

MARKETING | RESEARCH ARTICLE

Halal Food Purchasing Behavior of The Millennial Generation In Indonesia

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Abstract:

Background: The Muslim millennial population plays an increasingly important role in the future development of the halal market. Therefore, understanding the consumer behavior of Indonesian Muslim millennials and the factors that influence their decisions when choosing halal products and services is essential.

Purpose: This study aims to explore Indonesian millennial consumers' behavior toward halal food products by integrating the Theory of Planned Behavior (TPB) with additional variables of halal awareness and religious belief.

Method: This study employs quantitative methods. Data were collected through purposive sampling using online questionnaires distributed via Google Forms to 267 millennial respondents born between 1981 and 1996 in Indonesia. Data were analyzed using descriptive methods and Structural Equation Modeling (SEM).

Findings: Halal awareness does not affect purchase intention. In contrast, attitudes, subjective norms, perceived behavioral control, and religious beliefs significantly influence purchase intention. Additionally, purchase intention significantly influences purchase behavior, acting as a mediator between perceived behavioral control and religious beliefs.

Conclusions: These findings provide new insights into the factors influencing consumer purchasing behavior, particularly among millennials, and highlight the importance of psychological and social factors in halal product choice. The study is expected to contribute significantly to the development of marketing strategies in markets sensitive to religious issues.

Research implication: To increase millennials' purchase intention toward halal food, managerial strategies should focus on quality, safety, product conformity with health and sustainability values, and the use of social influence through social media, influencers, and community campaigns. Additionally, strategies should facilitate access and purchasing, offer competitive prices, and ensure convenience in the purchasing process so that millennials feel in control of their decisions.

Keywords: attitude, halal awareness, perceived behavioral control, purchase behavior, purchase intention, religious belief, subjective norm

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PUBLIC INTEREST STATEMENT

The topic of halal food is one of the most crucial issues among Muslim consumers. Indonesia is the country with the second-largest Muslim population in the world. The millennial generation plays an important role in halal food consumption in Indonesia because they are large in number, active on the internet, and have a high awareness of a halal lifestyle. Therefore, halal industry players should concentrate on the needs and preferences of the millennial generation. The purpose of this study is to explore the actual behavior of millennial consumers in Indonesia when they buy halal food. The study integrates the Theory of Planned Behavior by adding halal awareness and religious belief variables in the model.

The study's results indicate that halal awareness does not affect purchase intention. The factors of attitude, subjective norm, perceived behavioral control, and religious belief significantly influence purchase intention. Purchase intention significantly impacts purchase behavior, serving as a mediator for the effects of perceived behavioral control and religious belief on that behavior. In contrast to previous research findings, halal awareness does not have an impact on the desire to buy halal food. Halal awareness does not always have a significant impact on the purchase intention of the millennial generation, which can be caused by psychological, social, and consumption behavior aspects. While other results are in line with previous research, religious beliefs are an important factor in shaping consumer preferences and behavior.



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1. Introduction

The topic of halal food is one of the most crucial issues among Muslim consumers, alongside the global growth of the Muslim population. Even in non-Muslim countries, there has been a positive behavioral shift towards halal food (Damit et al., 2019). The development of the halal food industry has generated enthusiasm among consumers seeking a shopping system aligned with their religious rules (Yunus et al., 2014). However, the market share of halal-labeled food in Muslim countries remains lower than that of non-halal-labeled food (Boğan & Sarıışık, 2019). This phenomenon can be attributed to the tendency of some Muslims to disregard halal labeling, assuming that food products are generally halal. Consequently, due to this lack of awareness, many Muslims do not consider halal labeling a necessary criterion in their purchasing decisions (Ab Talib et al., 2017). Given these issues, studying Muslim consumers' behavior towards halal labels is crucial, as their awareness will ultimately accelerate the growth of the global halal food industry. Indonesia has the largest Muslim population in the world (Pew Research Center, 2025).

The State of the Global Islamic Economy (SGIE) Report 2023 revealed that Indonesia ranked third in the Global Islamic Economy Indicator (GIEI), after Saudi Arabia and Malaysia, rising from fourth place the previous year. Meanwhile, halal food remained in second place (detikhikmah, 2023). Of Indonesia's 277.53 million people, 86.7% are Muslim, with 25.87% belonging to the millennial age group (24 to 39) (Hidayat et al., 2023).

This population indicates that the Muslim Millennial generation in Indonesia will play an increasingly important role in the future development of the halal market. Millennials are known as trendsetters, have high consumption levels, and are highly tech-savvy (Marmaya et al., 2019). Findings from the IHATEC Marketing Research survey conducted in January 2023 in several cities, namely Jakarta, Bogor, Depok, Tangerang, Bekasi, Surabaya, Medan, and Makassar, on the attitudes and behavior of young Muslim consumers in Indonesia show that the millennial generation cares about the halal status of products. This was evident when respondents were asked how important it is for the Halal label to be included on product packaging or attached at the point of sale; 90.4% stated that it is essential or very important. However, they have not fully integrated their concern for Halal labeling into actual purchasing behavior. This was revealed in their answers regarding the most critical factor in choosing a hangout place, where only 4.0% of respondents considered halal status the most important factor (IHATEC, 2023). Furthermore, it was revealed that Millennials are less brand loyal compared to previous generations (Lissitsa & Kol, 2016). Due to their tendency to change preferences, Muslim Millennials are consumers who can easily switch to buying Halal food. Based on these findings, it is necessary to understand the Millennial consumer behavior, as each generation differs in value systems, perceptions, and attitudes (Marmaya et al., 2019).

The Theory of Planned Behavior (TPB) explains that attitudes toward the behavior, subjective norms, and perceived behavioral control influence behavioral intentions. The stronger a person's intention to perform a behavior, the more likely they are to carry it out (Ajzen, 2005). The second construct, attitude toward a behavior, refers to the extent to which an individual has a favorable or unfavorable evaluation of the behavior. Attitudes consist of behavioral beliefs and outcome evaluations. The third construct, subjective norms, refers to social pressure to perform or not perform a particular behavior. The combination of normative beliefs and motivation to comply forms subjective norms (Ajzen, 2005). Perceived behavioral control also plays a key role in TPB, referring to individuals' perceptions of the ease or difficulty of performing the desired

behavior. This theory is used to understand how Muslim consumers behave towards halal food.

