

Exploring the Intention Purchase of Halal Food Products: Evidence from Indonesian Non-Muslim Consumers

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Article Info

Article History

Received : 04-12-2023

Revised : 17-12-2023

Accepted : 18-12-2023

Published : 19-12-2023

Article DOI:

<https://doi.org/10.14421/jbmi.v2023.0203.02>

ABSTRACT

Research Aims: It is necessary to know what factors attract non-Muslims to consume halal food products so that the right marketing strategy is obtained to expand that market.

Research Method: The approach used is descriptive quantitative, multiple regression analysis. The characteristics of the study sample are Indonesian non-Muslims. Data was obtained through questionnaires, with a sample of 180 respondents.

Research Findings: The results of the study show the variables that influence the intention to purchase halal products are product ingredients, product safety, and subjective norms. Product awareness does not affect the intention to purchase non-Muslim halal products.

Originality: There is no research that discusses the factors that influence purchase intention, with a sample of Indonesian non-Muslims, and with the same variables as this study.

Implication: Halal food products are available and can be consumed by Muslim and non-Muslim communities, so halal products have great potential to continue to grow.

Keywords: *Marketing, Product Awareness, Product Ingredients, Product Safety, Subjective Norm.*

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INTRODUCTION

Indonesia is a country that has various ethnicities, religions, and races, with a population of 273.87 million in 2021 (CNN Indonesia, 2022). The released report notes that 86.93 percent (238.09 million people) of the total population are Muslims (Kusnandar, 2022). This figure makes Indonesia the country with the largest Muslim population in the world (Kusnandar, 2021). Meanwhile, 7.47 percent are Christians, 3.08 percent are Catholics, 1.71 percent are Hindus, 0.74 percent are Buddhists, 0.05 percent are Confucianists, and 0.05 percent adhere to religious beliefs (Kusnandar, 2022). However,

regardless of the significant difference in the percentages, the entire population contributes to all sectors of Indonesia, including the consumption of halal products. Indonesia is the largest consuming country for halal products in the world which covers 11.34% of global halal expenditure (Limanseto, 2022). Thus, the Indonesian halal industry has contributed USD 3.8 billion to Indonesia's Gross Domestic Product (GDP) annually (Fathoni, 2020).

Studies conducted on non-Muslim Indonesians, specifically focusing on halal food and cosmetics, revealed that their purchasing decisions in these categories were influenced by factors such as halal knowledge, credibility of halal logos, perception of halal product quality, religious motives, halal awareness, and the image of halal brands. Unlike research in other countries, which identified different factors influencing the purchase intentions of non-Muslim consumers, previous studies in Indonesia yielded mixed results, indicating a research gap. The variables to be examined in this study have not been previously tested for their impact on the purchase intention of halal food products by non-Muslims in Indonesia, despite being explored in other non-Muslim countries. Therefore, the primary objective of this study is to address this research gap by analyzing the relationships between product awareness, product ingredients, product safety, and subjective norms in influencing the purchase intention of halal food products among non-Muslim consumers in Indonesia. Given the scarcity of research on the intention to buy halal food products among non-Muslim consumers in Indonesia, the findings of this study aim to provide additional insights into the influencing factors. Furthermore, this research contributes to the advancement of halal products in Indonesia, particularly in enhancing the marketing and sales systems of halal food products to boost the purchasing power of non-Muslim consumers.

However, looking at the diversity of religions in Indonesia, the consumption of halal products is not only the consumption of Muslims (Chong et al., 2022; Farhan & Sutikno, 2022; Lim et al., 2022). Several studies in Indonesia have been conducted, where the acceptance of Indonesian non-Muslim consumers towards halal food products is influenced by halal knowledge, halal logo credibility, perception of halal product quality, and religious motives (Arifin et al., 2021; Farhan & Sutikno, 2022). Then, studies on non-Muslim Millennial consumers show the purchase of halal cosmetics is influenced by halal logos, halal awareness, and halal brand image (Septiarini et al., 2023). In other countries, there have been many studies related to the consumption of halal products in non-Muslim communities. In Malaysia consuming halal products is influenced by good product quality, product price, easy product availability, and product safety (Battour et al., 2018; Chong et al., 2022; Kawata et al., 2018; Lim et al., 2022). In Cape Town and Malaysia, non-Muslims consume halal products for reasons of health, hygiene, trust, comfort, and safety (Bashir, 2019; Wibowo et al., 2021). Furthermore, research on non-Muslim women shows their halal fashion purchasing decisions are influenced by cultural adaptation (Tarofder et al., 2022). In Manila, perceived beliefs, beliefs, and risks strongly influence the online purchase intention of halal food by non-Muslim consumers (Cruz & Billanes, 2021).

