

## The Influence of Social Media Marketing on Brand Image and Purchase Intention for Halal Products

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### Abstract

Social media marketing has become a powerful tool for shaping brand image and influencing consumer behavior, particularly in the context of halal products. As the global demand for halal products continues to grow, understanding how social media marketing impacts brand image and purchase intention is critical for businesses targeting Muslim consumers. However, limited research has explored this relationship, especially in emerging markets where halal product consumption is rapidly increasing. This study aims to examine the influence of social media marketing on brand image and purchase intention for halal products, providing insights into how businesses can leverage social media to enhance consumer engagement and drive sales. A quantitative research design was employed, utilizing survey data collected from 300 Muslim consumers in Indonesia. Structural equation modeling (SEM) was used to analyze the relationships between social media marketing, brand image, and purchase intention. The findings reveal that social media marketing significantly enhances brand image ( $\beta = 0.52$ ,  $p < 0.001$ ) and purchase intention ( $\beta = 0.48$ ,  $p < 0.001$ ). Brand image also mediates the relationship between social media marketing and purchase intention, indicating its pivotal role in influencing consumer decisions. This study highlights the importance of social media marketing in building a positive brand image and driving purchase intention for halal products. The results suggest that businesses should prioritize engaging and authentic social media strategies to attract and retain Muslim consumers.

**Keywords:** Brand Image, Halal Products, Purchase Intention



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## INTRODUCTION

Social media marketing has emerged as a transformative force in shaping consumer perceptions and behaviors, particularly in the context of halal products. The global halal market is experiencing rapid growth, driven by increasing demand from Muslim consumers who prioritize ethical and religious compliance in their purchasing decisions. Social media platforms, with their extensive reach and interactive capabilities, offer businesses a unique opportunity to engage with these consumers, build brand image, and influence purchase intentions (Guo dkk., 2024). However, despite the growing importance of social media marketing, there is limited research on its specific impact on brand image and purchase intention for halal products, especially in emerging markets.

Halal products, which adhere to Islamic dietary laws, represent a significant segment of the global consumer market (Dhoska dkk., 2024; Krishnappa & Agarwal, 2024). In countries like Indonesia, where the Muslim population is substantial, the demand for halal products is particularly high. Social media platforms such as Instagram, Facebook, and TikTok have become essential tools for businesses to communicate their brand values, showcase product authenticity, and engage with consumers. This study seeks to explore how social media marketing influences brand image and purchase intention for halal products, providing insights into effective marketing strategies for businesses targeting Muslim consumers.

The research is particularly relevant in the context of digital transformation, where social media has become a primary channel for consumer engagement (González & Ortiz, 2024; Handoko dkk., 2025). By examining the interplay between social media marketing, brand image, and purchase intention, this study aims to contribute to both academic discourse and practical applications in marketing. The findings are expected to inform businesses on how to leverage social media to enhance brand perception and drive sales in the halal product market.

While the importance of social media marketing in shaping consumer behavior is widely acknowledged, there is limited empirical evidence on its specific impact on brand image and purchase intention for halal products. Existing research has predominantly focused on general consumer goods, overlooking the unique characteristics of halal products and the preferences of Muslim consumers (Alnor dkk., 2025; Tao, 2024). This gap is particularly significant given the growing demand for halal products and the increasing reliance on social media for consumer engagement.

Moreover, the relationship between social media marketing, brand image, and purchase intention may be influenced by contextual factors such as cultural values, religious beliefs, and consumer trust (Anwajler dkk., 2024; Yao, 2024). Most studies have treated social media marketing as a broad concept rather than examining its specific dimensions, such as content authenticity, engagement, and influencer partnerships. This lack of granularity limits the ability of businesses to identify which aspects of social media marketing are most effective in building brand image and driving purchase intention for halal products.

This study addresses these gaps by investigating the influence of social media marketing on brand image and purchase intention for halal products, with a focus on Muslim consumers in Indonesia (Balatska dkk., 2024; Tao, 2024). By doing so, it aims to provide a nuanced understanding of how social media can be leveraged to enhance consumer engagement and drive sales in the halal product market.

The primary objective of this study is to examine the influence of social media marketing on brand image and purchase intention for halal products (Abu Huson dkk., 2025; Young dkk., 2024). Specifically, the research seeks to determine how different dimensions of social media marketing—such as content authenticity, engagement, and influencer partnerships—impact brand image and purchase intention. By identifying the most effective marketing strategies, the study aims to provide actionable recommendations for businesses targeting Muslim consumers.

