

Factors affecting halal purchase intention: Case study in Indonesia

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Abstract: *The purpose of this study is to evaluate and determined the relationship of selected factors towards customer purchase intention on Halal products. Recently there are a positive indicator that shows Muslim have started to carefully look for a Halal product for consumption. Governments contributes to the setting up of the Halal hub for Muslim consumer. The challenge is to get the Muslim attraction in making decision tom purchase since there are too many options available for them to choose. Awareness and religiosity are among the two factors selected to measure the impact of both towards purchase intentions. 200 respondents participated in the survey exercise. Respondent was chosen on based on purposive basis. Data collection took over 5 days' period for compilations. All data were accepted and valid for data analysis. The results indicate that both factors are important towards customer purchase intentions. Marketers need to focus on both factors so that it can helps them to design the marketing campaign and promotions. Business owner or service provider ion Halal industry should take note on the findings and realign their business marketing strategy towards enhancing purchase intentions.*

Keywords: *Awareness, Religiosity, Purchase intention, Indonesia*

I. INTRODUCTION

Halal market is among the most promising industry especially related to Indonesia. Indonesia currently is among the largest Muslim population and contributes to the higher purchasing power related to halal products or services. It has been highlighted that in 2030 the Muslim population is to increase by 35% representing 26.4% of global population. Halal economy is actually covering all of Muslim needs and wants to comprise all sectors in the industry. Recent report from the Halal portal indicates that Indonesia is ready to lead as the engine of the global halal economy. One of the reasons is because Indonesia have large production, import and export of halal products in important sectors such as food and beverages, fashion, cosmetics and pharmaceuticals. Halal market is going to be big and soon dominate the retail industry in Indonesia.

Buying halal products or services among the Muslims is related towards Islamic practices and perspective. Today the halal market is not only contributed by the Muslim but being accepted by the rest of population. Service providers and business organizations need to promote their products and services accordingly to create the level of awareness among the consumer. The core of marketing is actually communication where business organizations need to make known of their products in the market in order to capture attention. Awareness campaign is important because it will lead to purchase intentions. Beside that there is also a need for the business organizations to study the factors that can motivate customer to purchase the halal products and services. This paper is evaluating the role of awareness and religious towards the purchase intentions of the halal product and services.

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II. LITERATURE REVIEW

2.1 Purchase Intention

Purchase intention by definition is the customer action and willingness to make a purchase or buy certain products or services (A. Ali, Xiaoling, Sherwani, & Ali, 2018; Elseidi, 2018; Hussain, Rahman, Zaheer, & Saleem, 2016; Jamal & Sharifuddin, 2015). Purchase intention according to ("Does Religious Commitment Matter in the Relationship Between Brand Personality and Purchase Intention on Halal Brand Evidence from Consumers in Indonesia," 2016; Mohamed Omar, Kamariah Nik Mat, Ahmed Imhemed, & Mahdi Ahamed Ali, 2012; Salehudin & Luthfi, 2011) is related to customer attitude on the act of purchasing the products or services. Marketing today is getting complicated as customer is knowledgeable and well informed (Razak & Shamsudin, 2019). Understanding of how lead to customer intention is very much important as this could be used as business organizations strategy to penetrate market (Jumani & Sukhabot, 2019; Mahrinasari, 2019; Pasha, Wahab, & Daud, 2019), survival (Wilkins, Butt, Shams, & Pérez, 2019) and sustain in the market (M. F. M. F. Shamsudin, Esa, & Ali, 2019). There are however, many factors that contribute to the customer purchase intentions (Azizan & Suki, 2017; Onwuachi-Willig, 2005; Rubiyanti & Mohaidin, 2018). According to (Arbak, Islam, & Al Rasyid, 2019; Pasha et al., 2019; Rubiyanti & Mohaidin, 2018), the factors varies depending on the nature of products and the type of customers that organizations is targeting (Jumani & Sukhabot, 2019; Mahrinasari, 2019).

This research is focusing on the factors towards halal purchase intentions and based on past research there are important factors involved such as customer awareness (Ambali & Bakar, 2014; Aziz & Chok, 2013; Golnaz, Zainalabidin, Mad Nasir, & Eddie Chiew, 2010) and religious (Ahmad, Abaidah, & Yahya, 2013; Alqudsi, 2014; Ambali & Bakar, 2013). Customer awareness is very important in any marketing drives (Ambali & Bakar, 2014). Awareness is the basic concepts that marketers must do in order to get sales (Aziz & Chok, 2013). According to (Golnaz et al., 2010), customer will not buy certain products if they don't know about the existence of the products. The products availability must be made know to target market before they can make a decision to purchase (Sallaudin Hassan & Shamsudin, 2019; M. F. Shamsudin, Shabi, & Salem, 2018). There is no quick way of getting sales in terms of communication especially if the products are new and non-convenience (Ismoyowati, 2015; Nusran, Gunawan, Razak, Numba, & Wekke, 2018; Rahim, Shafii, & Shahwan, 2015).

