



From Halal to Tayyib: Developing a Sustainable Muslim Consumption Framework

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Article Info	Abstract
Article history: Received March 10, 2026 Revised April 13, 2026 Accepted June 27, 2026 Available online August 15, 2026	Introduction/Main Objectives: This study examines the shift from halal-oriented consumption toward tayyib-oriented and sustainability-oriented Muslim consumption. It aims to develop the Sustainable Muslim Consumption Framework (SMCF) by integrating halal compliance, Islamic ethical values, environmental consciousness, and ethical purchase intention. Research Methods: The study employed a Systematic Literature Review (SLR) guided by the PRISMA protocol. Articles published between 2020 and 2026 were retrieved from Scopus, Web of Science, and Google Scholar; 38 eligible articles were selected and analyzed using thematic synthesis. Finding: The study identifies five dimensions of sustainable Muslim consumption and shows that Islamic ethical values link halal compliance to sustainability-oriented behavior. Conclusion: The SMCF contributes to the halal consumption literature by integrating sustainability principles into Islamic consumer behavior and offers implications for the development of the halal industry.
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INTRODUCTION

The global halal economy is growing rapidly while facing increasing demands to align with sustainability and responsible consumption. Muslim consumer expenditure reached approximately USD 2.6 trillion in 2024 and is projected to increase to USD 3.6 trillion by 2029 (DinarStandard, 2025). At the same time, environmental challenges such as climate change, resource depletion, and excessive consumption have intensified the need for sustainable production and consumption systems (United Nations, 2024). Therefore, halal industries are expected not only to comply with Islamic principles but also to demonstrate environmental responsibility, ethical sourcing, and social accountability.

Consumer expectations in the halal market have also shifted. Consumers increasingly consider environmental impact, ethical production, corporate responsibility, and supply-chain credibility when making purchasing decisions (Lim et al., 2023). Sustainability has become an important driver of purchasing behavior among younger generations (Deloitte, 2025), while traceability and reliable halal supply chains are essential for strengthening consumer trust and the credibility of the halal value chain (Khan & Haleem, 2021; Zailani et al., 2021). Traditionally, halal consumption has been understood mainly as compliance with Islamic dietary and consumption rules. Previous studies have therefore emphasized halal awareness, halal certification, religiosity, trust, and purchase intention as key determinants of Muslim consumer behavior (Ali et al., 2021; Bashir et al., 2021). However, recent studies indicate that Muslim consumers increasingly expect halal products to meet broader ethical and sustainability standards. This reflects a shift from halal-oriented consumption toward *tayyib*-oriented consumption. While halal emphasizes religious permissibility, *tayyib* includes wholesomeness, quality, safety, environmental responsibility, and social benefit (Yusof & Jusoh, 2022; Ibrahim & Hassan, 2024). Islamic marketing literature also shows that the halal phenomenon is expanding beyond compliance toward broader ethical and sustainability considerations (Wilson, 2022; Nart et al., 2023).

This transformation is consistent with Islamic ethical principles. Concepts such as *khalifah*, *amanah*, *adl*, and *maslahah* provide an ethical foundation for responsible relationships between humans, society, and the environment (Ibrahim & Hassan, 2024). Thus, sustainability should not be viewed as an external concept added to halal industries, but as an inherent part of Islamic ethical values. Despite increasing scholarly attention, theoretical gaps remain. Existing studies tend to examine halal consumption, sustainability, and Islamic ethics as separate research streams. Halal studies mainly focus on religious compliance, while sustainability studies rarely incorporate Islamic ethical perspectives (Ali et al., 2021; Lim et al., 2023). Previous research also tends to examine isolated determinants, such as religiosity, halal awareness, or environmental concern, without explaining how halal compliance, Islamic ethical values, environmental

consciousness, and ethical purchase intention interact to shape sustainable Muslim consumption.

