

# Perspectives for sustainable consumption: A Study of Gen Z Behaviour on Halal Consumerism

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## **Abstract**

Halal certification, which is based on religious principles, can significantly influence purchasing decisions. This study examines the extent of religious devotion, awareness, and understanding among Generation Z customers when purchasing halal food. The research utilised multiple linear regression with 120 participants and found that consumer religiosity and awareness of halal cuisine significantly impact their purchase decisions. This study advocates for producers and retailers to provide sustainable food options aligned with religious and environmental beliefs. It also provides theoretical implications for the sustainable consumption of the younger generation.

**Subject Areas:** *Consumer Behavior*