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Purchase Intention Determinants of Halal Food in Secular Countries

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Abstract— **This study aims to determine the effect of subjective norm, halal awareness, and behavioural control on purchase intention in halal food products for Muslim students in non-Islamic countries. This research is a survey research using a questionnaire as an instrument, distributed to respondents all over Europe. The population used in this study were Muslim students. 215 respondents used the purposive sampling method, which is a sample selection technique in which an individual chooses a sample based on a personal assessment of some appropriate characteristics of the sample members. The analysis technique used is multiple regression analysis with the theory of planned behaviour. The results of the study found that perceived behavioural control is not an influential predictor on purchase intention. This finding is somewhat contrary to the existing findings which perceived behavioural control as an important factor in influencing consumer to purchase halal food.**

Keywords— *Purchase Intention, Halal Marketing, Theory of Planned Behaviour, Consumer Behaviour*

1.   Introduction

Nowadays, in various parts of the world, the consumer goods industry focuses more on 'Halal' concept, as a result of evidence that religion can influence consumer behaviour [1]. The reason behind it is since 'halal' concept is not just a religious issue anymore, it has also been embraced as part of business and trade [2]. For centuries, halal is a spiritual concept that Muslims keep before purchasing and consuming daily products [3]. With the rise of halal awareness of a product, it is expected to increase the buying interest. The appeal of halal certificate can provide sensory stimulation of customers [4] which message is

expected to attract more customers. The advertisement serves as a bridge between producers and customers and positions as an opinion leader who conveys a message to customers about a particular brand [5]. Manufacturers or companies should choose a suitable endorser to deliver the desired advertising message to targeted audience, so that the message can form an opinion.

One of the biggest population in the world is Muslim community. The demand for halal food consumption is increasing rapidly in line with the expansion of 2.1 billion Muslim populations worldwide. According to [4], the development of halal markets worldwide is around USD 2.1 trillion and in 2011 it is estimated that the market development for halal food sector is USD 661 billion (World Halal Forum, 2011). The halal market is growing fast and increasing by about 25% per year (Economic Council, 2011). Halal food becomes a profitable business not only among the countries with Muslim majority but also non-Muslim countries [1].

Viewed from an Islamic perspective, the concept of halal is vital to a Muslim. Halal means allowed or permitted in Islam (Qur'an Letter Albaqarah verses 168-169). Therefore, Muslims will look for products to be consumed in accordance with accepted religious teachings. This is marked by the number of halal product demand that already has Halal certification in the world [6].

Halal appeal displayed in a product is a distinct attraction and distinctive identity of similar products that become competitors [5]. This becomes one of the more explorable product marketing tools [7]. The total estimated value of the goods and services industry using halal appeal exceeds 1 trillion USD worldwide (The Halal Journal, 2008). In the Islamic religion, food is classified within the concept of halal (permitted)

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and haram (prohibited). The 'halal' word is derived from the term 'Halallan Toyyiban' (wholesomeness, pure and clean), which is a very important aspect of Muslim way of life must conform to the its standard, otherwise they will be considered 'haram' [5].

It is estimated that total Muslim population in the world is about 1.8 billion [8], whereas halal market is producing around US$560 billion per year. Non-Muslim countries are also showing tremendous positive demand trend. Proving it, almost 75% of Muslim community in US consume and prefer to consume halal foods [4]. In the data by [9], France is one of the largest halal market in the world. According to data by muslimpopulation.com , the population of Muslim will most likely reach the number of 2,049 billions in 2020. The detail can be seen below:

Table 1: Muslim Population in the World

Conti nents	2016 Total Popul	2016 Muslim Population (in million)	Percenta ge of Muslim	Predicted Total Population
Asia	4437	1438.88	53%	4737.48
Africa	1199.9	635.67	32.43%	1302.29
Europe	737.69	56.52	7.66%	741.16
Americ	997.2	10.40	2.22%	1,053.85
Oceani	38.04	0.66	1.63%	41.27
World	7412.1	2142.13	28.26%	7876.09

From these data above, it can be concluded that the number of Muslims in the world is quite high. Hence, the demand of halal food is also noticeable. The demand for halal food consumption is increasing rapidly in line with the expansion of 2.1 billion Muslim populations worldwide. According to [8], the development of halal markets worldwide is around USD 2.1 trillion and in 2011 it is estimated that the market development for halal food sector is USD 661 billion (World Halal Forum, 2011). The halal market is growing fast and increasing by about 25% per year (Economic Council, 2011). Halal food is a lucrative business not only among Muslim-majority countries but also non-Muslim countries.