Table 1. Research Gap Matrix and Positioning of the Present Study

Previous studies	Main focus	Research gap
Ali et al. (2021).	Halal awareness and purchase intention	Sustainability dimension not integrated
Bashir et al. (2021).	Halal certification and consumer behavior	Islamic ethical values receive limited attention
Lim et al. (2023).	Sustainable consumption	Religious perspective is largely absent
Ibrahim & Hassan (2024).	Islamic ethics and sustainability	No integrated consumer behavior framework
This study	Halal–tayyib integration	Develops the Sustainable Muslim Consumption Framework (SMCF)

Source: Developed by the authors.

As shown in Table 1, previous studies have not yet provided an integrated framework explaining the relationships among halal compliance, Islamic ethical values, and sustainability-oriented consumer behavior. To address this gap, this study develops the Sustainable Muslim Consumption Framework (SMCF), which explains the transition from halal-oriented to tayyib-oriented consumption by integrating religious compliance, Islamic ethical values, environmental consciousness, and ethical purchase intention into a unified conceptual model.

This study addresses three research questions: (1) How has sustainable Muslim consumption evolved within recent literature? (2) What dimensions characterize the integration between halal compliance and sustainability-oriented consumer behavior? (3) How do Islamic ethical values contribute to the development of a conceptual framework for sustainable Muslim consumption? Based on these questions, this study aims to systematically review recent literature on halal consumption and sustainability, identify the key dimensions of sustainable Muslim consumption, and develop the SMCF.

This study contributes to the literature in three ways. First, it reconceptualizes Muslim consumption by shifting the focus from halal compliance to tayyib-oriented consumption. Second, it integrates Islamic ethical values with sustainability literature into a unified framework. Third, it proposes the SMCF as a theoretical foundation for future empirical research in Islamic marketing, consumer behavior, and sustainable development.

METHOD

This study employed a Systematic Literature Review (SLR) to synthesize recent literature on sustainable Muslim consumption and develop an integrated conceptual framework. The SLR approach was considered appropriate because it allows systematic identification, comparison, and synthesis of fragmented studies (Snyder, 2019; Paul & Criado, 2020; Lim et al., 2023). The review followed the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) guidelines to ensure transparency in the identification, screening, eligibility, and inclusion processes (Page et al., 2021).

Data were collected from Scopus, Web of Science, and Google Scholar. Scopus and Web of Science were used to identify internationally indexed peer-reviewed articles, while Google Scholar served as a complementary source. The search was conducted between January and May 2026 and focused on articles published from January 2020 to May 2026. The keywords included “halal consumption,” “Muslim consumer behavior,” “sustainable consumption,” “green consumer behavior,” “Islamic ethics,” “halal sustainability,” “tayyib consumption,” and “ethical consumption.” The Boolean search string was:

("halal consumption" OR "Muslim consumer behavior") AND ("sustainable consumption" OR sustainability OR "green consumer behavior") AND ("Islamic ethics" OR halal OR tayyib).

Table 2. Inclusion and Exclusion Criteria

Criteria	Inclusion	Exclusion
Publication type	Peer-reviewed journal articles	Conference papers, editorials, book reviews
Language	English	Non-English publications
Publication period	January 2020 – May 2026	Before 2020
Subject area	Halal consumption, sustainability, Islamic ethics, consumer behavior	Unrelated disciplines
Accessibility	Full-text articles available	Abstract-only publications

Source: Developed by the authors.

