Abstract

Introduction

This thesis investigates the factors influencing purchase intention of halal-certified packaged food products in India. Further, the present research finds out the relative configuration of various relevant factors which may shape halal purchase intention of Indian Muslim consumers. Following paragraphs in the background section discusses chief motivations pertinent to the present study. First the halal has become a buzzword in the global scenario. Second, the concept of halal has importance for many stakeholders: researchers, marketers, entrepreneurs, policymakers and the ultimate consumers. In subsequent paragraphs, the author discusses the emergence of halal in the global scenario and why researchers have called for a need to understand Muslim consumers’ behaviour better.

Background

Globally a new phenomenon among marketers and researchers has emerged. They are now more interested in Muslim consumer as their target consumers and subjects of study like never before. This trend has its roots in a recent marketing innovation known as halal branding. A number of companies are tapping into the market including both new entrants and old established companies. A new wave of enthusiasm about halal branding and Islamic marketing among marketers has led to the development of Branding consultancy services like ‘Ogilvy Noor’ and inception of dedicated academic journals in the field of Islamic marketing and halal branding like "Journal of Islamic Marketing" by emerald publishers and "International Journal of Islamic Marketing and Halal Branding” by Inderscience (Wilson, 2010). In the same note many organisations, both academic and non-academic, are hosting conferences on themes of halal branding and Islamic marketing. Islamic marketing and halal have become buzzwords in the academia. A halal brand is referred to a product or service, which is certified as halal by an established and authorised certifying organization. Halal brands bear a halal logo and assure that a particular product is halal i.e. suitable for consumption by Muslim. In fact, the Arabic word halal literally translates as permissible or suitable for consumption. This
trend is much noticeable in Muslim majority countries like Malaysia, Indonesia, Thailand, Brunei etc. However, many Muslim minority countries like Australia, United Kingdom, United States of America, Japan and China etc. are also exploring avenues in this emerging area. It is quite interesting that idea of halal certification originates from the USA a Muslim minority country. However, this idea was borrowed from kosher certification, the dietary certification for Jews (Eliasi & Dwyer, 2002 and Regenstein, Chaudry & Regenstein, 2003). Sandıkcı (2011) in her paper, “Researching Islamic marketing: past and future perspectives”, explained two phases of evolution of Islamic marketing. The first phase she mentioned was the phase of “omission”, which is characterised by the neglect and avoidance of huge Muslim market and second phase is the “discovery” which is the phase of introspection and the acknowledgement of the fact that such big market for halal (Shariah compliant) products exist. She suggested that future researchers should study the place of Muslim consumers’ space in mainstream advertising from both the micro and macro perspective. Among many research propositions she also suggested that “From a critical perspective, future studies should examine how marketing practices help construct Muslims as viable consumer segments”.

Alserhan (2012) contended that besides other billion segments in the world, (i.e. India, China and women), Muslims also represent another billion segment. His paper investigated two main propositions first whether Muslims, who represent a billion segment, are worthy of research? And secondly, are they sufficiently researched? Alserhan’s (2012) study reveals that Muslim consumers are not adequately researched while other billion segments i.e. India, China and women are heavily investigated. However, as Alserhan asserted “the impact of Muslim consumer group could be much greater than those of the other identified billion segments”. He further explained that this impact is because of three main reasons, firstly, the base of Muslim consumers is wide and not limited to one country, secondly, the Muslim segment has youngest potential consumer which may radically influence the composition of the global consumption and finally, a number of MNC’s are pushing towards achieving a larger space in the Shariah-compliant market.
Research Questions

This study pursues to answer the following research questions:

RQ1. What are the factors influencing Muslim consumers’ purchase intention for halal-certified food products?

RQ2. Is proposed the extended theory of planned behaviour a suitable model for studying Muslim consumers’ purchase intention for halal-certified food products in India?

Objective of Research

This research starts with the thesis statement “what are the factors which may motivate Indian Muslim consumers’ intention to purchase halal certified packaged food products”. The purpose of this research is to identify a model for the understanding of Halal purchase intention among Muslim consumers in India. More specifically, the research shall examine the relationship between the TPB variables (Attitude, subjective norms and perceived behavioural control), religiosity, and subjective knowledge of halal and demographic characteristic pertaining to halal purchase intention of Indian Muslim consumers employing the extended Theory of Planned Behaviour (TPB). Hence, this research shall assess the predictive ability of the Theory of Planned Behaviour model with added constructs of religiosity, and subjective knowledge to determine the important result i.e. potential consumers’ intention to purchase halal-certified products. Consequently, the prime objective of this research is to test Muslim consumers’ purchase intention for halal-certified products using a revised an extended version of the theory of planned behaviour.

The research objectives are outlined as follows:

1) To identify the key dimensions of purchase intentions of halal-certified food products among Muslim consumers.

2) To propose and validate a model for understanding factors influencing the purchase intention for Halal certified food products.
3) To study the role of religiosity and subjective knowledge of halal within the framework of the theory of planned behaviour.

