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Why do we eat halal? Applied the theory of reasoned action in predicting halal food consumption among Indonesian Muslim consumers

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Abstract

This study explores the influence of consumer attitudes, religious beliefs, and health consciousness on purchasing intentions and behaviours towards halal products within Indonesia's Muslim community. Employing the Theory of Reasoned Action (TRA), this research structured hypotheses to assess how various perceptual and normative factors affect consumer decisions. The research method includes a quantitative survey with PLS-SEM to evaluate relationships between attitudes (consumer attitudes, health consciousness, and religious compliance), intentions, and purchasing behaviours, using a structured questionnaire distributed among 500 participants in Indonesia. Results indicate significant positive associations between consumer attitudes and purchasing intentions, purchase intentions and purchasing behaviours, as well as health consciousness and purchase intentions. Additionally, religious beliefs significantly influence purchase intentions. This research reaffirms the applicability of the TRA in predicting consumer behaviour in culturally sensitive markets. Businesses should ensure all halal products are clearly labelled with a certified halal logo to reassure consumers about the authenticity of the product's halal status and address concerns about ingredients and processing.

Keywords:
halal products; Muslim consumers; purchase intention; religiousity; the theory of reasoned action.

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Introduction

The fundamental principles of Islam, recognised for their aesthetic appeal, serve as a source of inspiration for adherents, encouraging them to completely adopt and uphold that which is regarded as permitted and desirable. Halal, as a concept, represents obedience to the norms of Islamic law. On the contrary, the concept of haram embraces all actions and substances that are deemed prohibited and detrimental according to the principles of Islamic doctrine. Consequently, adherents of Islam, Muslim consumers are motivated by their profound religious devotion to consume halal products, so distinguishing their consuming behaviours from those observed in other religious traditions (El-Bassiouny, 2014).

Halal business has had rapid growth and is projected to continue expanding in the worldwide market due to the rising demand for halal goods and services. Halal business is seeing significant growth and is currently valued at over USD 3.0 trillion every year. It is significant that halal food sector accounts for 60% of this overall market value (Maulina et al., 2020). Countries such as Malaysia and the United Arab Emirates (UAE) have recognised the economic prospects associated with the halal industry and have strategically integrated it into their respective economic development strategies. These countries with an innovative strategy have effectively driven their economies by taking the lead in the global halal market, establishing their status as leading players in the field. According to Dinar Standard (2022), in 2018, Muslim who follows Islamic faith produced significant effects on worldwide halal lifestyle, generating a substantial economic value amounting to USD 2.2 trillion. Furthermore, Islamic financial industry achieved a total value of USD 2.5 trillion. Muslim consumers allocated a significant amount of their expenditure to purchase food and beverage items, amounting to USD 1.39 trillion. Additionally, a substantial sum of USD 283 billion was dedicated to clothing products acquisition. Furthermore, a significant amount of USD 220 billion has been allocated to media and entertainment sector, while USD 92 billion and USD 64 billion were allocated respectively to pharmaceutical and cosmetic products. This data provides a significance evidence generated by Muslims practising Islamic faith across many industries. Furthermore, it is anticipated that these industries would witness additional expansion due to the global rise in halal commodities demand (Saepudin, 2022).

Indonesia is the country with the highest number of Islamic faith adherents globally. Muslim population in Indonesia amounted to approximately 278.7 million people, which represents approximately 87% of the overall population (Syamsiyah & Ardana, 2022). The presence of a substantial Muslim population in Indonesia has not positioned the country as a significant player in worldwide halal market. Currently, Indonesia has seen significant increases in exports and imports of halal items, having an influence

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on both the trade balance and the current account balance. The rapid process of globalisation inside the trading sector has resulted in substantial changes (Vanany et al., 2020). This encompasses change in worldwide rivalry, together with transformations in attitudes, points of view, and performance of producers and consumers. The shifting consumers' mentality requires enhanced efforts to ensure and protect the products they utilise. The significance of maintaining high product quality standards, particularly within the Muslim community, is growing in importance as a means of ensuring halal certification and overall excellence in products or services (Khalek et al., 2015).

Extensive studies have been conducted to examine the domain of halal consumption, including empirical and theoretical inquiries across different contexts. The topic under consideration is multidimensional in nature, including various dimensions such as religious, societal, commercial, and cultural factors. The decisions made by consumers regarding the purchase of halal items (halal consumption) are primarily influenced by their own behaviour and perceptions (Amalia et al., 2020). The idea of purchase intention is widely used as a conduct prediction indicator in consumer behaviour research (Grewal et al., 1988). Previous research of consumer purchasing behaviour has made substantial use of the Theory of Reason Action (TRA). Previous research focused on sustainability evaluated consumers' intentions to purchase food labelled with EU quality against those labelled as organic. It investigated the influence of several antecedents on the attitude-intention pathway under the TRA perspective (DeCanio & Martinelli, 2021).

Kim et al. (2020) employed the TRA as well in their study which revealed the factors that encourage media consumers in two different cultures—South Korea and the US—to engage in the online news-sharing process. That study empirically demonstrates how attitudes and subjective norms impact the intention to share internet news using the TRA. Upon closer examination, it becomes apparent that there are not enough empirical studies investigating the phenomenon of halal consumption. Specifically, there is a lack of research exploring the various factors that influence an individual's decision to consume halal food, including religious considerations, food ingredients, food manufacturing procedures, and perceptions of halal certification logos. This gap in knowledge particularly pertains to understanding the impact of these factors on the purchasing intentions of the Indonesian population. According to a study conducted in Malaysia by Ashraf (2019), various features have been identified as influential in inspiring consumer to use and engage with halal items. These characteristics include trustworthiness, commitment to normative structures, and self-efficacy perception.