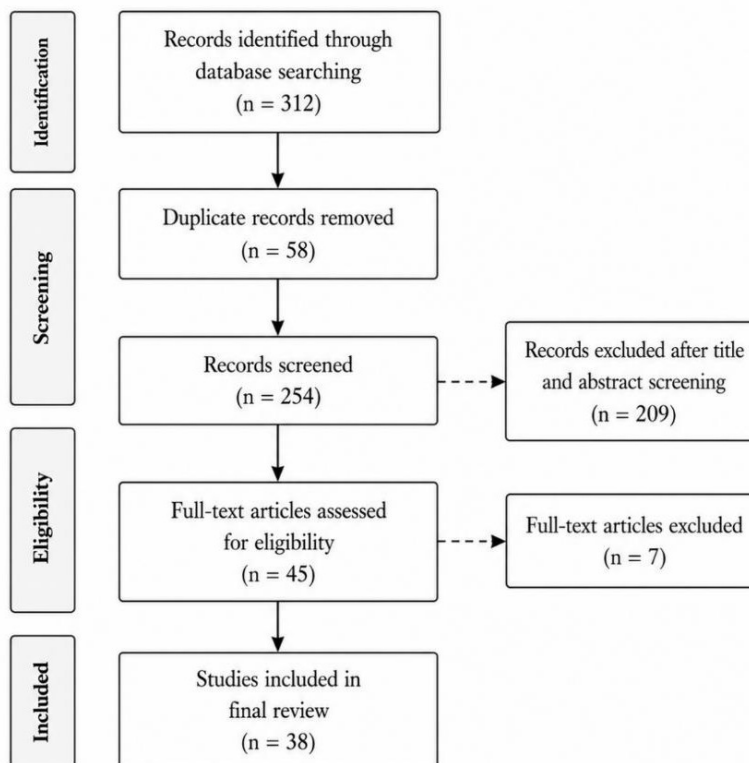
Table 2 shows that the review was limited to recent, English-language, peer-reviewed journal articles with full-text access. These criteria were used to ensure that the selected studies were academically reliable, up to date, and directly relevant to halal consumption, sustainability, Islamic ethics, and consumer behavior.

The selection process identified 312 records from the databases. After removing 58 duplicates, 254 titles and abstracts were screened, resulting in the exclusion of 209 irrelevant studies. A total of 45 full-text articles were assessed for eligibility, and seven were excluded

because they did not directly address the relationship between halal consumption, Islamic ethics, and sustainability. Finally, 38 articles were included in the review.

The 38 articles formed the analytical corpus for thematic synthesis. Because the findings are presented as aggregated themes, only sources explicitly discussed in the narrative are cited in the reference list. At the same time, the full corpus informed the thematic synthesis summarized in Tables 3 and 4.

Figure 1. PRISMA Flow Diagram of Article Selection



Source: Developed by the authors following the PRISMA 2020 framework.

Data were analyzed using thematic synthesis. The process involved open coding of key findings, grouping similar concepts into broader themes, and synthesizing the relationships among themes. Five analytical dimensions were identified: halal compliance, Islamic ethical values, environmental consciousness, ethical purchase intention, and sustainable Muslim consumption. These dimensions were then integrated into the Sustainable Muslim Consumption Framework (SMCF), which represents the main conceptual contribution of this study.

RESULT AND DISCUSSION

This section presents the review results and discussion through an overview of the selected studies, thematic synthesis, the proposed SMCF, and its theoretical and managerial implications.

3.1 Overview of the Selected Studies

The systematic review identified 38 peer-reviewed journal articles published between 2020 and 2026 that met the inclusion criteria. The selected studies indicate growing scholarly attention to the integration of halal consumption, Islamic ethical values, and sustainability (Paul & Criado, 2020; Lim et al., 2023). Earlier publications mainly examined halal consumption in terms of certification, religiosity, trust, and purchase intention. In contrast, more recent studies increasingly incorporate environmental responsibility, ethical consumption, and sustainable development into the study of Muslim consumer behavior.

Most studies were conducted in Muslim-majority countries, particularly Malaysia, Indonesia, Saudi Arabia, Pakistan, and Türkiye. However, several studies also examined Muslim consumers in non-Muslim-majority contexts, showing that sustainable Muslim consumption has become a broader global research agenda. Table 3 summarizes the characteristics of the selected studies.