Studies conducted on non-Muslim Indonesians focused on halal food and cosmetics, empirical results found their purchases on these products were influenced by halal knowledge, halal logo credibility, perception of halal product quality, religious motives, halal awareness and halal brand image. Research in other countries, meanwhile, shows there are different factors influencing the purchase intentions of non-Muslim consumers. The results of previous studies showed mixed results and there was a *research gap*. The variables to be

tested in this study have not previously been tested for their effect on the purchase intention of halal food products by non-Muslims in Indonesia, although in non-Muslim other countries have been tested. Thus, the purpose of this study is to answer the research gap, namely to analyze the influence between product awareness, product *ingredients*, *product safety*, and *subjectives norm* on the purchase intention of halal food products by non-Muslim consumers in Indonesia. Seeing the lack of research related to the intention to buy halal food products in non-Muslim consumers in Indonesia, the results of this study will provide additional insight into the factors that influence it. In addition, this research contributes to advancing halal products in Indonesia, especially in the marketing and sales system of halal food products to increase the purchasing power of non-Muslim consumers.

LITERATURE REVIEW

This study is grounded in the Theory of Reasoned Action (TRA) and the Theory of Planned Behavior (TPB). According to the TRA model, an individual's intention to engage in a behavior is a key determinant of actual behavior. This theory is particularly relevant for assessing individual attitudes towards purchasing behavior, with the belief that both attitudes and norms of the individual will shape their behavioral intentions (Hussain et al., 2016). The second theoretical framework employed in this research is the Sustainable Development Goals (SDGs) model, which incorporates attitudes, subjective norms, and perceived behavioral control as influencers of purchase intentions (Elseidi, 2018; Haque et al., 2015). Product safety is positioned under the domain of perceived behavioral control (Azam, 2016), while awareness of the halal concept is categorized as an attitude, and acceptance intentions are thought to be influenced by these attitudes (Rachmawati & Suroso, 2022). Notably, the awareness of halal products, product ingredients, and product safety falls under subjective norms, exerting a positive impact on the intention of non-Muslim consumers to purchase halal food in Indonesia. Consequently, it is hypothesized that both subjective norms and perceived behavioral control play crucial roles in influencing purchase intention (Memon et al., 2019).

Based on the background and previous research on intention to purchase, this study uses two basic theories and forms four hypotheses. The research model used to examine the variables that influence the purchase intention of Indonesian non-Muslims can be seen in below.

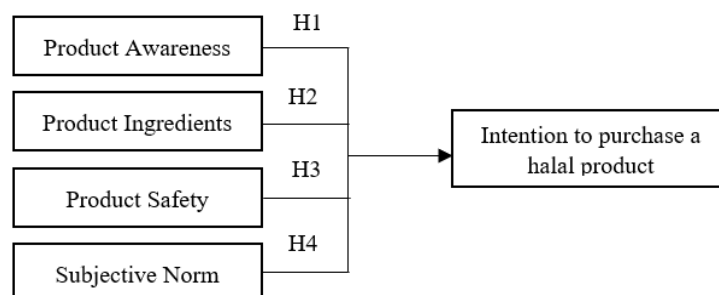


Figure 1. Non-Muslim Indonesia's purchase intention towards Halal food products

Product Awareness Towards Intention to Purchase

Halal awareness is defined as the process of disseminating information to enhance understanding of what is permissible for Muslims to consume, including food and beverages

(Ambali & Bakar, 2014). Awan et al. (2015) suggest that individuals with halal awareness are generally inclined to ensure that the products they purchase are halal, possessing sufficient knowledge to make informed decisions before making a purchase. This viewpoint is further supported by Nurhayati & Hendar (2020), who argue that awareness of halal products, marked by knowledge about such products, strengthens the inclination to purchase halal items (Nurhayati & Hendar, 2020).

H1 : The Product awareness has a positive relationship with non-Muslim customers' intention to purchase a halal food product.

Product Ingredients Towards Intention to Purchase

In general, adequate knowledge of product ingredients determines how people react in their buying behavior (Davies & Wright, 1994). From an Islamic perspective, product ingredients can include several things that need attention, including consumer knowledge with ingredients and quality, as well as food content safety. Therefore, Muslim consumers may also require complete information about the ingredients in food products to satisfy their purchasing opinions. The results show product ingredients as a valuable tool to help consumers make informed decisions before making a purchase (Ahmad & Salehuddin, 2014; Azam, 2016). Product ingredients always motivate purchase intent among customers (Hussain et al., 2016).