It has become a new trend in consumer goods industry, especially food, that 'Halal' concept is gaining more popularity [10]. The reason behind it is since halal is not just a purely religious issue, it is also in the dynamic of business and trade [5]. The purpose of this study is to add to literature on halal food marketing and consumer behaviour. using the classical Theory of Planned Behaviour (TPB) as a conceptual framework. We are curious to find out whether TPB determinants (attitude, subjective norm and behavioural control) influence consumers' purchase intention with the focus of consumers in non-Muslim countries.

2. Literature Review

2.1 Halal Concept, Subjective Norm and Behavioral Control

Several papers have discussed the halal purchase decision by utilizing the Theory Planned Behavior concept ([1], [2], [6]. These researches focus on attitudes which are believed to have a direct influence on the intention of behaving and are associated with subjective norms and perceived behavioural control [5]. Previous research by [11] argued that attitude as the amount of affection (feeling) which a person perceives to accept or reject an object or behaviour and is measured by a procedure that places the individual on an evaluative scale of two poles, e.g. good or bad, agree or reject, and others. The subjective norm is also assumed as a function of the beliefs specifically a person agrees or does not agree to display a behaviour [9]. An individual will intend to display a certain behaviour if he perceives that other important people think he should be doing it [5]. Other important people can be spouses, friends, doctors, etc. This is known by asking respondents to assess whether other important people are likely to agree or disagree if they display the intended behavior [11]. The subjective norm is a person's perception of one's beliefs that affects an interest in performing or not conducting a behavior [6], [11]. The subjective norm is a function of the perceived expectations of the individual in which one or more people around him (e.g., relatives, peers) agree on certain behaviors and motivate the individual to obey them. In terms of behaviour, this perceptual behavior control reflects past experiences and anticipates obstacles so as to attract more subjective attitudes and norms toward behaviour [11].

2.2 Purchase Intention Concept

A product purchase decision is influenced by the evaluated value of products [4]. Purchase Intention is the tendency of consumers to buy something or take action that is related to buying and measured by the level of possibility that consumers make a purchase [11]. Intention itself is a condition where a person is willing to behave and is considered a direct behaviour. This study aims to find out how much factors influencing halal awareness leads to the influence of customers' buying/purchase interest. Several

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previous researches, such as [8] has elaborated perceptions of consumers in Asian region, in this case Pakistan. Another research, [4], talks about perceptions of restaurant managers in Malaysia toward halal certificate, several determinants that represent Muslim population in Asia are concluded. However, there are still limited numbers of studies or researches about the same matter in Europe. Therefore, this study will try to elaborate perceptions of communities in Europe in the same matter.

Furthermore, the questions that are required as preliminary extraction are how the perception of Europeans towards halal food is and how are the intention to purchase the product and the post-purchase behavior? It will also be aimed to respondents in European countries in which the population of Muslims is significant in number. Although the first step will be a further observation to determine the exact population, this study expects to become a complementary literature in the same topic.

3.   Research Method

This research is directed to solve specific questions, which have been highlighted in the previous parts. The fundamental research is expected to contribute to the development of knowledge / theories son the related study field [12]. Beforehand, this study begins with exploring theories and concepts which will be used as the research progresses to be applicable and give room for further researches [13].

The plan of how this research will develop is be divided into several steps. The first step will be reviewing the existing literatures on related matters. The second one will be the presentation of a conceptual framework for incorporating constructs of innovation into the research. Afterwards, this paper will be carried out into empirical study. Data were drawn from the Muslim consumers in several non-Muslim countries.

