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THE INFLUENCE OF BRAND HALAL AWARENESS AND THE HALAL LOGO ON ONLINE FOOD PURCHASING DECISIONS

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ABSTRACT

The purpose of this study is to explore the effects between halal brand awareness and halal logo on online purchasing decisions. Cross-sectional data samples were collected through surveys from consumers living in Indonesia, and this study adopted path analysis to test the hypothesised relationships between halal brand awareness, towards purchase decisions and halal logo towards purchase decisions. This study suggests that food businesses should brand-build and promote their brand awareness of the halal logo through sales promotion, advertising, and other marketing activities. When brand halal awareness on halal food is high, purchasing decisions through the halal logo and religious beliefs will also increase. Consumers will evaluate the quality of a product from the halal food purchase experience.

Keywords: *Brand Halal Awareness, Online Customer, Purchasing intentions, The Halal Logo.*

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INTRODUCTION

The influence of brand awareness and halal logos on online purchasing decisions is a topic of great interest in the field of consumer behaviour. Brand awareness plays an important role in influencing consumer preferences and purchasing decisions. It refers to the extent to which consumers are familiar with a particular brand and can recognise it among other competing brands. High brand awareness not only enhances brand recall but also instils trust and loyalty among consumers. Brand awareness, as a factor influencing consumer preferences, becomes particularly relevant in this context. Consumers tend to prefer brands that are well known and reputable, and provide the added value expected from a brand. In online food purchases, where consumers cannot see the product in person, brand awareness can be a major factor influencing purchasing decisions (Ela elliyana et.al, 2022; Joshi & Garg, 2021; Zhang, Zhang, & Zhou, 2021).

In the digital era and an increasingly open global market, consumers have greater access to choose the products they want, including in terms of food. The presence of halal logos on products is becoming increasingly important, especially for Muslim consumers who adhere to Islamic food laws. The halal logo serves as a symbol of authenticity and adherence to religious guidelines, providing assurance to Muslim consumers regarding the safety and suitability of the product for consumption. the presence of the halal logo is crucial for Muslim consumers. The halalness of food products is an important requirement for those who adhere to Islamic dietary rules. The halal logo gives consumers confidence that the product meets the expected halal standards, thus positively influencing purchasing decisions.

In this context, research on the influence of halal brand awareness and halal logos on online food purchasing decisions is important to understand consumer behaviour, especially amid the increasing trend of online purchasing and the need for clear and reliable information about food products.

LITERATURE REVIEW

H1: Halal awareness and purchase intention have a positive correlation.

According to Aqdas & Amin, (2020) There is a positive correlation between halal product awareness, consumer attitudes, and purchase intentions. Halal awareness has a direct impact on consumer purchase intentions. the influence of brand awareness on online food purchasing decisions, awareness of halal products including storage, sanitation practices, and transfers in the distribution system is very important. This awareness can influence the purchasing decisions of Muslim and non-Muslim consumers (Zakaria, Majid, Ahmad, Jusoh, & Zakaria, 2017) . Halal product awareness has a positive effect on the purchase intention of halal products by participants in the study Saygılı & Sütütemiz, (2023) The high level of halal awareness in consumers in Turkey indicates that consumers have good knowledge about halal products and this contributes to positive purchasing decisions.

H2: Halal logo is positively related to the purchase intention of the consumers.

Menurut Aqdas & Amin, (2020) Halal logos have no significant effect on consumer purchase intentions in Pakistan. This may be because consumers are already quite aware of the type and nature of the products they consume. In contrast to the research of Zakaria et al., (2017) research conducted in Pakistan as well, a halal logo that is sufficient to indicate that the product meets Islamic standards can increase consumer confidence to buy the product. However, there are cases where fake halal logos are used, which demands consumer caution. In line with research by Haque & HIndarty, (2019) where the halal logo is the main thing, as information that determines their purchasing decisions, which means that if a product is labelled with a halal logo, consumers

will be helped to determine purchasing decisions. Effect of Halal Logo, Halal certificate information has the largest positive effect among the variables studied on halal product awareness. The halal logo on product packaging directly influences Muslim consumers in consuming these products, increasing their sense of security and interest in purchasing.

