Consumers' *Halal* Products Purchase: An Integration of TPB

Farah Lina Azizan[1], Zulaiha Ahmad[*], Noor Afzainiza Afendi

[1]Faculty of Business and Management, Universiti Teknologi MARA Cawangan Perlis, 02600, Arau, Perlis, Malaysia

[2]School of International Studies, Universiti Utara Malaysia, 06010 Sintok, Kedah, Malaysia

Email [1]farahlina@uitm.edu.my, [2]zulaiha895@uitm.edu.my, [3]afzainiza@uum.edu.my

[*]Corresponding Author

ABSTRACT

Halal products are becoming increasingly popular among consumers around the world, especially among Muslims. Muslim consumers are looking for a product that is fitted to their religious and society's needs. Thus, this study aims to examine the factors affecting consumers' *halal* products grounded by the Theory of Planned Behavior (TPB), including consumer attitudes, subjective norms, perceived behavioral control, and trust towards purchase intention. This study involved 261 Muslim consumers in the Northern region of Malaysia using a simple random sampling technique. A path model that fitted properly in the analysis was used, $\chi2$ = 543.14; comparative fit index (CFI) = 0.908; incremental fit index (IFI) = 0.908; root mean square error approximation (RMSEA) = 0.068. Path analysis of the structural model indicated a positive significant statistical relationship between consumer attitudes, subjective norm, perceived behavioral control, and trust with purchase intention.

Keywords: *Purchase Intention, Trust, Consumer Attitudes, Subjective Norm, Perceived Behavioral Control*

1.0 Introduction

Halal food is described by the Malaysia Department of Islamic Development (JAKIM) as food that is free of any illegal elements and does not contain any parts of animals that Islam forbids. *Halal* food also refers to the methods used to prepare the food, such as slaughtering, freezing, and displaying it. In other words, it is related to religious passion and perceptions that are safer, healthier, and more nutritious (Khalek, 2014). The opposite of *halal* is *haram* or non-*halal*, which means forbidden and prohibited. In contrast, the term *syubhah* refers to any product that does not fall within the *halal* or haram categories, or in other words, when it is unclear if the food is *haram* or *halal.* Consumption of *syubhah* foods should be avoided until the status is clarified (Azmi et al., 2018).

Muslim consumers have become more aware of *halal* criteria and have become more receptive to them. They started enquiring and avoiding foods not certified as *halal* (Rizkitysha & Hananto, 2020). However, according to Akram (2022), if consumers are unable to find the *halal* symbol, they can read the ingredients to determine the *halal*-ness of the product to be consumed. Most supermarkets began to include and reach out to this growing society that is unmistakably defined by faith. As a result, retailers are more aware of changing needs of Muslim consumers and are committed to meeting their demands. Besides, the mission of the

organization is to recognize and address the needs of Muslim consumers. This will assist them in getting a deeper understanding and planning on doing business to achieve a vital competitive advantage (Shahabuddin et al., 2020).

In this regard, the researchers intend to conduct a study on Muslim consumers on *halal* product purchases, especially in Malaysia. After all, Malaysia's *halal* market participation is still insufficient compared to neighbouring countries such as Thailand, which is emerging as a regional *halal* centre (Hamzah et al., 2020). In addition, the Muslim consumer is a rapidly expanding market, owing to religious convictions about *halal* and the adoption of the *halal* concept through the process of assimilation into the global community.

Supermarkets, hypermarkets, and retailers would satisfy real customers' needs and desires by knowing their buying intentions, resulting in customer satisfaction (Haro, 2016). It is common knowledge that satisfied consumers are more likely to repeat their purchases, or in other words, patronise the supermarket, which is one of the company's goals to create long-term profit and acquire a competitive advantage over its competitors. At this level, this research will delve into several factors such as customer attitudes, customer subjective norms and, perceived behavioural control, as well as how it influences purchase intentions among Muslim consumers. Looking at the scenario, the researchers will examine the consumer's *halal* product purchase intention underlying the theory of TPB (Theory of Planned Behaviour).

Aside from the mentioned above, one of the most influencing elements that have a significant impact on consumer *halal* goods purchases is trust. Lack of trust has been identified as one of the primary factors preventing consumers from purchasing *halal* products (Azmi et al., 2018). No transaction can be executed unless the trust is built (Rahman et al., 2021). Ha and Nguyen (2019) indicated that trust is a central factor in the relationship of exchange nature and significantly impacts online and traditional shopping. Therefore, this study will integrate TPB with trust to research Malaysian consumers.

The objective of this paper is to review and analyse the association of consumer attitudes, subjective norms, perceived behavioural control, and trust with consumer purchase intention towards *halal* products by offering an integrative structural model, and its implication and to suggest directions for future research. It is posted that a broader view of consumers' *halal* products purchase is needed to develop an empirical structural model; therefore, this paper will attempt:

1. To develop the relationship between the constructs, particularly in marketing research; and
2. To develop a structural model of Malaysian consumers' *halal* products purchase. Implications exist for both researchers and practitioners alike.