According to a study conducted in the United Kingdom by Elseidi & Reham (2018), different factors have a part in driving people to consume halal products. Customer perceptions of safety and health, customer trust in the

authenticity of halal-labeled food, and consumers' level of Islamic religiosity are among these considerations. According to a study conducted by Abd-Rahman (2015) in Malaysia, proclivity to consume halal items is driven by two important factors: knowledge and religion. To promote Indonesia's entry into the international halal market, it is critical to investigate factors influencing the use and adoption of halal commodities among Indonesian consumers. The extensive research on halal consumption underscores the need for businesses, especially in Indonesia, to focus on religious adherence, trustworthiness, and consumer perceptions of safety and health to enhance market presence and consumer trust globally. Businesses must ensure strict compliance with halal standards, transparently communicate this compliance, and educate consumers on the religious, health, and safety benefits of halal products. This multifaceted approach, which combines rigorous product integrity with strategic marketing and consumer education, is essential for differentiating brands in the market, increasing consumer engagement, and positioning Indonesian halal products favourably in the international arena, thus fostering economic growth and cultural exchange globally.

The primary goal of this study is to examine factors that influence consumers' preferences for halal food in Indonesia. Furthermore, this research aims to explain the relationship between consumer attitudes and the perception of halal products among Muslims as a novelty, which the TRA underpins. This study also examines the potential impact of consumer's cognitive and affective processes on their purchasing decisions regarding halal items.

Literature review
Halal industry

The halal sector is primarily concerned with the manufacturing and provision of products and services that conform to the religious principles and standards of Islam. Due to the rising demand for halal products on a global scale, this definition has become more well-known. Previously, the terms halal economy and halal industry were used interchangeably (Syamsiyah & Ardana, 2022). Halal economy is a way of doing business that follows Islamic law and principles. It includes a wide range of products and services that are halal, or permissible for use by Muslim. To guarantee that these goods and services are secure and uphold specific requirements, rules have been put in place. This encompasses a wide range of products, encompassing not only consumables such as food and beverages, but also non-consumables like cosmetics, pharmaceuticals, and even forms of entertainment. The goal of this legislation is to protect people's religious freedom and provide them with access to halal products and services (Dinar Standard, 2022).

Today, the idea of halal is a big part of people's daily lives. This has led to a rise in Indonesian businesses that enthusiastically embrace halal and

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decorate their goods and companies with labels and slogans that show what it means. For instance, several producers in the cosmetics industry have introduced the notion of halal cosmetics through the marketing campaign "Halal from the Start". Similarly, food and beverage firms that specialise in producing delectable ice cream emphasise their dedication to excellence by employing the slogan "Halal Food is Quality Food". Furthermore, fashion corporations have recently implemented the notion of halal cosmetics within the framework of their "Halal from the Start" initiative. Fashion enterprises have made progress in promoting inclusion by launching Indonesia's inaugural halal-certified hijab, underscoring their commitment to manufacturing merchandise that not only possesses aesthetic appeal, but also aligns with the ideals of attractiveness, comfort, and halal compliance (Briliana & Mursito, 2017).

The theory of reasoned action

According to Fishbein & Ajzen (1977), an individual's behaviour is determined by their personal desires and intentions. The Theory of Reasoned Action (TRA) application can greatly enhance the comprehension of consumer attitudes. This theory encompasses two significant propositions. Firstly, it effectively predicts an individual's purchasing behaviour, hence serving as a crucial meter for assessing an individual's attitude towards particular behaviour. Secondly, subjective norm determinants serve as a reliable means of assessing the influence of familial or societal norms on an individual's inclination towards a specific object or concept (Hanzaee & Ramezani, 2011; Lutz, 1991). The TRA has demonstrated its predictive efficacy across several contexts (Sheppard et al., 1988). The TRA is a theoretical framework that facilitates the estimation of individuals' cognitive processes, enabling predictions regarding their thoughts and the likelihood of engaging in consumer behaviour. Additionally, it provides insight into their purchasing intentions (Tuu & Olsen, 2012; Spears & Singh, 2004). Similarly, this research uses the TRA to see how consumer buy halal items. This research potentially enriches the TRA by highlighting the importance of specific, contextually relevant factors that influence purchase intentions and behaviours. By integrating these elements, the TRA can offer a more nuanced understanding of consumer actions in culturally and ethically sensitive markets, such as those for halal products. This adaptation not only increases the model's applicability, but also aids businesses and regulators in better addressing the needs and expectations of diverse consumer groups.

The TRA and halal purchase relationship

The TRA is frequently used by many previous research to rationalize Muslims purchase and eating behaviours. A study conducted by Azmawani et

al. (2015) utilised the TRA to forecast the inclination of Malaysian consumers towards selecting halal items. Amin (2021) employed the TRA in order to analyse the patterns of credit card utilisation among consumers of Islamic banks. Furthermore, Mukhtar & Butt (2019) examined the influence of two factors derived from the TRA on the development of attitudes among Muslim consumers towards halal items. Most research tries to understand consumers' attitude toward halal items which employs a technique known as the TRA. Thus, it's critical to consider all the various factors that influence consumers' perceptions of halal items.

