

THE INFLUENCE OF RELIGIOUS BELIEFS ON HALAL PURCHASE INTENTION IN NON-MUSLIM CUSTOMERS

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Abstract: This study investigates the influence of religious beliefs, perceived benefits of halal products, social influence, and attitudes towards halal products on the halal purchase intention among non-Muslim customers in Surabaya. Utilizing a quantitative research design, data were collected from 150 non-Muslim respondents through an online survey distributed via social media. The analysis was conducted using SmartPLS to evaluate the relationships between the constructs.

The findings reveal that even among non-Muslim customers, strong religious beliefs can foster positive attitudes towards halal products due to shared ethical and health values. Perceived benefits, including health, ethical, and quality advantages, significantly enhance attitudes towards halal products. Social influence from family, friends, and social media positively impacts non-Muslim customers' attitudes, highlighting the role of social endorsement in shaping perceptions. Furthermore, a positive attitude towards halal products is a strong predictor of purchase intention, indicating that favorable perceptions directly translate into a higher likelihood of purchase. These findings contribute to the understanding of consumer behavior in the context of halal products and offer practical implications for businesses aiming to target non-Muslim customers. By recognizing the importance of religious beliefs, perceived benefits, and social influence, companies can develop more effective marketing strategies to promote halal products beyond the Muslim community.

Keywords: Religious Beliefs, Perceived Benefits, Social Influence, Attitude, Halal Products, Purchase Intention, Non-Muslim Customers.

INTRODUCTION

The increasing globalization and multicultural interactions have significantly transformed consumer markets, leading to a growing interest in understanding the diverse factors influencing consumer behavior. One such area of interest is the purchasing behavior of non-Muslim customers towards halal products. Traditionally, halal products are associated with Muslim consumers due to religious dietary laws. However, the concept of halal, which denotes permissible and lawful as per Islamic law, has extended its appeal beyond religious boundaries, attracting a broader consumer base, including non-Muslims.

The global halal market is expanding rapidly, driven by the growing Muslim population and increasing awareness of halal products' health and ethical benefits (Thomson Reuters, 2018). As of 2023, the halal market is valued at over USD 2 trillion, encompassing a wide range of industries including food, cosmetics,

pharmaceuticals, and fashion (Global Islamic Economy Report, 2023). Interestingly, non-Muslim consumers are showing a rising interest in halal products, driven by perceived benefits and social influences (Bonne & Verbeke, 2008). Understanding the factors that influence halal purchase intentions among non-Muslim customers is crucial for marketers aiming to tap into this burgeoning market.

Religious beliefs play a fundamental role in shaping consumer behavior. Even among non-Muslims, religious and spiritual beliefs can influence perceptions and attitudes towards products perceived as ethical and wholesome (Delener, 1994). Research indicates that individuals with strong religious convictions, regardless of their specific faith, are more likely to be drawn to products that align with ethical standards and promote overall well-being (Swimberghe, Sharma, & Flurry, 2009). This phenomenon is particularly relevant in the context of halal products, which are often

perceived as hygienic, ethically produced, and of high quality.

Perceived benefits are critical determinants of consumer behavior. Halal products are often associated with superior quality, safety, and ethical production processes (Rezai, Mohamed, & Shamsudin, 2012). For non-Muslim consumers, these perceived benefits can be a significant motivator for choosing halal products. Health consciousness, in particular, has emerged as a key driver, with many consumers believing that halal products are free from harmful substances and produced under stringent quality controls (Mukhtar & Butt, 2012). Additionally, the ethical appeal of halal, including animal welfare and fair trade practices, resonates with the growing segment of socially conscious consumers.

Social influence is another pivotal factor in consumer decision-making. The theory of planned behavior posits that subjective norms, or the perceived social pressure to engage or not engage in a behavior, significantly impact an individual's intentions (Ajzen, 1991). In the context of halal products, social influence can stem from family, friends, and cultural surroundings. For instance, non-Muslim consumers who interact frequently with Muslim peers or reside in multicultural environments are more likely to be exposed to halal products and may develop a favorable attitude towards them (Lada, Tanakinjal, & Amin, 2009). Social media and influencers also play a crucial role in shaping perceptions and promoting halal consumption trends among non-Muslims.