The rest of the paper is organized into three main parts. First, the constructs are defined, and their association is discussed. Second, the hypothesis of the model is tested via quantitative study. Third, the paper concludes with several incisive implications and recommendations.

2.0 LITERATURE REVIEW
2.1 Theory of Planned Behaviour

Ajzen (2011) developed TPB that was based on the Theory of Reasoned Action (TRA), which was previously developed by Ajzen and Fishbein (1975) by adding a new factor of "Perceived Behavioural Control" into TRA. Perceived Behavioural Control represented the ease or complexity of carrying out behaviour dependent on resources and opportunities available to carry out such behaviour (Ajzen, 2011). Based on TPB, factors that influence consumers' behavioural intentions were attitude, subjective norms, and perceived behavioural control. TPB has been widely accepted and used in research to predict individuals' purchase intentions and personal behaviour. Furthermore, empirical studies have shown the model's suitability for analysing consumer behaviour in the context of this research (Elseidi, 2018). Ha

and Nguyen (2019) compared the TRA and TPB models, showing that TPB could better describe customer behaviour than TRA.

TPB was created to forecast actions that are entirely out of a person's control. This theory is based on the concept that people are logical beings who use information in the most efficient way possible. Before choosing whether to engage in specific behaviours, people consider the effects of their choices. TPB starts by examining the purpose to act as the most immediate antecedent of behaviour. It is thought that a person will be more successful at exhibiting a particular action if his purpose to do so is greater. The intention is a function of beliefs and/or significant facts regarding the propensity that engaging in a particular behaviour will result in a particular outcome. With time, intentions might change. The likelihood of an intention changes increases with the distance between it and actions (Ajzen, 2015). This idea suggests a framework for measuring how human behaviour is controlled. Given that the behaviour is deliberate, it anticipates its occurrence. Because behaviour may be thought about and planned, the planned behaviour theory predicts deliberate activity (Ajzen, 2015).

This theory has a few objectives and advantages, among them the ability to anticipate and comprehend motivating influences on activities that are not determined by the individual's own choice or control. It identifies where and how to focus behaviour modification methods while also providing explanations for some key aspects of human behaviour. This theory offers a framework for examining attitudes about behaviour (Ajzen, 2015). According to this notion, a person's intention to act is what determines their action the most. The intention of a person to exhibit a behaviour is a result of both their attitude toward doing so and their perception of appropriate behaviour. Beliefs about a behaviour, evaluation of behaviour results, subjective norms, normative beliefs, and compliance motivation are examples of individual attitudes toward conduct (Ajzen, 2015).

2.2 Purchase Intention

The consumer's inclination to purchase the good or service is known as their purchase intention. In other words, buying intention also includes the consumer's decision to buy a product following evaluation. The final selection is dependent on the consumer's purpose with significant external influences, and many elements influence the consumer's intention while selecting the product (Keller, 2001). The group influences the decision-making process when choosing a brand for well-known products. The consumer's anticipated purchases to meet future requirements and wants are represented by their intention to purchase (Blackwell & Branke, 2006). Nevertheless, unforeseeable events may lead consumers' goals to shift. Therefore, businesses must work proactively to guarantee that consumers have a favourable perception of their goods and services (Naseri, 2021).

2.3 Consumer Attitudes

The desire to purchase *halal* commences before the actual purchase. The intention reflects future action. Attitude, in theory, has a direct association with purchase intent behaviour. Attitude evaluation refers to assessing a specific activity involving the attitude object, such as purchasing a product (Blackwell & Branke, 2006). Garg and Joshi (2018) discovered a favourable and robust association between attitudes and intentions to purchase *halal* items. The TPB model may explain 29.1 percent of the difference in intentions to buy *halal* goods based on their findings. Because people with favourable attitudes are more likely to buy *halal* products, attitude is regarded to be a crucial element in influencing customer intention to purchase *halal* items.

The concept of attitude has long been seen to be crucial in comprehending human conduct. Wicker (1969) defined attitude as an individual's level of affection for a specific thing or a willingness to respond to certain stimuli. The importance of trust as a factor of an individual's attitude or purchase intention has been underlined in the previous study by

Masithoh and Widikusyanto (2017) pointed out that one of the most essential aspects influencing attitude is trust. Despite empirical and theoretical evidence, the literature has long overlooked the importance of trust, but academics are increasingly interested in developing linkages between consumer attitudes and trust (Dumay et al., 2019).

Besides, trust is a decisive factor in generating positive or favourable sentiments, resulting in brand commitment as the ultimate representation of a successful relationship between the brand and the consumer (Mandili et al., 2022). Furthermore, the desire to engage in recurrent transactions including m-commerce could be influenced by trust leading to favourable views (Wang et al., 2020). Customers build a good or negative picture of a firm based on their interactions with it, and a positive brand image promotes consumer trust by lowering purchase risk (Zhang & Li, 2019). Consumer behaviour can be predicted by brand attitude, which is generated through emotional responses. Emotional responses to a brand (e.g., enthusiasm, attitude, and positive answers/assessments for a brand) are compounded and transformed into brand love (Iqbal et al., 2021). This creates a framework through which the customer's brand attitude is translated into recognition, emotions, and behaviour. As a result, a positive attitude can help clients create trust and affection for a company.