4) To suggest strategies for marketers in developing better marketing communication strategies to promote halal-certified products.

**Literature Review**

Bonne, Vermeir, Blackler and Verbeke (2007) conducted one of the earliest empirical studies on the topic of halal purchase intention (Ahmad, Al-Kwifi, Saiti & Othman, 2014). They studied the factors influencing the consumption of halal meat among Muslim migrants in France (n=567) using the theory of planned behaviour (TPB) as guiding model. They found that religious identity and dietary acculturation had moderating effect on antecedents of TPB.

Bonne, Vermeir and Verbeke (2009) replicated the above study in Belgium. They used the same model TPB in the study, however, included actual behaviour as an additional dependent variable. They also redefined the constructs of Attitude and perceived behavioural control. The attitude was measured with two sub dimensions (health and animal welfare) while perceived behavioural control consisted of four sub-dimensions (control, availability, practical barriers and safety barriers). However, subjective norm had the same sub-dimensions (motivation to comply and personal conviction) as in the previous study. They used correlation and a series of multiple linear regressions to test the hypotheses. The results corroborated with that of Bonne, Vermeir, Blackler and Verbeke (2007).

Lada, Tanakinjal and Amin (2009) employed the theory of reasoned action to investigate factors influencing halal purchase intention in Malaysia. They collected data from the city of Labuan (n=485) using a standard questionnaire, consisting of two antecedent constructs (attitude and subjective norms) and one dependent variable (halal purchase intention). They conducted correlation and multiple linear regressions for testing the hypotheses. Results of multiple regression ($R^2=0.661$) established that subjective norms ($\beta = 0.814, p<0.01$) and attitude ($\beta = 0.288, p<0.01$) both were good predictors of halal purchase intention. However, subjective norms were more important predictor of halal purchase intention than the attitude. Further, they also found that subjective norms were also related to attitude ($\beta = 0.336, p<0.001$). Putting it in other words, subjective norms
could predict both attitude and purchase intention. They concluded that TRA is a valid model for studying purchase intention of halal products.

Alam and Sayuti (2011) investigated the antecedents of purchase intention of halal foods in Malaysia (n=251) by using the theory of planned behaviour (TPB). They investigated the impact of three antecedents of TPB (viz. attitude, subjective norms, and perceived control behaviour) on intention to purchase halal food products. After regression analysis, they found that attitude (β=2.13, p<.001) is the most important antecedent of halal food purchase intention followed by perceived behavioural control (β=.205, p<.001) and subjective norms (β=.157, p<.01). The model could explain 29.1 percent of the total variance (R²=.291) independent variable halal food purchase intention. This study corroborates the study by Lada, Tanakinjal and Amin (2009) as two common antecedents (in TPB and TRA) attitude and subjective norms were significant in both studies. However, in the study by Lada, Tanakinjal and Amin (2009) subjective norms were more influential than attitude. While in the above study by Alam and Sayuti (2011), the attitude was more influential.

Mukhtar and Butt (2012) extended the work of Lada, Tanakinjal and Amin (2009) by adding religiosity (intrapersonal and interpersonal) antecedent in TRA model. They conducted a study in Pakistan by using a structured questionnaire survey (n=150). They regressed (R²=0.44) attitude, subjective norms, intrapersonal religiosity and interpersonal religiosity with halal purchase intention. (Mukhtar and Butt, 2012) The result was in conformity with Lada, Tanakinjal and Amin (2009) as subjective norms (β=0.455, p=.001), was the most important predictor of halal purchase intention followed by attitude (β=0.455, p=.001). Also, intrapersonal religiosity (β=0.455, p=.001) which was not included in the analysis by Lada, Tanakinjal and Amin (2009) was also significant. The only insignificant antecedent was interpersonal religiosity.

By employing the theory of planned behaviour Omar, Mat, Imhemed& Ali (2012) examine the direct effects of consumer confidence and purchase intention on actual purchase of halal products. They examine the relationship between the four independent variables (viz. consumer confidence, perceived behavioural control, subjective norms and intention to purchase) with the actual purchase. They analysed collected data from five Malaysian universities (n=120) by using structural equation modelling (SEM) and
concluded that the TPB is a valid model for examining actual purchase of halal intention. The model exhibited adequate fit. Two independent variables Subjective norms (β=0.400, CR=2.302, P<0.021) and perceived behavioural control (β= 0.831, CR=3.958, P<0.001) were positively related to purchase intention.

Latiff, Mohamed & Kamaruzzaman (2013) added food labelling as an additional predictor in TPB model. Food labelling is consisting of three subfactors Ingredients, Nutrients and Halal-logo. They confirmed that results from TPB variable corroborate with previous studies. Using regression analysis the authors validated that three dimensions of Food labelling were significant. The relative importance of subdimensions was found to be Halal-logo, Ingredients and Nutrients respectively.

