

Determinants of Purchase Intention and Purchasing Decisions of Halal Products: The Role of Online Shopping, Taglines, and Social Media Marketing

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Abstract

Research aims: This study aims to analyse the influence of online shopping, taglines and social media marketing on purchase intention and purchasing decisions. **Design/Methodology/Approach:** Statistical analysis was conducted using SEM techniques, with testing performed using Smart PLS version 3.0. **Research findings:** Digital marketplaces and promotional epithets exert no discernible sway over consumers' acquisitive predispositions, whilst social networking ecosystems demonstrably shape them. Acquisitive predispositions consequentially bear upon procurement comportment; nonetheless, digital marketplaces, promotional epithets, and social networking apparatuses independently yield negligible bearing on such comportment. Acquisitive predispositions intercede between social networking ecosystems and procurement resolutions; contrarily, this intermediary capacity is forfeited when concerning digital marketplaces and promotional epithets. **Theoretical Contribution/Originality:** The distinctiveness of this enquiry resides in the deployment of acquisitive predisposition as an interceding variable. **Practitioners/Policy Implications:** This enquiry is anticipated to augment and broaden perspicacity, enlightenment, conceptions, and erudition, particularly concerning the determinants that can sway consumptive acquisitive resolutions. **Research Limitations/Implications:** The specimen in this enquiry is circumscribed to patrons who possess an Instagram account.

INTRODUCTION

The precipitous advancement of digital technology in the industry 4.0 epoch has engendered foundational transformations in the manner by which enterprises and patrons interact on a worldwide scale. Commerce, which was antecedently conducted through direct interpersonal exchange, is now progressively dominated by transactions via digital apparatuses recognized as e-commerce (Sudarman et al., 2025). In Indonesia, the quantum of internet subscribers perpetually escalates each year, connoting that an ever-burgeoning multitude of patrons are employing digital technology to fulfil their quotidian necessities, encompassing the procurement of commodities and amenities (Nugroho, 2025; Nusarika & Purnami, 2015). This situation not only reflects the efficiency and convenience offered by online shopping, but also raises practical and theoretical challenges within the framework of Islamic economic values (Muslim, 2025). From a Sharia perspective, economic transactions are not merely about the exchange of material value, but must also adhere to principles such as honesty (*shidq*), transparency, justice (*'adl*), and the prohibition of elements of gharar (uncertainty) that could disadvantage one of the parties (Anwar et al., 2025; Hidayah & Parhi, 2025). When consumers make purchasing decisions via apps or online sites,

these aspects of Sharia ethics are important to consider, as non-transparent transactions or manipulative promotions can create decision-making biases that run counter to Islamic values, including consumerist behaviour that deviates from the principle of moderation (*israf*) advocated in Islam (Yusuf et al., 2025).

Furthermore, digital marketing strategies such as the 'free delivery' promotional tagline are now widely used by various marketplaces and shopping proxy services which also have significant implications for consumption patterns. Free delivery promotions, which were initially intended to attract consumer interest, have in fact been found to encourage impulsive purchasing behaviour because consumers feel they are gaining an "instant benefit", whilst purchasing decisions are no longer based on need or utilitarian value, but rather on the influence of the promotion itself. Consequently, the question arises as to the extent to which digital marketing factors such as taglines and social media marketing activities which truly reflect rational consumer needs in accordance with Sharia principles, or whether they instead trigger consumptive behaviour that may conflict with the objectives of *maqasid al-Sharia* (*maqasid* = the Sharia objectives of safeguarding wealth, intellect, lineage, and religion), which form the foundation of Islamic economic ethics.

A review of the international literature indicates that numerous studies have examined variables related to consumer behaviour in online shopping, yet these often adopt differing focuses and fail to consider Sharia values in depth. Enquiry by Nasiketha et al. (2024) demonstrates that patrons' apprehensions regarding the inviolability, dependability, and legitimacy of e-commerce portals exert a consequential affirmative bearing on acquisitive predisposition. Within a global purview, investigation by Huriyah and Erdiana (2025) ascertained that antecedent procurement encounters and consumptive engagement with digital constituents play a momentous function in acquisitive resolutions. Demir and Yıldız (2021) and Souki et al. (2024) underscore the paramountcy of social media merchandising in galvanizing consumptive involvement and fortifying apprehensions of commodity worth through electronic word-of-mouth (eWOM). These revelations are corroborated by Batara et al. (2024) which postulates that the aesthetic allure and reciprocity of digital apparatuses likewise sway consumptive predilections, rendering online procurement an experiential domain that pervades acquisitive inclination on a psychological and emotive stratum.

Investigations by Alsaleh et al. (2019) and Hasan and Sohail (2021) ascertained that, within particular cultural and demographic milieus, the bearing of social media merchandising on acquisitive resolutions is inconsequential, thereby accentuating the paramountcy of cultural determinants and individualistic apprehensions. Ismael et al. (2025) also emphasises that an effective social media marketing strategy depends not only on the frequency of interactions, but also on the quality of content, relevance, and the trust built between the brand and its audience. Another study by Ariandi (2025) indicates that the perceived risk experienced by online consumers can reduce purchase intention if there are no adequate risk-mitigation mechanisms, such as secure payment systems or clear after-sales services. These findings suggest that the online purchasing process is not merely influenced by one or two marketing variables, but is the result of the interaction of various complex psychological, technical, and social factors.