2.4 Subjective Norm

Perceptions and subjective norms play a key part in reaching the desired effect, and various consumers hold various ideas about *halal* foods (Elseidi, 2018). The subjective norm refers to the perceived social pressure that influences customers' decisions to buy *halal* food (Bhuttow et al., 2022). Pradana et al. (2020) discovered that attitude, subjective norm, and perceived control all play a role in the intention to consume *halal* meat in a study on attitudes regarding *halal* meat shopping in France. According to Haque et al. (2019), subjective norms play a role in shaping intention. The most important driver of intention to choose *halal* foods was revealed to be subjective norms. Subjective norms are prominent in Malaysia, with family members, co-workers, and colleagues functioning as major reference points.

Situation parameters can alternatively be thought of as subjective norms according to Shahabuddin et al. (2020) or the felt social pressure to do something. They are a function of the individual's motivation to comply with the essential others and their ideas about whether they should engage in the conduct. They are also unique to the circumstances and behaviour in the issue. Subjective norms have been significantly absent from discussions of trust, except for Ali et al. (2018), who emphasized the relevance of norms in a model of national culture and the formation of trust. Subjective norms of cooperation are likely to have an impact on the establishment of trust. Cooperation is necessary for building trust, as previously said, and the concept of subjective norms involves the effect of what significant others believe is appropriate behaviour in a situational environment. Specific to the demonstrated connections between attitude, intention, and behaviour, it is logical to anticipate that this impact will also extend to what a person considers to be an appropriate attitude in a given scenario (Hidayati et al., 2020). The perception of the other person's actions has a role in the building of trust. There will be direct proof as to whether the trustee should or should not be trusted after the trustor has watched the trustee's actions due to some contact. As a result, after just one trial, there will be personal evidence of the trustee's dependability. As a result, subjective norms will become less important, and the trustee's action will have the most impact on the future development of trust.

2.5 Perceived Behavioural Control

Perceived behavioural control is defined by an individual's beliefs about the power of both situational and internal factors to enable the performance of the behaviour (Ajzen & Fishbein, 1975). According to Haro (2015), their findings indicated that perceived behavioural control influenced purchase intention of buying *halal* food in Malaysia. In contrast, Nurhayati and Hendar (2020) found that perceived behavioural control is still an important predictor that influences intention. Their finding also claimed that perceived behavioural control has a

positive relationship and a more significant impact on the control in explaining variability in behaviour. It is determined by the individual's assumptions about the ability of both external and internal influences to facilitate the behaviour's efficiency. The greater the individual's sense of control over making *halal* product purchases, the more likely they are to do so.

The key distinction between trust and social control is that trust is concerned with behaviour expectations, whereas control is a tool for influencing behaviour. Because trust and behavioural control are founded on partner contact and the formation of shared norms and values, they are different and can alter independently of one another (Zhang & Li, 2019). The theory of planned behaviour (TPB) includes a component called perceived behavioural control (PBC) (Ajzen, 2011). PBC is defined as an individual's assessment of having the internal competence to exert external control to do a specific activity. It has been shown to influence purchase intentions (Casais & Faria, 2021). In a way, customers justify their decisions, perceived behavioural control has the potential to establish trust (Ali et al., 2018).

2.6   Trust

Ha and Nguyen (2019) stated that trust is a vital element in developing a strong and long-term relationship between organizations and their consumers. In the case of food goods, trust is a possible important factor in consumer purchasing intentions, particularly for *halal* food, because the Muslim customer values the authenticity of *halal* food the highest (Ali et al., 2018). According to Shahzad et al. (2020), this authenticity has two parameters: is the vendor a Muslim, and is the product *halal*? Furthermore, if a merchant is a Muslim, there is a faith that the product will be *Halal* if it is not, faith in *halal* authenticity is only based on product guarantee. Ali et al. (2018) have claimed that the *halal* label/logo will be crucial in this case. When purchasing *halal* food, Muslim consumers in Malaysia place high importance on trust and confidence. They also wanted to know if the food is *halal*, if the selling point is *halal*, and if the *halal* label/logo persuades and transmits to the customer that the meal is *halal*. In addition, Rahman et al. (2021) discovered that Muslim Malaysians identify the *halal* emblem with food purity, followed by safety and cleanliness. Ali et al. (2018) discovered that in the case of low faith in *halal* items, behavioural buying intentions are predicted.