Afendi, Azizan & Darami (2014) conducted a study on a smaller sample (n= 100) in Perlis city of Malaysia. They tested the original constructs of Theory of planned behaviour. Using correlation analysis found that all the three predictors have a significant and high correlation with intention. Subjective norms had the strongest correlation with intention followed by Perceived Behavioural control and attitude.

In some studies (Khalek, 2014) related to the theory of planned behaviour, researchers have also tested the relationship between attitude and other purchase intention antecedents. For instance, Khalek (2014) used TPB components to test relation of subjective norms (5 items), perceived Behavioural control (5 items) with attitude (14 items). The author collected the data from 5 higher learning institutions in Malaysia (n=207). Results of correlation indicate that both subjective norms and Perceived Behavioural control have a significant correlation with attitude. However, perceived Behavioural control had a stronger degree of correlation with attitude than subjective norms.

Al-Otoum & Nimri (2015) conducted the study the constructs of TPB in halal purchase intention context. They performed CFA and SEM on a sample of 250 respondents from city of Amman, the capital of Jordan. They established the significant and positive role of attitude and subjective norms in predicting purchase intention. While perceived behavioural control (PBC) was not a significant predictor of purchase intention it directly predicts actual purchase intention. In other words, one can say that Intention doesn’t mediate between PBC and Actual purchase. In a study based on TPB variables, Ozturk,
Nart, and Altunishk (2015) found that attitude is an important predictor of intention and intention, in turn, is a significant predictor of actual behaviour. They also reported that among three categories of products food, cosmetics and detergents; food products are more sensitive when halal features are concerned.

Khalek& Ismail (2015) and Hall &Sevim (2016) used same model (TPB) and methods (correlation) as used by Afendi, Azizan&Darami (2014) to test the relationship subjective norms attitude and perceived Behavioural control with Behavioural intention to purchase halal. Interestingly they derived similar results. In the last two studies (Hall &Sevim, 2016, and Khalek& Ismail, 2015) all the variables of TPB were significant predictors of intention where Subjective norms had the strongest correlation with intention. However, attitude and Perceived Behavioural control were second and third in importance. Hence these results are slightly different with Afendi, Azizan&Darami (2014) as in their study perceived Behavioural control was second and attitude was third in importance.

Khan and Azam (2016) conducted a preliminary investigation on halal products purchase intention in India. They conducted an online survey using snowball sampling method (n=128). Only two variables perceived behavioural control ($\beta=0.330, p<.00$) and attitude ($\beta=0.219, p<.00$) were significant predictors of halal purchase intention. Religiosity was found to be insignificant “contrary to the common sense assumption” (Khan & Azam, 2016, pp. 29). Hussain, Rahman, Zaheer, &Saleem, (2016) conducted a comprehensive study by integrating factors of halal purchase intention. They found that consumer attitude ($\beta=.361$), followed by perceived value ($\beta =.352$), religiosity ($\beta =.278$) and food safety concern ($\beta =.162$), were most significant in predicting purchase intention of halal food.

Ali, Xiaoling, Sherwani and Ali (2017) extended the work of Bonne, Vermeir, Blacklerand Verbeke (2007), Bonne, Vermeir and Verbeke (2009) and Ahmad, Al-Kwifi, Saiti& Othman, (2014). Apart from self-identity and dietary acculturation (as in Bonne, Vermeir, Blackler and Verbeke, 2007) they also tested moderating effect of moral obligation and generated seven model models one with full sample and six with high-low (median split) of each moderating variable. Overall, they concluded that attitude, personal conviction and the perceived control predict the intention to eat Halal meat among Muslims.
Research Gaps

Above discussion reveals, that there is a scarcity of studies in the area of Islamic marketing in general and halal purchase behaviour in particular. This area of research is in its nascent stage and there are limited studies, which explore the topic of halal food purchase behaviour. Further, most of the studies on the mentioned topic are conducted in Muslim majority countries such as Malaysia, Pakistan and Indonesia. The socio-cultural and demographics of these countries is entirely different from India. Other important difference is that these countries already have a full-fledged halal marketing ecosystem. India has a bright opportunity for developing a market for halal-certified products. But there is a lack of empirical evidence for acceptability of such products. This research is a step in that direction. Theory of planned behaviour has been tested in many western countries but researchers on its applicability in the Indian context are limited. Further, the relative importance of TPB variables attitude, subjective norm and perceived behavioural varies in different behavioural intention situations. It will be useful to know the relative importance of these variables in halal purchase intention context in India. Globally, researchers on halal purchase intention very limited. Further, in India empirical work on halal purchase intention is almost negligible.

