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Reorienting The Marketing Mix Through Halal Labeling for Micro and Small Enterprises in Muslim Countries: A Systematic Literature Review

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Abstract: This study aims to systematically review the literature on reorienting the marketing mix theory (4Ps) through halal labeling for micro and small enterprises (MSEs) in Muslim countries. It seeks to identify how halal labeling transforms each element of the marketing mix and how the proposed framework can provide strategic guidance for MSEs in leveraging the global halal economy. This study employs a systematic literature review approach, analyzing selected articles from leading academic databases covering the period 1980–2025. Thematic conceptual analysis is used to synthesize findings from multiple disciplines, including marketing, Islamic economics, strategic management, and entrepreneurship studies. The literature review reveals that halal labeling functions as a strategic mechanism that fundamentally transforms all four elements of the marketing mix. In the Product dimension, halal labeling elevates the product from a physical commodity to a spiritually pure offering. In the Price dimension, halal certification enables value-based pricing strategies that reflect the added spiritual value. In the Place dimension, halal labeling requires integrity of the halal supply chain throughout distribution channels. In the Promotion dimension, halal communication demands adherence to truthfulness, transparency, and social responsibility. The resulting framework provides strategic guidance for MSE owners in integrating halal compliance into their marketing strategies, as well as for policymakers in designing support programs that facilitate MSE participation in the halal economy. This study contributes theoretically by synthesizing dispersed literature into an integrated framework that specifically addresses the unique context of MSEs in Muslim countries, elevating halal labeling from operational compliance to a core strategic element in marketing mix theory.

Keywords: conceptual analysis; halal labeling; Islamic economics; Islamic marketing; marketing mix theory.

Introduction

The global halal economy has experienced exponential growth over the past decade, driven primarily by rising consumer awareness among Muslim consumers worldwide. As the global Muslim population continues to expand, the demand for products that align with Islamic principles has transcended niche markets to become a dominant economic force. The global halal industry currently encompasses various sectors, including food and beverages, cosmetics, pharmaceuticals, tourism, logistics, and financial services, with an estimated market value exceeding US$2 trillion (Mamun et al., 2021; Reuters, 2020). This growth creates significant

economic opportunities for Muslim countries and producers seeking to tap into this expanding consumer base.

Micro and Small Enterprises (MSEs) play a pivotal role in this ecosystem, acting as the backbone of local economies and primary providers of consumer goods in Muslim countries. The International Labour Organization estimates that MSEs account for over 80% of total employment in many Muslim-majority economies, highlighting their centrality to economic and social systems (Bank, 2010; UNIDO, 2019). However, these enterprises face numerous challenges that constrain their growth and competitiveness, including limited financial resources, skill constraints, regulatory burdens, and intense market competition from larger domestic and international firms (Ahmad et al., 2015; Ramadhan et al., 2024). To survive and thrive in this highly competitive landscape, MSEs must adopt robust strategic frameworks that resonate with the core values of their target consumers. Understanding how spiritual compliance intersects with business strategy has become an urgent necessity for contemporary business researchers and practitioners alike. The integration of halal values into marketing strategy offers MSEs a distinct competitive advantage, enabling them to navigate complex regulatory environments and capture a highly loyal consumer base (Abdul Khalek et al., 2017; Wilson, 2014).

Traditional marketing theory, particularly the foundational marketing mix framework conceptualized by E. Jerome McCarthy (1960) and popularized by Philip Kotler (1967), has long served as the bedrock of business strategy. This classical model categorizes marketing activities into four controllable variables, widely known as the Product, Price, Place, and Promotion ("the 4Ps"). While this framework has proven highly effective in driving market efficiency and consumer satisfaction across secular economies, its core assumptions are deeply rooted in Western, materialistic paradigms (Constantinides, 2006; Grönroos, 1997). Conventional marketing models operate under the premise that consumer utility is maximized through purely physical, emotional, or economic benefits, fundamentally overlooking the spiritual and metaphysical dimensions that dictate consumer behavior in highly religious societies (El-Bassiouny, 2014; Sandikci & Ger, 2010).

In Muslim-majority nations, religious compliance is not a peripheral lifestyle choice but an overarching framework that governs daily consumption habits. The concept of halal, which denotes what is permissible under Islamic law (*sharīʿah*), serves as a primary filter through which consumers evaluate products and services (Al-Qaradawi, 2001; Kamali, 2009). When consumers in these regions make purchasing decisions, they seek psychological peace and spiritual assurance alongside functional utility (Shah Alam & Mohamed Sayuti, 2011; Wilson & Liu, 2010). Halal labeling, therefore, emerges as a critical institutional mechanism that bridges the gap between religious mandates and market offerings, transforming from a simple operational certification into a powerful symbol of trust, safety, and ethical responsibility (Ramadhan et al., 2024; Riaz & Chaudry, 2004).

Despite the obvious importance of religious compliance, conventional literature often treats halal certification merely as a regulatory hurdle or an external administrative requirement (Wibowo & Juhara, 2021; Wilson, 2014). This narrow perspective fails to recognize how halal status intrinsically alters the strategic dynamics of the entire marketing mix. For instance, a halal label fundamentally redefines the "Product" element by elevating it from a physical commodity to a spiritually pure offering. Similarly, it impacts "Price" strategies, as consumers are often willing to pay a premium for the guaranteed peace of mind that certification provides (Lada et al., 2009; Said et al., 2025). Furthermore, it alters "Place" and "Promotion" configurations, determining which distribution channels are acceptable and dictating the ethical boundaries of promotional narratives (Aziz & Chok, 2013; Koc et al., 2025). Thus, there is a critical theoretical gap regarding how halal labeling can be systematically synthesized within the internal structure of the marketing mix.