Figure 1 shows the theoretical framework of this study. Estimates for the structural model of Malaysian consumers' *halal* products purchase were based on seven hypotheses:

- H1:   There is a significant relationship between consumer attitudes and trust
- H2:   There is a significant relationship between consumer attitudes and purchase intention
- H3:   There is a significant relationship between subjective norm and trust
- H4:   There is a significant relationship between subjective norm and purchase intention
- H5:   There is a significant relationship between perceived behavioural control and trust
- H6:   There is a significant relationship between perceived behavioural control and purchase intention
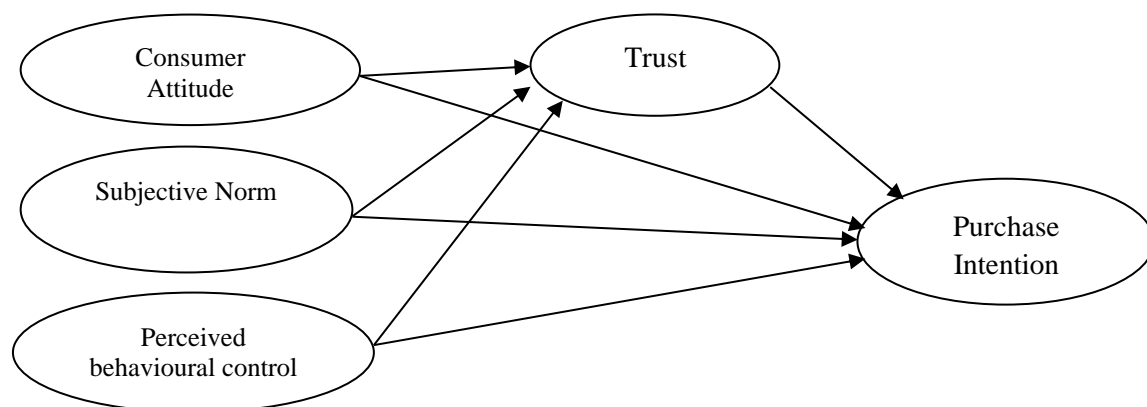- H7:   There is a significant relationship between trust and purchase intention

Figure 1 Theoretical Framework

3.0 METHODOLOGY

To meet the study's objectives, self-administered questionnaires were distributed to Muslim consumers in Malaysia's northern region. The research employed a systematic sampling technique in which every fifth customer leaving a *halal* food store was chosen to collect data. Since this study aims to understand the factors influencing *halal* food purchasing intention, all the respondents were *halal* food buyers. The criteria of respondents include 18 years and above and are involved with purchasing food decisions within the household. The questionnaires were distributed to 300, but only 261 questionnaires were usable, with a response rate of 87 percent. It shows appropriate statistical reliability and is suitable to perform using SEM-AMOS.

For the study instruments, "Purchase Intention" consists of seven items adopted by Abdul (2010). The reliability instrument was α = .900. "Consumer Attitude" consists of the five items that were adapted from (Lada et al., 2009). This instrument obtained a reliability of α = .923, which is acceptable. "Subjective Norms" consists of the seven items that were adapted from George (2004). The internal consistency of the instrument was α = .848. "Perceived Behaviour Control" consists of the five items that were adapted from George (2004). The reliability of this scale was α = .914. Trust was measured by an inherited scale (McKnight et al., 2002). This instrument obtained a reliability of α = .865, which is acceptable. The scale using a 5-point Likert scale ranges from 1 (strongly disagree) to 5 (strongly agree).

The data was analysed using SPSS version 22.0 and AMOS version 23.0. The structural model was developed to verify the associations between the variables involved in the structural equation on the consumers' *halal* products purchase in Malaysia. According to Hair et al. (2010), this approach has a few advantages it manages to test the measurement model and structural model concurrently. The measurement model was conducted through confirmatory factor analysis to verify the measurement scale for each construct. After conducting the analysis, all the variables that meet this analysis were applied to structural model analysis to determine the relationship between the endogenous variable and exogenous variable in this study. Thus, path models are created using four observable variables to establish indicators (Figure 2).

4.0 RESULTS

4.1 Data analysis

The measurement model and structural model were computed simultaneously using AMOS 23.0 and a correlation matrix with maximum likelihood. The measurement model evaluated how latent variables (such as consumer attitudes, subjective norms, perceived behavioural control, trust, and purchase intention) were measured for the observed indicators (X and Y variables). Cronbach's alpha was used to determine inter-item dependability. To test the hypotheses, the structural model used the causal links between these latent variables (see Figure 2). Chi-square (2), the goodness of fit index (GFI), adjusted goodness of fit index (AGFI), and root mean squared residual was used to evaluate the model's overall fit (RMR).

4.2 Measurement and structural models

AMOS 23.0 was used to simultaneously estimate structural and measurement models. The proposed model examined the four latent variables for causal relationships. In the structural model presented in Figure 1, there are four exogenous variables. (Variables X)– Consumer Attitudes (ξ 1), Subjective Norm (ξ 2), Perceived Behavioural Control (ξ 3), Trust (ξ 4) – and one endogenous variable (Y variables) – Purchase Intention (η).

4.3 Measurement model

All observed indicators were set free by normalising all exogenous and endogenous latent variables to test the measurement model. The magnitude of the coefficient matrix (s or s) for latent variables on one observable indicator that was arbitrarily picked as a referent for the latent variables was used in this technique. Three observed X variables (X1-X3) for consumer attitude, three observed X variables for subjective norm (X4-X6), and three observed X variables for perceived behavioural control were included in the estimated measurement model. (X7-X9). There are five observed Y variables for trust (Y1-Y5) and observed variables for purchase intention (Y6-Y9). The factor loading coefficients (ij) on the latent components ranged from 0.77 to 0.93 (p 0.001). The latent variable reliability ranged from 0.90 to 0.94, indicating that the measurement model was valid and reliable.