Conceptual Framework of the Current Study

This study adopts and extends the theory of planned behaviour for investigating Muslim consumers’ purchase intention of halal-certified food products. As the study is conducted in India, only those variables from the literature are tested which are relevant to the Indian context. Figure 1 exhibits the conceptual model for the proposed study. In the subsequent paragraphs, the author discusses the variables in the TPB (viz.: intention, attitudes, subjective norms, and perceived behavioural control), model along with the additional variables of religiosity and subjective knowledge of halal.
Research Design

Malhotra (2008) suggested that researchers most often have to select from three kinds of research design: exploratory, descriptive, or causal research designs. The descriptive design presents the descriptions of the population under study while causal designs relate dependent and independent variables in cause and effect manner. This study is descriptive and in nature since its goal is to test the model integrated with existing theory and literature. The test of hypotheses is more of confirmatory nature (utilising SEM) rather exploratory where researchers are not sure about the underlying structure of factors (dimensions), and also are not aware of prior relationships among the variables. In this study, the researcher was familiar with the constructs and their underlying dimensions and the relationship between them. However, all these relationships didn’t exist in the single study rather integrated from several previous studies and a comprehensive model was tested employing confirmatory factor analysis and the path analysis by using structural equational modelling in AMOS.

Piloting and Pretesting the questionnaire

All the scales employed in the study are taken from other studies based on the theory of planned behaviour. In previous studies, these scales have exhibited sufficient reliability. However, none of the previous research on this matter has been conducted in Indian context thus in the present study it was desirable to conduct a pre-test before launching
the main survey. First, the questionnaire was piloted for comprehension among respondents the researchers contacted more than a dozen of individuals and asked about their feedback on the comprehension of questionnaire statements. The wording of some items was adjusted based on the suggestions provided by the respondents. Finally, a data was gathered from 70 individuals for the purpose of the pre-test. Reliability of each construct was calculated and was found sufficient (Cronbach’s alpha>.7). Table 4.4 provides reliability statistics for the constructs used in the pretest. As all the constructs show an acceptable level of reliability, the same questionnaire was used in collecting data for the final survey.

**Sampling**

The sampling unit for the purpose of this research is defined as ‘Muslim individuals above 18 years of age and having exposure to any packaged food products’. However, the definition of the desired respondent appears broad still it is more suitable for some basic reasons. This research adopts non-probability sampling method based on the judgement of the researcher and limited by available opportunities and resources. The non-probability sampling method employed in the research deemed to be more suitable in the current situation. Data was collected from six districts (Table 4.1) of Uttar Pradesh (U.P.). The state has 71 districts (census, 2001). Roughly, 14 percent of the total population belongs to the followers of Islam. Several districts have large Muslim population, which may go up to 25 percent. Self-administered structured questionnaires were used to collect the data. Total 421 questionnaires were received from six districts, town Bijnor (n= 68), Moradabad (n=76), Rampur (n=65), Bahraich (n=64), Lucknow (n=69) and Aligarh (n=79).It took roughly three months to collect the data from all districts.

**Hypotheses**

1. Hypothesis H1: the positive attitude of Indian Muslims consumers towards halal certified packaged food products will positively influence their intention to purchase halal certified packaged food products.

2. Hypothesis H2: Positive subjective norms for consuming halal certified packaged food products will positively influence the Indian Muslim consumers’ purchase intention of halal certified packaged food products.
3. Hypothesis H3: Positive PBC (Self-Efficacy) with respect to consumption of halal certified packaged food products will positively influence the Indian Muslim consumer’s purchase intention of halal certified packaged food products.

4. Hypothesis H4: PBC (control) with respect to consumption of halal certified packaged food products will negatively influence the Indian Muslim consumer’s purchase intention of halal certified packaged food products.

5. Hypothesis H5: Religiosity of Indian Muslim consumers will positively influence the Indian Muslim consumer’s purchase intention of halal certified packaged food products.

6. Hypothesis H5 (a): Religiosity of Indian Muslim consumers will positively influence their Attitude towards halal certified packaged products.

7. Hypothesis H5 (b): Religiosity of Indian Muslim consumers will positively influence their subjective norms for consuming halal certified packaged products.

8. Hypothesis H5 (c): Religiosity of Indian Muslim consumers will positively influence their PBC (Self-efficacy) regarding the purchase of halal certified packaged products.

9. Hypothesis H5 (d): Religiosity of Indian Muslim consumers’ will negatively influence their perception of PBC (control) of halal certified packaged products.

10. Hypothesis H5 (e): Religiosity of Indian Muslim consumers’ will positively influence their subjective knowledge of halal.

11. Hypothesis H6: Subjective knowledge (halal) of Indian Muslim consumers will be a significant predictor of purchase intention of halal certified packaged food products.

12. Hypothesis H6 (a): Subjective knowledge (of halal) of Indian Muslim consumers will be a significant predictor of their Attitude towards halal certified packaged products.

13. Hypothesis H6 (b): Subjective knowledge (of halal) of Indian Muslim consumers will be a significant predictor of their subjective norms for consuming halal certified packaged products.

14. Hypothesis H6 (c): Subjective knowledge (of halal) of Indian Muslim consumers will be significant predictor of their PBC (Self-efficacy) regarding purchase of halal certified packaged products.

