BUKTI KORESPONDENSI

ARTIKEL JURNAL INTERNASIONAL BERUPUTASI

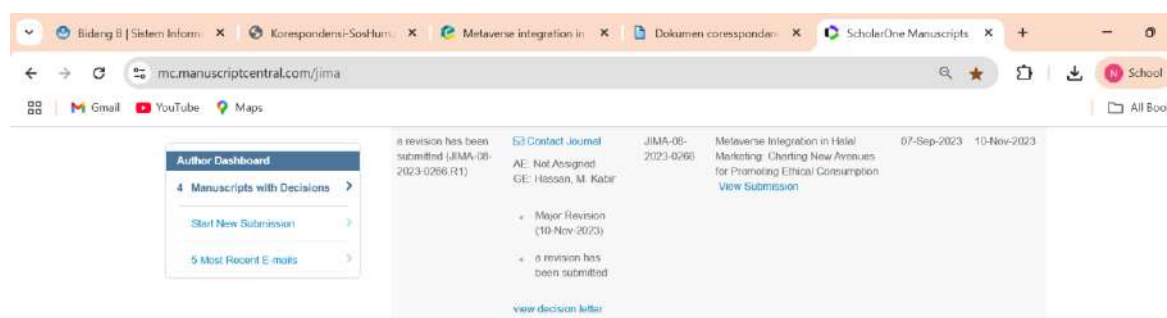Judul Artikel : Metaverse integration in halal marketing: charting new avenues for promoting ethical consumption

Jurnal : Journal of Islamic Marketing

Penulis : Neng Susi Susilawati Sugiana, Ratih Hurriyati, Vanessa Gaffar, Puspo Dewi Dirgantari, Bambang Widjajanta, Disman Disman, Agus Rahayu, Lili Adi Wibowo.

Sebagai Penulis 1 dan Korespondensi

No.	Perihal	Tanggal
1	Submit awal dan Muncul Major Revisi.	07-Sep-2023 - 10-Nov-2023
2	Review ke 1, Submit revision ke 1 (JIMA-08-2023-0266.R1)	03-Jan-2024 24-Jan-2024
3	Review ke 2. Submit revisi ke 2 (JIMA-08-2023-0266.R2)	24-Mar-2024 08-Oct-2024
4	Accepted (JIMA-08-2023-0266.R3)	15-Oct-2024 03-Nov-2024
5	Keluar LOA	15 November 2024
6	Article publication.	26 November 2024

1.   Submit awal dan Muncul Major Revisi (07-Sep-2023- 10-Nov-2023

Decesion letter

From: mhassan@uno.edu

To: nengsugiana@upi.edu

CC:

Subject: Journal of Islamic Marketing - Decision on Manuscript ID JIMA-08-2023-0266

Body: 10-Nov-2023

Dear Ms. Sugiana:

Manuscript ID JIMA-08-2023-0266 entitled "Metaverse Integration in Halal Marketing: Charting New Avenues for Promoting Ethical Consumption" which you submitted to the Journal of Islamic Marketing, has been reviewed. The comments of the reviewer(s) are included at the bottom of this letter.

The reviewer(s) have recommended publication, but also suggest some revisions to your manuscript. Therefore, I invite you to respond to the reviewer(s)' comments and revise your manuscript.

To revise your manuscript, log into https://mc.manuscriptcentral.com/jima and enter your Author Centre, where you will find your manuscript title listed under "Manuscripts with Decisions." Under "Actions," click on "Create a Revision." Your manuscript number has been appended to denote a revision.

You will be unable to make your revisions on the originally submitted version of the manuscript. Instead, revise your manuscript using a word processing program and save it on your computer. Please also highlight the changes to your manuscript within the document by using the track changes mode in MS Word or by using bold or coloured text.Once the revised manuscript is prepared, you can upload it and submit it through your Author Centre.

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IMPORTANT: Your original files are available to you when you upload your revised manuscript. Please delete any redundant files before completing the submission.

Because we are trying to facilitate timely publication of manuscripts submitted to the Journal of Islamic Marketing, your revised manuscript should be uploaded as soon as possible. If it is not possible for you to submit your revision in a reasonable amount of time, we may have to consider your paper as a new submission.

Once again, thank you for submitting your manuscript to the Journal of Islamic

Marketing and I look forward to receiving your revision.

Sincerely,
Prof. M. Kabir Hassan and Dr. Abdalmuttaleb Al-Sartawi
Guest Editors, Journal of Islamic Marketing
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Reviewer(s)' Comments to Author:
Reviewer: 1

Recommendation: Minor Revision

Comments:
Dear Author
I think it's good article but it's better to mention the study limitations and future research, then will be perfect.

Additional Questions:
1. Originality: Does the paper contain new and significant information adequate to justify publication?: Yes it is

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: Yes it is

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: Yes it is

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Yes it is

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to

the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: Yes it is

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: Yes it is

Reviewer: 2

Recommendation: Major Revision

Comments:
Certainly, the topics of the metaverse and halal marketing are intriguing and have gained significant attention in recent times. However, the authors should encompass appropriate and supporting information to justify its publication.

To enhance the quality of communication, the paper would benefit significantly from:

Providing contextual explanations for technical jargon and concepts.
Restructuring complex sentences for better readability.
Reducing the excessive use of acronyms or providing clear definitions when introduced.
Ensuring a balance between technical specificity and accessibility for a broader readership.
Improving the clarity and readability of the paper is essential for effective communication within the field and for broader engagement within the journal's readership.

Additional Questions:
1. Originality: Does the paper contain new and significant information adequate to justify publication?: Certainly, the topics of the metaverse and halal marketing are intriguing and have gained significant attention in recent times. However, the authors should encompass appropriate and supporting information to justify its publication.

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: Unfortunately, the paper lacks a comprehensive grasp of the existing literature in the field. The range of cited sources is limited and fails to encompass the breadth of available research on the subject. There is a notable absence of seminal works and recent publications that could provide crucial context and support to the arguments presented. Ignoring significant studies hampers the paper's depth and overall credibility, as it overlooks essential perspectives and findings that could potentially strengthen the research's foundation. An expanded and more diverse selection of sources is required to create a more well-rounded and

substantiated discussion within the paper.

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: This study failed to fully integrate the qualitative and quantitative components, leading to a disjointed or fragmented analysis. Integration should be seamless, with each method enhancing and informing the other. Researchers need to carefully plan the timing and sequence of data collection and analysis for the two components (qualitative and quantitative) to ensure that the methods complement each other and that the study's goals are met. researchers required to address ethical issues related to data collection, analysis, and reporting along with a clear theoretical framework that justifies the integration of both methods.

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: The presentation of results within the paper appears somewhat convoluted and lacks a coherent analysis. The data seems scattered, making it challenging to draw clear correlations or derive meaningful conclusions. There is a lack of a cohesive link between the findings and the broader context or theoretical framework, which weakens the strength of the conclusions. The analysis of the results seems superficial, lacking in-depth exploration or critical evaluation of the findings. This oversight diminishes the paper's overall credibility and fails to demonstrate a robust understanding of the subject matter. Furthermore, the conclusions fall short in tying together the various elements of the paper. They appear disconnected from the research presented, failing to effectively synthesize the key points or offer comprehensive insights that could unify the different sections of the paper. In summary, the results lack clarity and depth in their analysis, and the conclusions fail to effectively integrate the various components of the paper, leaving the overall work disjointed and inconclusive.

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: The paper failed to provide a distinct connection between theoretical concepts and practical applications. The discussion lack tangible, actionable implications for researchers, practitioners, or society. The paper does not effectively illustrate how the research findings can be utilized in practical settings. There may be a lack of concrete examples or strategies for implementing the insights gained from the study in economic or commercial contexts, hindering any potential real-world impact. Moreover, this study should sufficiently discuss how its findings could influence or shape public policy, particularly in the context of halal marketing within the evolving landscape of the metaverse. Further, its findings might not offer substantial insights or advancements that significantly enhance the understanding of halal marketing within the metaverse.

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: The paper heavily relies on technical jargon without adequate explanations, making it inaccessible to a wider audience. The excessive use of field-specific terminology without context hampers comprehension, particularly for readers not deeply entrenched in the subject matter. Sentences tend to be convoluted and overly complex, making the text difficult to follow. The lack of coherent structure affects the flow of ideas and obstructs the reader's comprehension. The paper fails to clarify key concepts or methodologies that are fundamental to the field. It assumes a level of pre-existing knowledge that might not be universally present among the readership of the journal.

Guest Editors
Major revision
you have to address all the comments raised by the reviewers additional to focus more on the practical and theoretical implications of your study. Also you need to proof edit your paper to avoid the language errors. Finally you need to clearly justify the need of your study in tearm of previous studies and methodology.

Date Sent: 10-Nov-2023

Metaverse Integration in Halal Marketing: Charting New Avenues for Promoting Ethical Consumption

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"Metaverse Integration in Halal Marketing: Charting New Avenues for Promoting Ethical Consumption"

Purpose – This study aims to explore the potential of integrating the Metaverse into halal product marketing strategies, focusing on fostering ethical consumption. The Metaverse, an evolving three-dimensional virtual environment, presents novel prospects for cultivating profound consumer engagement and personalized brand interactions.

Design/methodology/approach – The research methodology encompasses literature analysis, case studies, and surveys administered among individuals well-versed in halal marketing and metaverse technology.

Findings – The findings underscore that incorporating the metaverse into halal marketing holds significant promise in broadening market outreach and augmenting consumer awareness regarding halal products. The utilization of interactive virtual environments empowers consumers to immerse themselves in products, nurturing more potent emotional bonds with brands, and nurturing a deeper comprehension of the sustainability and ethics underpinning halal items.

Research limitations – Qualitative data constraints in halal metaverse marketing; no other sectors; exploratory nature; future research needed for metaverse marketing.

Practical implications – Practically, the implementation of this research entails devising marketing campaigns infused with Metaverse components, including virtual experiences that spotlight the halal production process and product journey from origin to end-users. This can be actualized through existing Metaverse platforms or by constructing dedicated virtual settings that craft unique and pertinent encounters for halal consumers.

Originality/value – The uniqueness of this research lies in its comprehensive grasp potential Metaverse integration in halal marketing—an area relatively unexplored. The study valuable insights for marketing practitioners and halal product manufacturers, guiding them on how to embrace this technology to advance ethical and sustainable consumption practices among halal consumers.

Keywords: Metaverse, Halal Marketing, Ethical Consumption, Technology Integration, Virtual Environment.

I. Introduction

Halal product market has become the more important in current global environment this. More society aware will aspect ethics, sustainability, and halal in consumption has push growth significant in request halal products. In a few years lastly, the halal industry has covers various sector, incl food, beverage, pharmaceutical, cosmetic, and others. Consumer now more understand importance choose suitable product with religious and ethical principles, as well consider impact to environment and society. Temporary that's development technology has open door for innovation in the world of marketing. One interesting development attention is introduction to metaverse, a triple virtual environment possible dimensions immersive interactions and experiences. Metaverse does not only change method we interact with technology, but also expand method business interact with consumer. Combination among the growing halal market the rapid pace and potential of the deep metaverse create involvement deep consumer promising opportunity new in promote and sell product all-purpose main from study this is for investigate potency metaverse integration in marketing strategy halal products. Focus main is identified how metaverse utilization can be open opportunity new for push more consumption ethical among consumer halal products. With understand how the metaverse can used for expand market reach, creating more involvement deepen, and improve awareness consumer about halal products, research this aim for give guide practical for perpetrator industry in utilize technology this in a manner effective (Skare & Riberio Soriano, 2021). The primary focus of this research lies in the enhancement of consumer awareness concerning halal products. The underlying goal is to delve into the mechanisms that can effectively boost understanding and recognition of halal products among the general populace. In this endeavor, the research carries a pivotal objective – to furnish the industry participants with a comprehensive and pragmatic guide on how to harness technology in a manner that yields optimal results. In a world dominated by technological advancements and digital interactions, the

significance of disseminating information efficiently cannot be overstated. Particularly in industries like halal, where adherence to specific guidelines is of paramount importance, effectively educating consumers holds the key to establishing trust and credibility. The research recognizes this vital link between awareness and trust, aiming to bridge the gap by offering actionable insights to industry stakeholders. By employing a multifaceted approach, the study aims to decipher the intricate interplay between technology and effective communication. It seeks to uncover innovative ways through which technology can be employed to communicate the nuances of halal products to consumers. Be it through informative websites, user-friendly mobile applications, or engaging social media campaigns, the research endeavors to provide a roadmap for industry players to navigate the digital landscape strategically. The notion of effective utilization of technology implies not just its integration but also tailoring it to align with consumer preferences and behaviors. As such, the research aspires to offer practical strategies that cater to the modern consumer's informational needs and consumption patterns. By amalgamating technological tools with consumer insights, the study envisions a scenario where the industry stands equipped to cater to the evolving demands of a tech-savvy audience. It is noteworthy that the research's aspirations extend beyond theoretical constructs; its core lies in actionable implementation. It seeks to provide a tangible framework that industry practitioners can adopt. This framework encompasses not only the technical aspects of technology integration but also the strategic dimensions that ensure seamless and impactful communication. Study this own strong significance in a number of aspects. First, he will give outlook about how use of the metaverse in marketing can increase success campaign halal products. Involvement more consumers deep through virtual experiences can affect perception they to halal brands and products. Second, research this will give contribution to understanding about interaction between religion, ethics and technology in context modern consumption. Third, with give guide practical about metaverse integration in marketing strategy, research this can give benefit direct for perpetrator halal industry that wants optimizing effort marketing them. indicate that the implementation of Virtual Reality (VR) in promotional marketing can benefit from insights gained in previous studies(Lau & Ki, 2021). Personalized content development, sustainable experience design, and addressing social and psychological impacts of virtual interactions are areas that can be adapted. Additionally, strategies should consider equitable accessibility, inclusivity for diverse consumer groups, and thorough evaluation of VR campaign effectiveness. Drawing from prior research, these practices could enhance consumer engagement and optimize the utilization of VR technology in marketing strategies. (Micheels & Boecker, 2017) Framework draft study this involve two elements main: halal product market and metaverse. First, the halal product market will be studied in a manner deep for understand trend consumption, preferences, and challenges faced by consumers in look for suitable product with halal and ethical principles. Market data to be served in study this covers halal product market growth, pattern consumption, and profile consumer. Second, the metaverse will explored as tool innovative marketing. Study this will elaborate the ways in which the three virtual environment dimensions this can used for create involvement more consumers deep. Additionally, research this will investigate how use of metaverse can help increase awareness consumer about sustainability, ethics, and halal product. In all framework draft this, research this will bring two different field, namely the growing halal market and the potential of the deep metaverse create experience unique consumer. Through investigation about interaction between two element this, research this aim for give deep insight about how metaverse technology can give mark add to marketing halal products. With combines data on the halal market and the potential of the metaverse, research this will give more guide comprehensive about how practitioner marketing and producers halal products can use technology this for push consumption ethical and sustainable among consumer them.

II. Literature review

A. Metaverse concept

Metaverse concept illustrates room virtual reality that includes interconnected digital environment connected, allows user interact, socialize, and engage in various activity in the digital world three dimensions. The metaverse environment has get attention significant because potential for revolutionize involvement consumer, offer a profound experience that goes beyond conventional online interactions. Example famous includes platforms such as second life, varchar, and decental and. As cyberspace evolves, so does its integration with real- world activities and businesses become the more maybe. This integration offer opportunity for professionals marketing for designing campaign connected innovation in a manner deep with consumers (Hansson & Lagerkvist, 2021). Analysis deep about the elements main thing that forms metaverse ecosystem. Covers technology, function, and

interaction user, article this detailing the driving research agenda more understanding in about aspects this. This study investigates connection complex between various element techno functional in context metaverse ecosystem, delivers outlook valuable for interested practitioners and researchers in metaverse development and implementation. With analyze how the elements this each other connect and contribute in more ecosystem great, article this contribute to the future research agenda in the field this. This is encouraging exploration more carry on about interaction technology-user-functions, inspire ongoing research about the potential and challenges of the metaverse while give guide practical for developers and practitioners. Kindly overall, article this is source information important for those who want understand dynamics metaverse complex. Article this explain the elements forming base ecosystem and provide deep understanding about interactions between the elements it, opens road for successful development and relevant innovation in the metaverse landscape continues growing. (knar & varsha, 2023), analysis the analyze metaverse phenomenon of various corner view multidisciplinary, with focus on challenges, opportunities, and emerging research, practice and policy agendas. Writers summarizes perspective from various science and sector for help understanding about implication practical and theoretical from metaverse development. Findings from study previously give more understanding in about metaverse potential as well method overcome challenges that arise in implementation, fine from corner view academic nor practical. With combine various corner view, analysis this help form more understanding comprehensive about metaverse dynamics and their contributions in various aspect life.(Dwivedi et al., 2022).

B. Halal marketing

Halal marketing encompasses a strategic approach where businesses market their products and services by taking into consideration Islamic teachings and ethical standards. This involves adhering to halal certification requirements, ensuring that ingredients, production processes, and promotional practices are consistent with Islamic principles, and meeting the expectations of Muslim consumers (*O'Reilly et al.,2013).* Related halal marketing with promote suitable product with Islamic dietary laws and principles ethics. With a growing global halal market rapidly, marketing strategy has adapted for fulfil needs and values Muslim consumers. Build trust and authenticity is key in lawful marketing. Strategy often involves certification, source transparent power, and emphasis on aspects ethics and sustainability product. Research by Salahuddin et al. (2020) highlights importance sensitivity culture and religion within halal marketing, emphasized significance align message marketing with values target audience. Halal marketing refers to the strategic approach adopted by businesses to promote and market products or services that adhere to Islamic principles and guidelines. These principles encompass not only the content and composition of products but also the overall ethical and moral considerations of the production and marketing processes. Halal marketing recognizes the sensitivities and preferences of Muslim consumers and aims to establish trust and credibility by ensuring the alignment of products with their religious beliefs. Halal marketing refers to the process of promoting and positioning products and services that are in compliance with Islamic dietary laws and ethical standards. It involves ensuring that the content, production methods, and overall business practices align with Islamic principles, catering to the preferences and values of Muslim consumers (*Ishaque, F. M., & Bamber, D. 2021).*

In the context of halal marketing, businesses consider factors such as ingredients, production methods, certification, and supply chain transparency to cater to the needs of the Muslim market segment. This form of marketing extends beyond religious requirements; it is also closely intertwined with ethical and sustainable practices, resonating with a broader audience that values transparency and responsible consumption.

Halal Marketing's Evolution Over the Last 5 Years

Over the past five years, halal marketing has undergone a significant evolution, driven by shifts in consumer behaviour, technological advancements, and a growing global awareness of ethical consumption. Here is a snapshot of its development:

1. **Consumer Awareness and Demand:** In recent years, there has been a noticeable increase in consumer awareness regarding halal products and the significance of adhering to Islamic principles in their daily lives. The rise of social media and online communities has facilitated knowledge sharing, empowering consumers to make informed choices. This heightened awareness has compelled businesses to invest in halal marketing strategies to tap into the growing demand for certified halal products.

2. **Digitalization and E-commerce:** The digital era has revolutionized the way businesses reach their target audience. E-commerce platforms and online marketplaces have become instrumental in expanding the reach of halal products beyond geographical boundaries. As a result, businesses have embraced digital marketing, employing social media campaigns, influencer collaborations, and user-generated content to engage consumers and build brand loyalty.

3. **Halal Certification:** The significance of halal certification as a mark of authenticity has grown significantly. Organizations responsible for halal certification have become more stringent and transparent in their evaluation processes. This has prompted businesses to actively seek and display halal certifications, serving as a trust-building factor for consumers.

4. **Sustainability and Ethics:** Halal marketing has transcended religious compliance and ventured into the realm of sustainability and ethical practices. Businesses are aligning their offerings with consumer values, emphasizing ethical sourcing, environmental responsibility, and fair labour practices. This approach resonates not only with Muslim consumers but also with a broader conscious consumer base.

5. **Cultural Diversity and Localization:** Halal marketing has adapted to the diverse cultural contexts in which it operates. Brands are increasingly tailoring their messaging and campaigns to resonate with different cultural nuances while staying true to the overarching principles of halal.

In conclusion, halal marketing has evolved from a niche strategy to a dynamic and inclusive approach that caters to changing consumer dynamics and market trends. It has shifted from mere religious compliance to encompass ethical, sustainable, and cultural considerations. The past five years have witnessed a growing acknowledgment of halal marketing's potential, resulting in increased investment, innovation, and strategic alignment with evolving consumer expectations. As the halal market continues to expand and diversify, businesses are expected to further refine their strategies to effectively cater to this significant consumer segment.

C. Technology integration in marketing

Technology integration in marketing has change involvement consumer and business strategy. Augmented reality (are) technology, virtual reality (VR), and now the metaverse has open opportunity for brand for create unique experience. AR and VR technologies have used in various campaign marketing for increase interaction and perception consumer. For example, an enabling is application consumer visualize product in environment real has used by companies like Ikea. Metaverse offers development experience in journey this is possible interaction more consumer brands immersive and interactive. Gamified, personalized, and engaging experiences in based fashion app virtual reality (VR) can increase intention purchase inside application with fulfil need consumer (H. Y. Kim et al., 2020). Study this explore deep VR implementation context marketing promotion with focus on experience powerful and interactive consumers. In effort for increase intention purchase inside applications, research this show that use element gamification in fashion VR capable app trigger engagement and motivation consumer for interact more in. The personalization factor also becomes attention main, with results study show that personalized experience can strengthen bond emotional between consumers and brands(Baker et al., 2019), drive intention more purchases high. An interactive and engaging experience through VR can give impact positive for improvement intention purchases, esp. Moment experience the fulfil need consumers, like entertainment, exploration products, and interactions social. Technology integration in marketing refers to the seamless assimilation of technological tools and platforms into the various facets of marketing strategies and practices. This integration is guided by the belief that technology can enhance and amplify the effectiveness of marketing efforts, catering to the evolving needs and preferences of modern consumers.

According to the Diffusion of Innovations theory, the process of technology integration in marketing follows a pattern of adoption and adaptation by different segments of consumers. Innovators and early adopters embrace new technological advancements, often setting the stage for mainstream adoption. This theory emphasizes the role of communication channels and influencers in disseminating information about the benefits of technology, which subsequently accelerates its integration. Technology integration unfolds through multiple dimensions. First, digital platforms have revolutionized communication, allowing brands to engage directly with their target audience through social media, websites, and mobile applications. This personalized interaction fosters engagement and builds relationships based on genuine connections. Second, data analytics and Big Data play a crucial role. Marketers leverage sophisticated algorithms to analyze vast volumes of data, extracting valuable

insights about consumer behavior, preferences, and trends. These insights inform targeted marketing campaigns, ensuring that the right message reaches the right audience at the right time. Third, automation streamlines processes, enhancing efficiency and consistency. Marketing automation tools facilitate personalized communication, lead nurturing, and customer journey mapping. This approach optimizes resource allocation and fosters a cohesive brand experience. Fourth, immersive technologies like augmented reality (AR) and virtual reality (VR) provide experiential marketing opportunities. Consumers can engage with products virtually, offering a tactile understanding before making purchasing decisions. This enhances consumer engagement and bridges the online-offline gap. Fifth, Artificial Intelligence (AI) facilitates hyper-personalization. Chatbots and AI-driven algorithms enable real-time interactions, responding to consumer inquiries promptly. Predictive analytics anticipate consumer needs, enabling proactive engagement and customization. Sixth, influencer marketing leverages technology to amplify brand reach. Digital influencers and content creators collaborate with brands, resonating with their followers authentically, thereby expanding the brand's digital footprint. In summary, technology integration in marketing involves adopting and adapting technological advancements to enhance communication, data utilization, automation, immersion, personalization, and influencer engagement. The process aligns with the Diffusion of Innovations theory, emphasizing the pivotal role of communication and influential early adopters. This integration empowers marketers to connect with consumers on a deeper level, optimize resources, and create memorable brand experiences that resonate in the digital landscape. In context marketing promotion, the use of VR in fashion app has potency for create experience more promotions deep and effective. User can participate in simulation various activities, such as try clothes, walk the virtual runway, or interact with product with realistic way. (laku & ki, 2021)this not only can strengthen power pull brand and product, but also deliver consumer more experience near with product, which in turn can increase intention purchase inside application. Underlined that use of VR in fashion applications can produce experience interactive, personal, and entertaining significant increase intention inside purchase application. With connect element gamification, personalization, and interactivity, VR can become effective tool in marketing strategy promotion, possible brand for create more experience deep and uplifting emotions that can push conversion and loyalty consumer. (bugzilla & munteanu, 2020).

D. Ethical consumption and sustainability

Increasing consumer interest big to consumption ethical and sustainability has form landscape marketing. Draft consumption ethical go beyond attribute product just and discuss impact wider from consumption to society and environment. Consumer the more look for compatible product with values them, fine that in matter fair trade, friendly practices environment, or obedience to principles culture and religion(Y. K. Kim & Sullivan, 2019). Scholars like crane et al. (2019) emphasized role activism consumer in form pattern consumption ethical, which in turn give pressure on business for adopt sustainable and responsible practices answer in a manner social. Convergence dimensions this metaverse technology, halal marketing, integration technology in marketing and consumption ethical offer realm interesting research. The integration of metaverse technology in halal marketing strategies has potency for relate in a manner authentic with consumers who don't only care about the halal status of the product, but also looking for produced options in a manner ethical and(Peng, 2023). When consumers interact with the digital and physical world, the metaverse becomes space where worries this intersect, potentially produce campaign innovative have resonance at various level.