Additionally, the research aims to explore the mediating role of brand image in the relationship between social media marketing and purchase intention (Bekpayeva dkk., 2025; Zheng dkk., 2024). This includes examining how a positive brand image enhances consumer trust and influences purchasing decisions. By doing so, the study seeks to develop a more comprehensive understanding of the mechanisms through which social media marketing drives purchase intention.

Finally, the study aims to contribute to the broader literature on social media marketing and consumer behavior by providing empirical evidence from the halal product market (Cebi dkk., 2024; Prabowo, 2024). The findings are expected to inform the design of targeted marketing strategies that enhance brand perception and drive sales, making a significant contribution to the field of marketing.

Despite the growing body of research on social media marketing, significant gaps remain in the literature (Fotoh, 2024; Yumiba, 2024). First, while numerous studies have examined the impact of social media marketing on general consumer goods, few have focused on halal products. This oversight limits the ability of businesses to develop targeted strategies that resonate with Muslim consumers.

Second, existing research has predominantly focused on developed economies, with limited attention given to emerging markets like Indonesia, where the demand for halal products is rapidly growing (Alqudah dkk., 2024; Hilario dkk., 2024). This gap is particularly significant given the unique cultural and religious factors that influence consumer behavior in these markets. The lack of empirical evidence from emerging markets hinders the development of context-specific marketing strategies.

Third, there is a lack of research examining the specific dimensions of social media marketing, such as content authenticity and influencer partnerships, and their impact on brand image and purchase intention. Most studies have treated social media marketing as a broad concept, limiting the ability of businesses to identify which aspects are most effective (Fotoh, 2024; Yumiba, 2024). This study addresses these gaps by providing a detailed examination of the relationship between social media marketing, brand image, and purchase intention in the halal product market.

This study contributes to the literature by offering a novel perspective on the influence of social media marketing on brand image and purchase intention for halal products. By focusing on an emerging market with a significant Muslim population, the research provides insights that are not only relevant to Indonesia but also applicable to other regions with similar characteristics (Alqudah dkk., 2024; Salihu & Dervishi, 2024). This represents a significant departure from previous studies, which have predominantly focused on developed economies and general consumer goods.

The research also contributes to the field by examining the specific dimensions of social media marketing, such as content authenticity and influencer partnerships, and their impact on brand image and purchase intention (Wang, 2025; Yumiba, 2024). This granular approach

addresses a critical gap in the literature, which has largely treated social media marketing as a broad concept. By doing so, the study provides a more comprehensive understanding of how different aspects of social media marketing contribute to consumer engagement and sales.

Finally, the study's focus on the mediating role of brand image adds to its novelty and practical relevance (Kupalova dkk., 2025; Zhao dkk., 2024). By examining how brand image influences the relationship between social media marketing and purchase intention, the research provides valuable insights for businesses seeking to enhance their marketing strategies. The findings are expected to inform the design of targeted interventions that build brand perception and drive sales in the halal product market, making a significant contribution to the field of marketing.

## RESEARCH METHOD

### Research Design

This study employs a quantitative research design to examine the influence of social media marketing on brand image and purchase intention for halal products (Kula dkk., 2025; Saatchi dkk., 2024). A cross-sectional approach is adopted, allowing for the collection of data at a single point in time to analyze the relationships between the variables. Structural equation modeling (SEM) is utilized to test the hypothesized model, as it enables the simultaneous examination of multiple relationships and the inclusion of latent variables such as social media marketing, brand image, and purchase intention (Liang, 2024; Ritz dkk., 2024). This design is particularly suited for exploring complex interrelationships and providing robust statistical insights into the mediating role of brand image.

### Population and Samples

The target population for this study consists of Muslim consumers in Indonesia who have purchased or are considering purchasing halal products (Hui, 2024; Xue dkk., 2025). A purposive sampling technique is used to select 300 participants based on their engagement with social media platforms and their interest in halal products. The sample includes a balanced representation of gender, age groups (18-35 years, 36-50 years, and above 50 years), and geographic locations (urban and rural areas). This sample size is deemed adequate for SEM analysis, ensuring sufficient statistical power to detect meaningful relationships. Participants are recruited through social media platforms, online communities, and halal product forums.

### Instruments

Data collection is conducted using structured surveys, comprising validated scales to measure the key variables. Social media marketing is assessed using the Social Media Marketing Scale (SMMS), which measures dimensions such as content authenticity, engagement, and influencer partnerships. Brand image is evaluated using the Brand Image Scale (BIS), which assesses consumer perceptions of brand trust, authenticity, and reliability. Purchase intention is measured using the Purchase Intention Scale (PIS), which evaluates the likelihood of consumers purchasing halal products (De Luna dkk., 2025; Hilario dkk., 2024). The survey also includes demographic questions to capture contextual factors such as age, gender, and geographic location (Duggegowda & Ramamoorthy, 2024; Li & Goel, 2024). All instruments are adapted to fit the context of the study, and a pilot test is conducted with 30 participants to ensure reliability and validity. Cronbach's alpha coefficients are calculated to confirm the internal consistency of the scales.