This study uses path analysis to investigate the relationships as depicted on the research model. We use non-probability sampling technique, which is the method of sampling that does not provide equal opportunities for each element or selected members of population [12]. Sampling criteria was as in purposive sampling that is sample selection using specific considerations. The research hypothesis is a temporary answer to the formulation of research problems expressed in the form of a statement sentence [12], [13]. The research structure/model and hypothesis for this research are as follows:
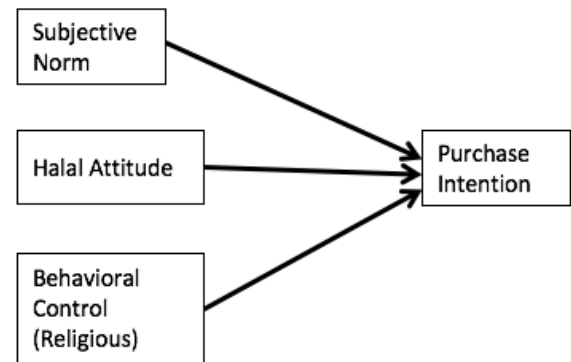
Figure 1: Conceptual Framework

The model used the existing model focusing predicting and describing human behaviour [11], as adapted by [14]. Thus, the following hypothesis needs to be substantiated:

H1: Halal attitude influence halal food products purchase intention

Purchasing halal food is regarded as social behaviour, based on totally regarding what others think necessary about it, than the odd is more in all likelihood to fulfil a halal food purchase. In this study, subjective norm is the perceived social norm which can develop into some kind of pressure that influences consumers' decision to purchase halal food [5], [14].

H2: Subjective norm influence halal food products purchase intention

This is the concept of appeared reaction, gesture or behaviour. In this study, perceived behavioural control is the ability to purchase halal food, hence we also formulate hypothesis 3.

H3: perceived behaviour control influence halal food products purchase intention

The issue here will focus on how attitudes guide behaviour, which in the end will have effect in purchase intention. The research objects here are the people consuming halal-labelled food.

This study use non-probability sampling technique, which is the method of sampling that does not provide equal opportunities for each element or selected members of population [12]. Sampling criteria was as in purposive sampling that is sample selection using specific considerations.

The sample will later be determined after the exact population is fixed. The research hypothesis is a temporary answer to the formulation of research

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problems expressed in the form of a statement sentence [12], [15].

Table 2: Questionnaire

Codes	Questions
HALAL ATTITUDE	
HA_1	I frequently read religious books (Quran and Islam-teachings)
HA_2	I frequently listen to religious lectures on television / radio
HA_3	I attend religious discussion with friends, relatives, ustadz or family
HA_4	I actively read or search related information halal products
HA_5	Food production methods are also important in determining the halal status
SUBJECTIVE NORM	
SN_1	The existence of a halal logo in the packaging of food products is important
SN_2	I will choose a product based on whether there is a halal logo
SN_3	I prefer to consume halal food to delicious one
SN_4	Halal logo makes me feel safe to consume the product
SN_5	As a consumer, I have the right to report any Halal logo fraud presented by the manufacturer
BEHAVIORAL CONTROL	
BC_1	I understand and know exactly the meaning of halal
BC_2	Before purchasing meat product, I will review the animal slaughter process
BC_3	Consuming halal food is very important to me
BC_4	I always look for the Halal Logo on the product packaging before buying any products or goods
BC_5	I am aware and care about the food I consume
PURCHASE INTENTION	
PI_1	Choosing to buy halal products is a good idea
PI_2	I would recommend my family and friends to buy halal food.
PI_3	I am interested in buying halal food
PI_4	My food and drink choices are influenced by others even though the product does not have a Halal logo.
PI_5	I will keep buying halal food according to my need

Data processing technique used in this study is multiple regression analysis done in 3 stages, namely: the determination of the sample by using several sampling formula, followed by spread questionnaires; and data analysis with path analysis. In order to identify general consumers' perception towards Halal products and their awareness towards halal concept on products, we are designing these phases of research.

4. Discussion

The study consisted of four constructs: Halal Attitude (consisting of 5 indicators), Subjective Norm (consisting of 5 indicators), Behavioral Control (Religious) (consisting of 5 indicators), and Purchase Intention (consisting of 5 indicators). The total indicator tested is 20, and the samples observed are 228 respondents. Based on the descriptive statistics in the table below, it was concluded that the majority of respondents were Men, aged 26 years to 35 years, and were Muslim.

Table 3: Respondents' Demographies

Variables	Categories	Frequency	Percentage
Gender	Men	122	53,5
	Women	104	45,6
	No response	2	0,9
Age	< 26 years old	75	32,9
	26 - 35 years old	83	36,4
	36 - 45 years old	68	29,8
	No response	2	0,9
Religious Preference	Non-Moslem	10	4,4
	Moslem	216	94,7
	No response	2	0,9

It should be noted that in general, Muslims living in secular countries tend to retain their preference toward halal food (score of halal attitude: M ¼ 3,94). Most of the respondents were not born in the countries, so most likely they still maintain their food preference from before they lived in Europe.