H2 : The product ingredient has a positive relationship with non-Muslim customers' intention to purchase a halal food product.

Product Safety Towards Intention to Purchase

Customers respond to the safety and quality of products irrespective of religious considerations (Hussain et al., 2016). Non-Muslims commonly perceive that food bearing halal logos is not only compliant with religious standards but is also hygienic and safe for consumption. Ambali and Bakar (2014) highlight the broader concept of halal, especially in relation to food, as a means to prevent diseases by maintaining cleanliness in food and the surrounding environment. They emphasize that food, beverages, or goods are considered safe when they do not pose harm to consumers when handled or consumed in accordance with their intended use, regardless of whether the consumers are Muslim or non-Muslim (Ambali & Bakar, 2014). The impact of safety on purchase intent is significant, as highlighted by Chong et al. (2022). Moreover, the safety of halal food products has a noteworthy influence on how non-Muslim customers perceive and recognize these products (Yang & Huang, 2017).

H3 : The product safety has a positive relationship with non-Muslim customers' intention to purchase a halal food product.

Subjective Norm Towards Intention to Purchase

Subjective norms refer to the social pressures exerted on an individual to engage in a particular action based on the perspectives of significant others (Wibowo & Ahmad, 2016). The external environment plays a crucial role in guiding individuals toward specific products. According to research by Septiarini et al. (2023), personal standards exhibit a significant positive correlation with the preference for halal cosmetic products. There is a belief that the attitudes and norms of an individual play a role in shaping behavioral

intentions (Hussain et al., 2016). In consumer behavior, the inclination to undertake certain actions is influenced by subjective norms, which can arise from personal experiences or information acquired through interactions with acquaintances (Garg & Joshi, 2018).

H4 : The Subjective Norm has a positive relationship with non-Muslim customers' intention to purchase a halal food product.

RESEARCH METHOD

To conduct this research, a cross-sectional design was employed, measuring all variables at a single point in time through a survey methodology (Sekaran & Bougie, 2016). Primary data for the study was collected via questionnaires. The target population comprised non-Muslim communities across Indonesia, and purposive sampling techniques were utilized, focusing on criteria such as non-Muslim religion, domicile, and age. A total of 180 responses were gathered through an online survey. The questionnaire included statements related to four independent variables—product awareness, product ingredients, product safety, and subjective norm—as well as one dependent variable, namely the purchase intention of halal products. A four-point Likert scale was used for all variables, with (1) indicating strongly disagree and (4) indicating strongly agree. Rigorous screening procedures were implemented to ensure the validity and reliability of all measurements. The empirical study conducted hypothesis testing through multiple linear regression analysis, with calculations performed using Statistical Package for Social Sciences (SPSS) software version 26.

RESULTS AND DISCUSSIONS

This study collected as many as 180 respondents who answered an online survey through Google Forms. Table 1 shows the respondent profiles obtained from the survey results. Of the 180 respondents, based on gender classification, female respondents filled out more surveys than men, reaching 65% percentage while men 35%. Then, turning to the classification of religions according to the survey of non-Muslim religions that fill out the survey the most are Christians and Catholics with 36.67% and 21.11%. Christianity and Catholicism are the second and third majority religions in Indonesia, therefore, people with Christianity meet this research category to see the factors that drive their purchase intention towards halal food products. Then, most respondents aged 15-25 years with a percentage of 66.11%, followed by respondents aged 26-35 years which were 20.56%, meanwhile, respondents aged >55 years filled out the questionnaire at least which was only 1 person. The survey included responses from individuals residing in 31 different cities/regencies across Indonesia. Among the respondents, a significant majority (59.44%) were based in Purwakarta. The remaining respondents, comprising 7.78% of the total, were distributed among Karawang and Bandung City. The third and fourth largest percentages were attributed to respondents from DKI Jakarta (2.78%) and Kuningan (2.22%), respectively. Surabaya represented the fifth-largest group, accounting for 1.67% of the respondents. The remaining 25 regencies/cities each had only one respondent completing the questionnaire.

