
**UNDERSTANDING TPB MODEL, AVAILABILITY, AND
INFORMATION ON CONSUMER PURCHASE INTENTION FOR
HALAL FOOD**

Andrian Haro

Faculty of Economics,
State University of Jakarta
andrianharo@feunj.ac.id

ABSTRACT

The research investigates on five factors that affect the intention to purchase halal food which are attitude, subjective norm, perceived behavioral control, availability, and information. A survey was conducted with 150 graduate students in State University of Jakarta and multiple regression analysis was used to test the relationships among the variables. It is found that attitude was identifying as the main factor that influence the intention to purchase halal food products. These results of the study give implication to firms competing in food industry that should be taken into account in promoting their halal food products.

Keywords: *Consumer behavior, TPB, purchase intention, availability, information, halal food*

1. INTRODUCTION

Many countries of some parts of Asia, Middle East, and North Africa have predominantly Muslim populations. As we know, the number of Muslims population in the world is more than 1.3 billion people, and trade in halal products is about 150 billion dollars (Teguh, 2013).

Indonesia has a population of 240 million people and 87% of the populations are Muslims (Sukesti and Budiman, 2014). Therefore, Indonesia is potential market for halal products. The halal concept (especially for foods) is truly from the farm to the table, and requires nutritious items prepared from permissible ingredients in a clean and hygienic manner (Hanzaee and Ramezani, 2011). Halal is an Islamic term which guides the Muslims that what is allowed to them to practice in daily routine or every aspects of life and what is prohibited for them which does not allowed to be practice in islamic society. The concept of Halal is not only limited to food it is also practiced in each the aspects of Muslims' life (Majid et al., 2015). LPPOM (National Institution for the Supervision of Food, Medicine, and Cosmetic) and MUI (Indonesian Ulama Council) are assigned as the main authority in halal certification. The halal certification issued by MUI is benefits the manufacturers and food operators, as an assurance that their food or products are halal compliant. Therefore, halal certification is crucial in building consumers' confidence in the halal food that they consume and could be viewed as a powerful marketing tool (Khalek, 2015). According to the research of Alam and Sayuti (2011) which using the theory of planned behavior model, it is found that behavior factor positively influence the decision making to buy halal products in Malaysia. Jusmaliani and Nasution (2009) said that there is another factor will influence the customer when they have intention to buy halal food are availability and information. Based on the background above, I interested to study the influence of TPB model, availability, and information on consumer purchase intention for halal food.

2. LITERATURE REVIEW

Theory of Planned Behavior

Theory of Planned Behavior is a model used to predict the behavior of the consumer, where the best predictor of behavior is intention (intention) of consumers (Lodorfos and Dennis, 2008). Factors that influence the intention (intention) in consumer behavior is the attitude, subjective norm, and perceived behavioral control. Theory of planned behavior has been widely used by researchers to explain consumer purchase intentions against halal food product (Jusmaliani and Nasution, 2009; Khalek et al., 2015; Suki et al., 2013). Model theory of planned behavior (TPB) proposed by Ajzen can be seen in Figure 1.

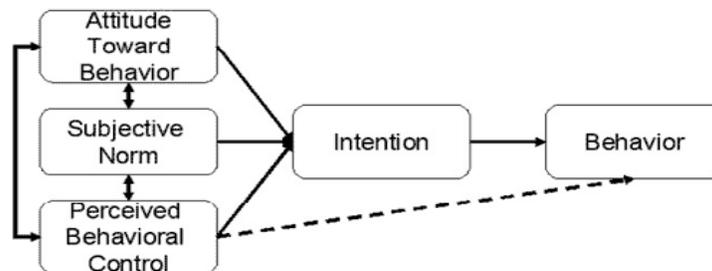


Figure 1. Theory of Planned Behavior (TPB) (Ajzen, 2002)

Attitude

The attitude is an expression of the feeling that comes from within the individual. These expressions reflect whether a person is happy or not happy, likes or dislikes and agree or disagree to an object (Golnaz et al., 2010). Three main components in the attitude of a person, including affect, cognition and behavior (Ajzen, 2002). The first component is affect. This component relates to the overall feeling or a person's emotional response to a product. How much someone likes a product it will determine the attitude towards the product. The second component is cognition. This component is a person's belief or knowledge about a product and main characteristics of the product. The latter component is behavior. This component relates to the tendency of a person to perform a certain action or behave in a certain way with regard to its attitude towards a product. According to Weng and Khin (2016), attitudes toward the halal food product means the direction or focus by the consumer to the product that is based on interests and preferences for halal food. Thus, if the company wants to achieve an optimal result is very important to understand what consumers like and dislike, or know and do not know about the halal food products offered.

Subjective Norm

Subjective norm refers to perceived social pressure to perform or not perform certain behaviors (Lin, 2007). In behaved, consumers can not be separated from the decision-making activities. Decisions will be taken by a person done with consideration of itself and on the basis of consideration of others that are considered important (Kordnaej et al., 2013). Decisions selected can fail to do if consideration of other people do not support. That is because the influence of subjective norm opinions of others that are considered important in a person's behavior (Aziz and Wahab, 2013). This is because to do something important, usually one considers what the expectations of others (those nearby, community) against him. Many acts of worship in Islam, for example, are designed to instill a community spirit (eg. Friday and Eid prayers, Fasting, Hajj, Charity, and etc.) (Suki et al., 2014).

