
Exploring Halal Lifestyle in the Consumption Behavior of Muslim Generation Z in Indonesia

Sofi Qurniawati^{1*}, Prayogi Restia Saputra²

Abstract: *This study aims to explore the implementation of halal lifestyle in the consumption behavior of Muslim Generation Z in Indonesia. The study employs a qualitative approach using a library research method by analyzing various relevant scientific sources, including journals, books, research reports, and official publications related to halal lifestyle, halal awareness, religiosity, digital media, and Muslim consumer behavior. Data were collected through documentation techniques and analyzed using content analysis and thematic analysis. The findings indicate that halal lifestyle has developed beyond a religious obligation and has become part of the social identity and modern lifestyle of Muslim Generation Z. The study reveals that halal awareness, religiosity, and digital media play significant roles in shaping halal consumption behavior. Digital platforms facilitate access to halal-related information and contribute to the dissemination of halal lifestyle trends among young Muslims. However, challenges such as misinformation, halal washing practices, and increasing consumerism in the digital era may hinder the optimal implementation of halal lifestyle. This study contributes to the development of halal consumer behavior literature by providing a comprehensive understanding of the factors shaping halal lifestyle among Muslim Generation Z in Indonesia.*

Keywords: *Halal Lifestyle, Generation Z, Halal Awareness, Religiosity, Consumer Behavior.*

¹Universitas Negeri Surabaya, Jl. Ketintang, Kec. Gayungan, Surabaya, Jawa Timur 60231, Indonesia

²Sultan Abdul Halim Mu'adzam Shah International Islamic University, Kuala Ketil, Kedah, 09300, Malaysia.

e-mail : 25081725013@mhs.unesa.ac.id¹, prayogisaputra@uniramalang.ac.id²

*Corresponding Author

1. Introduction

The global halal industry has experienced substantial growth in recent years, driven by increasing awareness among Muslim communities regarding the importance of consuming products and services that comply with Islamic principles. The concept of halal is no longer limited to food and beverages but has evolved into a broader lifestyle known as the halal lifestyle, encompassing various aspects of daily life, including fashion, cosmetics, tourism, digital media, and Islamic financial services (Battour et al., 2014; Sariati et al., 2024). This development indicates that halal lifestyle has become an integral part of the social identity of contemporary Muslim societies and represents a growing trend in the global Islamic economy.

Indonesia, as the country with the largest Muslim population in the world, possesses significant potential for the development of the halal lifestyle. According to the State of the Global Islamic Economy Report, Indonesia is among the leading countries in halal product consumption globally (DinarStandard, 2023). The increasing demand for halal products and services demonstrates that halal lifestyle is becoming not only a religious necessity but also a consumption preference among Muslim consumers. Furthermore, rapid technological advancement has facilitated wider access to information regarding halal products and services, enabling consumers to verify halal status and make more informed consumption decisions. In the context of the global Islamic economy, halal lifestyle is increasingly associated not only with religious compliance but also with product quality, safety, and sustainability (Battour & Ismail, 2016; Vargas-Sánchez & Moral-Moral, 2019).

One of the demographic groups that plays a crucial role in this development is Generation Z. Referring to individuals born approximately between 1997 and 2012, Generation Z has grown up in a highly digitalized environment and demonstrates strong adaptability to technological innovations. Their extensive engagement with digital platforms enables them to access information about halal products and lifestyles more efficiently than previous generations. Moreover, Generation Z tends to perceive consumption as a means of self-expression, making halal lifestyle increasingly relevant as part of their daily practices and identity formation (Ishak et al., 2024).

Previous studies have identified several factors influencing halal consumption behavior among

Generation Z. Religiosity has been found to significantly influence the adoption of halal lifestyle practices (Harahap et al., 2022), while halal awareness and halal certification affect purchasing decisions regarding halal products (Normasyhuri et al., 2024). Similarly, halal knowledge and religiosity have been shown to contribute to consumer purchasing decisions among Muslim Generation Z (Sari & Susanti, 2024). In addition, digital media plays an important role in disseminating information and promoting halal lifestyle trends, making halal products, Muslim fashion, halal cosmetics, and Sharia-based services increasingly accessible to young consumers (Sariati et al., 2024).