Given the complexities of integrating religious mandates with strategic business practices, this study addresses the following research questions: How does the integration of halal labeling conceptually redefine the traditional elements of the marketing mix for MSEs operating in Muslim countries? What are the specific pathways through which a halal-oriented marketing mix can be leveraged by MSEs to generate sustainable competitive advantage and

enhance brand equity? How do the distinct regulatory and economic differences across various Muslim nations influence the conceptual formulation of a unified halal marketing strategy? This study pursues the following objectives: To systematically review and synthesize the existing literature on halal marketing, marketing mix theory, and MSE development in Muslim countries. To develop a comprehensive conceptual framework that integrates halal labeling as a core strategic element within the marketing mix for MSEs. To identify the mechanisms through which halal labeling transforms each element of the marketing mix.To provide strategic guidance for MSEs and policymakers in leveraging halal marketing for sustainable growth.

This conceptual paper seeks to provide a timely and necessary intervention into mainstream marketing literature by validating the strategic role of religious compliance. By dismantling the secular assumptions of the conventional 4Ps, this study paves the way for a more inclusive, culturally sensitive understanding of business strategy. The insights generated from this analysis are expected to benefit not only academic researchers but also policymakers and MSE owners who seek to harness the full potential of the global halal market. Providing small businesses with a clear, theoretically sound framework for halal marketing is an essential step toward fostering economic resilience and ethical commercial practices. As the global halal economy continues to mature, this reorientation will ensure that marketing theory remains relevant, actionable, and deeply connected to the values of the societies it serves.

Method

This study employs a systematic literature review combined with thematic conceptual analysis, strictly following the rigorous, transparent, and replicable guidelines established by Tranfield et al. (2003) and Moher et al. (2009) to synthesize dispersed, multidisciplinary literature and identify theoretical patterns. A comprehensive search was conducted across major academic databases—including Scopus, Web of Science, Google Scholar, ProQuest, and EBSCOhost—covering the period from 1980 to 2025 using strategic keyword combinations such as "halal", "marketing mix", "4Ps", "consumer behavior", "Islamic marketing", "micro/small enterprises", "competitive advantage", and "supply chain". To maintain strict quality boundaries, inclusion criteria targeted peer-reviewed English-language journal articles, books, and conference proceedings focusing on halal or Islamic marketing within Muslim consumer markets and enterprise contexts, while excluding non-peer-reviewed trade publications, unrelated Islamic finance papers, and low-quality studies (Moher et al., 2009; Tranfield et al., 2003).

Adhering to the PRISMA guidelines, the screening process began with 1,247 initial records, which were narrowed down to 935 after removing 312 duplicates, subsequently filtered down to 187 full-text eligibility assessments, and ultimately finalized into a core selection of 124 articles for deep analysis. Data extraction from these selected works was systematically organized using a standardized form capturing metadata, frameworks, methodologies, and key findings regarding the reorientation of the halal marketing mix. Finally, synthesis was executed using the six-phase thematic analysis framework by Braun and Clarke to identify how halal labeling transforms the 4Ps, with an embedded quality assessment protocol ensuring that only high- and medium-quality studies contributing valid theoretical insights were incorporated into the final report (Braun & Clarke, 2006).

Results and Discussion

The systematic literature review identified 124 relevant studies published between 1980 and 2025. The distribution of studies by decade shows increasing scholarly attention to halal marketing: 1980-1990 (8 studies), 1991-2000 (12 studies), 2001-2010 (25 studies), 2011-2020 (52 studies), and 2021-2025 (27 studies). This trajectory reflects the growing importance of the halal economy and increasing academic interest in Islamic marketing. The studies originated from diverse geographical contexts, with the highest representation from Malaysia (35%), Indonesia (18%), Turkey (10%), the Middle East (20%), and other regions (17%). Disciplinary distribution included marketing (40%), Islamic economics (25%), management (20%), and other fields (15%). Methodologically, conceptual papers (45%) and empirical studies (55%) were relatively balanced.

Theoretical Underpinnings

This study is anchored on three interconnected theoretical foundations: classical marketing mix theory, Islamic economic theory, and institutional theory. The integration of these theoretical perspectives provides a comprehensive lens for understanding how halal labeling reorients the marketing mix for MSEs in Muslim countries. Classical Marketing Mix Theory provides the foundational structure of the 4Ps framework (Product, Price, Place, Promotion) as developed by McCarthy and popularized by Kotler. While acknowledging the limitations of this framework in religious contexts, it serves as the starting point for identifying how each element is transformed through halal integration (Konopa & McCarthy, 1969; Kotler, 1973).