Facing the 21st century customer may need extra intelligent approach in order to captured their attention and intentions (Kotler & Keller, 2016). Product awareness is the first step that any business organizations need to do in terms of creating the information about the products (Balques, Noer, & Nuzulfah, 2017), features (M. F. Shamsudin, Razak, & Salem, 2018) and benefits (M. F. M. F. Shamsudin et al., 2019). Customer need to have awareness of the products before they can have something in mind about the products (Misnan, Hee, & Rizal, 2018; Qaddahat, Attaalla, & Hussein, 2016). Product awareness can also help customer to have brand recall when it comes to the topic or related to the type of products (M. F. Shamsudin, Nurana, Aesya, & Nabi, 2018). Modern marketing introduced 6 steps of customer decision process before they can actually make effort to purchase (Hussein, 2016). No matter what in any steps, awareness is the first that business organization need to do (Salem, Shawtari, Shamsudin, & Hussain, 2016). (M. F. Shamsudin, Shabi, et al., 2018) suggested that business organizations make activities such as mass communication through social media (M. F. Shamsudin, Shabi, et al., 2018), electronic media (Akin & Okumus, 2018), posters or any printing media (Hussein, 2016) to get attention of customers about the product (Ismoyowati, 2015; Nusran et al., 2018).

It was recommended by (M. Ali, 2016; Prabowo, Rahman, Rahman, & Samah, 2015), that business organizations to conduct engagement session with community in order to give more information and explain to them about the products. Halal products, although it is important to all Muslim but there is a huge potential markets that can tap from the non-

Muslim segments (Mohd Farid Shamsudin & Razali, 2015). Engagement with community will enable business organizations to explain about the products more details and have the chance to clarify any doubt through the question and answer (Baharudin Kadir, Shamsudin, Nurul, & Mohd, 2020). Beside that according to (Susilowati, Edy Riyanto, Kirana, Mafruhah, & Radam, 2018), community engagement may increase the brand awareness as well that could be advantage to the business organizations in the long term (Putri, Daryanti, & Ningtias, 2019).

Today business is more prone to used social media or any digital platform in making communications and product awareness (M. Shamsudin et al., 2015). The advantage of digital media is that, messages spread very fast with mass coverage (Baharudin Kadir et al., 2020). Customer today, like to share and tell story about their feelings and experiences (M. F. Shamsudin, Shabi, et al., 2018). Business organizations should make used of the opportunity to get the product and brand awareness successfully (Vanany, Soon, Maryani, & Wibawa, 2019).

Based on the common marketing stages, customer awareness will than convert into search (M. F. Shamsudin, Razak, et al., 2018). Customer will start to search information and details about the products in order to get more information and knowledge (Hasrul Azwar, Muhammad Dharma, & Fauziah, 2017; Khoerunnisa, Sunaryo, & Puspaningrum, 2016; Viverita & Kusumastuti, 2017). Customer could so happened come across about the advertisements or product awareness campaign but the information was not enough for knowledge (M. F. Shamsudin, Nurana, et al., 2018). Customer will search in all sort of available medium especially internet (Yasid, Farhan, & Andriansyah, 2016). According to (Nurcahyo & Hudrasyah, 2017), customer will have an interest once they have all the information about the products. Interest sparks when customer is aware about the features and benefits of the products (Basha, Mason, Shamsudin, Hussain, & Salem, 2015). Customer interest is important although they have not becoming a customer yet but at least there could be a possible target market to be counted for (Kurniawati & Savitri, 2019).

According to (Nurhasah, Munandar, & Syamsun, 2018), customer interest will normally change to desire where the intentions to buy is developed in customer mind. Customer starts to think about the products and the desire to buy is getting increased from time to time (Viverita & Kusumastuti, 2017). Customer could hold the purchase decision but the eagerness and motivation to purchase is always high (M.F. Shamsudin, Ali, Ali, & Shabi, 2019). During at the desire stage, customer will explore all possibility touch points or channel members that is possible for purchase decision (Vanany et al., 2019). Past research (Hasrul Azwar et al., 2017; Khoerunnisa et al., 2016), indicates that the next level of customer reaction is the purchase action. Customer is almost completing their awareness cycle and finally make a decision to buy based on all the information gathered through the process (S. Hassan, Shamsudin, & Mustapha, 2019). The decision to purchase is influenced by the first communication program in giving awareness about the products or services (Yasid et al., 2016).