Attitude towards a product is a robust predictor of purchase intention. According to the attitude-behavior-context model, positive attitudes towards a product increase the likelihood of purchase (Fazio, 1990). For non-Muslim consumers, attitudes towards halal products are influenced by a combination of perceived benefits, social influences, and personal values (Ambali & Bakar, 2014). A positive attitude towards halal products is often linked to perceptions of quality, ethical production, and health benefits. Furthermore, trust in halal certification and the credibility of halal labels can enhance consumer confidence and willingness to purchase halal products (Golnaz, Zainalabidin, Nasir, & Chiew, 2010).

Despite the growing interest in halal products among non-Muslims, there is a limited

understanding of the underlying factors that drive their purchase intentions. This study aims to bridge this gap by exploring the influence of religious beliefs, perceived benefits of halal products, social influence, and attitudes towards halal products on the halal purchase intentions of non-Muslim customers.

This study contributes to the existing literature on consumer behavior by providing insights into the factors influencing halal purchase intentions among non-Muslim consumers. The findings have practical implications for marketers and policymakers aiming to promote halal products in a diverse consumer market. By understanding the motivations and barriers faced by non-Muslim consumers, businesses can develop targeted marketing strategies to enhance the appeal of halal products. Additionally, this research underscores the importance of promoting the ethical and health-related attributes of halal products to attract a broader consumer base..

CONCEPTUAL FRAMEWORK

Religious Beliefs

Religious beliefs significantly shape consumer behaviors and attitudes, influencing various aspects of decision-making processes. Although halal products are primarily targeted at Muslim consumers due to religious dietary laws, non-Muslim consumers are also influenced by their own religious and spiritual beliefs. Religious beliefs often guide individuals towards products perceived as ethical, wholesome, and beneficial for overall well-being (Delener, 1994). Research shows that consumers with strong religious convictions, irrespective of their specific faith, are more likely to be drawn to products that align with high ethical standards and promote health and well-being (Swimberghe, Sharma, & Flurry, 2009). In the context of halal products, this translates to a heightened interest in products that are considered clean, pure, and produced under stringent ethical guidelines.

Perceived Benefits of Halal Products

Perceived benefits play a critical role in shaping consumer purchase intentions. Halal products are often associated with high quality, safety, and ethical production processes, making them attractive to a broader audience,

including non-Muslim consumers (Rezai, Mohamed, & Shamsudin, 2012). The health benefits of halal products are a significant motivator for non-Muslim consumers, who perceive these products as free from harmful substances and produced under strict quality control (Mukhtar & Butt, 2012). The ethical benefits, including humane treatment of animals and fair trade practices, also appeal to socially conscious consumers. This perception is supported by research indicating that consumers are increasingly seeking products that align with their ethical and health values (Verbeke, 2005).

Social Influence

Social influence, encompassing the effects of family, friends, and cultural environment, is a key determinant of consumer behavior. According to the theory of planned behavior, subjective norms, or perceived social pressures, significantly impact an individual's intentions and actions (Ajzen, 1991). In the context of halal products, social influence can arise from various sources. Non-Muslim consumers who have regular interactions with Muslim peers or live in multicultural environments are more likely to be exposed to and develop positive attitudes towards halal products (Lada, Tanakinjal, & Amin, 2009). Additionally, social media and influencers play a crucial role in shaping consumer perceptions and promoting halal consumption trends among non-Muslims (Kim & Ko, 2012).

Attitudes Toward Halal Products

Attitudes toward products are strong predictors of purchase intentions. The attitude-behavior-context model suggests that positive attitudes toward a product increase the likelihood of purchase (Fazio, 1990). Non-Muslim consumers' attitudes towards halal products are influenced by a combination of perceived benefits, social influences, and personal values (Ambali & Bakar, 2014). Positive attitudes towards halal products are often associated with perceptions of high quality, ethical production, and health benefits. Furthermore, trust in halal certification and the credibility of halal labels enhance consumer confidence and willingness to purchase halal

products (Golnaz, Zainalabidin, Nasir, & Chiew, 2010). Research also indicates that when consumers perceive a product as aligning with their values and beliefs, their intention to purchase increases significantly (Thompson & Troester, 2002).