Islamic Economic Theory provides the ethical and spiritual principles that govern commercial activities in Muslim societies. Drawing from the Qur'an, Sunnah, and Islamic jurisprudence, this theoretical perspective establishes the normative framework for halal compliance, including the concepts of ḥalāl (permissible), ṭayyib (pure), ʿadl (justice), amānah (trustworthiness), and ṣidq (truthfulness). These principles directly inform how each element of the marketing mix should be reconceptualized (Chapra, 2008; Siddiqi, 2004).

Institutional Theory provides insights into how halal labeling functions as an institutional mechanism that reduces information asymmetry and builds consumer trust. Certification bodies, regulatory frameworks, and industry standards constitute the institutional environment that shapes halal marketing practices (North, 1990; Scott, 2001). This perspective helps explain how halal labeling serves as a signal of quality and compliance that enables market transactions. Based on the synthesis of theoretical foundations and literature review, this study proposes a conceptual framework that integrates halal labeling as a core strategic element within the marketing mix. The framework demonstrates how halal labeling transforms each of the 4Ps, creating integrated value for MSEs and consumers.

Reorienting the "Product" Dimension: Spiritual Integrity and Quality Assurance

In classical marketing theory, the product dimension encompasses tangible attributes (design, packaging, features) and intangible benefits (brand image, warranty, after-sales service) that combine to provide consumer value (Kotler & Armstrong, 2010). Through halal integration, the product dimension is fundamentally transformed by the addition of spiritual integrity as a core product attribute. Halal labeling converts the product from a secular commodity into a spiritually significant offering that provides consumers with religious assurance alongside functional utility (Azis et al., 2024; Aziz & Chok, 2013).

Halal certification has been conceptualized as a form of total quality management from the Islamic perspective, encompassing everything from ingredient sourcing to final packaging (Ramadhan et al., 2024; Riaz & Chaudry, 2004). The product quality dimension under this framework includes ingredient purity and absence of prohibited substances, processing compliance with Islamic requirements, prevention of cross-contamination with non-halal materials, compliance with hygiene and food safety standards, and ethical sourcing and fair treatment of suppliers. Research on product attributes in halal marketing reveals a hierarchy of considerations for Muslim consumers: (1) primary consideration: halal permissibility (lawful status); (2) secondary consideration: ṭayyib attributes (wholesomeness, safety, cleanliness); (3) tertiary consideration: functional attributes (performance, usability, convenience); and (4) quaternary consideration: emotional and social attributes (brand image, status). This hierarchy suggests that halal integrity serves as a "hygiene factor" in product evaluation, with non-compliance automatically excluding products from consideration (Saima et al., 2024; Septiani & Ridlwan, 2020).

Reorienting the "Price" Dimension: Fair Pricing and Value-Based Approaches

The classical pricing dimension focuses on setting prices that balance customer value perception with organizational profitability goals (Kotler & Armstrong, 2010). The integration of halal labeling fundamentally transforms the price dimension by adding a spiritual value component to the value proposition. Consumers demonstrate willingness to pay premium prices for halal-certified products that provide religious assurance, recognizing the additional costs associated with compliance and the value derived from spiritual peace of mind (Abdul Khalek et al., 2017; Wibowo & Juhara, 2021).

The Islamic framework establishes specific pricing principles that must guide price determination: fairness (*ʿadl*), transparency, mutual consent (*tarāḍin*), no exploitation, and no price manipulation. The additional costs associated with halal certification include certification fees, compliance infrastructure, ingredient verification, and supply chain modifications (Ramadhan et al., 2024; Riaz & Chaudry, 2004). However, the spiritual value component of halal certification provides a basis for premium pricing that can offset compliance costs (Anwar Fathoni, Dwi Priyatno, et al., 2025). The value-based pricing approach recognizes that consumers benefit from halal certification through psychological peace of mind regarding religious compliance, reduced risk of moral transgression, assurance of product purity and safety, alignment of consumption with religious values, and contribution to community moral standards. Research on halal pricing suggests that consumers may be willing to pay premiums of 10-30% for halal-certified products, depending on product category, certifier reputation, and individual consumer's halal consciousness level (Lada et al., 2009; Shah Alam & Mohamed Sayuti, 2011).However, price sensitivity varies across consumer segments, with highly observant consumers demonstrating greater willingness to pay premiums while less observant consumers may prioritize price over certification.

Reorienting the "Place" Dimension: Halal Logistics and Supply Chain Integrity

The classical distribution dimension encompasses all activities involved in making products available to consumers, including channel selection, logistics, inventory management, and retail presence (Kotler & Armstrong, 2010). The reorientation of the place dimension through halal integration introduces halal supply chain management as a critical consideration that extends throughout the distribution system. Halal labeling requires that halal integrity be maintained throughout the supply chain, from raw material sourcing through manufacturing, storage, transportation, and retail display (Ahmad et al., 2015; Saima et al., 2024).

The concept of halal supply chain management focuses on maintaining product integrity through segregation of halal products from non-halal products, dedicated storage facilities for halal products, specialized transportation with anti-contamination controls, quality assurance throughout the distribution chain, and traceability systems to verify supply chain compliance. These requirements add complexity to the distribution process and create specific operational challenges for MSEs with limited resources (Miftahuddin et al., 2022). However, these investments also provide potential benefits through consumer confidence and brand loyalty. Empirical evidence suggests that distribution inefficiencies and halal integrity concerns are significant barriers to halal market development, with reports of halal product contamination during transportation and storage damaging consumer confidence (Azis et al., 2024; Ramadhan et al., 2024). The digital transformation of commerce is creating new opportunities for halal distribution through e-commerce and online platforms, which can provide MSEs with cost-effective access to wider markets while enabling greater supply chain transparency through digital tracking and verification systems (Tao et al., 2023; Wilson & Liu, 2010).

