



# Literature Review: Consumer Awareness of Halal Medicines

Desy Purnamasari\*

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## Abstract

Public awareness of the halal status of medicines and pharmaceutical products is increasing, as medicines play an important role in people's daily lives. Along with the growing awareness of halal products, studies on consumer perceptions of halal medicines available in the market have become increasingly important to support the development of a pharmaceutical industry that complies with halal principles. This literature review aims to examine research related to consumer awareness and perceptions of halal medicines, focusing on factors that influence them, such as knowledge, attitudes, and consumer behavior. The method used is a literature review conducted through databases including PubMed, Scopus, and Google Scholar, using the keywords "halal pharmaceuticals," "consumer awareness," and "halal medicine." The findings of this review indicate that knowledge, religious awareness, social norms, trust in certification bodies, and economic factors are key determinants influencing public awareness and intention to purchase halal medicines. The lack of halal labeling on pharmaceutical products, limited availability of halal raw material alternatives, and low levels of public knowledge remain the main obstacles commonly encountered in society. On the other hand, the growing potential for digitalization of halal medicine information, increased awareness among pharmaceutical industry players about halal certification, and the active role of pharmacists in educating the public about halal medicines present opportunities to enhance consumer awareness. Therefore, improving consumer awareness of halal medicines can be achieved through effective collaboration among the government, the pharmaceutical industry, and healthcare professionals to ensure the availability of medicines that adhere to halal principles.

**Keywords:** Consumer Awareness; Halal Certification; Halal Medicines; Literature Review; Pharmaceutical Industry

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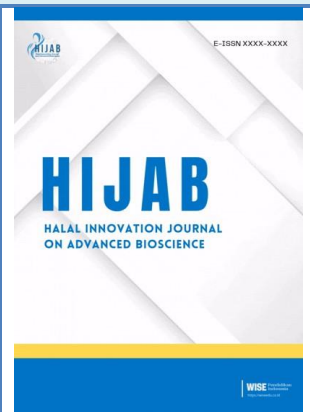
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## INTRODUCTION

The concept of halal has now become a global concern, extending beyond the food and beverage sector to include non-food products such as cosmetics and pharmaceuticals. The growing awareness of halal products reflects an increasing societal commitment to ensuring that the goods consumed or used comply with sharia principles, safety standards, and ethical values. In recent years, the halal industry has experienced significant growth, including the pharmaceutical sector, which has shown a rising trend in the demand for medicines that meet halal standards [1].

Nevertheless, various studies indicate that the level of consumer awareness of halal medicines remains lower than that of other halal products such as food and cosmetics. In Indonesia, public awareness of halal medicines is influenced by several factors, including knowledge level, religious consciousness, and prevailing social norms [2]. However, most people still associate the concept of halal primarily with food products, while the halal status of medicines has not yet received sufficient attention. Similar conditions are also found in other Muslim-majority countries, such as Jordan, where healthcare professionals still have limited understanding of the principles of halal pharmaceutical products [3]. These findings reveal a significant gap between the increasing demand for halal medicines and the limited halal literacy among consumers and healthcare practitioners.

The urgency of enhancing consumer awareness regarding halal medicines has intensified with the implementation of Law No. 33 of 2014 on Halal Product Assurance (UU JPH) in Indonesia, which mandates that all products circulating in the country, including medicines, must obtain halal certification. Globally, halal pharmaceuticals represent not only a religious necessity but also a major economic opportunity driven by the rising demand for ethical and high-quality products. However, the development of this sector faces multiple challenges, such as the limited availability of halal raw materials, the suboptimal certification mechanisms for pharmaceuticals, and the low level of public education and literacy about the importance of halal medicines [4], [5].

