

Halal Food Consumption Behavior among Muslim Consumers in Sri Lanka

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This research examines the factors influencing halal food purchasing decisions among Muslim consumers in Sri Lanka. The research applies the Theory of Planned Behavior as the theoretical framework and examines the effects of Religious Commitment, Trust in Halal Certification, Perceived Product Quality, and Social Influence on halal food consumption behavior. This study is particularly relevant given the expansion of the global halal market and the existing knowledge gap concerning consumer behavior in the Sri Lankan context. A cross-sectional quantitative research design was used, and data were collected from 300 Muslim consumers through a structured online survey using a convenience sampling technique. The instrument was adapted from previously validated scales, and reliability and validity were confirmed prior to analysis. Descriptive statistics, reliability analysis, Pearson correlation, and multiple linear regression were applied to analyze the data. The findings showed strong reliability, with Cronbach's alpha values exceeding 0.70 for all constructs and an overall reliability coefficient of 0.912. The regression model accounted for 58% of the variance in halal food consumption behavior. The strongest predictors were Religious Commitment ($\beta = 0.351$, $p < 0.001$) and Trust in Halal Certification ($\beta = 0.285$, $p < 0.001$). Perceived Product Quality was also a significant predictor ($\beta = 0.152$, $p = 0.013$), but Social Influence did not reach statistical significance ($\beta = 0.105$, $p = 0.083$). The findings indicate that halal purchasing decisions among Muslim consumers are driven by religious commitment, confidence in halal certification authorities, and perceptions of product quality. These results imply that manufacturers and certifying bodies should ensure religious compliance, prioritize product quality in line with the Tayyib concept, and implement transparent digital verification systems to strengthen consumer trust. Future research may explore the moderating effects of age and Perceived Behavioral Control through longitudinal studies.

Keywords: Consumer behavior, Halal certification, Halal food, Perceived quality, Religious commitment