Customer attitude

According to Ajzen (2005), attitude is the amount of a person's good or bad feelings directed at an entity or the intention to engage in certain acts. Within the domains of consumer behaviour and marketing, attitude is observed as a proclivity, characterised by either favorability or unfavourability, that an individual possesses towards a particular entity. Hence, it is plausible that consumers may exhibit varying attitudes towards specific products, contingent upon the prevailing circumstances. According to Hussain et al. (2016), Nooh et al. (2007), and Schiffman & Kanuk (2015), numerous studies have demonstrated that individuals' consumer behaviours can exert a reciprocal influence on one another. Many studies employ various models to determine how people's consumption behaviour relates to how much they buy and eat. For instance, an individual's consumer behaviour can have an impact on their dietary intake.

According to Ajzen (2005) and Batubara & Harahap (2022) in the realm of comprehending consumer behaviour, prior research commonly employ two prevailing concepts to elucidate the motivations behind consumers' purchasing decisions. These concepts are commonly referred as the TRA. These tools assist researchers in elucidating the underlying factors influencing consumers' decisions to purchase and utilise halal products. Prior research has demonstrated that individuals' cognitive processes, subjective perceptions of normalcy, and perceived level of control significantly influence their inclination to purchase halal products (Asnawi & Sihombing, 2021; Battour et al., 2022; Quoquab et al., 2020). Therefore, this study proposes the following hypothesis.

H1: Consumers' attitude positively influences halal product purchase intention.

Consumers' halal product purchase intention

However, many previous research found that there are strong alignment between consumers' purchase intention for halal products and their purchasing behaviour is driven by a combination of religious, ethical, and quality-related

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factors (Lada et al, 2009; Majid et al, 2021; Syamsiyah & Ardana, 2022). This connection underscores the importance of understanding and catering to these motivations in the marketing and distribution of halal products (Costa et al, 2021).

The intention to purchase halal products is deeply rooted in the religious beliefs and ethical considerations of consumers, particularly among Muslim populations. These consumers often view the consumption of halal products as a form of religious observance, which significantly influences their purchasing decisions (Ghazali et al, 2017). The intention to adhere to halal dietary laws is not just a matter of preference but a religious obligation, making the alignment between intention and behaviour particularly strong in this context. This strong correlation suggests that when consumers express a desire to purchase halal products, they are likely to follow through with this intention, driven by a sense of duty and commitment to their faith (Khalek et al, 2015).

In addition to religious motivations, ethical considerations also play a crucial role in influencing halal product purchase behaviour (Zaremohzzabieh et al., 2020). Consumers who prioritise halal products often do so because they associate these products with ethical practices, such as humane treatment of animals and environmentally sustainable production methods. The perception that halal products adhere to higher ethical standards further reinforces consumers' intention to purchase, as they seek to align their buying habits with their personal values (Ishak et al, 2016). This ethical dimension adds an additional layer of motivation, making consumers more likely to act on their intentions.

Quality-related factors are another key component in the relationship between purchase intention and behaviour for halal products (Syamsiyah & Ardana, 2022). Consumers often perceive halal products as being of higher quality, not only in terms of religious compliance but also in terms of safety, hygiene, and overall product integrity (Zaremohzzabieh et al., 2020). This perception enhances the likelihood that consumers will translate their purchase intentions into actual behaviour, as they are confident that they are making a healthier and safer choice (Majid et al, 2021). Therefore, the interplay of religious, ethical, and quality-related factors creates a robust framework that drives the consistency between consumers' halal product purchase intentions and their actual purchasing behaviour (Costa et al., 2021; Ghazali et al., 2017; Zaremohzzabieh et al., 2020).

H2: Consumers' halal product purchase intention positively influences their purchase behaviour.

Ingredients

The ingredients used to prepare halal food are very essential to both producers and consumers. Halal food consumers are very careful to observe

particular regulations and guidelines about what they can and cannot consume. It also applies to other purchases they made, such as clothes and cosmetics. Muslim consumers need to ensure that the product they buy does not include elements that are prohibited in "haram," such as alcohol, gelatin, pork, and animal fats (Shnyrkova & Predvoditeleva, 2022). This is critical for items such as cakes, pastries, dishes, school supplies, and personal care items (Liu et al., 2022). Furthermore, Hussain et al. (2016) found that ingredients play a significant role in shaping customer views towards halal products. This implies that the composition of a product's elements might influence consumer purchase decision, either by generating intention or deterring potential buyers. Many previous studies found that ingredients that are halal-certified positively influence consumer attitudes by ensuring compliance with religious standards, reinforcing perception of quality and purity, aligning with ethical and cultural values, and providing assurance of safety and hygiene. These factors collectively enhance the overall appeal of halal products, leading to greater consumer trust and preference (Al-Mazeedi et al., 2013; Hussain et al., 2016; Mutmainah, 2018). Hence, this study proposes the following hypothesis.

H3: Ingredients positively influence consumer attitudes towards halal products.

Halal certification/logo

Many studies have been conducted on halal logos and certification. It is critical for Muslims who wish to purchase halal food to understand the certification and recognise the brand (Al-kwifi et al., 2020). This assists consumers in deciding which product to purchase. Muslims value halal certification higher than other certifications, such as ISO. Halal-certified products make them feel secure and at ease. This accreditation examines the entire food preparation process, including how animals are slaughtered and how food is stored and delivered. The halal emblem denotes that the product adheres to Islamic guidelines (Maknu et al., 2021). Many previous studies found that the halal logo not only indicates compliance with religious standards, but also serves as a marker of quality, ethical practices, and trustworthiness. This multifaceted significance positively influences consumers' attitudes, making them more inclined to choose halal products over non-halal alternatives (Al-kwifi et al., 2020; Anam et al., 2018; Hussain et al, 2016). Therefore, this study proposes the following hypothesis.