Several previous studies using the theory of planned behavior (TPB) have revealed that attitudes significantly influence the intention to purchase halal products, detergents, halal pharmaceutical products, halal cosmetics, halal health supplements, as well as behaviors such as donating blood, green products, green hotel services, and family takaful (Amalia et al., 2020; Fauzi et al., 2022; Handriana et al., 2020; Hasan & Rahman, 2023; Kasri et al., 2023; Koc et al., 2024; Laheri et al., 2024; Liu & Han, 2023; Nora & Sriminarti, 2023; Pradana et al., 2020; Rizkitysha & Hananto, 2020; Tedjakusuma et al., 2023). However, several studies show that attitudes do not impact the intention to purchase halal vaccines and halal food (Bukhari et al., 2020; Hasyim & Purnasari, 2021; Letsoin & Riorini, 2023).

Furthermore, research results show a positive and significant relationship between subjective norms and the intention to purchase halal food, halal products, halal health supplements, as well as in behaviors such as blood donation, green products, and family takaful. (Amalia et al., 2020; Hasan & Rahman, 2023; Hasyim & Purnasari, 2021; Laheri et al., 2024; Liu & Han, 2023; Liza Nora & Nurul Sriminarti, 2023; Tedjakusuma et al., 2023). However, previous studies on halal products, green cosmetics, and green hotels indicate that subjective norms have no significant relationship with purchase intention (Ahsan & Ferdinando, 2022; Fauzi et al., 2022; Memon et al., 2019).

Previous research shows that perceived behavioral control (PBC) significantly affects the intention to purchase halal food, halal pharmaceutical products, family takaful, green products, and green hotels (Amalia et al., 2020; Fauzi et al., 2022; Hasan & Rahman, 2023; Kasri et al., 2023; Laheri et al., 2024). Meanwhile, previous research on halal food and halal health supplements showed that PBC did not significantly affect purchase intention (Hasyim & Purnasari, 2021; Tedjakusuma et al., 2023). Purchase intention is influenced by halal awareness of halal food, halal fashion, and halal cosmetics (Albra et al., 2023; Handriana et al., 2020; Pratama et al., 2023). However, some studies on halal food and skin care show that halal awareness has no significant effect on purchasing decisions and that halal awareness negatively affects the purchase of imported skincare products (Jaiyeoba et al., 2020; Monoarfa et al., 2023).

Religious factors are among the variables influencing the purchase of halal food (Billah et al., 2020; Gojali & Asih, 2020). Previous research shows that religious factors are an essential consideration for consumers when purchasing halal food products (Billah et al., 2020; Farah, 2021; Kaur et al., 2023; Parvin Hosseini et al., 2020; Suleman et al., 2021; Usman et al., 2022). However, other studies report a very weak and insignificant relationship between religiosity and preference for halal products (Bukhari et al., 2020; Qureshi et al., 2023).

Based on empirical reviews, inconsistencies remain in the influence of attitudes, subjective norms, perceived behavioral control, halal awareness, and religious beliefs on purchase intention and consumer behavior. Given the gap in previous research, this study explores the actual behavior of Indonesian millennial consumers in purchasing halal food products. The study aims to integrate the theory of planned behavior by adding halal awareness and religious belief as additional variables.

2. Literature Review

2.1 Theory of Planned Behaviour

The theory of Planned Behavior is an extension of the Theory of Reasoned Action (TRA). TPB was developed by incorporating attitudinal, normative, and control considerations to determine an individual's intentions (Fishbein & Ajzen, 2011). In behavioral economics, the Theory of Planned Behavior (TPB) is considered a strong method for understanding decision-making, as it examines how attitudes, social pressures, and perceived control influence purchasing decisions (Kashif & de Run, 2015). The TPB model is one of the most widely used frameworks for analyzing and predicting individual intentions to engage in a behavior at a particular time and place (Iranmanesh et al., 2020).

Behavioral intention is the most important direct determinant of action. It consists of three main determinants: personal, social impact, and control factors. Hasan et al. (2020) define behavioral intention as an individual's willingness to perform a particular behavior. Researchers have argued that target market groups and situational factors influence changes in purchasing behavior (Ali et al., 2018). They also suggested that further empirical justification and extension are essential for the generalization and application of the TPB model.

2.2 Halal Awareness

In the context of halal, awareness is defined as the extent to which customers have a special interest in or experience with something and/or are well informed about the latest developments related to halal food, beverages, and goods (Azam, 2016). Therefore, awareness includes human cognitive perceptions and reactions to conditions, including what they use, drink, and consume. Subjectively, awareness is a relative concept where a person may be partially aware, unconsciously aware, or highly aware of the halal aspects of what is permitted by Allah (Ambali & Bakar, 2014). Since Muslims need to understand the concept of halal and measure their level of halal awareness, consumer awareness can be an important factor in the purchasing decision-making process (Yunus et al., 2014). One indicator of purchasing decisions is halal awareness, which appears when consumers realize the importance of the halal concept and seek more information about a product (Juliana et al., 2022). Empirical evidence from studies by Aspan et al. (2017) and Adiba (2019) shows that halal awareness influences purchasing decisions.

2.3 Halal Awareness and Purchase Intention

Halal awareness refers to knowledge, familiarity, and understanding of information about halal products (Shahid et al., 2018). Purchase intention refers to an individual's plan to buy a product or service offered. Awareness is critical in deciding whether an individual will make a purchase, consistent with several studies showing that consumer awareness of halal products significantly influences purchase intention (Azam, 2016; Bashir et al., 2019; Nurhayati & Hendar, 2019; Syukur & Nimsai, 2018). Other studies have found a significant relationship between Sharia-based brand awareness and purchase intention (Ali et al., 2018; Vizano et al., 2021). Individuals with higher levels of Islamic brand awareness tend to show higher purchase intentions.

H1: Halal awareness significantly influences purchasing intention

2.4 Attitude and Purchase Intention

Attitude is an individual's overall evaluation of a concept (Peter & Olson, 2014). When Muslims decide to consume halal products, individual attitudes play an important role, alongside health and safety considerations (He & Tian, 2023). This positive individual attitude can contribute to purchase intentions (Fishbein & Ajzen, 2011). Several studies on halal products have investigated the impact of attitudes on purchase intention, including research on halal products, halal food, and online food delivery (Bashir et al., 2019; Nora & Sriminarti, 2023; Permasih et al., 2024).