METHODOLOGY

This study adopts a quantitative research design to investigate the influence of religious beliefs, perceived benefits of halal products, social influence, and attitudes towards halal products on the halal purchase intention among non-Muslim customers in Surabaya. Quantitative methods are suitable for this study as they allow for the measurement and analysis of relationships between variables using statistical techniques (Creswell, 2014). The sampling method employed in this study is purposive random sampling, chosen to ensure that the sample consists of non-Muslim customers who are familiar with halal products. Data collection is conducted through an online survey using Google Forms. The survey link is distributed via social media platforms such as Facebook, Instagram, and WhatsApp. Social media is chosen as the distribution channel due to its wide reach and ability to target specific groups of individuals efficiently (Bhutta, 2012).

The data collected from the survey are analyzed using SmartPLS, a software tool for Partial Least Squares Structural Equation Modeling (PLS-SEM). PLS-SEM is appropriate for this study as it allows for the analysis of complex relationships between multiple constructs, even with small sample sizes and non-normal data distributions (Hair, Hult, Ringle, & Sarstedt, 2016).

RESULTS AND DISCUSSION

Results

1. Convergent Validity

Convergent validity measures the extent to which indicators of a construct correlate highly with each other (Hair et al., 2016).

Table 1. Convergent Validity

Variable	Indicator	Outer Loading
Religious Beliefs	RB1	0.724
	RB2	0.782
	RB3	0.725

Variable	Indicator	Outer Loading
	RB4	0.725
	RB5	0.852
Perceived Benefits of Halal Product	PBHP1	0.825
	PBHP2	0.925
	PBHP3	0.888
	PBHP4	0.843
Social Influence	SI1	0.752
	SI 2	0.700
	SI3	0.852
	SI4	0.852
	SI5	0.751
Attitude Toward Halal Product	ATT1	0.841
	ATT2	0.815
	ATT3	0.802
	ATT4	0.720
	ATT5	0.841
Purchase Intention	PI1	0.841
	PI2	0.804
	PI3	0.814
	PI4	0.831

2. Average Variance Extracted (AVE)

AVE assesses the amount of variance captured by a construct's indicators relative to measurement error (Fornell & Larcker, 1981). And

Table 2. AVE

Variable	Average Variance Extracted (AVE)
Religious Beliefs	0.952
Perceived Benefit Of Halal Products	0.923
Social Influence	0.956
Attitude Toward Halal Product	0.802
Purchase Intention	0.900

3. Composite Reliability and Cronbach's Alpha

Composite reliability, as noted by Hair et al. (2010), is a measure of the internal consistency of a construct, which considers the actual loadings of the indicators and is

generally considered more accurate than Cronbach's Alpha for measuring construct reliability. Cronbach's Alpha is a measure commonly used to assess the reliability or internal consistency of a set of items in a scale or measurement instrument. Cronbach's Alpha values range from 0 to 1, with higher values indicating better reliability. Generally, a Cronbach's Alpha value above 0.70 is considered adequate for research.

Table 3. Composite Reliability and Cronbach's Alpha

Variable	Cronbach's Alpha	Composite Reliability
Religious Beliefs	0.785	0.802
Perceived Benefit Of Halal Products	0.892	0.925
Social Influence	0.852	0.900
Attitude Toward Halal Product	0.802	0.859
Purchase Intention	0.925	0.956

4. Testing Hypothesis

To verify the study findings, hypothesis testing involves testing a direct effect. The sign (>) It indicates the way one variable affects another. The subsequent results are the outcomes derived from testing the hypotheses:

Table 4. Hypothesis

Variable	Original Sample (o)	P-Values
Religious Beliefs on Attitude Toward Halal Product	0.892	0.003
Perceived Benefit of Halal Product on Attitude Toward Halal Product	0.824	0.003
Social Influence on Attitude Toward Halal Product	0.824	0.000
Attitude Toward Halal Product on Purchase Intention	0.925	0.000

Discussion

Religious Beliefs on Attitude Toward Halal Products

The results of this research explain that

religious beliefs have a significant positive influence on attitudes toward halal products for non-Muslim customers. Religious belief plays an important role in shaping consumer attitudes and behavior. Although halal products are usually associated with Muslim consumers due to Islamic dietary regulations, non-Muslims may also be influenced by their religious beliefs in developing positive attitudes towards halal products. This is especially true when religious beliefs drive the ethical and health values that halal products also represent.