Table 3. Characteristics of the Selected Studies

Category	Summary
Publication period	2020–2026
Number of studies	38 peer-reviewed journal articles
Data sources	Scopus, Web of Science, and Google Scholar
Research contexts	Muslim-majority and non-Muslim-majority settings
Dominant topics	Halal consumption, Islamic ethics, sustainability, and consumer behavior
Research designs	Quantitative, qualitative, conceptual, and review studies

Source: Developed by the authors based on the selected literature (2020–2026).

Table 3 indicates that the reviewed literature is recent, cross-contextual, and methodologically diverse. The inclusion of both Muslim-majority and non-Muslim-majority settings shows that sustainable Muslim consumption has become a broader research issue beyond a single national or religious market context.

3.2 Thematic Synthesis of Sustainable Muslim Consumption

The thematic synthesis shows a gradual shift from halal compliance as an isolated purchasing determinant toward a broader understanding of halal consumption that incorporates Islamic ethical values and sustainability principles. Four major themes were identified: halal compliance, Islamic ethical values, environmental consciousness, and ethical purchase intention.

Table 4. Thematic Synthesis of Sustainable Muslim Consumption Literature

Theme	Core concepts	Main findings	Conceptual implication
Halal Compliance	Halal certification, halal awareness, halal trust	Halal remains the primary requirement in Muslim purchasing decisions, but is increasingly viewed as insufficient on its own.	Halal compliance serves as the foundation of sustainable Muslim consumption.
Islamic Values	Ethical khalifah, amanah, adl, maslahah	Islamic ethical values encourage environmental stewardship, social responsibility, and responsible resource utilization.	Islamic ethics bridge religious compliance and sustainability.
Environmental Consciousness and Ethical Purchase Intention	Environmental concern, sustainable lifestyle, ethical buying	Consumers increasingly prefer environmentally responsible and ethically managed products.	Sustainability strengthens consumer trust and halal purchasing intention.
Sustainable Muslim Consumption	halal–tayyib integration	Muslim consumers combine religious compliance with environmental and social responsibility.	Represents a new paradigm of Muslim consumer behavior.

Source: Developed by the authors based on thematic synthesis of the selected literature (2020–2026).

Table 4 demonstrates that the interaction among halal compliance, Islamic ethical values, environmental consciousness, and ethical purchase intention shapes sustainable Muslim consumption. The table clarifies the conceptual logic of the SMCF: halal functions as the foundation, Islamic ethics act as the bridging mechanism, environmental consciousness and ethical intention translate values into behavior, and sustainable Muslim consumption becomes the expected outcome.

3.2.1 Halal Compliance as the Foundation of Sustainable Muslim Consumption

The reviewed literature confirms that halal compliance remains the fundamental prerequisite for Muslim purchasing decisions. Halal certification, halal awareness, and halal trust continue to influence consumer behavior (Ali et al., 2021; Bashir et al., 2021). However, contemporary Muslim consumers increasingly evaluate halal products not only based on religious permissibility but also on broader ethical and sustainability attributes, including environmental responsibility, responsible sourcing, and social benefit (Yusof & Jusoh, 2022; Ibrahim & Hassan, 2024). This finding indicates that halal certification alone may no longer be sufficient in sustainability-conscious markets. Rather than replacing halal principles, sustainability expands

their meaning through the concept of *tayyib*, which emphasizes wholesomeness, quality, safety, environmental responsibility, and public benefit. Thus, halal compliance should be understood as the foundation, not the final objective, of sustainable Muslim consumption.