H2: Attitude has a significant influence on purchase intention

2.5 Subjective Norm and Purchase Intention

Subjective norm refers to an individual's perception of social pressure to perform or not perform a specific behavior (Fishbein & Ajzen, 2011). It is the second determinant of behavioral intention in the TPB model. Subjective norms are the perceived opinions of significant others, such as family members, friends, colleagues, business partners, or coworkers, who influence an individual's decision-making process (Hasan et al., 2022). Research has shown that subjective norms have a positive and significant relationship with the purchase intention of halal food (Amalia et al., 2020). Other studies also found that subjective norms affect purchase intentions related to e-money, takaful, online food delivery, and halal restaurants halal products (Aji et al., 2020; Hassan and Abbas, 2020; Raza et al., 2020; Hussain et al., 2016; Nora & Sriminarti, 2023; Permasih et al., 2024; Sari et al., 2023).

H3: Subjective norm significantly influences purchase intention

2.6 Perceived Behavioral Control and Purchase Intention

Perceived behavioral control (PBC) is defined as the extent to which individuals believe that they are capable of performing a particular behavior, have control over that behavior, and can influence its performance (Ajzen, 2005). Similarly, PBC refers to the perception of how well individuals can manage factors that facilitate or limit their ability to perform a particular behavior in a specific situation (Wahab, 2018). Another definition describes PBC as the level of an individual's confidence in their ability to engage in a particular behavior under certain conditions (Bashir, 2019). When attitudes and perceptions of social pressure support behavioral performance, a stronger intention to perform this behavior results from greater perceived behavioral control (Ajzen, 2005). Previous studies have shown that PBC significantly influences purchase intentions (Bhatti & Md Husin, 2020; Kaur et al., 2023; Kazaure, 2019; Sari et al., 2023; Suryani & Ahkmam, 2020).

H4: Perceived behavior control significantly influences purchase intention

2.7 Purchase Intention and Purchase Behavior

Behavioral intention reflects an individual's readiness to perform a behavior (Ajzen, 2005). In other words, it serves as the most important direct antecedent of behavior, although control over behavioral performance must also be considered. Therefore, an appropriate measure of intention can serve as a reliable predictor of the behavior in question (Ajzen, 2005). In the TPB framework, intention is a key factor influencing behavior. Consistent with previous studies, purchase intention has been shown to

significantly influence purchase behavior (Amalia et al., 2020; Kaur et al., 2023; Lavuri, 2021; Sari et al., 2023; Solekah et al., 2024).

H5: Purchase intention significantly influences purchase behavior

2.8 Perceived Behavioral Control and Purchase Behavior

Perceived behavioral control reflects an individual's confidence to perform a behavior in a particular situation (Bashir et al., 2019; Holdsworth et al., 2019). An individual's beliefs about how situational and internal factors facilitate behavioral performance are closely related to perceived behavioral control. The greater the control individuals perceive over a product, the more likely they are to use it (Alam et al., 2014). In the context of halal food purchases, the TPB explains that as the intention to purchase halal food increases, actual purchasing behavior also increases.

H6: Perceived behavioral control (PBC) significantly influences purchase behavior.

2.9 Perceiver Behavioral Control, Purchase Intention, and Purchase Behavior

In the theory of planned behavior (TPB), perceived behavioral control is one of the determinants of purchase intention (Bashir et al., 2019; Holdsworth et al., 2019). The higher an individual's perceived control over their behavior, the more likely it is to reflect actual behavior and predict future behavior. Previous studies have shown a significant relationship between perceived behavioral control, purchase intention, and purchase intention (Al-Mamary & Alraja, 2022; Amalia et al., 2020; Lavuri, 2021; Sari et al., 2023). Based on this, purchase intention can serve as a mediating variable in the relationship between perceived behavioral control and actual purchasing behavior.

H7: Purchase intention mediates the effect of perceived behavioral control on purchasing behavior.

2.10 Religious Belief and Purchase Intention

The level of an individual's belief determines their behavior in consuming a product. Religious beliefs play an important role in shaping an individual's beliefs, knowledge, and attitudes (Com et al., 2017). A review by Salam et al. (2019) implies that religiosity is an important factor influencing the preferences and behavior of Muslim consumers. Religiosity implies how religion guides consumers' lives and decisions by providing values and principles that shape their attitudes and behavior, especially in purchasing decisions and consumption processes (Garg & Joshi, 2018; Newaz et al., 2016). Individual religiosity is significant in shaping a person's choice to buy, especially in the food sector (Suhartanto et al., 2019).

According to Newaz et al. (2016), individual attitudes and behavior reflect their level of religiosity. More religious individuals tend to align their behavior with religious law, enabling them to make decisions consistent with their faith. This aligns with the findings of Mohezar et al. (2016), which indicates that religion is a key factor influencing the intention to buy halal products. Furthermore, Iranmanesh et al. (2020) stated that individuals with high levels of religiosity strive to ensure that their consumption decisions comply with religious rules. This shows that religious belief serves as a primary motivation for Muslim consumers in choosing halal products, with halal awareness representing a concrete manifestation of this belief. Religious consumers also possess greater knowledge of relevant product categories and can objectively evaluate brands based on product attributes.

H8: Religious belief significantly influences purchase intention

2.11 Religious, Purchase Intention, and Purchase Behavior

Religion and beliefs influence consumer behavior (Forghani et al., 2019). Consumer lifestyle can be influenced by belief values, which ultimately influence consumer decisions (Hunting & Conroy, 2018). Most Muslim consumers prioritize halal food to avoid activities prohibited by their religion (Muslichah et al., 2020). Since religiosity plays an important role in purchasing behavior, understanding and exploring its relationship is essential (Kaur et al., 2023; Patwary et al., 2018). Several previous studies have reported the influence of religiosity on consumer purchasing behavior (Iranmanesh et al., 2020; Nurhayati & Hendar, 2019; Suhartanto et al., 2019).

H9: Religious belief significantly influences purchase behaviour

2.12 Religious Belief, Purchase Intention and Purchase Behaviour

Religiosity refers to the extent to which individuals adhere to religious practices, values, and beliefs and apply them in their daily lives (Aziz et al., 2019). Consumer behavior can be predicted by religious or Islamic values (Ghazali et al., 2018). Intention is the most effective predictor of actual behavior; the higher the intention, the higher the likelihood of performing the behavior (Fishbein & Ajzen, 2011). This is reinforced by research showing that behavioral intentions in the context of positive mobile shopping leads to actual purchases (Madan & Yadav, 2017). Based on this description, purchase intention has the potential to mediate the relationship between religious belief and purchasing behavior.