The purchase action is normally followed by a share session (Nurcahyo & Hudrasyah, 2017). Customer in the 21st century will try to updates their networking on all the possible things that they are doing (Shahid, Ahmed, & Hasan, 2018). They will share their experiences and state of mind as well (B. Kadir & Shamsudin, 2019). That is how important for the business owner to provide a good customer experiences so that they become happy and satisfied (Viverita & Kusumastuti, 2017). The satisfied customer will make effort to share their experiences and make a promotions and awareness at their own level (Vanany et al., 2019). Customer satisfaction will also help to promote the products and services of the business organizations (M.F. Shamsudin, Razak, & Salem, 2018b). The information shared by the customer will have a greater impact among their networking's especially among the follower (Nurhayati & Hendar, 2019). Social media enables customer to share information not limited to product details but can includes video on customer experiences while using or consuming the products or services (Hasim, Shamsudin, Ali, & Shabi, 2018). Such action has greater impact to the success of products in the market (Nurcahyo & Hudrasyah, 2017; Nurhasah et al., 2018; Nurhayati & Hendar, 2019; Shahid et al., 2018).

2.2 Awareness

Product awareness is very important in marketing especially if the product is new to the market and at early stage of product lifecycle. The main purpose of awareness is to create a communication among the target market that the product is available in the market nearby them. The awareness is to brief about the new product as well as the benefits and features. All information related to the products must be communicate so that customer knows where to get and how to subscribe. Product awareness is the first marketing campaign to reach market as during that time customer still do not know about the products. Marketers or service providers need to invest a lot for the communication purposes. Marketers should be able to identify their target market before go to the ground. There are many ways of doing product awareness. Researcher recommend that product awareness to be conduct nearer to the target market so that they can asked question and the marketer can distribute trial pack if any.

Customer that have the product information can be considered as already have the product awareness but marketers must make sure that the information that they got is correct and not misleading. The product awareness campaign should tell the details about the product so that customer got complete information about the product. Marketers normally distribute free pack trial or product brochures to customer with full contents about the product. Marketers can also use social media and web page to communicate to customers. All information about the product should be made available. Marketers should also inform customer on their address, customer service contact numbers and where can customer get the products.

The effect of awareness is that customer may turn the awareness into interest. Interest can only come once customer have the product details and full information about the benefits and features. The benefits and features will inspire the customer to try and followed by the interest to use. Customer will than search for more details once the interest is getting strong. Next to the interest is the desire to use. Complete information and search effort will lead to desire to use. At this level. Customer will make an attempt to search for the products by visiting the channel members. The next steps of awareness are action. Customer will decide to buy the products with the expectations they have based on the research that they have made. The action of purchase is the translation of effective product awareness campaign.

Overall the product awareness is important for the marketer to promote their business. The business could new or the product is newly created thus need more information to attract customer. Researcher highlighted that customer will only have ideas to buy once they know about the products. Customer most probably don't buy products that they don't have idea about it. Awareness campaign may help business organizations to successfully introduce their new products. New products need a lot of awareness campaign as customer need some time to observed the performance and how the market react. Business organization can also make used of the opportunity of the awareness campaign to build reputation about the organisation and the products. It will be good if the news product launch is different from the other from the market. The challenge is business organisation need to explain the benefits of the products in order to convince the user that the new products is better than the existing one. Business organization should make use of the awareness campaign to explain everything so that customer can try to purchase and soon become loyal.

2.3 Religiosity

Religious is one of the important factors that influence purchase decision. There at least 6 major religions in Indonesia and Islam is the majority with 87% from the population. As such understanding the purchase intentions among the Muslim is very crucial in order to explore more Muslim market in Indonesia. Marketers need to understand the Islamic principal in purchase decision especially related to food and halal requirements. The halal concept in Islam is to ensure that the believers conserve their religion and other matters related to it. Halal means lawful and therefore Muslim for example must ensure that the products that purchase must follow the requirements from Islam. Halal literally means that the products is free from any component that are prohibited onto Muslim. Halal is not only related to the end results but also

includes the overall process from the raw materials up to the ready products. There are guidelines from Islam that each Muslim must follow before making decision to purchase.

