

MALAYSIAN HALAL PURCHASE BEHAVIOR: THE EXTENDED FRAMEWORK OF TUHIN ET AL. (2020)

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Article history

Received date : 19-10-2024
Revised date : 20-10-2024
Accepted date : 25-12-2024
Published date : 31-12-2024

To cite this document:

Othman, N., & Sudarmin, S. F. (2024). Malaysian halal purchase behavior: The extended framework of Tuhin et al. (2020). *Journal of Islamic, Social, Economics and Development (JISED)*, 9 (68), 196-203.

Abstract: *This study aims to investigate the factors that influence Malaysian consumers' Halal purchase behavior using the extended framework proposed by Tuhin et al. (2020). A quantitative research approach is employed, and data is collected through an online survey using convenience sampling. The results of a regression analysis indicate that attitudes are a significant and positive predictor of purchase behavior, while religiosity does not predict purchase behavior. These findings suggest that marketers should focus on targeting attitudes to influence Halal purchase behavior, and policymakers and Halal certification authorities can use this knowledge to promote the Halal industry in Malaysia. However, further research is needed to fully understand the complex relationship between these constructs.*

Keywords *Halal Purchase Behavior, Attitude, Religiosity, Regression Analysis and Consumer Behavior.*

Introduction

Halal products have become a significant aspect of consumption patterns in Malaysia, with an increasing number of consumers demanding Halal products. Halal certification ensures that the products are produced and prepared in compliance with Islamic laws, which are the foundation of the Muslim religion. The certification process includes the use of halal ingredients, compliance with halal production techniques, and avoiding cross-contamination with non-halal products.

Given the rising demand for Halal products in Malaysia, it is essential to understand consumers' Halal purchase behavior. This research aims to examine the extended framework proposed by (Tuhin et al., 2020) in the context of Malaysian Halal purchase behavior. The study seeks to provide a deeper understanding of the factors that influence consumers' Halal purchase behavior and to identify the most significant determinants of Halal purchase behavior. The findings of this study will have significant implications for marketers, policymakers, and Halal certification authorities in Malaysia. Understanding consumers' Halal purchase behavior can help marketers develop effective marketing strategies, policymakers create policies that promote the Halal industry, and Halal certification authorities ensure the integrity of Halal products.

Literature Review

The Malaysian Halal industry has been growing rapidly in recent years, with an increasing number of consumers seeking Halal-certified products. Malaysia's halal industry is projected to expand to US\$113.2 billion (US\$1=RM4.43) by 2030, with a gross domestic product (GDP) contribution of 8.1 per cent by 2025 through the Halal Industry Master Plan 2030 (Halal Industry Development Corporation, 2023).

A halal product refers to any item or substance that is deemed permissible, lawful, and allowed under Islamic principles and guidelines. The concept of halal encompasses various aspects of life, including food and beverages, cosmetics, pharmaceuticals, and financial transactions, among others.

For instance, in the food industry, halal products refer to food items that comply with Islamic dietary laws, which prohibit the consumption of pork and its derivatives, meat from animals that were not slaughtered according to Islamic rituals, and any alcoholic beverages or intoxicants. Halal food must be prepared and processed using equipment that is free from contamination by non-halal substances and must be handled by Muslim workers who are trained and certified to ensure compliance with halal requirements. The previous study indicate that there is a growing awareness of halal products and is not restricted to Muslims only (Hassan & Sengupta, 2019).

Previous research has indicated that Malaysian consumers hold more favourable attitudes and intentions towards halal food products compared to halal cosmetic products (Abd Rahman et al., 2015). This indicates that Malaysian consumers prioritize the halal status of food items over cosmetics, which may be attributed to the greater significance placed on dietary laws in Islamic principles. However, it is important to note that this research only pertains to Malaysian consumers and may not be generalizable to other populations or contexts.

In the cosmetic industry, halal products refer to items that are free from any non-halal substances, such as alcohol and animal-derived ingredients, and have been produced using methods that adhere to Islamic principles, such as avoiding animal testing. Meanwhile, Muslim

consumers recognize the value of halal personal care products as they are free from haram ingredients and can offer potential benefits. Therefore, opting for halal personal care products is considered the optimal choice for these consumers (Subri & Othman, 2022). Overall, halal products are significant for Muslim consumers, who seek to align their consumption choices with their religious beliefs and values.

Researchers have identified various factors that influence Malaysian consumers' Halal purchase behavior including personal norms, religiosity and attitude. In recent years, there has been a growing body of literature on the personal norms have a significant effect on purchase intention (Sahir et al., 2021) (Effendi et al., 2021). A considerable amount of literature has been published on X. These studies examine the impact of religiosity on consumers' inclination to purchase halal food products (Ratih et al., 2022) (Mukhtar & Butt, 2012). Numerous studies have attempted to explain the consumers' attitude towards halal purchase (Tuhin et al., 2022)(Vizano et al., 2021).

This study proposes a conceptual framework, as depicted in the figure below. The aim is to expand the Theory of Reasoned Action (TRA) by incorporating religious commitment, along with the attitude and personal norms construct, to better explain the purchase behavior towards halal products.