H10: Purchase intention has a mediating role in the relationship between religious belief and purchasing behavior

3. Conceptual Framework

The empirical findings support the hypothesis that attitudes, subjective norms, perceived behavioral control, and religious beliefs influence purchase intentions, which in turn influence purchase behavior. In addition, purchase intention mediates the relationship between perceived behavioral control and religious belief on purchase behavior. Perceived behavioral control reflects an individual's confidence in their ability to perform behavior in certain situations (Bashir et al., 2019). When attitudes and perceived social pressure support behavioral performance, stronger perceived behavioral control leads to stronger intention to perform the intended behavior (Ajzen, 2005). Meanwhile, religious belief provides direction for consumers' lives and decisions through values and principles that influence consumer attitudes and behavior, especially in purchasing decisions and the consumption process (Garg & Joshi, 2018; Newaz et al., 2016). The conceptual model of this study is presented in Figure 1.

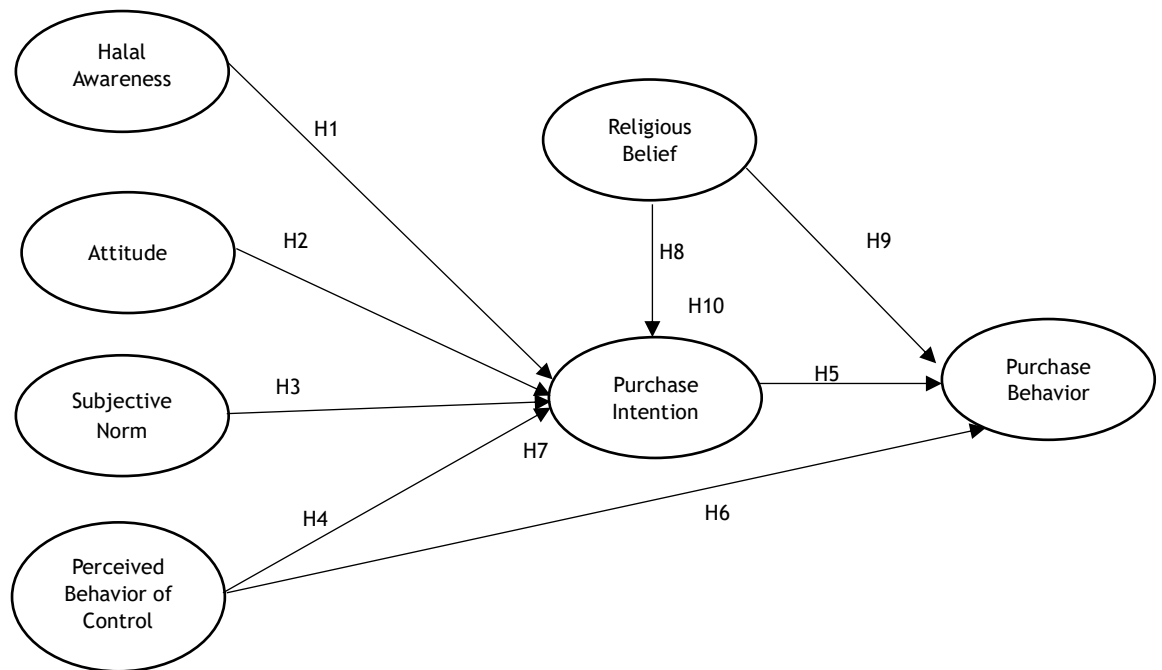


Figure 1. Conceptual framework on halal food purchasing behavior of the millennial generation

Based on Figure 1, the hypotheses in this study are formulated as follows:

- H1 : Halal awareness significantly influences purchase intention.
- H2 : Attitude significantly influences purchase intention.
- H3 : Subjective norm significantly influences purchase intention.
- H4 : Perceived behaviour control significantly influences purchase intention.
- H5 : Purchase intention significantly influences purchase behavior.
- H6 : Perceived Behavioral control significantly influences purchase behavior.
- H7 : Purchase intention serves as a mediator in the relationship between perceived behavioral control and purchase behavior.
- H8 : Religious belief significantly influences purchase intention.
- H9 : Religious belief significantly influences purchase behavior.
- H10 : Purchase intention serves as a mediator in the relationship between religious belief and purchase behavior.

4. Methods

4.1 Research Design

This study adopts a positive paradigm and a quantitative approach to test the causal relationships among the model's variables and to analyze the relationships among constructs. The research population comprises the entire Indonesian millennial generation, representing the largest demographic across Java, Sumatra, Kalimantan, and Sulawesi. These four regions reflect Indonesia's primary geographical distribution and contain the largest millennial population (BPS Indonesia, 2023). They also differ in social, cultural, and urbanization levels. The selection was also based on ease of access to digital infrastructure and data.

4.2 Sampling

This study employs a non-probability sampling approach, using purposive sampling to select respondents based on specific criteria: millennials born between 1981 and 1996. The sample size was determined by multiplying the total number of indicators by 5 to 10 (Hair et al., 2022). With 37 indicators in total, the required number of respondents ranged from 185 to 370, and 267 respondents who met the criteria were included in the analysis.

4.3 Measurement

According to TPB, attitudes, subjective norms, and perceived behavioral control influence behavioral intentions, which, in turn, shape human behavior. This extends the TPB model by incorporating variables for halal awareness and religious belief. The variables examined include halal awareness, attitudes, subjective norms, perceived behavioral control, religious beliefs, purchase intentions, and purchasing behavior. Table 1 displays the constructs and their respective measurement items for all variables.

Table 1. Constructs and respective measures

Variable	Operational Definition	Indicators
Halal Awareness (Awan et al., 2015)	Knowledge refers to familiarity and understanding of information about halal products.	1) Ensure the product is halal. 2) Ensure the food ingredients are halal. 3) Ensure the food additives are halal. 4) The government is responsible for the availability of halal food. 5) The Halal Product Authority is responsible for the availability of halal food. 6) Producers are responsible for the availability of halal food. 7) Supermarkets are responsible for the availability of halal products.
Attitude (Ahmadova & Aliyev, 2019; Handriana et al., 2020)	The overall evaluation a person makes of a concept.	1) It is crucial to consume Halal food. 2) Always try to buy Halal food. 3) Buy Halal food even if it is expensive. 4) Agree to spend extra effort to buy Halal food. 5) Always look for the Halal label when buying food.