Perceived Behavioral Control

Perceived behavioral control is one's perception of the ease or difficulty to perform a behavior (Chen, 2007). Perceived behavioral control is also a function of faith (belief). This function is commonly called confidence control (control belief) that refers to a person's perception of whether he has or does not have the capacity to behave (Hanzaee and Ramezani, 2011). According to Alam and Sayuti (2011), perceived behavioral control is an essential component in predicting the behavior of someone who showed confidence about the presence or absence of the factors that facilitate or hinder to take into consideration before purchasing halal food. In their study, a significant relationship came out to exist between perceived behavioral control and the halal food purchasing intention.

Availability

The Muslim consumers are willing to purchase halal product if the product is available (Rahim et al., 2013). Availability of halal food captures insight regarding the availability and choice possibilities in halal food. The availability of halal food in the market is a significant factor in the study of the religiosity aspect in consumer behaviour: determinants of halal meat consumption by Jusmaliani and Nasution (2009).

Information

For awareness and knowledge sources, matters like “heard about that”, “used to hear”, “used to read”, “discuss and tell” comes from personal and impersonal source of information (Teng and Jusoh, 2013). Information about halal food assess whether there is sufficient information on halal food and halal certificate (Jusmaliani and Nasution, 2009). The updates from the halal authorities also important so that consumers can check the halal status every time the hesitancy of halal status take place (Rahim et al., 2013).

Purchase Intention

Interest in the purchase is a person's tendency to take action with regard to his attitude toward the purchase of a product (Kim and Chung, 2011). Sales of a company can be based on a market survey on purchase intentions (purchase intention) consumers. According to Rezvani et al. (2013), interest in the purchase can be regarded as a predictor of future purchase decisions. Omar et al. (2012) suggested that the intention of purchasing a psychic activity that arises because of feelings (affective) and the mind (cognitive) of the goods or services desired. In other words, purchase intention can be interpreted as a happy attitude toward an object that makes an individual trying to get the item by paying with cash or with sacrifice.

3. RESEARCH MODEL AND HYPOTHESES

The research model used in this study, shown in figure 2, is based on TPB. The intention of halal food purchasing preceded the process before actual purchase. Attitude, subjective norms, perceived behavioral control, availability, and information are postulated to have a direct relationship with purchase intention. To examine the relationship between the independent variables (attitude, subjective norm, perceived behavioral control, availability, and information) and the dependent variable (purchase intention), five hypotheses were developed. The directionality stated in each hypothesis is derived from the previous researches which were conducted on the basis of TPB. Therefore, this study has to find out whether there is a direct relationship between attitude, subjective norm, perceived behavioral control, availability, information and purchase intention.

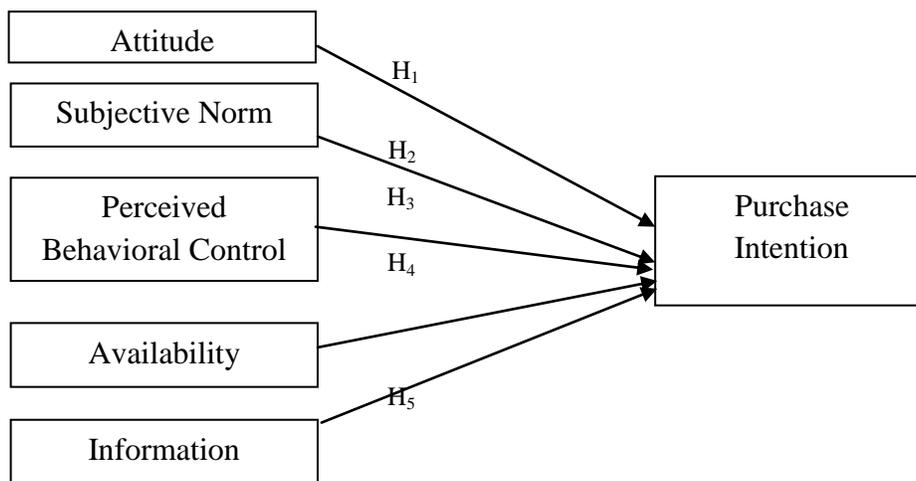


Figure 2. A Schematic Diagram of The Conceptual Framework

Based on the figure above, there are five hypotheses that can be explained as below:

H₁: There is a relationship between attitude and intention to purchase halal food products.

H₂: There is a relationship between subjective norm and intention to purchase halal food products.

H₃: There is a relationship between perceived behavioral control and intention to purchase halal food products.

H₄: There is a relationship between availability and intention to purchase halal food products.

H₅: There is a relationship between information and intention to purchase halal food products.