Despite the growing body of literature, existing studies still exhibit several limitations. As summarized in Table 1, previous research has generally examined halal lifestyle from a partial perspective by focusing separately on religiosity, halal awareness, halal knowledge, purchasing decisions, or digitalization. Studies on religiosity mainly emphasize its influence on halal lifestyle adoption without considering broader lifestyle dimensions (Harahap et al., 2022). Research on halal awareness has largely been limited to halal food purchasing decisions (Normasyhuri et al., 2024), while studies on halal knowledge have focused primarily on purchase decisions rather than broader consumption behavior (Sari & Susanti, 2024). Furthermore, although digital media has been recognized as an important factor in promoting halal lifestyle trends, previous studies have not comprehensively integrated the multiple dimensions of halal lifestyle required to explain Muslim consumption behavior (Sariati et al., 2024).

Table 1. Research Gap Analysis

Author	Research Focus	Main Findings	Research Gap
Harahap et al. (2022)	Religiosity and halal lifestyle	Religiosity significantly influences the adoption of a halal lifestyle among Generation Z.	Does not examine the influence of digital factors and other lifestyle dimensions.
Normasyhuri et al. (2024)	Halal awareness	Halal awareness and halal certification influence purchasing decisions.	Limited to halal food products and does not cover broader halal lifestyle practices.
Sari & Susanti (2024)	Halal knowledge	Halal knowledge influences purchasing decisions among Muslim consumers.	Focuses primarily on purchasing decisions rather than overall consumption behavior.
Sariati et al. (2024)	Digital halal lifestyle	Digital media contributes to the development of halal lifestyle trends.	Does not integrate multiple dimensions of halal lifestyle comprehensively.
This Study	Halal lifestyle among Muslim Generation Z	Provides a comprehensive exploration of halal lifestyle and consumption behavior.	Integrates religiosity, halal awareness, social identity, and digital media within a single analytical framework.

Therefore, a research gap remains in understanding halal lifestyle as a multidimensional construct that encompasses religiosity, halal awareness, halal knowledge, digital influences, consumption preferences, and everyday halal practices. Limited attention has been given to how these dimensions interact and collectively shape the consumption behavior of Muslim Generation Z. To address this gap, the present study explores halal lifestyle in the consumption behavior of Muslim Generation Z through a qualitative literature-based approach. By synthesizing findings from previous studies, this research aims to provide a more comprehensive understanding of the factors shaping halal lifestyle practices among contemporary Muslim youth. The findings are expected to contribute to the development of halal lifestyle and Muslim consumer behavior literature while providing valuable insights for academics, halal industry practitioners, and policymakers in strengthening the halal ecosystem in the digital era.

2. Materials and Methods

2.1 Research Design

This study employed a qualitative approach using a library research design. The qualitative approach

was selected because the study aims to understand and explore the phenomenon of halal lifestyle in the consumption behavior of Muslim Generation Z in depth through the examination of various relevant literature sources. Qualitative research focuses on understanding meanings, concepts, characteristics, and social phenomena that occur within society based on the interpretation of available data (Sugiyono, 2022).

A library research method was utilized because this study did not involve direct data collection through interviews, observations, or questionnaire surveys. Instead, it relied on secondary data obtained from various scholarly sources. Through library research, researchers can identify, examine, and synthesize findings from previous studies related to halal lifestyle and the consumption behavior of Muslim Generation Z, thereby generating a comprehensive understanding of the phenomenon under investigation (Krippendorff, 2018).

2.2 Data Sources

The data used in this study consisted of secondary data obtained from various scholarly sources, including national and international journal articles, books, conference proceedings, research reports, and official documents related to halal lifestyle, consumer behavior, halal awareness, religiosity, and the characteristics of Muslim Generation Z.

The literature selected for this study primarily comprised publications from 2019 to 2025 to ensure the relevance of the data to the development of the halal lifestyle phenomenon in the digital era. Previous studies have demonstrated that halal lifestyle has become an integral part of the identity and consumption patterns of Muslim Generation Z, influenced by factors such as religiosity, halal awareness, and the advancement of digital media (Rosyid, 2025; Sariati et al., 2024; Sari & Susanti, 2024).

2.3 Data Collection Techniques

The data collection technique employed in this study was documentation. This technique involved collecting various literature sources relevant to the research topic, followed by recording, categorizing, and reviewing the information obtained. The data collection process consisted of the following stages:

- a. Identifying keywords related to halal lifestyle, consumer behavior, Muslim Generation Z, religiosity, and halal awareness.
- b. Searching for relevant literature through scholarly databases such as Google Scholar, Scopus, ScienceDirect, SpringerLink, and nationally accredited journals.
- c. Selecting literature based on topic relevance, year of publication, and source credibility.
- d. Classifying the selected literature according to themes relevant to the research objectives.
- e. Organizing and documenting the collected data for further analysis.