Table 1. Constructs and respective measures (Continue)

Variable	Operational Definition	Indicators
Subjective Norm (Ahmadova & Aliyev, 2019; Briliana & Mursito, 2017)	Refers to a person's perception of social pressure to perform or not perform a particular behavior.	<ol style="list-style-type: none"> 1) The surrounding environment prefers Halal food. 2) Negative attitudes toward those who do not consume Halal food. 3) The close environment thinks that they must choose Halal food. 4) The surrounding environment expects to consume Halal food. Family members prefer Halal food.
Perceived Behavior of Control (Khalek & Ismail, 2015)	The level of confidence a person has in their ability to perform a behavior in a particular situation.	<ol style="list-style-type: none"> 1) It is very easy to find halal food. 2) Having the opportunity to eat halal food 3) Many choices of halal food 4) Quite complete information about halal food 5) Having the resources or ability to buy halal food 6) Having the knowledge to buy halal food
Religious belief (Ahmadova & Aliyev, 2019; Handriana et al., 2020)	The extent to which people follow religious practices, values, and beliefs and their implementation in everyday life.	<ol style="list-style-type: none"> 1) Believe in the basic principles of Islam. 2) Routinely pray five times a day. 3) Fast in the month of Ramadan. 4) Comply with religious rules. 5) Always try to increase religious knowledge. 6) Avoid foods that are considered makruh.
Purchase Intention (Nurhayati & Hendar, 2019)	An indication of a person's readiness to perform a behavior will recommend halal food.	<ol style="list-style-type: none"> 1) Always try to get information about halal food products. 2) Intend to continue consuming halal food. 3) Want to continue buying and consuming halal food products. 4) Will continue to buy halal food.

Table 1. Constructs and respective measures (Continue)

Variable	Operational Definition	Indicators
Purchase Behavior (Lee & Kim, 2009)	The decision-making processes and actions of people involved in purchasing and using products include social and mental processes.	1) Always buy food products with halal ingredients. 2) Always choose halal food products that have a halal label. 3) Always look for halal information before making a purchase. 4) Always provide information about halal food products to people closest to you.

The variables were measured using a five-point Likert scale (strongly agree = 5, agree = 4, neutral = 3, disagree = 2, and strongly disagree = 1). Each variable was measured using items adopted from various sources. Halal awareness was assessed using seven indicators from Awan et al. (2015); attitudes using six indicators from Ahmadova and Aliyev (2019) and Handriana et al. (2020), and subjective norms using five indicators from Ahmadova and Aliyev (2019) and Briliana and Mursito (2017). Perceived Behavioral control was measured using six indicators (Khalek & Ismail, 2015); religious belief using five indicators from Ahmadova and Aliyev (2019) and Handriana et al. (2020); purchase intention using five indicators from Nurhayati and Hendar (2019); and consumer behavior using five indicators from Lee and Kim (2009).

To test the questionnaire as a research instrument, validity and reliability analyses were conducted. Validity tests include convergent validity and discriminant validity. Convergent validity is indicated by a loading factor value of ≥ 0.30 , which is considered to meet the criteria of convergent validity (Solimun et al., 2017). Meanwhile, discriminant validity is evaluated by comparing the square root of the Average Variance Extracted (AVE) with the correlation coefficient; if the AVE square root is greater than the correlation coefficient with other variables, the questionnaire is considered discriminatively valid (Solimun et al., 2017). Reliability analysis is performed by examining the Cronbach's alpha coefficient. The questionnaire is considered reliable if Cronbach's alpha values for research constructs are $\alpha \geq 0.6$ (Malhotra, 2021). Composite reliability can also be measured, and, according to the rule of thumb, a questionnaire demonstrates good composite reliability if the composite reliability coefficient (pc) is ≥ 0.7 (Solimun et al., 2017).

4.4 Data Collection

The survey method was employed for data collection using a structured questionnaire containing several closed-ended questions distributed via Google Forms through social media to respondents who met predetermined criteria. The sample respondents are Muslim. The data collected included respondents' characteristics (gender, age, marital status, income, and education level), concern for halal products, preferences for halal products, and respondents' perceptions of halal awareness, attitudes, subjective norms, perceived behavioral control, purchase intentions, and purchasing behavior. The online sampling method was selected for its advantages in wider audience reach, geographic flexibility, rapid data collection, cost efficiency, and better questionnaire presentation.

4.5 Data Analysis

One of the multivariate techniques used to evaluate relationships among variables is Structural Equation Modeling-Partial Least Squares (SEM-PLS). This technique tests the relationship among variables as well as between indicators and dependent constructs (Hair et al., 2022). Two models were analyzed: the outer model and the inner model. The validity and reliability of the research instrument were measured using the outer model. Model values were evaluated based on convergent validity, discriminant validity, Cronbach's Alpha, and composite reliability (Solimun et al., 2017). Hair et al. (2022) emphasized that a factor loading value ≥ 0.30 is considered valid for convergent validity testing. The AVE correlation value is used to assess discriminant validity, in which each construct must have a value higher than its highest correlation with any other construct. A variable is considered reliable if the composite reliability value exceeds 0.70 and the Cronbach's alpha value exceeds 0.60.

5. Findings

5.1 Respondent Characteristics

Respondents in this study were all Indonesian millennials, especially those living in big cities across Java, Banten, Sumatra, Kalimantan, and Sulawesi. A total of 267 respondents completed the online survey. The results of descriptive analysis of respondent characteristics showed that 70.52% were female and 29.48% were male. The majority of respondents were aged 27-30 years (184), followed by 31-35 years (39), and 36-41 years (45). The respondents' educational backgrounds included junior high school (1.87%), high school (13.06%), diploma (3.7%), bachelor's degree (56%), and master's degree (25.37%).

5.2 Validity and Reliability Test (Outer Model)

Table 2 shows that a factor loading greater than 0.60 indicates good convergent validity, while an AVE greater than 0.50 indicates good discriminant validity. Furthermore, the reliability test yields composite reliability values above 0.7 and Cronbach's alpha values above 0.60, indicating that all latent variables meet the reliability criteria.