H4: A consumer's perception of the halal logo positively influences his/her attitude towards halal products.

Religiousity

Religion has a significant impact on people's lives, beliefs, and attitudes. Religion is a collection of laws and concepts that many people adhere to

(Wibowo et al., 2022). It instructs people on how to live their lives and what they should believe. Some religions also impose restrictions on the types of food that can be consumed. People who practice a religion may alter their thinking and purchasing habits (Nusran et al., 2018). Some religious people make purchasing and eating decisions based on their beliefs, particularly when it comes to animal products. Religion plays a significant role in how people make purchase decisions. For Muslims, for example, religion plays a significant role in selecting the types of food they are permitted to consume (Febrilyantri, 2022; Hussin & Sukor, 2021). As a result, it is critical to understand how religion influences purchase intention. Thus, this study proposes the following hypothesis.

H5: Religious factors positively influence halal product purchase intention.

Figure 1.
Research framework
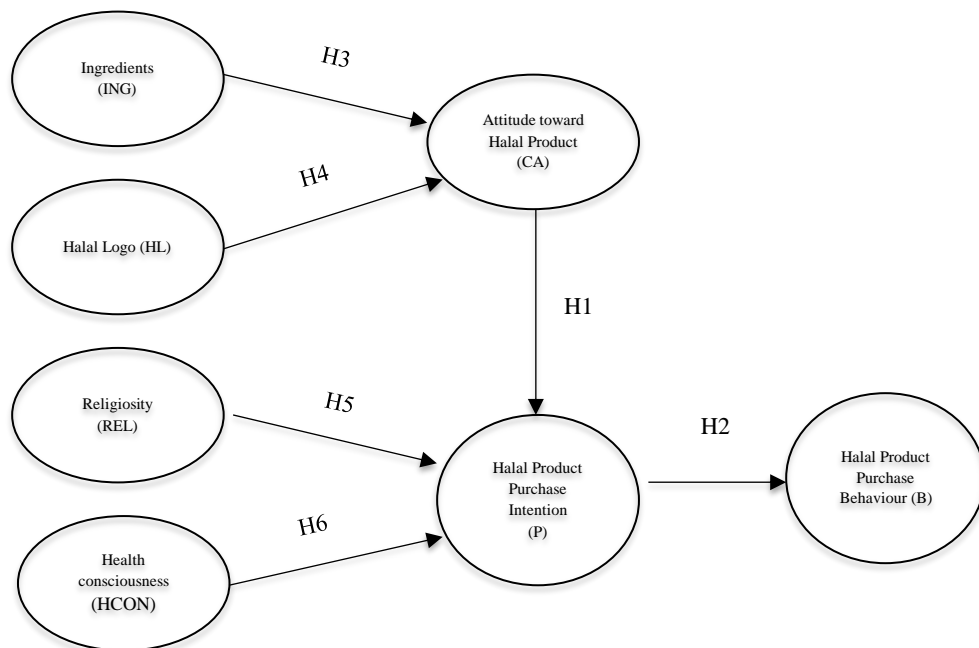
Source: Authors' work (2024)

Health consciousness

People begin to eat better and cleaner foods as they become more concerned about their health (Golnaz et al., 2012). Knowing how food might affect our health is critical when deciding what to eat and buy (Tregear et al., 1994). If people are concerned about their health, it may be seen in what they think about and plan to buy when it comes to food. Muslims, in particular, demand cuisine that is both healthy and adheres to their religious beliefs. So, if a product fits these criteria, it must be safe for them to purchase (Djunaidi et al., 2021). According to Maulina et al. (2020), as people learn more about the

effects of many items on their health, they begin to make better choices and care more about their health. Based on previous research, this study proposes the following hypothesis.

H6: Health consciousness positively influences halal product purchase intention.

This research employ approaches that involve multiple elements or variables and calculate their influence which is also presented in Figure 1 (Ashraf, 2019; Majid et al., 2021; Majid et al., 2015).

Research method
Research design and analytic procedure
This study employs a quantitative design that is supported by the post-positivism paradigm, and it is classified as a survey study based on the measurement instruments utilised (Creswell & Creswell, 2018). Furthermore, because this study is explanatory and latent variable scores needed to be analysed further, this study utilised a Partial Least Squares Structural Equation Model (PLS-SEM). This study consider at numerous measures and calculations to determine how certain items are connected to each other (Henseler, 2018; Cepeda-Carrion et al., 2019).

Measures and covariate
The questionnaire had been meticulously structured to comprehensively measure various constructs pertinent to consumer attitudes and behaviours towards halal products (Ahmad et al., 2015; Briliana & Mursito, 2017; Khalek & Ismail, 2015; Majid et al., 2021; Dali et al, 2007; Shaharudin et al., 2010; Vanany et al., 2020). These constructs, such as religiosity, ingredients, attitude, halal logo, health consciousness, purchase intention, and behavioural intention, are detailed in variable measurements in Appendix 1. This ensures a systematic approach to understand the factors influencing halal product consumption. A three-item scale was used to measure the construct of raw materials. A four-item scale was used to measure the construct of the halal logo. A three-item scale was used to measure the construct of health awareness. An eleven-item scale was used to measure the construct of religious factors. A five-item scale was used to measure the construct of consumer attitude. A three-item scale was used to measure the construct of purchase intention. Part 1 of the questionnaire asked respondents about their demographics, and part 2 comprised of variable statements. All responses were evaluated using a likert scale ranging from 1 (strongly disagree) to 5 (strongly agree). The respondents for this survey were Indonesian Muslims who answered the questions. They are of diverse ages and sell, buy, utilise, and consume halal products.