Several studies show that individuals with strong religious beliefs, regardless of religion, tend to choose products that are considered ethical, clean, and healthy. Halal products are often seen as meeting these standards (Delener, 1994). For example, halal products are produced with special attention to hygiene, fairness in trade, and animal welfare, all of which can resonate with the ethical and spiritual values of religious non-Muslims. In addition, religious beliefs can increase awareness and attention to health and welfare issues, where halal products are often promoted as healthier and safer choices (Mukhtar & Butt, 2012). Therefore, non-Muslims with strong religious beliefs may develop positive attitudes towards halal products because they see these products as aligning with their health and ethical values.

In this context, the positive relationship between religious belief and attitude toward halal products for non-Muslim customers can be explained as follows: Religious belief increases appreciation of the ethical and health values represented by halal products, which in turn produces a positive attitude towards the product (Swimberghe, Sharma, & Flurry, 2009).

Perceived Benefit of Halal Products on Attitude Toward Halal Products

The results of this research explain that the perceived benefits of halal products have a significant positive influence on attitudes toward halal products for non-Muslim customers, with p-values of 0.003. Perceived benefits from halal products play an important role in shaping consumer attitudes towards these products. For non-Muslim customers, these perceived benefits can cover various aspects such as health, ethics, and product quality. One of the main benefits perceived from halal products is the health aspect. Halal

products are processed and produced following strict hygiene and health standards. Many non-Muslims consider halal products to be a healthier choice because they are free from contamination with harmful substances and are produced under hygienic conditions (Rezai, Mohamed, & Shamsudin, 2012). This view can encourage positive attitudes towards halal products because consumers feel confident that they are consuming products that are safe and beneficial for their health.

Additionally, halal products are often promoted by emphasizing ethical practices such as humane treatment of animals and fair trade practices (Bonne & Verbeke, 2008). Non-Muslim consumers who value ethics in their consumption may develop positive attitudes towards halal products because they see these products as aligning with their ethical values. Another perceived benefit of halal products is their high quality. Halal products are known to follow strict production standards, which often results in better quality products (Golnaz, Zainalabidin, Nasir, & Chiew, 2010). This perceived high quality can increase the positive attitudes of non-Muslims towards halal products, as they associate these products with reliability and consumer satisfaction.

Overall, the perceived benefits of halal products such as health, ethics, and quality can contribute significantly to the formation of positive attitudes of non-Muslims towards halal products. When non-Muslim consumers experience these benefits, they tend to develop more positive attitudes and are more likely to consider purchasing halal products (Mukhtar & Butt, 2012).

Social Influence of Halal Products on Attitude Toward Halal Products

The results of this research explain that social influence has a significant positive influence on attitudes toward halal products for non-Muslim customers, with p-values of 0.000. Social influence refers to how the opinions, behavior, and expectations of others influence an individual's attitudes and actions. This influence can come from family, friends, and social media. For non-Muslim customers, social influence can play an important role in shaping their attitudes towards halal products.

Family and friends are often the main sources of social influence that can shape an individual's attitude towards certain products.

Non-Muslim customers who have Muslim family members or friends may be more exposed to halal products and information about their benefits. If these close contacts have positive attitudes and show a preference for halal products, non-Muslim customers may also develop more positive attitudes towards those products (Lada, Tanakinjal, & Amin, 2009).

Additionally, social media plays a significant role in disseminating information and shaping consumer perceptions. Influencers and social media campaigns promoting halal products can create awareness and positive attitudes among non-Muslim customers. When non-Muslim customers see positive reviews, recommendations, and testimonials from people they trust or admire on social media, they are more likely to develop positive attitudes towards halal products (Kim & Ko, 2012).

The broader social environment, including the workplace and community, can also influence non-Muslim attitudes towards halal products. In multicultural societies or where there is significant interaction with Muslim communities, non-Muslim customers are more likely to become familiar with the concept of halal and develop positive attitudes towards halal products because they see and hear about its benefits directly from their peers (Verbeke, 2005).