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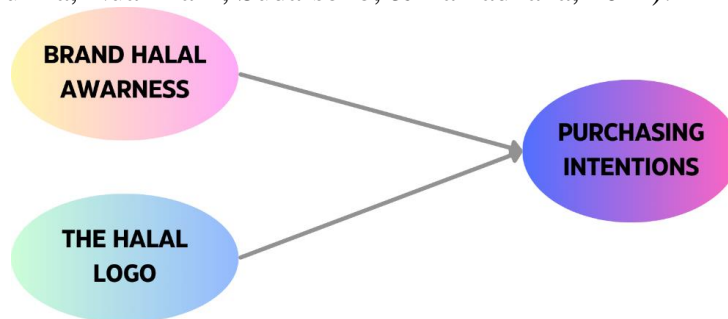


Figure 1. Conceptual Framework

METHODOLOGY

The research design used is explanatory, where the population is Muslim consumers of grabfood, shopee food, gofood in Indonesia, with non-probability sampling. By filling out an online questionnaire via google schooler as a data collection tool. A sample of 100 Muslim consumers voluntarily answered Likert-type questions.

The first part of the questionnaire covered the socio-demographic information of the respondents, while the next part related to relevant questions from the indicators of this study. It was clearly stated that by participating in the research, their answers would be kept confidential. A total of 100 questionnaires were considered to be analysed for this study, from consumers who purchased halal products from online applications.

RESULT AND DISCUSSION

Table.1 Characteristics of Research Samples (n = 100)

Characteristics	Quantity Ratio (%)
Gender	
Male	73 (0,73%)
Female	27 (0,275)
Academic Level	
High school College	11 (0,11%)

Undergraduate	37 (0,37%)
Graduate	32 (0,32%)
Others	20 (0,22%)
Online Food Application	
Go Food	41 (0,41%)
Grab Food	37 (0,37%)
Shopee Food	22 (0,22%)

Respondents of this study consisted of 100 Muslim online consumers, namely 73 women who answered and 27 men, with the status of High school college 11 consumers, Undergraduate 37 consumers, others 20 consumers. who use online food applications, go food 41 consumers, Grab food 37 consumers and shopee food as many as 22 consumers.