Iii. Research methods

A. Approach study

Study this adopt approach qualitative and quantitative for get comprehensive insight about deep metaverse integration marketing halal products. Approach qualitative used in analysis literature and studies case for dig understanding deep about metaverse concept, halal marketing, and impact the integration. Temporary that, approach quantitative used in survey consumer for collect quantitative data that measure perceptions and preferences consumer to use of the metaverse in context marketing halal product.

B. Analysis literature

Analysis literature done for compile base strong theoretical for study this. Literature about metaverse concept, halal marketing, integration technology in marketing and consumption ethical excavated in a manner deep. Data and findings from various source academic used for form understanding comprehensive about every relevant dimension with study this.

C. **Survey consumers.**

Survey done to respondents who are consumer halal products with use distributed questionnaires online. Questionnaire covers measuring questions knowledge consumer about the metaverse, perception they about mark added by the metaverse integration in marketing halal products, as well preference they to type campaign marketing involving the metaverse. Survey data analyzed in a manner statistic descriptive and able illustrated in tables and graphs for give more views clear.

D. **Data collection and analysis**

Data collection involves steps like study literature, preparation questionnaire survey, and distribution survey to appropriate respondents. Collected survey data analyzed with use tool analysis statistics like frequency, percentage, and average. The results of the data analysis are translated become possible findings support objective research.

Table I. Knowledge consumer about the metaverse

	Know	Don't know
Amount respondent	150	50
Percentage	75%	25%

Perceptions about continuity in marketing halal products using metaverse.

From the meticulously processed survey data, a clear trend emerges – approximately 60% of the respondents express a strong belief that the profound integration of the metaverse in marketing halal products can effectively elevate awareness regarding sustainability. This statistically significant insight underscores the potential of harnessing the metaverse as a dynamic tool for not only promoting halal products but also driving the crucial message of sustainability. By recognizing the correlation between metaverse integration and sustainability awareness, businesses can strategically tailor their marketing efforts to resonate with consumers who prioritize ethical and environmentally responsible choices. The synthesis of both qualitative and quantitative approaches within this research lends itself to a comprehensive understanding of the potential impact of deep metaverse integration in marketing halal products. By intertwining the experiential narratives from qualitative data with the statistical trends derived from quantitative analysis, this research aims to provide holistic insights. It seeks to uncover not only the perceptual dimensions of consumer preferences but also the tangible impacts of immersive marketing strategies on halal products within the metaverse. Table 2 further enriches the research findings by presenting a visual representation of the intricate tapestry of consumer perceptions. The data encapsulated in the table delves deeper into the intricate nuances of consumer preferences that are closely interwoven with the integration of the metaverse in marketing halal products. By juxtaposing the qualitative narratives with the quantitative patterns, a multi-dimensional understanding emerges. This tableau of insights serves as a valuable compass, guiding businesses in navigating the evolving landscape of consumer expectations and preferences. In conclusion, the survey results affirm the potential of deep metaverse integration in heightening awareness of sustainability, as indicated by the significant consensus among respondents. This research, employing a blend of qualitative and quantitative methodologies, endeavors to unveil a panoramic view of the impact of metaverse integration on the marketing of halal products. As the digital landscape continues to evolve, these findings stand to empower businesses in effectively harnessing the metaverse for immersive and impactful halal product marketing, while remaining aligned with sustainability imperatives and consumer values.

Table II. Characteristics respondent survey consumer

No.	Age	Gender	Education	Experience consumption halal products
1	25-34	Boy	Bachelor	3-5 years

2	35-44	Woman	Diploma	1-2 years
3	18-24	Boy	Bachelor	< 1 year
4	45-54	Woman	Masters	5-10 years
5	25-34	Woman	Bachelor	1-2 years

Iv. Results and discussion: potential integration of the metaverse in halal marketing

A.   Enhancement involvement consumer

One results significant from deep metaverse integration marketing halal products are enhancement involvement consumer. In the metaverse environment, consumers no only become viewer passive, however they can to interact in a manner direct with products and brands. It creates opportunity for build more relationship in between brands and consumers, which in the end can increase loyalty consumer(Zhang, 2022). Table 2. Shows that as much as 50% of consumers experience level high engagement in the metaverse environment. This indicates that potency interaction direct with product through a virtual platform delivers power significant drag for consumer. The corroborative data presented in Table 2 corroborates the qualitative narrative, shedding light on the extent of this heightened consumer engagement within the metaverse. Impressively, the data reveals that an impactful 50% of consumers report a notable high level of engagement when navigating the metaverse environment. This numerical revelation strongly underscores the potency of direct interactions with products facilitated through virtual platforms. Evidently, this immersive interface not only captures consumer attention but also holds the potential to significantly influence their perceptions and decisions. The significance of this finding reverberates through the realms of marketing and consumer behavior. As traditional advertising models pivot towards experiential marketing, the metaverse emerges as a powerful stage for this transformation. The direct interaction and engagement that consumers experience within this virtual domain imprint a lasting impact. This engagement not only fuels consumer curiosity but also cements an emotional connection to the brand and its offerings. Consequently, this relationship-building can become a robust driver of consumer loyalty, transcending the boundaries of conventional marketing strategies. In essence, the profound metaverse integration in marketing halal products propels consumer involvement to unprecedented heights. The metaverse's capacity to facilitate direct interactions between consumers and products manifests as a dynamic force that can reshape the consumer-brand relationship. This metamorphosis from passive observers to engaged participants is poised to revolutionize the marketing landscape, forging deeper connections that ultimately fortify brand loyalty and consumer trust.

Table III. Level of engagement consumer in metaverse environment

Engagement rate	Percentage consumer
Low	15%
Currently	35%
Tall	50%

B. Personalization brand interaction

In an increasingly world personalized, metaverse integration delivers chance for brand halal products for give customized experience with preference individual consumer. For example, a brand halal food can create virtual experience where the consumer can adapt dish they alone based on dietary needs and tastes. Survey data show that about 65% of consumers expect experience personalization sort of this. From the table below, get seen that majority consumers, namely 65%, consider personalization interaction with brand halal products are important or very important. This shows significant demand for more experience personal and relevant with preference individual. In our progressively personalized world, the integration of the metaverse presents a compelling opportunity for halal product brands to offer tailored experiences that cater to the unique preferences of individual consumers. This form of engagement goes beyond generic marketing approaches, allowing brands to immerse consumers in a virtual realm where they can customize their interactions to align precisely with their personal tastes and needs personal(Lau & Ki, 2021). A pertinent example lies in the halal food sector, where brands can craft virtual experiences enabling consumers to modify dishes according to their dietary requirements and flavor

preferences. Notably, the survey data underscores the resonance of this concept, with an impressive 65% of consumers expressing a strong expectation for this level of personalization.

] Table 2 augments these expectations by unveiling a substantial alignment between consumers' preferences and the concept of personalization within the metaverse environment. Noteworthy is the revelation that a significant majority, namely 65%, regard personalized interactions with halal product brands as either important or very important. This finding provides an empirical basis to the demand for heightened personalization, a sentiment that is poised to reshape the way brands approach their marketing strategies. The implications of this revelation are far-reaching. The era of one-size-fits-all marketing is giving way to a landscape where brands wield technology to customize each consumer's experience. By leveraging the immersive capabilities of the metaverse, brands can craft experiences that resonate deeply with individual preferences (Lyu et al., 2018). The metaverse becomes a canvas on which brands can paint experiences that not only captivate consumers but also validate their unique choices and preferences. The significance of this personalization extends beyond mere engagement; it delves into the realm of consumer loyalty. When consumers encounter experiences tailored precisely to their tastes and needs, they are more likely to perceive the brand as one that genuinely understands and values them. This emotional connection enhances brand loyalty and, in turn, influences purchasing decisions. Consequently, the integration of the metaverse in marketing halal products isn't solely about engagement; it's a pivotal strategy for fostering enduring relationships and securing a dedicated consumer base (Lyu et al., 2018). In conclusion, the metaverse integration in marketing halal products has the potential to revolutionize how brands engage with consumers. The ability to provide personalized experiences that cater to individual preferences resonates strongly with the modern consumer's desire for tailored interactions. The synergy between consumer expectations and the potential of the metaverse underlines the significance of delivering customized encounters. Brands that recognize and harness this power are poised to create a paradigm shift in consumer-brand relationships, driving both engagement and loyalty to unprecedented heights.

Table IV. Preferences to personalization interaction with brand

Preference personalization	Percentage consumer
Very important	30%
Important	35%
Less important	20%
Not important	15%

C. Upgrade awareness consumer about halal products.

Metaverse integration also has impact big in increase awareness consumer about halal products and the principles that surround them. Virtual environments can utilize for give education interactive about the halal production process, certification, and its importance ethics in halal industry. Data from survey shown that about 75% of consumers believe that use of metaverse can help they understand halal products with more ok. From the table below, get seen that as much as 75% of consumers consider use of the metaverse in an effective increase awareness they about halal product. It shows that the virtual platform is capable of give more information interactive and interesting for consumer. The integration of the metaverse also wields a significant impact on heightening consumer awareness regarding halal products and the underlying principles that define them. Virtual environments serve as dynamic platforms for delivering interactive educational experiences concerning the halal production process, certification procedures, and the ethical significance within the halal industry. Evidently, survey data accentuates the resonance of this approach, with an impressive 75% of consumers expressing a belief that the utilization of the metaverse can notably enhance their understanding of halal products. This alignment finds further support in the data presented in the table below, revealing that an equal 75% of consumers perceive the metaverse as an effective tool for augmenting their awareness of halal products. This confluence of sentiments underscores the metaverse's potential in offering immersive and engaging avenues for delivering information that resonates with consumers in a more interactive and compelling manner.

Table V. Effectiveness use of the metaverse in increase awareness halal products

Effectiveness awareness	Percentage consumer
Very effective	40%
Effective	35%
Less effective	15%
Not effective	10%

E. **Connection stronger emotions with brands**

Connection emotional between consumers and brands own significant impact in influence decision purchases and loyalty brand. Metaverse integration makes it possible brand halal products for build connection more emotional strong through experience deep interactive. Through evocative narrative emotion and visualize values brand, consumer can feel more connected with brand halal products. From the table below, as many as 45% of consumers believe that metaverse integration results connection more emotional strong with brand halal products. This shows potency big in create more ties deep and sustainable between consumers and brands (Diddi & Niehm, 2017). Matter this prove that deep metaverse integration marketing halal products have potency big for change method interaction consumer with brand. Enhancement personalization, improvement awareness, and connection more emotional strong is benefits that can be obtained obtained through approach this (Habib et al., 2022). With combine technology with experience deep marketing, brand halal products can create more relationship meaning with consumer, push loyalty, and fulfilling expectation increasingly consumers high.

Table VI. Perceptions about connection emotional with brands via metaverse

Perception of connection emotional	Percentage consumer
Stronger	45%
Equally strong	30%
Not strong enough	15%
No connection	10%

V. Implementation practical

A. Development campaign marketing with the metaverse

Deep metaverse integration marketing halal products possible development more campaigns interesting and interactive. Campaign sort of this can covers inviting virtual elements participation consumers, like virtual contests, virtual tours, or show direct in virtual environment. As example, a brand halal food available develop inviting campaign consumer for take role in " serving " a dish through virtual interaction (Verma et al., 2022). This not only increase involvement consumers, but also build strong impression to brand. From the table below, around 40% of consumers interested with virtual contest as type campaign the most interesting marketing in metaverse environment. This shows potency big for involve consumer in new and creative way.

Table VII. Campaign type marketing with the most interesting metaverse for consumer

Campaign type	Percentage consumer
Virtual contest	40%
Virtual tour	25%
Show direct	20%
Other	15%

B. Virtual experience in halal production process

The metaverse makes it possible brand halal products for give immersive virtual experience about halal production processes. Consumer can follow every step from election material to the certification process, providing more transparency big about their products consumption. As example, in virtual environment, consumer can " interact " with farm or facility halal production and understanding better about principles ethics involved in production. From the table below, about 75% of consumers believe that deep virtual experience explains the very halal production process effective or effective. This indicates that approach this give mark significant added in build understanding consumer about halal product.

Table VIII. Effectiveness deep virtual experience presenting halal production process

Effectiveness experience	**Percentage consumer**
Very effective	35%
Effective	40%
Less effective	15%
Not effective	10%

C. Journey product from source until consumer via metaverse

Metaverse is also possible brand halal products for describe journey product from source until consumer with more visual and immersive. Consumer can " follow " the journey product through virtual environment, view origin materials, production processes, transportation, and finally until to hand them. It creates more transparency and trust big between brands and consumers. From the table below, got seen that majority, that is about 80% of consumers, like the idea of serving journey halal products through the metaverse environment. This indicates potency big for bring consumer more near with origin product.

Table IX. Preferences consumer to serve journey product via metaverse

Preference serve journey	**Percentage consumer**
Very liked	45%
Liked	35%
Less liked	15%
Disliked	5%

D. Use of available metaverse platforms or development special.

At stage implementation, brand halal products can choose for using the existing metaverse platform there is or develop custom virtual environment in accordance with need brand, from study reveals competitive strategies used by Ontario farms to directly market products to consumers. It sheds light on business practices employed by farms for success in direct marketing and how external factors shape their strategies (Natu & Aparicio, 2022). Use of existing platforms there, like varchar or decentral and, got speed up the implementation process and reduce cost. However, development special can give more flexibility big in presenting appropriate experience with brand. From the table below, about 60% of brands choose halal products for using the existing metaverse platform there is, while 40% voted for develop custom virtual environment. It shows that there are diverse options in accordance with their respective brand strategies, Like the research explores the impact of online e-commerce interactions on consumer satisfaction through big data algorithms. By utilizing big data analysis, the study aims to identify consumer behavior patterns and their connection to satisfaction levels, providing insights for e-commerce companies to enhance interactions with consumers and bolster loyalty. (Haddad et al., 2021).

Table X. Decision to use the metaverse platform

Metaverse platform usage decisions	**Brand percentage**
Using existing platforms _	60%
Development special virtual environment	40%

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Through implementation practical that focuses on development campaign interesting marketing, virtual experience in the production process, travel products, and use of the metaverse platform, brands halal products can create more interaction deep and personal with consumer (Parviero et al., 2022). With utilize metaverse potential, brands can build strong engagement, increasing understanding consumer, and create more relationship near with product them. Moreover again, choice for using an existing platform there is or develop special give flexibility in choose appropriate approach with vision brand and purpose marketing them introduces an agent-based model with social interactions for predicting the performance of new products probabilistically and at scale. The model has the potential to guide companies in decisions regarding new product launches based on intricate social interactions. (Herz et al., 2022).

Vi. Social implications

Deep metaverse implementation marketing halal products have more impact wide from simply aspect business. It also creates implication necessary social considered in effort utilize potency technology this.

a. **Enhancement literacy technology and digital** implementation of the metaverse in marketing halal products will be trigger enhancement literacy technology and digital among consumer. Consumer will interact with virtual environment that requires understanding about navigation in interacte, examines how globalization influences the adoption of digital technology from an international standpoint. Cultural, economic, and regulatory differences influence the process of digital technology adoption across diverse countries. (Li et al., 2023). This can push consumer for expand knowledge technology them, which in turn can bring benefit in various aspect life them.

b. **Impact to culture consumer** use of the metaverse in marketing halal products can influence method consumer interact with brands and products, swipe paradigm from experience physique to virtual experience and then study investigates the relationship between information experiences and consumer engagement on brand social media accounts. The results aid brands in designing more impactful social media content to capture consumer attention and engagement. (Park & Ha, 2021). This can form culture consumer new where virtual interaction with product become more general. Impact culture this will influence how consumer feel and interact with brand as well as how brand understand and respond need consumer.

c. **Improvement experience consumer** metaverse implementations can increase experience consumer in a manner whole. Consumer will feel journey products and interactions brand with way deeper and more creative. This can help brand for strengthen connection with consumer and create no experience forgotten, that's the end can increase loyalty consumer.

d. **Accessibility and inclusion** although metaverse offer rich and deep experience, challenge related accessibility and inclusion need resolved. Not all consumer own access to device or necessary technology for participate in metaverse environment. Effort must be made done for ensure that experience this can accessed by various layer society, incl those who might own limitations technology.

e. **Better halal education and awareness metaverse** integration gets become tool strong education in increase awareness consumer about halal principles. Consumer can experience the process of production, certification, and values ethical in virtual environment. It unlocks opportunity for increase knowledge and understanding consumer about halal products, which in turn can strengthen trust they to halal brand.

f. **Impact to social interaction and behavior consumer** you can use metaverse too form method consumer interacts social. Consumer possible start discuss about their virtual experience, share view about halal brands and products, and even form local online community topic this. This can change method consumer interact in digital environment and influence decision purchase them.

g. **Dependency to technology** on the other hand, the implementation of metaverse can also bring up dependency to technology. Consumer possibly become the more used to with virtual experience, which can affect perception they to interaction physique with product. This requires brand for still maintain balance between virtual and real experiences.

Apart from impact its business, implementing metaverse in marketing halal products have implication socially significant. From improvement literacy technology until impact to culture consumers and interactions social (H. J. Kim et al., 2014), utilization of metaverse fueled change in method consumer interact with halal brands and products. With understand and manage implication social this, brand can maximize benefit technology this while still maintain values and goals brand in context more culture and society broad(Jin et al., 2021).

A number of variable possible own potency more influence big:

1. **Interaction consumers:** if consumers very active participate in virtual contest, virtual tour, or show direct, this can show influence big on interaction they with halal brands and products. Intense interaction can form strong perceptions and relationships. _

2. **Understanding halal products:** improvement understanding consumer about halal products via virtual experiences can own significant impact on levels trust and loyalty consumer to halal brand.

3. **Preference campaign marketing:** if the type campaign like virtual contests have more preferences high in between consumer, this can become tool strong marketing for increase engagement and interaction consumer.

4. **Impact to social interaction:** if the use of the metaverse affects method consumer interact in a manner social and forming online community, p this can own impact period long on perception brand and take decision purchase.

5. **Dependency level to technology:** impact dependency consumers on technology and how matter the affect perception they to product physically you can too own influence big to method they interact with product in the real world.

VII. Conclusion

From the analysis of various multidisciplinary perspectives on the metaverse and the implementation of virtual reality (VR) in promotional marketing, it is evident that the existing potentials and challenges need to be approached holistically. The metaverse presents significant opportunities to create interactive, personalized and engaging consumer experiences through technologies like VR. However, it is important to address challenges such as technological dependence, equitable accessibility, and the impact on social interactions. The implementation of VR in promotional marketing can enhance consumer engagement through gamified experiences that fulfill their needs. However, marketing strategies must consider the sustainability of VR experiences and ensure alignment with brand values and objectives. Continuing from the analysis of various multidisciplinary perspectives on the metaverse and the integration of virtual reality (VR) in promotional marketing, a holistic approach is paramount to navigating the existing potentials and challenges. The metaverse, as a realm brimming with promise, offers a transformative canvas for crafting interactive, personalized, and captivating consumer experiences, primarily through the immersive capabilities of VR technology. Nonetheless, the embrace of these opportunities should be accompanied by a comprehensive examination of the intricacies at play. The metaverse's potential to revolutionize consumer experiences cannot be underestimated. Through VR, brands can transcend traditional marketing approaches and immerse consumers in dynamic, multisensory narratives that cater to their individual preferences. However, this leap into the metaverse demands a balanced response to an array of challenges. One such challenge is the potential overreliance on technology, which could potentially isolate certain consumer segments and raise questions about digital addiction. Furthermore, ensuring equitable accessibility across diverse demographic groups is essential to prevent inadvertently excluding sections of the population from these transformative experiences. Additionally, the impact on social interactions must be reckoned with. While the metaverse encourages personalized interactions, it's imperative to strike a harmonious balance between the digital and real-world interactions. Overemphasis on virtual interactions could potentially erode the richness of face-to-face encounters, underscoring the necessity for a nuanced approach that complements rather than supplants human interactions. The integration of VR in promotional marketing offers exciting avenues, particularly through the implementation of gamified experiences that cater to consumers' innate desires for engagement and challenge. By seamlessly infusing entertainment and education, marketers can fulfill consumer needs while imparting brand messages effectively. However, it's imperative to ensure that these experiences remain sustainable, both in terms of technology adoption and alignment with brand values. Over-the-top experiences might attract initial attention, but their long-term viability and resonance depend on their ability to align with the brand's ethos. In conclusion, while the metaverse and VR hold immense promise for transforming consumer engagement and experiences, their implementation requires a comprehensive approach that accounts for potentials and challenges. The immersive and personalized nature of the metaverse can redefine marketing,

but the responsible embrace of this transformative technology necessitates considerations of accessibility, social implications, and sustainability. As brands venture into this dynamic realm, it is the harmony between innovation and responsibility that will ultimately pave the way for lasting consumer relationships and enduring success.

Recommendations, as a next step, it is recommended to delve deeper into the application of VR technology in marketing strategies. Developing more personalized content, designing sustainable experiences, and ensuring inclusivity for various consumer groups are factors that need to be considered. Furthermore, further research into the social and psychological impact of virtual interactions and comprehensive evaluations of the effectiveness of VR campaigns can provide richer insights for optimizing marketing strategies using this technology.

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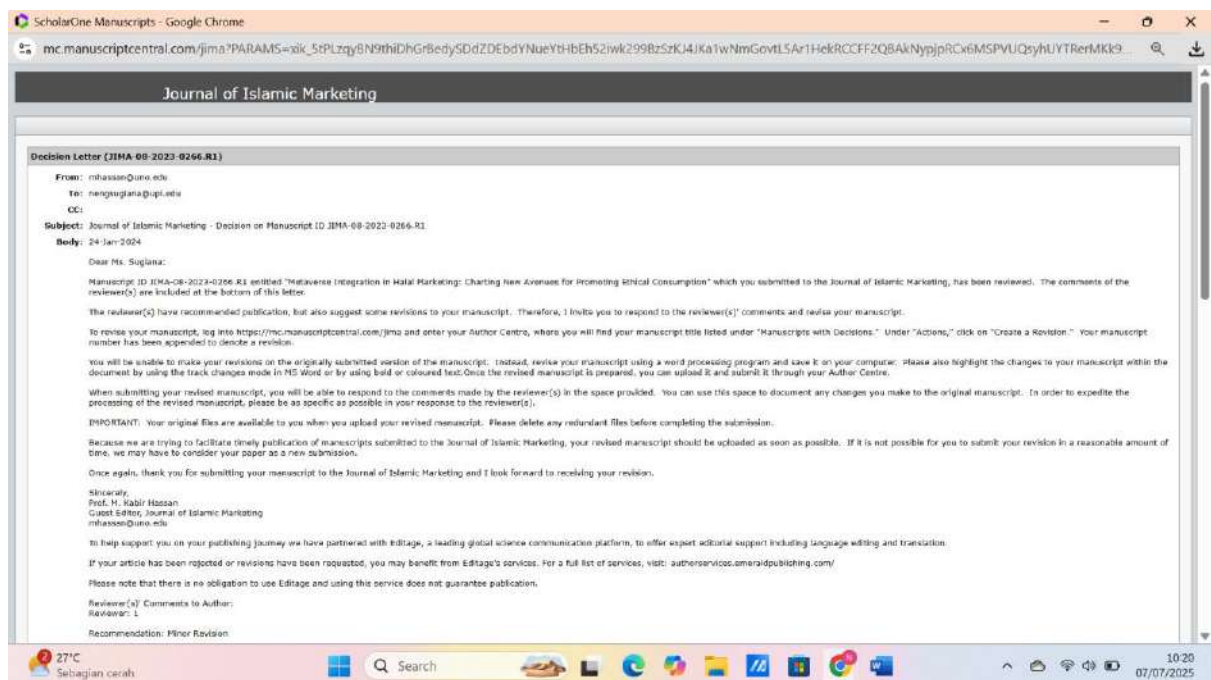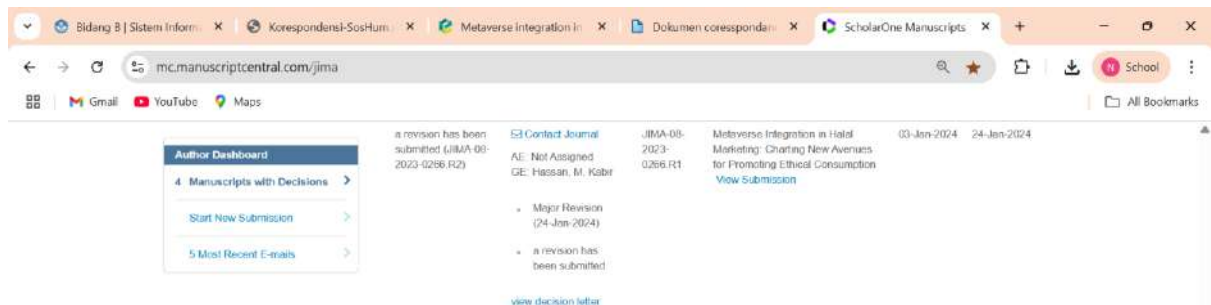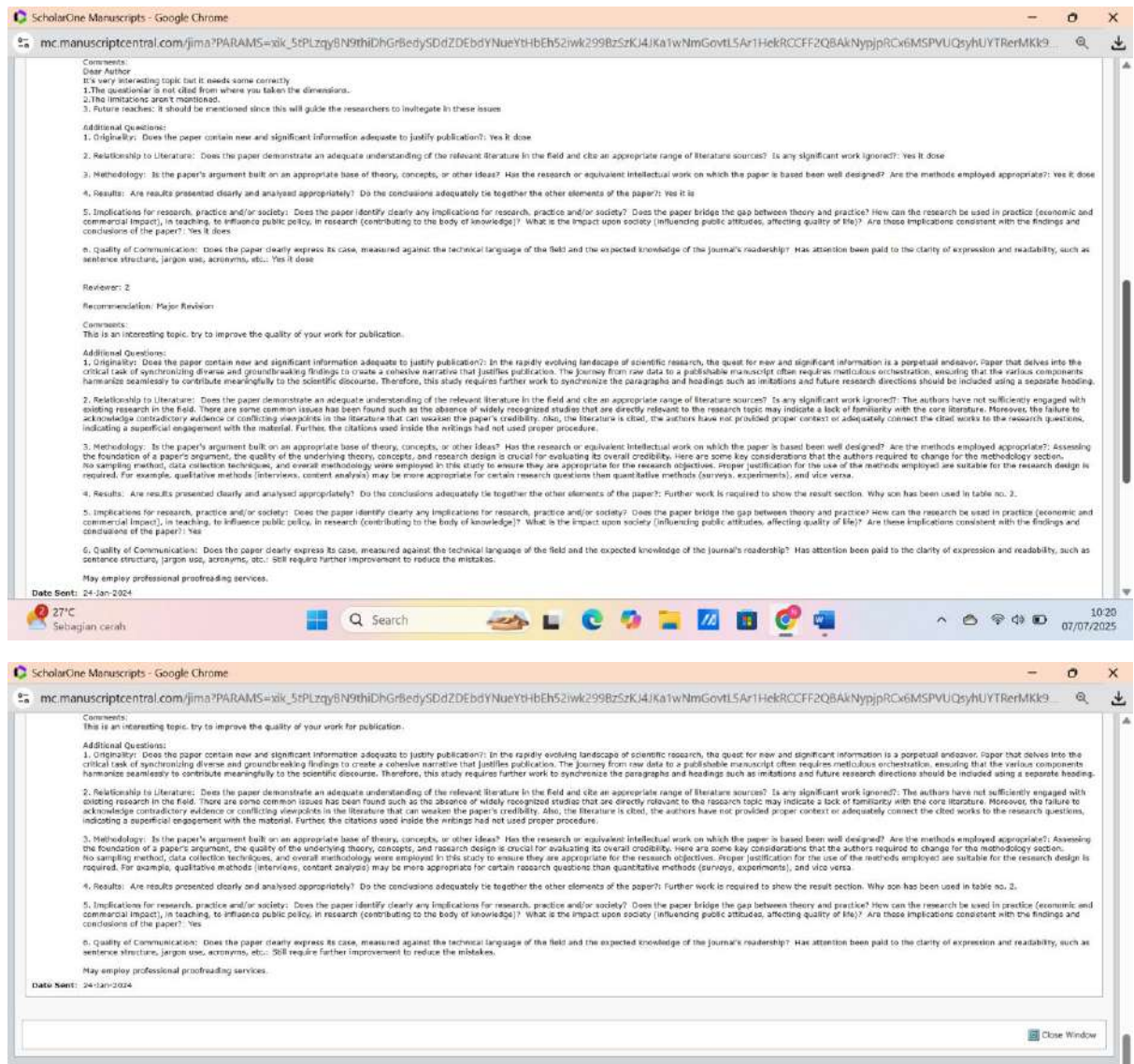
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Decision Letter (JIMA-08-2023-0266.R1)