Reorienting the "Promotion" Dimension: Ethical Communication and Relationship Building

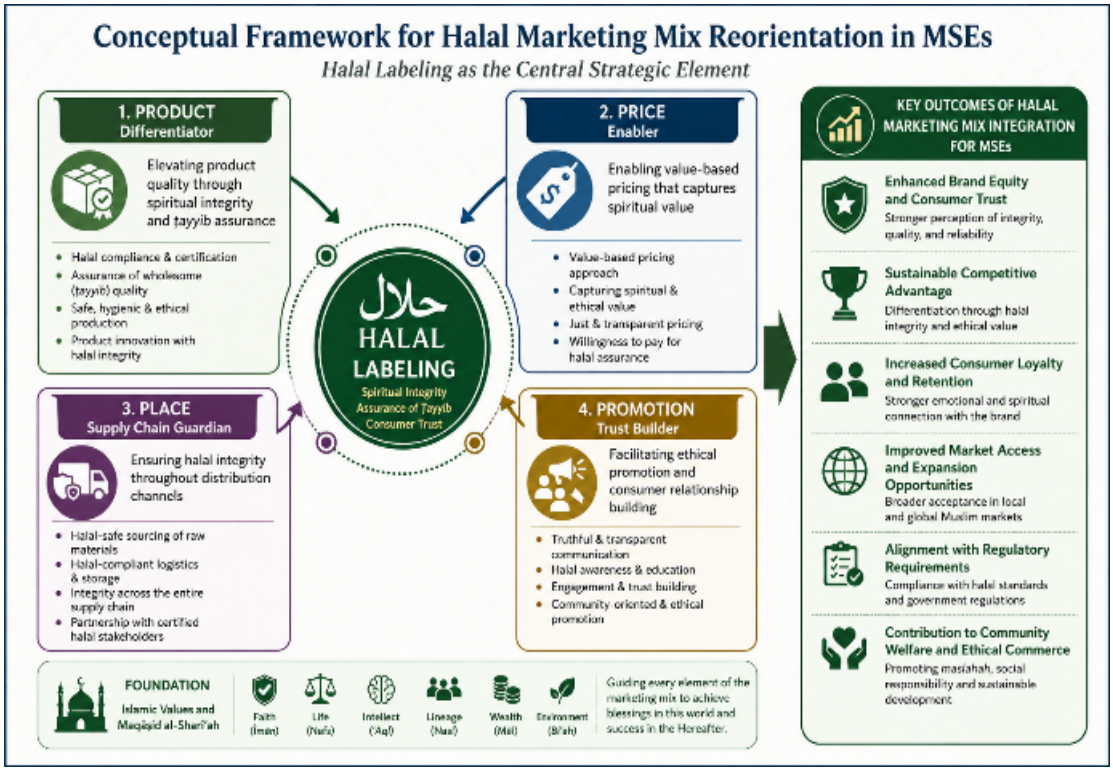
The classical promotion dimension encompasses all activities involved in communicating product value to consumers, including advertising, sales promotion, public relations, and personal selling (Kotler & Armstrong, 2010). The reorientation of the promotion dimension through halal integration establishes strict ethical boundaries that transform promotional practice and relationship building (El-Bassiouny, 2014; Wilson, 2014). Islamic promotional communication must adhere to the foundational values of truthfulness, transparency, and modesty, prohibiting deceptive advertising, false testimonials, and manipulative marketing tactics.

The Islamic promotional framework establishes specific communication standards: truthfulness (ṣidq), transparency, modesty (*ḥayāʾ*), no deception (*tadīs*), and social responsibility. These standards transform promotion from a persuasive tool to a relationship-building mechanism, emphasizing the importance of authentic communication in establishing and maintaining consumer trust (Al-Aidaros et al., 2013; El-Bassiouny, 2014). For MSEs, this means developing promotional strategies that communicate halal compliance effectively while

building meaningful consumer relationships through trust and authenticity rather than exaggeration or manipulation. The positive framing of halal promotion emphasizes religious assurance, health benefits, community connection, ethical consumption, and quality assurance. The digital environment provides MSEs with cost-effective promotion opportunities through social media, content marketing, and online communities (Ramadhan et al., 2024; Wilson & Liu, 2010). These platforms facilitate two-way communication and community building, enabling MSEs to engage consumers in meaningful dialogue about halal values.

Proposed Conceptual Model

Based on the above theoretical integration, this study proposes a conceptual model (Figure 1) that illustrates the reorientation of the marketing mix through halal labeling for MSEs in Muslim countries. The model positions halal labeling as the central strategic element that transforms each of the 4Ps, creating integrated value for both the enterprise and the consumer.