Nevertheless, most of the studies mentioned above focus on general consumer behaviour without considering specific ethical dimensions or cultural and religious values. Antecedent enquiries furnish consequential perspicacity into the interrelationship between digital technology and consumptive comportment, yet neglect to address how moral or theological tenets, such as those of Islam, might temper the nexus between digital merchandising determinants and

acquisitive resolutions. Nevertheless, such investigation is indispensable in nations harbouring substantial Muslim populations, such as Indonesia, wherein Sharia precepts are not merely marketplace predilections but also a pivotal dimension in pecuniary deliberation amongst Muslim patrons.

Within the field of Islamic economics itself, existing local and international research remains limited in developing empirical models that simultaneously integrate online shopping variables, promotional taglines such as 'free delivery', and social media marketing within the context of Islamic values. Ariandi (2025) and Haryanti et al. (2025) indicates that Muslim consumers consider product halal status, transparency of information, and fairness in transactions to be key factors in their purchasing decisions. These findings are consistent with research by Haryanti et al. (2025) and Nasir (2022) which indicates that Muslim consumers' purchasing decisions cannot be separated from ethical considerations and religious moral values, including the avoidance of usury and opaque speculation.

Another study that seeks to incorporate aspects of consumption and Islamic ethics (Azzahra & Imsar, 2025; Sudana et al., 2025) indicates that aggressive promotional practices can trigger irrational purchasing behaviour, which, according to Sharia principles, constitutes wasteful consumption (*israf*) that must be avoided. However, neither of these studies comprehensively assessed how digital marketing strategies, such as 'free delivery' taglines and social media marketing, influence purchase interest and purchasing decisions within the context of Islamic values. This highlights a research gap, as no study has yet simultaneously incorporated these three variables into a single empirical model and evaluated the results through the lens of Sharia economic principles.

Consequently, an exigent imperative emerges to cultivate scholarly enquiry capable of redressing this lacuna, specifically, an investigation that not only indentify the bearing of digital marketplaces, promotional epithets, and social media merchandising upon acquisitive predisposition and resolutions, but likewise appraises these interrelationships through the epistemological prism of Sharia ethical tenets. Such an orientation is indispensable not merely for enriching the extant scholarly compendium, but equally for commercial practitioners and regulatory architects endeavouring to conceptualise digital merchandising stratagems that are simultaneously pecuniarily efficacious and consonant with the moral and theological convictions of Muslim patrons.

Predicated upon the aforementioned, this enquiry is systematically conceptualised to address the cardinal interrogation: How do digital marketplaces, the deployment of promotional epithets such as 'free delivery', and social media merchandising collectively sway the acquisitive predisposition and deliberative resolutions of Muslim patrons, as circumscribed by the foundational precepts of Islamic economics? The overarching objective of this investigation is to comprehensively scrutinise the interrelationships amongst these constituents whilst rigorously contemplating the moderating function of Sharia tenets within the acquisitive deliberation continuum. The distinctive novelty of this enquiry resides in the epistemological amalgamation of precipitously evolving digital merchandising stratagems with the normative precepts of *maqasid al-sharia*, alongside the systematic cultivation of a comprehensive empirical paradigm elucidating Muslim consumptive comportment within a digital purview. This scholarly orientation is correspondingly anticipated to render a momentous contribution to the extant compendium on consumptive comportment within Islamic economics, whilst concurrently furnishing a robust

empirical substratum for the cultivation of ethically grounded and sustainable merchandising stratagems befitting the contemporary digital epoch.

METHODS

The populace for this enquiry encompasses patrons domiciled within the municipality of Surabaya who have availed themselves of a commercial procurement service. The precise magnitude of the investigative populace remains indeterminate. The sampling methodology employed was purposive sampling, which entails the deliberate selection of a specimen predicated upon stipulated criteria. The prerequisites for the selection of respondents in this enquiry encompassed:

- a. Have an Instagram account.
- b. Customers must be aged 18 or over, in accordance with Hurlock's view that a person is considered an adult from the age of 18.
- c. Residents of Surabaya who have previously used the Jasa Titip service.
- d. Have made at least two purchases via the Jasa Titip service.

Predicated upon the outcomes of the specimen computation, the requisite specimen magnitude amounts to 96 respondents. The scrutiny of primary data was extrapolated from the outcomes of the field reconnaissance, which employed a methodology of direct data procurement through the dissemination of questionnaire instruments (Hair et al., 2010). The cardinal data for this enquiry was procured through the dissemination of an electronic questionnaire via Google Forms amongst respondents. The ancillary data for this enquiry was extrapolated from the social media repositories and digital portals of personal procurement service purveyors. This secondary data comprised information regarding profiles, testimonials and the products offered. Data analysis was conducted using SEM analysis, with testing carried out using Smart PLS version 3.0.

Independent Variable

An independent variable constitutes a constituent that elucidates or exerts bearing upon another variable. This enquiry employs three variables: digital marketplaces, promotional epithets, and social networking ecosystems.