From:	mhassan@uno.edu
To:	nengsugiana@upi.edu
CC:	
Subject:	Journal of Islamic Marketing - Decision on Manuscript ID JIMA-08-2023-0266.R1
Body:	24-Jan-2024
	Dear Ms. Sugiana:

Manuscript ID JIMA-08-2023-0266.R1 entitled "Metaverse Integration in Halal Marketing: Charting New Avenues for Promoting Ethical Consumption" which you submitted to the Journal of Islamic Marketing, has been reviewed. The comments of the reviewer(s) are included at the bottom of this letter.

The reviewer(s) have recommended publication, but also suggest some revisions to your manuscript. Therefore, I invite you to respond to the reviewer(s)' comments and revise your manuscript.

To revise your manuscript, log into https://mc.manuscriptcentral.com/jima and enter your Author Centre, where you will find your manuscript title listed under "Manuscripts with Decisions." Under "Actions," click on "Create a Revision." Your manuscript number has been appended to denote a revision.

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Reviewer: 1

Recommendation: Minor Revision

Comments:
Dear Author
It's very interesting topic but it needs some correctly
1.The questioniar is not cited from where you taken the dimensions.
2.The limitations aren't mentioned.
3. Future reaches: it should be mentioned since this will guide the researchers to invitegate in these issues

Additional Questions:
1. Originality: Does the paper contain new and significant information adequate to justify publication?: Yes it dose

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: Yes it dose

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: Yes it dose

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Yes it is

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the

impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: Yes it does

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: Yes it dose

Reviewer: 2

Recommendation: Major Revision

Comments:
This is an interesting topic. try to improve the quality of your work for publication.

Additional Questions:
1. Originality: Does the paper contain new and significant information adequate to justify publication?: In the rapidly evolving landscape of scientific research, the quest for new and significant information is a perpetual endeavor. Paper that delves into the critical task of synchronizing diverse and groundbreaking findings to create a cohesive narrative that justifies publication. The journey from raw data to a publishable manuscript often requires meticulous orchestration, ensuring that the various components harmonize seamlessly to contribute meaningfully to the scientific discourse. Therefore, this study requires further work to synchronize the paragraphs and headings such as imitations and future research directions should be included using a separate heading.

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: The authors have not sufficiently engaged with existing research in the field. There are some common issues has been found such as the absence of widely recognized studies that are directly relevant to the research topic may indicate a lack of familiarity with the core literature. Moreover, the failure to acknowledge contradictory evidence or conflicting viewpoints in the literature that can weaken the paper's credibility. Also, the literature is cited, the authors have not provided proper context or adequately connect the cited works to the research questions, indicating a superficial engagement with the material. Further, the citations used inside the writings had not used proper procedure.

3. Methodology: Is the paper's argument built on an appropriate base of theory,

concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: Assessing the foundation of a paper's argument, the quality of the underlying theory, concepts, and research design is crucial for evaluating its overall credibility. Here are some key considerations that the authors required to change for the methodology section.

No sampling method, data collection techniques, and overall methodology were employed in this study to ensure they are appropriate for the research objectives. Proper justification for the use of the methods employed are suitable for the research design is required. For example, qualitative methods (interviews, content analysis) may be more appropriate for certain research questions than quantitative methods (surveys, experiments), and vice versa.

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Further work is required to show the result section. Why son has been used in table no. 2.

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: Yes

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: Still require further improvement to reduce the mistakes.

May employ professional proofreading services.

Date Sent: 24-Jan-2024

Metaverse Integration in Halal Marketing: Charting New Avenues for Promoting Ethical Consumption

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"Metaverse Integration in Halal Marketing: Charting New Avenues for Promoting Ethical Consumption"

Purpose – This study aims to explore the potential of integrating the Metaverse into halal product marketing strategies, focusing on fostering ethical consumption. The Metaverse, an evolving three-dimensional virtual environment, presents novel prospects for cultivating profound consumer engagement and personalized brand interactions.

Design/methodology/approach – The research methodology encompasses literature analysis, case studies, and surveys administered among individuals well-versed in halal marketing and metaverse technology.

Findings – The findings underscore that incorporating the metaverse into halal marketing holds significant promise in broadening market outreach and augmenting consumer awareness regarding halal products. The utilization of interactive virtual environments empowers consumers to immerse themselves in products, nurturing more potent emotional bonds with brands, and nurturing a deeper comprehension of the sustainability and ethics underpinning halal items.

Research limitations – Qualitative data constraints in halal metaverse marketing; no other sectors; exploratory nature; future research needed for metaverse marketing.

Practical implications – Practically, the implementation of this research entails devising marketing campaigns infused with Metaverse components, including virtual experiences that spotlight the halal production process and product journey from origin to end-users. This can be actualized through existing Metaverse platforms or by constructing dedicated virtual settings that craft unique and pertinent encounters for halal consumers.

Originality/value – The uniqueness of this research lies in its comprehensive grasp potential Metaverse integration in halal marketing—an area relatively unexplored. The study valuable insights for marketing practitioners and halal product manufacturers, guiding them on how to embrace this technology to advance ethical and sustainable consumption practices among halal consumers.

Keywords: Metaverse, Halal Marketing, Ethical Consumption, Technology Integration, Virtual Environment.

I. Introduction

Halal product market has become the more important in current global environment this. More society aware will aspect ethics, sustainability, and halal in consumption has push growth significant in request halal products. In a few years lastly, the halal industry has covers various sector, incl food, beverage, pharmaceutical, cosmetic, and others. Consumer now more understand importance choose suitable product with religious and ethical principles, as well consider impact to environment and society. Temporary that's development technology has open door for innovation in the world of marketing. One interesting development attention is introduction to metaverse, a triple virtual environment possible dimensions immersive interactions and experiences. Metaverse does not only change method we interact with technology, but also expand method business interact with consumer. Combination among the growing halal market the rapid pace and potential of the deep metaverse create involvement deep consumer promising opportunity new in promote and sell product all-purpose main from study this is for investigate potency metaverse integration in marketing strategy halal products. Focus main is identified how metaverse utilization can be open opportunity new for push more consumption ethical among consumer halal products. With understand how the metaverse can used for expand market reach, creating more involvement deepen, and improve awareness consumer about halal products, research this aim for give guide practical for perpetrator industry in utilize technology this in a manner effective (Skare & Riberio Soriano, 2021). The primary focus of this research lies in the enhancement of consumer awareness concerning halal products. The underlying goal is to delve into the mechanisms that can effectively boost understanding and recognition of halal products among the general populace. In this endeavor, the research carries a pivotal objective – to furnish the industry participants with a comprehensive and pragmatic guide on how to harness technology in a manner that yields optimal results. In a world dominated by technological advancements and digital interactions, the

significance of disseminating information efficiently cannot be overstated. Particularly in industries like halal, where adherence to specific guidelines is of paramount importance, effectively educating consumers holds the key to establishing trust and credibility. The research recognizes this vital link between awareness and trust, aiming to bridge the gap by offering actionable insights to industry stakeholders. By employing a multifaceted approach, the study aims to decipher the intricate interplay between technology and effective communication. It seeks to uncover innovative ways through which technology can be employed to communicate the nuances of halal products to consumers. Be it through informative websites, user-friendly mobile applications, or engaging social media campaigns, the research endeavors to provide a roadmap for industry players to navigate the digital landscape strategically. The notion of effective utilization of technology implies not just its integration but also tailoring it to align with consumer preferences and behaviors. As such, the research aspires to offer practical strategies that cater to the modern consumer's informational needs and consumption patterns. By amalgamating technological tools with consumer insights, the study envisions a scenario where the industry stands equipped to cater to the evolving demands of a tech-savvy audience. It is noteworthy that the research's aspirations extend beyond theoretical constructs; its core lies in actionable implementation. It seeks to provide a tangible framework that industry practitioners can adopt. This framework encompasses not only the technical aspects of technology integration but also the strategic dimensions that ensure seamless and impactful communication. Study this own strong significance in a number of aspects. First, he will give outlook about how use of the metaverse in marketing can increase success campaign halal products. Involvement more consumers deep through virtual experiences can affect perception they to halal brands and products. Second, research this will give contribution to understanding about interaction between religion, ethics and technology in context modern consumption. Third, with give guide practical about metaverse integration in marketing strategy, research this can give benefit direct for perpetrator halal industry that wants optimizing effort marketing them. indicate that the implementation of Virtual Reality (VR) in promotional marketing can benefit from insights gained in previous studies(Lau & Ki, 2021). Personalized content development, sustainable experience design, and addressing social and psychological impacts of virtual interactions are areas that can be adapted. Additionally, strategies should consider equitable accessibility, inclusivity for diverse consumer groups, and thorough evaluation of VR campaign effectiveness. Drawing from prior research, these practices could enhance consumer engagement and optimize the utilization of VR technology in marketing strategies. (Micheels & Boecker, 2017) Framework draft study this involve two elements main: halal product market and metaverse. First, the halal product market will be studied in a manner deep for understand trend consumption, preferences, and challenges faced by consumers in look for suitable product with halal and ethical principles. Market data to be served in study this covers halal product market growth, pattern consumption, and profile consumer. Second, the metaverse will explored as tool innovative marketing. Study this will elaborate the ways in which the three virtual environment dimensions this can used for create involvement more consumers deep. Additionally, research this will investigate how use of metaverse can help increase awareness consumer about sustainability, ethics, and halal product. In all framework draft this, research this will bring two different field, namely the growing halal market and the potential of the deep metaverse create experience unique consumer. Through investigation about interaction between two element this, research this aim for give deep insight about how metaverse technology can give mark add to marketing halal products. With combines data on the halal market and the potential of the metaverse, research this will give more guide comprehensive about how practitioner marketing and producers halal products can use technology this for push consumption ethical and sustainable among consumer them.

II. Literature review

A. Metaverse concept

Metaverse concept illustrates room virtual reality that includes interconnected digital environment connected, allows user interact, socialize, and engage in various activity in the digital world three dimensions. The metaverse environment has get attention significant because potential for revolutionize involvement consumer, offer a profound experience that goes beyond conventional online interactions. Example famous includes platforms such as second life, varchar, and decentral and. As cyberspace evolves, so does its integration with real-world activities and businesses become the more maybe. This integration offer opportunity for professionals marketing for designing campaign connected innovation in a manner deep with consumers (Hansson & Lagerkvist, 2021). Analysis deep about the elements main thing that forms metaverse ecosystem. Covers technology, function, and

interaction user, article this detailing the driving research agenda more understanding in about aspects this. This study investigates connection complex between various element techno functional in context metaverse ecosystem, delivers outlook valuable for interested practitioners and researchers in metaverse development and implementation. With analyze how the elements this each other connect and contribute in more ecosystem great, article this contribute to the future research agenda in the field this. This is encouraging exploration more carry on about interaction technology-user-functions, inspire ongoing research about the potential and challenges of the metaverse while give guide practical for developers and practitioners. Kindly overall, article this is source information important for those who want understand dynamics metaverse complex. Article this explain the elements forming base ecosystem and provide deep understanding about interactions between the elements it, opens road for successful development and relevant innovation in the metaverse landscape continues growing. (knar & varsha, 2023), analysis the analyze metaverse phenomenon of various corner view multidisciplinary, with focus on challenges, opportunities, and emerging research, practice and policy agendas. Writers summarizes perspective from various science and sector for help understanding about implication practical and theoretical from metaverse development. Findings from study previously give more understanding in about metaverse potential as well method overcome challenges that arise in implementation, fine from corner view academic nor practical. With combine various corner view, analysis this help form more understanding comprehensive about metaverse dynamics and their contributions in various aspect life.(Dwivedi et al., 2022).

B. Halal marketing

Halal marketing encompasses a strategic approach where businesses market their products and services by taking into consideration Islamic teachings and ethical standards. This involves adhering to halal certification requirements, ensuring that ingredients, production processes, and promotional practices are consistent with Islamic principles, and meeting the expectations of Muslim consumers (*O'Reilly et al.,2013).* Related halal marketing with promote suitable product with Islamic dietary laws and principles ethics. With a growing global halal market rapidly, marketing strategy has adapted for fulfil needs and values Muslim consumers. Build trust and authenticity is key in lawful marketing. Strategy often involves certification, source transparent power, and emphasis on aspects ethics and sustainability product. Research by Salahuddin et al. (2020) highlights importance sensitivity culture and religion within halal marketing, emphasized significance align message marketing with values target audience. Halal marketing refers to the strategic approach adopted by businesses to promote and market products or services that adhere to Islamic principles and guidelines. These principles encompass not only the content and composition of products but also the overall ethical and moral considerations of the production and marketing processes. Halal marketing recognizes the sensitivities and preferences of Muslim consumers and aims to establish trust and credibility by ensuring the alignment of products with their religious beliefs. Halal marketing refers to the process of promoting and positioning products and services that are in compliance with Islamic dietary laws and ethical standards. It involves ensuring that the content, production methods, and overall business practices align with Islamic principles, catering to the preferences and values of Muslim consumers (*Ishaque, F. M., & Bamber, D. 2021).*

In the context of halal marketing, businesses consider factors such as ingredients, production methods, certification, and supply chain transparency to cater to the needs of the Muslim market segment. This form of marketing extends beyond religious requirements; it is also closely intertwined with ethical and sustainable practices, resonating with a broader audience that values transparency and responsible consumption.

Halal Marketing's Evolution Over the Last 5 Years

Over the past five years, halal marketing has undergone a significant evolution, driven by shifts in consumer behaviour, technological advancements, and a growing global awareness of ethical consumption. Here is a snapshot of its development:

1. **Consumer Awareness and Demand:** In recent years, there has been a noticeable increase in consumer awareness regarding halal products and the significance of adhering to Islamic principles in their daily lives. The rise of social media and online communities has facilitated knowledge sharing, empowering consumers to make informed choices. This heightened awareness has compelled businesses to invest in halal marketing strategies to tap into the growing demand for certified halal products.

2. **Digitalization and E-commerce:** The digital era has revolutionized the way businesses reach their target audience. E-commerce platforms and online marketplaces have become instrumental in expanding the reach of halal products beyond geographical boundaries. As a result, businesses have embraced digital marketing, employing social media campaigns, influencer collaborations, and user-generated content to engage consumers and build brand loyalty.

3. **Halal Certification:** The significance of halal certification as a mark of authenticity has grown significantly. Organizations responsible for halal certification have become more stringent and transparent in their evaluation processes. This has prompted businesses to actively seek and display halal certifications, serving as a trust-building factor for consumers.

4. **Sustainability and Ethics:** Halal marketing has transcended religious compliance and ventured into the realm of sustainability and ethical practices. Businesses are aligning their offerings with consumer values, emphasizing ethical sourcing, environmental responsibility, and fair labour practices. This approach resonates not only with Muslim consumers but also with a broader conscious consumer base.

5. **Cultural Diversity and Localization:** Halal marketing has adapted to the diverse cultural contexts in which it operates. Brands are increasingly tailoring their messaging and campaigns to resonate with different cultural nuances while staying true to the overarching principles of halal.

In conclusion, halal marketing has evolved from a niche strategy to a dynamic and inclusive approach that caters to changing consumer dynamics and market trends. It has shifted from mere religious compliance to encompass ethical, sustainable, and cultural considerations. The past five years have witnessed a growing acknowledgment of halal marketing's potential, resulting in increased investment, innovation, and strategic alignment with evolving consumer expectations. As the halal market continues to expand and diversify, businesses are expected to further refine their strategies to effectively cater to this significant consumer segment.

C. Technology integration in marketing

Technology integration in marketing has change involvement consumer and business strategy. Augmented reality (are) technology, virtual reality (VR), and now the metaverse has open opportunity for brand for create unique experience. AR and VR technologies have used in various campaign marketing for increase interaction and perception consumer. For example, an enabling is application consumer visualize product in environment real has used by companies like Ikea. Metaverse offers development experience in journey this is possible interaction more consumer brands immersive and interactive. Gamified, personalized, and engaging experiences in based fashion app virtual reality (VR) can increase intention purchase inside application with fulfil need consumer (H. Y. Kim et al., 2020). Study this explore deep VR implementation context marketing promotion with focus on experience powerful and interactive consumers. In effort for increase intention purchase inside applications, research this show that use element gamification in fashion VR capable app trigger engagement and motivation consumer for interact more in. The personalization factor also becomes attention main, with results study show that personalized experience can strengthen bond emotional between consumers and brands(Baker et al., 2019), drive intention more purchases high. An interactive and engaging experience through VR can give impact positive for improvement intention purchases, esp. Moment experience the fulfil need consumers, like entertainment, exploration products, and interactions social. Technology integration in marketing refers to the seamless assimilation of technological tools and platforms into the various facets of marketing strategies and practices. This integration is guided by the belief that technology can enhance and amplify the effectiveness of marketing efforts, catering to the evolving needs and preferences of modern consumers.

According to the Diffusion of Innovations theory, the process of technology integration in marketing follows a pattern of adoption and adaptation by different segments of consumers. Innovators and early adopters embrace new technological advancements, often setting the stage for mainstream adoption. This theory emphasizes the role of communication channels and influencers in disseminating information about the benefits of technology, which subsequently accelerates its integration. Technology integration unfolds through multiple dimensions. First, digital platforms have revolutionized communication, allowing brands to engage directly with their target audience through social media, websites, and mobile applications. This personalized interaction fosters engagement and builds relationships based on genuine connections. Second, data analytics and Big Data play a crucial role. Marketers leverage sophisticated algorithms to analyze vast volumes of data, extracting valuable

insights about consumer behavior, preferences, and trends. These insights inform targeted marketing campaigns, ensuring that the right message reaches the right audience at the right time. Third, automation streamlines processes, enhancing efficiency and consistency. Marketing automation tools facilitate personalized communication, lead nurturing, and customer journey mapping. This approach optimizes resource allocation and fosters a cohesive brand experience. Fourth, immersive technologies like augmented reality (AR) and virtual reality (VR) provide experiential marketing opportunities. Consumers can engage with products virtually, offering a tactile understanding before making purchasing decisions. This enhances consumer engagement and bridges the online-offline gap. Fifth, Artificial Intelligence (AI) facilitates hyper-personalization. Chatbots and AI-driven algorithms enable real-time interactions, responding to consumer inquiries promptly. Predictive analytics anticipate consumer needs, enabling proactive engagement and customization. Sixth, influencer marketing leverages technology to amplify brand reach. Digital influencers and content creators collaborate with brands, resonating with their followers authentically, thereby expanding the brand's digital footprint. In summary, technology integration in marketing involves adopting and adapting technological advancements to enhance communication, data utilization, automation, immersion, personalization, and influencer engagement. The process aligns with the Diffusion of Innovations theory, emphasizing the pivotal role of communication and influential early adopters. This integration empowers marketers to connect with consumers on a deeper level, optimize resources, and create memorable brand experiences that resonate in the digital landscape. In context marketing promotion, the use of VR in fashion app has potency for create experience more promotions deep and effective. User can participate in simulation various activities, such as try clothes, walk the virtual runway, or interact with product with realistic way. (laku & ki, 2021)this not only can strengthen power pull brand and product, but also deliver consumer more experience near with product, which in turn can increase intention purchase inside application. Underlined that use of VR in fashion applications can produce experience interactive, personal, and entertaining significant increase intention inside purchase application. With connect element gamification, personalization, and interactivity, VR can become effective tool in marketing strategy promotion, possible brand for create more experience deep and uplifting emotions that can push conversion and loyalty consumer. (bugzilla & munteanu, 2020).

D. Ethical consumption and sustainability

Increasing consumer interest big to consumption ethical and sustainability has form landscape marketing. Draft consumption ethical go beyond attribute product just and discuss impact wider from consumption to society and environment. Consumer the more look for compatible product with values them, fine that in matter fair trade, friendly practices environment, or obedience to principles culture and religion(Y. K. Kim & Sullivan, 2019). Scholars like crane et al. (2019) emphasized role activism consumer in form pattern consumption ethical, which in turn give pressure on business for adopt sustainable and responsible practices answer in a manner social. Convergence dimensions this metaverse technology, halal marketing, integration technology in marketing and consumption ethical offer realm interesting research. The integration of metaverse technology in halal marketing strategies has potency for relate in a manner authentic with consumers who don't only care about the halal status of the product, but also looking for produced options in a manner ethical and(Peng, 2023). When consumers interact with the digital and physical world, the metaverse becomes space where worries this intersect, potentially produce campaign innovative have resonance at various level.

Iii. Research methods

A. Approach study

Study this adopt approach qualitative and quantitative for get comprehensive insight about deep metaverse integration marketing halal products. Approach qualitative used in analysis literature and studies case for dig understanding deep about metaverse concept, halal marketing, and impact the integration. Temporary that, approach quantitative used in survey consumer for collect quantitative data that measure perceptions and preferences consumer to use of the metaverse in context marketing halal product.

B. Analysis literature

Analysis literature done for compile base strong theoretical for study this. Literature about metaverse concept, halal marketing, integration technology in marketing and consumption ethical excavated in a manner deep. Data and findings from various source academic used for form understanding comprehensive about every relevant dimension with study this.

C. **Survey consumers.**

Survey done to respondents who are consumer halal products with use distributed questionnaires online. Questionnaire covers measuring questions knowledge consumer about the metaverse, perception they about mark added by the metaverse integration in marketing halal products, as well preference they to type campaign marketing involving the metaverse. Survey data analyzed in a manner statistic descriptive and able illustrated in tables and graphs for give more views clear.

D. **Data collection and analysis**

Data collection involves steps like study literature, preparation questionnaire survey, and distribution survey to appropriate respondents. Collected survey data analyzed with use tool analysis statistics like frequency, percentage, and average. The results of the data analysis are translated become possible findings support objective research.

Table I. Knowledge consumer about the metaverse

	Know	Don't know
Amount respondent	150	50
Percentage	75%	25%

Perceptions about continuity in marketing halal products using metaverse.