Moreover, the pharmaceutical industry faces technical and procedural obstacles in ensuring compliance with halal standards—particularly in terms of raw material traceability, cross-contamination prevention, and maintaining halal integrity throughout the supply chain [6]. Therefore, efforts to enhance halal awareness and understanding should be approached holistically, involving the active participation of the government, pharmaceutical industries, healthcare professionals, and halal certification bodies. In this context, pharmacists and health practitioners play a strategic role as intermediaries between scientific practice and religious ethics, providing education and building public trust regarding halal medicines [7].

Although several studies have investigated consumer awareness of halal products, research specifically focusing on awareness of halal medicines remains very limited, particularly in developing countries such as Indonesia [8], [9]. Most previous studies have concentrated on consumer behavior toward halal food products [4], [10], while research exploring understanding, perception, and behavioral patterns related to halal medicines is still scarce [11]. Moreover, the majority of existing studies tend to examine this issue primarily from the consumer perspective, neglecting the crucial viewpoints of healthcare professionals and the pharmaceutical industry [12]. This narrow focus has resulted in a fragmented and less comprehensive understanding of the halal awareness ecosystem within the pharmaceutical context, especially in Indonesia, where the halal pharmaceutical industry holds significant potential for growth and global competitiveness [9]. Many studies on halal pharmaceuticals still employ descriptive quantitative approaches that only assess levels of knowledge and purchase intention without examining the deeper social, cultural, and institutional factors influencing public awareness of halal medicines [11], [13]. This limitation leads

to a narrow understanding focused primarily on cognitive aspects, failing to capture the complex socio-religious dimensions that shape decision-making processes and trust in halal certification systems. Furthermore, comparative studies among Muslim-majority countries remain scarce, even though differences in cultural contexts, regulatory frameworks, and market maturity could provide a more comprehensive understanding of variations in consumer awareness and behavior toward halal medicines [14], [15]. For instance, Kasri et al. (2021) [11] found that attitude, religiosity, knowledge, and perceived behavioral control influence the intention to purchase halal medicines in Indonesia, while subjective norms were not significant. In contrast, studies in Malaysia and the Middle East revealed that collective values and community perceptions play a more dominant role in shaping halal consumption. Therefore, it is essential to develop more integrative and context-sensitive research models, incorporating qualitative and mixed-method approaches to better understand how social factors, generational differences, and communal experiences influence consumer engagement with halal pharmaceutical products [13], [15].

Therefore, this literature review aims to analyze and synthesize global research findings on consumer awareness, attitudes, and behaviors toward halal medicines, while identifying the determining factors that influence them. The novelty of this study lies in its integrative approach, which combines socio-religious, consumer behavior, and regulatory perspectives to provide a comprehensive understanding of halal awareness in the pharmaceutical sector. The outcomes of this review are expected to strengthen the strategic development of the halal pharmaceutical industry in Indonesia and serve as a foundation for future research in a global context involving both Muslim-majority and minority countries.

## METHODS

This study employed a systematic literature review (SLR) approach based on the PRISMA guidelines to ensure transparency, methodological rigor, and replicability in synthesizing research on consumer awareness and perceptions of halal medicines and pharmaceutical products. The review process was conducted through four main stages—identification, screening, eligibility assessment, and inclusion—with the aim of identifying patterns, trends, and determinant factors influencing consumer behavior in both Muslim and non-Muslim countries [11], [16]. This approach was chosen for its effectiveness in analyzing multidimensional factors such as religiosity, knowledge, attitudes, and perceived behavioral control that shape consumers' intentions to purchase halal medicines [15], [17].

The literature search was conducted from August to September 2025 using four major academic databases: PubMed, ScienceDirect, Scopus, and Google Scholar. These databases were selected to ensure wide coverage of both health sciences and social sciences literature relevant to the topic of halal pharmaceuticals. The search was performed using the keywords “halal pharmaceutical”, “halal medicine”, and “consumer awareness”, combined with the Boolean operators AND and OR to broaden the search results. Additionally, related terms such as *halal drugs*, *halal product perception*, and *consumer behavior in halal medicine* were included to minimize search bias and maximize article relevance.