4.4 Structural Model

The model is comprised of 18 items, each of which identifies one of the five elements. The covariance among the variables is utilised for model testing. The goodness-of-fit indices show that this model adequately matches the data. Figure 1 illustrates the goodness-of-fit statistics for each hypothesised path. It denotes that the overarching structural model under consideration has been accepted. The Comparative Fit Index (CFI) is 0.91, the Tucker-Lewis index is 0.96, and the Goodness of Fit (GFI) is 0.90, all of which are acceptable within the parameters for showing a good fit (Hair et al., 2010). The root mean square error of approximation (RMSEA) was 0.068, which was satisfactory. In addition to these findings, the chi-square ratio index (1.74) is determined to match academic standards (McIver & Carmines, 1981). Furthermore, most path coefficients are significant (P.05). As a result, the final model shown in Figure 1 was thought to be a good fit for testing the assumptions.
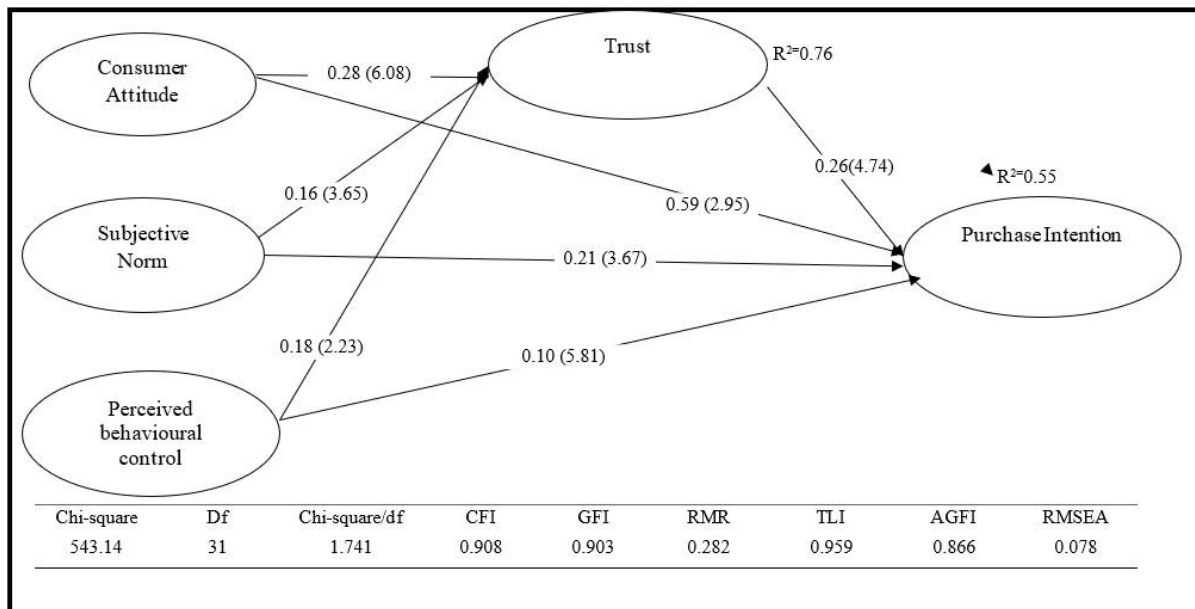
Figure 2 Structural model

4.5   Hypothesis Results

4.5.1   Consumer Attitudes

Consumer Attitudes had a positive causal effect on trust (γ = 0.28, t-value = 6.08) and purchase intention (γ = 0.59, t-value = 4.74). Consumers with high attitudes were more likely to have a purchase intention of *halal* products. This finding supported H1 and H2 and suggested consumer attitudes can increase trust and purchase intention on *halal* products. This is confirmed in previous studies by Ali et al. (2018). Consumer intention to purchase halal products seems to be influenced by attitude, as those with high positive attitudes tended to have greater intentions to purchase *halal* products. Social pressure can compensate for highly favourable attitudes in such a culture by instilling intentions to purchase *halal* products. The individual's positive or negative feelings about performing an action are referred to as attitude.

4.5.2   Subjective Norm

Subjective Norm had a direct significant effect on trust (γ = 0.16, t-value = 3.65) and purchase intention (γ = 0.21, t-value = 3.67). Consumers with eager subjective norms were more likely to influence their intention to purchase *halal* foods. This finding supported H3 and H4 and suggested that SN encourages consumers' *halal* product trust and purchase. The research found that subjective norm was positively and significantly linked to intention (Suleman et al., 2021). Other studies, such as Kumar (2019), have also found subjective norms to be significant. The subjective norm is an individual's assessment of whether significant people in his or her life believe the action should be carried out.