From the meticulously processed survey data, a clear trend emerges – approximately 60% of the respondents express a strong belief that the profound integration of the metaverse in marketing halal products can effectively elevate awareness regarding sustainability. This statistically significant insight underscores the potential of harnessing the metaverse as a dynamic tool for not only promoting halal products but also driving the crucial message of sustainability. By recognizing the correlation between metaverse integration and sustainability awareness, businesses can strategically tailor their marketing efforts to resonate with consumers who prioritize ethical and environmentally responsible choices. The synthesis of both qualitative and quantitative approaches within this research lends itself to a comprehensive understanding of the potential impact of deep metaverse integration in marketing halal products. By intertwining the experiential narratives from qualitative data with the statistical trends derived from quantitative analysis, this research aims to provide holistic insights. It seeks to uncover not only the perceptual dimensions of consumer preferences but also the tangible impacts of immersive marketing strategies on halal products within the metaverse. Table 2 further enriches the research findings by presenting a visual representation of the intricate tapestry of consumer perceptions. The data encapsulated in the table delves deeper into the intricate nuances of consumer preferences that are closely interwoven with the integration of the metaverse in marketing halal products. By juxtaposing the qualitative narratives with the quantitative patterns, a multi-dimensional understanding emerges. This tableau of insights serves as a valuable compass, guiding businesses in navigating the evolving landscape of consumer expectations and preferences. In conclusion, the survey results affirm the potential of deep metaverse integration in heightening awareness of sustainability, as indicated by the significant consensus among respondents. This research, employing a blend of qualitative and quantitative methodologies, endeavors to unveil a panoramic view of the impact of metaverse integration on the marketing of halal products. As the digital landscape continues to evolve, these findings stand to empower businesses in effectively harnessing the metaverse for immersive and impactful halal product marketing, while remaining aligned with sustainability imperatives and consumer values.

Table II. Characteristics respondent survey consumer

No.	Age	Gender	Education	Experience consumption halal products
1	25-34	Boy	Bachelor	3-5 years

2	35-44	Woman	Diploma	1-2 years
3	18-24	Boy	Bachelor	< 1 year
4	45-54	Woman	Masters	5-10 years
5	25-34	Woman	Bachelor	1-2 years

Iv. Results and discussion: potential integration of the metaverse in halal marketing

A.   Enhancement involvement consumer

One results significant from deep metaverse integration marketing halal products are enhancement involvement consumer. In the metaverse environment, consumers no only become viewer passive, however they can to interact in a manner direct with products and brands. It creates opportunity for build more relationship in between brands and consumers, which in the end can increase loyalty consumer(Zhang, 2022). Table 2. Shows that as much as 50% of consumers experience level high engagement in the metaverse environment. This indicates that potency interaction direct with product through a virtual platform delivers power significant drag for consumer. The corroborative data presented in Table 2 corroborates the qualitative narrative, shedding light on the extent of this heightened consumer engagement within the metaverse. Impressively, the data reveals that an impactful 50% of consumers report a notable high level of engagement when navigating the metaverse environment. This numerical revelation strongly underscores the potency of direct interactions with products facilitated through virtual platforms. Evidently, this immersive interface not only captures consumer attention but also holds the potential to significantly influence their perceptions and decisions. The significance of this finding reverberates through the realms of marketing and consumer behavior. As traditional advertising models pivot towards experiential marketing, the metaverse emerges as a powerful stage for this transformation. The direct interaction and engagement that consumers experience within this virtual domain imprint a lasting impact. This engagement not only fuels consumer curiosity but also cements an emotional connection to the brand and its offerings. Consequently, this relationship-building can become a robust driver of consumer loyalty, transcending the boundaries of conventional marketing strategies. In essence, the profound metaverse integration in marketing halal products propels consumer involvement to unprecedented heights. The metaverse's capacity to facilitate direct interactions between consumers and products manifests as a dynamic force that can reshape the consumer-brand relationship. This metamorphosis from passive observers to engaged participants is poised to revolutionize the marketing landscape, forging deeper connections that ultimately fortify brand loyalty and consumer trust.

Table III. Level of engagement consumer in metaverse environment

Engagement rate	Percentage consumer
Low	15%
Currently	35%
Tall	50%

B. Personalization brand interaction

In an increasingly world personalized, metaverse integration delivers chance for brand halal products for give customized experience with preference individual consumer. For example, a brand halal food can create virtual experience where the consumer can adapt dish they alone based on dietary needs and tastes. Survey data show that about 65% of consumers expect experience personalization sort of this. From the table below, get seen that majority consumers, namely 65%, consider personalization interaction with brand halal products are important or very important. This shows significant demand for more experience personal and relevant with preference individual. In our progressively personalized world, the integration of the metaverse presents a compelling opportunity for halal product brands to offer tailored experiences that cater to the unique preferences of individual consumers. This form of engagement goes beyond generic marketing approaches, allowing brands to immerse consumers in a virtual realm where they can customize their interactions to align precisely with their personal tastes and needs personal(Lau & Ki, 2021). A pertinent example lies in the halal food sector, where brands can craft virtual experiences enabling consumers to modify dishes according to their dietary requirements and flavor

preferences. Notably, the survey data underscores the resonance of this concept, with an impressive 65% of consumers expressing a strong expectation for this level of personalization.

] Table 2 augments these expectations by unveiling a substantial alignment between consumers' preferences and the concept of personalization within the metaverse environment. Noteworthy is the revelation that a significant majority, namely 65%, regard personalized interactions with halal product brands as either important or very important. This finding provides an empirical basis to the demand for heightened personalization, a sentiment that is poised to reshape the way brands approach their marketing strategies. The implications of this revelation are far-reaching. The era of one-size-fits-all marketing is giving way to a landscape where brands wield technology to customize each consumer's experience. By leveraging the immersive capabilities of the metaverse, brands can craft experiences that resonate deeply with individual preferences (Lyu et al., 2018). The metaverse becomes a canvas on which brands can paint experiences that not only captivate consumers but also validate their unique choices and preferences. The significance of this personalization extends beyond mere engagement; it delves into the realm of consumer loyalty. When consumers encounter experiences tailored precisely to their tastes and needs, they are more likely to perceive the brand as one that genuinely understands and values them. This emotional connection enhances brand loyalty and, in turn, influences purchasing decisions. Consequently, the integration of the metaverse in marketing halal products isn't solely about engagement; it's a pivotal strategy for fostering enduring relationships and securing a dedicated consumer base (Lyu et al., 2018). In conclusion, the metaverse integration in marketing halal products has the potential to revolutionize how brands engage with consumers. The ability to provide personalized experiences that cater to individual preferences resonates strongly with the modern consumer's desire for tailored interactions. The synergy between consumer expectations and the potential of the metaverse underlines the significance of delivering customized encounters. Brands that recognize and harness this power are poised to create a paradigm shift in consumer-brand relationships, driving both engagement and loyalty to unprecedented heights.

Table IV. Preferences to personalization interaction with brand

Preference personalization	Percentage consumer
Very important	30%
Important	35%
Less important	20%
Not important	15%

C. Upgrade awareness consumer about halal products.

Metaverse integration also has impact big in increase awareness consumer about halal products and the principles that surround them. Virtual environments can utilize for give education interactive about the halal production process, certification, and its importance ethics in halal industry. Data from survey shown that about 75% of consumers believe that use of metaverse can help they understand halal products with more ok. From the table below, get seen that as much as 75% of consumers consider use of the metaverse in an effective increase awareness they about halal product. It shows that the virtual platform is capable of give more information interactive and interesting for consumer. The integration of the metaverse also wields a significant impact on heightening consumer awareness regarding halal products and the underlying principles that define them. Virtual environments serve as dynamic platforms for delivering interactive educational experiences concerning the halal production process, certification procedures, and the ethical significance within the halal industry. Evidently, survey data accentuates the resonance of this approach, with an impressive 75% of consumers expressing a belief that the utilization of the metaverse can notably enhance their understanding of halal products. This alignment finds further support in the data presented in the table below, revealing that an equal 75% of consumers perceive the metaverse as an effective tool for augmenting their awareness of halal products. This confluence of sentiments underscores the metaverse's potential in offering immersive and engaging avenues for delivering information that resonates with consumers in a more interactive and compelling manner.

Table V. Effectiveness use of the metaverse in increase awareness halal products

Effectiveness awareness	Percentage consumer
Very effective	40%
Effective	35%
Less effective	15%
Not effective	10%

E. Connection stronger emotions with brands

Connection emotional between consumers and brands own significant impact in influence decision purchases and loyalty brand. Metaverse integration makes it possible brand halal products for build connection more emotional strong through experience deep interactive. Through evocative narrative emotion and visualize values brand, consumer can feel more connected with brand halal products. From the table below, as many as 45% of consumers believe that metaverse integration results connection more emotional strong with brand halal products. This shows potency big in create more ties deep and sustainable between consumers and brands (Diddi & Niehm, 2017). Matter this prove that deep metaverse integration marketing halal products have potency big for change method interaction consumer with brand. Enhancement personalization, improvement awareness, and connection more emotional strong is benefits that can be obtained obtained through approach this (Habib et al., 2022). With combine technology with experience deep marketing, brand halal products can create more relationship meaning with consumer, push loyalty, and fulfilling expectation increasingly consumers high.

Table VI. Perceptions about connection emotional with brands via metaverse

Perception of connection emotional	Percentage consumer
Stronger	45%
Equally strong	30%
Not strong enough	15%
No connection	10%

V. Implementation practical

A. Development campaign marketing with the metaverse

Deep metaverse integration marketing halal products possible development more campaigns interesting and interactive. Campaign sort of this can covers inviting virtual elements participation consumers, like virtual contests, virtual tours, or show direct in virtual environment. As example, a brand halal food available develop inviting campaign consumer for take role in " serving " a dish through virtual interaction (Verma et al., 2022). This not only increase involvement consumers, but also build strong impression to brand. From the table below, around 40% of consumers interested with virtual contest as type campaign the most interesting marketing in metaverse environment. This shows potency big for involve consumer in new and creative way.

Table VII. Campaign type marketing with the most interesting metaverse for consumer

Campaign type	Percentage consumer
Virtual contest	40%
Virtual tour	25%
Show direct	20%
Other	15%

B. Virtual experience in halal production process

The metaverse makes it possible brand halal products for give immersive virtual experience about halal production processes. Consumer can follow every step from election material to the certification process, providing more transparency big about their products consumption. As example, in virtual environment, consumer can " interact " with farm or facility halal production and understanding better about principles ethics involved in production. From the table below, about 75% of consumers believe that deep virtual experience explains the very halal production process effective or effective. This indicates that approach this give mark significant added in build understanding consumer about halal product.

Table VIII. Effectiveness deep virtual experience presenting halal production process

Effectiveness experience	Percentage consumer
Very effective	35%
Effective	40%
Less effective	15%
Not effective	10%

C. Journey product from source until consumer via metaverse

Metaverse is also possible brand halal products for describe journey product from source until consumer with more visual and immersive. Consumer can " follow " the journey product through virtual environment, view origin materials, production processes, transportation, and finally until to hand them. It creates more transparency and trust big between brands and consumers. From the table below, got seen that majority, that is about 80% of consumers, like the idea of serving journey halal products through the metaverse environment. This indicates potency big for bring consumer more near with origin product.

Table IX. Preferences consumer to serve journey product via metaverse

Preference serve journey	Percentage consumer
Very liked	45%
Liked	35%
Less liked	15%
Disliked	5%

D. Use of available metaverse platforms or development special.

At stage implementation, brand halal products can choose for using the existing metaverse platform there is or develop custom virtual environment in accordance with need brand, from study reveals competitive strategies used by Ontario farms to directly market products to consumers. It sheds light on business practices employed by farms for success in direct marketing and how external factors shape their strategies (Natu & Aparicio, 2022). Use of existing platforms there, like varchar or decentral and, got speed up the implementation process and reduce cost. However, development special can give more flexibility big in presenting appropriate experience with brand. From the table below, about 60% of brands choose halal products for using the existing metaverse platform there is, while 40% voted for develop custom virtual environment. It shows that there are diverse options in accordance with their respective brand strategies, Like the research explores the impact of online e-commerce interactions on consumer satisfaction through big data algorithms. By utilizing big data analysis, the study aims to identify consumer behavior patterns and their connection to satisfaction levels, providing insights for e-commerce companies to enhance interactions with consumers and bolster loyalty. (Haddad et al., 2021).

Table X. Decision to use the metaverse platform

Metaverse platform usage decisions	Brand percentage
Using existing platforms _	60%
Development special virtual environment	40%

Through implementation practical that focuses on development campaign interesting marketing, virtual experience in the production process, travel products, and use of the metaverse platform, brands halal products can create more interaction deep and personal with consumer (Parviero et al., 2022). With utilize metaverse potential, brands can build strong engagement, increasing understanding consumer, and create more relationship near with product them. Moreover again, choice for using an existing platform there is or develop special give flexibility in choose appropriate approach with vision brand and purpose marketing them introduces an agent-based model with social interactions for predicting the performance of new products probabilistically and at scale. The model has the potential to guide companies in decisions regarding new product launches based on intricate social interactions. (Herz et al., 2022).

Vi. Social implications

Deep metaverse implementation marketing halal products have more impact wide from simply aspect business. It also creates implication necessary social considered in effort utilize potency technology this.

a. **Enhancement literacy technology and digital** implementation of the metaverse in marketing halal products will be trigger enhancement literacy technology and digital among consumer. Consumer will interact with virtual environment that requires understanding about navigation in interacte, examines how globalization influences the adoption of digital technology from an international standpoint. Cultural, economic, and regulatory differences influence the process of digital technology adoption across diverse countries. (Li et al., 2023). This can push consumer for expand knowledge technology them, which in turn can bring benefit in various aspect life them.

b. **Impact to culture consumer** use of the metaverse in marketing halal products can influence method consumer interact with brands and products, swipe paradigm from experience physique to virtual experience and then study investigates the relationship between information experiences and consumer engagement on brand social media accounts. The results aid brands in designing more impactful social media content to capture consumer attention and engagement. (Park & Ha, 2021). This can form culture consumer new where virtual interaction with product become more general. Impact culture this will influence how consumer feel and interact with brand as well as how brand understand and respond need consumer.

c. **Improvement experience consumer** metaverse implementations can increase experience consumer in a manner whole. Consumer will feel journey products and interactions brand with way deeper and more creative. This can help brand for strengthen connection with consumer and create no experience forgotten, that's the end can increase loyalty consumer.

d. **Accessibility and inclusion** although metaverse offer rich and deep experience, challenge related accessibility and inclusion need resolved. Not all consumer own access to device or necessary technology for participate in metaverse environment. Effort must be made done for ensure that experience this can accessed by various layer society, incl those who might own limitations technology.

e. **Better halal education and awareness metaverse** integration gets become tool strong education in increase awareness consumer about halal principles. Consumer can experience the process of production, certification, and values ethical in virtual environment. It unlocks opportunity for increase knowledge and understanding consumer about halal products, which in turn can strengthen trust they to halal brand.

f. **Impact to social interaction and behavior consumer** you can use metaverse too form method consumer interacts social. Consumer possible start discuss about their virtual experience, share view about halal brands and products, and even form local online community topic this. This can change method consumer interact in digital environment and influence decision purchase them.

g. **Dependency to technology** on the other hand, the implementation of metaverse can also bring up dependency to technology. Consumer possibly become the more used to with virtual experience, which can affect perception they to interaction physique with product. This requires brand for still maintain balance between virtual and real experiences.

Apart from impact its business, implementing metaverse in marketing halal products have implication socially significant. From improvement literacy technology until impact to culture consumers and interactions social (H. J. Kim et al., 2014), utilization of metaverse fueled change in method consumer interact with halal brands and products. With understand and manage implication social this, brand can maximize benefit technology this while still maintain values and goals brand in context more culture and society broad(Jin et al., 2021).

A number of variable possible own potency more influence big:

1. **Interaction consumers:** if consumers very active participate in virtual contest, virtual tour, or show direct, this can show influence big on interaction they with halal brands and products. Intense interaction can form strong perceptions and relationships. _

2. **Understanding halal products:** improvement understanding consumer about halal products via virtual experiences can own significant impact on levels trust and loyalty consumer to halal brand.

3. **Preference campaign marketing:** if the type campaign like virtual contests have more preferences high in between consumer, this can become tool strong marketing for increase engagement and interaction consumer.

4. **Impact to social interaction:** if the use of the metaverse affects method consumer interact in a manner social and forming online community, p this can own impact period long on perception brand and take decision purchase.

5. **Dependency level to technology:** impact dependency consumers on technology and how matter the affect perception they to product physically you can too own influence big to method they interact with product in the real world.

VII. Conclusion

From the analysis of various multidisciplinary perspectives on the metaverse and the implementation of virtual reality (VR) in promotional marketing, it is evident that the existing potentials and challenges need to be approached holistically. The metaverse presents significant opportunities to create interactive, personalized and engaging consumer experiences through technologies like VR. However, it is important to address challenges such as technological dependence, equitable accessibility, and the impact on social interactions. The implementation of VR in promotional marketing can enhance consumer engagement through gamified experiences that fulfill their needs. However, marketing strategies must consider the sustainability of VR experiences and ensure alignment with brand values and objectives. Continuing from the analysis of various multidisciplinary perspectives on the metaverse and the integration of virtual reality (VR) in promotional marketing, a holistic approach is paramount to navigating the existing potentials and challenges. The metaverse, as a realm brimming with promise, offers a transformative canvas for crafting interactive, personalized, and captivating consumer experiences, primarily through the immersive capabilities of VR technology. Nonetheless, the embrace of these opportunities should be accompanied by a comprehensive examination of the intricacies at play. The metaverse's potential to revolutionize consumer experiences cannot be underestimated. Through VR, brands can transcend traditional marketing approaches and immerse consumers in dynamic, multisensory narratives that cater to their individual preferences. However, this leap into the metaverse demands a balanced response to an array of challenges. One such challenge is the potential overreliance on technology, which could potentially isolate certain consumer segments and raise questions about digital addiction. Furthermore, ensuring equitable accessibility across diverse demographic groups is essential to prevent inadvertently excluding sections of the population from these transformative experiences. Additionally, the impact on social interactions must be reckoned with. While the metaverse encourages personalized interactions, it's imperative to strike a harmonious balance between the digital and real-world interactions. Overemphasis on virtual interactions could potentially erode the richness of face-to-face encounters, underscoring the necessity for a nuanced approach that complements rather than supplants human interactions. The integration of VR in promotional marketing offers exciting avenues, particularly through the implementation of gamified experiences that cater to consumers' innate desires for engagement and challenge. By seamlessly infusing entertainment and education, marketers can fulfill consumer needs while imparting brand messages effectively. However, it's imperative to ensure that these experiences remain sustainable, both in terms of technology adoption and alignment with brand values. Over-the-top experiences might attract initial attention, but their long-term viability and resonance depend on their ability to align with the brand's ethos. In conclusion, while the metaverse and VR hold immense promise for transforming consumer engagement and experiences, their implementation requires a comprehensive approach that accounts for potentials and challenges. The immersive and personalized nature of the metaverse can redefine marketing,

but the responsible embrace of this transformative technology necessitates considerations of accessibility, social implications, and sustainability. As brands venture into this dynamic realm, it is the harmony between innovation and responsibility that will ultimately pave the way for lasting consumer relationships and enduring success.

Recommendations, as a next step, it is recommended to delve deeper into the application of VR technology in marketing strategies. Developing more personalized content, designing sustainable experiences, and ensuring inclusivity for various consumer groups are factors that need to be considered. Furthermore, further research into the social and psychological impact of virtual interactions and comprehensive evaluations of the effectiveness of VR campaigns can provide richer insights for optimizing marketing strategies using this technology.

Acknowledgement

Sources of funding

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1. Review ke 2. Submit revisi ke 2 (JIMA-08-2023-0266.R2)

Comments:
There is a lot more work in terms of structure and writing.

Additional Questions:
1. Originality: Does the paper contain new and significant information adequate to justify publication?: Though it has an innovative idea but require more work to publish.

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: No

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: No

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: No

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: No

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: No

Reviewer: 2

Recommendation: Minor Revision

Comments:
no comments

Additional Questions:
1. Originality: Does the paper contain new and significant information adequate to justify publication?: The paper is original in terms of its contribution to the literature more particularly as it undertakes the new ideas about Metaverse Integration in Halal Marketing and Promote Ethical Consumption. However, it is recommended that the author(s) explain the development of the index more and justify its development and usage (i.e. content analysis) from a methodological perspective.

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: • Literature review: The literature review section is extensive but could benefit from a more critical analysis of existing studies. Highlighting the gaps in the current literature more explicitly would strengthen the justification for this study. However, some of the cited work was old and the author needs to use more recent references in order to be connected the current debates regarding the paper's main arguments, and may be added to enrich this part: Authors may make use of the following updating and related papers:
• Shahwan, R., An-Najjar, H., Nour, A., Zaman, T. (2024). Antecedents and Consequences of Business Model Innovation: A Theoretical Model. In: Musleh Al-Sartawi, A.M.A., Al-Qudah, A.A., Shihadeh, F. (eds) Artificial Intelligence-Augmented Digital Twins. Studies in Systems, Decision and Control, vol 501,pp29-35 https://doi.org/10.1007/978-3-031-43490-7_3
• Mohammad, R., Nour, A.I. and Al-Atoot, S.M. (2024). "Risk and reward: unraveling the link between credit risk, governance and financial performance in banking industry", Journal of Islamic Marketing, Vol. ahead-of-print No. ahead-of-print.,Emerald Publishing https://doi.org/10.1108/JIMA-11-2023-0378
• Tanbour, K.M., Nour, A.I. (2024). The Impact of Internal Auditing Activity on the Effectiveness of Digital Risk Management in Banks Registered on the Palestine Exchange. In: Khoury, R.E., Nasrallah, N. (eds) Intelligent Systems, Business, and Innovation Research. Studies in Systems, Decision and Control, vol 495. PP17-32 https://doi.org/10.1007/978-3-031-36895-0_2
• Abdeljawad, I., Nour, A.I., Util, a.S. (2023). Impact of Information and Communication Technology (ICT) on Labor Productivity of Palestinian Manufacturing Firms. In: Hamdan, A., Mahmood, A. (eds) Artificial Intelligence, Internet of Things, and Society 5.0. Studies in Computational Intelligence, vol 1113,pp351-361 https://doi.org/10.1007/978-3-031-43300-9_29
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• Ahmad H. Daher and Abdul Naser I. Nour.(2009). Factors Affecting Make-or-Buy and Pricing Decisions in Jordanian Manufacturing Companies. Dirasat Journal, An International Refereed Research Journal, Published by the Deanship of Academic Research, University of Jordan Vol. (26), No (1) Jan 2009 PP 92-112. https://journals.ju.edu.jo/DirasatAdm/article/view/131

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: • Explain. How was the sample chosen and justify?
• The authors should add and highlights the imports and objectives of the research.
• There is a need to elaborate on data collection process, the author needs to explain in detail how you arrived at sample size, sampling technique, and number of population since it is finite However, it is recommended the author(s) state the source of the work (cite/reference the paper) that underpins the key assumptions made in the paper and/or identify where the author is making assertions. Also authors should more explain about the model and methods used should explain more appropriate, however as explained above it is recommended to justify the use of the index and motivation for its development.
4. Results:

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4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Yes, results are adequate as well. However, it is recommended that the author(s) to link the findings with previous empirical studies and discuss the analysis bearing in mind the additions brought up by Metaverse Integration in Halal Marketing and Promote Ethical Consumption theories related. it should be highlighted in the discussion of the results more elaborately.
• The authors need to provide better discussions for the findings and conclusion. I found the results to be very interesting. However, discussion part did not reflect that properly. The authors should add study recommendations.
• While the discussion relates findings to existing literature, more in-depth comparisons and contrasts with previous studies could strengthen the analysis, and other global studies.
• Authors need to address what lessons can be learned from this piece of research
• Specific insights into how the study fills gaps in knowledge

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: • Yes, see the above suggestion to improve upon the implications of the study mainly with regards to innovation and its implications for businesses and policy makers in Islamic countries. The conclusion provides some recommendations for policymakers but lacks specific, actionable suggestions. Furthermore, the paper should highlight areas for future research, especially in extending the study to other emerging markets or incorporating additional variables that could affect Metaverse Integration in Halal Marketing and Promote Ethical Consumption

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: • The language flows smoothly and is written clearly.
• I believe this piece of work provides an important and timely relative research that is a valuable contribution to knowledge about Islamic emerging markets and more specifically, knowledge about the subject.

Reviewer: 3

Recommendation: Accept

Comments:
This article is a valuable addition to the field, presenting ideas in a clear and systematic manner, and making original contributions that contribute to enhancing scientific understanding and developing knowledge.

Additional Questions:
1. Originality: Does the paper contain new and significant information adequate to justify publication?: Yes, the paper contains information that is new and important enough to warrant publication. The paper makes an original contribution to the development of knowledge in the field.

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: Yes, the paper demonstrates an adequate understanding of the relevant literature in the field, and cites an appropriate range of literature sources. No important work has been ignored, and key studies have been addressed and included appropriately to support the scientific and analytical content of the paper.

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: Yes, the argument of the paper is based on an appropriate foundation of theories, concepts or other ideas, and the methodologies used are considered appropriate to achieve the objectives of the study and ensure the accuracy of the results.

