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Islamic Branding, Digital Experience, and Purchase Intention in the Halal Marketplace

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Abstract

The rapid development of digital marketplaces has transformed consumer behavior in searching for information, evaluating brands, and purchasing halal products. In digital commerce, brand identity that reflects Islamic values is no longer the sole factor influencing purchase intention. Consumers' experiences when interacting with digital platforms have become increasingly important in shaping trust and purchasing decisions. This study aimed to examine the effects of Islamic Branding and Digital Customer Experience on Purchase Intention in halal marketplaces, with Consumer Trust as a mediating variable. The study employed a quantitative survey approach involving Muslim consumers in Indonesia who had used digital marketplaces to search for or purchase halal products. The proposed data analysis method was Partial Least Squares Structural Equation Modeling (PLS-SEM). Islamic Branding represented brand identity associated with Islamic values, halal compliance, ethical practices, and brand credibility. Digital Customer Experience represented consumers' cognitive, emotional, social, and functional experiences during interactions with digital marketplaces. Consumer Trust reflected consumers' confidence in brands, sellers, product information, and transaction security, while Purchase Intention represented consumers' willingness to purchase halal products through digital marketplaces. This study contributed to the literature by integrating Islamic Branding and Digital Customer Experience to explain purchase intention in halal marketplaces, with Consumer Trust positioned as a mediating mechanism. The proposed model was expected to provide theoretical contributions to Islamic marketing and digital customer experience research, as well as practical implications for halal businesses and marketplace providers in developing trustworthy, user-oriented, and Islamic value-based digital commerce ecosystems.

INTRODUCTION

Digital transformation has changed how companies communicate with consumers and how consumers engage in purchasing activities. Digital marketplaces provide greater convenience for consumers in searching for product information, comparing prices, reading reviews, communicating with sellers, making payments, and accessing post-purchase services. These developments have created significant opportunities for the growth of the halal industry. Muslim consumers not only seek products that are affordable and of high quality but also require assurance that purchased products comply with Islamic halal principles (Abbas et al., 2025; Ahmed et al., 2019; Izberk-Bilgin & Nakata, 2016; Mulyandi et al., 2025; Randeree, 2020).

Halal marketplaces represent an important development in Sharia-based digital economic activities. Previous studies have indicated that advances in information technology have

created significant opportunities for the development of halal marketplaces in Indonesia. However, several challenges remain, including limited Islamic economic literacy, the adoption and utilization of digital platforms among halal Micro, Small, and Medium Enterprises (MSMEs), and consumer trust. Within this context, Islamic Branding represents an important factor in establishing a strong halal product identity. Islamic Branding is not limited to the use of Islamic names, symbols, or attributes but also includes consumers' perceptions of the extent to which a brand reflects and adheres to Islamic values and principles (Anwar, 2025; Bukhari & Isa, 2020; Butt et al., 2017; Hamizar et al., 2023; Malik & Khan, 2016).

Recent studies have demonstrated that Islamic Branding remains relevant to consumer behavior toward halal products. For example, a 2026 study examining Pepsodent Siwak found that Islamic Branding and product quality influenced consumers' purchase decisions. Nevertheless, empirical findings regarding the role of Islamic Branding have not always been consistent. A 2025 study involving halal cosmetics consumers found that Islamic Branding did not significantly influence purchase intention or consumer trust in the context of live shopping, whereas streamers' product knowledge had a positive influence. These differences suggest that the influence of Islamic Branding on purchase intention may depend on the specific digital context and consumers' experiences (Alharbi et al., 2026; Nuryakin et al., 2024; Nuseir, 2019; Supriani et al., 2025; Yasin et al., 2020).

Within marketplace environments, consumers do not merely evaluate brands but also experience various forms of digital interaction throughout the purchasing process. These interactions include product page presentation, ease of product search, information quality, seller responsiveness, payment systems, consumer reviews, delivery processes, and post-purchase services. Collectively, these interactions constitute Digital Customer Experience (DCX), which can influence consumers' perceptions and behavioral intentions. Recent research on Indonesian MSME e-commerce has demonstrated that Digital Customer Experience is relevant to Purchase Intention and can be examined alongside other factors, such as e-commerce adoption and brand trust. Therefore, research on consumer behavior in halal marketplaces should not focus solely on Islamic Branding but should also consider consumers' experiences within digital environments.