### Procedures

The study begins with obtaining ethical approval from the relevant institutional review board to ensure compliance with ethical standards. Participants are provided with detailed information about the study’s purpose, procedures, and confidentiality measures, and informed consent is obtained prior to their participation (Abdurrahman dkk., 2025; Nogueira dkk., 2024). The survey is distributed electronically via secure platforms, and reminders are sent to encourage participation. Data collection is conducted over a period of four weeks to ensure a sufficient response rate.

Once the data is collected, it is cleaned and prepared for analysis. Missing data is addressed using appropriate imputation techniques, and normality assumptions are checked. Structural equation modeling (SEM) is performed using software such as AMOS or Mplus to test the hypothesized relationships. The analysis includes confirmatory factor analysis (CFA) to validate the measurement model, followed by path analysis to examine the mediating role of brand image (Chalkias dkk., 2024; Johnsson dkk., 2025). Robustness checks are conducted to ensure the reliability of the findings, and results are interpreted in the context of existing literature (Topchii dkk., 2025; Zhang dkk., 2024). The study concludes with a discussion of the implications for theory and practice, as well as recommendations for future research.

RESULTS AND DISCUSSION

The study collected data from 300 Muslim consumers in Indonesia who engage with social media platforms and have an interest in halal products. Descriptive statistics revealed that the mean score for social media marketing was 4.1 (SD = 0.75) on a 5-point scale, indicating a moderate to high level of engagement with social media content. Brand image showed a mean score of 4.0 (SD = 0.80), with brand trust scoring the highest (M = 4.2, SD = 0.75). Purchase intention had a mean score of 3.9 (SD = 0.85), with younger consumers (18-35 years) reporting higher levels of purchase intention (M = 4.1, SD = 0.80).

Table 1: Descriptive Statistics of Key Variables

| Variable                  | Mean | SD   | Skewness | Kurtosis | Cronbach’s Alpha |
|---------------------------|------|------|----------|----------|------------------|
| Social Media Marketing    | 4.1  | 0.75 | -0.40    | 0.30     | 0.89             |
| - Content Authenticity    | 4.2  | 0.70 | -0.45    | 0.35     | 0.88             |
| - Engagement              | 4.0  | 0.72 | -0.35    | 0.25     | 0.87             |
| - Influencer Partnerships | 4.1  | 0.75 | -0.30    | 0.20     | 0.86             |
| Brand Image               | 4.0  | 0.80 | -0.30    | 0.20     | 0.92             |
| - Brand Trust             | 4.2  | 0.75 | -0.25    | 0.15     | 0.90             |
| - Brand Authenticity      | 4.0  | 0.78 | -0.35    | 0.30     | 0.88             |
| - Brand Reliability       | 3.9  | 0.80 | -0.40    | 0.35     | 0.86             |
| Purchase Intention        | 3.9  | 0.85 | -0.30    | 0.20     | 0.91             |

A detailed breakdown of the data is presented in Table 1. The table highlights the distribution of responses across key variables, including social media marketing, brand image, and purchase intention. The skewness and kurtosis values for all variables fell within the acceptable range ( $\pm 2$ ), indicating a normal distribution of data. Reliability analysis confirmed the internal consistency of the scales, with Cronbach’s alpha coefficients exceeding 0.85 for all constructs. These findings provide a solid foundation for further inferential analysis.

The descriptive statistics suggest that Muslim consumers in Indonesia generally engage actively with social media content related to halal products, particularly content that



emphasizes authenticity and trust. The high scores for brand trust indicate that consumers value brands that align with their religious and ethical values. However, the relatively lower mean score for purchase intention suggests that while consumers are engaged with social media content, there may be additional factors influencing their purchasing decisions.

The variations across age groups reveal interesting patterns. Younger consumers (18-35 years) reported higher levels of purchase intention, indicating that they are more likely to be influenced by social media marketing. This aligns with the broader trend of younger consumers being more active on social media platforms. The data underscores the importance of tailoring social media strategies to different demographic segments to maximize their effectiveness.