2.4 Data Analysis Techniques

The data analysis techniques employed in this study were content analysis and thematic analysis. Content analysis was used to identify important information, concepts, and findings contained in the collected literature. Meanwhile, thematic analysis was applied to identify patterns and themes related to halal lifestyle in the consumption behavior of Muslim Generation Z (Krippendorff, 2018). The stages of data analysis in this study consisted of the following:

- a. **Data Reduction**
At this stage, the researcher selected and filtered information that was relevant to the focus of the study, namely halal lifestyle and the consumption behavior of Muslim Generation Z.
- b. **Data Presentation**
The reduced data were subsequently organized into several major themes, including religiosity, halal awareness, the influence of digital media, halal consumption trends, and the implementation of halal lifestyle among Muslim Generation Z.
- c. **Conclusion Drawing**
The final stage involved interpreting the findings obtained from the literature to generate

conclusions regarding the forms and characteristics of halal lifestyle in the consumption behavior of Muslim Generation Z in Indonesia.

2.5 Data Validity

The validity of the data in this study was ensured through source triangulation by comparing and examining various literature sources that addressed the same topic. Source triangulation was employed to enhance the validity and reliability of the research findings, thereby ensuring that the results obtained were more objective and scientifically credible (Sugiyono, 2022).

3. Results and Discussion

3.1 The Concept of Halal Lifestyle among Muslim Generation Z

The development of the halal lifestyle in recent years has brought significant changes to the lifestyles of Muslim communities, particularly among Generation Z. The concept of halal, which was previously associated primarily with the consumption of food and beverages, has evolved into a comprehensive lifestyle encompassing various aspects of life, including fashion, cosmetics, Islamic finance, halal tourism, and digital activities. This phenomenon indicates that the halal lifestyle is no longer perceived solely as a religious obligation but also as an integral part of the social and cultural identity of modern Muslim communities (Rosyid, 2025; Battour & Ismail, 2016).

Generation Z is a demographic group that was born and raised in the digital era, providing them with extensive access to information. This accessibility enables Generation Z to acquire knowledge about halal products, halal certification, and halal lifestyle trends through social media and various digital platforms. According to Ishak et al. (2024), the involvement of Generation Z in the halal ecosystem continues to increase due to the combination of religious awareness and technological advancements that facilitate the rapid dissemination of halal-related information.

Rosyid (2025) explained that the halal lifestyle has become an essential component of the lifestyle of young Muslim consumers in Indonesia. This is reflected in the growing interest in halal products, the increasing adoption of modern Muslim fashion, and the expanding use of Islamic financial services. These developments indicate that the halal lifestyle has evolved beyond religious compliance and has become a representation of personal values and social identity.

The concept of halal lifestyle has also expanded alongside growing consumer concerns regarding product safety, quality, and sustainability. Hidayah and Rahmawati (2023) argued that young Muslim consumers perceive the halal lifestyle as a combination of religious values and modern living that reflects their personal identity. Furthermore, Bank Indonesia and the Indonesia Halal Lifestyle Center (2021) highlighted that the development of Indonesia's halal ecosystem has been supported by increasing public awareness of halal products and services across various sectors of life.

Moreover, the growth of the global halal industry has further strengthened the halal lifestyle trend among Generation Z. Halal products are no longer marketed exclusively to Muslim consumers but are increasingly promoted to the general public due to their perceived standards of safety, quality, and hygiene. Consequently, the halal lifestyle has emerged as a phenomenon that encompasses not only religious dimensions but also broader economic and social dimensions (Battour et al., 2014).

These findings are consistent with the study conducted by Lubis and Izzah (2022), which revealed that the halal lifestyle among Generation Z is influenced not only by religious values but also by changes in modern lifestyles and increasing awareness of the quality of halal products. This argument is further supported by Ali et al. (2018), who found that consumer preferences for halal products are shaped not only by religious considerations but also by perceptions of quality and the value associated with halal products. Therefore, the halal lifestyle among Generation Z has evolved as a combination of religious motivation, functional needs, and the pursuit of social identity.

In addition, Ishak et al. (2024) emphasized that the participation of Generation Z in the halal ecosystem continues to grow due to easy access to information and increasing concerns regarding health, sustainability, and consumption practices that align with Islamic values.

3.2 Halal Awareness in Consumption Behavior

Halal awareness is one of the primary factors influencing the consumption behavior of Muslim Generation Z. Halal awareness can be defined as the level of understanding and concern individuals have regarding the importance of a product's halal status before making consumption decisions. A

high level of halal awareness encourages consumers to be more selective in choosing products for their daily use (Normasyhuri et al., 2024).