Consumer Trust is another critical element in digital transactions because consumers face uncertainties regarding product quality, information authenticity, payment security, seller reputation, and the validity of halal claims. In this context, halal certification and halal-related information may function as signals that strengthen consumer trust in digital transactions. Recent research on halal MSME products in marketplaces has positioned digital halal certification and consumer trust as important factors influencing Purchase Intention. This indicates that trust may serve as a mechanism through which consumers translate their perceptions of halal attributes and digital marketplace experiences into purchasing intentions (Anwar, 2026; Dhakirah & Hidayatinnisa, 2026; Irmal et al., 2026; Nurhamidah, 2025; Rahman, 2026).

The urgency of this research lies in the rapid growth of the digital halal industry in Indonesia and the need to understand the factors influencing Muslim consumers' purchase intentions in halal marketplaces. With one of the world's largest Muslim populations, Indonesia represents a potential market for halal products marketed through digital platforms. A deeper understanding of the roles of Islamic Branding, Digital Customer Experience, and Consumer Trust in shaping Purchase Intention can provide valuable insights for halal businesses and marketplace managers in developing effective marketing strategies.

Based on previous research developments, several research gaps can be identified. First, studies on Islamic Branding have generally focused on its direct effects on purchase decisions or Purchase Intention. Second, research on Digital Customer Experience has predominantly developed within general e-commerce contexts rather than halal-specific marketplaces. Third,

studies examining halal marketplaces have often emphasized factors such as halal awareness, halal certification, religiosity, and consumer attitudes. Fourth, an integrative model explaining how Islamic Branding and Digital Customer Experience jointly contribute to Consumer Trust and subsequently influence Purchase Intention in halal marketplaces remains limited. Addressing this gap is important because consumer decisions in halal digital marketplaces are shaped not only by brand identity based on Islamic values but also by overall digital experiences and the level of trust developed throughout the purchasing process.

Accordingly, this study aimed to examine the relationships among Islamic Branding, Digital Customer Experience, Consumer Trust, and Purchase Intention in halal marketplaces. Specifically, this study investigated whether Islamic Branding influenced Consumer Trust and Purchase Intention, whether Digital Customer Experience influenced Consumer Trust and Purchase Intention, and whether Consumer Trust influenced Purchase Intention. Furthermore, this study examined the mediating role of Consumer Trust in the relationship between Islamic Branding and Purchase Intention. By integrating these variables into a single research framework, this study was expected to provide a more comprehensive understanding of consumer behavior in halal marketplaces and contribute to the development of research on Islamic marketing and the halal digital economy.

RESEARCH METHODS

Research Design

This study employs a quantitative explanatory research design to examine causal relationships among the variables and test the mediating role of Consumer Trust.

Population and Sample

The population comprises Muslim consumers in Indonesia who have used a marketplace to search for, evaluate, or purchase halal products. Respondents must be Muslim, at least 17 years old, marketplace users, have searched for halal products through a marketplace, and have purchased or intended to purchase halal products through a marketplace. Purposive sampling is used, with a recommended minimum of 250 respondents and an ideal target of 300–400 respondents to provide adequate observations for SEM-PLS analysis.

Variable Operationalization

Table 1 Variable Operationalization

Variable	Indicators
Islamic Branding (X1)	Islamic identity, halal compliance, brand ethics, credibility, and transparency
Digital Customer Experience (X2)	Ease of use, information quality, interactivity, convenience, security, and emotional experience
Consumer Trust (Z)	Trust in the brand, seller, information, transaction security, and halal claims
Purchase Intention (Y)	Willingness, intention, preference, likelihood to purchase, and recommendation

Questionnaire Instrument

The questionnaire uses a five-point Likert scale: 1 = Strongly Disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, and 5 = Strongly Agree.

Islamic Branding

IB1: The brand I choose reflects Islamic values.

IB2: The brand clearly provides information regarding the halal status of its products.

IB3: The brand demonstrates a commitment to halal principles.

IB4: The brand applies ethical principles in its marketing communication.

IB5: I perceive the brand as having a strong Islamic identity.

IB6: I believe the Islamic values communicated by the brand are consistent with its products.

Digital Customer Experience

DCE1: The marketplace is easy to use when I search for halal products.
DCE2: Information about halal products is easy to find.
DCE3: The available product information is sufficiently complete.
DCE4: The marketplace interface makes me comfortable when shopping.
DCE5: I can easily compare halal products through the marketplace.
DCE6: I feel secure when conducting transactions.
DCE7: I receive a good response when interacting with sellers.
DCE8: Consumer reviews help me evaluate products.

Consumer Trust

CT1: I trust the brands of halal products offered on the marketplace.
CT2: I trust sellers on the marketplace.
CT3: I trust the product information provided.
CT4: I trust information regarding the halal status of products.
CT5: I believe transactions through the marketplace are secure.
CT6: I am confident that sellers do not provide misleading information.