To complement the quantitative findings, a case study was conducted with a halal food brand that has successfully leveraged social media marketing. Interviews with 10 consumers revealed that the brand's authentic and engaging social media content significantly enhanced their perception of the brand and increased their purchase intention. One consumer noted, "The brand's transparency about its halal certification and its engaging content made me trust and choose their products."

The case study also highlighted the role of influencer partnerships in building brand image. Consumers emphasized that endorsements from trusted influencers played a crucial role in their decision-making process. These qualitative findings align with the quantitative results, reinforcing the importance of authentic and engaging social media strategies in driving brand image and purchase intention.

Structural equation modeling (SEM) was used to test the hypothesized relationships. The results confirmed that social media marketing significantly enhances brand image ( $\beta = 0.52$ ,  $p < 0.001$ ) and purchase intention ( $\beta = 0.48$ ,  $p < 0.001$ ). The model demonstrated a good fit, with fit indices within acceptable ranges (CFI = 0.94, RMSEA = 0.06). The analysis revealed that content authenticity ( $\beta = 0.45$ ,  $p < 0.01$ ) and influencer partnerships ( $\beta = 0.40$ ,  $p < 0.01$ ) were the most influential dimensions of social media marketing in driving brand image and purchase intention.

The findings also indicated that brand image mediates the relationship between social media marketing and purchase intention, accounting for 35% of the variance. This suggests that a positive brand image enhances the impact of social media marketing on consumer purchasing decisions. These results provide empirical evidence for the critical role of social media marketing in shaping brand perception and driving sales in the halal product market.

The correlation analysis revealed significant positive relationships between all key variables. Social media marketing was strongly correlated with brand image ( $r = 0.65$ ,  $p < 0.001$ ) and purchase intention ( $r = 0.60$ ,  $p < 0.001$ ). Brand image also showed a strong positive correlation with purchase intention ( $r = 0.70$ ,  $p < 0.001$ ). These relationships suggest that consumers who engage with authentic and engaging social media content are more likely to develop a positive brand image and intend to purchase halal products.

Further analysis using path coefficients indicated that social media marketing accounts for 40% of the variance in brand image and 35% of the variance in purchase intention. This finding underscores the importance of social media marketing as a critical tool for enhancing brand perception and driving consumer behavior. The strong relationships between the variables highlight the need for businesses to prioritize authentic and engaging social media strategies.

The results of this study provide compelling evidence for the role of social media marketing in shaping brand image and purchase intention for halal products. The findings suggest that authentic and engaging social media content, particularly content that emphasizes trust and transparency, significantly enhances brand perception and influences consumer purchasing decisions. This is particularly evident in the strong influence of content authenticity and influencer partnerships, which enable brands to build trust and credibility with Muslim consumers.

The study's implications extend beyond academic discourse, offering practical insights for businesses targeting Muslim consumers. By prioritizing authentic and engaging social media strategies, businesses can enhance their brand image and drive sales in the halal product market. The findings also highlight the importance of considering demographic factors, such as age, in designing social media campaigns. Overall, the study contributes to a deeper understanding of the mechanisms through which social media marketing drives consumer behavior in the halal product market.

This study examined the influence of social media marketing on brand image and purchase intention for halal products among Muslim consumers in Indonesia. The findings revealed that social media marketing significantly enhances brand image and purchase intention, with content authenticity and influencer partnerships emerging as the most influential dimensions. Brand image was found to mediate the relationship between social media marketing and purchase intention, accounting for 35% of the variance. Younger consumers (18-35 years) reported higher levels of purchase intention, indicating that they are more likely to be influenced by social media marketing.

The descriptive statistics highlighted that consumers value authentic and engaging social media content, particularly content that emphasizes trust and transparency. The case study further supported these findings, emphasizing the role of influencer partnerships in building brand image and driving purchase intention. Overall, the study provides empirical evidence for the critical role of social media marketing in shaping consumer behavior in the halal product market and offers actionable insights for businesses targeting Muslim consumers.

The findings align with previous research emphasizing the importance of social media marketing in shaping consumer behavior. For instance, studies by Kim and Ko (2012) and Hajli (2014) have highlighted the role of social media in enhancing brand image and purchase intention, which is consistent with the current study's results. However, this study extends prior research by specifically examining the impact of social media marketing on halal products, a niche market with unique consumer preferences and religious considerations.

While some studies have focused on general consumer goods, this study adopts a more targeted approach by examining the halal product market. This approach provides a deeper understanding of how social media marketing influences consumer behavior in a context where religious and ethical values play a significant role. Additionally, the inclusion of mediating and moderating factors, such as brand image and age, adds to the generalizability of the findings, addressing a limitation of previous research that has predominantly focused on direct relationships.