15. Hypothesis H6 (d): Subjective knowledge (of halal) of Indian Muslim consumers’ will negatively influence their perception of PBC (control) of halal certified packaged products.
Data Analysis

The data for this research was analysed stage by stage employing several statistical tools like M.S. Excel, IBM SPSS and IBM AMOS. ‘Stats Tool package’\(^1\) provided by Gaskin (2016) on ‘stat wiki’ website\(^2\) was also used for calculating reliability and validity statistics (e.g. AVE, MSV, etc.). This tool is also helpful in identifying problematic items (observed variables) in the measurement model. MS Excel was used to screen the data while SPSS was used for factor analysis, descriptive statistics and tests of means and post hoc analysis. Confirmatory factor analysis (CFA) and structural equation modelling (SEM) were performed using AMOS version 20.

Result of Hypotheses Testing

The results of SEM are summarized in table. The model tests fifteen hypotheses out of which nine hypotheses were supported and remaining six were not supported. Among supported hypotheses were H1, H2, H5 (a), H5 (b), H5(c), H5 (e), H6(a), H6(b), and H6(c). Six hypotheses were not supported which included H3, H4, H5, H5(d), H6 and H6 (d). All of the supported hypotheses were accepted at 95 percent confidence interval or higher (i.e. p≤0.05).

**Hypothesis H\(_1\):** the positive attitude of Indian Muslims consumers towards halal certified packaged food products will positively influence their intention to purchase halal certified packaged food products.

**Result:** The hypothesis H\(_1\) was supported as the associated p-value was significant. The value of beta coefficient obtained was positive as hypothesised (beta = 0.429, p<0.05). So that, the inference can be made that there is a significant and positive influence of attitude on purchase intention of halal certified products.

**Hypothesis H\(_2\):** Positive subjective norms for consuming halal certified packaged food products will positively influence the Indian Muslim consumers' purchase intention of halal certified packaged food products.

**Result:** The hypothesis H\(_2\) was supported as the associated p-value was significant. The value of beta coefficient was positive as hypothesised (beta = .219, p<0.05). Therefore, the inference can be made that there is a significant and positive influence of subjective norms on purchase intention of halal certified products.

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\(^1\) An MS excel macro for calculating discriminant validity and other relevant statistics
\(^2\) [http://statwiki.kolobkreations.com](http://statwiki.kolobkreations.com)
**Hypothesis H₃:** Positive PBC (Self-Efficacy) with respect to consumption of halal certified packaged food products will positively influence the Indian Muslim consumer’ purchase intention of halal certified packaged food products.

**Result:** The hypothesis H₃ was not supported as the associated p-value (p<.05) was not significant. So that we can infer that there is no significant influence of PBC (Self-Efficacy) on purchase intention of halal certified products.

**Hypothesis H₄:** PBC (control) with respect to consumption of halal certified packaged food products will negatively influence the Indian Muslim consumer’ purchase intention of halal certified packaged food products.

**Result:** The hypothesis H₄ was not supported despite being statistically significant as the sign of the beta coefficient (beta = .150, p<0.05) was in opposite direction (positive rather than negative as hypothesised. Possible reasons are discussed in the next chapter.

**Hypothesis H₅:** Religiosity of Indian Muslim consumers will positively influence their purchase intention of halal certified packaged food products.

**Result:** The hypothesis H₅ was not supported as the associated p-value was not significant (beta = .079, p>0.05). There the inference can be made that there is no direct influence of religiosity on purchase intention of halal certified products.

**Hypothesis H₅(a):** Religiosity of Indian Muslim consumers will positively influence their Attitude towards halal certified packaged products.

**Result:** The hypothesis H₅(a) was supported as the associated p-value was significant. The value of beta coefficient was positive as hypothesised (beta = .274, p<0.05). There the inference can be made that there is a significant and positive influence on religiosity on Attitude towards halal certified packaged products.

**Hypothesis H₅(b):** Religiosity of Indian Muslim consumers will positively influence their subjective norms for consuming halal certified packaged products.

**Result:** The hypothesis H₅(b) was supported as the associated p-value was significant. The value of beta coefficient was positive as hypothesised (beta = .339, p<0.05). Therefore, the inference can be made that religiosity of Indian Muslim consumers will positively influence their subjective norms for consuming halal certified packaged products.
Hypothesis \( H_5(c) \): Religiosity of Indian Muslim consumers will positively influence their PBC (Self-efficacy) regarding the purchase of halal certified packaged products.

Result: The hypothesis \( H_5(c) \) was supported as the associated p-value was significant. The value of beta coefficient was positive as hypothesised (beta = .270, \( p<0.05 \)). There the inference can be made that Religiosity of Indian Muslim consumers will positively influence their PBC (Self-efficacy) regarding the purchase of halal certified packaged products.

Hypothesis \( H_5(d) \): Religiosity of Indian Muslim consumers’ will negatively influence their perception of PBC (control) of halal certified packaged products.

Result: The hypothesis \( H_5(d) \) was not supported despite being statistically significant as the sign of the beta coefficient (beta = .369, \( p<0.05 \)) was in opposite direction (positive rather than negative as hypothesised. Possible reasons are discussed in the final chapter.