Marketers must at least understand the rules of halal definition where it includes that the halal food must first be permitted in the Islamic law and follow the requirements as stated in the Islamic law conditions. Among the requirements is that the food must not contain any ingredients that is unlawful according to Islamic law. Muslim are prohibited to consume pig and boars and few more animals such as dogs, snakes and etc., alcohol based drinks; all forms of hazardous drinks and all type of additives that may contains unlawful products as mentioned in the Islamic law. Halal food is also related to how the animals have gone through the slaughter process. There is however a law to be followed on the animal food even though it is lawful. The halal is on meat based products on lawful animal is only accepted by if the animal has gone through the correct slaughter process. Failing to adhere the process will not turn the product into halal although it is falls under the lawful animal. Islam teaches the Muslim on how to be obedience as the purpose of living according to Quran is to worship Allah. As such Muslim must give priority in following the rules and guidelines of Islam in order to get the rewards.

Marketers need to understand the actual and overall concept of halal in order to capture the Muslim market. Muslim market is very huge business organizations should have focused on penetrating the market in which will provide a good return to the business. One of the way to get recognized as halal products provider is by applying the certificates from the government bodies. The halal certificates are one of the selling points should the marketers wanted to invite the interest of Muslim buyer. Muslim purchase decision will be based on needs, wants, demand and followed by halal. Meaning to say that a good Muslim they are supposed not to buy a product if all the four requirements is not met.

III. METHODOLOGY

This research is evaluating the factors affecting halal purchase intention. There are two main constructs measured in this research which are awareness and religiosity. Both were measured using a direct relationship towards the purchase intentions. This research used quantitative approach thus a questionnaire was used to collect data. 200 respondent participated in the survey exercise. Respondent was chosen on based on purposive basis. Data collection took over 5 days' period for compilations. Items used in the questionnaire were adopted from the previous study. There are 2 sections in the questionnaire. Section A is on the respondent's details and section B is on the items to be measured. Prior to the data collection, the questionnaire was verified by subject matter expert for face validation. Pilot test conducted with 30 samples and results indicates that all items are reliable and valid.

IV. FINDINGS

Table 1: Summary of statistics of the questionnaire survey

Constructs	No. of items	Mean	SD	α
Awareness	9	5.936	1.038	0.893
Religiosity	7	5.368	1.039	0.864
Purchase intentions	6	5.055	1.258	0.965

Notes: SD, standard deviation; α , Cronbach's α ; overall $\alpha = 0.897$

PCA intends to explain the maximum amount of variance with the fewest number of primary components. The PCA was conducted to apprehend the fundamental association of factors data decline and to escape multicollinearity. In the PCA, cut-off point was 0.50 (absolute value less than 0.50 should be quashed), which ensures the questionnaire reliability. As suggested, through the findings of PCA, one item of "awareness" (AWA 2 & AWA 10) and three items of "religiosity" (REL 1, REL 3 & REL 8) were eliminated due to the value less than 0.50. Table 1 presents the descriptive statistics and Cronbach's α values of the six constructs. Table 2 indicates the rotated factor loadings and their corresponding

eigenvalues. The rule of thumb for Cronbach's α is 0.70 (Nunnally, 1978). In this study, the α values of each item are higher than the broadly diagnosed rule of thumb, thereby indicating a good internal consistency.

Table 2: Result of principal component analysis

No	Awareness	Religiosity	Purchase intentions
AWA1	0.854		
AWA3	0.752		
AWA4	0.822		
AWA5	0.893		
AWA6	0.754		
AWA7	0.866		
AWA8	0.814		
AWA9	0.697		
AWA11	0.811		
REL2		0.866	
REL4		0.814	
REL5		0.697	
REL6		0.878	
REL7		0.865	
REL9		0.877	
REL10		0.787	
PI1			0.920
PI2			0.903
PI3			0.864
PI4			0.845
PI5			0.903
PI6			0.864
Eigenvalue	8.527	4.117	2.763
Variance explained (%)	35.521	17.135	11.531

Table 3: Measurement model results

Constructs variables	Standardized loadings	t-statistics	CR	AVE
Awareness			0.88	0.61
AWA1	0.883	15.563**		
AWA3	0.910	16.421**		
AWA4	0.710	12.227**		
AWA5	0.696	11.132**		
AWA6	0.698	11.697**		
AWA7	0.812	12.678**		
AWA8	0.863	13.674**		
AWA9	0.913	14.654**		
AWA11	0.863	13.245**		
Religiosity			0.81	0.67
REL2	0.812	12.678**		
REL4	0.863	13.674**		
REL5	0.913	14.654**		
REL6	0.863	13.245**		
REL7	0.935	18.374**		
REL9	0.975	15.687**		
REL10	0.812	16.389**		
Purchase intentions			0.92	0.81
PI1	0.721	19.364**		
PI2	0.832	10.687**		
PI3	0.922	17.336**		
PI4	0.935	18.374**		
PI5	0.975	15.687**		
PI6	0.812	16.389**		

Table 3 presents the values of AVE for constructs ranged from 0.61 to 0.81, which surpassed the threshold value 0.50, thus ensuring the convergent validity. To assess convergent validity, t-statistics related to factor loadings are also taken under consideration (Rao and Troshani, 2007).