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Results

Demographic Data

A total of 610 questionnaires were distributed among the selected sample in accordance with the study's objectives and interests. The questionnaire data collection period lasted from May 15, 2023 to June 5, 2023. This study successfully collected data from 605 individuals over the course of the study period, and 542 of them provided us with valuable and accurate information. In this context, valid data refers to responses submitted by persons who fully meet the criteria established for this research project. Table 1 displays information about the research subjects' age, gender, and educational background. For example, the bulk of the 322 respondents (59.41%) are female, while 220 respondents (40.59%) are male. There were also 255 respondents between the ages of 26 and 32 (47.05%), 159 between the ages of 19 and 25 (29.34%), 111 between the ages of 33 and 40 (20.48%), 4 between the ages of 50 and 18 (0.74%), and 9 between the ages of 41 and 50 (1.66%).

Table 1.

Description of respondent data

Profile	Category	Frequency	Percentage
Gender	Female	322	59.41%
	Male	220	40.59%
Age	<18	4	0.74%
	19-25	159	29.34%
	26-32	255	47.05%
	33-40	111	20.48%
	41-50	9	1.66%
	>50	4	0.74%
Education	High School	138	25.46%
	Diploma	156	28.78%
	Bachelor's Degree	186	34.32%
	Master's Degree	57	10.52%
	Doctoral's Degree	5	0.92%

Source: Authors' work (2024)

Measurement model evaluation

This research uses Hair et al. (2019) standards to evaluate the reflective measurement model, also known as the composite mode, in terms of indicator reliability, internal consistency reliability, convergent validity, and discriminant validity. In order to test reliability, the factor loadings or correlation weights of each item must be greater than 0.70. As a result, components with low factor loadings that contributed less were eliminated. In terms of internal consistency, the reliability metrics Cronbach's Alpha, rho_A, and Composite Reliability (CR), as well as the lower bound of their 95% percentile confidence intervals, should be greater than 0.70. The analysis shows that data clearly exceed the 0.70 threshold and remain at the acceptable confidence level, with the upper bound of the intervals remaining less than

0.95. In terms of convergent validity, the Average Variance Extracted (AVE) is more than 0.5, indicating that the construct is convergent. This research looked at the heterotrait-monotrait value (HTMT) and the Fornell and Lacker criterion to determine discriminant validity. This research used a bootstrap test to check that the upper limit of the HTMT confidence interval was less than 0.90, as recommended by Hair et al. (2018) and Cepeda-Carrion et al. (2019). This analysis demonstrates that discriminant validity is obtained. In order to save space, this research have supplied detailed data and confidence ranges in Appendix 1 and 2, indicating that all of the quality requirements for measurement model evaluation have been met.

Structural model evaluation

The evaluation of structural models is connected to the testing of hypotheses concerning interactions between research factors. The structural model evaluation check, according to Hair et al. (2019), consists of checking the absence of multicollinearity between variables with a VIF (variance inflated factor) size less than 5, hypothesis testing, and 95% confidence intervals of estimated path coefficient parameters, as well as the effect of direct variables at the structural level, namely the direct effect with f square (f square 0.02 low, 0.15 moderate, and 0.35 high). The model's overall evaluation consists of R square criteria, i.e., 0.19 (low influence), 0.33 (mid influence), 0.66 (strong influence), and Q square greater than 0. SRMR less than 0.08 (acceptable fit) (Hair et al., 2019). PLS Predict indicated by RMSE and MAE models is lower than the linear regression model (LM). Hair et al., (2019) and Sarstedt (2019) claimed that the robustness check consists of structural models' linearity and heterogeneity with FIMIX PLS.

Table 2.
Hypotheses and Path Coefficients Significance Testing Results

Hypotheses	Path Coeff	T statistics	P Value	Decision	F^2	VIF	R^2
CA → IP	0.148	2.930	0.002	Supported	0.020	1.368	
ING → CA	0.187	5.034	0.000	Supported	0.042	1.001	0.173
HL → CA	0.365	8.709	0.000	Supported	0.162	1.001	
IP → B	0.458	13.420	0.000	Supported	0.265	1.000	0.210
REL → IP	0.227	4.531	0.000	Supported	0.043	1.370	0.129
HCON → IP	0.150	3.273	0.000	Supported	0.026	1.006	

Note. Bootstrapping based on 5000 samples, direct, indirect, hypothesized effect assessed by applying a one-tailed test at 5% of significance level [5%, 95%]. Effects of the covariates assessed by applying a two-tailed test at 5% of significance level [2.5%, 97.5%]; VIF = variance inflation factor
Source: Authors' work (2024)

The structural model evaluated in Table 2 is acceptable, with no multicollinearity across variables, as indicated by inner VIF values less than 5 (based on robust parameter estimate). Furthermore, the R square value obtained

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through data processing allows us to draw the following results: the influence of halal ingredients and logo on attitude is 17.3% (relatively low effect), religious factors and health awareness on purchase intention is 12.9% (also low effect), and purchase intention on behavioural intention is 21% (moderate effect).