Hypothesis \( H_5(e) \): Religiosity of Indian Muslim consumers’ will positively influence their subjective knowledge of halal.

Result: The hypothesis \( H_5(e) \) was supported as the associated p-value was significant. The value of beta coefficient was positive as hypothesised (beta = .603, \( p<0.05 \)). Hence the inference can be made that there is a significant and positive influence of Religiosity on their subjective knowledge of halal of Muslim consumers.

Hypothesis \( H_6 \): Subjective knowledge (halal) of Indian Muslim consumers will be a significant predictor of purchase intention of halal certified packaged food products.

Result: The hypothesis \( H_6 \) was not supported as the associated p-value (\( p<.05 \)) was not significant. So that we can infer that there is no direct influence of subjective knowledge on purchase intention of halal certified products.

Hypothesis \( H_6(a) \): Subjective knowledge (of halal) of Indian Muslim consumers will be a significant predictor of their Attitude towards halal certified packaged products.

Result: The hypothesis \( H_6(a) \) was supported as the associated p-value was significant. The value of beta coefficient was positive as hypothesised (beta = .192, \( p<0.05 \)). There the inference can be made that there is a significant and positive influence of subjective knowledge (of halal) on attitude towards halal certified products.
Hypothesis H₆(b): Subjective knowledge (of halal) of Indian Muslim consumers will be a significant predictor of their subjective norms for consuming halal certified packaged products.

Result: The hypothesis H₆(b) was supported as the associated p-value was significant. The value of beta coefficient was positive as hypothesised (beta = .297, p<0.05). Therefore, the inference can be made that there is a significant and positive influence of subjective norms on purchase intention of halal certified products.

Hypothesis H₆(c): Subjective knowledge (of halal) of Indian Muslim consumers will be a significant predictor of their PBC (Self-efficacy) regarding the purchase of halal certified packaged products.

Result: The hypothesis H₆(c) was supported as the associated p-value was significant. The value of beta coefficient was positive as hypothesised (beta = .198, p<0.05). Therefore, the inference can be made that there is a significant and positive influence of subjective norms on purchase intention of halal certified products.

Hypothesis H₆(d): Subjective knowledge (of halal) of Indian Muslim consumers’ will negatively influence their perception of PBC (control) of halal certified packaged products.

Result: The hypothesis H₆(d) was not supported as the associated p-value was not significant. Hence, the inference can be made that subjective knowledge (of halal) of Indian Muslim consumers’ will not influence their perception of PBC (control) related to halal products.

Conclusion and Discussion
Hypotheses H1, H2, H3 and H4 are the four hypotheses which were directly originated from the TPB (Ajzen, 1985, 1991, and 2005). The TPB, as the literature suggests is a generic model of decision making which stresses that cognition and conditioning in decision making. Ajzen (2005) suggested that other contextual variables which are presented in original TPB model may come into the picture as per the specific need of the study. Following core, TPB relationships were tested in SEM.

- H1: Attitude and Purchase Intention
- H2: Subjective Norms and Purchase Intention
- H3: Perceived Behavioural Control (self-efficacy) and Purchase Intention
- H4: Perceived Behavioural Control (control) and Purchase Intention
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<tr>
<th>Hypotheses</th>
<th>Standardized Coefficient</th>
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<tr>
<td>H1: Attitude $\rightarrow$ Purchase Intention (+)</td>
<td>.429***</td>
<td>Supported</td>
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<tr>
<td>H2: Subjective Norms $\rightarrow$ Purchase Intention (+)</td>
<td>.219**</td>
<td>Supported</td>
</tr>
<tr>
<td>H3: PBC (Self Efficacy) $\rightarrow$ Purchase Intention (+)</td>
<td>.091ns</td>
<td>Not Supported</td>
</tr>
<tr>
<td>H4: PBC(Control) $\rightarrow$ Purchase Intention (-)</td>
<td>.150**</td>
<td>Not Supported</td>
</tr>
<tr>
<td>H5: Religiosity $\rightarrow$ Purchase Intention (+)</td>
<td>.079ns</td>
<td>Not Supported</td>
</tr>
<tr>
<td>H5(a) Religiosity $\rightarrow$ Attitude (+)</td>
<td>.274**</td>
<td>Supported</td>
</tr>
<tr>
<td>H5(b): Religiosity $\rightarrow$ Subjective Norms (+)</td>
<td>.339***</td>
<td>Supported</td>
</tr>
<tr>
<td>H5(c): Religiosity $\rightarrow$ PBC (Self Efficacy) (+)</td>
<td>.270***</td>
<td>Supported</td>
</tr>
<tr>
<td>H5(d): Religiosity $\rightarrow$ PBC(Control) (-)</td>
<td>.369***</td>
<td>Not Supported</td>
</tr>
<tr>
<td>H5(e): Religiosity $\rightarrow$ Subjective Knowledge (+)</td>
<td>.603***</td>
<td>Supported</td>
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<tr>
<td>H6: Knowledge $\rightarrow$ Purchase Intention (+)</td>
<td>-.144ns</td>
<td>Not Supported</td>
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<tr>
<td>H6(a): Subjective Knowledge $\rightarrow$ Attitude (+)</td>
<td>.192**</td>
<td>Supported</td>
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<tr>
<td>H6(b): Subjective Knowledge $\rightarrow$ Subjective Norms (+)</td>
<td>.297***</td>
<td>Supported</td>
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<tr>
<td>H6(c): Subjective Knowledge $\rightarrow$ PBC (Self Efficacy) (+)</td>
<td>.198**</td>
<td>Supported</td>
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<td>H6(d): Subjective Knowledge $\rightarrow$ PBC(Control) (-)</td>
<td>.078ns</td>
<td>Not Supported</td>
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</table>