The inclusion criteria for this study were as follows: (1) original research or review articles published in indexed national or international journals; (2) studies explicitly discussing consumer awareness, perceptions, or behavioral intentions toward halal medicines or pharmaceutical products; (3) publications released between 2019 and 2025; and (4) articles available in full-text format. In contrast, exclusion criteria included non-scholarly publications such as opinion pieces, news articles, and non-peer-reviewed reports, as well as studies focused on non-pharmaceutical halal products such as food, cosmetics, or tourism.

The initial search yielded 30 relevant articles, which were then subjected to a screening and eligibility assessment based on the predefined criteria. After removing duplicates, reviewing abstracts, and evaluating content relevance, 8 articles met the inclusion criteria and were selected for in-depth analysis. Data extraction involved reviewing each article's key characteristics, including author(s) and publication year, research location, methodology, and main findings, as summarized in Table 1.

The data were analyzed qualitatively using a thematic analysis approach to identify recurring patterns and themes across the selected literature. Each article was examined to determine similarities and differences in the factors influencing consumer awareness of halal medicines, such as knowledge, religiosity, social norms, trust in certification bodies, and economic considerations. The findings revealed that most studies emphasize the crucial roles of knowledge and religious awareness in shaping consumers' attitudes and intentions to purchase halal medicines. Meanwhile, key challenges identified include the limited availability of halal raw materials, the underdevelopment of halal certification for pharmaceuticals, and the low level of consumer education. This integrative approach provides a broader and more holistic understanding of the interrelationships between awareness, perception, and consumer behavior within the context of halal pharmaceutical industry development.

## RESULT AND DISCUSSIONS

To obtain a comprehensive understanding of global and national studies on halal pharmaceutical awareness, a systematic review was conducted covering articles published between 2019 and 2025. From an initial collection of 30 relevant studies, eight were selected based on inclusion criteria such as methodological rigor, thematic relevance, and accessibility of full-text content. These selected studies represent a diverse range of contexts—including Indonesia, Jordan, Malaysia, Pakistan, and other Asian countries—and employ both quantitative and qualitative research designs.

The reviewed literature collectively explores various dimensions of consumer awareness, perceptions, and behavioral intentions toward halal medicines. Most studies highlight that factors such as knowledge, religiosity, subjective norms, and trust in halal certification bodies play significant roles in shaping consumer behavior. Additionally, differences in awareness levels between consumers and healthcare professionals, as well as between countries, underscore the complexity of integrating halal principles within the pharmaceutical industry.

A summary of the selected studies, including authors, research locations, methodologies, and key findings, is presented in Table 1 below.

**Table 1.** Characteristics of Literature

No	Authors (Year)	Article Title	Research Location	Research Method	Main Findings
1	Indarningsih & Siregar (2023)	Halal Labelization, Word of Mouth and Halal Awareness on Purchase Decisions of Pharmaceutical Products	Yogyakarta, Indonesia	Quantitative (survey of pharmaceutical consumers)	Halal awareness and labeling significantly influence consumers' decisions to purchase halal medicines.