Social influence plays a role in shaping non-Muslim attitudes towards halal products by increasing the exposure and information they receive about these products. The more positive the views and attitudes of the people around them towards halal products, the more likely non-Muslim customers are to develop similar positive attitudes. Thus, social influence can encourage the adoption of positive attitudes towards halal products through social contagion mechanisms and adjustments to social norms (Ajzen, 1991). By understanding the role of social influence, companies can design effective marketing strategies to influence non-Muslim customers' attitudes towards halal products through strengthening positive messages in their social circles.

Attitude Toward Halal Products on Purchase Intention

The results of this research explain that attitude toward halal products has a significant

positive influence on purchase intention for non-Muslim customers, with p-values of 0.000. Attitude towards a product is a positive or negative assessment that consumers have towards a product. This attitude acts as an important predictor of purchase intention, reflecting how much the consumer wants to buy the product in the future.

Research shows that a positive attitude towards a product significantly increases the intention to purchase that product. When non-Muslim customers have a positive attitude towards halal products, for example, because they perceive these products to be high quality, healthy, and ethically produced, they are more likely to consider and ultimately decide to purchase the product (Fishbein & Ajzen, 1975).

Attitudes towards products are formed from cognitive (knowledge and beliefs about the product) and affective (feelings and emotions towards the product) evaluations. If non-Muslim customers believe that halal products offer better health benefits, are produced with high ethical standards, and provide greater value, they will develop strong positive attitudes. These positive feelings then motivate them to buy halal products because these products are considered to meet their personal needs and values (Bagozzi, 1992). Trust in halal certification and satisfaction with previous experiences can also strengthen positive attitudes. Non-Muslim customers who have positive experiences with halal products and believe in the validity of halal certification tend to have more positive attitudes and, as a result, demonstrate higher purchase intentions (Mukhtar & Butt, 2012). This satisfaction creates loyalty and a tendency to repurchase halal products in the future.

Empirical studies support this relationship, showing that positive attitudes towards halal products significantly influence purchase intentions. For example, research by Lada, Tanakinjal, and Amin (2009) found that positive attitudes toward halal products were a strong predictor of purchase intentions among non-Muslim consumers. Likewise, a study by Rezai, Mohamed, and Shamsudin (2012) shows that positive perceptions about the benefits of halal products increase purchase intentions among non-Muslim consumers.

CONCLUSION

This study has explored the influence of religious beliefs, perceived benefits of halal products, social influence, and attitudes towards halal products on the halal purchase intention among non-Muslim customers in Surabaya. The findings suggest that:

1. **Religious Beliefs:** Even among non-Muslim customers, strong religious beliefs can foster positive attitudes towards halal products due to shared values such as ethics and health consciousness. This indicates that religious beliefs, although rooted in different traditions, can universally contribute to ethical consumer behavior.
2. **Perceived Benefits:** The health, ethical, and quality benefits perceived by non-Muslim customers significantly enhance their attitudes towards halal products. These perceived benefits serve as strong motivators for considering and purchasing halal products, demonstrating the importance of product attributes in shaping consumer attitudes and intentions.
3. **Social Influence:** Social influence, through family, friends, and social media, positively impacts non-Muslim customers' attitudes towards halal products. The endorsement and positive experiences shared by others play a crucial role in altering perceptions and encouraging non-Muslim customers to view halal products favorably.
4. **Attitude Towards Halal Products:** A positive attitude towards halal products significantly predicts purchase intention among non-Muslim customers. When non-Muslim customers have a favorable view of halal products, they are more likely to intend to purchase these products, highlighting the direct link between attitudes and behavioral intentions.

Overall, the study demonstrates that non-Muslim customers are influenced by a combination of their own religious beliefs, perceived benefits of products, and social influences, leading to a positive attitude and

increased purchase intention towards halal products.

Despite the valuable insights gained, this study has several limitations. The study is limited to non-Muslim customers in Surabaya, which may not be representative of non-Muslim customers in other regions or countries. Cultural and regional differences can affect the generalizability of the findings. The study relies on self-reported data collected through an online survey, which can introduce biases such as social.

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