3.2.2 Islamic Ethical Values as the Missing Link

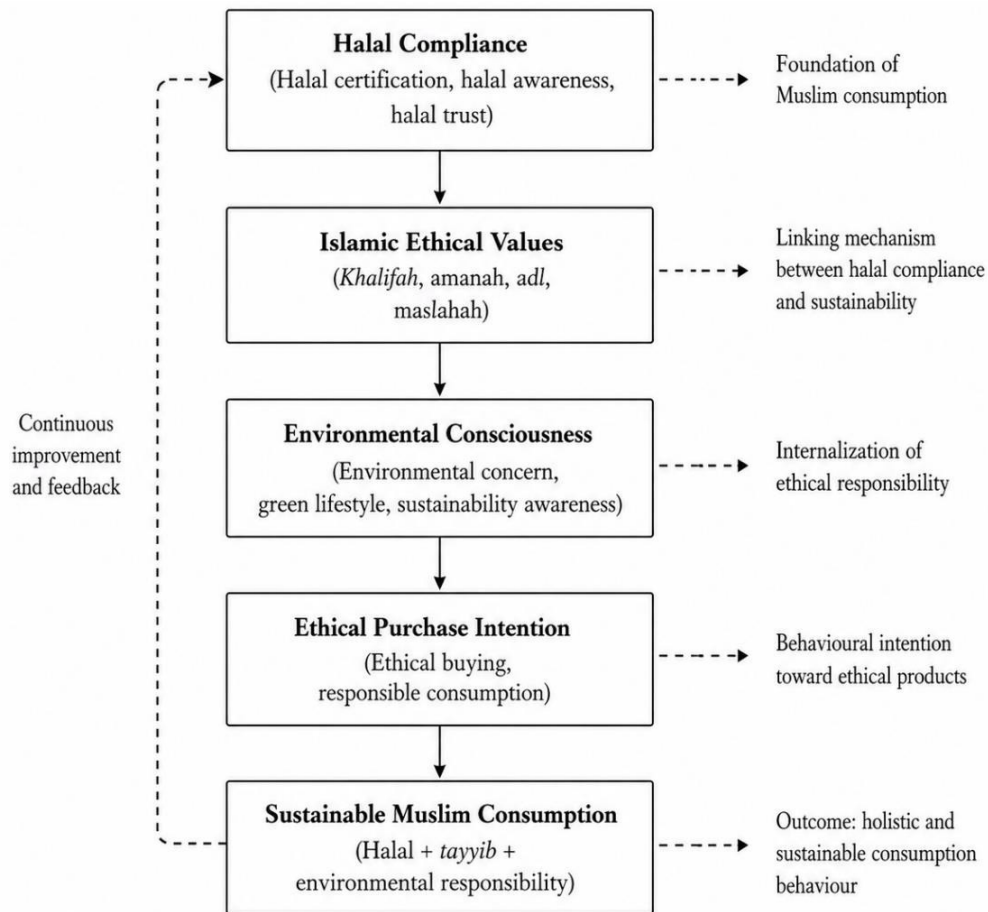
The synthesis identifies Islamic ethical values as the central mechanism linking halal compliance to sustainability-oriented consumer behavior. Principles such as *khalifah*, *amanah*, *adl*, and *maslahah* provide an ethical foundation for environmental stewardship, social responsibility, and responsible consumption (Ibrahim & Hassan, 2024). In this sense, sustainability is not merely an external concept adopted by halal industries, but an inherent expression of Islamic ethics. The concept of *tayyib* extends beyond legal permissibility to encompass quality, safety, environmental responsibility, and social welfare. Islamic ethical values, therefore, transform halal compliance from a procedural requirement into a broader ethical commitment. This finding strengthens Islamic marketing literature by showing that halal compliance and sustainability can be understood as complementary dimensions within sustainable Muslim consumption.

3.2.3 Environmental Consciousness and Ethical Purchase Intention

The reviewed studies show that environmental consciousness increasingly influences ethical purchase intention among Muslim consumers. Consumers are more likely to support halal products when they perceive them as environmentally responsible, ethically sourced, and aligned with Islamic values. These findings are consistent with sustainable consumption literature, which emphasizes the role of environmental concern in shaping ethical purchasing behavior (Lim et al., 2023). Environmental consciousness becomes stronger when consumers view environmental protection as part of their religious responsibility. This reflects the practical meaning of *khalifah* and *amanah*, in which responsible consumption becomes an expression of accountability to society and the environment. Therefore, environmental consciousness and ethical purchase intention should be viewed as mutually reinforcing dimensions of sustainable Muslim consumption.