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This model demonstrates that halal labeling serves as a powerful product differentiator that elevates quality through spiritual integrity and *ṭayyib* assurance, while simultaneously acting as a price enabler that captures unique spiritual value. Furthermore, it operates as a supply chain guardian to secure halal integrity across all distribution channels, while functioning as a trust builder that facilitates ethical promotion and strengthens consumer relationships. Consequently, integrating this halal marketing mix delivers vital outcomes for micro and small enterprises (MSEs) by enhancing brand equity, consumer trust, and sustainable competitive advantage. Through this framework, businesses can achieve higher consumer loyalty, expand market access, ensure strict regulatory compliance, and meaningfully contribute to both community welfare and ethical commerce (Sani et al., 2023).

Halal Labeling as Product Transformation

The synthesis of literature reveals that halal labeling fundamentally transforms the product dimension through multiple mechanisms. First, halal certification provides consumers with assurance of religious compliance, reducing the psychological risk of moral transgression (Abdul Khalek et al., 2017; Shah Alam & Mohamed Sayuti, 2011). Second, halal labeling

signals product purity and quality, with consumers perceiving halal-certified products as safer, cleaner, and more wholesome (Said et al., 2025; Septiani & Ridlwan, 2020). Third, halal certification enhances brand credibility and trust, building long-term consumer relationships (Koc et al., 2025; Ramadhan et al., 2024). The literature consistently demonstrates that halal certification serves as a "hygiene factor" in Muslim consumer markets. Studies by Jusoff and Hassan (2010) and Fadzillah et al. (2013) found that halal compliance is a prerequisite for market acceptance, with non-certified products being automatically excluded from consideration regardless of other attributes.

This finding has significant implications for MSEs, indicating that halal certification should be viewed as a competitive necessity rather than an optional enhancement (Azis et al., 2024; Saima et al., 2024). However, the literature also reveals challenges in product transformation. MSEs face significant costs in obtaining and maintaining halal certification, including ingredient verification, facility modifications, and ongoing compliance monitoring (Ahmad et al., 2015; Anwar Fathoni, Dwi Priyatno, et al., 2025). These costs can be particularly burdensome for small enterprises with limited resources. Additionally, the complexity of halal certification procedures and the multiplicity of certification bodies in some countries create administrative burdens that disproportionately affect MSEs (Anjassyafara & El-Junusi, 2025; Riaz & Chaudry, 2004).

Halal Labeling and Pricing Strategies

The literature on halal pricing reveals a complex interplay between compliance costs, consumer value perception, and competitive dynamics. Studies consistently find that Muslim consumers demonstrate willingness to pay premium prices for halal-certified products, with premiums ranging from 10-30% depending on product category and consumer characteristics (Lada et al., 2009; Shah Alam & Mohamed Sayuti, 2011). This willingness to pay premiums is driven by the perceived value of religious assurance and the costs associated with ensuring halal compliance (Abdul Khalek et al., 2017; Wibowo & Juhara, 2021).

The Islamic pricing framework, grounded in principles of fairness and justice, provides guidance for MSEs in setting prices that balance profitability with consumer welfare (El-Bassiouny, 2014; Muhammad, 2023). The prohibition of exploitation and unjustified price increases establishes ethical boundaries that prevent MSEs from taking advantage of consumer dependence on halal products. This ethical framework can actually enhance consumer trust and loyalty, as consumers recognize the fairness of MSE pricing practices. However, the literature also highlights pricing challenges for MSEs. The additional costs of halal certification must be recovered through pricing, but MSEs may face constraints in passing these costs to consumers in highly competitive markets (Ramadhan et al., 2024; Saima et al., 2024). Price sensitivity varies across consumer segments, with less observant consumers potentially prioritizing price over certification. This heterogeneity requires MSEs to adopt sophisticated segmentation and targeting strategies that identify consumers willing to pay premiums for halal assurance.

Halal Supply Chain and Distribution Integrity

The literature on halal supply chain management emphasizes the critical importance of maintaining halal integrity throughout the distribution process. Studies by Ahmad et al. (2015) and Jusoff and Hassan (2010) identify key requirements for halal supply chains, including segregation of halal and non-halal products, dedicated storage facilities, specialized transportation, and comprehensive traceability systems. These requirements are essential for preventing cross-contamination and maintaining consumer confidence (Ahmad et al., 2015; Saima et al., 2024).

For MSEs, managing halal supply chain integrity presents significant challenges. The costs of dedicated storage and transportation facilities can be prohibitive for small enterprises (Anwar Fathoni, Dwi Priyatno, et al., 2025; Koc et al., 2025). Additionally, MSEs may lack the bargaining power to require halal compliance from their logistics partners, creating risks of contamination during distribution. However, the literature also identifies opportunities for MSEs to collaborate with halal logistics providers and industry associations to share resources and reduce costs (Ramadhan et al., 2024; Wibowo & Juhara, 2021). Digital

transformation is creating new opportunities for halal distribution through e-commerce and digital traceability. Studies by Wilson and Liu (2010) and Abd Razak et al. (2011) highlight how digital platforms can provide MSEs with cost-effective access to wider markets while enabling greater supply chain transparency. Digital verification systems can enhance consumer confidence by providing real-time information about product sourcing and handling, reducing the information asymmetry that characterizes traditional distribution channels (Tao et al., 2023; Wilson & Liu, 2010).