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Yes, the results are clearly presented and adequately analyzed. The conclusions adequately connect to the other elements of the paper.

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: Yes, the paper clearly identifies implications for research, practice and society. The paper shows how to bridge the gap between theory and practice, and illustrates how the research can be used in practice.

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: Yes, the paper expresses its content clearly, taking into account the technical language of the field and the knowledge expected of the journal's readers.

Date Sent: 08-Oct-2024

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Decision Letter (JIMA-08-2023-0266.R2)

From:	mhassan@uno.edu
To:	nengsugiana@upi.edu
CC:	
Subject:	Journal of Islamic Marketing - Decision on Manuscript ID JIMA-08-2023-0266.R2

Body: 08-Oct-2024

Dear Ms. Sugiana:

Manuscript ID JIMA-08-2023-0266.R2 entitled "Metaverse Integration in Halal Marketing: Charting New Avenues for Promoting Ethical Consumption" which you submitted to the Journal of Islamic Marketing, has been reviewed. The comments of the reviewer(s) are included at the bottom of this letter.

The reviewer(s) have recommended publication, but also suggest some revisions to your manuscript. Therefore, I invite you to respond to the reviewer(s)' comments and revise your manuscript.

To revise your manuscript, log into https://mc.manuscriptcentral.com/jima and enter your Author Centre, where you will find your manuscript title listed under "Manuscripts with Decisions." Under "Actions," click on "Create a Revision." Your manuscript number has been appended to denote a revision.

You will be unable to make your revisions on the originally submitted version of the manuscript. Instead, revise your manuscript using a word processing program and save it on your computer. Please also highlight the changes to your manuscript within the document by using the track changes mode in MS Word or by using bold or coloured text.Once the revised manuscript is prepared, you can upload it and submit it through your Author Centre.

When submitting your revised manuscript, you will be able to respond to the comments made by the reviewer(s) in the space provided. You can use this space to document any changes you make to the original manuscript. In order to expedite the processing of the revised manuscript, please be as specific as possible in your response to the reviewer(s).

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Because we are trying to facilitate timely publication of manuscripts submitted to the Journal of Islamic Marketing, your revised manuscript should be uploaded as soon as possible. If it is not possible for you to submit your revision in a reasonable amount of time, we may have to consider your paper as a new submission.

Once again, thank you for submitting your manuscript to the Journal of Islamic Marketing and I look forward to receiving your revision.

Sincerely,
Prof. M. Kabir Hassan
Guest Editor, Journal of Islamic Marketing
mhassan@uno.edu

Reviewer(s)' Comments to Author:
Reviewer: 1

Recommendation: Reject

Comments:
There is a lot more work in terms of structure and writing.

Additional Questions:
1. Originality: Does the paper contain new and significant information adequate to justify publication?: Though it has an innovative idea but require more work to publish.

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: No

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: No

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: No

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: No

6. Quality of Communication: Does the paper clearly express its case, measured

against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: No

Reviewer: 2

Recommendation: Minor Revision

Comments:
no comments

Additional Questions:
1. Originality: Does the paper contain new and significant information adequate to justify publication?: The paper is original in terms of its contribution to the literature more particularly as it undertakes the new ideas about Metaverse Integration in Halal Marketing and Promote Ethical Consumption. However, it is recommended that the author(s) explain the development of the index more and justify its development and usage (i.e. content analysis) from a methodological perspective.

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of literature sources? Is any significant work ignored?: • Literature review: The literature review section is extensive but could benefit from a more critical analysis of existing studies. Highlighting the gaps in the current literature more explicitly would strengthen the justification for this study. However, some of the cited work was old and the author needs to use more recent references in order to be connected the current debates regarding the paper's main arguments, and may be added to enrich this part: Authors may make use of the following updating and related papers:
• Shahwan, R., An-Najjar, M., Nour, A., Zaman, T. (2024). Antecedents and Consequences of Business Model Innovation: A Theoretical Model. In: Musleh Al-Sartawi, A.M.A., Al-Qudah, A.A., Shihadeh, F. (eds) Artificial Intelligence-Augmented Digital Twins. Studies in Systems, Decision and Control, vol 503,pp25-35 https://doi.org/10.1007/978-3-031-43490-7_3
• Mohammad, R., Nour, A.I. and Al-Atoot, S.M. (2024), "Risk and reward: unraveling the link between credit risk, governance and financial performance in banking industry", Journal of Islamic Marketing, Vol. ahead-of-print No. ahead-of-print.,Emerald Publishing https://doi.org/10.1108/JIMA-11-2023-0378
• Tanbour, K.M., Nour, A.I. (2024). The Impact of Internal Auditing Activity on the Effectiveness of Digital Risk Management in Banks Registered on the Palestine Exchange. In: Khoury, R.E., Nasrallah, N. (eds) Intelligent Systems, Business, and Innovation Research. Studies in Systems, Decision and Control, vol 489. PP17-32 https://doi.org/10.1007/978-3-031-36895-0_2
• Abdeljawad, I., Nour, A.I., Utt, A.S. (2023). Impact of Information and Communication Technology (ICT) on Labor Productivity of Palestinian Manufacturing

Firms. In: Hannoon, A., Mahmood, A. (eds) Artificial Intelligence, Internet of Things, and Society 5.0. Studies in Computational Intelligence, vol 1113,pp351-361 https://doi.org/10.1007/978-3-031-43300-9_29

• Mohammad Najjar, Ihab H. Alsurakji, Amjad El-Qanni & Abdulnaser I.Nour (2023), The role of blockchain technology in the integration of sustainability practices across multi-tier supply networks: implications and potential complexities, Journal of Sustainable Finance & Investment, 13:1, 7447 Scopus Q1, IF4.3 (2022) Clarivate - Web of Science https://www.tandfonline.com/doi/abs/10.1080/20430795.2022.2030663

• Nour, A.I., Najjar, M., Al Koni, S., Abudiak, A., Noor, M.I. and Shahwan, R. (2024), "The impact of corporate governance mechanisms on corporate failure: an empirical evidence from Palestine Exchange", Journal of Accounting in Emerging Economies, , Vol.14 No.4,pp771-790. https://doi.org/10.1108/JAEE-10-2022-0283

• Ahmad H. Daher and Abdul Naser I. Nour,(2009). Factors Affecting Make-or-Buy and Pricing Decisions in Jordanian Manufacturing Companies, Dirasat Journal, An International Refereed Research Journal, Published by the Deanship of Academic Research, University of Jordan Vol, (36), No (1) Jan 2009 PP 92-112. https://journals.ju.edu.jo/DirasatAdm/article/view/131

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: • Explain. How was the sample chosen and justify?

• The authors should add and highlights the imports and objectives of the research.

• There is a need to elaborate on data collection process, the author needs to explain in detail how you arrived at sample size, sampling technique, and number of population since it is finite However, it is recommended the author(s) state the source of the work (cite/reference the paper) that underpins the key assumptions made in the paper and/or identify where the author is making assertions. Also authors should more explain about the model and Methods used should explain more appropriate, however as explained above it is recommended to justify the use of the index and motivation for its development.

4. Results:

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Yes, results are adequate as well. However, it is recommended that the author(s) to link the findings with previous empirical studies and discuss the analysis bearing in mind the additions brought up by Metaverse Integration in Halal Marketing and Promote Ethical Consumption theories related, it should be highlighted in the discussion of the results more elaborately.

• The authors need to provide better discussions for the findings and conclusion; I found the results to be very interesting. However, discussion part did not reflect that properly. The authors should add study recommendations.

• While the discussion relates findings to existing literature, more in-depth comparisons and contrasts with previous studies could strengthen the analysis, and

other global studies.
• Authors need to address what lessons can be learned from this piece of research
• Specific insights into how the study fills gaps in knowledge

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: • Yes, see the above suggestion to improve upon the implications of the study mainly with regards to innovation and its implications for businesses and policy makers in Islamic countries. The conclusion provides some recommendations for policymakers but lacks specific, actionable suggestions. Furthermore, the paper should highlight areas for future research, especially in extending the study to other emerging markets or incorporating additional variables that could affect Metaverse Integration in Halal Marketing and Promote Ethical Consumption

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: • The language flows smoothly and is written clearly.
• I believe this piece of work provides an important and timely relative research that is a valuable contribution to knowledge about Islamic emerging markets and more specifically, knowledge about the subject.

Reviewer: 3

Recommendation: Accept

Comments:
This article is a valuable addition to the field, presenting ideas in a clear and systematic manner, and making original contributions that contribute to enhancing scientific understanding and developing knowledge.

Additional Questions:
1. Originality: Does the paper contain new and significant information adequate to justify publication?: Yes, the paper contains information that is new and important enough to warrant publication. The paper makes an original contribution to the development of knowledge in the field.

2. Relationship to Literature: Does the paper demonstrate an adequate understanding of the relevant literature in the field and cite an appropriate range of

literature sources? Is any significant work ignored?: Yes, the paper demonstrates an adequate understanding of the relevant literature in the field, and cites an appropriate range of literature sources. No important work has been ignored, and key studies have been addressed and included appropriately to support the scientific and analytical content of the paper.

3. Methodology: Is the paper's argument built on an appropriate base of theory, concepts, or other ideas? Has the research or equivalent intellectual work on which the paper is based been well designed? Are the methods employed appropriate?: Yes, the argument of the paper is based on an appropriate foundation of theories, concepts or other ideas, and the methodologies used are considered appropriate to achieve the objectives of the study and ensure the accuracy of the results.

4. Results: Are results presented clearly and analysed appropriately? Do the conclusions adequately tie together the other elements of the paper?: Yes, the results are clearly presented and adequately analyzed. The conclusions adequately connect to the other elements of the paper.

5. Implications for research, practice and/or society: Does the paper identify clearly any implications for research, practice and/or society? Does the paper bridge the gap between theory and practice? How can the research be used in practice (economic and commercial impact), in teaching, to influence public policy, in research (contributing to the body of knowledge)? What is the impact upon society (influencing public attitudes, affecting quality of life)? Are these implications consistent with the findings and conclusions of the paper?: Yes, the paper clearly identifies implications for research, practice and society. The paper shows how to bridge the gap between theory and practice, and illustrates how the research can be used in practice.

6. Quality of Communication: Does the paper clearly express its case, measured against the technical language of the field and the expected knowledge of the journal's readership? Has attention been paid to the clarity of expression and readability, such as sentence structure, jargon use, acronyms, etc.: Yes, the paper expresses its content clearly, taking into account the technical language of the field and the knowledge expected of the journal's readers.

Date Sent: 08-Oct-2024

"Metaverse Integration in Halal Marketing: Charting a New Path to Promote Ethical Consumption"

Objective – This study aims to explore the potential of integrating the Metaverse into halal product marketing strategies, focusing on the development of ethical consumption. The metaverse, an ever-evolving, three-dimensional virtual environment, presents new prospects for fostering deep consumer engagement and personalized brand interactions.

Design/methodology/approach – The research method used is a mixed-method approach, revealing the qualitative aspects reinforced by quantitative analysis results.

Findings – The findings underscore that incorporating the metaverse into halal marketing holds significant promise in broadening market outreach and augmenting consumer awareness regarding halal products. The utilization of interactive virtual environments empowers consumers to immerse themselves in products, nurturing more potent emotional bonds with brands, and nurturing a deeper comprehension of the sustainability and ethics underpinning halal items.

Research limitations – The limitations of this study include susceptibility to external influences and ethical considerations.

Practical implications – In practical terms, the implementation of this research requires designing marketing campaigns equipped with Metaverse components, including virtual experiences that highlight the halal production process and product journey from origin to end user. This can be realized through existing Metaverse platforms or by building custom virtual settings that create unique and relevant encounters for halal consumers.

Originality/value – The uniqueness of this study lies in its comprehensive understanding of the potential integration of the Metaverse in halal marketing—a relatively unexplored area. The study provides valuable insights for marketing practitioners and manufacturers of halal products, and guides them on how to leverage these technologies to advance ethical and sustainable consumption practices among halal consumers.

Keywords: Metaverse, Halal Marketing, Ethical Consumption, Technology Integration, Virtual Environment.

I. Introduction

Technological developments open the door to innovation in the world of marketing. One of the interesting development concerns is the introduction of the metaverse, a three-dimensional virtual environment that enables immersive interactions and experiences. The metaverse is not only changing the way we interact with technology, but also expanding the methods of business interaction with consumers. The combination of halal market growth, rapid pace and metaverse potential in creating deep consumer engagement, promising new opportunities in promoting and selling versatile products, the main of this study is to investigate the potential integration of metaverse in halal product marketing strategies.(Skare & Riberio Soriano, 2021). The main focus of this research lies in increasing consumer awareness regarding halal products. The main objective is to investigate mechanisms that can effectively improve the understanding and recognition of halal products among the general public. In a world dominated by technological advancements and digital interactions, the importance of efficiently disseminating information is undeniable.

The limitations of this study include susceptibility to external influences, ethical considerations. Therefore, future research could focus on the influence of culture, which may not align with the concept of religion that prioritizes halal, with the hope of providing a common ground for ethical considerations between cultures while still addressing the demands of the halal concept not only in advertising but also in production.

This study aims to offer practical strategies that meet the information needs and consumption patterns of modern consumers. By combining technological tools and consumer insights, the study envisions a scenario in

which the industry is able to meet the demands of an ever-evolving tech-savvy society. It is noteworthy that the aspirations of this research go beyond theoretical constructs. Personalized content development, sustainable experience design, and addressing the social and psychological impact of virtual interactions are areas that can be adapted. In addition, strategies should consider equitable accessibility, inclusivity for diverse consumer groups, and a thorough evaluation of the effectiveness of VR campaigns. Based on previous research, this practice can increase consumer engagement and optimize the use of VR technology in marketing strategies. (Read & Key, 2021)(Micheels & Boecker, 2017)

The framework of this study design involves two main elements, namely the halal product market and the metaverse. The halal product market will be studied in depth to understand consumption trends, preferences, and challenges faced by consumers in finding products that are in accordance with halal and ethical principles.

The halal product market refers to the market where the product is confirmed to conform to the principles of halal in Islam, making it viable and suitable for the consumption of Muslims. This involves a certification process that ensures that the product does not contain any prohibited ingredients, its production process follows established guidelines, and meets halal standards set by the certification authority. Meanwhile, the metaverse is a three-dimensional virtual environment that enables interaction, communication, and immersive experiences for its users(Kar & Varsha, 2023a; Saari et al., 2020). It creates a virtual world that allows users to participate in a variety of activities, from concerts, business meetings, to shopping experiences, all in an immersive digital environment(Hung et al., 2023). The integration of the metaverse in halal product marketing refers to efforts to use this technology as a means to increase consumer awareness, engagement, and understanding of halal products through more immersive and interacting digital experiences.

> **Commented [SS1]:** explanation contextual to technical terms and concepts by reviewer II

According to a report from the World Travel and Tourism Council (2020), restoring the tourism industry after the Covid-19 pandemic requires harmonization of four crucial aspects, namely health, sustainability, safety, and technology. VR as a new breakthrough in the tourism sector responds to tourists' anxiety about safe travel, both during and after the pandemic. VR innovation provides an alternative for tourists to explore destinations virtually, giving them the freedom to vacation without having to be physically present at the tourist site.

> **Commented [SS2]:** It should include appropriate and supportive information to justify publication by reviewer II

II. Literature Review

A. Digital Marketing

In the article "Digital Marketing in the Halal Industry: Opportunities and Challenges" written by Dina Mostafa in 2019, the importance of digital marketing in the halal industry is discussed, providing insights into how digital technology can be leveraged to reach a wider audience ethically, such as the use of search engine optimization (SEO) emphasizing efficiency and ethics. Through the introduced digital marketing strategies, the opportunities and challenges faced by the halal industry in adopting this approach are addressed. One of the main challenges is ensuring that the content presented aligns with halal principles. This requires a deep understanding of the halal requirements in product and production processes, as well as the need to enhance digital literacy among halal business stakeholders. Many halal producers and traders may not fully grasp the potential and effectiveness of digital marketing, hence education and training approaches are needed. Halal marketing involves strategically promoting products and services in line with Islamic teachings and ethical standards, encompassing halal certification requirements and ensuring compliance with Islamic principles throughout the production and promotion processes (O'Reilly et al., 2013).

This emphasizes compliance with halal food laws and ethical principles, tailored to meet the needs of Muslim consumers amidst the rapid growth of the global halal market. Strategies focus on building trust through certification, transparency, and ethical practices (Salahuddin et al., 2020). Business actors in halal marketing consider factors such as raw materials, production methods, and supply chain transparency to cater to the Muslim market segment, emphasizing ethical and sustainable practices beyond religious requirements (Ishaque & Bamber, 2021). Over the past five years, halal marketing has undergone significant developments, driven by increased consumer awareness, digitalization, emphasis on halal certification, sustainability, cultural diversity,

and locality. This evolution reflects a shift from religious compliance to considering ethical, sustainable, and cultural considerations. In conclusion, halal marketing has evolved into a dynamic and inclusive approach, responding to evolving consumer dynamics and market trends. The past few years have seen greater recognition of its potential, leading to increased investment and strategic adjustments to meet consumer expectations. As the halal market continues to grow, businesses are expected to refine their strategies to effectively serve this significant consumer segment.

The metaverse concept describes a virtual reality space that includes an interconnected digital environment, allowing users to interact, socialize, and engage in various activities in a three-dimensional digital world. The metaverse environment has gained significant attention due to its potential to revolutionize consumer engagement, offering immersive experiences that go beyond conventional online interactions. Well-known examples include platforms such as second life, varchar, and decentralised and. As cyberspace evolves, its integration with real-world activities and businesses becomes increasingly possible. This integration offers opportunities for marketing professionals to design campaign innovations that connect deeply with consumers (Hansson &; Lagerkvist, 2021).

In-depth analysis of the key elements that make up the metaverse ecosystem. Covering technology, function, and user interaction, this article details a research agenda that encourages more understanding of this aspect. The study investigates the complex relationships between various functional techno elements in the context of the metaverse ecosystem, providing valuable insights for practitioners and researchers interested in metaverse development and implementation. By analyzing how these elements are interconnected and contribute to the larger ecosystem, this article contributes to the agenda of future research in this area. This encourages further exploration of the technology-user function interaction, inspiring ongoing research into the potential and challenges of the metaverse while providing practical guidance for developers and practitioners. Overall, this article is an essential resource for those who want to understand the complex dynamics of the metaverse. This article describes the elements that make up the basic ecosystem and provides an in-depth understanding of the interactions between the elements within it, paving the way for successful development and relevant innovation in the ever-evolving metaverse landscape. , the analysis analyzes the metaverse phenomenon from a variety of multidisciplinary viewpoints, focusing on emerging challenges, opportunities, and research, practice, and policy agendas. The author summarizes perspectives from different sciences and sectors to aid understanding of the practical and theoretical implications of metaverse development. Findings from previous research provide further understanding of the potential of the metaverse as well as methods of addressing emerging challenges in implementation, both from an academic and practical standpoint. By combining different points of view, this analysis helps form a more comprehensive understanding of the dynamics of the metaverse and its contribution in various aspects of life.(knar & varsha, 2023)(Dwivedi et al., 2022).

The metaverse concept describes a virtual reality space that encompasses an interconnected digital environment, allowing users to interact, socialize, and engage in various activities in a three-dimensional digital world. The term comes from a 1992 science fiction novel by Neal Stephenson that describes a connected virtual world. Metaverse brings the idea of an integrated virtual world, where users can experience interactions like in the real world, create objects, build communities, and even carry out economic activities(Dwivedi et al., 2022b, 2022a). The literature on the metaverse has reinforced this concept as an evolutionary virtual environment that not only enables social interaction, but also has the potential to revolutionize various aspects of human life, including education, entertainment, business, and more(Mason et al., 2021; Muldoon et al., 2022; Park & Ha, 2021). The metaverse has become the focus of attention for its ability to provide immersive and immersive experiences to its users, going beyond conventional online interactions.

Studies on the metaverse also address the potential impact of technology in driving consumer engagement, transforming the way businesses operate, and offering opportunities for innovation and new product development. Various technical, sociological, psychological, and economic aspects of the metaverse are highlighted in this literature. This includes exploring the technological elements that make up the metaverse, analyzing their impact on social interactions and user behavior, and the business and economic implications of metaverse growth. The literature on the metaverse also presents ethical challenges and considerations related

to the use of this technology, including privacy, security, and control concerns. In addition, focus is also given to the role of regulations and policies in managing the development of the metaverse to ensure sustainability and fairness for its users. As technology continues to evolve, the literature on the metaverse also continues to evolve, delving deeper into its social, economic, and cultural implications. This makes a current understanding of the metaverse crucial in understanding technological developments and their impact on society in the future.

> **Commented [SS3]:** a comprehensive understanding of the existing literature in this field by reviewer II

B. Halal marketing

Halal marketing includes a strategic approach where businesses market their products and services taking into account Islamic teachings and ethical standards. This includes adherence to halal certification requirements, ensuring that ingredients, production processes, and promotional practices are consistent with Islamic principles, and meeting Muslim consumer expectations (*O'Reilly et al., 2013)*. Halal marketing is related to promoting products that conform to Islamic dietary laws and ethical principles. With the rapid growth of the global halal market, marketing strategies have been tailored to meet the needs and values of Muslim consumers. Building trust and authenticity is key in legitimate marketing. Strategies often involve certification, transparent resources, and an emphasis on ethical aspects and product sustainability. Research by Salahuddin et al. (2020) highlights the importance of cultural and religious sensitivity in halal marketing, emphasizing the importance of aligning marketing messages with the values of the target audience. Halal marketing refers to the strategic approach adopted by businesses to promote and market products or services that adhere to Islamic principles and guidelines. These principles include not only the content and composition of the product but also overall ethical and moral considerations in the production and marketing process. Halal marketing recognizes the sensitivities and preferences of Muslim consumers and aims to build trust and credibility by ensuring product alignment with their religious beliefs. Halal marketing refers to the process of promoting and positioning products and services that conform to Islamic dietary laws and ethical standards. This includes ensuring that content, production methods, and overall business practices are aligned with Islamic principles, meeting Muslim consumer preferences and values (*Ishaque, FM, & Bamber, D. 2021)*.

In the context of halal marketing, businesses consider factors such as materials, production methods, certification, and supply chain transparency to meet the needs of Muslim market segments. This form of marketing goes beyond religious requirements; It is also closely linked to ethical and sustainable practices, so that it can be accepted by the wider community that values transparency and responsible consumption.

The Evolution of Halal Marketing Over the Last 5 Years

Over the past five years, halal marketing has undergone a significant evolution, driven by changing consumer behavior, technological advancements, and increasing global awareness of ethical consumption. Here's an overview of the development:

1. **Consumer Awareness and Demand,**
2. **Digitalization and E-commerce,**
3. **Halal Certification,**
4. **Sustainability and Ethics,**
5. **Cultural Diversity and Localization,**

In conclusion, halal marketing has evolved from a specific strategy to a dynamic and inclusive approach that caters to changing consumer dynamics and market trends. This has shifted from mere religious adherence to ethical, sustainability, and cultural considerations. The last five years have seen greater recognition of the potential of halal marketing, resulting in increased investment, innovation, and strategic alignment with evolving

consumer expectations. As the halal market continues to expand and diversify, businesses are expected to further refine their strategies in order to effectively serve this significant consumer segment.

From the article titled "Ethical Consumer Behavior: A Multi-Method Study on the Impact of Corporate Social Responsibility on Consumers of Halal Products" conducted by Nur Adlin Abdullah et al. in 2020 discusses ethically based consumer behavior in the context of halal products. In an increasingly socially and environmentally conscious global environment, consumers are increasingly inclined to consider ethical aspects in their purchasing decisions. This article aims to provide a deeper understanding of the factors influencing consumer preferences for halal products that also emphasize corporate social responsibility (CSR). It explores the concept of ethical consumer behavior and the importance of halal products in this context. Ethical consumers are those who consider the social, environmental, and economic impacts of their purchasing decisions. In the context of halal products, the aspect of halalness is not only related to religious aspects but also encompasses corporate social responsibility (CSR), such as environmental protection, animal welfare, and social justice. Therefore, this study aims to understand how CSR affects consumer preferences for halal products. The study results indicate that corporate social responsibility (CSR) significantly impacts consumer preferences for halal products. Consumers tend to prefer halal products produced by companies that consider CSR aspects, such as a clean environment, employee welfare, and contributions to society. Factors such as brand trust, transparency, and consumer engagement also strongly influence consumer purchasing decisions regarding halal products.

Furthermore, the study identifies several practical implications for halal product manufacturers and marketers. First, manufacturers must consider their business practices comprehensively, including CSR aspects, to enhance the attractiveness of their halal products to consumers. Second, marketers should leverage effective communication to convey messages about their corporate social responsibility to consumers. This can be done through various communication channels, including social media, advertising campaigns, and collaborations with influencers. Additionally, the study indicates that halal consumers have a greater need for information and transparency about the products they consume. Therefore, it is important for manufacturers and marketers to provide clear and easily accessible information about the halalness of their products and their business practices.