Online Shopping

Online spending indicators, according to Hansen et al. (2004) are delineated as follows:

- a. Subjective norms
- b. Attitudes towards online product purchases
- c. Perceived behavioural control
- d. Intention to purchase products online

Tagline

Tagline indicators according to Darno (2007) are presented as follows:

- a. Familiarity
- b. Differentiation
- c. Message of Value

Social Media

Social media indicators, according to Sukron et al. (2021) are explicated as follows:

- a. Content Creation

- b. Content Sharing
- c. Connecting
- d. Community Building

Dependent Variable

A dependent variable constitutes a constituent that is elucidated by or subjected to the bearing of an independent variable.

Purchase Decision

Purchase decision indicators, according to Kotler and Keller (2016) are delineated as follows:

- a. Product selection
- b. Supplier selection
- c. Brand selection
- d. Time selection

Intervening Variable

An intervening variable constitutes a constituent that, theoretically, pervades the interrelationship between the autonomous variable and the contingent variable, metamorphosing it into an oblique interrelationship; nevertheless, it remains immeasurable and imperceptible. This constituent functions as an intermediary conduit between the independent variable and the dependent variable, connoting that the intervening variable does not directly sway the transformation of or the manifestation of the dependent variable.

Purchase Interest

Indicators of buying interest, according to Ferdinand (2002) are outlined as follows:

- 1. Transactional interest
- 2. Referential interest,
- 3. Preferential interest
- 4. Exploratory interest

RESULTS AND DISCUSSION

Validity and Reliability Tests

Convergent validity connotes that a constellation of indicators epitomises a singular latent variable and undergirds that latent variable. To ascertain convergent validity, exterior loadings or factorial loadings may be deployed. An indicator is adjudged to fulfil the stipulated prerequisites for convergent legitimacy.

To appraise the dependability of a construct or constituent, it may be gauged employing the composite dependability of the assemblage of indicators that quantify the construct. A construct is deemed dependable provided the composite dependability magnitude surpasses 0.70. Dependability is likewise gauged employing Cronbach's alpha. Tsai and Wen (2005) states that a Cronbach's alpha in PLS is considered good if it is ≥ 0.5 , and adequate if it is ≥ 0.3 . If a construct meets these criteria, it can be said to be reliable.

Table 1. Validity and Reliability Tests

Indicators	Cronbach's Alpha	Composite Reliability	AVE
Social Media	0.884	0.908	0.552

Purchase Interest	0.811	0.870	0,577
Purchase Decision	0.887	0.912	0.597
Tagline	0.790	0.856	0.544
Online Shopping	0.825	0.878	0.593

The AVE for each investigative constituent surpasses 0.5. This connotes that the investigative constituents fulfil the stipulated rule of thumb of an AVE exceeding 0.5. It may therefore be deduced that the investigative constituents are apposite as investigative constructs. It may be deduced that the Cronbach's Alpha magnitude surpasses 0.60 and the dependability is deemed acceptable. The Composite Dependability magnitude must correspondingly surpass 0.70 (>70). It may therefore be deduced that the Composite Dependability magnitude surpasses 0.70 and the dependability is likewise deemed acceptable.

Coefficient of determination (R-Square)

Table 2. Coefficient of determination (R-squared)

	R Square
Purchase Intention	0.752
Purchase Decision	0.807

The R-squared magnitude for the Acquisitive Predisposition constituent amounts to 0.807, or 80.7%; this connotes that digital marketplaces, promotional epithets, and social networking ecosystems collectively account for 0.807 of the variational fluctuation in procurement resolutions. According to Chin’s view in Ghozali and Latan (2015) states that 0.67, 0.33 and 0.19 correspondingly denote a robust, moderate, and feeble paradigm, whilst 0.187 connotes a feeble paradigm. Within this enquiry, the magnitudes surpass 0.67; specifically, the procurement resolution constituent registers 0.752 and the acquisitive predisposition constituent registers 0.807, which connotes that the paradigm within this enquiry may be construed as robustly efficacious.

Q-square Predictive Relevance

An scrutiny of the Q² prognosticative pertinence outcomes is deployed to appraise the proficiency with which the paradigm generates observed magnitudes and to evaluate its parametric estimations. A Q² magnitude surpassing 0 connotes that the paradigm possesses prognosticative pertinence, whilst a Q² magnitude falling beneath 0 connotes that the paradigm is deficient in prognosticative pertinence.

$$\begin{aligned}
 Q2 &= 1 - (1-R1) \times (1-R2) \\
 &= 1 - (1 - 0.752) (1 - 0.807) \\
 &= 1 - (0.248) (0.193) \\
 &= 1 - 0.047 \\
 &= 0.953
 \end{aligned}$$

Predicated upon the aforementioned computations, it is discernible that the Q² magnitude for the Acquisitive Predisposition constituent amounts to 0.959. This figure surpasses 0 (zero), connoting that the Procurement Resolution investigative paradigm possesses commendable prognosticative pertinence.

T-test (T-Statistic)

The interior paradigm magnitude denotes the stratum of significance in hypothetical corroboration within an enquiry. The interrelationship amongst constituents is adjudged consequential provided the p-value or t-statistic surpasses the critical t-magnitude (Ghozali, 2014).