Halal Promotion and Ethical Communication

The literature on halal promotion emphasizes the importance of truthfulness, transparency, and social responsibility in marketing communications. Studies by Wilson and El-Bassiouny establish that Islamic promotional communication must adhere to strict ethical standards, prohibiting deception, exaggeration, and manipulation. This ethical framework transforms promotion from a persuasive tool to a relationship-building mechanism, emphasizing authentic communication and consumer education (El-Bassiouny, 2014; Wilson, 2014).

For MSEs, halal promotion presents both opportunities and challenges. The opportunity lies in leveraging halal compliance as a distinctive value proposition that resonates with Muslim consumers. MSEs can communicate their commitment to religious values and community welfare, building trust and loyalty among consumers who prioritize halal compliance (Al-Aidaros et al., 2013; Koc et al., 2025). The challenge lies in effectively communicating halal compliance in markets where multiple certification bodies and competing claims create consumer confusion (Anjassyafara & El-Junusi, 2025; Azis et al., 2024). Digital marketing provides MSEs with cost-effective promotion opportunities through social media, content marketing, and online communities (Ramadhan et al., 2024; Wilson & Liu, 2010). These platforms enable MSEs to engage consumers in meaningful dialogue about halal values, building authentic relationships that transcend transactional exchanges. Digital promotion also enhances transparency by providing consumers with access to information about product sourcing, processing, and certification, supporting the relationship-building objectives of halal promotion.

Synthesis and Integration

The synthesis of literature reveals that halal labeling operates as an integrated strategic element that transforms all four components of the marketing mix simultaneously. The findings demonstrate that halal labeling is not merely an operational compliance requirement but a fundamental strategic tool that shapes product development, pricing strategy, distribution channels, and promotional communication.

Table 1 summary of the transformation of each marketing mix element through halal labeling

Marketing Mix Element	Classical Conceptualization	Halal-Reoriented Conceptualization	Key Mechanisms
Product	Bundle of tangible/intangible attributes	Spiritually pure offering with *ṭayyib* assurance	Ingredient verification, processing compliance, quality assurance
Price	Cost-plus or market-based pricing	Value-based pricing reflecting spiritual value	Compliance costs, consumer willingness to pay, fair pricing principles

Marketing Mix Element	Classical Conceptualization	Halal-Reoriented Conceptualization	Key Mechanisms
Place	Physical distribution and channel management	Halal supply chain integrity and segregation	Dedicated storage, specialized transportation, traceability
Promotion	Persuasive communication to drive sales	Ethical communication and relationship building	Truthfulness, transparency, community engagement

The integrated framework illustrates how halal labeling can establish a mutually reinforcing cycle involving product quality, pricing strategies, supply chain integrity, and promotional communication. High-quality halal products can strengthen consumer trust and create opportunities for premium pricing. The resulting revenue can subsequently support further investment in maintaining halal supply chain integrity, including the supervision of raw materials, production processes, and distribution activities. In turn, consistent compliance with halal requirements provides credible evidence that can be incorporated into promotional communication. The synergy among these elements has the potential to generate sustainable competitive advantage. Such an advantage becomes more difficult for competitors to replicate when it is supported by consistent halal management practices, brand credibility, and a strong organizational commitment to product quality and authenticity (Susilawati et al., 2023).

Implications for MSEs

The findings have several important implications for MSEs in Muslim countries seeking to leverage halal marketing for competitive advantage. *First,* MSEs should view halal certification as a strategic investment rather than a compliance cost. The literature demonstrates that halal labeling generates significant returns through enhanced consumer trust, brand equity, and willingness to pay premiums. MSEs should prioritize halal certification for their core product categories and develop integrated marketing strategies that leverage halal compliance as a distinctive value proposition. *Second,* MSEs should adopt value-based pricing strategies that reflect the spiritual value created by halal certification. While compliance costs must be recovered, pricing should also reflect the consumer benefits of religious assurance and product purity. Value-based pricing enables MSEs to capture the additional value created by halal certification while maintaining fairness and avoiding exploitation.

Third, MSEs should invest in halal supply chain integrity as a strategic capability. Maintaining halal integrity throughout distribution is essential for consumer confidence and brand trust. MSEs should collaborate with halal logistics providers, industry associations, and certification bodies to share resources and reduce costs while ensuring compliance. *Fourth,* MSEs should develop promotional strategies that emphasize authentic communication and relationship building. Halal compliance provides a compelling narrative that resonates with Muslim consumers, enabling MSEs to build trust and loyalty through transparent communication. Digital marketing platforms provide cost-effective channels for engaging consumers in meaningful dialogue about halal values (Hasanah et al., 2023).

Implications for Policymakers

The findings also have important implications for policymakers seeking to support MSE participation in the halal economy. *First,* policymakers should simplify halal certification procedures and reduce costs for MSEs. Streamlined certification processes, reduced fees, and technical assistance programs can lower barriers to participation and encourage MSEs to

pursue halal certification. *Second,* policymakers should support the development of halal supply chain infrastructure. Investment in halal logistics, storage facilities, and traceability systems can reduce the costs and complexity of maintaining halal integrity throughout distribution channels. *Third,* policymakers should promote consumer education about halal certification and product quality. Public awareness campaigns can enhance consumer understanding of halal certification, increasing the value that consumers place on certified products and creating market incentives for MSE certification. *Fourth,* policymakers should facilitate international harmonization of halal standards. Consistent standards across countries can reduce confusion and enable MSEs to access international markets more easily, supporting export growth and economic development (Darmalaksana, 2025).