The findings of Normasyhuri et al. (2024) indicate that halal awareness has a positive influence on the purchasing decisions of halal products among Muslim Generation Z consumers. Consumers with a high level of halal awareness tend to pay close attention to halal labels, product ingredients, and production processes before making purchases. These findings suggest that halal awareness has become an essential component of the consumer decision-making process. Halal awareness is not limited to understanding halal certification; it also encompasses consumers' ability to evaluate information regarding raw materials, production processes, and product distribution. Fadli and Ridlwan (2022) found that a high level of halal awareness significantly influences the consumption behavior of Muslim Generation Z. Their findings indicate that young consumers tend to be more cautious when selecting products that comply with Islamic principles.

Furthermore, Sari and Susanti (2024) explained that halal knowledge plays a crucial role in enhancing consumers' halal awareness. The greater an individual's understanding of halal concepts, the more likely they are to choose products that comply with Sharia principles. In the context of Generation Z, halal knowledge is often acquired through digital media, including social media platforms, official websites of halal certification authorities, and various online educational platforms.

The advancement of information technology has also had a significant impact on increasing halal awareness. Generation Z can easily access information regarding the halal status of products through the internet. This condition has made consumers more critical and cautious in selecting products for consumption. Consequently, halal awareness serves as one of the fundamental pillars in shaping halal consumption behavior among Muslim Generation Z. This argument is supported by Ghozani et al. (2024), who found that halal awareness and product knowledge significantly influence purchase intention and purchasing decisions regarding halal products among Generation Z consumers. Consumers who possess adequate knowledge of product characteristics and halal status tend to demonstrate higher levels of trust in the products they consume. Moreover, increasing halal literacy contributes to consumers' ability to evaluate product information more critically, resulting in purchasing decisions that are more consistent with Islamic principles.

Halal awareness is also closely associated with the level of halal literacy and consumers' ability to identify the halal status of products. The greater consumers' understanding of halal concepts, the more likely they are to select products that comply with Sharia principles. In addition, Albra et al. (2023) found that halal awareness serves as a mediating variable between religiosity and the intention to purchase halal products. This finding suggests that halal awareness is an important factor in encouraging halal consumption behavior among Muslim Generation Z. Furthermore, Kamila et al. (2025) demonstrated that halal literacy, halal awareness, and halal lifestyle simultaneously influence purchasing decisions regarding halal food products. These findings indicate that improving halal literacy is an essential aspect of strengthening halal awareness among Muslim Generation Z.

3.3 The Influence of Religiosity on Halal Consumption Behavior

Religiosity refers to the degree of an individual's belief in and adherence to the teachings of their religion. In the context of halal consumption behavior, religiosity is closely associated with consumers' decisions to choose products and services that comply with Islamic principles. The higher an individual's level of religiosity, the greater their tendency to consume halal products (Harahap et al., 2022).

Harahap et al. (2022) found that religiosity has a significant influence on the adoption of a halal lifestyle among Generation Z. Individuals with a high level of religiosity tend to use religious teachings as the primary basis for making consumption decisions. They consider not only the quality and price of products but also their halal status and the blessings associated with them. Similarly, Nurhayati and Hendar (2020) demonstrated that intrinsic religiosity has a strong relationship with the intention to purchase halal products. Individuals with a high level of religiosity are more likely to regard the halal status of products as a primary consideration in their consumption activities. These findings reinforce the view that religiosity serves as an important foundation in shaping the halal lifestyle of Muslim Generation Z.

Similar findings were reported by Sari and Susanti (2024), who stated that religiosity has a positive influence on purchasing decisions regarding halal products. Muslim consumers with a high level of religiosity are more likely to seek information about the halal status of products before making purchasing decisions. Rafiki (2024) explained that religiosity exerts a broad influence on halal product

purchasing decisions, as religious values serve as important guidelines in daily consumption activities. This finding reinforces the view that the higher an individual's level of religiosity, the greater their tendency to consistently adopt a halal lifestyle.

The findings of Afendi et al. (2024) also revealed that religiosity positively influences purchasing decisions regarding halal cosmetic products among Generation Z consumers. The greater an individual's understanding and internalization of religious values, the more likely they are to choose products that have been certified as halal. Furthermore, Khan and Kirmani (2018) argued that religiosity not only influences purchasing decisions related to halal products but also encourages individuals to adopt more responsible consumption behavior that aligns with Islamic values. This indicates that religiosity has a broader role in shaping the consumption patterns of Muslim Generation Z. These findings support the argument that religiosity influences not only spiritual aspects of life but also consumption preferences in everyday activities.

