) as well as those peculiar to various halal economies (Islam *et al.*, 2023; Maminirina Fenitra *et al.*, 2024; Noor, 2024).

4.2.1 Theories. In this paper, theories refer to the conceptualization of brand image used in the studies in this review and whether the scales featured included cognitive, affective or sensory dimensions (Cho *et al.*, 2015). As shown in Table 3, a total of 24 articles, or 68.57%, featured brand image scales that were mainly cognitive. Only three articles used brand image scales with measure items that captured cognitive, affective and sensory dimensions (Nawi *et al.*, 2019a; Nawi *et al.*, 2019b; Rosmayani and Mardhatillah, 2020). For instance, in their research on modest fashion, Rosmayani and Mardhatillah (2020) measured brand image using measure items that reflected the dimensions of cognitive (e.g. "The level of company reliability"), affective (e.g. "Pleasant level of service") and sensory ("The level of attractiveness of the company"). The dominant use of cognitive scales in halal brand image research is similar to the trend observed in the overall brand literature but does not reflect increasing calls toward measuring brand image using affective and sensory dimensions (Cho *et al.*, 2015; Parris and Guzmán, 2023). The nature of the brand image scales used was unclear in 5 out of the 35 articles in the review (Ahmed *et al.*, 2018; Arifin *et al.*, 2018; Desmaryani *et al.*, 2024; Subramaniam *et al.*, 2014; Surya *et al.*, 2018).

4.2.2 Contexts. In this study, context refers to the country and halal industry as featured in the articles of this review.

Table 3. List of theories

Theories ($n = 35$)	# articles	% articles
Cognitive	24	68.57
Cognitive, affective, sensory	3	8.57
Cognitive, affective	2	5.71
Cognitive, sensory	1	2.86
Unspecified	5	14.29

Source(s): Table created by the author

Table 4 provides the list of countries in which this review was conducted. 14 of the 35 articles or 40.00% were conducted in Indonesia while 11 or 31.643% were in Malaysia. These two countries are representative of the top 15 Islamic economies in 2022 (DinarStandard, 2023). Two studies were done in multiple countries, namely Indonesia, Malaysia and Singapore in the paper by Septiarini *et al.* (2023) and Malaysia and Pakistan in the study by Altaf *et al.* (2017). Except for studies done in China (Ali *et al.*, 2017; Ali *et al.*, 2021), India (Joshi and Garg, 2022), New Zealand (Wisker *et al.*, 2023) and Singapore (Septiarini *et al.*, 2023), the majority of the identified countries in the list of studies under this review are Muslim countries in the organization of Islamic Cooperation (DinarStandard, 2023). The lack of non-Muslim countries on this list stifles research that can otherwise contribute to the development of global halal brands that serve a large number of Muslim and non-Muslim consumers.

This paper adopts the categorizations based on the halal industry classifications from the State of the Global Islamic Economy (SGIE) report (DinarStandard, 2023). Table 5 provides the list of halal product and service-dominant industries in the articles reviewed. A total of 12 out of the 35 articles or 34.29% were focused on the effects of brand image in the Islamic finance industry. This is significant given that Islamic finance is the key sector driving the halal economy (DinarStandard, 2023).

Beyond Islamic finance, the top five sectors in the halal industry by consumer spending (DinarStandard, 2023) are represented by the top industries featured in the articles in review. Within this, there were six articles related to the study of brand image in Halal food and Muslim-friendly travel respectively. Two of the articles in the review did not clearly indicate the context of the halal industries in their empirical studies (Fachrurazi *et al.*, 2023;

Table 4. List of contexts by country

Context: Countries ($n = 35$)	# articles	% articles
Indonesia	14	40.00
Malaysia	11	31.43
China	2	5.71
Iran	2	5.71
Pakistan	2	5.71
India	1	2.86
New Zealand	1	2.86
Multiple countries	2	5.72

Source(s): Table created by the author

Table 5. List of contexts by halal industry

Context: Halal industry ($n = 35$)	# articles	% articles
Islamic finance	12	34.29
Halal food	6	17.14
Muslim-friendly travel	6	17.14
Halal cosmetics	5	14.29
Modest fashion	3	8.57
Halal pharma	1	2.86
Unspecified	2	5.71

Source(s): Table created by the author

Yulianto *et al.*, 2022). There is a representation of all key halal sectors in the review as featured in SGIE except for halal media and recreation.