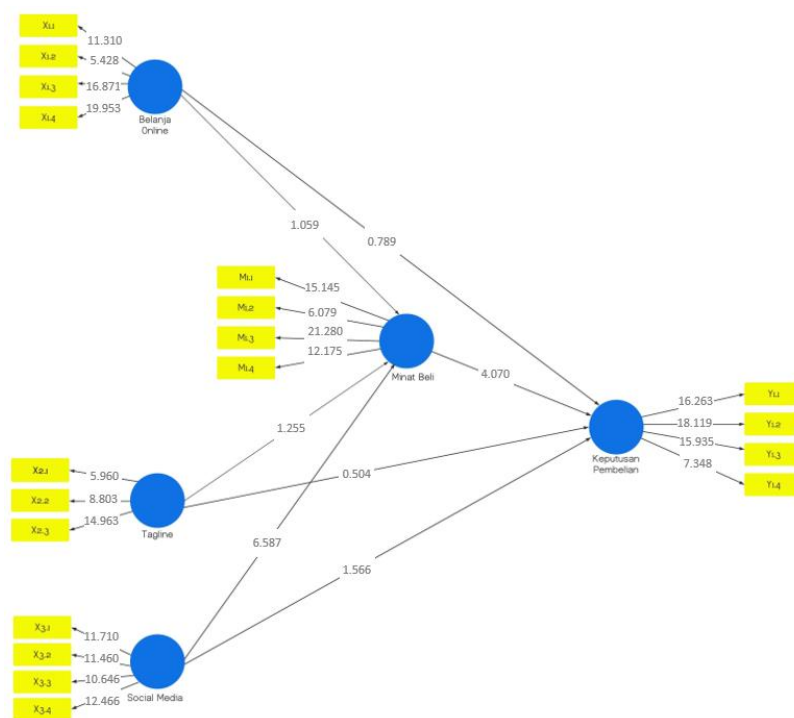


Figure 1. Path analysis results

Table 3. Path coefficient values

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Online Shopping -> Purchase Intent	0.088	0.101	0.082	1.074	0.283
Tagline -> Purchase Intent	0.114	0.127	0.086	1.332	0.184
Social Media -> Purchase Intent	0.745	0.717	0.105	7.110	0.000
Online Shopping -> Purchase Decision	0.071	0.077	0.090	0.791	0.429
Tagline -> Purchase Decision	0.047	0.051	0.091	0.509	0.611
Social Media -> Purchase Intent	0.213	0.244	0.148	1.436	0.152
Purchase Intent -> Purchase Decision	0.585	0.547	0.165	3.556	0.000
Online Shopping -> Purchase Intent -> Purchase Decision	0.051	0.052	0.046	1.119	0.264
Tagline -> Purchase Intent -> Purchase Decision	0.057	0.071	0.056	1.202	0.230
Social Media -> Purchase Intent -> Purchase Decision	0.436	0.391	0.127	3.439	0.001

Predicated upon the trajectory coefficient outcomes delineated in Table 3, the significance magnitude of the Social Networking Ecosystem constituent (X3) upon Acquisitive Predisposition registers $0.000 < 0.05$, connoting that Social Networking Ecosystems exert an

affirmative and consequential bearing upon Acquisitive Predisposition. The trajectory coefficient (β) magnitude of 0.745 denotes that the more elevated the stratum of consumptive engagement via social networking ecosystems, the more pronounced the resultant acquisitive predisposition. Concurrently, the Digital Marketplace constituent (X1) yields a significance magnitude of $0.283 > 0.05$ accompanied by an affirmative trajectory coefficient ($\beta = 0.088$), connoting that Digital Marketplaces do not exert a consequential bearing upon Acquisitive Predisposition, as digital procurement comportment in isolation is insufficient to galvanize consumptive inclination. Analogously, the Promotional Epithet constituent (X2) manifests a significance magnitude of $0.184 > 0.05$ accompanied by an affirmative trajectory coefficient ($\beta = 0.114$), connoting that Promotional Epithets likewise do not exert a consequential bearing upon Acquisitive Predisposition, ostensibly attributable to patrons being more receptive to reciprocal subject matter on social networking ecosystems than to merchandising catchphrases.

As for Purchase Decision, Purchase Intention (M) has a significance value of $0.000 < 0.05$ with a positive path coefficient ($\beta = 0.585$), indicating that the higher the Purchase Intention, the greater the likelihood of consumers making a purchase decision. Conversely, Social Media (X3), Online Shopping (X1), and Tagline (X2) have significance values of 0.152, 0.429, and 0.611 respectively, all > 0.05 , indicating that these three variables do not have a significant direct effect on Purchase Decision. Furthermore, the oblique bearing of Social Networking Ecosystems upon Procurement Resolutions via Acquisitive Predisposition is consequential ($\beta = 0.436$; $p = 0.001$), whilst Digital Marketplaces and Promotional Epithets do not manifest a consequential oblique bearing. These revelations corroborate that Social Networking Ecosystems fulfil an indispensable function in swaying Procurement Resolutions indirectly through an augmentation of consumers' Acquisitive Predisposition.