From an Islamic perspective, consumption is not solely intended to satisfy material needs but is also regarded as a form of worship to Allah (SWT). Therefore, religiosity serves as a key factor motivating individuals to adopt a halal lifestyle in their daily lives. Among Muslim Generation Z, religiosity is expressed not only through religious practices but also through consumption patterns that reflect and adhere to Islamic values.

3.4 The Role of Digital Media in Shaping Halal Lifestyle

The development of digital media has had a significant influence on the formation of halal lifestyle practices among Muslim Generation Z. As a generation that has grown up alongside technological advancements, Generation Z relies heavily on digital media to obtain information, communicate, and shape their consumption preferences. The role of digital media in enhancing halal awareness is further supported by the findings of Riyadi et al. (2026), who explained that digital da'wah strategies are effective in increasing Generation Z's understanding of the importance of halal consumption. Through social media, websites, and various digital platforms, information regarding halal products can be disseminated rapidly and reach a broader audience. This condition demonstrates that digital media plays a strategic role in strengthening the halal ecosystem in the modern era.

Social media has become one of the primary sources of information for Generation Z in obtaining knowledge about halal products and Islamic lifestyles. Nugroho and Syarief (2023) explained that digital platforms play an important role in shaping consumption preferences and increasing exposure to halal lifestyle trends. Through educational content and digital marketing activities, young consumers gain a broader understanding of the importance of consuming halal products.

The advancement of digitalization has also accelerated the dissemination of halal-related information among Generation Z. Oktafianto and Sholahuddin (2025) found that digital transformation and halal awareness contribute significantly to halal purchasing behavior among young consumers. In addition, Azzumi et al. (2023) revealed that digital platforms play a crucial role in enhancing young consumers' halal awareness regarding halal food products.

According to Sariati et al. (2024), social media serves as the primary channel for disseminating information about halal lifestyles. Various platforms, such as Instagram, TikTok, YouTube, and X (formerly Twitter), are widely used to promote halal products, Muslim fashion, halal cosmetics, and Islamic lifestyles. The visual and interactive nature of digital content makes information related to halal lifestyles more accessible and appealing to Generation Z.

Beyond serving as a source of information, digital media also functions as a platform for shaping consumption trends. Muslim influencers and content creators play a significant role in building positive perceptions of halal products through various forms of promotion and educational content. As a result, the halal lifestyle has become increasingly popular and has emerged as an integral part of the digital culture of young Muslim consumers. Furthermore, Aji et al. (2021) explained that the high adoption of digital technology among young people accelerates changes in consumption behavior and enhances acceptance of various digital-based innovations. This condition further strengthens the role of digital media as a primary channel for disseminating halal-related information and promoting halal lifestyle trends among Generation Z.

Nevertheless, the rapid development of digital media also presents several challenges. Not all information circulating about halal products possesses a high level of validity and credibility. Therefore, adequate digital literacy is essential to enable Generation Z consumers to critically evaluate and distinguish accurate and trustworthy information regarding the halal status of products.

3.5 Halal Lifestyle as a Social Identity of Muslim Generation Z in Indonesia

The halal lifestyle among Muslim Generation Z serves not only as a form of compliance with Islamic teachings but also as a social identity that reflects an individual's values, beliefs, and lifestyle. In the digital era, social identity is often expressed through consumption patterns, product choices, and activities shared on social media platforms. From a sociological perspective, consumption patterns are frequently used as a means of expressing personal identity and the values individuals uphold.

Rahmawati and Putri (2024) explained that Muslim Generation Z increasingly regards the consumption of halal products as a representation of both religious identity and a modern lifestyle. This phenomenon indicates that the halal lifestyle possesses a strong symbolic dimension in the lives of young Muslim consumers. Similar findings were reported by Septianda and Priantina (2024), who found that Generation Z's preference for halal cosmetic products is driven not only by functional needs but also by the symbolic values associated with such products.

The use of halal products has become one of the ways in which young Muslims express their religious identity while simultaneously keeping pace with contemporary lifestyle trends. Consequently, the halal lifestyle functions not only as a consumption practice but also as a medium through which Muslim Generation Z communicates their values, beliefs, and sense of belonging within modern society.

