

The Influence of Subjective Norms, Perceived Behavioral Control, and Personal Religiosity in Consuming Halal-Labeled Snack Products among Young Muslim Students

Andrian Haro
Faculty of Economics, State University of Jakarta
andrian.haro@unj.ac.id

ABSTRACT

This study aims to identify the factors that influence young Muslim students to consume halal-labeled snack products at the Faculty of Economics, State University of Jakarta. Data were collected from 230 Muslims respondents through self-administered questionnaires. The method of analysis is used multiple linear regression method. Independent variables of subjective norms, perceived behavioral control, and personal religiosity tested together and partially with the dependent variable of purchase intention. The result shows that the intentions of young Muslim students in consuming halal-labeled snack products is predominantly influenced by subjective norms, perceived behavioral control, and personal religiosity. Findings of this study contribute knowledge of Muslim consumers' behaviors in consuming halal-labeled snack products. It will help for the manufacturers in producing and expanding their market for halal snack product.

Keywords: subjective norms, perceived behavioral control, personal religiosity, purchase intention, halal snack

INTRODUCTION

Snack products in the packaging have been widely circulated in the market. These snacks can be encountered in everywhere, both in shops and supermarkets. It is often consumed by children, teenagers, and even students. The existence of snack products in the market are not yet entirely have a halal label, especially for snack products which imported from abroad.

Nowadays, the demand for halal products is growing rapidly since the consumers are more concerned towards halal matters (Lada, 2009). The Muslim consumers have become more aware and sensitive towards halal requirement. They have begun avoiding the products which were not certified as halal (Hashim and Musa, 2013). The issue becomes an important area of research as there is growth of halal trade in Indonesia and other Muslims majority populated countries. In 2010, the Muslim populations in Indonesia have reached 210 million people. It makes Indonesia as a potential market for halal products (Sukesti and Budiman, 2014).

The concept and application of halal consumption behavioral is reflected in the main sources of Islam; the al-Quran and al-Sunnah. Previous studies have been discussed about halal consumption empirically in different context and society. It was found that religion do influence consumers' preferences in their daily purchasing activities (Bonne and Verbeke,

2008). Ahmad, et al. (2013) affirmed that religion has an important role such as in the consumption of food for Muslim in Islamic country or non-Muslim country. Another influence of religion can be seen in the religiosity aspect in consumer behaviour to buy halal meat (Jusmaliani and Nasution, 2009).

In view of the above discussion, the objective of this research is to examine the relationship of each determinant factor of subjective norms, perceived behavioral control, and personal religiosity towards consuming halal-labeled snack products among young Muslim students.

LITERATURE REVIEW

Subjective Norm

Subjective norm can be explained as consumers' perception toward social normative push which comes from family members, friends, colleagues, teachers, and communities (Ajzen, 2005). Karijin, et al. (2007) stated on his research that attitude, social norm, and perceived control give the significant effects for intention to consume halal meat. Subjective norms are also giving the significant influence for purchase intention (Lada, et al., 2009). In their findings studies, subjective norms have been found to be most influential driver of intention to choose halal products.

Perceived Behavioral Control

Perceived behavioural control refers to people's perception of the ease or difficulty of performing the behaviour of interest (Alam and Sayuti, 2011). Several studies have proven that those individuals, who have a favorable attitude towards certain behavior, will not accomplish to do so as they found difficulties to achieve (Afendi, 2015). Kim and Chung (2011) argued that perceived behavior control has a positive relationship which means at the greater impact of control in explaining variability in behavior is not unusual. According to Golnaz, et al. (2010) research on the non-Muslims' awareness of halal principles suggested that perceived behavioural control (e.g. food safety, environmentally friendly, and fair trade) give the influence to behavioral intention of purchasing halal food products.

Personal Religiosity

Religiosity can be considered as the extent to which an individual is committed to his religion, where it is then reflected in his/her attitudes and behavior (Ahmad, et al., 2015). According to Alam, et al. (2011) defines religiosity is a situation that is in one who encouraged him to behave according with high levels of adherence to religion. Religiosity is the appreciation of a person's religion-related symbols, beliefs, values and behaviors that are driven by spiritual powers (Mullen, et al., 2000). Religious teachings cover large dimension including prohibition and rules to the followers. According to Pettinger, et al. (2004), religion can influence consumer attitude and behavior as well as food purchasing decision and eating habits.

RESEARCH MODEL AND HYPOTHESES

The theory of planned behavior was among the prominent frameworks used in explaining halal consumption. The TPB was adopted in this study because it was proven effective in predicting consumers' behavior towards halal food. In conceptualizing the factors

influencing halal-labeled snack consumption in this research, a subjective norm is a perceived social pressure for young Muslim students to consume halal-labeled snack products. Secondly, a perceived behavioral control defined as a belief about individual control of the opportunities and availability of halal-labeled snack products. The third determinant is personal religiosity defined as the desire to buy halal-labeled snack products related to one's adherence to their religion because consuming halal food is a commandment in Islam. The last determinant is comes from subjective norms, perceived behavioral control, and personal religiosity as an aggregate on the intention to buy halal-labeled snack products among young Muslim students.

