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Dear Dr Ascarya A (Editor in Chief)

We have submitted an original article entitled “***Exploring Reluctance in Halal Food Awareness among Millennials: A Modified TPB Approach***” for consideration by the International Journal of Islamic Economics and Finance (**IJIEF**). We confirm that this work is original and has not been published elsewhere, nor is it currently under consideration for publication elsewhere.

Our research results shows that the millennials’ lack of halal awareness does not provoke their intentions not to purchase halal food products even if their intentions are weak, but their negative attitude, low subjective norms, and perceived low behavioral control do. It suggests that negative attitude, low subjective norms, and perceived low behavioral control encourage their intention not to purchase halal food products. Ultimately weakening their intention to purchase halal-labeled food products. The findings extend existing knowledge about the impact of a lack of halal awareness, a factor that does not influence weak intention not to purchase halal-labeled food products. Therefore, assuming that having a lack of halal awareness does not provoke reluctance to purchase halal food products

We believe that this manuscript is appropriate for publication in **IJIEF** because it is considered to be the first study of its kind designed to investigate the reluctance to pay attention to the halal label in purchasing packaged food products among millennial generation

The author take full responsibility for its content. The authors have no conflicts of interest to disclose.

Please address all correspondence concerning this manuscript to me at safarb135@gmail.com

Thank you for your consideration of this manuscript.

Sincerely,

Syaparuddin Razak
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