
Consumer Consumption Values, Confidence and Purchase Intention Toward Halal Online Food Delivery

Fifiana¹ and Shaizatulaqma Kamalul Ariffin^{2*}

¹Graduate Student, Graduate School of Business, Universiti Sains Malaysia, Penang, Malaysia

²Associate Professor, Graduate School of Business, Universiti Sains Malaysia, Penang, Malaysia

¹fifiana21@gmail.com and ²shaizatulaqma@usm.my

²<https://orcid.org/0000-0002-6836-6872>

How to cite this article: Fifiana and Shaizatulaqma Kamalul Ariffin (2024) Consumer Consumption Values, Confidence and Purchase Intention Toward Halal Online Food Delivery. *Library Progress International*, 44(3), 3623-3634.

ABSTRACT

This study aims to examine the influencing factors of Muslim consumers' confidence and Purchase intention of Halal Online Food Delivery by applying Theory of Consumption Values (TCV) and Cognitive-Affective-Behaviour (CAB) model, in other words, this study intend to investigate the relationship among functional value- price, functional value – quality, social value, epistemic value, emotional value, conditional value and consumers' confidence. In addition, halal awareness will be extended from TCV as independent variable which expected to positively impact consumers' confidence. Furthermore, the moderating effect of religiosity will also be investigated to fill the gaps on the Muslim consumers' confidence and purchase intention in previous literatures. The expected outcome of this research is to determine a positive and significant effect of functional value- price, functional value – quality, social value, epistemic value, emotional value, conditional value and halal awareness towards Muslim consumers' confidence and religiosity will strengthen the relationship among of functional value- price, functional value – quality, social value, epistemic value, emotional value, conditional value and halal awareness towards Muslim consumers' confidence. The findings of this research will enrich the existing literature on Online Food Delivery especially in Halal context, it also will expand the concept of Theory of Consumption Values and CAB. Lastly, it also will provide Halal Online Food Delivery service some theoretical and practical implications on how to increase Muslim consumers' confidence.

Keywords: Consumption values, Religiosity, Halal Awareness, Attitude, Purchase Intention

INTRODUCTION

With rapid development of internet technology and increased of smartphone users, Online Food Delivery is growing rapidly. Worldwide records have shown an increase in Online Food Delivery Revenue every year. In 2019, USD157.34 billion of revenue has been reported while it increased to USD232.33 billion in 2020, USD296.80 billion in 2021 and expected grow to USD474.3 billion in 2026 [1]. While in Malaysia, annual value of OFD has been increased rapidly since the past 3 years; from USD192 million with 6.2 million consumers to USD267 million with 8.2 million consumers in 2021 and with the expected growth of 15.4% to USD410 million in 2024 [2]. Malaysia has a population of 33.4 million in the fourth quarter as updated in 2021 and around 62% are Muslims.

Online food delivery (OFD) refers to the internet-based system by which customers can order their desired foods from local restaurants and place orders via the mobile application or website [3]. Halal means “permissible”, “lawful” and legal for Muslims as per the Islamic Laws (www.halal.gov.my). The opposite of Halal is Haram which means prohibited, forbidden or unlawful, while Syubha means questionable, doubtful, and therefore should be avoided [4]. Halal online delivery food (HOFD) can be referred to halal certified OFD that practices halal services according to Islamic Laws in serving Muslim consumers.

The popularity of online food delivery (OFD) in Malaysia is increasing rapidly today with the Covid-19 pandemic as the main contributing factor. For Muslim consumers, consuming OFD mainly means that they are ordering from and getting their food delivered through halal online food delivery (HOFD). According to this perception on HOFD, it means that

Muslim consumers believe that the whole process involving food vendors that prepare their orders and riders that deliver their food to the doorsteps is 100% halal. Unfortunately, many of them are doubting whether the food they ordered and delivered to them is in fact halal. The possibility of the food getting mixed up with non-halal items when being delivered by the food riders in the same carrier delivery bags and hygiene issues have been contributing towards the doubts leading to their lack of confidence on the halalness of the HOFD industry by this segment [5]; [6]; [7]. To add to the concerns is the inadequacy of existing halal policies and halal guidelines to monitor the halalness of HOFD overall service operations. As the majority of HOFD consumers are Muslims, and the fact that many Muslims are strict and very concerned about halal, tackling the issue of Muslim consumers' confidence in HOFD is critical and needs the government and other relevant authority's immediate action. If left unsolved, it will be the major barrier toward keeping this important consumer segment using HOFD by the industry, as well as ensuring that the Muslims are practicing responsible halal food consumption as required by their religion. Subsequently, in the coming years, Malaysia's reputation as the global halal hub will be harmed and the Muslims' social and economic wellbeing will be jeopardised.

Several steps have been taken by the Malaysian government such as partnering with HOFD service providers in implementing halal services to enhance Muslims' confidence [8]; [9]. Current policy MS2400-1:2019 (Halal Supply Chain Management System: Public Transport Requirements) issued by the Department of Standards Malaysia is just a general halal standard related to transportation that does not have legal enforcement that can be used in the event of a violation of the requirements of HOFD's halalan-tayyibah BERNAMA [5]. There is also a policy in manual procedure for Malaysia halal certification 6.7.3 ii published by JAKIM which stated guidelines for transportation of Halal foods and products and can be applied by OFD service provider. Although Malaysia has halal certification guideline, there are still many repeatedly reported issues regarding Halal especially concerning about cross-contamination of food during procurement, storage, preparation, and transportation that need to be evaluated according to Shariah [10]. Therefore, there is an urgent need for Malaysia government bodies to encourage OFD service provider to apply for halal certification and comply with Halal policy and guidelines regarding HOFD practices in the future to facilitate Muslim's responsible consumption and production of halal food within the HOFD industry.