Table 1. Socio-demographic-Profile of the Respondents

Item	Amount	Percentage (%)
Gender		
Male	63	35
Female	117	65
Total	180	100
Religion		
Buddhist	27	15
Hindu	31	17.22
Kristen	66	36.67
Catholic	38	21.11
Confucianism	18	10
Total	180	100
Age		
15-25 Years	119	66.11
26-35 Years	37	20.56
36-45 Years	13	7.22
46-55 Years	10	5.56
>55 Years	1	0.56
Total	180	100.00
Domicile		
Purwakarta	107	59.44
Karawang	14	7.78
Kota Bandung	14	7.78
DKI Jakarta	5	2.78
Kuningan	4	2.22
Surabaya	3	1.67
Depok	2	1.11
Jakarta Barat	2	1.11
Ketapang Kalimantan Barat	2	1.11
Makassar	2	1.11
Medan	2	1.11
Subang	2	1.11
Tangerang	2	1.11
Yogyakarta	2	1.11
Ambon	1	0.56
Bekasi	1	0.56
Cimahi	1	0.56
Deli Serdang	1	0.56
Jakarta Utara	1	0.56
Kab. Bandung Barat	1	0.56
Kab. Bogor	1	0.56
Kudus	1	0.56
Lampung	1	0.56
Minahasa Utara	1	0.56
Palembang	1	0.56
Payakumbuh	1	0.56
Sidoarjo	1	0.56
Sintang	1	0.56
Tangerang Selatan	1	0.56
Tasikmalaya	1	0.56
Timika	1	0.56
Total	180	100

Note. N=180 (n = number of respondents for each profile)

Source: Author Estimation (2023)

Validity and Reliability Testing

Table 2. Validity Test

Variable	R-calculate	R-table	Result
Product Awareness (PA)	0.408	0,1463	Valid
Product Ingredient (PI)	0.441	0,1463	Valid
Product Safety (PS)	0.484	0,1463	Valid
Subjective Norms (SN)	0.618	0,1463	Valid

Source: Author Estimation (2023)

The Validity Test was employed to assess the validity of the research constructs, as suggested by Hair et al. (2010). The validity results indicate that the r-count scale for all independent variables utilized ranges from 0.408 to 0.618. Hence, it can be inferred that the constructs in this study have successfully passed the validity test, and all variables are deemed suitable for use. This level of validity is considered adequate and provides a sufficient basis for proceeding with further analysis in the study.

Table 3. Reliability Test

Variable	Cronbach's alpha	Criteria	Result
Product Awareness (PA)	0.790	0.70	Reliable
Product Ingredient (PI)	0.813	0.70	Reliable
Product Safety (PS)	0.800	0.70	Reliable
Subjective Norms (SN)	0.788	0.70	Reliable
Intention to Purchase	0.807	0.70	Reliable

Source: Author Estimation (2023)

Additionally, the reliability of the data was assessed using Cronbach's alpha, as recommended by Hair et al. (2010). The reliability results, as indicated by Cronbach's alpha, range from 0.788 to 0.813. These values exceed the minimum reliability threshold of 0.70. Consequently, it can be confidently asserted that the results exhibit acceptable reliability. This level of reliability is considered adequate and provides a satisfactory foundation for conducting further analysis in the study.

Hypotheses Testing

Table 4. Summary of Regression Results of Intention to Purchase as Dependent Variable

Variable	Coefficients ^a	Std. Error	t-Statistic	Prob.	R-squared
(Constant)	1.325	.196	6.744	.000	
Product Awareness (PA)	-.042	.063	-.663	.508	0.167
Product Ingredients (PI)	.157	.064	2.465	.015	0.194
Product Safety (PS)	.172	.062	2.774	.006	0.234
Subjective norms (SN)	.346	.054	6.380	.000	0.381
R-squared	.437				
Adjusted R-squared	.424				
F-statistic	33.983				
Prob(F-statistic)	.000 ^b				

Source: Author Estimation (2023)

In the model in Table 2, the regression results show that the perceived product awareness in the purchase intention of halal products of non-Muslim Indonesian consumers explains 16.7% of the variance ($R^2 = 0.167$, $t = -0.663$ $p = 0.508$). The perceived *product awareness* ($p = 0.508$) does not affect the intention to buy halal food products. It found that there was no evidence that product awareness in the model contributed significantly to influencing the intention to purchase halal products; Thus, more evidence is needed to

validate this opinion. Therefore, the hypothesis is rejected, H1: There is no influence between product awareness on the purchase intention of halal food products of non-Muslim Indonesian consumers. It was found that these results support research from (Chong et al., 2022).

In this regression model, the regression results show that product ingredients to halal food product purchase intention explain 19.4% variance ($R^2 = 0.194$, $t = 2.465$ $p = 0.015$). It was found that product ingredients ($p = 0.015$) significantly influenced the intention to purchase halal food products. For every one unit, the increase in product ingredients increased by 0.157 units. Therefore, the hypothesis is accepted, H2: there is an influence between product ingredients on the purchase intention of halal food products of non-Muslim Indonesian consumers. These results support (Ahmad & Salehuddin, 2014; Azam, 2016; Hong et al., 2019; Youn & Kim, 2017) but contrast with research (Chong et al., 2022).