Furthermore, according to [1], the more importance one is attached to halal food, the more one claims to be influenced by the environment, in this case family, friends and religious institutions and the more personal control over eating halal food is perceived.

Factor analysis using all dependent variable and independent variable with unrotated method showed result of 3 factors having Eigenvalues more than "1" with total variance of 79,5%. Yi et al., 2012 showed that three factors having Eigenvalues over "1" accounted for around 78 percent of total variance. We established scale reliability through computation of Cronbach's α using SPSS 20.0. Next, we

conducted reliability test also by using SPSS v.20 by seeing the value of Cronbach's alpha. The corresponding item-to-total relationship shown in the table below shows that we found two main indicators.

Table 4: Psychometric Analysis 1

Variables	Indcators	Corrected item-to-total correlation	Cronbach's alpha	λ	AVE	Composite Reliability
Halal Attitude	HA_1	0,884	0,936	0,948	0,706	0,922
	HA_2	0,851		0,810		
	HA_3	0,881		0,804		
	HA_4	0,899		0,926		
	HA_5	0,644		0,688		
Subjective Form	SF_1	0,531	0,879	0,549	0,613	0,884
	SF_2	0,686		0,691		
	SF_3	0,875		0,984		
	SF_4	0,884		0,904		
	SF_5	0,612		0,706		
Behavioral control	BC_1	0,939	0,897	0,977	0,703	0,912
	BC_2	0,916		0,947		
	BC_3	0,889		0,917		
	BC_4	0,804		0,880		
	BC_5	0,171		0,215		
Purchase Intention	PI_1	0,912	0,807	0,972	0,659	0,882
	PI_2	0,752		0,892		
	PI_3	0,896		0,969		
	PI_4	-0,082		-0,050		
	PI_5	0,732		0,784		

HA = Halal Attitude; SF= Subjective Form; BC= Behavioral Control; PI= Purchase Intention

Those with Corrected item-to-total correlation < 0,3 are eliminated. Those with very low standardized factor loading are also eliminated.

The next step is the data analysis by using software AMOS 20.0 software through two principal steps. In the first stage, quality and measurement determinations are determined through CFA analysis by measuring reliability, convergent and divergent validity, followed by the next stage of causal relationship analysis between latent variables. Each of these stages uses the maximum

likelihood estimation method ("MLE"). The value of goodness-of-fit ("GOF") determined through several indicators, namely X2 (chi-square), X2/df (chi-square to degree of fredoom ratio), CFI (comparative fit index), GFI (goodness of fit index), TLI (Tucker-Lewis index), dan RMSEA (root mean square error of approximation). The model is said to be good-fit if the generated value is >0, 9, X2/df between 2-5 and RMSEA ≤0, 08.

To test the measurement model, a CFA test was performed using maximum likelihood estimation method ("MLE"). All the GOF test results are below the limit. (X2 = 2643,257 df = 167 p<0,001; X2/df = 15,828; GFI= 0,559; TLI= 0,596; CFI= 0,645; RMSEA= 0,256). To improve the goodness of fit then modified by adding the path so that there is a decrease of chi-square value, based on value of "modification indices". It was found that all the indicators were significant except BC_5 dan PI_4 for having loading factor value below 0,5. (BC_5 = 0,217 and PI_4 = -0,052). After these two indicators are excluded from the model, the overall GOF value overall still below the limit, but there is a decline in value of chi-square. (X2 = 2320,286 df = 132 p<0,001; X2/df = 17,578; GFI= 0,565 ;TLI= 0,621; CFI= 0,673; RMSEA= 0,270).

Furthermore, construct validity is obtained through convergent validity test and discriminant validity.

By observing the factor loading value, after indicators BC_5 (I understand and know exactly the meaning of halal) and PI_4 (I will keep buying halal food according to my need) removed from the model, then all indicators have a loading factor that is higher than 0,5 so that its convergent validity is met. By seeing the AVE value, all constructs have AVE value higher than 0,5 and composite reliability higher than 0,7 so it is concluded that the model has good convergent validity.