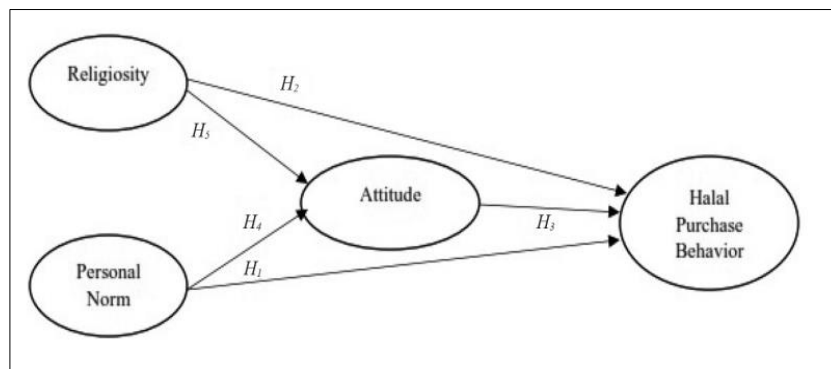


Figure 1: The Conceptual Model

Methodology

This study employed a quantitative research approach to investigate the extended framework of Malaysian Halal purchase behavior proposed by Tuhin et al. (2020). The study will use a cross-sectional survey design to collect data from Malaysian consumers. Data were gathered through an online survey administered via a web-based platform to a sample of Malaysian consumers. A five-point Likert scale ranging from 1 to 5, where 1 represents "Strongly Disagree" and 5 represents "Strongly Agree," was used to measure all items related to each construct. Data collection uses a non-probability sampling method that is a convenience sampling technique. The completed data is then analyzed using the statistical software of SPSS.

Data analysis

In order to ensure that the measures used in the study were valid, a factor analysis was conducted and the results are presented in Table 1 and Table 2. The analysis involved using principal components analysis with varimax rotation to extract factors, with the number of factors determined using the eigenvalue greater than 1 criterion.

The Kaiser-Meyer-Olkin (KMO) measure of sampling adequacy was used to confirm the appropriateness of the data set for factor analysis, with a KMO index of 0.813 considered suitable. An exploratory factor analysis was conducted on four research variables: religiosity (comprising 5 items), personal norms (comprising 3 items), attitude (comprising 4 items), and purchase behavior (comprising 3 items). The analysis revealed low factor loadings for some of the items. To address this issue, a stepwise item deletion approach was employed, beginning with the item that had the lowest factor loading. The items that were successively deleted, in order, were Pn3, Rel2, Pn2, Pn1, and Rel1.

This approach allowed for a more refined understanding of the underlying factor structure of the variables under investigation and the utilization of the aforementioned item deletion approach facilitates the identification of the extent to which the items within a given variable can effectively measure the intended construct. Ultimately, based on the process we found that each item had a strong loading on only one factor, indicating high convergent validity, and all other factor loadings for these items remained below the recommended criterion for strong discriminant validity.

To ensure the consistency of the factors obtained, a reliability analysis was conducted to eliminate items that were not strongly related to other items in the construct. The Cronbach's alpha for each factor was above 0.7, except for the technology-facilitating condition factor, which had the lowest alpha due to the use of only two items to measure the variable.

Table 1: Discriminant Validity

	Component	
	1	2
att4	.936	-.075
att2	.898	-.001
att1	.868	.093
att3	.727	-.200
rel4	-.056	.902
rel5	.012	.798
rel3	-.081	.771

Table 2: Convergent Validity

Construct	Item	Internal reliability Cronbach alpha	Convergent validity		
			Factor loading	KMO	Variance
Attitude	Att1	0.883	0.868	0.813	68.533%
	Att2		0.898		
	Att3		0.727		
	Att4		0.936		
Religiosity	Rel3	0.767	0.771	0.813	68.533%
	Rel4		0.902		
	Rel5		0.798		
Purchase Behavior	Purchase1	0.850	0.775	0.813	68.533%
	Purchase2		0.888		
	Purchase3		0.792		

Based on the Table 2, Attitude construct shows high internal reliability with a Cronbach's alpha coefficient of 0.883, indicating that the items (Att1, Att2, Att3, Att4) are highly correlated and measure the same underlying construct consistently. The KMO measure, which is 0.813, indicating that the items are highly intercorrelated and suitable for factor analysis. The variance explained by the Attitude construct is high at 68.533%.

The Religiosity construct shows acceptable internal reliability with a Cronbach's alpha coefficient of 0.767, indicating that the items (Rel3, Rel4, Rel5) are moderately correlated and measure the same underlying construct consistently. However, the convergent validity is not supported by the factor loadings, as only one item (Rel4) has a factor loading above 0.7.