Furthermore, it can also be seen that the regression results state that product safety against the purchase intention of halal products explains 23.4% variance ($R^2 = 0.234$, $t = 2.774$ $p = 0.006$). It was found that product safety ($p = 0.006$) significantly influenced the intention to buy halal products. For every one unit, product safety improvement increased by 0.172 units. Therefore, the hypothesis is accepted, H3: there is an influence between product safety on the purchase intention of halal food products of non-Muslim Indonesian consumers. These results support research (Ambali & Bakar, 2014; Chong et al., 2022; Hussain et al., 2016; Yang & Huang, 2017).

Finally, the regression results also found that subjective norms on halal product purchase intention explained 38.1% variance ($R^2 = 0.381$, $t = 6.380$ $p = 0.000$). It was found that subjective norms ($p = 0.000$) significantly influenced the intention to purchase halal food products. For every one unit, the increase in subjective norms increased by 0.346 units. Therefore, the hypothesis is accepted, H4: there is an influence between product safety on the purchase intention of halal food products of non-Muslim Indonesian consumers. These results support (Ashraf, 2019; Gojali & Suci Asih, 2020; Haque et al., 2015; Marmaya et al., 2019; Md Husin et al., 2016; Memon et al., 2019; Rezai et al., 2017; Suki & Salleh, 2016).

Based on the results of this study, researchers found that religious knowledge or beliefs are the best guidelines for determining the consumption of food products, because some religions impose food restrictions, for example Islam. For Muslims, the awareness that the products consumed are halal food products is an obligation as regulated in their religion. Nonetheless, non-Muslims are under no obligation or necessity to adhere to halal consumption practices. They have the freedom to choose and consume products that are not halal. Consequently, their intention to purchase halal products is not swayed by the awareness of whether a product is halal or not. The findings of this study align with the assertion made by Schiffman and Kanuks (1997) that the purchasing decisions of individuals belonging to different religious groups are shaped by their religious identity. This underscores the significance of religion and belief as influential factors in shaping awareness of consumption behavior (Azam, 2016).

Moreover, being well-informed about halal products involves acquiring diverse information covering product categories, brands, product terminology, features, prices, locations, and timings of sale, as well as understanding how to use and trust in halal products. This comprehensive knowledge about halal products plays a crucial role in shaping awareness regarding these products. Therefore, having knowledge about halal products is

an essential component in the development of awareness concerning the nature of halal products, as emphasized by Nurhayati & Hendar (2020). In cases where non-Muslim consumers have incomplete knowledge, the absence of product awareness is likely, leading to a lack of purchase intentions.

On this basis, product awareness does not affect the purchase intention of non-Muslim consumers. Non-Muslim consumers consuming halal products are more affected by their surroundings such as friends, co-workers, and family who consume halal food products. Then also non-Muslim consumers in Indonesia will pay more attention to the ingredients contained in halal products and the safety of these food products for consumption. This is closely related to hygiene, and the content of nutrients or chemicals that can harm consumers. By theoretical implication, this study has used TRA and SDG theory; But only product ingredients, product safety and subjective norms have a significant effect.

CONCLUSION AND RECOMMENDATION

Halal food products that are very diverse are in great demand by the people of Indonesia both by Muslims and non-Muslims, because they are very easy to find anywhere. Research on the behavior of non-Indonesian Muslims in purchasing intentions of halal food products is still limited. As such, this study attempts to fill that gap. By using four variables; product awareness, product *ingredients*, *product safety*, and *subjective norms*, then known variables can represent the behavior of non-Muslims in the intention to buy halal products. Based on these results, the purchase intention of halal products by non-Muslim consumers in this study was influenced by product ingredients, product safety, and subjective norms. These results also show that non-Muslim consumers are not based on product awareness that the product is halal.

The findings of this study offer valuable insights that can guide the development of a marketing strategy for halal food products, aiming to capture a broader audience. The knowledge contributed by the study highlights specific variables that play a role in shaping the purchase intentions of non-Muslim consumers in Indonesia when it comes to halal food products. Each of these variables is elucidated based on their statistical impact as revealed by the study's results. The novelty of this research lies in the model it constructs, which introduces variables influencing the purchase intentions of non-Muslims in their consideration and acquisition of halal food products, thereby contributing new elements to the existing literature.

The study was limited to just four variables: product awareness, product ingredients, product safety, and subjective norms. For future research, other variables such as acculturation, health and hygiene reasons, halal regulations, and so on can be used. The sample used in this study was limited to 31 cities/ regencies that were unevenly spread across provinces in Indonesia so that the model could be used in a larger and wider population covering all provinces in Indonesia for more comprehensive research.

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