4.5.3   Perceived Behavioural Control

There was a significant direct effect of Perceived Behavioural Control on trust and purchase intention. This result supported the notion that perceived behavioural control among Muslim consumers is a form of cultivating their purchase intention on *halal* products. Thus, H5 and H6 were supported as the parameter estimates are significant (γ = 0.18, t-value = 2.23) and (γ = 0.10, t-value = 5.81). People in collectivist societies, such as Muslim culture, prefer to regard themselves as interconnected with their community and strive for collective goals rather than individual ones (Suleman et al., 2021). This is in line with the findings of this study, which suggest that subjective standards have a considerable impact on consumer purchasing

intentions, especially in Malaysia, a collectivist country. The link is upbeat, implying that a stronger role for regulation in explaining behavioural variation is not uncommon.

4.5.4 Trust

Finally, we also found a significant effect on trust and purchase intention ($\gamma = 0.26$, t-value = -4.74); thus, H7 was accepted. This is consistent with findings from previous research (Rahman et al., 2021), which found a positive link between trust and purchase intention. It shows that Muslims with high trust levels in *Halal* products will have the propensity to purchase *Halal* products based on their religious prescriptions.

5.0   DISCUSSION AND CONCLUSIONS

The contribution of this study was adding a new factor of trust by underlying the Theory of Planned Behaviour. The results showed that consumer *halal* products purchase have been influenced by consumer attitudes, subjective norm, perceived behavioural control, and trust. Several past studies have found that attitude has a significant direct relationship with purchase intention (e.g., Dumay et al., 2019; Garg & Joshi, 2018; Iqbal et al., 2021). Because those with high levels of positivity tended to have stronger intentions to acquire *Halal* goods, attitude is a significant element in determining consumer intention to buy *Halal* goods. High favourable sentiments may be offset by social pressure in fostering intent to buy *halal* products in this culture. The research discovered that subjective norm was positively and significantly associated with intention, supporting the findings of the study by (Haque et al., 2019). A person's perception of the subjective norm is whether they believe that the behaviour should be carried out by others who are significant to them. The outcome demonstrates that perceived behavioural control and purchase intention have a favourable association. People in collectivistic societies, like the Muslim culture, often see themselves as connected with their group and prioritise communal aims over individual ones (Casais & Faria, 2021). This is consistent with the study's results that subjective standards play a significant role in determining customers' purchasing intentions, particularly in Malaysia, a collectivistic nation.

Apart from that, the study also indicates that consumer attitude, subjective norms, and perceived behavioural control positively influence consumer trust in choosing *halal* products. The findings are consistent with the findings from (Salleh and Harun, 2021; Rahman et al., 2021; Rahman et al., 2018; Zakaria et al., 2015). All of them discovered that h*alal* brand personality, *halal* food knowledge, consumer knowledge about an ingredient used*, halal* logo, and religious knowledge can be the priority factor highlighted by Malaysian Muslims before they have the intention to purchase *halal* food products. This could be because consumers who are confident regarding food labelling and information on ingredients used in making the food product consistent with their beliefs concerning the safety and *halal*-ness of food products will be likely to rely on their positive and strong attitudes. Additionally, the findings also show that subjective norms play a significant role in building a level of trust when purchasing *halal* product.

A study conducted by Elseidi (2018) among Arabian Muslims revealed that consumers with less confidence in the *halal*-ness of a food product would be more likely to rely on the opinions of other people in their lives. Moreover, the main distinction between social control and trust is that control is a technique for influencing behaviour, whereas trust is concerned with behaviour expectations. They are distinct from one another and can change independently of one another since trust and behavioural control are based on partner contact and the development of shared norms and values. In conclusion, Muslims with high trust levels always have the motivation to comply with their Islamic teaching (Ali et al., 2018) since they are obliged to adhere to the principles and legislation of Islam (Zakaria et al., 2015). Moreover, Ali et al., (2018) also conclude consumers with lower trust levels will depend on individual factors such as attitude and perceived behavioural control rather than motivation when dealing with *halal* purchase intention.

The findings also revealed that customer trust is a key component that substantially impacts their inclination to purchase *halal* items (Nurhayati & Hendar, 2020). As a result, retailers must create consumer trust to improve such intentions. Building effective consumer-product partnerships require trust (Ali et al., 2017). The trust element may be even more crucial for *halal* foods than for ordinary foods due to religious considerations (Ali et al., 2017). Herjanto and Amin (2020) suggest that developing confidence is especially important when there is a lot of ambiguity and risk, and product guarantees aren't always available. As a result, customer trust in *halal* food is a delicate problem, as customers are unable to determine whether a food item is *halal* or *haram*. *Halal* food certifying agencies and their ultimate sellers have a huge impact on customer views and subsequent behaviour due to the importance of confidence in *halal* meals (Ali et al., 2017).