*ns > .05, **p < .05, ***p < .001*
Only two out of 4 primary relationships, within core TPB framework, were supported. The supported relationships were: attitude → purchase intention (β=0.429, p<0.05), and subjective norms → purchase intention (β=0.219, p<0.05). However, the hypothesis PBC (control) → purchase intention was not accepted because the relationship was in the opposite direction of what was expected. The hypotheses PBC (control) → purchase intention expected a negative relationship between PBC (control) and purchase intention but results so produced after analysis reveals otherwise. There may be several reasons for such unexpected relationship. The possible reasons are discussed in the concluding chapter.

Another relationship PBC (self-efficacy) → Purchase Intention(p>.05) within the core TPB framework was also not supported at 95 percent confidence interval. Thus out of four core hypotheses in TPB, only two were accepted. Hence this study concludes that Attitude and Subjective norms directly predict purchase intention of halal certified packaged food products. Further, it is also important to note that if we consider the only direct relationship with purchase intention, the Attitude → Purchase Intention relationship was strongest followed by Subjective norm → Purchase Intention. However, if total effect is considered religiosity has a stronger association with purchase intention as than subjective norms has with purchase intention. In both, the cases (direct and total effects) attitude is best and most important predictor of purchase intention. See Table 5.10 for direct, indirect and total effects.

This study also tests the relationships of two additional variables religiosity and subjective knowledge with other TPB variables both independent and dependent along with the relationship between religiosity and subjective knowledge.

Religiosity → Purchase intention relationship was not significant (β=.079, p>0.05). This relationship is very small and insignificant, hence it can be concluded that religiosity is not a direct antecedent of purchase intention of halal certified food products. However, religiosity has a significant relationship with other antecedents of purchase intention. Which implies that religiosity is indirectly linked with purchase intention. Following relationships of religiosity with independent variables of TPB were significant: Religiosity → Attitude (β=.274, p<0.05); Religiosity → Subjective norms (β=.339, p<0.05) and Religiosity → PBC (SE) (β=.270 p<0.05). The relationship Religiosity → PBC
(control) was not accepted even if was significant because the direction was opposite of what was expected. The possible reasons are discussed in the last chapter.

Both the indirect effect (standardized beta =0.177) and total effect of religiosity on purchase intention were significant (standardized beta= .371) however the direct effect was not significant as mentioned earlier. Please see Table 5.10 for indirect and total effects. This table is produced in AMOS while running bootstrap at 95 percent confidence interval and using percentile method.

Further, subjective knowledge \( \rightarrow \) purchase intention \((\beta=.098, p>0.05)\) relationship was not significant. Thus subjective knowledge was also not a direct antecedent of purchase intention. However relationships of knowledge with attitude \((\beta = .192, p<.05)\), subjective norms \((\beta = .297, p<.05)\) and PBC-self efficacy \((\beta = .198, p<.05)\) were significant implying it had indirect influence on purchase intention. The indirect influence of subjective knowledge on purchase intention was significant (standardized beta = 0.177). As mentioned earlier the direct effect of was insignificant and had a negative sign \((\beta=-.144, p>.05)\) it nullifies the positive indirect effect \((\beta = .0177, p<.05)\) and thus the total effect of subjective knowledge on purchase intention was positive but non-significant \((\beta = .033, p>.05)\).

**Theoretical Implications**

This research endeavoured to investigate the Indian Muslim consumers’ purchase intention of halal certified packaged food products. The study provides further understandings into consumer behaviour regarding the potential of halal certified products in India by examining the influence of selected variables on purchase intention. The independent variables were attitude, subjective norms, perceived behavioural control (PBC control and PBC self-efficacy), religiosity and subjective knowledge of halal and the dependent variable was purchase intention. Thus this research added religiosity and subjective knowledge to the model of “theory of planned behaviour”

Although there are some studies which have investigated the purchase intention of halal products no prior study has been conducted in India in the context of halal purchase intention. Further, this study also examined the indirect effect of religiosity and subjective knowledge of halal. In other words, the mediating role of independent variables in the theory of planned behaviour was also checked. Both religiosity and
subjective knowledge have a significant indirect effect and insignificant direct effect. However, as far as total effect is considered the only construct religiosity among the two has a significant total effect on purchase intention.