4.2.3 Characteristics. In the characteristics section of this review, this study analyzed the articles based on the antecedents, moderators and outcomes of halal brand image. Table 6 shows what we know about halal brand image based on the categorization of the various factors and relationships examined in this study by each halal industry. Where the relationship was not significant, an "n.s." is indicated beside the construct in the table. Figure 3 summarizes the results of all the significant antecedent and outcome relationships as captured in this review to develop a halal brand image nomological network.

In this analysis, care was taken to differentiate the product constructs from brand constructs where relevant and identifiable to avoid misdefinitions and incorrect conceptualizations which are prevalent in the brand literature (Gaski, 2020). For instance, in terms of the outcomes of brand image, while Handriana *et al.* (2021) found that brand image influences product trust with item measures such as "I feel this halal cosmetic product is reliable", Ali *et al.* (2017) concluded that brand image can also affect brand trust with item measures such as "I rely on my current halal milk brand". Conceptually, these are two different conclusions as one is related to the trust of the specific product while the other shows trust for the overall brand which, by implication, includes the product(s) that fall under the brand.

As seen in Table 6, only 15 out of the 35 studies, or 42.9%, found antecedents with significant relationships to halal brand image. Almost all of the 35 studies clearly attempted to analyze the outcomes of brand image except for Arifin *et al.* (2018) in the Halal pharma industry. On the outcome of purchasing intention, halal brand image did not significantly affect purchasing intention in several studies in the halal food sector (Ali *et al.*, 2017; Ali *et al.*, 2021). In terms of moderators, only Altaf *et al.* (2017) was identified in the review to have analyzed moderating constructs. In their study of halal brand image in the Islamic finance sector, Altaf *et al.* (2017) found that the brand's perceived quality significantly moderates the relationship between brand experience and brand image.

Figure 4 shows the nomological network of halal brand image, and the associated significant antecedents and outcomes as identified in this review. It is found that the antecedents of halal brand image can be classified into factors which are faith/ethics-related, firm-related, or personal/social-related. The outcomes of halal brand image can be categorized as consumer or brand/firm related.

When compared with a similar map produced by Parris and Guzmán (2023) on the independent and dependent variables of brand image, several findings are observed. First, the consumer and brand/firm-related outcomes of halal brand image in Figure 4 are similar to those outcomes found by Parris and Guzmán (2023). Such similar outcome constructs

Table 6. Brand image antecedents, outcomes and moderators per halal industry

Industry	Author(s)	Antecedents	Outcomes	Moderators
Halal cosmetics	Handriana et al. (2021) Ngah et al. (2021) Joshi and Garg (2022) Septiarini et al. (2023) Al-Banna and Jannah (2023)		Product trust, product attitude Product usage intention Brand love Product attitude, product behavioral intention Product perceived value, product switch intention (n.s.)	
Halal food	Ali et al. (2018) Ali et al. (2017)	Brand perceived quality	Brand purchase intention Brand perceived quality, brand satisfaction, brand trust, brand loyalty, brand purchase intention (n.s.)	
	Ali et al. (2021)		Brand perceived quality, brand satisfaction, brand trust, brand loyalty, brand purchase intention (n.s.)	
	Wardi et al. (2022)	Service quality, health awareness, religiosity, halal preference (n.s.)	Revisit intention	
Halal pharma	Khan et al. (2022) Desmaryani et al. (2024) Arifin et al. (2018)	Halal label Professionalism, access, competence, communication (n.s.), physical environment, assurance	Brand satisfaction, brand trust Product purchase decision	
Islamic finance	Altaf et al. (2017)	Brand experience, brand perceived quality, brand awareness (n.s.)	Brand loyalty	Brand perceived quality, brand awareness (n.s.)
	Shabbir et al. (2018) Salehzadeh et al. (2018)	CSR CSR (legal responsibility, ethical responsibility)	Behavioral loyalty, attitudinal loyalty Brand equity	
	Subramaniam et al. (2014)		Brand equity	