The model's appropriateness was confirmed by the Q square value, which is used to assess predictive significance. According to Hair et al (2019), a Q square value greater than zero suggests predictive importance. Furthermore, Sarstedt (2019) reports that the model SRMR value of 0.057 shows an acceptable fit. Robustness tests such as linearity and heterogeneity also produced excellent findings. In terms of heterogeneity in the structural model, the p values of the squared variables were more than 0.05, indicating a linear relationship between variables, and the PLS BIC and CAIC models fulfilled the 1-segment model rather than the 2-segment model.

Discussion

This study confirms a positive association between consumer attitude towards halal product and their purchase intention for the halal product (H1 supported). The role of attitude is crucial in the TRA model because it investigates the relationship between consumers' attitudes toward purchasing halal items and its impact on their intention to make a purchase. This result supporting findings by Lada et al. (2009) and Alam & Sayuti (2011). The consistency in attitude influencing purchase intention highlight the importance of shaping positive perception trough effective marketing and product presentation. This implication means that brands should engage in robust marketing strategies that resonate with the values of their target demographic, focusing on building a positive image of their halal product. Brands should prioritise the development and implementation of robust marketing strategies that align with the values and beliefs of their target demographic. This involves a deep understanding of the cultural, ethical, and religious principles that are important to their audience. By doing so, brands can create marketing campaigns that genuinely resonate with their consumers, fostering a connection that goes beyond mere product promotion. Specifically, for halal products, it is crucial for brands to emphasise the quality, authenticity, and ethical standards associated with halal certification. This approach not only enhances brand credibility but also builds a positive image that appeals to consumers who prioritise halal values in their purchasing decisions. By aligning their marketing efforts with the core values of their target audience, brands can effectively position themselves as trusted and preferred choices in the competitive market.

The result confirms a positive association between purchase intention and halal product purchase behaviour (H2 supported). The data suggest that all of the specified parameters of purchase intention influence consumers'

perceptions of halal has been validated. Furthermore, the respondents' attitudes and purchasing intentions to buy or not buy halal products were satisfactorily evaluated. Consumers demonstrate that their behaviour toward any action will be good using the TRA (Ajzen, 2005), which is known as the continuity of future behaviours. As a result of the findings, this implication means businesses should design advertising campaigns that strengthen consumers' intentions to buy halal products. Emphasising the ethical aspects, religious compliance, and health benefits of halal products can boost purchase intentions, which are likely to translate into actual sales. Emphasising the ethical aspects, religious compliance, and health benefits of halal products can significantly enhance purchase intentions among consumers. This emphasis aligns with the growing consumer demand for products that not only meet religious and ethical standards but also offer health advantages (Ghazali et al, 2017). By highlighting these key attributes, businesses can appeal to a broader audience, including those who prioritise ethical consumption and those who are health-conscious. The increased awareness and appreciation of these factors can lead to a stronger connection between the consumer and the product, making it more likely that the intention to purchase will convert into actual sales. Ultimately, this strategy can contribute to building brand loyalty and expanding market share in the competitive landscape of halal products.

Consumers' halal product purchase intentions are deeply rooted in the alignment between their ethical values, religious obligations, and the perceived health advantages of these products (Zaremohzzabieh et al., 2020). When consumers believe that purchasing halal products contributes to broader ethical practices—such as environmental sustainability and animal welfare—they are more likely to translate their intentions into actual purchase behaviour. This is particularly relevant in today's market, where a growing number of consumers prioritise products that reflect their ethical and moral values. By highlighting these ethical aspects, businesses can reinforce the connection between consumers' beliefs and their purchasing actions, thereby encouraging more consistent and frequent purchases of halal products (Costa et al, 2021).

For Muslim consumers, the religious compliance associated with halal products plays a pivotal role in shaping their purchase intentions. Halal products are not merely a preference but a necessity, as they align with the dietary laws and spiritual practices dictated by Islam. This compliance provides consumers with a sense of assurance and peace of mind, knowing that their consumption choices are in harmony with their religious beliefs. The strong influence of religious adherence on purchase behaviour means that when Muslim consumers intend to buy halal products, they are highly likely to follow through with the actual purchase (Ghazali et al, 2017). Businesses that effectively communicate the religious authenticity of their halal offerings can therefore expect to see a direct impact on sales.

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In addition to ethical and religious factors, the health benefits associated with halal products can significantly influence consumer behaviour. Halal products are often perceived as being cleaner, healthier, and safer due to the rigorous standards they must meet. These standards include stringent hygiene practices, the exclusion of harmful ingredients, and the overall emphasis on cleanliness in both the production and handling of the products. For health-conscious consumers, these attributes make halal products an attractive option. When businesses effectively communicate the health benefits of their halal products, they can tap into the growing market of consumers who prioritise their well-being, thus converting purchase intentions into actual buying behaviour.