DISCUSSION

The Impact of Online Shopping on Purchase Intention

The outcomes of hypothetical corroboration denote that digital procurement exerts an affirmative bearing upon consumers' inclination towards online acquisitions, yet the bearing is inconsequential; therefore, the inaugural hypothesis (H1) is repudiated. These revelations intimate that albeit the trajectory of the interrelationship between the magnitude of digital procurements and consumptive acquisitive predisposition is affirmative, the interrelationship is insufficiently robust to attain a stratum of statistical consequentiality within this enquiry.

Theoretically, the affirmative interrelationship between digital procurement activity and consumptive acquisitive predisposition has been deliberated within the compendium on digital consumptive comportment, wherein multifarious determinants such as perceived worth, operational facileness, and procurement encounters are characteristically associated with consumers' propensity to procure commodities through digital apparatuses (Ghosh, 2024; T. T. Nguyen et al., 2023). Research also shows that website quality, ease of use and social influence can have a positive impact on the intention to buy online (Budi et al., 2023). However, the non-significant results of this study reflect the empirical fact that an increase in the number of online purchases made by consumers does not necessarily lead to a corresponding increase in interest in online shopping.

This is consonant with the revelations of several enquiries denoting that particular indicators, such as digital procurement encounters or portal functionalities, whilst capable of swaying acquisitive comportment quantitatively, do not invariably exert a consequential bearing

upon acquisitive predisposition when alternative determinants, such as trustworthiness, hazard apprehension, and other psychological constituents, are more preponderant. For example, research by Puspitasari and Dirgantara (2023) indicates that risk perception has a negative influence on online purchasing intent and that consumer trust plays a significant role in shaping that intent. Similar findings by Threstia et al. (2022) indicates that financial and privacy risks do not always have a significant impact on online purchase intention, whilst the online customer experience has a positive and significant influence on purchase intention.

Acquisitive predisposition towards digital procurement constitutes a multifaceted construct pervaded by multifarious determinants such as perceived utility and operational facileness, societal impetus, and portal calibre (Fahlevi & Anthony, 2022). These factors interact in such a way that a consumer may make several online purchases without developing a stronger intention to buy in the future if trust, satisfaction, security or other psychological factors are not sufficiently reinforced. These findings underscore the complexity of online consumer behaviour and suggest that simply increasing the number of transactions is not always effective in boosting purchase intent without taking into account broader psychological factors and the user experience.

The Effect of Taglines on Purchase Intent

The results of this study indicate that the tagline “free delivery” has no significant effect on the intention to purchase halal products. These findings are consistent with the research by Bukhari et al. (2020), which states that cost-related promotions such as free delivery do not always encourage purchasing behaviour if other factors, such as religious motivation and perceptions of product quality, are more dominant. This phenomenon can be explained by the Theory of Planned Behaviour (Ajzen, 1991), which emphasises that purchase intention or interest is influenced by attitudes, subjective norms, and perceived behavioural control, rather than solely by financial incentives. In the context of halal products, consumers tend to place greater emphasis on halal certification, trust in the brand, and adherence to religious values, making free delivery promotions less relevant as a driver of purchasing decisions.

Furthermore, these findings highlight the distinction between marketing strategies for general products and specialised products such as halal products. This is consistent with the findings by Nora and Sriminarti (2023), which indicates that religiosity and perceptions of halal status have a significant positive influence on the intention to purchase halal products, whilst external factors such as promotional costs have relatively little effect. However, these findings are not consistent with research conducted by Firdaus et al. (2020) who found that the ‘free delivery’ tagline influences purchasing intent. Consequently, the implication of this finding is that marketing strategies for halal products should focus on enhancing consumer confidence in the halal status of the products, their quality, and the transparency of information, rather than relying solely on cost-based incentives such as free delivery. Cost-based promotional strategies may still be used as a complement, but should not be the primary factor in driving Muslim consumers’ interest in purchasing halal products.

The Influence of Social Media on Purchase Intent

Within the prevailing digital epoch, social networking ecosystems fulfil an indispensable strategic function in configuring consumptive acquisitive predisposition towards halal commodities through the dissemination of enlightenment, societal intercourse, and substantive

propagation. Multifarious empirical enquiries corroborate that social networking ecosystems are capable of augmenting brand cognizance, apprehensions of commodity worth, and procurement resolutions consonant with consumers' theological motivations and societal predilections. Digital marketing activities, including promotional content, consumer reviews, and influencer endorsements, have been shown to significantly influence the purchase intent for halal products, whilst halal certification serves as a credibility indicator that reinforces purchase intent. This combination marks a paradigm shift from traditional marketing towards a more interactive and modern Muslim-consumer-oriented digital marketing approach (Sari et al., 2025; Utama et al., 2025).

These outcomes are concordant with the empirical substantiation furnished by Ramadhan and Zuliestiana (2019) which asserts that social media merchandising manifests an affirmative and statistically consequential bearing upon acquisitive predisposition, intimating that social media merchandising is capable of engendering tangible transformation in an individual's acquisitive predilection.