Table 6. Continued

Industry	Author(s)	Antecedents	Outcomes	Moderators
	Junaidi et al. (2023)	Extrinsic and intrinsic religiosity	Consumer preference	
	Reza Jalilvand et al. (2014)		Attitude, subjective norm, perceived behavioral control, brand behavioral intention	
	Rusmahafi and Wulandari (2020)		Customer satisfaction (n.s.)	
	Siti Ngayesah Ab et al. (2020)	Firm's communications, non-firm's communications	Loyalty	
	Ab Hamid et al. (2023)	Core service, contact personnel (n.s.), systemization (n.s.), environment (n.s.), competence (n.s.), agreeableness, enterprise, beliefs, corporate social responsibility (n.s.), ethics, Shariah compliance (n.s.)	Brand loyalty	
	Peng et al. (2019)	Empathy, reliability and security, tangibility (n.s.), core product, online banking	Trust	
Modest fashion	Ab Hamid et al. (2021)	Beliefs, CSR, ethics	Brand loyalty	
	Mufraini et al. (2020)		Decision to use	
	Rosmayani and Mardhatillah (2020)		Trust, loyalty (n.s.)	
	Syah and Olivia (2022)		Brand perceived value, customer satisfaction	
	Rehman and Zeb (2023)	Social advertising	Buying behavior	
Muslim-friendly travel	Wisker et al. (2023)		Customer satisfaction, brand loyalty	
	Nawi et al. (2019b)		Brand equity, firm performance (n.s.)	
	Mas'ud et al. (2022)		Brand value (n.s.)	
	Surya et al. (2018)		Trust	
	Nawi et al. (2019a)		Customer satisfaction	

Table 6. Continued

Industry	Author(s)	Antecedents	Outcomes	Moderators
	Ahmed *et al.* (2018)	Modern channel-based marketing communications (n.s.), traditional channel based marketing communications (n.s.), Islamic country image	*Shariah*-compliant tourism brand equity	
Unspecified	Fachrurazi *et al.* (2023) Yulianto *et al.* (2022)	e-WOM	Brand purchase intention Brand equity	

Note(s): n.s. = not significant relationship
Source(s): Table created by the author
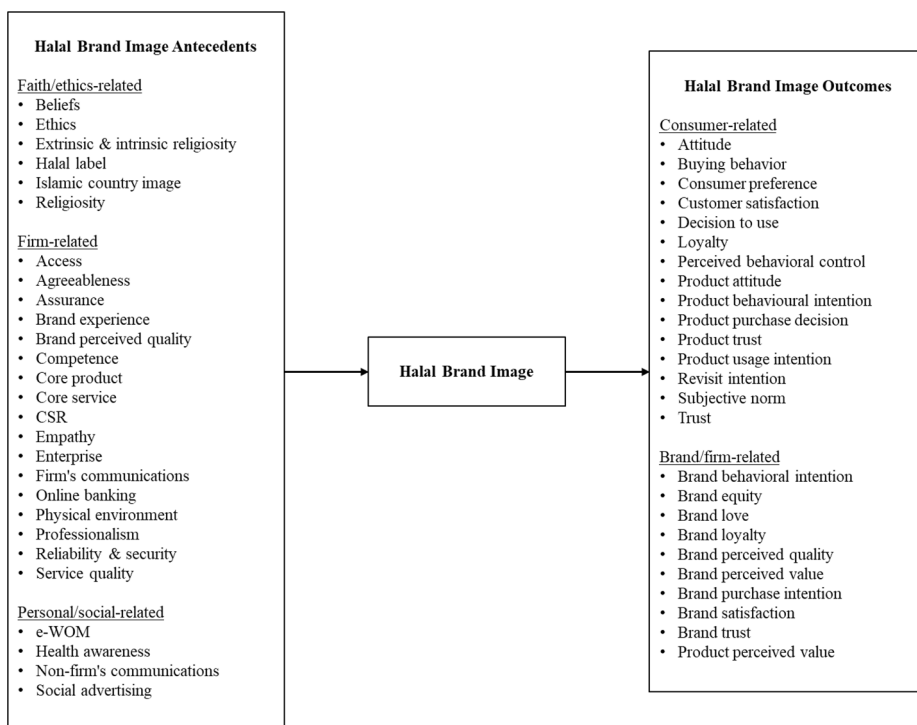
Figure 4. Halal brand image nomological network

Halal Brand Image Antecedents		
Faith/ethics-related		
• Beliefs		
• Ethics		
• Extrinsic & intrinsic religiosity		
• Halal label		
• Islamic country image		
• Religiosity		

Source(s): Figure created by the author

include perceived quality, satisfaction and loyalty. This lends support to halal brand image-building campaigns as having similar important consequences to those by traditional brands. However, in both general studies on brand image and halal brand image, there is a lack of research on other important outcomes including sustainability and consumer well-being (Field *et al.*, 2021).