Thus the present study has empirically checked the role of religiosity and subjective knowledge as the antecedent variable to purchase intention and also as antecedents to the independent variable (attitude, subjective knowledge and perceived behavioural control) of the theory of planned behaviour. In this manner, the mediating role of TPB variables (attitude, subjective norms and perceived behavioural control) was also checked. This addition of variables is in line with the suggestions by the original author of the theory of planned behaviour (Ajzen, 1988, 1991, 2002). He said that there can be added contextual variables to the study, however, the TPB variables will moderate the relationship between intention and newly added variables. Consequently, the results of this study also corroborate of what was expected by Ajzen (2002). To sum up, the present research has valuable insights for academicians researching in the area of halal branding and Islamic marketing in specific and behavioural intention researchers in general.

This study also established that theory of planned behaviour is a suitable model for study behavioural intention in general and halal purchase intention in particular. Last but not least the model is successfully extended by adding religiosity and subjective knowledge as additional independent variables.

**Managerial Implications**

This study offers important insights related to Halal certified packaged food products for entrepreneurs and retailers. As mentioned earlier the general findings suggest that Muslim consumers normally had a positive attitude towards halal certified packaged food and attitude had a significant and positive influence on intention to purchase halal food in the present study. The above proposition has considerable implication for marketers.

The construct of attitude was measured using four belief items (practical, beneficial, necessary and helpful) which would suggest that consumers who perceive halal certification as *practical, beneficial, necessary and helpful* would engage in the purchase of halal certified packaged food products more often than others who do not. For managers, attitudinal beliefs studies in the present study would make an important aspect
of promotional messages to market halal products. For managers developing positive attitudes will be most important tasks. Marketers should highlight that halal certification is not a fancy thing or just a buzzword but can be the most practical choice for Muslim consumers’ of packaged food products as it assures the haleness of the products. For highlighting the beneficial aspect of the attitude marketers may communicate that halal certified packaged foods are purer and benign options for Muslim consumers which could help them in avoiding haram products.

Another two important aspects which marketers should emphasize while communicating halal certified products are necessity and helpfulness. Marketers should communicate that due to it has becoming more and more difficult to recognise halal-ness of packaged food products and halal certification has become a necessity nowadays. The final suggestion for developing positive attitudes is to present the benevolent nature of halal certified brands and to communicate that halal certification is a helpful device for Muslim consumers to identify pure products. Further subjective norms (referred as perceived social pressure) were also significant in predicting purchase intention of halal certified packaged food products. Subjective norms were measured using three normative belief items (friends, co-workers and overall important people) which would suggest that consumers who perceive social pressure from the social referent would engage in the purchase of halal certified packaged food products more often than others who do not. Therefore this study suggests that marketers should consider mentioned normative referents while designing the marketing campaigns for halal certified packaged food products.

Further, the study also indicates an important link between religiosity and attitude with respect to the purchase intention of halal certified food products. This means that more religious person would have a more positive attitude (refers to the positive or favourable evaluation) towards the halal certified food products. In fact, during personal interviews, many individuals were very keen about the possibility of halal certified products in India. Religious knowledge about halal which is referred as subjective knowledge in the study also determines the attitude of individuals towards halal certified food products.

Moreover, the results of the study revealed that attitude is the most significant determinant of purchase intention of halal certified food products among all other antecedents. Thus the findings of this research also suggest that creating a favourable
attitude toward the purchase of halal certified food products may be an essential consideration for marketers to boost consumers’ purchase intentions. As the results suggest this study suggests that while developing effective marketing strategies marketers should consider the two aspects of the religion of Muslim community. First is the religiosity and second is the perception of religious knowledge related to the halal and haram.

Therefore, while selecting the first target market, Muslim consumers high on religiosity can be first targeted as a test market. For the initials ad campaigns markets nearby big mosques can be considered for promoting halal certified products. Mosques can be seen as by and large where a large number of Muslims (with a higher level of religiosity). We can safely assume that on average a large number of religious Muslims can be approached by promoting halal certified products nearby big mosques.

Future research

This research has used the theory of as underpinning model by adding two variables religiosity and subjective knowledge of halal. Several recommendations can be made for the future researchers studying halal purchase behaviour.

1. Apart from religiosity and subjective knowledge of halal other variables should be added to the theory of planned behaviour e.g. religious identity, spirituality, trust, habit, halal brand, halal logo, halal certificate and halal ingredients etc.
2. In the present study, only the generic halal category was investigated future researchers may conduct a study on a specific product category like halal certified chocolate, halal certified noodles etc. Future researchers may also study halal certified cosmetics products.
3. Only Muslim consumers were studied in the present research. It would be important to know how consumers from other religion would accept (or reject) the idea of halal certification.
4. The future researchers may study halal marketing using a qualitative framework within a TPB framework or using other qualitative methods such as focus group, grounded theory, ethnography, phenomenology, content analysis, etc.