Rosyid (2025) explained that many Muslim Generation Z individuals regard the halal lifestyle as an integral part of their self-image and a representation of Islamic values in contemporary life. The adoption of trendy Muslim fashion, the consumption of halal products, and participation in Sharia-based economic activities serve as expressions of this identity. Consequently, the halal lifestyle is increasingly perceived as an important component of the social identity of Generation Z.

Similarly, Fazirah et al. (2025) argued that young Muslim consumers perceive the halal lifestyle not merely as a set of religious obligations but also as a means of self-actualization and social identity representation in the digital era. Furthermore, Juliana et al. (2025) highlighted that awareness of halal certification has increasingly become a symbol of identity among young Muslims. The decision to use halal products is motivated not only by concerns regarding their halal status but also by a desire to express personal values and commitment to an Islamic way of life.

This phenomenon indicates that the halal lifestyle is no longer perceived as a traditional practice; rather, it has evolved into a modern lifestyle that remains relevant to contemporary social developments. Therefore, the halal lifestyle serves as a means of expressing religious identity while simultaneously adapting to evolving social trends within society.

3.6 Challenges in Implementing a Halal Lifestyle in the Digital Era

Although the halal lifestyle continues to gain prominence among Muslim Generation Z, its implementation still faces several challenges. One of the primary challenges is the widespread circulation of unverified information regarding the halal status of products on digital platforms. Inaccurate or misleading information may create confusion among consumers when making consumption decisions and selecting products that comply with Islamic principles.

In addition to the challenge of unverified information, the rapid expansion of digital marketplaces has increased the risk of misleading marketing practices related to halal product claims. Such practices may undermine consumer trust and make it more difficult for individuals to distinguish between genuinely halal products and those that merely claim to be halal without adequate certification or verification.

Therefore, strengthening both halal literacy and digital literacy is essential to enable consumers to critically evaluate and verify the information they receive. Enhancing consumer education is also crucial for maintaining public trust in the rapidly growing halal industry. By improving awareness and access to reliable information, consumers will be better equipped to make informed decisions and consistently adopt halal lifestyle practices in the digital era.

Another challenge is the growing consumerist culture influenced by social media. Generation Z is often encouraged to follow popular consumption trends without fully considering their actual needs and the principles of Islamic consumption. Therefore, it is essential to enhance halal literacy,

strengthen consumer education, and improve the monitoring of halal-related information circulating on digital platforms.

Furthermore, Sudarsono et al. (2024) explained that a gap still exists between purchase intention and actual purchasing behavior regarding halal products among Generation Z consumers. Although halal awareness and interest in halal products continue to increase, various factors, such as social influences, limited access to reliable information, and price considerations, continue to affect consumption decisions. This condition suggests that the implementation of a halal lifestyle requires continuous educational support to ensure its consistent application in everyday life.

Elseidi (2018) argued that a lack of clear and transparent information regarding the halal status of products may reduce consumer trust in products available in the marketplace. Therefore, information transparency and the strengthening of halal certification systems are crucial for sustaining the development of halal lifestyles among Muslim Generation Z.

Overall, the findings of this study indicate that the halal lifestyle has become an important component of the consumption behavior of Muslim Generation Z. Halal awareness, religiosity, and the advancement of digital media are the primary factors driving the formation of halal consumption patterns among.

4. Conclusion

This study concludes that the halal lifestyle has become an important part of the lives of Muslim Generation Z in Indonesia and extends beyond halal food and beverages to include fashion, cosmetics, Islamic financial services, halal tourism, and digital activities. The findings show that halal awareness, religiosity, and digital media are the main factors shaping halal lifestyle practices. Halal awareness encourages more selective consumption, religiosity provides the underlying values, and digital media serves as a key source of information, education, and promotion of halal lifestyle trends. Furthermore, the halal lifestyle has developed into a form of social identity, representing not only religious compliance but also personal values and a modern lifestyle among young Muslims.

This study contributes to the literature on halal lifestyle and Muslim consumer behavior, particularly among Generation Z, while also providing practical insights for industry practitioners, academics, and policymakers. Strengthening halal literacy and optimizing digital media can support the wider adoption of halal lifestyles and help develop a sustainable halal ecosystem that aligns with the characteristics of young Muslim consumers. However, the study is limited by its reliance on secondary data from a literature review approach and does not directly capture the experiences of Generation Z consumers. Therefore, future research is recommended to employ empirical methods, such as surveys, interviews, or mixed-methods approaches, to gain a more comprehensive understanding of halal lifestyle implementation among Muslim Generation Z in Indonesia.

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