Table 2. Validity and reliability test using Structural Equation Modeling-Partial Least Squares (SEM-PLS) analysis

Latent variables	Items	Convergent validity	Discriminant validity	Cronbach's alpha	Composite reliability
Halal awareness	HA1	0.840	0.853	0.938	0.949
	HA2	0.889			
	HA3	0.865			
	HA4	0.850			
	HA5	0.843			
	HA6	0.849			
	HA7	0.834			
Attitude	ATT1	0.920	0.887	0.945	0.957
	ATT2	0.941			
	ATT3	0.936			
	ATT4	0.768			
	ATT5	0.849			
	ATT6	0.896			

Table 2. Validity and reliability test using Structural Equation Modeling-Partial Least Squares (SEM-PLS) analysis (Continue)

Latent variables	Items	Convergent validity	Discriminant validity	Cronbach's alpha	Composite reliability
Subjective norm	SN1	0.823	0.870	0.893	0.926
	SN3	0.902			
	SN4	0.906			
	SN5	0.848			
Perceived behavioral control	PBC1	0.858	0.880	0.941	0.954
	PBC2	0.920			
	PBC3	0.902			
	PBC4	0.843			
	PBC5	0.878			
	PBC6	0.875			
Religious belief	RB1	0.918	0.899	0.941	0.955
	RB2	0.864			
	RB3	0.938			
	RB4	0.879			
	RB5	0.895			
Purchase intention	PI1	0.837	0.898	0.939	0.954
	PI2	0.877			
	PI3	0.941			
	PI4	0.912			
	PI5	0.917			
Purchase behavior	PB1	0.915	0.910	0.930	0.950
	PB2	0.927			
	PB3	0.930			
	PB4	0.865			

Note: HA=Halal Awareness; ATT= Attitude; SN= Subjective Norm; PBC= Perceived Behavioral Control; RB=Religious Belief; PI= Purchase Intention; PB= Purchase Behavior

5.3 Inner Model

Inner model testing is conducted to assess the model using the R-squared and goodness-of-fit values. The coefficient of determination (R-squared) measures the extent to which variance in the endogenous construct is explained by its indicators. Therefore, each exogenous variable must be able to explain and predict the endogenous variable (Hair et al., 2022). A model with predictive validity should meet the following R-squared criteria: 0.19 indicates a weak relationship, 0.33 a moderate relationship, and 0.67 strong relationship. Table 3 presents the R-squared values for the latent variables functioning as mediators. The purchase behavior variable has an R-squared value of 0.81, while the purchase intention variable has an R-squared value of 0.88. These results show that halal awareness, attitude, subjective norm, perceived behavioral control, and religious belief influence purchase behavior by 81% and purchase intention by 88%, with the remaining variance attributed to factors outside the model.

Table 3. R-Squared value

Variables	R-Squared
Purchase Behavior	0.81
Purchase Intention	0.88

The Goodness of Fit Model is an index that measures the adequacy of the relationship between latent variables. Based on Table 4, 10 indicators meet the rule-of-thumb criteria. The p-values for APC, ARS, and AARS are all <0.001 , indicating that the indicators meet the fit criteria of <0.05 . The AVIF and AFVIF values are adequate, as they are <5 . SPR and RSCR are in the ideal category, with values = 1. Furthermore, the GoF value of 0.814 falls into the large category, indicating that the model accurately explains the relationship among variables. The SSR and NLBCDR indicator values, both equal to 1, are also in the ideal category. Therefore, the hypothesized nonlinear bivariate association coefficients support causal relationships in the model.

Table 4. Results of goodness of fit and quality indicators

Model Fit and Quality Indices	Fit Criteria	Result Description	Result Description
Average path coefficient (APC)	$P < 0.05$	0.246 $p < 0.001$	Accepted
Average R-squared (ARS)	$P < 0.05$	0.845, $P < 0.001$	Accepted
Average adjusted R-squared (AARS)	$P < 0.05$	0.843, $P < 0.001$	Accepted
Average block VIF (AVIF)	Acceptable if ≤ 5 , ideally ≤ 3.3	4.456	Accepted
Average full collinearity VIF (AFVIF)	Acceptable if ≤ 5 , ideally ≤ 3.3	5.560	Accepted
Tenenhous GoF (GoF)	Small ≥ 0.1 , medium ≥ 0.25 , large ≥ 0.36	0.814	Large
Sympson's paradox ratio (SPR)	Acceptable if ≥ 0.7 , ideally = 1	1.000	Ideal
R-squared contribution ratio (RSCR)	Acceptable if ≥ 0.9 , ideally = 1	1.000	Ideal
Statistical suppression ratio (SSR)	Acceptable if ≥ 0.7	1.000	Ideal
Nonlinear bivariate causality direction ratio (NLBCDR)	Acceptable if ≥ 0.7	1.000	Ideal

The relationships among the variables in Table 5 and Figure 2 are determined by estimating the path coefficients. The p-value indicates whether the proposed hypothesis is supported: if $p < 0.05$, H_0 is accepted; otherwise, H_0 is rejected. The results in Table 5 show that halal awareness does not directly affect purchase intention, and perceived behavioral control does not directly affect purchase behavior, indicating that H_1 and H_6 are not supported. Attitude, subjective norms, perceived behavioral control, and religious beliefs directly affect purchase intention, and purchase intention directly affects purchase behavior, indicating that H_2 , H_3 , H_4 , H_5 , and H_8 are supported. Additionally, perceived behavioral control and religious beliefs significantly affect purchase behavior through purchase intention, supporting H_7 and H_{10} .

Table 5. The results of direct and indirect hypotheses

Path	Path Coefficient	p-value	Conclusion
Halal Awareness → Purchase Intention	0.030	0.291	Not Supported
Attitude → Purchase Intention	0.261	0.003	Supported
Subjective Norm → Purchase Intention	0.155	<0.001	Supported
Perceived Behavioural Control → Purchase Intention	0.335	<0.001	Supported
Purchase Intention → Purchase Behaviour	0.417	<0.001	Supported
Perceived Behavioural Control → Purchase Behaviour	0.148	0.109	Not Supported
Perceived Behavioural Control → Purchase Intention-Purchase Behaviour	0.140	<0.001	Supported
Religious Belief → Purchase Intention	0.243	<0.001	Supported
Religious Belief → Purchase Behavior	0.378	<0.001	Supported
Religious Belief → Purchase Intention → Purchase Behaviour	0.101	0.012	Supported