In the book "Halal Branding and Marketing: Challenges and Opportunities" by Jonathan A. J. Wilson (2018), a comprehensive overview of branding and marketing strategies in the halal industry is provided. This book not only discusses effective halal product marketing strategies but also highlights the challenges and opportunities faced in this industry context. By providing valuable perspectives, this book serves as a useful guide for business practitioners seeking to successfully market halal products. From understanding the needs and preferences of Muslim consumers to branding strategies that reinforce brand trust and authenticity, this book presents insightful perspectives on the dynamics of the halal market. By emphasizing the existing challenges and opportunities, readers gain a better understanding of how to address the complexities of marketing in this rapidly growing industry. Overall, this book is a valuable resource for those interested in gaining deeper insights into effective branding and marketing strategies in the evolving halal industry context.

C. Integration of technology in marketing

The integration of technology in marketing has transformed consumer engagement and business strategies. Augmented reality is a technology, virtual reality (VR), and now the metaverse opens up opportunities for brands to create unique experiences. AR and VR technologies have been used in various marketing campaigns to improve consumer interaction and perception. For example, apps that allow consumers to visualize products in real environments are used by companies like Ikea. The metaverse offers a development experience in the interaction journey that allows consumer brands to be more immersive and interactive. Gamified, personalized, and engaging experiences in virtual reality (VR)-based fashion apps can increase in-app purchase intent by meeting consumer needs. The study explores the marketing promotion context of immersive VR implementations with a focus on powerful and interactive consumer experiences. In an effort to increase in-app purchase intent, this research shows that the use of gamification elements in VR fashion applications can trigger consumer engagement and motivation to interact more. Personalization is also a major concern, with research showing that personalized experiences can strengthen emotional bonds. between consumers and brands, driving higher purchase intent. Interactive and engaging experiences through VR can have a positive impact on increasing purchase intent, in particular. It's time to experience meeting consumer needs, such as entertainment,

product exploration, and social interaction. The integration of technology in marketing refers to the assimilation of technology tools and platforms into various aspects of marketing strategies and practices. This integration is guided by the belief that technology can enhance and strengthen the effectiveness of marketing efforts, meeting the evolving needs and preferences of the modern consumer.(H. Y. Kim et al., 2020)(Baker et al., 2019)

According to the theory of Diffusion of Innovation, the process of integration of technology in marketing follows a pattern of adoption and adaptation by various consumer segments. Innovators and early adopters embrace new technological advances, often laying the groundwork for mainstream adoption. The theory emphasizes the role of communication channels and influencers in disseminating information about the benefits of technology, further accelerating its integration. The integration of technology occurs through various dimensions. First, digital platforms have revolutionized communication, allowing brands to engage directly with their target audience through social media, websites, and mobile apps. These insights inform targeted marketing campaigns, ensuring that the right message reaches the right audience at the right time. Third, automation simplifies processes, increasing efficiency and consistency. This can not only strengthen the appeal of brands and products, but also give consumers more close experience with the product, which in turn can increase in-app purchase intent. It was underlined that the use of VR in fashion apps can result in interactive, personalized, and entertaining experiences that significantly increase in-app purchase intent. By connecting elements of gamification, personalization, and interactivity, VR can be an effective tool in the promotion of marketing strategies, allowing brands to create more immersive experiences and uplifting emotions that can drive conversions and consumer loyalty. (Bugzilla &; Munteanu, 2020).(behave & into, 2021)

D. Ethical consumption and sustainability

Increasing consumer interest in consumption ethics and sustainability has shaped the marketing landscape. The design of consumption ethics goes beyond product attributes and addresses the broader impact of consumption on society and the environment. Consumers are increasingly looking for products that match their values, be it in terms of fair trade, eco-friendly practices, or adherence to cultural and religious principles. Scholars such as crane et al. (2019) emphasize the role of consumer activism in shaping ethical consumption patterns, which in turn puts pressure on businesses to adopt sustainable and socially responsible practices. The convergence of dimensions of metaverse technology, halal marketing, integration technology in marketing and consumption ethics offers exciting areas of research. The integration of metaverse technology in halal marketing strategies has the potential to relate authentically with consumers who are not only concerned with the halal status of products, but also seek choices generated in an ethical and ethical manner. As consumers interact with the digital and physical worlds, the metaverse becomes a space where concerns intersect, potentially resulting in innovative campaigns that have resonance on multiple levels.(Y. K. Kim & Sullivan, 2019)(Peng, 2023)

III. Research methods

A. Study approach

This study adopts qualitative and quantitative approaches to gain comprehensive insights into the deep integration of the metaverse in marketing halal products. Qualitative approaches are used in literature analysis and case studies to explore a deep understanding of metaverse concepts, halal marketing, and the impact of integration. Meanwhile, a quantitative approach is used in consumer surveys to collect quantitative data that measures consumer perceptions and preferences towards the use of the metaverse in the context of marketing halal products.

B. Data collection and analysis

In the context of the study "Metaverse Integration in Halal Marketing: Charting a New Path to Promote Ethical Consumption," the integration of qualitative and quantitative methods can enhance understanding of how the

metaverse can be utilized as a tool to promote more ethical consumption in the halal market. The following are the steps undertaken:

Data Collection:

Qualitative: Conducting in-depth interviews with Muslim consumers regarding their perceptions of halal products in the metaverse can provide insights into the ethical values they prioritize in purchasing. Quantitative: Administering online surveys to Muslim communities participating in the metaverse to measure the extent of their awareness of halal products and their level of engagement in related marketing activities. Data Analysis; Integration of Qualitative and Quantitative: Qualitative thematic analysis can reveal the motives and values underlying consumer behavior regarding halal products in the metaverse. Meanwhile, quantitative statistical analysis can provide a broader overview of the prevalence of awareness and consumer behavior in this context.

Data collection involves steps such as literature study, questionnaire survey preparation, and distribution surveys to appropriate respondents. The collected survey data is analyzed using statistical analysis tools such as frequency, percentage, and average. The results of the data analysis translate into findings that may support objective research.
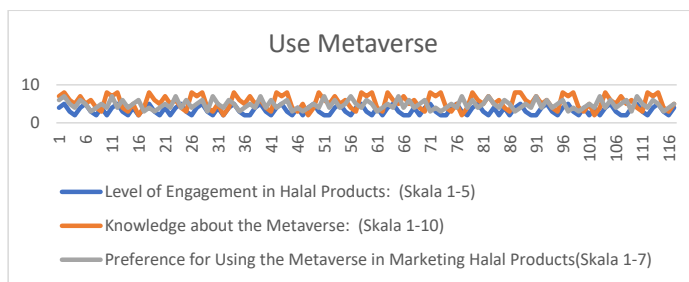

Figure 1. Level use Metaverse

The provided data includes three observed variables: the level of engagement in halal products (on a scale of 1-5), knowledge about the metaverse (on a scale of 1-10), and preference for using the metaverse in marketing halal products (on a scale of 1-7).

Here are some general interpretations of the given data:

1. **Level of Engagement in Halal Products**: The data shows variation in the level of engagement users have with halal products. Most of the data ranges from 2 to 5, with the majority 25.64% of respondents having a moderate level of engagement in halal products, while some reach higher levels.

2. **Knowledge about the Metaverse**: Respondents demonstrate varying levels of knowledge about the metaverse. The majority 30.77% of respondents have knowledge ranging from scale 3 to 8, with most falling in the middle of this range. There is a fairly significant variation in knowledge about the metaverse among the respondents.

3. **Preference for Using the Metaverse in Marketing Halal Products**: The data illustrates respondents' preferences for using the metaverse in marketing halal products. The majority 25.64% of preferences fall between scales 3 to 6, with a small portion of respondents having preferences outside this range.

Overall, there seems to be a correlation between knowledge about the metaverse and the preference for using it in marketing halal products. However, further analysis is needed to better understand this relationship.

Commented [SS4]: with data collection, analysis, and reporting together with the theoretical framework

Table I. Consumer knowledge of the metaverse

	Know	**Don't know**
Number of respondents	150	50
Percentage	75%	25%

Perception of the sustainability of halal product marketing using the metaverse.

From the carefully processed survey data, a clear trend emerges – around 60% of respondents expressed a strong belief that the deep integration of the metaverse in the marketing of halal products can effectively raise awareness regarding sustainability. These statistically significant insights underscore the potential utilization of the metaverse as a dynamic tool that not only promotes halal products but also drives important sustainability messages. By recognizing the correlation between metaverse integration and sustainability awareness, businesses can strategically tailor their marketing efforts to be accepted by consumers who prioritize ethical and environmentally responsible choices. Synthesis of qualitative and quantitative approaches in this study

Provide a comprehensive understanding of the potential impact of deep metaverse integration in halal product marketing. By blending experiential narratives from qualitative data with statistical trends obtained from quantitative analysis, this study aims to provide holistic insights. It aims to uncover not only the perceived dimension of consumer preferences but also the real impact of in-depth marketing strategies on halal products in the metaverse.

Table 2 further enriches the research findings by presenting a visual representation of the complexity of consumer perceptions. The data summarized in the table delves deeper into the intricate nuances of consumer preferences that are closely related to the integration of the metaverse in halal product marketing. By juxtaposing qualitative narratives with quantitative patterns, multidimensional understanding emerges. This tableau of insights serves as a valuable compass, guiding businesses in navigating an ever-evolving landscape of consumer expectations and preferences. In conclusion, the survey results affirm the potential of deep metaverse integration in raising awareness of sustainability, as demonstrated by a significant consensus among respondents. This research, which uses a mix of qualitative and quantitative methodologies, seeks to uncover a panoramic picture of the impact of metaverse integration on halal product marketing. As the digital landscape continues to evolve, these findings will empower businesses to effectively leverage the metaverse for immersive and impactful marketing of halal products, while remaining aligned with the importance of sustainability and consumer values.

Table II. Characteristics of consumer survey respondents

NO.	**Age**	**Gender**	**Education**	**Feel the consumption of halal products**
1	25-34	Son	Bachelor	3-5 years
2	35-44	Woman	Diploma	1-2 years
3	18-24	Son	Bachelor	< 1 year
4	45-54	Woman	Guru	5-10 years
5	25-34	Woman	Bachelor	1-2 years

Metrics in a table to measure the extent to which consumer behavior reflects preferences for sustainability and justice in purchasing halal products:

Tabel III. Metrics Preferences

No.	Metric	Description
1	Percentage of Sustainable Product Purchases	The percentage of total purchases of halal products that have sustainability certification, such as organic or environmentally friendly labels.
2	Percentage of Local Product Purchases	The percentage of total purchases of halal products produced locally, indicating support for the local economy and reduction of environmental impact.

No.	Metric	Description
3	Participation in Ethical Award Programs	The percentage of consumers actively participating in award programs or ethical labels that promote sustainability and justice in the supply chain of halal products.
4	Percentage of Purchases Based on Justice Principles	The percentage of consumers choosing halal brands or products involved in social or charitable initiatives supporting vulnerable communities or combating social injustices.
5	Willingness to Pay Premium for Sustainable Products	The percentage of consumers willing to pay a higher price for halal products with sustainability labels or complying with ethical standards in production.

Using this table, for tracking and compare quantitative data from various metrics to assess how consumer behavior reflects preferences for sustainability and justice in the context of purchasing halal products.

IV. Results and Discussion.

A. Increased consumer engagement

One of the significant results of the deep integration of halal product marketing is increased consumer engagement. In a metaverse environment, consumers are not only passive spectators, but they can also interact directly with products and brands. This creates opportunities to build more relationships between brands and consumers, which can ultimately increase consumer loyalty. Table 2. Shows that as many as 50% of consumers experience a high level of engagement in the metaverse environment. This shows that the potential for direct interaction with products through virtual platforms provides significant appeal to consumers. The supporting data presented in Table 2 corroborates the qualitative narrative, highlighting the extent of increased consumer engagement in the metaverse. Impressively, the data reveals that 50% of consumers report high levels of engagement while exploring the metaverse environment. The disclosure of this figure greatly underscores the potential for direct interaction with products facilitated through virtual platforms. Evidently, this immersive interface not only grabs consumers' attention but also has the potential to significantly influence their perceptions and decisions. The importance of these findings is reflected in the areas of marketing and consumer behavior. As traditional advertising models shift to experiential marketing, the metaverse is emerging as a powerful stage for this transformation. The direct interaction and engagement that consumers experience in this virtual domain has a long-lasting impact. This engagement not only sparks consumer curiosity but also strengthens the emotional connection to the brand and its offerings. As a result, this relationship building can be a powerful driver of consumer loyalty, transcending the boundaries of conventional marketing strategies. In essence, the deep integration of the metaverse in the marketing of halal products is driving consumer engagement to unprecedented levels. The capacity of the metaverse to facilitate direct interaction between consumers and products manifests as a dynamic force that can reshape consumer-brand relationships. Metamorphosis from passive observer to engaged participant poised to revolutionize the marketing landscape, forging deeper relationships that ultimately strengthen brand loyalty and consumer trust.(Zhang, 2022)

Table IV. The level of consumer engagement in the metaverse environment

Engagement rate	Percentage of consumers
Low	15%
Now	35%
Tall	50%

B. Personalized brand interaction

In an increasingly personalized world, metaverse integration provides an opportunity for brands' halal products to deliver experiences tailored to individual consumer preferences. For example, a halal food brand can create a

virtual experience where consumers can customize their own dishes based on food needs and tastes. Survey data shows that about 65% of consumers expect this kind of personalized experience. From the table below, it can be seen that the majority of consumers, namely 65%, consider personalization interactions with halal brand products important or very important. This indicates a significant demand for experiences that are more personalized and relevant to individual preferences. In our increasingly personalized world, metaverse integration presents exciting opportunities for halal product brands to offer experiences tailored to individual consumers' unique preferences. This form of engagement goes beyond common marketing approaches, allowing brands to immerse consumers in a virtual world where they can tailor their interactions to align with their personal tastes and needs. An example is the halal food sector, where brands can create virtual experiences that allow consumers to modify dishes according to their food needs and taste preferences. The survey data underscores the resonance of this concept, with 65% of consumers expressing strong expectations of this level of personalization.(Read & Key, 2021)

Table 2 adds to these expectations by uncovering substantial alignment between consumer preferences and the concept of personalization in a metaverse environment. Noteworthy is the fact that the majority, i.e. 65%, consider personalized interactions with halal product brands as important or very important. The findings provide an empirical basis for the demand for increased personalization, a sentiment poised to reshape the way brands approach their marketing strategies. The implications of this revelation are far-reaching. The era of one-size-fits-all marketing is giving way to a landscape where brands are using technology to tailor every consumer's experience. By leveraging the immersive capabilities of the metaverse, brands can create experiences that closely match individual preferences. The metaverse is becoming a canvas where brands can paint experiences that not only captivate consumers but also validate their unique choices and preferences. The importance of this personalization is more than just engagement; It delves into the area of consumer loyalty. When consumers find experiences tailored to their tastes and needs, they tend to perceive the brand as one that truly understands and values them. This emotional connection increases brand loyalty and, in turn, influences purchasing decisions. As a result, the integration of the metaverse in halal product marketing is not solely about engagement; This is an important strategy for fostering lasting relationships and securing a dedicated consumer base. In conclusion, the integration of the metaverse in the marketing of halal products has the potential to revolutionize the way brands interact with consumers. The ability to deliver personalized experiences that meet individual preferences aligns with modern consumers' desire for customized interactions. The synergy between consumer expectations and the potential of the metaverse underscores the importance of delivering tailored meetings. Brands that recognize and harness this power are poised to create a paradigm shift in consumer-brand relationships, thereby driving engagement and loyalty to unprecedented levels.(Lyu et al., 2018)(Lyu et al., 2018)

Table V. Preference for personalized interactions with brands

Personalize preferences	Percentage of consumers
Very important	30%
Important	35%
Less important	20%
Not important	15%

C. Increase consumer awareness about halal products.

The integration of the metaverse has also had a major impact in raising consumer awareness about halal products and the principles surrounding them. The virtual environment can be utilized to provide interactive education about the halal production process, certification, and the importance of ethics in the halal industry. Data from the survey shows that around 75% of consumers believe that the use of the metaverse can help them understand halal products better. From the table below, it can be seen that as many as 75% of consumers consider the use of the metaverse effective in increasing their awareness about halal products. This shows that virtual platforms are able to provide more interactive and interesting information for consumers.

Based on the percentages that have been presented, there seems to be a significant relationship between knowledge about the metaverse and the level of engagement in halal products that use the metaverse. It can be observed that the highest percentage on the level of involvement in halal products is on a scale of 5, while the highest percentage on knowledge about the metaverse lies on a scale of 7-8. This shows that the majority of respondents who have better knowledge of the metaverse tend to be more involved in halal products that utilize the metaverse. Meanwhile, related to the preference of using the metaverse in the marketing of halal products, the cohesive relationship with the level of knowledge about the metaverse or the level of involvement in halal products is not very clear. There is a more even distribution among different scales for the preference of using the metaverse in marketing halal products. This may indicate that knowledge of the metaverse or the level of engagement in halal products does not directly correlate with metaverse usage preferences in the context of halal product marketing. From the data provided in Table V, there is a correlation between the effectiveness of using the metaverse in increasing awareness of halal products and consumer perceptions of it. It can be concluded that the majority of respondents, around 40%, consider the use of the metaverse as very effective in raising awareness of halal products. Followed by the perception that the use of the metaverse is still considered effective by around 35% of respondents. Meanwhile, about 15% of respondents stated that the use of the metaverse is less effective in raising awareness of halal products, and 10% of respondents consider the use of the metaverse ineffective in this regard. This shows that the majority of respondents tend to see the use of the metaverse as an effective tool in raising awareness of halal products, but a small percentage still have a less positive view regarding its effectiveness.

Table VI. The effectiveness of using the metaverse in increasing awareness of halal products

Awareness of effectiveness	Percentage of consumers
Highly effective	40%
Effective	35%
Less effective	15%
Ineffective	10%

C.   **Connect stronger emotions with brands**

The emotional connection between consumers and brands has a significant influence on influencing purchasing decisions and brand loyalty. Metaverse integration allows halal product brands to build stronger connections emotionally through immersive interactive experiences. Through emotional narratives and visualizing brand values, consumers can feel more connected to halal product brands. From the table below, as many as 45% of consumers believe that metaverse integration results in an emotionally stronger connection with halal product brands. This shows great potential in creating a deeper and more sustainable bond between consumers and brands. This proves that the deep integration of halal product marketing has great potential to change the method of consumer interaction with brands. Increased personalization, increased awareness, and stronger emotional connections are benefits that can be gained through this approach. By combining technology and deep marketing experience, brands' halal products can create more meaningful relationships with consumers, drive loyalty, and meet ever-higher consumer expectations.(Diddi & Niehm, 2017)(Habib et al., 2022)

Table VII. Perception of an emotional connection with a brand through the metaverse

Perception of emotional connections	Percentage of consumers
Stronger	45%
Equally powerful	30%
Not strong enough	15%
No connection	10%

Commented [SS5]: The presentation of the results in this paper looks rather complicated and lacks in a coherent analysis. The data appear scattered, making it difficult to draw clear correlations or infer meaningful conclusions. There is no cohesive relationship between the findings and the broader context or theoretical framework, which weakens the power of the conclusions. Analysis of results looks superficial, lacking in exploration or critical evaluation of findings.

V. Practical implementation

A. Marketing development campaigns with the metaverse

Deep metaverse integration in marketing halal products allows for the development of more engaging and interactive campaigns. This kind of campaign can include inviting the participation of virtual elements of consumers, such as virtual contests, virtual tours, or live performances in a virtual environment. For example, an available halal food brand developed a campaign that invites consumers to take a role in "serving" a dish through virtual interaction. This not only increases consumer engagement, but also builds a strong impression of the brand. From the table below, about 40% of consumers are interested in virtual contests as the most engaging type of marketing campaign in the metaverse environment. This shows great potential to engage consumers in new and creative ways.(Verma et al., 2022)

Table VIII. Types of marketing campaigns with the metaverse are most attractive to consumers

Campaign type	Percentage of consumers
Virtual contests	40%
Mayan Tur	25%
Show live	20%
Other	15%

B. Virtual experience in halal production process

The metaverse allows halal product brands to provide an immersive virtual experience of the halal production process. Consumers can follow every step from selection materials to the certification process, providing greater transparency regarding the consumption of their products. For example, in a virtual environment, consumers can "interact" with halal farms or production facilities and understand better about the ethical principles involved in production. From the table below, approximately 75% of consumers believe that an immersive virtual experience explaining the halal production process is very effective or effective. This shows that this approach provides significant added value in building consumer understanding of halal products.

Table IX. The effectiveness of immersive virtual experiences delivers the halal production process

Experience effectiveness	Percentage of consumers
Highly effective	35%
Effective	40%
Less effective	15%
Ineffective	10%

C. The product journey from source to consumer through the metaverse

The metaverse also allows halal product brands to depict the product journey from source to consumer more visually and immersively. Consumers can "follow" the product's journey through a virtual environment, seeing the material of origin, the production process, transportation, and finally getting to their hands. This creates more transparency and great trust between brands and consumers. From the table below it can be seen that the majority, which is around 80% of consumers, like the idea of presenting halal travel products through a metaverse environment. This shows great potential to bring consumers closer to the original product.

Table X. Consumer preference for presenting travel products through the metaverse

Travel preference	Percentage of consumers
Highly liked	45%
Like	35%
Less preferred	15%
Disliked	5%

D. Use of available metaverse platforms or custom development.

At the implementation stage, halal product brands can choose to use existing metaverse platforms or develop custom virtual environments according to brand needs, the study reveals competitive strategies used by Ontario farms to market products directly to consumers. The report highlights the business practices undertaken by farms to achieve success in direct marketing and how external factors shape their strategies. The use of existing platforms, such as varchar or decentralized and, can speed up the implementation process and reduce costs. However, custom development can provide more flexibility in delivering a brand-appropriate experience. From the table below, around 60% of brands choose halal products because they use existing metaverse platforms, while 40% choose to develop custom virtual environments. This shows that there are various choices according to each brand's strategy, such as research that explores the impact of online e-commerce interactions on consumer satisfaction through big data algorithms. By utilizing big data analysis, this study aims to identify consumer behavior patterns and their relation to satisfaction levels, providing insights for e-commerce companies to improve interaction with consumers and increase loyalty. .(Natu & Aparicio, 2022)(Haddad et al., 2021)

Table XI. Decision to use the metaverse platform

Metaverse platform usage results	Brand percentage
Using an existing platform _	60%
Development of dedicated virtual environments	40%

Through implementation practices that focus on developing engaging marketing campaigns, virtual experiences in production processes, travel products, and the use of metaverse platforms, halal product brands can create more immersive and personalized interactions with consumers. . By harnessing the potential of the metaverse, brands can build strong engagement, increase consumer understanding, and create more close relationships with their products. What's more, the option to use existing platforms exists or develop specific flexibility in choosing an approach that fits the brand's vision and marketing goals. They introduced an agent-based model with social interaction to predict the performance of new products probabilistically and at scale. This model has the potential to guide companies in making decisions regarding new product launches based on complex social interactions. .(Parviero et al., 2022)(Herz et al., 2022)

Vi. Social implications

The implementation of the deep metaverse of halal product marketing has a wider impact than just the business aspect. This also has implications for the need for social considerations in an effort to harness the potential of this technology.

a. **Increasing technological literacy** This can encourage consumers to expand their technological knowledge, which can ultimately bring benefits in various aspects of their lives.(Li et al., 2023)
b. **The impact on consumer culture** The results help brands in designing more impactful social media content to capture consumer attention and engagement. . This can shape a new consumer culture where virtual interactions with products become more common. This cultural impact will affect how

consumers perceive and interact with brands as well as how brands understand and respond to consumer needs.(Park & Ha, 2021)

c. **Improved consumer experience** This can help brands to strengthen relationships with consumers and create memorable experiences, which in turn can increase consumer loyalty.

d. **Accessibility and inclusion**. Efforts must be made to make these experiences accessible to different walks of life, including those who may have technological limitations.

e. **Better halal education** Consumers can experience the production process, certification, and ethical values in a virtual environment. This opens up opportunities to increase consumers' knowledge and understanding of halal products, which in turn can strengthen their trust in halal brands.

f. **Impact on social interaction and consumer behavior** You can use the metaverse also in the form of consumer methods of social interaction. Consumers might start discussing their virtual experiences, sharing views on halal brands and products, and even shaping the topic of these local online communities. This can change the way consumers interact in the digital environment and influence their purchasing decisions.

g. **Dependence on technology** On the other hand, the application of the metaverse can also lead to dependence on technology. Consumers may become more accustomed to virtual experiences, which can affect their perception of physical interactions with products. This requires brands to maintain a balance between virtual and real experiences.

In addition to having an impact on its business, the application of the metaverse in marketing halal products has significant implications socially. From increased technological literacy to impact on consumer culture and social interaction, the utilization of the metaverse is fueling changes in the way consumers interact with halal brands and products. By understanding and managing these social implications, brands can maximize the benefits of these technologies while maintaining brand values and purpose in the broader cultural and societal context.(H. J. Kim et al., 2014)(Jin et al., 2021)

A number of variables of self-potential may be more influential:

1. **Consumer interaction:** if consumers are very active in participating in virtual contests, virtual tours, or live performances, this can show a great influence on their interaction with halal brands and products. Intense interactions can form strong perceptions and relationships. _

2. **Understanding halal products:** increasing consumer understanding of halal products through virtual experiences can have a significant impact on the level of consumer trust and loyalty to halal brands.

3. **Preference campaign marketing:** if a campaign type like a virtual contest has a higher preference among consumers, it can be a powerful marketing tool to increase consumer engagement and interaction.

4. **Impact on social interactions:** if the use of the metaverse affects the way consumers interact socially and form online communities, this could have a long-term impact on brand perception and purchase decision-making.