3.2.4 Sustainable Muslim Consumption Framework (SMCF)

Figure 2. Sustainable Muslim Consumption Framework (SMCF)



Source: Proposed Sustainable Muslim Consumption Framework (SMCF).

The thematic synthesis leads to the development of the Sustainable Muslim Consumption Framework (SMCF). The framework positions halal compliance as the foundation of Muslim consumption, while Islamic ethical values serve as the connecting mechanism between religious compliance and sustainability-oriented behavior. Through the principles of khalifah, amanah, adl, and maslahah, halal compliance extends to *tayyib* consumption, encompassing environmental responsibility, social welfare, product quality, safety, and ethical production. Environmental consciousness and ethical purchase intention reinforce this process, ultimately leading to sustainable Muslim consumption. Unlike previous studies that examined halal certification, religiosity, and sustainability as separate constructs, the SMCF integrates these dimensions into a unified conceptual model. This framework reconceptualizes sustainable Muslim consumption from a compliance-driven perspective to an ethics-driven, sustainability-oriented one.

3.3 Theoretical Implications

The proposed SMCF extends halal consumption literature by shifting the discussion from halal compliance to tayyib-oriented consumption. Previous studies have generally explained Muslim purchasing behavior in terms of religiosity, halal awareness, trust, and certification (Ali et al., 2021; Bashir et al., 2021). This study adds that Islamic ethical values serve as the mechanism linking halal compliance to sustainability-oriented behavior. The framework also contributes to Islamic marketing and sustainable consumption literature by integrating fragmented concepts into a coherent theoretical model. This is consistent with Jaakkola (2020), who emphasizes that conceptual articles should organize fragmented knowledge into frameworks that can guide future empirical research. Therefore, the SMCF provides a theoretical foundation for future research on sustainable Muslim consumer behavior across diverse cultural and institutional contexts.

3.4 Managerial Implications

The findings provide practical implications for halal industries, certification bodies, policymakers, and MSMEs. For halal industries, competitiveness should not rely solely on halal certification but also on environmental sustainability, ethical sourcing, responsible production, and transparent marketing. Positioning products as both halal and tayyib can strengthen consumer trust and long-term brand competitiveness. For halal certification bodies, the findings suggest the importance of gradually incorporating sustainability-related indicators alongside conventional halal compliance. For policymakers, strengthening the halal ecosystem requires support for sustainable production, responsible consumption, and green innovation. For MSMEs, simple practices such as reducing packaging waste, improving supply-chain transparency, selecting responsible raw materials, and communicating ethical commitments can enhance consumer confidence without requiring substantial financial resources.

CONCLUSION

This study systematically reviewed recent literature on sustainable Muslim consumption and developed the Sustainable Muslim Consumption Framework (SMCF). The findings show that Muslim consumer behavior is shifting from a compliance-oriented approach centered on halal certification toward a broader tayyib-oriented perspective that integrates halal compliance, Islamic ethical values, environmental consciousness, ethical purchase intention, and sustainability. The proposed SMCF explains how Islamic ethical values, particularly *khalifah*, *amanah*, *adl*, and *maslahah*, link halal compliance to sustainability-oriented consumer behavior. The framework contributes to halal consumption and Islamic marketing literature by integrating religious compliance and sustainability into a unified conceptual model. In practice, the findings suggest that halal industries, certification bodies, policymakers, and MSMEs should strengthen sustainability practices across product development, supply chain management, and marketing

strategies. Future research is encouraged to empirically validate the framework using SEM or PLS-SEM across different cultural and institutional contexts.

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