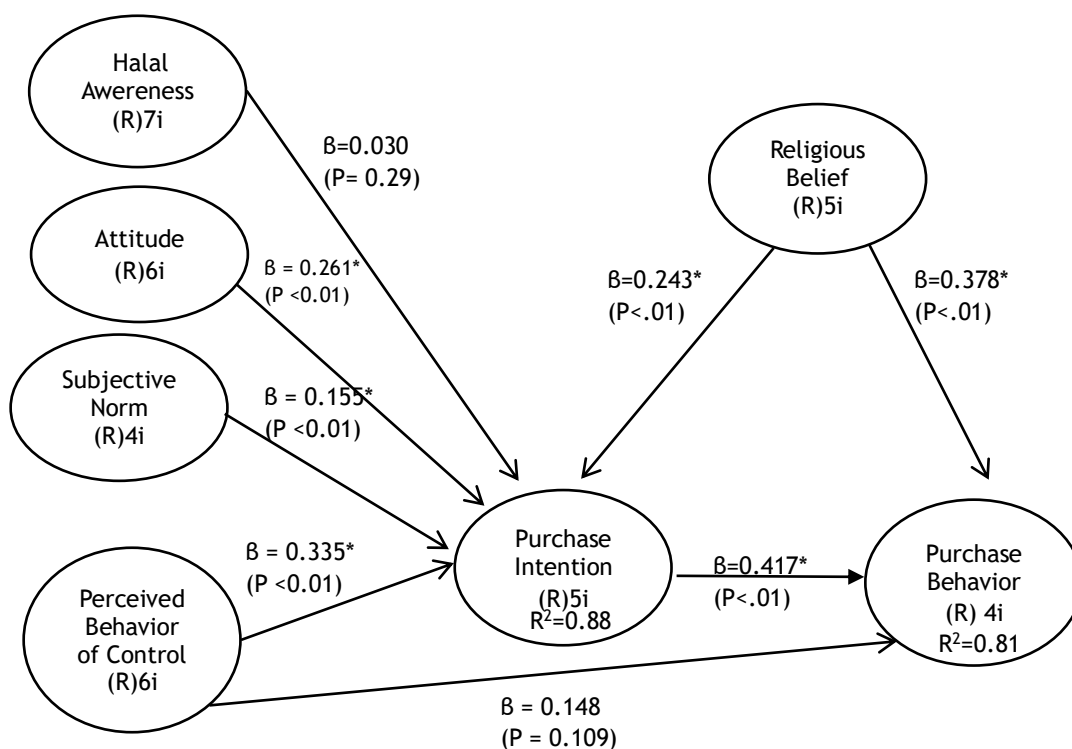


Figure 2. Path coefficient structural model of halal food purchase behavior

6. Discussion

6.1 The Influence of Halal Awareness On Purchase Intention

Halal awareness has no significant effect on purchase intention. This finding indicates that increasing halal awareness among millennials does not affect their intention to purchase Halal food. Based on the survey results, respondents perceive that the government, halal product authorities, and retailers are responsible for providing halal products. Consequently, their awareness of halal products is reflected in their trust in

these entities. This perception may reduce the significance of halal awareness in influencing purchasing intentions.

In line with these results, Artami et al. (2023) concluded that although millennials show a high level of awareness toward halal-certified products, they tend to be less confident in verifying the halal status of products before purchase. In addition, the millennial generation lacks the latest information about halal products, receives limited information from close contacts and religious activities, and has insufficient guidance from the government regarding the existence of halal-certified products. Lack of information regarding halal-certified products. This lack of information may prevent halal awareness from directly translating into purchase intention. The findings of this study differ from previous studies, which indicated that halal awareness influences the intention to purchase halal food and halal fashion products (Bashir et al., 2019; Nurhayati & Hendar, 2020; Afendi, 2020).

6.2 The Influence of Attitude on Purchase Intention

Attitude significantly influences purchase intention. Millennials with a positive attitude towards halal food tend to prioritize it in their purchasing. This aligns with Ajzen's (2005) assertion that a positive attitude toward a behavior strengthens an individual's intention to perform that behavior. The theory of Reasoned Action Theory (TRA) states that personal factors are core determinants of the intention to purchase a product (Lada et al., 2009). Ajzen (2005) defines personal factors as positive or negative perceptions of a particular behavior, also referred to as an attitude toward the behavior. These findings are consistent with previous research showing that attitudes significantly influence behavioral intentions in choosing halal products and halal cosmetics (Handriana et al., 2020; Pratama et al., 2023).

6.3 The Influence of Subjective Norm on Purchase Intention

Subjective norms are determinants of purchase intention. Social pressure or influence from significant individuals in millennials' lives, such as parents, partners, close friends, coworkers, or others, influences their intentions to purchase halal food. Subjective norms shape millennials' purchase intention by influencing religious values, the desire for social acceptance, and conformity to community expectations. Millennials are highly susceptible to others' opinions, so they often adjust their purchasing behavior to align with social expectations and religious identities. These results align with previous findings, showing that subjective norms are positively and significantly associated with purchasing halal products and the intention to use technology for selecting Islamic credit cards (Ahmadova & Aliyev, 2019; Amalia et al., 2020; Nora & Sriminarti, 2023).

6.4 The Influence of Perceived Behavior Control on Purchase Intention

Perceived behavioral control (PBC) significantly influences purchase intention. In behavioral theories such as the Theory of Planned Behavior (TPB), PBC is a key component influencing an individual's intention to act (Ajzen, 2005). High PBC perceptions indicate that the environment and available resources support halal food consumption. This means respondents feel capable of finding, obtaining, and understanding halal food, which may increase their consumption of halal food. When PBC is high, individuals are more likely to consume halal food. These findings support the research findings of Amalia et al. (2020); Suryani and Ahkmam (2020), showing that consumer intentions are influenced by perceived behavioral control.

6.5 The Influence of Purchase Intention on Purchase Behavior

The intention to purchase halal food significantly affects millennials' purchasing behavior. Purchase intention refers to a customer's subjective judgment prior to purchasing a product or service (Aruan & Wirdania, 2020). According to the theory of planned behavior (TPB), developed from the theory of reasoned action, consumer behavior is best predicted by intentions that are directly related to actions within a specific context (Ajzen, 2005). The results align with previous research showing that halal product purchase intention significantly influences millennials' purchasing behavior and similarly impacts green purchasing behavior (Amalia et al., 2020; Agrawal & Gupta, 2018; Kautish & Sharma, 2020).

6.6 The role of Purchase Intention as a mediator of the influence of Purchase Behavioral Control (PBC) on Purchase Behavior

Purchase intention mediates the relationship between PBC and the purchasing behavior of the millennial generation towards halal food. The results indicate that higher PBC among millennials increases halal food purchasing behavior through purchase intention. This occurs because purchase intention reflects an individual's willingness to perform a behavior once they are confident in their ability to do so in certain situations, guiding actual behavior. This finding aligns with research indicating that perceived behavioral control (PBC) alone does not significantly influence purchasing behavior, whereas purchase intention mediates the influence of PBC on purchasing behavior (Kautish et al., 2019; Laheri et al., 2024).