The findings of this systematic literature review demonstrate that halal labeling represents more than a religious compliance requirement or a conventional product attribute. Rather, it functions as a strategic mechanism that reorients the traditional marketing mix by integrating religious values, ethical responsibilities, institutional assurance, and consumer expectations into business practices. The analysis of 124 studies published between 1980 and 2025 indicates a substantial increase in scholarly attention to halal marketing, particularly during the period from 2011 to 2020. This development reflects the growing significance of the halal economy and the increasing recognition that Muslim consumers cannot be adequately understood through conventional marketing assumptions alone. Instead, their purchasing decisions may involve the interaction of functional benefits, religious obligations, ethical considerations, and confidence in the authenticity of halal claims (Tranfield et al., 2003). Consequently, halal labeling provides an important analytical perspective for reconsidering how marketing strategies create and communicate value in Muslim consumer markets.

The integration of classical marketing mix theory, Islamic economic theory, and institutional theory provides a comprehensive explanation of this transformation. Classical marketing theory offers a foundational structure for examining product, price, place, and promotion, while Islamic economic theory establishes the ethical and normative principles that should guide commercial activities. Concepts such as *ḥalāl*, *ṭayyib*, *ʿadl*, *amānah,* and *ṣidq* extend marketing considerations beyond profitability by emphasizing permissibility, wholesomeness, fairness, trustworthiness, and truthfulness. Institutional theory complements these perspectives by explaining how certification systems, regulatory arrangements, and recognized standards reduce information asymmetry between producers and consumers. The relationship among these theories suggests that halal labeling should be understood simultaneously as a religious assurance mechanism, an ethical commitment, and an institutional signal. Its strategic significance therefore emerges not simply from the presence of a label but from the credibility of the processes and values that the label represents (Anwar Fathoni, Priyatno, et al., 2025).

Regarding the product dimension, the findings indicate that halal labeling changes the meaning of product value by incorporating religious assurance into the consumer value proposition. Under the conventional marketing mix, products are generally evaluated through their physical characteristics, functional performance, design, packaging, and brand image. In halal-oriented markets, these attributes remain relevant, but they may be insufficient when consumers also require assurance that ingredients, processing methods, handling procedures, and packaging comply with Islamic requirements. Halal certification can therefore reduce uncertainty by providing information about the religious permissibility of a product. The concept of *ṭayyib* further broadens this understanding by connecting halal compliance with cleanliness, safety, quality, and wholesomeness. This relationship suggests that halal-oriented product development should integrate religious compliance with appropriate quality assurance rather than treating them as separate considerations. For micro and small enterprises, such integration can strengthen product credibility and differentiation (Rukmanda et al., 2026). Nevertheless, certification alone cannot guarantee superior functional quality or eliminate every safety risk. Businesses must therefore maintain consistent production standards and ensure that their actual practices correspond to the claims communicated through their halal labels.

The transformation of the price dimension reveals a more complex relationship between consumer value, certification expenditure, and ethical responsibility. Halal certification may create additional costs associated with documentation, ingredient verification, production adjustments, and compliance monitoring. At the same time, consumers who attach considerable importance to religious assurance may perceive certified products as offering benefits that extend beyond their physical utility. This perceived value can influence willingness to purchase and, under certain conditions, willingness to pay a higher price (Amalia & Johan, 2026). However, the possibility of premium pricing should not be interpreted as a universal characteristic of halal markets. Consumer responses vary according to purchasing power, product category, religious commitment, brand reputation, and the availability of alternatives. For MSEs, the central challenge is therefore to balance the costs of maintaining halal compliance with consumers' expectations of affordability. Islamic principles of fairness, transparency, and mutual consent provide an ethical foundation for this process. A halal label should not become a justification for arbitrary price increases or the exploitation of consumers' religious commitments. Instead, pricing strategies should reflect legitimate production costs, credible product benefits, competitive conditions, and reasonable profit objectives (Silalahi, 2024).

The place dimension is similarly transformed through the requirement to preserve halal integrity throughout the supply chain. In conventional marketing, distribution strategies primarily emphasize accessibility, efficiency, inventory management, transportation, and market coverage. Halal-oriented distribution introduces an additional responsibility: ensuring that the product remains compliant during storage, handling, transportation, and retail display. This requirement demonstrates that the credibility of halal labeling depends on more than the conditions of production. Even when a product initially satisfies halal requirements, inadequate handling or contact with prohibited materials may undermine consumer confidence and compromise compliance. These challenges are particularly important for MSEs, which may have limited financial resources, restricted bargaining power, and insufficient access to specialized logistics infrastructure (Maulidah et al., 2024). Nevertheless, the findings suggest that collaboration with certified logistics providers, industry associations, and other businesses may help reduce operational burdens. Digital traceability and e-commerce platforms may also improve access to information and wider markets. Their effectiveness, however, depends on reliable data, appropriate infrastructure, and the ability of businesses to maintain accurate records. Halal distribution should therefore be understood as a shared responsibility involving producers, logistics providers, regulators, and certification institutions.