The study's findings have beneficial ramifications for both marketers and producers of *Halal* cuisine. Marketers must first realise that *Halal* food marketing campaigns must be created in a way that affects consumers' personal and societal perceptions as well as their religious beliefs. Manufacturers should be aware that consumers are informed and assess products based on their quality attributes and health benefits before making a purchase. Therefore, the quality of the product itself should be the main emphasis of all marketing efforts, rather than only the product packaging that bears *Halal* certificates and logos. Customers in Malaysia particularly have a wide range of options for *halal* food goods, and they carefully assess each option based on the product's attributes and personal beliefs. It has also been discovered that using celebrities to promote *Halal* cuisine would be a good idea, as Malaysian consumers like to buy food from well-known businesses, and celebrity endorsement would undoubtedly foster this familiarity. Manufacturers influence the two aspects of this model; *Halal* certification and *Halal* marketing, so these aspects can be leveraged to change consumer standards and views.

There are a few limitations to this study. One of the study's limitations is that it only looked at Malaysia's Northern region customers at a few select supermarkets, rather than the entire population of Malaysia. As a result, it is proposed that future research be conducted in rapidly growing cities, with the results being more comparable and providing practical guidance in *halal* products. With a larger number of responses, statistical analyses such as Structural Equation Modelling can be more robust. Despite the small sample size, the results of this study can be used to better understand *halal* product buying behaviour.

REFERENCES

Abdul, J. (2010). Dimension of halal purchase intention: a preliminary study Shaari & Arifin. *International Review of Business Research Papers*, *6*(4), 444-456.

Ajzen, I. (2011). The theory of planned behaviour: Reactions and reflections. *Psychology and Health*, *26*(9), 1113–1127.

Ajzen, I. (2015). Consumer attitudes and behavior: the theory of planned behavior applied to food consumption decisions. *Italian Review of Agricultural Economics*, *70*(2), 121-138.

Ajzen, I., & Fishbein, M. (1975). A Bayesian analysis of attribution processes. *Psychological bulletin*, *82*(2), 261.

Akram, H. W. (2022). Global Halal business: a sectoral analysis. *International Journal of Business and Globalisation*, *30*(1), 111-130.

Ali, A., Ali, A., Xiaoling, G., Sherwani, M., & Hussain, S. (2018). Expanding the theory of planned behaviour to predict Chinese Muslims halal meat purchase intention. *British Food Journal*.

Ali, A., Xiaoling, G., Sherwani, M., & Ali, A. (2017). Factors affecting Halal meat purchase intention: Evidence from international Muslim students in China. *British Food Journal*.

Azmi, F. R., Musa, H., Sihombing, H., & Fen, F. S. (2018). Adoption factors of halal standards: The Malaysian perspectives. In *Proceedings of the 3rd International Halal Conference (INHAC 2016)* (pp. 315-329). Springer, Singapore.

Bhutto, M. Y., Ertz, M., Soomro, Y. A., Khan, M. A. A., & Ali, W. (2022). Adoption of halal

cosmetics: extending the theory of planned behavior with moderating role of halal literacy (evidence from Pakistan). *Journal of Islamic Marketing*, (ahead-of-print).

Blackwell, T., & Branke, J. (2006). Multiswarms, exclusion, and anti-convergence in dynamic environments. *IEEE transactions on evolutionary computation*, *10*(4), 459-472.

Casais, B., & Faria, J. (2021). The intention-behavior gap in ethical consumption: Mediators, moderators and consumer profiles based on ethical priorities. *Journal of Macromarketing*.

Dumay, J., La Torre, M., & Farneti, F. (2019). Developing trust through stewardship: Implications for intellectual capital, integrated reporting, and the EU Directive 2014/95/EU. *Journal of Intellectual Capital*.

Elseidi, R. I. (2018). Determinants of halal purchasing intentions: evidences from UK. *Journal of Islamic Marketing*.

Garg, P., & Joshi, R. (2018). Purchase intention of "Halal" brands in India: the mediating effect of attitude. *Journal of Islamic Marketing*.

George, J. F. (2004). The theory of planned behavior and Internet purchasing. *Internet research*.

Ha, N., & Nguyen, T. (2019). The effect of trust on consumers' online purchase intention: An integration of TAM and TPB. *Management Science Letters*, *9*(9), 1451-1460.

Hair, J. F., Ortinau, D. J., & Harrison, D. E. (2010). *Essentials of marketing research* (Vol. 2). McGraw-Hill/Irwin.

Hamzah, M. I., Othman, A. K., Rashid, W. E. W., & Ngah, N. M. A. (2020). The relationship between halal factors and purchase intention of food products as moderated by word-of-mouth communications. *International Journal of Business and Society*, *21*(2), 865–882.

Haro, A. (2016). Understanding TPB model, availability, and information on consumer purchase intention for halal food. *International Journal of Business and Commerce*, *5*(8), 47-56.

Haque, A., Chowdhury, N. A., Yasmin, F., & Tarofder, A. K. (2019). Muslim consumers' purchase behavior towards shariah compliant hotels in Malaysia. *Vidyodaya Journal of Management*, *5*(1).

Herjanto, H., & Amin, M. (2020). Repurchase intention: the effect of similarity and client knowledge. *International Journal of Bank Marketing*.