No	Authors (Year)	Article Title	Research Location	Research Method	Main Findings
2	Maslul & Priantina (2024)	Halal Awareness: Impact on Purchasing Halal Medicines Unveiled	Jabodetabek, Indonesia	Quantitative (SEM-PLS regression)	Purchase intention is influenced by halal awareness, subjective norms, and behavioral control; attitude is not significant.
3	Rahman et al. (2021)	Intention to Consume Halal Pharmaceutical Products: Evidence from Indonesia	Jakarta, Indonesia	Quantitative (Theory of Planned Behavior)	Knowledge and spirituality significantly influence the intention to purchase halal medicines.
4	Sudarsono & Nugrohowati (2020)	Determinants of the Intention to Consume Halal Food, Cosmetics and Pharmaceutical Products	Indonesia (national survey)	Quantitative (survey)	Knowledge is the dominant factor influencing the intention to buy halal products compared to religiosity.
5	Alserhan et al. (2020)	Awareness towards Halal Pharmaceuticals: An Analysis of Pharmacists' Views	Jordan	Quantitative (survey of pharmacists)	Most pharmacists have limited awareness of halal medicines; many assume that all medicines are automatically halal.
6	Ru'yat (2024)	A Bibliometric Analysis of Halal Pharmaceuticals Consumer Behavior	Asia	Bibliometric analysis	Global research on halal pharmaceutical consumer behavior has increased since 2019, particularly in Southeast Asia.
7	Surur et al. (2025)	Halal Medicine in Indonesia: Navigating Sharia and State Law	Indonesia	Qualitative (legal and policy analysis)	The effectiveness of halal policies is influenced by the synchronization between Sharia and state laws; 95% of pharmaceutical raw materials are still imported.
8	Nasruddin et al. (2023)	Halal Pharmaceuticals: Consumer Perceptions, Awareness and Willingness to Pay	Indonesia, Malaysia, Pakistan	Quantitative (cross-country survey)	High awareness of halal medicines, but only 54% of respondents are willing to pay more; influenced by trust and product quality.

Public awareness regarding the use of halal medicines in Indonesia has shown a significant upward trend, in line with the growth of the halal lifestyle and the rapid expansion of the national halal industry [11], [18]. However, this increase in awareness has not yet been fully reflected in consistent consumer behavior toward halal-certified medicines. Although public understanding of the halal concept has improved, various studies indicate that actual intentions and behaviors in choosing and using halal medicines still face several challenges, including limited product

availability and a lack of public education [19], [20].

A study conducted in Yogyakarta found that halal awareness and product labeling significantly influence consumers' purchasing decisions for pharmaceutical products, emphasizing the importance of halal labeling as an effective communication tool for building consumer trust and encouraging purchasing behavior consistent with halal values [11]. Similarly, research in the Greater Jakarta area (Jabodetabek) revealed that the intention to purchase halal medicines is influenced by individual awareness, spirituality, and perceived behavioral control—aligning with the *Theory of Planned Behavior (TPB)*—while attitudes showed no significant effect [21].

At the national level, knowledge has been identified as the most dominant factor influencing public awareness of halal medicines compared to religiosity alone. A national survey across 27 provinces in Indonesia showed that individuals with a deeper understanding of raw materials, production processes, and halal certification mechanisms demonstrated higher levels of awareness and compliance in using halal medicines [18]. Therefore, improving halal pharmaceutical literacy through public education, transparent information dissemination, and effective halal risk communication should become a key priority in government policy ([21]).

Beyond knowledge, social values and personal norms also play a crucial role in shaping halal consumption behavior. Communities that uphold strong social norms regarding halal practices tend to exhibit higher compliance in using halal medicines [22]. Social support and collective awareness are found to enhance individuals' intentions to use halal medicines, consistent with findings by Maslul and Priantina [2]. According to Mardhiyah et al. (2023)[22], fostering a culture of halal consciousness through religious education, public campaigns, and the involvement of healthcare professionals—as part of a triple helix collaboration model involving religious institutions, academia, and industry—is key to reinforcing community-based halal awareness.

Another critical determinant of halal medicine consumption is trust in halal certification bodies. Research by Utami and Nurkhasanah (2021)[23] revealed that public trust in certification authorities strongly influences consumers' willingness to pay a premium for halal-certified products, with about 54% of respondents expressing readiness to pay more, while others remain constrained by price and product availability. This illustrates a tension between consumer idealism and economic pragmatism, emphasizing the importance of effective communication about the health, safety, and ethical significance of halal certification [24], [25]. Furthermore, studies by Elsayed et al.,(2025)[12] show that increasing halal literacy among healthcare professionals can positively affect patient awareness and acceptance of halal pharmaceuticals, reinforcing the societal trust necessary to sustain the growth of the halal pharmaceutical ecosystem.