The result confirms a positive association between ingredient and attitude toward halal product (H3 supported). Consumer perception of food ingredients is a crucial factor in food product selection. Halal items feature only pure and sanitary ingredients that preserve human health from sickness. Our findings support earlier research indicating consumers pay more attention to the composition of a product before consuming it (Nuradli et al., 2007). This research suggests that a product must be equipped with a description of the ingredients so that customers are confident that the product to be purchased is safe for use or consumption. Providing a detailed description of the ingredients in a product is essential for building customer trust and ensuring their confidence in the product's safety for use or consumption. When customers have access to clear and transparent information about what goes into a product, they can make informed decisions that align with their personal health, safety, and dietary preferences. This transparency not only helps to reassure customers about the quality and safety of the product but also demonstrates a company's commitment to customer care and ethical practices. In a market where consumers are increasingly concerned about what they consume or apply to their bodies, a well-documented list of ingredients can set a product apart from competitors and foster brand loyalty.

This study accepts the hypothesis that there is a positive association between halal logo and consumer attitude towards halal product (H4 supported). Halal logos have received worldwide prominence for influencing customer attitudes toward halal product selection and consumption. The presence of the halal logo on product packaging will directly influence consumers, particularly the Muslim population, to utilise these products. The development of a sense of security and comfort in using these products will improve their trust and purchasing desire. However, this finding contradicts prior research from Shaharudin et al. (2010), which indicated a negative link between these two characteristics, implying that consumers rarely trust the halal label in the market. Halal logos have gained significant recognition globally, playing a crucial role in shaping customer attitudes and decisions

regarding the selection and consumption of halal products. The presence of a halal logo on product packaging serves as an assurance to consumers, especially within the Muslim community, that the product adheres to Islamic dietary laws and ethical standards. This certification not only builds trust but also influences purchasing behaviour, as many Muslim consumers prioritise halal-certified products to align with their religious beliefs. Consequently, the inclusion of a halal logo can be a decisive factor in consumer choices, making it an essential element for businesses aiming to cater to this demographic.

Fifth hypothesis focuses on religiosity influencing purchase intention for halal products. It is critical for every Muslim to understand the fundamental principles of Islam when buying and utilising food goods when selecting and purchasing halal products. Religious beliefs play a crucial role in influencing purchase intentions for halal products, resonating with findings by Wilkins et al. (2019) and Nizam & Daud (2019), which found that religion plays a vital influence in the halal product selection process. This suggests that many consumers' religious compliance is non-negotiable when selecting products. This implication means that businesses should consumers that religious compliance is non-negotiable when selecting products. This implication means businesses should consider partnerships with religious organisations and utilise religious endorsements to reinforce the religious compliance of their products, thereby tapping into the devout consumer segment more effectively.

Businesses should emphasise to consumers that adherence to religious compliance is a fundamental and non-negotiable factor when selecting products. This approach implies that businesses need to actively seek partnerships with religious organisations, which can lend credibility and reinforce the religious integrity of their offerings. By securing endorsements from respected religious figures or institutions, businesses can more effectively connect with devout consumers who prioritise religious observance in their purchasing decisions. Such strategies not only enhance the appeal of products within this segment but also build trust and loyalty among consumers who value religious compliance. Consequently, integrating religious endorsements and partnerships into marketing strategies can significantly expand a brand's reach within devout consumer markets.

In the sixth set of hypotheses, we focused on how health consciousness influence purchasing decisions. The result show there was a positive correlation between health consciousness and the willingness to purchase halal products. Our findings support Shaharudin (2010), Consumers associate halal with healthier choices, influencing their purchase decisions. Marketers should highlight the health benefits of halal products in their campaigns to attract not only the Muslim population but also a broader demographic interested in healthy eating options. Marketers aiming to broaden the appeal of halal products should emphasise their health benefits in promotional campaigns. By

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doing so, they can attract not only the Muslim population, for whom halal compliance is essential, but also a wider audience increasingly interested in healthy eating options. Halal products are often perceived as being of high quality due to their strict preparation standards, which can resonate with health-conscious consumers beyond religious lines. Highlighting aspects such as natural ingredients, ethical sourcing, and cleanliness can position halal products as a preferable choice for anyone seeking nutritious and responsibly produced food options, thus expanding their market reach.

The application of the TRA in this study has effectively illustrated how various elements such as consumer attitudes, religious, health consciousness, and halal logos interact to shape intentions and drive consumer behaviour towards halal products. This comprehensive understanding can guide businesses and marketers in devising strategies that are more aligned with consumer motivations and cultural norms, enhancing both market reach and consumer satisfaction in the halal product sector.

Indonesian Muslims are considerably cautious about the purchase and consumption of goods, placing great importance on the religious significance and components of a product. The study highlighted that in accordance with Islamic law, the processing of halal food products must be sanitary and free from haram substances like pork and alcohol. This concern emphasises the critical role of the halal logo or label as a significant indicator of a product's halal status.

Businesses should ensure all halal products are clearly labelled with a certified halal logo to reassure consumers about the authenticity of the product's halal status and address concerns about ingredients and processing. Companies could also run educational campaigns to inform consumers about the benefits and significance of halal consumption, explaining how halal practices relate to health, ethical consumption, and religious adherence, which could increase trust and interest in halal products.

There is a need for continuous innovation in halal product offerings to meet diverse consumer preferences and dietary needs, including developing new products that incorporate local flavours and preferences to cater specifically to Indonesian markets. Investing in technology to enhance traceability and transparency in their supply chains will allow consumers to track the origins and handling of halal products, further building trust. Engaging with community leaders and religious organisations can help businesses understand consumer needs better and enhance their credibility within the community.

Conclusion, limitation, and future research

The role of religion in consumer behaviour should be more deeply integrated into marketing theories, especially in culturally diverse markets.