Table 3 shows the t-statistics values of all items that are significant at the 0.01 level and established the convergent validity of the constructs. To test discriminant validity, AVE is also used (Fornell and Larcker, 1981). The rule of thumb is that AVE values should be higher than corresponding squared inter-construct correlation estimates (SIC) in the model (Churchill, 1979).

Table 4 presents SIC values, and the supportive evidence for discriminant validity was found. For example, (Table 5), in case of awareness SIC values were 0.11, 0.13 and 0.12 for religiosity and purchase intentions, respectively, which is an indication of discriminant validity. Therefore, all latent construct confirmed the discriminant validity

Table 4: Squared correlations between constructs

	Awareness	Religiosity	Purchase intentions
Awareness	0.11		
Religiosity	0.13	0.09	
Purchase intentions	0.12	0.08	0.04

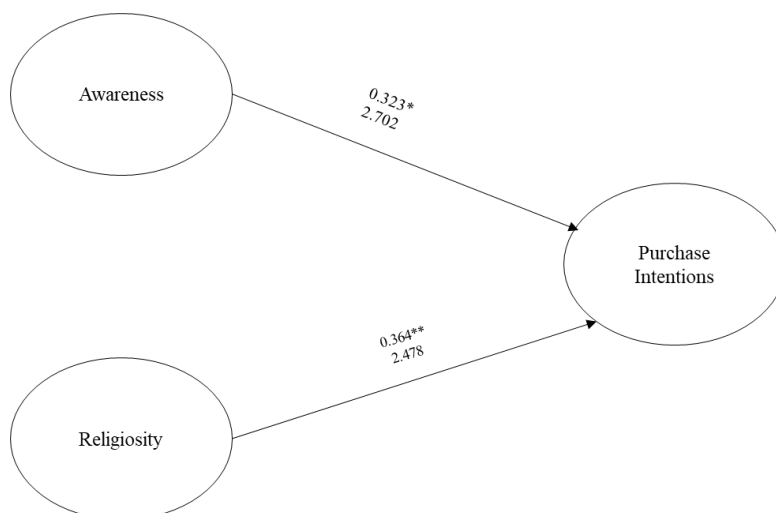
Table 5 is the result for path analysis where it indicates that both direct relationships influences the purchase intentions. Awareness ($\beta = 0.323$) and religiosity ($\beta = 0.364$).

Table 5: Path analysis of structural model

Casual path	Hypothesis	Path coefficient	t-statistics	Results
Awareness → Purchase intentions		0.323*	2.702	Supported
Religiosity → Purchase intentions		0.364*	2.478	Supported

Note: *, **Significant at $p < 0.05$ and $p < 0.01$ levels, respectively

Figure 1: Results of the hypothesized model



V. DISCUSSIONS AND CONCLUSIONS

This study is about measuring the role of awareness and religiosity towards purchase intentions of halal products. Purchase intentions have been widely studied and many areas but there is still limited scope related to halal products especially in the country where the majority is Muslim. The results reflect that both predictors are equally important

towards purchase intention. Marketers need to make sure that awareness campaign is important although the market is within the majority of target population. Customer will not buy or have the intentions if they don't have information about the products. The purpose of awareness is to communicate and inform potential customer that there are such products in the market together with the details on where and how to get the products or services.

Religiosity at the same time is important as part of criteria for target market on halal products. It is no doubt that non-Muslim also purchase the halal products but for marketing strategy, it should be focused on the potential population that may have strong chance to purchase. The elements of communication must be altering so that it can be related between the awareness and the needs for the Muslim to buy the halal products. Such approach may provide advantages to the marketers in attracting customer to choose their products over the non halal.

Overall, marketers need to focus more in providing information and know how to touch the emotion of customer towards purchase intentions. Customer will take decision to purchase if they have the information and needs for purchase. Marketers need to study on how they can blend the customer decision making process towards the elements of religiosity as part of the alternative to make decision.

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