5. **Degree of dependence on technology: the** impact of consumers' dependence on technology and how much influence their perception of the product physically affects can also have a major influence on the way they interact with the product in the real world.

Virtual fitting room with halal concept is a virtual space specifically designed to allow users, especially Muslim women, to try on various clothing and fashion products according to Sharia rules with guaranteed privacy. The space offers an experience that allows users to create personalized avatars that match, customize their preferences, sizes, colors, and dress styles according to religious rules. The function of separation between Muslim women and men is embodied in this virtual space, maintaining modesty and comfort. Users can explore a wide selection of clothing, hijabs, or accessories in a realistic virtual environment. In this space, users can try on clothes, see how they look on their avatars, and make shopping decisions that comply with halal principles in a safe and Sharia-compliant environment. All of this allows users to experience an interactive and adequate shopping experience, according to their needs and religious values.

> **Commented [SS6]:** Implication Uses practical to community that Integrate concept Syariah Halal in the Metaverse

VII. Conclusion

From the analysis of various multidisciplinary perspectives on the metaverse and the application of virtual reality (VR) in promotional marketing, it can be seen that the potential and challenges that exist need to be approached holistically. The metaverse presents a significant opportunity to create interactive, personalized, and engaging consumer experiences through technologies such as VR. However, it is important to address challenges such as technology dependence, equitable accessibility, and its impact on social interaction. The application of VR in promotional marketing can increase consumer engagement through gamified experiences that meet their needs. However, marketing strategies must consider the sustainability of VR experiences and ensure alignment with brand values and goals. Continuing the analysis of multiple multidisciplinary perspectives on the metaverse and the integration of virtual reality (VR) in promotional marketing, a holistic approach is essential to navigate the potential and challenges that exist. The metaverse, as a world full of promise, offers a transformative canvas for creating interactive, personalized, and captivating consumer experiences, especially through the immersive capabilities of VR technology. Nevertheless, the exploitation of these opportunities must be accompanied by a comprehensive examination of the intricacies at hand. The potential of the metaverse to revolutionize the consumer experience cannot be underestimated. Through VR, brands can go beyond traditional marketing approaches and immerse consumers in dynamic, multisensory narratives that cater to individual preferences. However, this leap into the metaverse requires a balanced response to various challenges. One such challenge is the potential for over-reliance on technology, which could potentially isolate certain consumer segments and raise questions about digital addiction. In addition, ensuring equitable accessibility across diverse demographic groups is critical to preventing the inadvertently exclusion of some communities from this transformative experience. In addition, its impact on social interaction must also be taken into account. Although the metaverse encourages personalized interactions, it is important to strike a harmonious balance between digital and real-world interactions. An overemphasis on virtual interactions has the potential to erode the richness of face-to-face meetings, underscoring the need for different approaches that complement rather than replace human interaction. The integration of VR in promotional marketing offers an exciting avenue, particularly through the implementation of gamified experiences that satisfy consumers' innate desire for engagement and challenge. By seamlessly incorporating entertainment and education, marketers can meet consumer needs while effectively conveying brand messages. However, it is important to ensure that this experience remains sustainable, both in terms of technology adoption and alignment with brand values. Exaggerated experiences may attract initial attention, but their long-term viability and resonance depend on their ability to align with the brand's ethos. In conclusion, while the metaverse and VR hold great promise in transforming consumer engagement and experiences, their implementation requires a comprehensive approach that considers both potential and challenges. The immersive and personalized nature of the metaverse may redefine marketing, but the responsible use of this transformative technology requires consideration of accessibility, social implications, and sustainability. As brands enter this dynamic world, it is the alignment between innovation and responsibility that will ultimately pave the way for lasting consumer relationships and lasting success.

Recommendation, as a next step, it is recommended to dive deeper into the application of VR technology in marketing strategies. Developing more personalized content, designing sustainable experiences, and ensuring inclusivity for different consumer groups are factors to consider. In addition, further research into the social and psychological impact of virtual interactions and comprehensive evaluation of the effectiveness of VR campaigns can provide richer insights to optimize marketing strategies using this technology.

Confession

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Journal of Islamic Marketing

Decision Letter (JIMA-08-2023-0266.R3)

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Subject: Journal of Islamic Marketing - Decision on Manuscript ID JIMA-08-2023-0266-R3

Body: 03-Nov-2024

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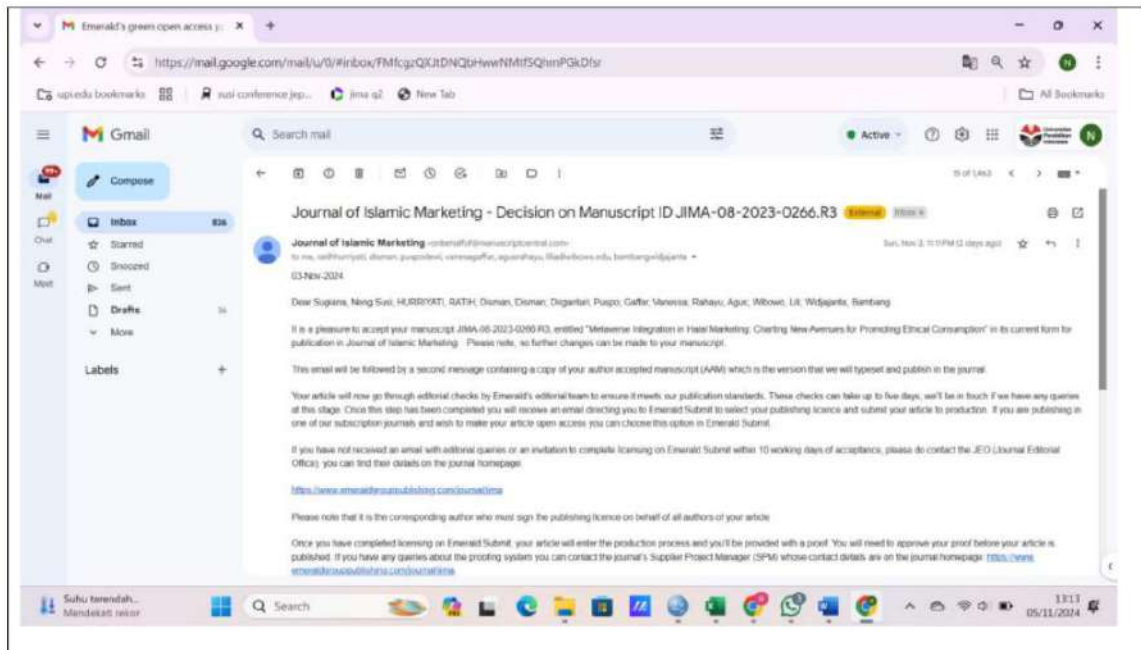
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"Metaverse Integration in Halal Marketing: Charting a New Path to Promote Ethical Consumption"

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Objective – This study aims to explore the potential of integrating the Metaverse into halal product marketing strategies, focusing on the development of ethical consumption. The metaverse, an ever-evolving, three-dimensional virtual environment, presents new prospects for fostering deep consumer engagement and personalized brand interactions.

Design/methodology/approach – The research method used is a mixed-method approach, revealing the qualitative aspects reinforced by quantitative analysis results.

Findings – The findings underscore that incorporating the metaverse into halal marketing holds significant promise in broadening market outreach and augmenting consumer awareness regarding halal products. The utilization of interactive virtual environments empowers consumers to immerse themselves in products, nurturing more potent emotional bonds with brands, and nurturing a deeper comprehension of the sustainability and ethics underpinning halal items.

Research limitations – The limitations of this study include susceptibility to external influences and ethical considerations.

Practical implications – In practical terms, the implementation of this research requires designing marketing campaigns equipped with Metaverse components, including virtual experiences that highlight the halal production process and product journey from origin to end user. This can be realized through existing Metaverse platforms or by building custom virtual settings that create unique and relevant encounters for halal consumers.

Originality/value – The uniqueness of this study lies in its comprehensive understanding of the potential integration of the Metaverse in halal marketing—a relatively unexplored area. The study provides valuable insights for marketing practitioners and manufacturers of halal products, and guides them on how to leverage these technologies to advance ethical and sustainable consumption practices among halal consumers.

Keywords: Metaverse, Halal Marketing, Ethical Consumption, Technology Integration, Virtual Environment.

I. Introduction

Technological developments open the door to innovation in the world of marketing. One of the interesting development concerns is the introduction of the metaverse, a three-dimensional environment that enables immersive interactions and experiences. The metaverse is not only changing the way we interact with technology, but also expanding the methods of business interaction with consumers. The combination of halal market growth, rapid pace and metaverse potential in creating deep consumer engagement, promising new opportunities in promoting and selling versatile products, the main of this study is to investigate the potential integration of metaverse in halal product marketing strategies.(Skare & Riberio Soriano, 2021). The main focus of this research lies in increasing consumer awareness regarding halal products. The main objective is to investigate mechanisms that can effectively improve the understanding and recognition of halal products among the general public. In a world dominated by technological advancements and digital interactions, the importance of efficiently disseminating information is undeniable.

The limitations of this study include susceptibility to external influences, ethical considerations. Therefore, future research could focus on the influence of culture, which may not align with the concept of religion that prioritizes halal, with the hope of providing a common ground for ethical considerations between cultures while still addressing the demands of the halal concept not only in advertising but also in production.

This study aims to offer practical strategies that meet the information needs and consumption patterns of modern consumers. By combining technological tools and consumer insights, the study envisions a scenario in which the industry is able to meet the demands of an ever-evolving tech-savvy society. It is noteworthy that the aspirations of this research go beyond theoretical constructs. Personalized content development, sustainable experience design, and addressing the social and psychological impact of virtual interactions are areas that can be adapted. In addition, strategies should consider equitable accessibility, inclusivity for diverse consumer groups, and a thorough evaluation of the effectiveness of VR campaigns. Based on previous research, this practice can increase consumer engagement and optimize the use of VR technology in marketing strategies. (Read & Key, 2021)(Micheels & Boecker, 2017)

The framework of this study design involves two main elements, namely the halal product market and the metaverse. The halal product market will be studied in depth to understand consumption trends, preferences, and challenges faced by consumers in finding products that are in accordance with halal and ethical principles.

The halal product market refers to the market where the product is confirmed to conform to the principles of halal in Islam, making it viable and suitable for the consumption of Muslims. This involves a certification process that ensures that the product does not contain any prohibited ingredients, its production process follows established guidelines, and meets halal standards set by the certification authority. Meanwhile, the metaverse is a three-dimensional virtual environment that enables interaction, communication, and immersive experiences for its users(Kar & Varsha, 2023a; Saari et al., 2020). It creates a virtual world that allows users to participate in a variety of activities, from concerts, business meetings, to shopping experiences, all in an immersive digital environment(Hung et al., 2023). The integration of the metaverse in halal product marketing refers to efforts to use this technology as a means to increase consumer awareness, engagement, and understanding of halal products through more immersive and interacting digital experiences.

According to a report from the World Travel and Tourism Council (2020), restoring the tourism industry after the Covid-19 pandemic requires harmonization of four crucial aspects, namely health, sustainability, safety, and technology. VR as a new breakthrough in the tourism sector responds to tourists' anxiety about safe travel, both during and after the pandemic. VR innovation provides an alternative for tourists to explore destinations virtually, giving them the freedom to vacation without having to be physically present at the tourist site.

II. Literature Review

A. Digital Marketing

In the article "Digital Marketing in the Halal Industry: Opportunities and Challenges" written by Dina Mostafa in 2019, the importance of digital marketing in the halal industry is discussed, providing insights into how digital technology can be leveraged to reach a wider audience ethically, such as the use of search engine optimization (SEO) emphasizing efficiency and ethics. Through the introduced digital marketing strategies, the opportunities and challenges faced by the halal industry in adopting this approach are addressed. One of the main challenges is ensuring that the content presented aligns with halal principles. This requires a deep understanding of the halal requirements in product and production processes, as well as the need to enhance digital literacy among halal business stakeholders. Many halal producers and traders may not fully grasp the potential and effectiveness of digital marketing, hence education and training approaches are needed. Halal marketing involves strategically promoting products and services in line with Islamic teachings and ethical standards, encompassing halal certification requirements and ensuring compliance with Islamic principles throughout the production and promotion processes (O'Reilly et al., 2013).

This emphasizes compliance with halal food laws and ethical principles, tailored to meet the needs of Muslim consumers amidst the rapid growth of the global halal market. Strategies focus on building trust through certification, transparency, and ethical practices (Salahuddin et al., 2020). Business actors in halal marketing consider factors such as raw materials, production methods, and supply chain transparency to cater to the Muslim market segment, emphasizing ethical and sustainable practices beyond religious requirements (Ishaque & Bamber, 2021). Over the past five years, halal marketing has undergone significant developments, driven by increased consumer awareness, digitalization, emphasis on halal certification, sustainability, cultural diversity, and locality. This evolution reflects a shift from religious compliance to considering ethical, sustainable, and cultural considerations. In conclusion, halal marketing has evolved into a dynamic and inclusive approach, responding to evolving consumer dynamics and market trends. The past few years have seen greater recognition of its potential, leading to increased investment and strategic adjustments to meet consumer expectations. As the halal market continues to grow, businesses are expected to refine their strategies to effectively serve this significant consumer segment.

The metaverse concept describes a virtual reality space that includes an interconnected digital environment, allowing users to interact, socialize, and engage in various activities in a three-dimensional digital world. The metaverse environment has gained significant attention due to its potential to revolutionize consumer engagement, offering immersive experiences that go beyond conventional online interactions. Well-known examples include platforms such as second life, varchar, and decentralised and. As cyberspace evolves, its integration with real-world activities and businesses becomes increasingly possible. This integration offers opportunities for marketing professionals to design campaign innovations that connect deeply with consumers (Hansson &; Lagerkvist, 2021).

In-depth analysis of the key elements that make up the metaverse ecosystem. Covering technology, function, and user interaction, this article details a research agenda that encourages more understanding of this aspect. The study investigates the complex relationships between various functional techno elements in the context of the metaverse ecosystem, providing valuable insights for practitioners and researchers interested in metaverse development and implementation. By analyzing how these elements are interconnected and contribute to the larger ecosystem, this article contributes to the agenda of future research in this area. This encourages further exploration of the technology-user function interaction, inspiring ongoing research into the potential and challenges of the metaverse while providing practical guidance for developers and practitioners. Overall, this article is an essential resource for those who want to understand the complex dynamics of the metaverse. This article describes the elements that make up the basic ecosystem and provides an in-depth understanding of the interactions between the elements within it, paving the way for successful development and relevant innovation in the ever-evolving metaverse landscape. the analysis analyzes the metaverse phenomenon from a variety of multidisciplinary viewpoints, focusing on emerging challenges, opportunities, and research, practice, and policy agendas. The author summarizes perspectives from different sciences and sectors to aid understanding of the practical and theoretical implications of metaverse development. Findings from previous research provide further understanding of the potential of the metaverse as well as methods of addressing emerging challenges in implementation, both from an academic and practical standpoint. By combining different points of view, this analysis helps form a more comprehensive understanding of the dynamics of the metaverse and its contribution in various aspects of life.(knar & varsha, 2023)(Dwivedi et al., 2022).

The metaverse concept describes a virtual reality space that encompasses an interconnected digital environment, allowing users to interact, socialize, and engage in various activities in a three-dimensional digital world. The term comes from a 1992 science fiction novel by Neal Stephenson that describes a connected virtual world. Metaverse brings the idea of an integrated virtual world, where users can experience interactions like in the real world, create objects, build communities, and even carry out economic activities(Dwivedi et al., 2022b, 2022a). The literature on the metaverse has reinforced this concept as an evolutionary virtual environment that not only enables social interaction, but also has the potential to revolutionize various aspects of human life, including education, entertainment, business, and more(Mason et al., 2021; Muldoon et al., 2022; Park & Ha, 2021). The metaverse has become the focus of attention for its ability to provide immersive and immersive experiences to its users, going beyond conventional online interactions.

Studies on the metaverse also address the potential impact of technology in driving consumer engagement, transforming the way businesses operate, and offering opportunities for innovation and new product development. Various technical, sociological, psychological, and economic aspects of the metaverse are highlighted in this literature. This includes exploring the technological elements that make up the metaverse, analyzing their impact on social interactions and user behavior, and the business and economic implications of metaverse growth. The literature on the metaverse also presents ethical challenges and considerations related to the use of this technology, including privacy, security, and control concerns. In addition, focus is also given to the role of regulations and policies in managing the development of the metaverse to ensure sustainability and fairness for its users. As technology continues to evolve, the literature on the metaverse also continues to evolve, delving deeper into its social, economic, and cultural implications. This makes a current understanding of the metaverse crucial in understanding technological developments and their impact on society in the future.

B.   Halal marketing

Halal marketing includes a strategic approach where businesses market their products and services taking into account Islamic teachings and ethical standards. This includes adherence to halal certification requirements, ensuring that ingredients, production processes, and promotional practices are consistent with Islamic principles, and meeting Muslim consumer expectations (*O'Reilly et al., 2013*). Halal marketing is related to promoting products that conform to Islamic dietary laws and ethical principles. With the rapid growth of the global halal market, marketing strategies have been tailored to meet the needs and values of Muslim consumers. Building trust and authenticity is key in legitimate marketing. Strategies often involve certification, transparent resources, and an emphasis on ethical aspects and product sustainability. Research by Salahuddin et al. (2020) highlights the importance of cultural and religious sensitivity in halal marketing, emphasizing the importance of aligning marketing messages with the values of the target audience. Halal marketing refers to the strategic approach adopted by businesses to promote and market products or services that adhere to Islamic principles and guidelines. These principles include not only the content and composition of the product but also overall ethical and moral considerations in the production and marketing process. Halal marketing recognizes the sensitivities and preferences of Muslim consumers and aims to build trust and credibility by ensuring product alignment with their religious beliefs. Halal marketing refers to the process of promoting and positioning products and services that conform to Islamic dietary laws and ethical standards. This includes ensuring that content, production methods, and overall business practices are aligned with Islamic principles, meeting Muslim consumer preferences and values (*Ishaque, FM, & Bamber, D. 2021*).

In the context of halal marketing, businesses consider factors such as materials, production methods, certification, and supply chain transparency to meet the needs of Muslim market segments. This form of marketing goes beyond religious requirements; It is also closely linked to ethical and sustainable practices, so that it can be accepted by the wider community that values transparency and responsible consumption.

The Evolution of Halal Marketing Over the Last 5 Years

Over the past five years, halal marketing has undergone a significant evolution, driven by changing consumer behavior, technological advancements, and increasing global awareness of ethical consumption. Here's an overview of the development:

1. **Consumer Awareness and Demand,**

2. **Digitalization and E-commerce,**

3. **Halal Certification,**

4. **Sustainability and Ethics,**

5. **Cultural Diversity and Localization,**

In conclusion, halal marketing has evolved from a specific strategy to a dynamic and inclusive approach that caters to changing consumer dynamics and market trends. This has shifted from mere religious adherence to ethical, sustainability, and cultural considerations. The last five years have seen greater recognition of the potential of halal marketing, resulting in increased investment, innovation, and strategic alignment with evolving consumer expectations. As the halal market continues to expand and diversify, businesses are expected to further refine their strategies in order to effectively serve this significant consumer segment.

From the article titled "Ethical Consumer Behavior: A Multi-Method Study on the Impact of Corporate Social Responsibility Consumers of Halal Products" conducted by Nur Adlin Abdullah et al. in 2020 discusses ethically based consumer behavior in the context of halal products. In an increasingly socially and environmentally conscious al environment, consumers are increasingly inclined to consider ethical aspects in their purchasing decisions. This article aims to provide eeper understanding of the factors influencing consumer preferences for halal products that also emphasize corporate social responsibility (CSR). It explores the concept of ethical consumer behavior and the importance of halal products in this context. Ethical consumers are those who consider the social, environmental, and economic impacts of their purchasing decisions. In the context of halal products, the aspect of halalness is not only related to religious aspects but also encompasses corporate social responsibility (CSR), such as environmental protection, animal welfare, and social justice. Therefore, this study aims to understand how CSR affects consumer preferences for halal products. The study results indicate that corporate social responsibility (CSR) significantly impacts consumer preferences for halal products. Consumers tend to prefer halal products produced by companies that consider CSR aspects, such as a clean environment, employee welfare, and contributions to society. Factors such as brand trust, transparency, and consumer engagement also strongly influence consumer purchasing decisions regarding halal products.

Furthermore, the study identifies several practical implications for halal product manufacturers and marketers. First, manufacturers must consider their business practices comprehensively, including CSR aspects, to enhance the attractiveness of their halal products to consumers. Second, marketers should leverag effective communication to convey messages about their corporate social responsibility to consumers. This can be done through various communication channels, including social media, advertising campaigns, and collaborations with influencers. Additionally, the study indicates that halal consumers have a greater need for information and transparency about the products they consume. Therefore, it is important for manufacturers and marketers to provide clear and easily accessible information about the halalness of their products and their business practices.

In the book "Halal Branding and Marketing: Challenges and Opportunities" by Jonathan A. J. Wilson (2018), a comprehensive overview of branding and marketing strategies in the halal industry is provided. This book not only discusses effective halal product marketing strategies but also highlights the challenges and opportunities faced in this industry context. By providing valuable perspectives, this book serves as a useful guide for business practitioners seeking to successfully market halal products. From understanding the needs and preferences of Muslim consumers to branding strategies that reinforce brand trust and authenticity, this book presents insightful perspec on the dynamics of the halal market. By emphasizing the existing challenges and opportunities, readers gain a better understanding of how to address the complexities of marketing in this rapidly growing industry. Overall, this book is a valuable resource for those interested in gaining deeper insights into effective branding and marketing strategies in the evolving halal industry context.

C. Integration of technology in marketing

The integration of technology in marketing has transformed consumer engagement and business strategies. Augmented reality is a technology, virtual reality (VR), and now the metaverse opens up opportunities for brands to create unique experiences. AR and VR technologies have been used in various marketing campaigns to improve consumer interaction and perception. For example, apps that allow consumers to visualize products in real environments are used by companies like Ikea. The metaverse offers a developm t experience in the interaction journey that allows consumer brands to be more immersive and interactive. Gamified, personalized, and engaging experiences in virtual reality (VR)-based fashion apps can increase in-app purchase intent by meeting consumer needs. The study explores the marketing promotion context of immersive VR

implementations with a focus on powerful and interactive consumer experiences. In an effort to increase in-app purchase intent, this research shows that the use of gamification elements in VR fashion applications can trigger consumer engagement and motivation to interact more. Personalization is also a major concern, with research showing that personalized experiences can strengthen emotional bonds.between consumers and brands, driving higher purchase intent. Interactive and engaging experiences through VR can have a positive impact on increasing purchase intent, in particular. It's time to experience meeting consumer needs, such as entertainment, product exploration, and social interaction. The integration of technology in marketing refers to the assimilation of technology tools and platforms into various aspects of marketing strategies and practices. This integration is guided by the belief that technology can enhance and strengthen the effectiveness of marketing efforts, meeting the evolving needs and preferences of the modern consumer.(H. Y. Kim et al., 2020)(Baker et al., 2019)

According to the theory of Diffusion of Innovation, the process of integration of technology in marketing follows a pattern of adoption and adaptation by various consumer segments. Innovators and early adopters embrace new technological advances, often laying the groundwork for mainstream adoption. The theory emphasizes the role of communication channels and influencers in disseminating information about the benefits of technology, further accelerating its integration. The integration of technology occurs through various dimensions. First, digital platforms have revolutionized communication, allowing brands to engage directly with their target audience through social media, websites, and mobile apps. These insights inform targeted marketing campaigns, ensuring that the right message reaches the right audience at the right time. Third, automation simplifies processes, increasing efficiency and consistency. This can not only strengthen the appeal of brands and products, but also give consumers more close experience with the product, which in turn can increase in-app purchase intent. It was underlined that the use of VR in fashion apps can result in interactive, personalized, and entertaining experiences that significantly increase in-app purchase intent. By connecting elements of gamification, personalization, and interactivity, VR can be an effective tool in the promotion of marketing strategies, allowing brands to create more immersive experiences and uplifting emotions that can drive conversions and consumer loyalty. (Bugzilla &; Munteanu, 2020).(behave & into, 2021)

D. Ethical consumption and sustainability

Increasing consumer interest in consumption ethics and sustainability has shaped the marketing landscape. The design of consumption ethics goes beyond product attributes and addresses the broader impact of consumption on society and the environment. Consumers are increasingly looking for products that match their values, be it in terms of fair trade, eco-friendly practices, or adherence to cultural and religious principles. Scholars such as crane et al. (2019) emphasize the role of consumer activism in shaping ethical consumption patterns, which in turn puts pressure on businesses to adopt sustainable and socially responsible practices. The convergence of dimensions of metaverse technology, halal marketing, integration technology in marketing and consumption ethics offers exciting areas of research. The integration of metaverse technology in halal marketing strategies has the potential to relate authentically with consumers who are not only concerned with the halal status of products, but also seek choices generated in an ethical and ethical manner. As consumers interact with the digital and physical worlds, the metaverse becomes a space where concerns intersect, potentially resulting in innovative campaigns that have resonance on multiple levels. (Y. K. Kim & Sullivan, 2019)(Peng, 2023)

III. Research methods

A. Study approach

This study adopts qualitative and quantitative approaches to gain comprehensive insights into the deep integration of the metaverse in marketing halal products. Qualitative approaches are used in literature analysis and case studies to explore a deep understanding of metaverse concepts, halal marketing, and the impact of integration. Meanwhile, a quantitative approach is used in consumer surveys to collect quantitative data that

measures consumer perceptions and preferences towards the use of the metaverse in the context of marketing halal products.