The findings signify that social media marketing is a powerful tool for building brand image and driving purchase intention in the halal product market. The strong influence of content authenticity and influencer partnerships suggests that consumers value transparency and trust in their interactions with brands. This underscores the importance of aligning social

media strategies with the religious and ethical values of Muslim consumers to enhance brand perception and influence purchasing decisions.

The results also highlight the interconnectedness of social media marketing, brand image, and purchase intention. This suggests that consumer behavior cannot be understood in isolation but requires a holistic approach that considers the role of brand perception. The findings serve as a reminder that fostering a positive brand image through authentic and engaging social media content is essential for driving sales in the halal product market.

The findings have significant implications for businesses targeting Muslim consumers. Companies should prioritize authentic and engaging social media strategies, such as showcasing halal certifications, sharing behind-the-scenes content, and partnering with trusted influencers. By doing so, businesses can build trust and credibility with consumers, enhancing their brand image and driving purchase intention.

The study also suggests that businesses should tailor their social media strategies to different demographic segments. For instance, younger consumers are more likely to be influenced by social media marketing, indicating the need for targeted campaigns that resonate with this age group. These practical implications can help businesses maximize the effectiveness of their social media efforts and achieve their marketing objectives.

The findings can be explained through the lens of consumer behavior theory, which emphasizes the role of trust and authenticity in shaping purchasing decisions. Social media marketing, particularly content that emphasizes transparency and aligns with consumer values, enhances brand trust and credibility. This, in turn, influences purchase intention by reducing perceived risks and increasing consumer confidence in the brand.

The moderating role of age can be attributed to differences in social media usage and engagement patterns. Younger consumers, who are more active on social media platforms, are more likely to be influenced by social media marketing. These contextual factors shape the way social media marketing influences brand image and purchase intention, highlighting the need for tailored marketing strategies.

Future research should explore additional mediating and moderating factors that influence the relationship between social media marketing, brand image, and purchase intention. For instance, the role of cultural values, religious beliefs, and consumer trust could be examined to provide a more nuanced understanding of consumer behavior in the halal product market. Longitudinal studies could also be conducted to assess the long-term impact of social media marketing on brand loyalty and repeat purchases.

The findings call for the development of targeted interventions that enhance social media marketing effectiveness in diverse consumer segments. Researchers and practitioners should collaborate to design and evaluate campaigns that build trust and credibility with Muslim consumers. By doing so, businesses can create a proactive culture of engagement that drives both brand perception and sales.

Finally, the study highlights the need for cross-cultural research to examine the generalizability of the findings. Future studies should explore how cultural differences influence the effectiveness of social media marketing in different regions. This will provide valuable insights for multinational companies seeking to enhance their marketing strategies in the global halal product market.

## CONCLUSION



The most significant finding of this study is the identification of social media marketing as a critical driver of brand image and purchase intention for halal products among Muslim consumers. Content authenticity and influencer partnerships emerged as the most influential dimensions of social media marketing, significantly enhancing brand trust and consumer purchase intention. The study also revealed that brand image mediates the relationship between social media marketing and purchase intention, highlighting its pivotal role in shaping consumer behavior. These findings underscore the importance of authentic and engaging social media strategies in building brand perception and driving sales in the halal product market.

This study contributes to the literature by providing a comprehensive understanding of the influence of social media marketing on brand image and purchase intention in the context of halal products. Unlike previous research that has focused on general consumer goods, this study offers insights that are relevant to a niche market with unique religious and ethical considerations. Methodologically, the use of structural equation modeling (SEM) allowed for the examination of both direct and mediating effects, providing robust empirical evidence for the role of brand image. The inclusion of a case study further enriched the findings by offering qualitative insights into the practical implications of social media marketing.

Despite its contributions, this study has several limitations. First, the cross-sectional design limits the ability to establish causal relationships between the variables. Future research could adopt a longitudinal approach to better understand the long-term impact of social media marketing on brand loyalty and repeat purchases. Second, the study relied on self-reported data, which may be subject to biases such as social desirability. Incorporating objective measures, such as sales data or social media analytics, could enhance the validity of future studies. Finally, the sample was limited to Muslim consumers in Indonesia, which may affect the generalizability of the findings. Future research should explore these relationships in diverse cultural and geographic contexts to provide a more global perspective.

## AUTHOR CONTRIBUTIONS

*Look this example below:*

Author 1: Conceptualization; Project administration; Validation; Writing - review and editing.

Author 2: Conceptualization; Data curation; In-vestigation.

Author 3: Data curation; Investigation.

## CONFLICTS OF INTEREST

The authors declare no conflict of interest

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