

EXPLORING THE NEXUS BETWEEN DIGITAL MARKETING AND HALAL CONSUMER BEHAVIOUR:

A TIKTOK-BASED STUDY

NOR SURILAWANA SULAIMAN, NORKHAIRIAH HASHIM
Faculty of Halal Science and Sustainable Tourism,
Universiti Islam Sultan Sharif Ali,
Brunei Darussalam.



INTRODUCTION

- TikTok has become one of the most influential platforms shaping consumer behaviour, especially among Gen Z Muslims who actively seek information on halal products.
- With over one billion global users, TikTok’s short-form videos and algorithm-driven content discovery create a powerful environment for halal product visibility.
- At the same time, the halal market—valued at more than USD 2 trillion—demands authenticity, certification transparency, and trust.
- This study investigates how TikTok influences halal consumer behaviour, focusing on content credibility, influencer trust, and engagement patterns.

OBJECTIVE

- Assess the effectiveness of TikTok as a platform for discovering halal products.
- Examine the role of influencer credibility in shaping trust in halal recommendations.
- Identify consumer engagement behaviours with halal-related TikTok content.
- Evaluate how TikTok exposure influences halal purchase intentions.

METHODOLOGY

- Design: Cross-sectional online survey.
- Respondents: N = 50 Muslim TikTok users.
- Instruments: Likert-scale items, categorical items, thematic open-ended responses.
- Analysis: Descriptive statistics, thematic coding.

CONCLUSION

TikTok plays a significant role in shaping halal consumer behaviour by enhancing product awareness, building trust through credible influencers, and influencing purchase intention.

RESULTS

TikTok as a Halal Informative Source

- 80% agreed TikTok helps them discover new halal products.
- Users appreciate authentic, relatable content and product demonstrations.

Influencer Credibility

- 70% trust halal recommendations from influencers they follow.
- Visible halal certification significantly increases trust.

Engagement Patterns

- High passive engagement: likes and saves dominate.
- Moderate comments and shares indicate selective active engagement.

Purchase Intention

- 68% are more likely to consider buying a halal product featured on TikTok.
- 86% rely heavily on visible halal certification to validate authenticity.

ANALYSIS

- Findings reveal that TikTok serves as an effective halal marketing channel, driven by its personalised algorithm and relatable influencer content.
- Trust is strongly tied to influencer credibility—especially honesty, expertise, and transparency regarding halal certification.
- Consumers show high passive engagement, suggesting that while TikTok accelerates product discovery, only verified halal signals and credible influencers convert awareness into intention to purchase.
- The study reinforces the importance of ethical communication and certification visibility in halal digital marketing.