From a policy perspective, the halal pharmaceutical sector in Indonesia continues to face major structural and regulatory challenges. Surur et al. (2025) [5]and Faridah (2019) [26] highlight that approximately 95% of Indonesia's pharmaceutical raw materials are imported, with many lacking halal certification from recognized authorities. This heavy reliance on imported ingredients creates bottlenecks in the certification process since the halal status of final pharmaceutical products depends on the traceability and assurance of these raw materials. To address this issue, researchers emphasize the need for multi-stakeholder collaboration involving the government, the Halal Product Assurance Agency (BPJPH), the Indonesian Ulema Council (MUI), and the domestic pharmaceutical industry to develop a robust and integrated halal supply chain aligned with international standards [9], [26]. Such coordinated efforts are vital to enhance governance in the halal sector and to harness Indonesia's growing economic potential, with the country's halal pharmaceutical exports projected to reach USD 41.42 billion by 2024 [5]. Globally, cross-country studies demonstrate considerable variation in halal medicine awareness and implementation. In Jordan, pharmacists exhibit limited professional awareness, with many assuming that all marketed medicines are automatically halal, reflecting a critical knowledge gap even among

healthcare professionals [9], [27]. This underscores the need to integrate halal principles into pharmacy and health education curricula to strengthen professional literacy in halal compliance. In contrast, Malaysia presents a more mature and structured halal ecosystem supported by strong regulatory oversight, transparent certification mechanisms, and continuous public education initiatives [12], [28], [29]. These differences highlight that while Indonesia continues to advance regulatory reforms through BPJPH and MUI collaboration, lessons from Malaysia's governance and educational strategies could play a pivotal role in strengthening Indonesia's position as a leader in the global halal pharmaceutical industry.

Comparative studies conducted across Indonesia, Malaysia, Pakistan, and Jordan consistently reveal that the dissemination of knowledge and the involvement of healthcare professionals play a vital role in shaping public awareness of halal medicines. In countries where pharmacists and medical practitioners actively educate patients about the halal status of medications, levels of public trust and compliance are significantly higher [12]. This finding underscores the importance of integrating halal education into healthcare and pharmacy curricula to empower future professionals as agents of halal literacy and compliance. Furthermore, technological advancements and the rapid spread of information have contributed to rising consumer awareness and demand for halal pharmaceuticals [8], [30]. In the Indonesian context, with its large Muslim-majority population, this development presents a strategic opportunity to strengthen the halal pharmaceutical sector through continuous public education and awareness initiatives [31].

However, several structural and regulatory challenges persist, including gaps in public understanding of halal certification and limited legitimacy of certification systems in minority-Muslim markets [32]. Additionally, issues of quality control and misuse of halal labels continue to pose barriers to industry credibility [33]. To address these challenges, a comprehensive approach is needed—one that integrates consumer education, policy reform, and industrial innovation while empowering healthcare professionals to actively participate in halal literacy programs [9], [34]. Through this integrated effort, Indonesia has the potential not only to enhance compliance with halal standards but also to position itself as a global leader in halal pharmaceutical development.

## CONCLUSION

This literature review shows that public awareness of halal medicines continues to increase but remains lower than awareness of other halal products such as food and cosmetics. The factors influencing this condition include knowledge, spirituality, social norms, trust in halal certification bodies, as well as economic aspects and the availability of halal medicines in the market. In addition, the availability and labeling of halal medicines still need to be improved to further enhance public awareness and confidence in halal pharmaceutical products.

## AUTHORS INFORMATION

### *Corresponding Authors*

**Desy Purnamasari** – Dinas Kesehatan Lampung Selatan, Provinsi Lampung, (Indonesia);

Email: [purnama\\_7928@gmail.com](mailto:purnama_7928@gmail.com)

## CONFLICT OF INTEREST

The author declares that she has no conflict of interest in the writing and publication of this article.

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