Understanding how religious values intersect with consumer decisions can lead to more effective marketing strategies. Future research should consider cross-cultural studies to explore how the perceptions of halal vary between different Muslim communities globally, especially comparing consumers in emerging markets to those in industrialised nations. Developing theoretical models that focus on trust and credibility, particularly in relation to religious compliance in food consumption, can help in understanding and predicting consumer behaviour more accurately.

One of the primary limitations of this study is its reliance on the Theory of Reasoned Action (TRA) as the foundational theoretical framework. Although TRA has been widely recognized and applied in various behavioural studies, it has certain constraints when compared to more contemporary models, such as the Theory of Planned Behaviour (TPB).

Based on the majority, Indonesia is a Muslim consumer; therefore, this is several strategies to increase halal consumption include utilising community influencers and respected figures to endorse halal products, thereby leveraging their credibility to foster trust and acceptance among wider audiences. Developing a strong online presence that includes social media engagement, online halal certification directories, and e-commerce platforms that specialise in halal products can help reach a broader audience.

Author contribution

Keny Rahmawati: Knowledge Architect, Conceptualisation, Data Curation, Formal Analysis, Methodology, Validation, Visualisation, Writing Original Draft, Writing: Review & Editing. **Puji Handayani Kasih**: Conceptualisation, Supervision, Formal Analysis, Investigation, Methodology, Writing: Review & Editing. **Satrio Tegar Gunung Koraag**: Supervision, Validation, Writing: Review & Editing.

Declaration of interest

The authors have revealed no possible conflicts of interest related to the research, writing, or publication of this paper. Everything given in this workhas been unanimously agreed upon, and the authors guarantee the study results'originality.

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Appendix 1.

Factor loadings, reliability, and convergent validity estimates

Construct	Code	Items	Outer Loading	Cronbach Alpha	Composite Reliability	AVE
Religiosity	REL1	I believe there is only one Allah (God).	0.804			
	REL2	I believe that Muhammad (PBUH) is the last holy prophet of Allah.	0.893			
	REL3	I believe that the holy Quran is Allah's words.	0.877			
	REL4	I have a firm belief in all the basic ideological dimensions of Islam	0.861			
	REL5	I regularly pray five times a day	0.848	0.954	0.960	0.709
	REL6	I believe that I am obliged to perform Hajj if I meet the prescribed criteria	0.847			
	REL7	I fast regularly during Ramadan	0.825			
	REL8	I believe that one's religious commitment gives life a certain purpose, which it could not otherwise have	0.807			

Construct	Code	Items	Outer Loading	Cronbach Alpha	Composite Reliability	AVE
Ingredients	REL9	I feel sorrow and dissatisfaction when I do something against my faith (prohibited by my religion).	0.806			
	REL10	I have feelings of being afraid of Allah	0.844			
	ING1	The ingredients of the food and drink are very important for consumers	0.859	0.797	0.871	0.693
	ING2	The expiry date of the product is important	0.897			
	ING3	Using preservative in food and drink product is acceptable	0.734			
Attitude	CA1	Eating halal food is important for me	0.920			
	CA2	I trust to consume halal food compared to non-halal food	0.806			
	CA3	Halal food is cleaner compared to non halal food	0.836	0.907	0.931	0.731
	CA4	Halal food is healthier compared to than non-halal food	0.865			
	CA5	Halal food is safer to eat compared to non halal food	0.843			
Halal Logo	HL1	I will always find the halal's Logo on the product packaging before buying any products or goods	0.903			
	HL2	All food and other consumer products must get the halal's verification from MUI/Kemenag	0.874	0.881	0.917	0.736
	HL3	Islamic consumers have the right to report on any fraud Halal logo presented by manufacturers	0.896			
	HL4	My selection of food and drink is influenced by others even though the products do not have the halal logo	0.750			
Health Conciousness	HCON1	I have the impression that sacrifice a lot for my health	0.990			
	HCON2	I think it is important to know well how to eat healthily	0.995	0.988	0.992	0.977
	HCON3	I am prepared to leave a lot to eat as healthily as possible	0.980			
Purchase Intention	PI1	I am willing to pay more to consume halal food	0.857			
	PI2	I am willing to shop around to find and consume halal food	0.793	0.749	0.854	0.662
	P13	I intend to purchase halal food in future	0.784			
Purchase Behaviour	B1	I will not eat if the food is non-halal	0.913			
	B2	I will make sure that the food is halal before I consume it	0.814	0.793	0.865	0.702
	B3	I will not consume the food if it is prepared using any non-halal ingredients for example alcohol.	0.780			

Source: Authors' work (2024)

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Appendix 2.

Discriminant validity of constructs

Variables	CA	B	HL	HCON	ING	PI	REL
Discriminant Validity: Fornnel–Larcker Criterion							
CA	0.855						
B	0.154	0.838					
HL	0.372	0.416	0.858				
HCON	0.030	0.143	0.056	0.988			
ING	0.201	-0.021	0.037	-0.083	0.832		
PI	0.270	0.458	0.656	0.144	-0.001	0.812	
REL	0.516	0.111	0.414	-0.046	0.112	0.296	0.841
Heterotrait–Monotrait Criterion							
CA							
B	0.169						
HL	0.407	0.501					
HCON	0.031	0.163	0.063				
ING	0.209	0.092	0.056	0.085			
PI	0.333	0.514	0.801	0.150	0.081		
REL	0.552	0.117	0.433	0.054	0.132	0.352	

Source: Authors' work (2024)