6.7 The Influence of Religious Belief on Purchase Behavior

Empirical analysis and statistical tests confirm that stronger religious beliefs are associated with greater halal food purchasing among the millennial generation. Religious Belief refers to an individual's principles regarding spiritual matters, including belief in God, life after death, and ethical conduct based on the teachings of a particular religion (Pew Research Center Religion & Public Life, 2015). Religion and belief values are essential in shaping consumer preferences and behavior (Forghani et al., 2019; Salam et al., 2019). Harizan and Rahman (2016) found that spirituality significantly affects the desire to purchase environmentally friendly products. However, Alaskari et al. (2022) concluded that religious beliefs are less significant in halal products purchases.

6.8 The Role of Purchase Intention as a Mediator of the Influence of Religious Belief on Purchase Behavior

Purchase intention mediates the influence of religious belief on purchase behavior. The results of this study indicate that stronger religious beliefs among millennials increase halal food purchasing behavior through purchase intention. Purchase intention functions as a link between religious beliefs and actual purchasing behavior. When individuals adhere to religious teachings, they form purchase intentions aligned with these principles. Purchase intention strongly indicates consumers' readiness to purchase based on their beliefs. These findings are supported by previous studies showing that religious belief influences purchase intention (Khan et al., 2020; Koc et al., 2024). According to Lavuri (2021), higher purchase desire increases the actual consumer purchasing behavior. Based on these studies, purchase intention can mediate the influence of religious belief on purchase behavior. In this study, religious belief significantly influenced purchase intention, and purchase intention also significantly influenced purchase behavior. When religious belief was considered, the direct influence of purchase intention on purchase behavior decreased, confirming that purchase intention serves as a mediator.

6.7 Managerial Implication

The results of this study provide benefits and practical insights for business actors to better influence purchase intention, ultimately shaping millennial halal food purchase behavior. The findings indicate that purchase intention influences millennials' purchase behavior and is influenced by attitude, subjective norm, perceived behavioral control, and religious belief. In contrast, halal awareness does not significantly influence purchase intention. This study also found that purchase intention mediates the influence of perceived behavioral control and religious belief on purchasing behavior. Although the millennial may be aware of halal status, this awareness does not necessarily translate into purchases; they may only recognize the importance of halal products without sufficient motivation to act. Therefore, companies should develop a more holistic and integrated strategy.

Purchase intention is measured using five indicators: willingness to recommend halal food, actively seeking information about halal food products, desire to continue consuming halal food, and commitment to ongoing halal food purchases. To increase millennials' purchase intention for halal products, stakeholders, such as halal product assurance authorities, should support halal products and markets. Fatwas issued by the Ulema Council and other religious leaders can strengthen perceptions of social obligations. Companies can leverage industry opportunities to increase public awareness, and building value chains among small business actors is an effective strategy to increase halal products consumption. Furthermore, management should focus on the quality and safety of halal food, aligning products with the health and sustainability values of the millennials. Utilizing social influence through social media, influencers, and community-based campaigns can increase purchasing intention. Facilitating access, offering competitive prices, and ensuring ease of purchase enhance millennials' perceived control over decisions. Understanding and implementing this strategy enables companies to effectively attract attention and meet the needs of the millennials, who are increasingly aware of the importance of halal and ethical food choices.

6.8 Theoretical Contribution

This study proposes a development model of the Theory of Planned Behavior (TPB) by incorporating additional antecedents of purchase intention: halal awareness, attitude, subjective norms, perceived behavioral control, and religious belief. This model examines how these factors influence consumer purchase intention and, in turn, how purchase intention influences purchase behavior. Halal awareness reflects consumers' knowledge and understanding of a product's halal attributes, a key factor in shaping purchase intentions for halal-related products and services. Meanwhile, attitude reflects the consumer's positive or negative evaluation of a product or service, affecting their purchase intention. Subjective norm represents the influence of close social circles, such as family, friends, or social groups, on consumer purchasing decisions. In addition, perceived behavioral control refers to consumers' perceptions of their ability to make a purchase, influenced by factors such as accessibility, product availability, and financial constraints. Religious beliefs may influence consumers' product choices, especially regarding halal products.

This study enhances the Theory of Planned Behavior (TPB) by incorporating religious beliefs and halal considerations, which are increasingly influential in relevant markets. These findings provide new insights into consumer behavior, especially for individuals concerned with the halal status of products, and provide valuable guidance for developing marketing strategies in religion-sensitive markets.

6.9 Limitations

This study has three limitations. First, the latent variables analyzed, such as halal awareness, attitude, subjective norm, perceived behavioral control, religious belief, purchase intention, and purchase behavior, do not fully consider external factors that may hinder purchase intention from translating into actual behavior. Second, the sample size is limited to 267 respondents. Third, the study focuses solely on halal food, excluding other types of halal products.

7. Conclusions

Based on the results and discussion of this on the millennial generation's purchase behavior towards halal food, several conclusions can be drawn. First, halal awareness does not significantly affect purchase intention, suggesting that awareness of halal products alone does not directly influence millennials' desire to buy halal food, and that other factors may play a more dominant role. Second, attitude, subjective norms, and perceived behavioral control significantly influence purchase intention, indicating that positive individual attitudes, prevailing social norms, and perceived control over purchasing behavior are crucial in forming purchase intentions towards halal food. Finally, religious belief and purchase intention significantly influence purchase behavior, showing that strong religious beliefs, along with pre-existing purchase intentions, motivate actual purchases of halal products.

Purchase intention serves as a key midpoint in the decision-making process of purchasing halal food. This study provides a deeper understanding of the factors influencing millennial purchasing behavior, highlighting the role of both internal and external aspects shaped by religious values.

8. Recommendation

Further research is suggested to expand the sample and provide a more comprehensive understanding of millennials' purchase behavior regarding halal food. External factors, such as price and lifestyle changes, should also be considered, as they can affect purchasing behavior. Future studies could examine the impact of factors such as brand trust and influencer marketing on halal food purchase intention. Furthermore, sustainability-related factors, such as organic ingredients and eco-friendly packaging, may influence halal food purchasing decisions.

Although halal awareness does not significantly affect purchase intention, promoting halal knowledge through educational campaigns, social media, and influencers remains essential. Companies should foster positive attitudes towards halal products and leverage social norms through endorsements from respected figures or communities. Purchase intention can be increased by providing detailed information about the benefits of halal food and by tailoring it to the diverse preferences of millennials. Implementing these suggestions enables companies to develop more effective and relevant marketing strategies that align with millennials' preferences for halal products, especially halal food.

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