In terms of antecedents, the firm-related and personal/social-related antecedents in this study are similar to those for general markets as identified by Parris and Guzmán (2023). These include factors associated with CSR, service quality and online reputation. However, the antecedents of halal brand image have an added emphasis on faith/ethics-related constructs, which was not significant when observing general brand image antecedents in Parris and Guzmán (2023). This highlights the unique difference between halal brand image and traditional brand image in general and motivates further research in this space to uncover more new insights.

4.2.4 Methods. This section analyzes the type of empirical method used and the nature of the sample in the 35 empirical articles in review. As seen in Table 7, most of the articles, specifically 26 out of 35 or 74.29%, analyzed their survey data and their model fit using structural equation modeling (SEM), with an almost even number of studies using the covariance-based (CB) method (14 out of 35 or 40.00%) as compared to the partial least

Table 7. List of empirical methods

Empirical methods ($n = 35$)	# articles	% articles
Covariance based structural equation modeling	14	40.00
Partial least squares structural equation modeling	12	34.29
Regression analysis	7	20.00
Experimental design	1	2.86
Factor analysis	1	2.86

Source(s): Table created by the author

squares (PLS) method (12 out of 25 or 34.29%). A total of 7 out of 35 articles or 20% focused on regression analysis. In two studies on brand image in the context of Islamic banking adoption, Junaidi *et al.* (2023) used the experimental method while Mufraini *et al.* (2020) used factor analysis.

Table 8 shows the types of samples used in the 35 empirical articles in the review. While student samples are more accessible than general consumers, most studies have used non-student samples, with 29 out of 35 articles or 82.86%. Studies by Ngah *et al.* (2021), Ali *et al.* (2017), Ali *et al.* (2021) and Rosmayani and Mardhatillah (2020) – focusing on halal cosmetics, halal food and modest fashion - used student samples. Septiarini *et al.* (2023) and Ali *et al.* (2018) used a mix of students and general consumers to analyze brand image in the context of halal cosmetics and halal food respectively. Accordingly, studies related to Islamic finance, Muslim-friendly travel and halal pharma used general consumers. This is understandable as students may not be able to relate to Islamic finance and halal pharma and may not be able to afford Muslim-friendly travel on their own.

5. Conclusions, implications and future research

The ability of halal brands to create positive brand perceptions for Muslim and non-Muslim consumers in halal markets will significantly contribute to the growth of the global halal economy. Despite the significance of the brand image construct, there has yet to be a clear consolidated understanding of the drivers and consequences of halal brand image for researchers and practitioners. Thus, this paper explored the research area of brand image across halal sectors through an SLR. This research uncovered the dominance of cognitive halal brand image models, the focus of halal brand image research on Muslim countries and the Islamic finance sector and the antecedents and outcomes of halal brand image across halal sectors. The findings from this study create a holistic tapestry of what was before a fragmented research area. Accordingly, insights from this SLR provide several practical and theoretical implications.

Table 8. List of sample types

Sample types ($n = 35$)	# articles	% articles
Non-student	29	82.86
Student	4	11.43
Mixed	2	5.71

Source(s): Table created by the author

5.1 Practical implications

In terms of the practical implications, there are six key recommendations stemming from this paper for various stakeholders. First, the review's findings provide strategic insights into the unique drivers of brand image per sector. For instance, it would pay dividends for marketers and brand managers in the Islamic finance industry to pay particular attention to the firm's corporate social responsibility (CSR) practices and effectively communicate these to stakeholders; multiple studies reviewed in this paper show that CSR can drive halal brand image. Such efforts can be carried out in the form of design specifications before launching the halal brand and a close monitoring of the halal brand image during the execution phase to ensure that the drivers remain present for the health of the halal brand image.