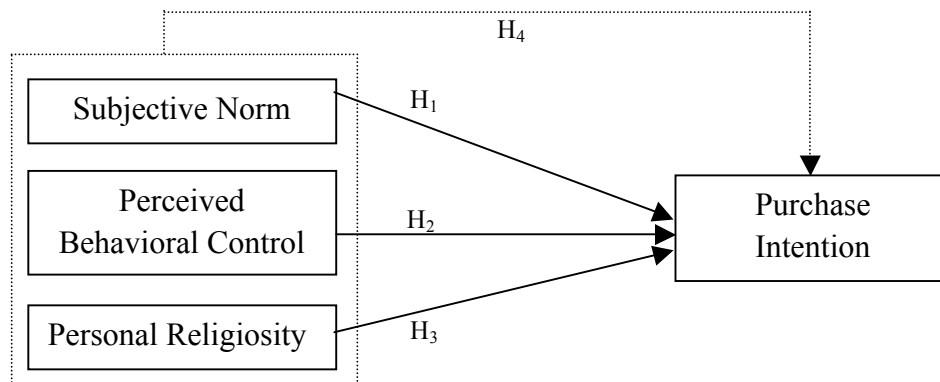


Figure 1. A Schematic Diagram of Conceptual Framework

Based on the literature review and theoretical framework as stated above, hypothesis can be formulated as follow:

H₁: There is a relationship between subjective norm of young Muslim students and their intentions in consuming halal-labeled snack products.

H₂: There is a relationship between perceived behavioral control of young Muslim students and their intentions in consuming halal-labeled snack products.

H₃: There is a relationship between personal religiosity of young Muslim students and their intentions in consuming halal-labeled snack products.

H₄: There is a simultaneously relationship between subjective norms, perceived behavioral control, and personal religiosity of young Muslim students and their intentions in consuming halal-labeled snack products.

METHODOLOGY

A total of 230 questionnaires have been distributed and it was returned by the respondents who are young Muslim students at the Faculty of Economics, State University of Jakarta. Data were obtained using a structured questionnaire through a survey. Respondent were asked to use a 5 point Likert-type scale ranges from 1 (strongly disagree) to 5 (strongly agree). All items went through the process of modification and rephrasing in order to fit the context of young Muslim students consumption behavior. Analysis of data was done using statistical analysis from the SPSS version 21. Further analysis included descriptive statistic and correlation testing.

RESULTS AND DISCUSSION

Descriptive analysis was used to analyze the demographic information of the respondents such as gender, age and education. The demographic conditions that can be drawn from the number of 230 respondents are females more than males about 150 people (65.2%) with most respondents' ages between 18 years to 21 years old as 200 people (87%). The respondents gathered for this study were from different fields of studies which most dominated from Management studies about 120 people (52,2%) with current educational is Bachelor Degree as 185 people (80.4%).

Table 1: Descriptive Statistics

	N	Mean	Std. Deviation
Purchase Intention	230	4.30	.886
Subjective Norm	230	4.46	.864
Perceived Behavioral Control	230	4.06	.921
Personal Religiosity	230	4.46	.807

Table 1 shows descriptive statistics for all variables. All mean scores are presented in five point Likert scale (1-5). The result shows that mean for subjective norms and personal religiosity is 4.46. Both of variable are the highest mean while the least mean is perceived behavioral control with 4.06. For standard deviation, it shows that high standard deviation is perceived behavioral control with 0.921, while lowest standard deviation is religiosity with 0.807.

Table 2 shows the Correlation Analysis which is that to measure the relationship for all independent variables together with dependent variables. The correlation value between subjective norms, perceived behavioral control, and personal religiosity toward intention to purchase is highly significant at each level of 0.695, 0.686, and 0.720 and it is positive correlation. It can be predicted that subjective norms, perceived behavioral control, and personal religiosity influence the purchase intention among young Muslim students towards halal-labeled snack products.

Table 2: Correlation Analysis Results

		Subjective Norm	Perceived Behavioral Control	Personal Religiosity
Purchase Intention	Pearson's Correlation	0.695**	0.686**	0.720**
		0.000	0.000	0.000

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

Table 3: Regression Analysis on Understanding Halal Food

	Standardized Coefficients
Variabels	Beta
Subjective Norm	0.312**
Perceived Behavioral Control	0.294**
Personal Religiosity	0.309**
F-value	134.221**
R	0.800
R ²	0.641
Adjusted R ²	0.636

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

Result of independent variable and dependent variable tested all at once and partially shows that subjective norms, perceived behavioral control, and personal religiosity significantly influences dependent variables of purchase intention with R square makes up of 0.641. It means around 64.1% of independent variables be explained by the dependent variable. The result of this study showed that the factors influencing young Muslim Students in halal-labeled snack products consumption mainly because of their social influences especially influences from family and friends, perceived behavior control to consume halal food, and positive personal religiosity towards halal-labeled snack products.

CONCLUSION

The present findings have demonstrated that the factors which influence young Muslims students in choosing halal-labeled snack products, are mainly from their subjective norms, perceived behavioral control, and personal religiosity. This study suggests that government, marketers, and manufacturers may incorporate with the element of social pressure in their halal food campaigns and promotions. Probably, it will enhance the demand of halal food in the market.

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