Purchase Intention

PI1: I intend to purchase halal products through a marketplace.
PI2: I have a desire to purchase the products offered.
PI3: I will consider the marketplace when purchasing halal products.
PI4: I am likely to purchase halal products through a marketplace.
PI5: I am willing to recommend trustworthy halal products to others.

Data Analysis Technique

Data are analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS), with SmartPLS as the recommended software.

Outer Model Assessment

The outer model is evaluated using outer loadings, Cronbach's Alpha, Composite Reliability, Average Variance Extracted (AVE), the Fornell–Larcker criterion, and the Heterotrait–Monotrait (HTMT) ratio.

Inner Model Assessment

The inner model is assessed using R^2, f^2, Q^2, path coefficients, t-statistics, p-values, and confidence intervals.

Mediation Analysis

Mediation is tested using bootstrapping to assess the indirect effects of Islamic Branding and Digital Customer Experience on Purchase Intention through Consumer Trust.

RESULTS AND DISCUSSION

Research Results

This section is to be completed using actual research data once data collection and statistical testing (e.g., outer/inner model or regression analysis) have been carried out. As no empirical results are yet available in the source document, the discussion below is presented as a theory- and literature-based anticipatory discussion for each hypothesis, to be revisited and confirmed once actual findings are obtained.

Effect of Islamic Branding and Digital Customer Experience on Consumer Trust

If H1 is supported, the finding would indicate that the Islamic identity and values embedded in a brand are able to strengthen consumer trust. In a halal marketplace setting, where consumers face limitations in physically inspecting products, brand identity, halal information, reputation, and transparency become important trust signals, reinforcing the view

of Islamic Branding as not merely a marketing communication tool but also a trust-building mechanism. Conversely, if H1 is not significant, this would itself be a meaningful finding, suggesting that Islamic identity alone is insufficient to build consumer trust in a digital environment, where consumers may instead place greater weight on information quality, reviews, transaction experience, certification, and seller reputation — consistent with a 2025 study that found no effect of Islamic Branding on trust in the context of halal cosmetics sold through live shopping. Similarly, if H2 is supported, the finding would indicate that digital experience is an important mechanism for building trust: a marketplace that is easy to use, provides complete information, offers credible reviews, ensures secure transactions, and delivers responsive service can reduce consumer uncertainty, implying that halal marketplace operators must go beyond offering halal products alone and also build a high-quality digital experience.

Effect of Islamic Branding and Digital Customer Experience on Purchase Intention

Islamic Branding is expected to increase purchase intention when consumers perceive Islamic identity as an indicator of the product's alignment with their values and needs; however, this relationship requires empirical testing, as prior studies show mixed results — some finding a positive effect of Islamic Branding on purchase decisions, others finding no significant relationship — which further justifies the inclusion of Consumer Trust as a mediating variable. Digital Customer Experience, meanwhile, is expected to positively influence purchase intention, as consumers who can quickly obtain information, compare products, read reviews, communicate with sellers, and complete transactions smoothly tend to experience fewer purchase barriers, underscoring digital experience as a key component of halal marketplace marketing strategy.

Effect of Consumer Trust on Purchase Intention and Its Mediating Role

Trust is expected to be one of the most important factors shaping purchase intention, as consumers who trust the seller, brand, product information, and transaction security will be more willing to purchase; in the halal marketplace context, trust carries an additional dimension, as consumers must also trust the accuracy of halal claims. If H6 and H7 are supported, the findings would indicate that Islamic Branding and Digital Customer Experience influence purchase intention not only directly, but also indirectly through the formation of trust, following the pathway: Islamic identity and digital experience build trust, which in turn drives purchase intention. Such a finding would represent an important contribution by clarifying the psychological mechanism underlying consumer behavior in the halal marketplace.

CONCLUSION

This study developed a model to explain consumer Purchase Intention in halal marketplaces through the integration of Islamic Branding, Digital Customer Experience, and Consumer Trust. Islamic Branding represented the Islamic identity and values embedded in a brand, while Digital Customer Experience reflected the quality of consumers' experiences when interacting with the marketplace environment. Consumer Trust was positioned as a mediating variable because digital transactions involve a relatively high level of uncertainty, requiring consumers to trust brands, sellers, product information, transaction security, and halal claims before making purchase decisions. This research model provided the perspective that the success of halal product marketing in the digital era was determined not only by the strength of a brand's Islamic identity but also by the ability of companies and marketplace providers to create positive digital experiences and establish consumer trust. Accordingly, halal marketplace marketing strategies should integrate Islamic Branding, Digital Customer Experience, and Consumer Trust as interconnected components to enhance Purchase Intention.

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