Additionally, the disposition of influencers and communal engagement on digital apparatuses tempers consumptive attitudes through apprehensions of legitimacy, trustworthiness, and subjective normative constructs, which subsequently delineate the predisposition towards halal commodity procurement. The Theory of Planned Behaviour retains considerable explanatory pertinence in elucidating the interrelationship between social media pervasion and acquisitive predisposition, wherein efficacious merchandising paradigms encompass the propagation of brand cognizance, the consolidation of societal and theological valorisation, and the enrichment of consumptive-brand interactivity. Thus, the incorporation of social networking ecosystems into halal commodity merchandising paradigms not only extends market ambit but simultaneously reinforces consumptive devotion through sustained digital intercourse apparatuses.

The Impact of Online Shopping on Purchasing Decisions

The revelations of structural equation modelling stipulate that digital marketplaces do not harbour a momentous sway upon the deliberation to procure halal commodities. Conceptually, this interrelationship connotes that the prevalence of digital procurement activities or functionalities has not yet demonstrated the propensity to directly impel patrons towards acquisitive deliberations. Within the purview of consumptive comportment paradigms, the digital marketplace constituent embodies facets of accessibility and transactional facileness, yet remains deficient in addressing the valorisation dimension, which constitutes a preponderant deliberation in the consumption of halal commodities. This explains why, in the analysis model without mediating variables, the direct effect formed is weak and insignificant. These findings are consistent with research by (Ramadhan & Faizi, 2023) which indicates that decisions to purchase halal products are influenced more by internal factors such as halal awareness and religiosity than by the characteristics of the digital platform itself.

Meanwhile, from an empirical perspective, the role of online shopping tends to be indirect, namely through the formation of perceptions, trust, and the evaluation of information prior to the purchase decision. When these variables are not included in the model, the contribution of online shopping to purchasing decisions appears insignificant. Research by Maisiliska (2025) also shows that digital elements such as marketing communications or consumer reviews are only effective when they reinforce consumers' confidence in the halal status

and quality of products. Furthermore, factors such as product knowledge and the presence of halal labels have been shown to have a stronger influence on explaining purchasing decisions than online shopping activity alone (Marta & Sa'adati, 2022). Thus, the findings of this study confirm that, in the context of halal products, online shopping is not the primary determinant, but rather acts as a supporting variable whose effectiveness depends on its integration with factors of trust and halal values.

The Influence of Taglines on Purchasing Decisions

The research findings indicate that taglines do not have a significant influence on purchasing decisions, suggesting that brief marketing messages are not necessarily the primary factor in encouraging consumers to buy products, particularly in the context of halal products. Theoretically, taglines do serve to build brand image and recall; however, in practice, this influence tends to be weak when consumers are faced with decisions relating to religious values and beliefs. Muslim consumers prioritise substantive aspects over symbolic ones, meaning that elements such as taglines are not strong enough to directly influence purchasing decisions.

These findings are supported by various international studies which confirm that the primary factors in purchasing decisions for halal products are halal awareness, religiosity, and trust in the halal status of the product. Research by Sari and Susanti (2025) indicates that halal awareness and religiosity play a significant role in shaping the purchasing decisions of Muslim consumers. Furthermore, halal cognizance exerts an affirmative bearing upon procurement resolutions, albeit its magnitude remains comparatively temperate, intimating that valorisation-predicated determinants are more preponderant than promotional constituents (Sofyan et al., 2023).

Khanfani et al. (2023) confirms that the decision to purchase halal products is influenced more by factors such as brand awareness, halal certification and consumer loyalty than by simple communication messages such as taglines. Thus, the insignificance of the tagline's influence can be understood as evidence that halal consumers tend to be rational and value-driven, and therefore rely more on information that guarantees halal status than on persuasive promotional messages.

Overall, it can be concluded that taglines serve only as a supporting element in marketing strategies, rather than as a primary factor in determining purchasing decisions for halal products. It therefore behoves commercial practitioners to accord substantially greater primacy to dimensions of trustworthiness, halal accreditation, and commodity superiority as indispensable prerequisites for swaying consumptive resolutions with commendable efficaciousness.

The Influence of Social Media on Purchasing Decisions

Research findings showing that social media has no influence on purchasing decisions regarding halal products suggest that, in the context of consumption driven by religious values, decision-making is not solely determined by digital marketing stimuli, but rather by more fundamental constructs such as religiosity, halal awareness, and perceived trust. Within the framework of the Theory of Planned Behaviour, social media can be positioned as part of the external factors influencing attitudes or subjective norms; however, in the context of halal products, internal religious norms tend to exert a more dominant influence than digital social influences. Thus, although the intensity of social media use is high, this does not automatically translate into a purchase decision if it is not aligned with the consumer's beliefs and the principles

of Sharia law.

Empirically, these findings can also be explained through the concepts of trust and perceived risk in Muslim consumer behaviour. Information conveyed via social media is often considered to lack credibility if it is not supported by official halal certification or a trusted authority. In this context, the role of institutions such as the Indonesian Ulema Council becomes more significant than that of influencers or digital content. Previous studies have shown that halal certification and halal knowledge have a direct and significant influence on purchasing decisions, whilst digital promotion variables tend to be complementary rather than the primary determinants (Nguyen & Vo, 2020; Vargas-Sánchez & Moral-Moral, 2020). This reinforces the argument that consumers do not merely rely on exposure, but also engage in value-based cognitive evaluation.