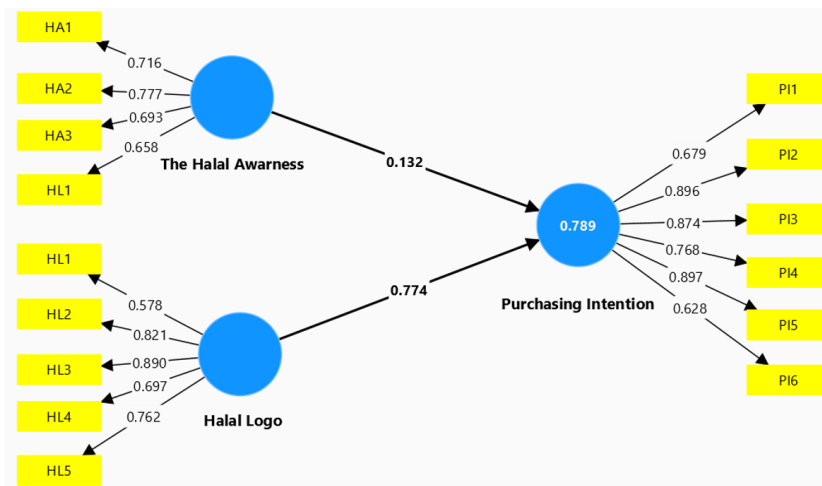


Figure 2. Path Coefficient Matrix

Table 2
Results of the Post-Revision Measurement Model

Halal Awareness		
HA1	I am highly conscious about halal product consumption.	0.716
HA2	I know and am familiar with halal products.	0.777
The halal label		
HL2	Halal label products are able to beat competitors from other products.	0.821
HL3	There is an interest in choosing products because they are labelled halal.	0.890
HL5	The halal label on the product provides a guarantee that it is free from haram and harmful ingredients.	0.762
Purchase Intention		
PI2	I will think about directing my purchasing preferences towards halal products	0.896
PI3	I am planning to spend more on halal products	0.874
PI4	I go to a store with the expectation of purchasing a halal product	0.768
PI5	I absolutely want to purchase halal products in the near future	0.897

Convergent validity testing is used to determine the relationship between selected indicators related to all research constructs, namely the Halal brand awareness construct, the Halal logo, purchase intention. The results of the research test show that a high correlation between all

construct items can be found. The basis of analysis is Alpha and composite reliability of all variables. The results of this research data test, the Alpha and composite reliability of the variables are greater than 0.70 which illustrates the high correlation between variables.

Table 3
Reliability and Validity of the Constructs

Variable	Cronbach's α	CR	AVE
The Halal Awareness	0.680	0.683	0.508
Logo Halal	0.810	0.844	0.574
Purchase Intention	0.880	0.889	0.636

Primary data source: processed

Furthermore, the significance of the relationship between each research variable is supported by the AVE value of the formulated construct, which is higher than 0.50. The following table shows the results of the convergent test.

Table 4
Hypothesis Testing Results

Hypothesis	Path Coefficient	Mean	St.Dev	t	P	Results
H1: Brand Halal Awareness → Purchase Intention	0.132	0.141	0.087	8.864	0.000	Accepted
H2: The Halal Logo → Purchase Intention	0.774	0.767	0.094	1.413	0.158	No Accepted

Primary data source: processed

In testing the results of the Brand halal awareness hypothesis on purchasing decisions, it shows a positive relationship. The data test results support three hypotheses, namely, H1 because the p-value of the hypothesis is less than 0.05 and the t-value is higher than 1.64 with no zero value between the confidence intervals. In contrast to the second hypothesis where H2 has a p-value of 0.158, indicating there is no significant relationship between the halal logo and online consumer purchasing decisions.

CONCLUSION

This research has various managerial and theoretical implications. provides insight into consumers or potential consumers are aware of the products they consume and how their purchasing behaviour and how their purchasing behaviour is affected. In addition, this research also provides enlightenment from a managerial perspective, which can help to better understand consumer attitudes and attributes, useful for maximising target markets. The results of this study are also useful for marketing managers to shape their marketing strategies in order to reach potential customers. This study also helps to understand the most influential factors in increasing purchase intention. For example, it was found that the halal logo is not very important, this is supported by previous research in Pakistan (Zakaria et al., 2017) because consumers have a higher level of halal brand awareness to compensate for food purchase decisions. Understanding consumer psychology and the factors that influence purchasing decisions, it was concluded that halal brand awareness is the most important variable, which influences purchasing decisions rather than halal logos on products. This is supported research by Afendi, (2020); Usman, Chairy, & Projo, (2022) the Influence of Brand Awareness on Purchasing Decisions, the results showed that most

consumers prefer to buy brands they know and brands they have heard of, brands they recognise and brands they have heard of, This is called brand awareness.

Marketing should focus on building strong halal brand awareness through strategic marketing initiatives while considering the incorporation of halal logos to cater to the needs of consumers in Indonesia's predominantly Muslim online market. By understanding the importance of these factors in influencing consumer behaviour, marketers can effectively target their offerings to diverse consumer segments and increase their competitive advantage on e-commerce platforms. Effective marketing strategies, including marketing communications and attractive packaging, can influence consumers' purchase intention towards certified halal products.

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