Second, owing to the importance of faith-based elements in driving halal brand image, brand managers and policymakers need to have the necessary expertise to ensure that the ethical and religious compliance dimensions of the brand exist and to communicate these effectively to consumers. This requires the assistance of suitable religious certification bodies or advisory boards as well as brand experts who are tuned to the cultural nuances of halal markets and who can communicate such matters with cultural finesse.

Third, brand managers need to assess how the drivers contributing to halal brand image can affect non-Muslim consumers if their brands are sold in markets with sizable non-Muslim customer segments. Based on the findings from Figure 4 on the importance of faith/ethics-related antecedents in building the halal brand image, brand managers of outbound Islamic brands (Alserhan, 2010b) would need to test the compatibility of brand attributes and stimuli with non-Muslims to understand if adjustments may be required to translate the religious components of the halal brand into more universal benefits that can appreciated by all. These could include a repackaging or a further explanation of the underlying positive meanings behind the halal philosophy. Nonetheless, the conceptual model in Figure 4 indicates that the other two of the three categories, namely firm-related and personal/social-related factors, are more universal and can appeal to non-Muslims. This implies that firms can also grow the halal-brand image with non-Muslims via these relatable factors. Such efforts at capturing a larger global market are a step in the right direction toward the possibility of more global halal brands (Interbrand, 2024).

The fourth managerial implication comes from the insights into the consequences of halal brand image. The consolidated outcomes of halal brand image give much support to brand managers who need to persuade their internal stakeholders of the benefits of improving the halal brand image. This study shows that the benefits of halal brand image transcend multiple affective (e.g. satisfaction), cognitive (e.g. perceived value) and behavioral (e.g. loyalty) outcomes for consumers and can benefit the firm's product and brand. In the context of halal brands in countries where Muslims do not constitute the majority, outcomes such as improved attitudes and trust are important narratives that can benefit the economic as well as social climate. Accordingly, appropriate measures need to be taken to assess the effectiveness of a branding campaign that attempts to build a global halal brand image with the right balance of brand consistency and adaptation.

The fifth managerial implication of this study is that the conceptual model in Figure 4 emphasizes the need for the entire organization to be involved in the effective management of the halal brand image. Multiple departments, including sales, customer relations and information systems, need to work together with the branding team to ensure that the halal brand image is effectively formed and clearly measured based on the outcomes relevant to the various internal stakeholders. For instance, CSR efforts need to be carefully managed to ensure that public attitudes are positively contributing to the halal brand image to benefit both the firm and consumers.

The sixth practical implication of this study is that educators teaching courses on marketing and branding can now educate students on the nuanced similarities and differences of halal brand image when compared to traditional brand image. They can underscore how several underlying drivers and consequences are similar, which then leads to brand campaign synergies when targeting both halal and non-halal markets. At the same time, educators can encourage students to discuss the issues and challenges of managing faith and ethics-related drivers to improve the halal brand image.

5.2 Theoretical implications

In terms of research, four key implications are related to our three research questions of identifying the important trends, factors and research opportunities in halal brand image. First, this SLR is a rallying call for continued research on brand image in the halal space and with more impetus to increase the number of quality papers published in this research area. This can increase the body of knowledge of how brands can stand out more effectively in the growing halal economy.

Second, the antecedents and outcomes identified in this study can result in further multidisciplinary research as to how these factors can remain relevant to halal brand image in different environmental contexts. For instance, researchers in the services marketing field can work together with colleagues specializing in branding to further understand the challenges and complications of synergizing these factors for the halal market in different halal industries.

Third, the analysis of antecedents reveals a unique list of brand image constructs related to faith and ethics for the halal context. This extends the theory of brand image and supports future research to uncover more unique facets of halal brand image that were previously undetected in traditional brand image studies. Similar to the call for a paradigm shift in classical marketing theories to include more Ps unique to Islamic marketing (Wilson, 2012), future conceptualizations of halal brand image may be more inspired by the Islamic tradition. Using an example of a key outcome of brand image that is brand equity, the seminal brand equity measures by Aaker (1991) can be reflected in a more god-conscious manner aided by the acronym ALLAH – the term for God used by Muslims – and imbued with a renewed purpose and reminder of what brand value can mean for halal brands:

- *Awareness*: brand awareness including the brand's purpose in the ecosystem.
- *Loyalty*: brand loyalty, including the importance of maintaining good relations.
- *Leadership*: perceived quality with a moral compass to create responsible brands.
- *Associations*: brand associations including extending the brand's benefits to others.
- *Holistic*: other brand associations including being ethical and sustainable.