Furthermore, from a critical marketing perspective, the insignificance of social media's influence may also reflect the phenomena of information overload and scepticism towards digital content. Modern consumers, particularly within the halal market segment, demonstrate a tendency to be more selective and less easily influenced by commercial persuasive messages. In this context, social media fails to act as a persuasive driver because it is unable to establish perceived authenticity and congruence with consumers' religious values (Memon et al., 2020). Therefore, these findings confirm that marketing strategies for halal products need to place greater emphasis on value-driven marketing approaches, such as transparency regarding halal processes, the legitimacy of certification, and consumer education, rather than relying solely on the intensity of social media promotions. Thus, both theoretically and empirically, the results of this study not only demonstrate the insignificance of the relationship but also indicate a paradigm shift in halal consumer behaviour, where factors such as religiosity and institutional trust are more dominant than the influence of social media as a modern marketing communication tool.

The Influence of Purchase Intention on Purchase Decisions

Kotler and Keller (2016) states that purchase intention is a consumer behaviour that arises in response to an object, indicating a person's desire to make a purchase. When consumers have a purchase intention, they will seek information about the product; when seeking information about a product, they should exercise caution in accepting information or news.

The scholarly outcomes stipulate that acquisitive predisposition manifests a momentous sway upon procurement deliberations. Correspondingly, the procurement deliberations within this enquiry are engendered by acquisitive predisposition. This outcome is commensurate with the investigative deliberations of Haniscara and Saino (2021) which corroborated that acquisitive predisposition exerts an affirmative and statistically momentous bearing upon procurement resolutions. This is consistent with the decision-making theory put forward by Hansson (2005) which states that decision theory is a theory concerning how humans choose between several randomly available options in order to achieve their desired goals. Decision-making does not happen spontaneously but requires a process; consumers will eliminate existing options, then narrow down the available choices to the most feasible option, and subsequently implement that choice. Decision theory is divided into two categories, one of which is normative decision theory, which is based on rational reasoning; naturally, when consumers are interested in making a purchase, the next step is to make a purchasing decision

The Mediating Effect of Purchase Intention on Online Shopping in Relation to

Purchasing Decisions

The empirical outcomes of the analytical scrutiny corroborate that acquisitive predisposition forfeits its interceding incumbency as a mediatory constituent within the interrelationship between digital marketplaces and the acquisitive resolution pertaining to halal commodities. These findings suggest that whilst online shopping activities may increase product exposure and accessibility, this does not automatically lead to an intention that subsequently results in a purchase decision. In this context, consumer decisions regarding halal products tend to be directly influenced by fundamental factors, such as levels of trust, halal certification guarantees, and the religious values held by the individual.

Previous research also confirms that in the halal market, religiosity and halal awareness have a significant direct influence on purchasing decisions, rendering the role of purchase intention as a mediator less relevant (Elseidi, 2018). In addition, the UTAUT2 model developed by Venkatesh et al. (2012) explains that, in the context of technology adoption, the direct relationship between exogenous variables and actual behaviour may be more dominant than indirect pathways via intention, particularly when utility and trust are the primary considerations. Therefore, in the context of online shopping for halal products, consumers tend to make decisions directly based on rational considerations and religious values, without going through a strong intention stage. This finding reinforces the notion that purchase intention is not always an effective mediating mechanism, particularly in consumption contexts laden with ethical and religious dimensions.

The Effect of Purchase Intention as a Mediator between the Tagline and Purchase Decision

Based on research findings indicating that the tagline “free delivery” does not influence the decision to purchase halal products via purchase intention, this finding can be analysed from the perspective of digital consumer behaviour: not all promotional stimuli are capable of operating indirectly through mediating variables such as purchase intention. In the international literature, purchase intention is often positioned as a key mediator between marketing stimuli and purchasing decisions; however, its effectiveness is highly dependent on the relevance of the value perceived by consumers within the product context. Research indicates that psychological variables such as trust, perceived value, and risk play a more dominant role in shaping purchase intention than mere promotional incentives such as price or delivery costs (Fratama et al., 2023). This suggests that, in the context of halal products, consumers tend to place greater emphasis on religious considerations, halal status and trust than on economic incentives such as ‘free delivery’, meaning that the mediating effect via purchase intention is not significant.

Under certain conditions, these variables may not even have a significant influence on purchasing behaviour, particularly when other factors, such as shopping habits or consumer self-control are more dominant (Purnama et al., 2025). From the perspective of the consumer behaviour model based on the Theory of Planned Behaviour, this can be explained by the fact that attitudes, subjective norms and perceived behavioural control play a stronger role in shaping intentions and behaviour than simple promotional stimuli. Thus, although the tagline ‘free delivery’ has generally been shown to directly increase purchasing decisions (Andri et al., 2024), However, when mediated by purchase intention particularly in the context of halal products—the effect becomes insignificant due to the dominance of religious values and consumer trust.