B. Data collection and analysis

In the context of the study "Metaverse Integration in Halal Marketing: Charting a New Path to Promote Ethical Consumption," the integration of qualitative and quantitative methods can enhance understanding of how the metaverse can be utilized as a tool to promote more ethical consumption in the halal market. The following are the steps undertaken:

Data Collection:

Qualitative: Conducting in-depth interviews with Muslim consumers regarding their perceptions of halal products in the metaverse can provide insights into the ethical values they prioritize in purchasing. Quantitative: Administering online surveys to Muslim communities participating in the metaverse to measure the extent of their awareness of halal products and their level of engagement in related marketing activities. Data Analysis; Integration of Qualitative and Quantitative: Qualitative thematic analysis can reveal the motives and values underlying consumer behavior regarding halal products in the metaverse. Meanwhile, quantitative statistical analysis can provide a broader overview of the prevalence of awareness and consumer behavior in this context.

Data collection involves steps such as literature study, questionnaire survey preparation, and distribution surveys to appropriate respondents. The collected survey data is analyzed using statistical analysis tools such as frequency, percentage, and average. The results of the data analysis translate into findings that may support objective research.
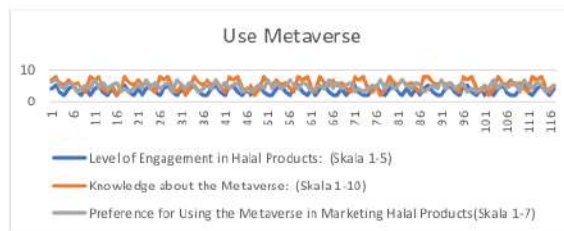

Figure 1. Level use Metaverse

The provided data includes three observed variables: the level of engagement in halal products (on a scale of 1-5), knowledge about the metaverse (on a scale of 1-10), and preference for using the metaverse in marketing halal products (on a scale of 1-7).

Here are some general interpretations of the given data:

1. **Level of Engagement in Halal Products**: The data shows variation in the level of engagement users have with halal products. Most of the data ranges from 2 to 5, with the majority 25.64% of respondents having a moderate level of engagement in halal products, while some reach higher levels.

2. **Knowledge about the Metaverse**: Respondents demonstrate varying levels of knowledge about the metaverse. The majority 30.77% of respondents have knowledge ranging from scale 3 to 8, with most falling in the middle of this range. There is a fairly significant variation in knowledge about the metaverse among the respondents.

3. **Preference for Using the Metaverse in Marketing Halal Products**: The data illustrates respondents' preferences for using the metaverse in marketing halal products. The majority 25.64% of preferences fall between scales 3 to 6, with a small portion of respondents having preferences outside this range.

Overall, there seems to be a correlation between knowledge about the metaverse and the preference for using it in marketing halal products. However, further analysis is needed to better understand this relationship.

Table I. Consumer knowledge of the metaverse

	Know	Don't know
Number of respondents	150	50
Percentage	75%	25%

Perception of the sustainability of halal product marketing using the metaverse.

From the carefully processed survey data, a clear trend emerges – around 60% of respondents expressed a strong belief that the deep integration of the metaverse in the marketing of halal products can effectively raise awareness regarding sustainability. These statistically significant insights underscore the potential utilization of the metaverse as a dynamic tool that not only promotes halal products but also drives important sustainability messages. By recognizing the correlation between metaverse integration and sustainability awareness, businesses can strategically tailor their marketing efforts to be accepted by consumers who prioritize ethical and environmentally responsible choices. Synthesis of qualitative and quantitative approaches in this study

Provide a comprehensive understanding of the potential impact of deep metaverse integration in halal product marketing. By blending experiential narratives from qualitative data with statistical trends obtained from quantitative analysis, this study aims to provide holistic insights. It aims to uncover not only the perceived dimension of consumer preferences but also the real impact of in-depth marketing strategies on halal products in the metaverse.

Table 2 further enriches the research findings by presenting a visual representation of the complexity of consumer perception. The data summarized in the table delves deeper into the intricate nuances of consumer preferences that are closely related to the integration of the metaverse in halal product marketing. By juxtaposing qualitative narratives with quantitative patterns, multidimensional understanding emerges. This tableau of insights serves as a valuable compass, guiding businesses in navigating an ever-evolving landscape of consumer expectations and preferences. In conclusion, the survey results affirm the potential of deep metaverse integration in raising awareness of sustainability, as demonstrated by a significant consensus among respondents. This research, which uses a mix of qualitative and quantitative methodologies, seeks to uncover a panoramic picture of the impact of metaverse integration on halal product marketing. As the digital landscape continues to evolve, these findings will empower businesses to effectively leverage the metaverse for immersive and impactful marketing of halal products, while remaining aligned with the importance of sustainability and consumer values.

Table II. Characteristics of consumer survey respondents

NO.	Age	Gender	Education	the consumption of halal products
1	25-34	Son	Bachelor	3-5 years
2	35-44	Woman	Diploma	1-2 years
3	18-24	Son	Bachelor	< 1 year
4	45-54	Woman	Guru	5-10 years
5	25-34	Woman	Bachelor	1-2 years

Metrics in a table to measure the extent to which consumer behavior reflects preferences for sustainability and justice in purchasing halal products:

Tabel III. Metrics Preferences

No.	Metric	Description
1	Percentage of Sustainable Product Purchases	The percentage of total purchases of halal products that have sustainability certification, such as organic or environmentally friendly labels.
2	Percentage of Local Product Purchases	The percentage of total purchases of halal products produced locally, indicating support for the local economy and reduction of environmental impact.
3	Participation in Ethical Award Programs	The percentage of consumers actively participating in award programs or ethical labels that promote sustainability and justice in the supply chain of halal products.
4	Percentage of Purchases Based on Justice Principles	The percentage of consumers choosing halal brands or products involved in social or charitable initiatives supporting vulnerable communities or combating social injustices.
5	Willingness to Pay Premium for Sustainable Products	The percentage of consumers willing to pay a higher price for halal products with sustainability labels or complying with ethical standards in production.

Using this table, for tracking and compare quantitative data from various metrics to assess how consumer behavior reflects preferences for sustainability and justice in the context of purchasing halal products.

IV. Results and Discussion.

A. Increased consumer engagement

One of the significant results of the deep integration of halal product marketing is increased consumer engagement. In a metaverse environment, consumers are not only passive spectators, but they can also interact directly with products and brands. This creates opportunities to build more relationships between brands and consumers, which can ultimately increase consumer loyalty. Table 2. Shows that as many as 50% of consumers experience a high level of engagement in the metaverse environment. This shows that the potential for direct interaction with products through virtual platforms provides significant appeal to consumers. The supporting data presented in Table 2 corroborates the qualitative narrative, highlighting the extent of increased consumer engagement in the metaverse. Impressively, the data reveals that 50% of consumers report high levels of engagement while exploring the metaverse environment. The disclosure of this figure greatly underscores the potential for direct interaction with products facilitated through virtual platforms. Evidently, this immersive interface not only grabs consumers' attention but also has the potential to significantly influence their perceptions and decisions. The importance of these findings is reflected in the lens of marketing and consumer behavior. As traditional advertising models shift to experiential marketing, the metaverse is emerging as a powerful stage for this transformation. The direct interaction and engagement that consumers experience in this virtual domain has a long-lasting impact. This engagement not only sparks consumer curiosity but also strengthens the emotional connection to the brand and its offerings. As a result, this relationship building can be a powerful driver of consumer loyalty, transcending the boundaries of conventional marketing strategies. In essence, the deep integration of the metaverse in the marketing of halal products is driving consumer engagement to unprecedented levels. The capacity of the metaverse to facilitate direct interaction between consumers and products manifests as a dynamic force that can reshape consumer-brand relationships. Metamorphosis from passive observer to engaged participant poised to revolutionize the marketing landscape, forging deeper relationships that ultimately strengthen brand loyalty and consumer trust.(Zhang, 2022)

Table IV. The level of consumer engagement in the metaverse environment

Engagement rate	Percentage of consumers
Low	15%
Now	35%

Tall	50%

B. Personalized brand interaction

In an increasingly personalized world, metaverse integration provides an opportunity for brands' halal products to deliver experiences tailored to individual consumer preferences. For example, a halal food brand can create a virtual experience where consumers can customize their own dishes based on food needs and tastes. Survey data shows that about 65% of consumers expect this kind of personalized experience. From the table below, it can be seen that the majority of consumers, namely 65%, consider personalization interactions with halal brand products important or very important. This indicates a significant demand for experiences that are more personalized and relevant to individual preferences. In our increasingly personalized world, metaverse integration presents exciting opportunities for halal product brands to offer experiences tailored to individual consumers' unique preferences. This form of engagement goes beyond common marketing approaches, allowing brands to immerse consumers in a virtual world where they can tailor their interactions to align with their personal tastes and needs. An example is the halal food sector, where brands can create virtual experiences that allow consumers to modify dishes according to their food needs and taste preferences. The survey data underscores the resonance of this concept, with 65% of consumers expressing strong expectations of this level of personalization.(Read & Key, 2021)

Table 2 adds to these expectations by uncovering substantial alignment between consumer preferences and the concept of personalization in a metaverse environment. Noteworthy is the fact that the majority, i.e. 65%, consider personalized interactions with halal product brands as important or very important. The findings provide an empirical basis for the demand for increased personalization, a sentiment poised to reshape the way brands approach their marketing strategies. The implications of this revelation are far-reaching. The era of one-size-fits-all marketing is giving way to a landscape where brands are using technology to tailor every consumer's experience. By leveraging the immersive capabilities of the metaverse, brands can create experiences that closely match individual preferences. The metaverse is becoming a canvas where brands can paint experiences that not only captivate consumers but also validate their unique choices and preferences. The importance of this personalization is more than just engagement; It delves into the area of consumer loyalty. When consumers find experiences tailored to their tastes and needs, they tend to perceive the brand as one that truly understands and values them. This emotional connection increases brand loyalty and, in turn, influences purchasing decisions. As a result, the integration of the metaverse in halal product marketing is not solely about engagement; This is an important strategy for fostering lasting relationships and securing a dedicated consumer base. In conclusion, the integration of the metaverse in the marketing of halal products has the potential to revolutionize the way brands interact with consumers. The ability to deliver personalized experiences that meet individual preferences aligns with modern consumers' desire for customized interactions. The synergy between consumer expectations and the potential of the metaverse underscores the importance of delivering tailored meetings. Brands that recognize and harness this power are poised to create a paradigm shift in consumer-brand relationships, thereby driving engagement and loyalty to unprecedented levels.(Lyu et al., 2018)(Lyu et al., 2018)

Table V. Preference for personalized interactions with brands

Personalize preferences	Percentage of consumers
Very important	30%
Important	35%
Less important	20%
Not important	15%

C. Increase consumer awareness about halal products.

The integration of the metaverse has also had a major impact in raising consumer awareness about halal products and the principles surrounding them. The virtual environment can be utilized to provide interactive education about the halal production process, certification, and the importance of ethics in the halal industry. Data from

the survey shows that around 75% of consumers believe that the use of the metaverse can help them understand halal products better. From the table below, it can be seen that as many as 75% of consumers consider the use of the metaverse effective in increasing their awareness about halal products. This shows that virtual platforms are able to provide more interactive and interesting information for consumers.

Based on the percentages that have been presented, there seems to be a significant relationship between knowledge about the metaverse and the level of engagement in halal products that use the metaverse. It can be observed that the highest percentage on the level of involvement in halal products is on a scale of 5, while the highest percentage on knowledge about the metaverse lies on a scale of 7-8. This shows that the majority of respondents who have better knowledge of the metaverse tend to be more involved in halal products that utilize the metaverse. Meanwhile, related to the preference of using the metaverse in the marketing of halal products, the cohesive relationship with the level of knowledge about the metaverse or the level of involvement in halal products is not very clear. There is a more even distribution among different scales for the preference of using the metaverse in marketing halal products. This may indicate that knowledge of the metaverse or the level of engagement in halal products does not directly correlate with metaverse usage preferences in the context of halal product marketing. From the data provided in Table V, there is a correlation between the effectiveness of using the metaverse in increasing awareness of halal products and consumer perceptions of it. It can be concluded that the majority of respondents, around 40%, consider the use of the metaverse as very effective in raising awareness of halal products. Followed by the perception that the use of the metaverse is still considered effective by around 35% of respondents. Meanwhile, about 15% of respondents stated that the use of the metaverse is less effective in raising awareness of halal products, and 10% of respondents consider the use of the metaverse ineffective in this regard. This shows that the majority of respondents tend to see the use of the metaverse as an effective tool in raising awareness of halal products, but a small percentage still have a less positive view regarding its effectiveness.

Table VI. The effectiveness of using the metaverse in increasing awareness of halal products

Awareness of effectiveness	Percentage of consumers
Highly effective	40%
Effective	35%
Less effective	15%
Ineffective	10%

C.   Connect stronger emotions with brands

The emotional connection between consumers and brands has a significant influence on influencing purchasing decisions and brand loyalty. Metaverse integration allows halal product brands to build stronger connections emotionally through immersive interactive experiences. Through emotional narratives and visualizing brand values, consumers can feel more connected to halal product brands. From the table below, as many as 45% of consumers believe that metaverse integration results in an emotionally stronger connection with halal product brands. This shows great potential in creating a deeper and more sustainable bond between consumers and brands. This proves that the deep integration of halal product marketing has great potential to change the method of consumer interaction with brands. Increased personalization, increased awareness, and stronger emotional connections are benefits that can be gained through this approach. By combining technology and deep marketing experience, brands' halal products can create more meaningful relationships with consumers, drive loyalty, and meet ever-higher consumer expectations. (Diddi & Niehm, 2017)(Habib et al., 2022)

Table VII. Perception of an emotional connection with a brand through the metaverse

Perception of emotional connections	Percentage of consumers
Stronger	45%
Equally powerful	30%
Not strong enough	15%
No connection	10%

V. Practical implementation

A. Marketing development campaigns with the metaverse

Deep metaverse integration in marketing halal products allows for the development of more engaging and interactive campaigns. This kind of campaign can include inviting the participation of virtual elements of consumers, such as virtual contests, virtual tours, or live performances in a virtual environment. For example, an available halal food brand developed a campaign that invites consumers to take a role in "serving" a dish through virtual interaction. This not only increases consumer engagement, but also builds a strong impression of the brand. From the table below, about 40% of consumers are interested in virtual contests as the most engaging type of marketing campaign in the metaverse environment. This shows great potential to engage consumers in new and creative ways.(Verma et al., 2022)

Table VIII. Types of marketing campaigns with the metaverse are most attractive to consumers

Campaign type	Percentage of consumers
Virtual contests	40%
Mayan Tur	25%
Show live	20%
Other	15%

B. Virtual experience in halal production process

The metaverse allows halal product brands to provide an immersive virtual experience of the halal production process. Consumers can follow every step from selection materials to the certification process, providing greater transparency regarding the consumption of their products. For example, in a virtual environment, consumers can "interact" with halal farms or production facilities and understand better about the ethical principles involved in production. From the table below, approximately 75% of consumers believe that an immersive virtual experience explaining the halal production process is very effective or effective. This shows that this approach provides significant added value in building consumer understanding of halal products.

Table IX. The effectiveness of immersive virtual experiences delivers the halal production process

Experience effectiveness	Percentage of consumers
Highly effective	35%
Effective	40%
Less effective	15%
Ineffective	10%

C. The product journey from source to consumer through the metaverse

The metaverse also allows halal product brands to depict the product journey from source to consumer more visually and immersively. Consumers can "follow" the product's journey through a virtual environment, seeing the material of origin, the production process, transportation, and finally getting to their hands. This creates more transparency and great trust between brands and consumers. From the table below it can be seen that the

majority, which is around 80% of consumers, like the idea of presenting halal travel products through a metaverse environment. This shows great potential to bring consumers closer to the original product.

Table X. Consumer preference for presenting travel products through the metaverse

Travel preference	Percentage of consumers
Highly liked	45%
Like	35%
Less preferred	15%
Disliked	5%

D. Use of available metaverse platforms or custom development.

At the implementation stage, halal product brands can choose to use existing metaverse platforms or develop custom virtual environments according to brand needs, the study reveals competitive strategies used by Ontario farms to market products directly to consumers. The report highlights the business practices undertaken by farms to achieve success in direct marketing and how external factors shape their strategies. The use of existing platforms, such as varchar or decentralized and, can speed up the implementation process and reduce costs. However, custom development can provide more flexibility in delivering a brand-appropriate experience. From the table below, around 60% of brands choose halal products because they use existing metaverse platforms, while 40% choose to develop custom virtual environments. This shows that there are various choices according to each brand's strategy, such as research that explores the impact of online e-commerce interactions on consumer satisfaction through big data algorithms. By utilizing big data analysis, this study aims to identify consumer behavior patterns and their relation to satisfaction levels, providing insights for e-commerce companies to improve interaction with consumers and increase loyalty. .(Natu & Aparicio, 2022)(Haddad et al., 2021)

Table XI. Decision to use the metaverse platform

Metaverse platform usage results	Brand percentage
Using an existing platform _	60%
Development of dedicated virtual environments	40%

Through implementation practices that focus on developing engaging marketing campaigns, virtual experiences in production processes, travel products, and the use of metaverse platforms, halal product brands can create more immersive and personalized interactions with consumers. . By harnessing the potential of the metaverse, brands can build strong engagement, increase consumer understanding, and create more close relationships with their products. What's more, the option to use existing platforms exists or develop specific flexibility in choosing an approach that fits the brand's vision and marketing goals. They introduced agent-based model with social interaction to predict the performance of new products probabilistically and at scale. This model has the potential to guide companies in making decisions regarding new product launches based on complex social interactions. .(Parviero et al., 2022)(Herz et al., 2022)

Vi. Social implications

The implementation of the deep metaverse of halal product marketing has a wider impact than just the business aspect. This also has implications for the need for social considerations in an effort to harness the potential of this technology.

a. **Increasing technological literacy** This can encourage consumers to expand their technological knowledge, which can ultimately bring benefits in various aspects of their lives.(Li et al., 2023)

b. **The impact on consumer culture** The results help brands in designing more impactful social media content to capture consumer attention and engagement. . This can shape a new consumer culture where virtual interactions with products become more common. This cultural impact will affect how consumers perceive and interact with brands as well as how brands understand and respond to consumer needs.(Park & Ha, 2045)

c. **Improved consumer experience** This can help brands to strengthen relationships with consumers and create memorable experiences, which in turn can increase consumer loyalty.

d. **Accessibility and inclusion**. Efforts must be made to make these experiences accessible to different walks of life, including those who may have technological limitations.

e. **Better halal education** Consumers can experience the production process, certification, and ethical values in a virtual environment. This opens up opportunities to increase consumers' knowledge and understanding of halal products, which in turn can strengthen their trust in halal brands.

f. **Impact on social interaction and consumer behavior** You can use the metaverse also in the form of consumer methods of social interaction. Consumers might start discussing their virtual experiences, sharing views 38 halal brands and products, and even shaping the topic of these local online communities. This can change the way consumers interact in the digital environment and influence their purchasing decisions.

g. **Dependence on technology** On the other hand, the application of the metaverse can also lead to dependence on technology. Consumers may become more accustomed to virtual experiences, which 2 can affect their perception of physical interactions with products. This requires brands to maintain a balance between virtual and real experiences.

In addition to having an impact on its business, the application of the metaverse in marketing halal products has significant implications socially. From increased technological literacy to impact on consumer culture and social interaction, the utilization of the metaverse is fueling changes in the way consumers interact with halal brands and products. By understanding and managing these social implications, brands can maximize the benefits of these 8 technologies while maintaining brand values and purpose in the broader cultural and societal context.(H. J. Kim et al., 2014)(Jin et al., 2021)

A number of variables of self-potential may be more influential:

1. **Consumer interaction:** if consumers are very active in participating in virtual contests, virtual tours, or live performances, this can show a great influence on their interaction with halal brands and products. Intense interactions can form strong perceptions and relationships. _

2. **Understanding halal 28 ucts:** increasing consumer understanding of halal products through virtual experiences can have a significant impact on the level of consumer trust and loyalty to halal brands.

3. **Preference campaign marketing:** if a campaign type like a virtual contest has a higher preference among consumers, it can be a powerful marketing tool to increase consumer engagement and interaction.

4. **Impact on social interactions:** if the use of the metaverse affects the way consumers interact socially and form online communities, this could have a long-term impact on brand perception and purchase decision-making.

5. **Degree of dependence on technology: the** impact of consumers' dependence on technology and how much influence their perception of the product physically affects can also have a major influence on the way they interact with the product in the real world.

Virtual fitting room with halal concept is a virtual space specifically designed to allow users, especially Muslim women, to try on various clothing and fashion products according to Sharia rules with guaranteed privacy. The space offers an experience that allows users to create personalized avatars that match, customize their preferences, sizes, colors, and dress styles according to religious rules. The function of separation between Muslim women and men is embodied in this virtual space, maintaining modesty and comfort. Users can explore a wide selection of clothing, hijabs, or accessories in a realistic virtual environment. In this space, users can try on clothes, see how they look on their avatars, and make shopping decisions that comply with halal principles in

a safe and Sharia-compliant environment. All of this allows users to experience an interactive and adequate shopping experience, according to their needs and religious values.

VII. Conclusion

From the analysis of various multidisciplinary perspectives on the metaverse and the application of virtual reality (VR) in promotional marketing, it can be seen that the potential and challenges that exist need to be approached holistically. The metaverse presents a significant opportunity to create interactive, personalized, and engaging consumer experiences through technologies such as VR. However, it is important to address challenges such as technology dependence, equitable accessibility, and its impact on social interaction. The application of VR in promotional marketing can increase consumer engagement through gamified experiences that meet their needs. However, marketing strategies must consider the sustainability of VR experiences and ensure alignment with brand values and goals. Continuing the analysis of multiple multidisciplinary perspectives on the metaverse and the integration of virtual reality (VR) in promotional marketing, a holistic approach is essential to navigate the potential and challenges that exist. The metaverse, as a world full of promise, offers a transformative canvas for creating interactive, personalized, and captivating consumer experiences, especially through the immersive capabilities of VR technology. Nevertheless, the exploitation of these opportunities must be accompanied by a comprehensive examination of the intricacies at hand. The potential of the metaverse to revolutionize the consumer experience cannot be underestimated. Through VR, brands can go beyond traditional marketing approaches and immerse consumers in dynamic, multisensory narratives that cater to individual preferences. However, this leap into the metaverse requires a balanced response to various challenges. One such challenge is the potential for over-reliance on technology, which could potentially isolate certain consumer segments and raise questions about digital addiction. In addition, ensuring equitable accessibility across diverse demographic groups is critical to preventing the inadvertently exclusion of some communities from this transformative experience. In addition, its impact on social interaction must also be taken into account. Although the metaverse encourages personalized interactions, it is important to strike a harmonious balance between digital and real-world interactions. An overemphasis on virtual interactions has the potential to erode the richness of face-to-face meetings, underscoring the need for different approaches that complement rather than replace human interaction. The integration of VR in promotional marketing offers an exciting avenue, particularly through the implementation of gamified experiences that satisfy consumers' innate desire for engagement and challenge. By seamlessly incorporating entertainment and education, marketers can meet consumer needs while effectively conveying brand messages. However, it is important to ensure that this experience remains sustainable, both in terms of technology adoption and alignment with brand values. Exaggerated experiences may attract initial attention, but their long-term viability and resonance depend on their ability to align with the brand's ethos. In conclusion, while the metaverse and VR hold great promise in transforming consumer engagement and experiences, their implementation requires a comprehensive approach that considers both potential and challenges. The immersive and personalized nature of the metaverse may redefine marketing, but the responsible use of this transformative technology requires consideration of accessibility, social implications, and sustainability. As brands enter this dynamic world, it is the alignment between innovation and responsibility that will ultimately pave the way for lasting consumer relationships and lasting success.

Recommendation, as a next step, it is recommended to dive deeper into the application of VR technology in marketing strategies. Developing more personalized content, designing sustainable experiences, and ensuring inclusivity for different consumer groups are factors to consider. In addition, further research into the social and psychological impact of virtual interactions and comprehensive evaluation of the effectiveness of VR campaigns can provide richer insights to optimize marketing strategies using this technology.

Confession

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To whom it may concern,

This letter is to confirm that the paper "Metaverse Integration in Halal Marketing: Charting New Avenues for Promoting Ethical Consumption" has been accepted for publication within the *Journal of Islamic Marketing*. The date of acceptance is 3rd November 2024.

The authors are Neng Susi Susilawati Sugiana, Ratih Hurriyati, Vanessa Gaffar, Puspo Dewi Dirgantari, Bambang Widjajanta, Disman Disman, Agus Rahayu, and Lili Wibowo and the article DOI is 10.1108/JIMA-08-2023-0266.

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Best regards,

Meghan McDonagh

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Neng Susi Susilawati Sugiana, Ratih Hurriyati, Vanessa Gaffar, Puspo Dewi Dirgantari, Bambang Widjajanta, Disman Disman, Agus Rahayu, Lili Adi Wibowo ▾

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