Hidayati, N., Sunaryo, H., Pradesa, H. A., & Slamet, A. R. (2020). Exploring perception of halal product among moslem consumer: A preliminary study.

Iqbal, J., Malik, M., Yousaf, S., & Yaqub, R. M. S. (2021). Brand reputation, brand experience, and electronic word of mouth toward smartphone: investigating the mediating role of brand love. *Journal of Public Affairs*, *21*(3)..

Keller, K. L. (2001). *Building customer-based brand equity: A blueprint for creating strong brands*.

Khalek, A. A. (2014). Young consumers' attitude towards halal food outlets and JAKIM's halal certification in Malaysia. *Procedia - Social and Behavioral Sciences*, *121*(September 2012), 26–34. https://doi.org/10.1016/j.sbspro.2014.01.1105

Lada, S., Harvey Tanakinjal, G., & Amin, H. (2009). Predicting intention to choose halal products using theory of reasoned action. *International Journal of Islamic and Middle Eastern Finance and Management*, *2*(1), 66–76.

Mandili, I., Zarkasih, A., Munthe, R. S., & Wahyuni, E. (2022). Effect of product quality, customer satisfaction, trust, and brand image on repurchase intention. Case study: halal cosmetic products. *Budapest International Research and Critics Institute (BIRCI-Journal): Humanities and Social Sciences*, *5*(2), 10802-10809.

Masithoh, M. R., & Widikusyanto, M. W. J. (2017). Pengaruh kepuasan dan kepercayaan pelanggan pada niat beli ulang secara online. *Sains Manajemen*, *3*(1).

McIver, J., & Carmines, E. (1981). Likert scaling. *Unidimensional Scaling*, 1-96.

McKnight, D. H., Choudhury, V., & Kacmar, C. (2002). The impact of initial consumer trust on intentions to transact with a web site: a trust building model. *The journal of strategic information systems*, *11*(3-4), 297-323.

Naseri, R. N. N. (2021). An overview of online purchase intention of halal cosmetic product: A perspective from Malaysia. *Turkish Journal of Computer and Mathematics Education (TURCOMAT)*, *12*(10), 7674-7681.

Nurhayati, T., & Hendar, H. (2020). Personal intrinsic religiosity and product knowledge on halal product purchase intention: Role of halal product awareness. *Journal of Islamic Marketing*, *11*(3), 603–620.

Pradana, M., Huertas-García, R., & Marimon, F. (2020). Spanish Muslims' halal food purchase intention. *International Food and Agribusiness Management Review*, *23*(2), 189-202.

Rahman, R. A., Zahari, M. S. M., Hanafiah, M. H., & Mamat, M. N. (2021). The influence of knowledge on wholesomeness, labelling and trust toward Muslim consumers purchase behaviour of Syubhah semi-processed food products. *Journal of Islamic Marketing*.

Rahman, R.A., Rahman, R.A., & Zahari, M.S.M. (2018). Composition of ingredients in Syubhah semi processed food, trust and purchase behavior: A conceptual framework. *Archives of Business Research*, 6 (10)

Rizkitysha, T. L., & Hananto, A. (2020). Do knowledge, perceived usefulness of halal label and religiosity affect attitude and intention to buy halal-labeled detergent?. *Journal of Islamic Marketing*.

Salleh M.M & Harun, E.H. (2021). The impact of halal brand personality and online brand trust on the online halal food purchase intention: A conceptual paper. *Voice of Academia*, 17 (II), 11-24

Shahabuddin, A. S. M., Sukor, M. E. A., & Hashim, N. H. (2020). Product-centric halal business: a critique from an Islamic perspective. *Journal of Islamic Marketing*, *11*(6), 1707–1724.

Shahzad, M. A., Jun, D., Noor, G., & Zubair, A. (2020). Causation of halal food consumption in China. *Journal of Islamic Marketing*.

Suleman, S., Sibghatullah, A., & Azam, M. (2021). Religiosity, halal food consumption, and physical well-being: An extension of the TPB. *Cogent Business & Management*, *8*(1).

Wang, X., Tajvidi, M., Lin, X., & Hajli, N. (2020). Towards an ethical and trustworthy social commerce community for brand value co-creation: A trust-commitment perspective. *Journal of Business Ethics*, *167*(1), 137-152.

Zaid, S. (2020). The role of familiarity in increasing repurchase intentions in online shopping. *Journal of Economics, Business, & Accountancy Ventura*, *23*(1), 12-18.

Wicker, A. W. (1969). Attitudes versus actions: The relationship of verbal and overt behavioral responses to attitude objects. *Journal of Social issues*, *25*(4), 41-78.

Zakaria, Z., Salim, M.R., Ahmad, Z., Ahmad, F.H.M., & Kamaludin, M.A. (2015). Trust as a mediator in determining customers purchase intention of halal frozen food. *International Academic Research Journal*, 1 (2), 283-289.

Zhang, C. B., & Li, Y. N. (2019). How social media usage influences B2B customer loyalty: roles of trust and purchase risk. *Journal of Business & Industrial Marketing*.