The promotion dimension demonstrates how halal labeling can transform marketing communication from a predominantly persuasive activity into a mechanism for building trust and maintaining long-term relationships. Conventional promotion seeks to communicate product benefits and stimulate purchasing behavior through advertising, sales promotion, public relations, and personal selling. Within an Islamic marketing framework, these activities must also comply with principles of truthfulness, transparency, modesty, and social responsibility. Promotional claims concerning halal status should be accurate, verifiable, and consistent with the actual certification status of the product. Exaggerated claims, misleading testimonials, and the manipulation of religious sentiment can damage consumer confidence and undermine the ethical legitimacy of halal marketing. For MSEs, transparent communication provides an opportunity to differentiate their products while developing stronger relationships with consumers. Social media and other digital channels can facilitate direct interaction, product education, and the communication of certification information (Ardiantono et al., 2024). However, digital visibility does not automatically produce credibility. Trust develops when promotional messages are supported by consistent business practices, accessible information, and responsible responses to consumer concerns.

An important implication of these findings is that halal labeling should not be conceptualized as an isolated addition to one element of the marketing mix. Its strategic value depends on the interaction among all four dimensions. Product integrity provides the foundation for credible halal claims, while fair pricing makes the resulting value accessible

to consumers. Reliable distribution protects product integrity beyond the production stage, and ethical promotion communicates these commitments to the market. Weakness in any dimension can undermine the credibility of the entire marketing strategy. For example, persuasive advertising cannot compensate for unreliable supply chain practices, while valid certification may have limited commercial impact if consumers cannot access the product or consider its price unaffordable. The relationship among the four dimensions therefore supports an integrated understanding of halal-oriented marketing in which compliance, value creation, operational consistency, and communication reinforce one another (Hanifasari et al., 2024).

These findings also contribute to a broader reconsideration of marketing theory in religiously oriented markets. The traditional 4Ps framework remains useful for organizing marketing decisions, but the evidence suggests that its conventional interpretation requires contextual adaptation when religious obligations and ethical expectations shape consumer value. Halal labeling introduces a normative dimension that influences what constitutes an acceptable product, a fair price, a reliable distribution process, and legitimate promotional communication. This does not necessarily mean that halal marketing requires the complete replacement of classical marketing theory. Rather, the findings support a reorientation in which the established framework is retained but interpreted through Islamic ethical principles and the institutional conditions of halal assurance. Such an approach provides theoretical continuity while recognizing the distinctive characteristics of Muslim consumer markets (Agustiningsih et al., 2024).

For MSEs in Muslim countries, this reorientation has practical significance because it connects religious compliance with strategic business development. Halal certification may strengthen consumer confidence, improve brand credibility, and facilitate access to particular market segments. Nevertheless, these benefits are not automatic and should not be assumed to outweigh certification costs in every context. The capacity to benefit from halal labeling depends on the credibility of certification institutions, consumer awareness, regulatory consistency, business resources, and the competitive environment. Policymakers can support this process by simplifying certification procedures, providing technical assistance, strengthening halal supply chain infrastructure, and improving consumer education. Greater consistency in standards may also reduce confusion and facilitate market access, although differences in national regulations and institutional arrangements must be considered (Yanti, 2024).

Overall, this review indicates that halal labeling can serve as a strategic mechanism for integrating religious assurance, ethical conduct, and commercial value across the marketing mix. Its contribution lies in reshaping the relationship between businesses and consumers rather than merely adding a symbolic religious attribute to a product. By connecting product integrity, fair pricing, reliable distribution, and truthful promotion, halal-oriented marketing offers a framework for developing consumer trust and potentially strengthening the competitiveness of MSEs. The central analytical conclusion is that the effectiveness of halal labeling depends on the consistency between formal certification, operational practices, and ethical communication. When these elements are integrated, halal labeling can support a more responsible and context-sensitive interpretation of the marketing mix, while its long-term contribution to business performance remains dependent on implementation quality and the conditions of individual markets.

Conclusion

This systematic literature review demonstrates that halal labeling serves as a strategic instrument for reorienting the marketing mix of micro and small enterprises (MSEs) in Muslim countries. Rather than functioning merely as a regulatory requirement, halal labeling integrates religious values into product development, pricing, distribution, and promotion. It strengthens product credibility, supports value-based pricing, ensures supply chain integrity, and encourages transparent promotional practices. These interconnected dimensions contribute to consumer trust, brand equity, market access, and sustainable competitive advantage. The conceptual framework developed in this

study contributes to halal marketing literature by integrating marketing mix theory, Islamic economic principles, and religious values into a comprehensive strategic perspective. It challenges conventional marketing assumptions by positioning halal compliance as an essential foundation of marketing strategy. Furthermore, it addresses the distinctive circumstances of MSEs, particularly their resource limitations and opportunities within the expanding halal economy. The findings also highlight the importance of collaboration among business owners, policymakers, and certification bodies in improving certification accessibility, strengthening distribution infrastructure, and promoting credible halal communication. Despite these contributions, the study remains limited by its conceptual approach and broad geographical scope. The proposed framework requires empirical validation through quantitative research, case studies, and cross-country comparisons. Future studies should also investigate differences among enterprise categories and examine the relationship between halal marketing integration and organizational performance. Overall, this review establishes halal labeling as a value-driven strategic mechanism that connects religious compliance with business competitiveness. Integrating halal principles across the marketing mix offers MSEs a foundation for sustainable growth while supporting economic development and community empowerment in Muslim countries.

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