Overall, these findings enrich the literature by demonstrating that the effectiveness of

promotional strategies is not universal, but rather contextual. These findings indicate the existence of a boundary condition where price-based promotional variables (economic incentives) are not strong enough to influence purchasing decisions via psychological pathways (purchase intention), particularly among consumer segments with more complex value considerations, such as consumers of halal products.

The Mediating Effect of Purchase Intention on Social Media Regarding Purchasing Decisions

The outcomes of the scrutiny denote that the bearing of social networking ecosystems upon procurement resolutions via acquisitive predisposition is affirmative and consequential. This intimates that acquisitive predisposition fulfils a consequential interceding function as a mediatory constituent in bridging the interrelationship between social networking ecosystem activity and the resolution to procure halal commodities. Conceptually, social media functions as an interactive communication channel capable of increasing information exposure, trust, and consumer engagement, which ultimately fosters the development of purchase intention before an actual decision is made.

Theoretically, social media acts as an external stimulus capable of increasing information exposure, interaction, and consumers' perceptions of trust, which subsequently shapes an internal response in the form of purchase intention before it is ultimately realised in a purchasing decision (Pasaribu & Achmadi, 2024). This relationship pattern is consistent with the stimulus–organism–response (S-O-R) framework, which is widely used to explain digital consumer behaviour.

These findings are consistent with study by Erkan and Evans (2018) which states that exposure to information and interaction on social media significantly influence purchase intention, which in turn is a key determinant of purchase behaviour. Further, Hajli (2015) also emphasises that the trust and engagement built through social media platforms drive the formation of purchase intent as a mediating mechanism prior to the purchase decision. In the context of halal products, the mediating role of purchase intent becomes increasingly crucial, as consumers consider not only functional aspects but also religious values and trust in the halal status of the product. Social media, through the dissemination of information, user reviews (electronic word-of-mouth), and endorsements, is capable of reinforcing consumers' confidence in halal attributes, which ultimately increases purchase intent before a final decision is made. Hence, the results of this study confirm that social media-based marketing strategies will be more effective in driving purchasing decisions if they focus on increasing purchase intent as a cognitive and affective intervening variable.

CONCLUSION

This investigation appraises the sway of digital procurement apparatuses, promotional epithets, and social networking merchandising upon acquisitive predisposition and the deliberation to procure halal commodities, with acquisitive predisposition fulfilling an intermediary disposition. The revelations stipulate that social networking merchandising harbours an affirmative and momentous sway upon acquisitive predisposition, whilst digital procurement apparatuses and promotional epithets do not manifest a momentous sway. Acquisitive predisposition was corroborated to harbour a momentous sway upon procurement deliberations, substantiating its disposition as a preponderant determinant within the consumptive deliberation paradigm.

Notwithstanding, none of these three merchandising variables exerted a direct sway upon procurement deliberations. Moreover, this investigation corroborated that acquisitive predisposition was solely capable of mediating the sway of social networking merchandising upon procurement deliberations, yet remained incapacitated in mediating the sway of digital procurement apparatuses and promotional epithets. These findings indicate that, in the context of halal products, consumers tend to be more influenced by communicative digital interactions that foster engagement, rather than by transactional convenience or simple promotional messages. This demonstrates a trend towards value-driven consumer behaviour, where purchasing decisions are not solely determined by marketing stimuli, but also by internal considerations such as perceptions, trust, and alignment with specific values.

Theoretically, this study contributes to the advancement of knowledge, particularly in the fields of consumer behaviour and Islamic economics, by demonstrating that the effectiveness of digital marketing is not universal but depends on consumer characteristics and the underlying value context. This study also reinforces the role of purchase intention as a key mechanism in mediating the influence of digital marketing on purchasing decisions. However, the findings of this study should be generalised with caution. This study has limitations regarding the sample size and characteristics, as it only covers Instagram users in a specific region, and thus does not fully represent a wider population. Furthermore, the research model has not included other variables that could potentially influence purchasing decisions, such as religiosity, trust, and risk perception.

Based on the research findings and existing limitations, several recommendations can be proposed. For practitioners, it is recommended to focus marketing strategies more on strengthening social media content that is interactive, informative, and capable of building consumer trust, rather than relying solely on promotions such as taglines or ease of transaction. Valorisation-predicated merchandising orientations, encompassing informational transparency and the accentuation of commodities' halal dimensions, are adjudged more efficacious in pervading consumptive inclination and procurement resolutions. For prospective enquirers, it is incumbent to proliferate the ambit of investigation by encompassing respondents from multifarious geographical territories and demographic milieus to ascertain that investigative outcomes are more representatively comprehensive. Furthermore, prospective enquiries are anticipated to assimilate supplementary constituents such as religiosity, halal cognizance, trustworthiness, and perceived hazard to engender a more exhaustive paradigm. The deployment of more heterogeneous investigative methodologies, such as amalgamated methods or longitudinal investigations, is likewise incumbent to attain a more profound comprehension of consumptive comportment within the purview of digital merchandising. Ergo, this enquiry not only furnishes an empirical contribution but also inaugurates propitious opportunities for the cultivation of supplementary investigation to comprehend Muslim consumptive comportment within the digital epoch more exhaustively.

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