Table 5: Psychometric Analysis 2

Variable	Indicators	λ	AVE	Composite Reliability
Halal Attitude	HA_1	0,950	0,710	0,924
	HA_2	0,816		
	HA_3	0,808		
	HA_4	0,928		
	HA_5	0,685		
Subjective Form	SF_1	0,549	0,613	0,884
	SF_2	0,692		
	SF_3	0,984		
	SF_4	0,905		
	SF_5	0,705		
Behavioral control	BC_1	0,975	0,867	0,963
	BC_2	0,947		
	BC_3	0,918		
	BC_4	0,881		
	PI_1	0,973	0,821	0,948

Purchase Intention	PI_2	0,889	
	PI_3	0,969	
	PI_5	0,780	

By comparing the correlation value between variables to the squared root value of AVE, we saw that the squared root value of AVE is higher than the highest interconstruct correlation, thus the discriminant validity is in 'good' category.

Table 6: The AVE Value Table

	Behavioral Control	Subjective Norm	Halal Attitude	Purchase Intention
Behavioral Control	0,931			
Subjective Norm	0,000	0,783		
Halal Attitude	0,000	0,000	0,843	
Purchase Intention	-0,216	0,413	0,876	0,906

The path analysis showed that the path coefficient between Halal Attitude and Purchase Intention is 0,814 (positive) with t-calculate 16,90, thus the hypothesis is accepted, meaning Halal Attitude has a positive and significant effect towards Purchase Intention.

Furthermore, the path coefficient between Subjective Norm and Purchase Intention value 0,652 (positive) with t-calculate 6,124 means the hypothesis is accepted, meaning Subjective Norm has a positive and significant effect towards Purchase Intention.

Last but not least, the path coefficient between Behavioral Control and Purchase Intention which is -0,182 (negative) with t-calculate -5,758 means that hypothesis is rejected, meaning Behavioral Control has a negative but significant effect towards Purchase Intention.

Table 7: Path Analysis Coefficient

Paths	Path Coefficient	t-value	Direct effect	Indirect effect	Total effect	Hyphoteses
Halal Attitude -> Purchase Intention	0,814	16,901	0,814	-	0,814	accepted
Subjective Norm -> Purchase Intention	0,652	6,124	0,652	-	0,652	accepted
Behavioral Control -> Purchase Intention	-0,180	-5,758	-0,180	-	-0,180	rejected

The result of this study shows that in general, purchase intention of halal food is determined by the attitude of Islamic society (in this case we use the term 'Halal Attitude') and the pressure of environment (Subjective Norm). We also tested whether the Behavioral Control had effect towards Halal Purchase Intention, but the result proved otherwise.

Our result was a little different to findings of previous studies, for example by Verbeke and Lopez (2005) who found that the importance or personal relevance attached to halal meat dominates over preference for convenient, readily or easily available food products. This result is also partly different from previous researches, such as Bonne et al. (2007), who found that self-identity of Musim society is important in determining food preference. In our case, attitude towards halal food and peer influence might contribute to purchase decision. However, behavioral control has been proven to be not so influential.

5.   Conclusion

From this research, we conclude that the consumption of halal food for Muslims in these secular are affected by different determinants which lead to   different decision-making processes, including a specific set of predictors. Generally, a positive personal attitude will have influence towards the consumption of halal meat, furthermore the influence of peers (in this case: subjective norm) contribute to the intended purchase and in the end consumption of halal food among Muslims.

Even Muslims with a low Muslim self-identity also choose to eat halal food because of the values that have been growing in themselves for years. In the other hand, Muslims with strong Muslim self-identity experience stronger subjective norm in their social environment. This conclusion also corresponds to the result of TPB model that have been tested within European Muslim populations [1], [16].

However, based on our findings, perceived behavioral control is not an influential predictor on purchase intention. This finding is somewhat contrary to the findings by [1], which perceived behavioral control as an important factor in influencing consumer to purchase halal food. The reason behind this is the reality that in secular countries such as in some European countries, the mix of culture is more massive than the countries that have been taken as previous research locations. As a country with geographical proximity towards Muslim countries such as Morocco and Algeria, as well as long historical Muslim occupancy in the past, the Spanish society see behavioural control differently.

The TPB model has been proven effectively in predicting halal food purchase intention in several countries, be it the one with Muslim-majority such as Malaysia [17] and minority such as Europe

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countries. Therefore, more research is required on application of TPB in more countries.

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