The Purchase Behavior construct shows high internal reliability with a Cronbach's alpha coefficient of 0.850, indicating that the items (Purchase1, Purchase2, Purchase3) are highly correlated and measure the same underlying construct consistently. The convergent validity is also supported by the factor loadings, which are all above 0.7, and the KMO measure, which is 0.775, indicating that the items are highly intercorrelated and suitable for factor analysis. Overall, the results suggest that the Attitude, Religiosity and Purchase Behavior constructs are reliable and valid measures of their respective underlying constructs.

Table 3: Hypotheses Testing

Hypotheses	Beta Value	T Value	P Value	Remarks
Attitude → Purchase behavior	0.867	16.679	0.000	Supported
Religiosity → Purchase behavior	0.026	0.491	0.625	Not Supported

The table presents the results of a regression analysis testing the relationship between the Attitude and Religiosity constructs and Purchase Behavior. The results indicate that there is a significant and positive relationship between Attitude and Purchase Behavior, as indicated by the beta value of 0.867, t-value of 16.679, and a p-value of 0.000. This suggests that as attitudes towards a product or service become more favourable, purchase behavior tends to increase. The hypothesis that Attitude is a predictor of Purchase Behavior is therefore supported.

On the other hand, the results suggest that there is no significant relationship between Religiosity and Purchase Behavior, as indicated by the beta value of 0.026, t-value of 0.491, and a p-value of 0.625. This suggests that religiosity does not predict purchase behavior. The hypothesis that Religiosity is a predictor of Purchase Behavior is not supported.

Overall, these results suggest that attitudes are a stronger predictor of purchase behavior than religiosity, and that marketers may be more effective in targeting attitudes in order to influence purchase behavior. However, it is important to note that the regression analysis does not necessarily imply causation, and further research is needed to fully understand the complex relationship between these constructs.

Discussion

The results of the regression analysis suggest that attitudes are a stronger predictor of purchase behavior than religiosity. This finding is consistent with previous research that has found attitudes to be a key factor in predicting consumer behavior (Ahmadova & Aliyev, 2021) (Iranmanesh et al., 2020). Attitudes are formed through a variety of factors, including personal

beliefs, past experiences, and social influences, and can strongly influence an individual's decision to purchase a particular product or service.

In contrast, the lack of a significant relationship between religiosity and purchase behavior may be due to the fact that religiosity is not a direct driver of consumer behavior. The findings of the current study are consistent with those of (Wiyono et al., 2022) who found no significant relationship between religiosity and sustainable food consumption. Despite religion being a powerful source of belief for Muslim consumers, individuals who are highly religious may not necessarily have a strong awareness of halal food. Meanwhile, this findings is in line with (USMAN et al., 2021) who found that despite Islamic teachings that encourage Muslims to avoid haram products and questionable items, the willingness to use halal personal care and cosmetic products remains low. This indicates that manufacturers cannot solely rely on religious beliefs to promote their products, as consumers' level of commitment to their religion may differ

Although religious beliefs may influence certain aspects of consumer behavior, such as ethical or moral considerations, they may not be as strong a predictor of overall purchase behavior as attitudes are. The study's results have demonstrated that the Tuhin model lacks support in the specific context of investigating the purchase of halal products in Malaysia. Specifically, the data analysis has revealed an overlap between the personal norms and attitude variables. As a result, it is necessary to modify the research hypothesis accordingly.

These results have important implications for marketers and businesses. In order to effectively target and influence consumer behavior, it may be more effective to focus on developing strategies that aim to shape attitudes towards a particular product or service, rather than relying solely on appeals to religious beliefs or values. This may involve understanding and addressing consumer concerns or objections, providing positive messaging that resonates with target audiences, and building trust and credibility through effective marketing and branding efforts.

However, it is important to note that the results of the regression analysis do not necessarily imply causation, and further research is needed to fully understand the complex relationship between attitudes, religiosity, and consumer behavior. Additionally, other factors, such as cultural norms, economic conditions, and personal experiences, may also play a role in shaping consumer behavior, and should be taken into consideration when developing marketing and business strategies.

Conclusion

In conclusion, the results of the regression analysis provide valuable insights into the complex relationship between attitudes, religiosity, and the purchasing of halal products. The findings suggest that attitudes towards halal products are a stronger predictor of their purchase behavior than religiosity, which indicates that marketers and businesses involved in the halal industry may benefit from focusing on developing strategies that shape positive attitudes towards their products. This may include addressing concerns and misconceptions about halal products, highlighting their benefits and features, and building trust and credibility with consumers.

However, it is important to note that the results do not imply causation, and further research is needed to fully understand the role of religiosity and other factors that may influence the purchase of halal products. By taking a holistic approach that considers multiple factors, such as cultural norms and personal preferences, businesses can develop effective strategies that

meet the needs of their target audiences and build lasting relationships with their customers in the halal industry.

Overall, the results suggest that developing effective marketing strategies in the halal industry requires a nuanced understanding of the complex relationship between attitudes, religiosity, and demographic factors. By taking into account these various factors, businesses can better target their messaging and build lasting relationships with consumers in this growing industry.

Acknowledgement

We would like to thank Universiti Islam Pahang Sultan Ahmad Shah for the financial assistance through research grants RUG-KUIPSAS-2021-01.

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