5.3 Limitations and future research

Like all research, this study too contains its limitations. First, the articles in this SLR are based widely on English journal papers from the Scopus and WoS databases. The use of English sources for systematic reviews in the Islamic marketing literature is not uncommon (Liew and Karia, 2024; Noor, 2025). However, this may result in the exclusion of key non-English scholarly articles, which then limit the perspectives of this research. Future studies can consider additional databases with non-English literature to deepen the research insights with other significant works. Second, this paper considered research where the main focus was on the study of brand image for firms specifically operating in halal industries. Future studies can investigate how the phenomenon of halal brand image interacts with general industries with Muslim consumers. Third, future studies can consider augmenting our

Table 9. Research questions on brand image in halal industries

Area	Research question
Theories	• While brand image has mostly been conceptualized as a cognitive scale, more research is needed to understand if the affective and sensory dimensions play a unique role in halal brand image
	• Which brand image dimensions (i.e. cognitive, affective, sensory) impact brand image the most in the context of halal industries?
	• How can brand image be better conceptualized and co-created with stakeholders to fit the context of halal markets and the Islamic tradition?
	• Given the Islamic tradition's emphasis on care in the use of illustrations, how can brand image be effectively actualized for different halal industries and markets?
Context: Country	• As international halal brands may need to appeal to both Muslim and non-Muslim consumers, more research is required to understand the factors associated with a favorable halal brand image as well as its consequences on public perceptions in non-Muslim countries
	• How does halal brand image change in the context of transnational consumers?
	• How can halal brand image be shaped in new digital environments catered to halal markets such as the metaverse (Noor *et al.*, 2024)?
Context: Industry	• There is much potential for halal brands to appeal to a wide range of consumers in halal cosmetics, modest fashion and halal pharma. Accordingly, more research is required on halal brand image in these industries
	• Halal media and recreation will continue to grow and remain relevant, particularly with the rising younger generation of consumers. Understanding the phenomenon of halal brand image in this key service-dominant industry is critical to encourage the sustainable growth of this sector in the halal ecosystem
	• How does the concept of halal brand image manifest itself in the context of the emerging halal luxury market (Zainol *et al.*, 2024)?
Characteristics	• There is significant strategic value in understanding the unique drivers that can shape halal brand image. For researchers, understanding the applicability of antecedents across halal industries will fill an existing gap in the literature. Accordingly, more research on the unique antecedents of halal brand image is required
	• How can faith-related antecedents of halal brand image be effectively relevant to non-Muslim consumers?
	• There is a considerable lack of research on the moderators of halal brand image. More research is required to understand the unique factors that can affect the relationships between halal brand image and its antecedents/ outcomes across different halal markets
	• What are the underlying tensions between halal brand image and purchasing intention, particularly in the halal food industry? How can these tensions be effectively mediated?
	• How can halal brand image promote more holistic outcomes including sustainability and customer well-being?

(*continued*)

Table 9. Continued

Area	Research question
Methods	• A nuanced understanding of how different stimuli can affect halal brand image is key to understanding this research area. Accordingly, more experimental designs are encouraged to advance research on halal brand image
	• A clearer understanding of halal brand image can be developed with more mixed-methods studies using both quantitative and qualitative research methods that illuminate unexplored research contexts or explain new phenomena resulting from the development of halal brand image
	• Scale development studies may be encouraged to develop novel halal brand image scales

Source(s): Table created by the author

systematic review with qualitative perspectives including interviews with consumers and brand managers to better understand the common perspectives and gaps associated with halal brand image.

Finally, with a better understanding of the state of research on halal brand image, multiple research gaps have been identified, which leads to further research opportunities. This includes supporting the call for further research into the halal media and recreation industry (Noor, 2025). The final research contribution of this paper is in the form of the consolidated research agenda in Table 9 to further advance the understanding of halal brand image with 18 future research recommendations.

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