4. RESEARCH METHOD

The researcher has used a questionnaire to gather data for this study. Five independent variables were used. A Likert point scale was used to gather the data. Total respondent in this study is 150 graduate students. They are from Master of Management, Faculty of Economics, State University of Jakarta. The data from these questionnaires were then analyzed using SPSS 21.0 which uses multiple regression analysis.

5. RESULTS AND DISCUSSION

The demographic conditions that can be drawn from the number of 150 respondents are males more than females about 90 people (60%) with most respondents ages between 23 years to 27 years as 88 people (58.7%), whereas marital status of unmarried respondents reached 117 people (78%). The research sample most dominated from the respondents work as private employees about 110 people (73.3%) with the largest income per month is Rp. 3 million up to Rp. 5 million as many as 60 people (40%).

Table 1: Descriptive Statistics on Understanding Halal Food

	Mean	Std. Deviation
Purchase Intention	3.8689	.69824
Attitude	3.8050	.62045
Subjective Norm	3.4956	.72325
Perceived Behavioral Control	3.8467	.58490
Availability	3.5289	.71125
Information	4.2222	.57627

Respondents were asked to indicate their perceptions and agreement towards the statement in the questionnaires by using the five points Likert Scale answers. The scale were ranged between 1= strongly disagree to 5= strongly agree. Based on table 1 , the mean for intention to purchase halal food was 3.86 (SD = 0.698), attitude was 3.80 (SD= 0.620), subjective norm was 3.49 (SD= 0.723), perceived

behavioral control was 3.84 (SD = 0.584), availability was 3.52 (SD= 0.711), and information was 4.22 (SD= 0.576). Based on the above data, the results indicate strongly agree that the information of halal food is very important things when they intent to buy halal food. This condition also happens in the research of Jusmaliani and Nasution (2009) in awareness and perception of muslim consumers on non-food halal product. On table 2 indicates the test of construct's validity and reliability of the study. The factor analysis procedure has been used to analyze the validity of this study (the factor loading < 0.5). The results shows there four valid items for attitude's construct, three valid items subjective norm's construct, two valid items perceived behavioral control's construct, three valid items for availability's construct, three valid items for information's construct, and three valid items for purchase intention's construct. The Cronbach ≥ 0.6 is applied by this research to show the reability. The results shows that all the constructs are reliable.

Table 2: Test of Construct's Validity and Reliability

Construct	Item	Cronbach Alpha	Factor Loading
Attitude	AT1	0.916	0.879
	AT2		0.925
	AT3		0.890
	AT4		0.893
Subjective Norm	SN1	0.876	0.870
	SN2		0.942
	SN3		0.877
Perceived Behavioral Control	PBC1	0.778	0.905
	PBC2		0.905
Availability	AV1	0.752	0.771
	AV2		0.861
	AV3		0.819
Information	IN1	0.753	0.831
	IN2		0.883
	IN3		0.746
Purchase Intention	PI1	0.925	0.931
	PI2		0.939
	PI3		0.927

Pearson's Correlation Coefficients were run to examine the associations between independent and dependent variables. Table 3 shows the relationship between the independent variables (attitude, subjective norm, perceived behavioral control, availability, and information) and the dependent variable is intention to purchase halal food. Based on the results, all the independent variables have significant relationships with the dependent variables. Correlations between the variables ranges from $r=0.323$ to $r=0.707$ ($p < .01$).

Table 3: Pearson's Correlation Coefficients on Understanding Halal Food

	Purchase Intention	Attitude	Subjective Norm	Perceived Behavioral Control	Availability	Information
Purchase Intention	1.000					
Attitude	.707**	1.000				
Subjective Norm	.472**	.530	1.000			
Perceived Behavioral Control	.608**	.470	.361	1.000		
Availability	.493**	.591	.438	.379	1.000	
Information	.323**	.224	.310	.311	.119	1.000

Note: ** $p < 0.01$; * $p < 0.05$

Table 4: Regression Analysis on Understanding Halal Food

Variabels	Standardized Coefficients Beta
Attitude	0.477**
Subjective Norm	0.051
Perceived Behavioral Control	0.313**
Availability	0.059
Information	0.096
F-value	45.429**
R	0.782
R ²	0.612
Adjusted R ²	0.599

Note: ** $p < 0.01$; * $p < 0.05$

In this research, regression analysis was used to analyze the attitude, subjective norm, perceived behavioral control, availability, and information towards the intention to purchase halal food. From table 4, there have a significant and positive relationship between the attitude and perceived behavioral control as independent variables and purchase intention as the dependent variable. The model summary table shows that R, regression of five independent variables which are attitude, subjective norm, perceived behavioral control, availability, and information factors is equal to 0.782. After inter-correlation R square (R^2) generated is 0.612. This means, around 61.2% of two independent variables be explained by the dependent variable.

6. CONCLUSION

The research found that the attitude and perceived behavioral control have significant and positive value on purchase intention. Meanwhile, subjective norm, availability, and information have insignificant value on purchase intention. Based on the result show that attitude was identifying as the main factor that influence the intention to purchase halal food products. These results of the study give implication to firms competing in food industry that should be taken into account in promoting their halal food products. It is intended not only to guarantee that the product is halal but also good-quality.

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