Confidence in the halalness of the food they consumed is very crucial for Muslims because they are obliged to be Shariah compliant by the Islamic religion. They are prohibited to consume haram food and must avoid 'syubha' or doubtful items as it is closed to haram [4]. In the context of HOFD, although the source of halal food is halal (food ordered from halal certified restaurants), the halal food becomes doubtful and questionable when the riders carry non-halal food together with halal food in the same delivery bags or when the rider picks up from a non-certified halal restaurant but at the same time also picks up from a halal-certified restaurant and delivers food to the customer using the same delivery bag. The risk of non-halal contamination is already there [11]; [9]. These issues have not only been raised by Muslim consumers but halal customers (non-Muslims) who value cleanliness, hygiene, and quality. Although the authorization bodies such as JAKIM and HDC have made some initiatives to gain consumer confidence in HOFD, Muslim consumers' confidence in HOFD, to date, has not yet been studied [11].

While some food riders or OFD companies may not be aware that these practices are not allowable in the Islamic Laws, only food riders with high religiosity may raise their concern with these practices and have doubts whether their job is halal, haram or syubha. Unfortunately, most of the riders have no choice but to follow the system made by the companies. Furthermore, the majority of OFD companies are owned by non-Muslims, and that Syariah Panels must be on the board to advise halal practices. Trust in some familiar products / service due to less knowledge and understanding which made consumers comfortable to consume also lead Muslim consumer to choose Syubhah food [12]. Past research noted that great knowledge about of the principle of Islam may increase the confidence level of the OFD service providers and consumers [10]. Therefore, Government support to set rules and regulations on OFD practices is needed to increase Halal knowledge of OFD riders and consumers, so that HOFD drivers may work confidently, and consumers may confidently use HOFD service as part of their lifestyle. Government initiative have great influence power to promote sustainable behavior of its citizens as government has the jurisdiction of a country to set and execute policies and rules [13].

Previous research on Muslim consumers' confidence is focusing on the halal logo, which emphasized the influence that confidence in the halal logo has on consumers purchase behaviour [14]; [15]; [16]. They found that if Muslims are confident of the halal status, they will purchase the product. However, there has been a very limited study on factors influencing Muslim consumers' confidence in HOFD, especially on the influence of psychological factors such as functional value, social value, emotional value, epistemic value, conditional value, halal awareness and external factors such as government policy and halal guidelines on Muslim consumers' confidence in HOFD [11]; Selim et al [15].

II. LITERATURE REVIEW

(a) Cognitive-Affective-Behavior (C-A-B model)

The C-A-B paradigm was found and has been proven to explain consumer psychological construct (i.e. confidence, attitude, value) in the frameworks of numerous past researches, in hopes to deliver the promise of more effective marketing efforts on accurate predictions of consumer behavior [17]. The C-A-B paradigm can be explained into three broad stages namely, cognition, affective and behavior, in which, cognition (C) determines affective (A) which, in turn, results in behavior (B) [11]. Cognition refers to the capacity or value-proposition of consumers in perceiving an object.

Affective refers to evaluative judgment (i.e., confidence, attitude), emotional experiences and preferences based on an object's attributes. Behavior refers to a customer's action and tendencies to exhibit a particular response regarding an object (i.e. intention). In line with this study, the C-A-B paradigm would be able to showcase the cognitive and affective process of consumer's response towards HOFD services. Previous studies have identified several cognitive factors that influence consumer affective components such as, value-expressive, knowledge, religiosity, and trust [14]. While for affective factors, past studies found some factors that influence consumer behavior such as emotional satisfaction [18], autonomy, meaning, human value, and encouragement [19]. Thus, this study will examine consumer confidence as an affective component. Meanwhile, consumption values and halal awareness will be examined as cognitive components, and HOFD purchase intention will be examined as behavioral component.

(b) Theory of Consumption Values

The theory of consumption values explains why consumers choose to buy or not to buy (or use or not to use) a specific product, and why consumer choose one product over another. Consumption values cope with the way consumers value a product / service when they have or use it [20]. Consumption values theory was developed by Sheth et al [66] after extensive research in sociology, psychology, economics, and consumer behavior. The classification of five values originally described the acquired benefits of consumption choices [21]; [22]. They identify five consumption values that influence consumer choice behavior: functional value, social value, emotional value, epistemic value and conditional value.

According to the study of functional value on Halal non-food, it can be interpreted into two factors, such as quality-value and price-value [23]. While another researcher argue that functional value characteristic such as price and value affect consumers' intention to choose, buy and adopt green products [3]. Functional value is the most important factor the influence the intention to use mobile banking services [24]. To suit this study cotext, researcher will focus on price and quality as functional value factor.

Social value can be described as an image or pleasant feeling that a person wants to show to his/her social group through his/her choice behavior [25]. A person tend to aim to get favorable reactions from their important people such as social approval, liking, praise while prevent to get unfavorable reactions such as rejections [26].

Past study found an increased knowledge about the benefits of halal consumption results in the gradual acceptance of halal-certified provisions which represents epistemic value [23] Epistemic value is an important factor in determining consumer choice behavior of Islamic investment products [9]. Epistemic value have significant influence towards organic food purchasing behavior [27].

Emotional value is seen in two factors: retail service quality and store atmosphere [23]. Emotional value not only recognize based on product usefulness but also rational and emotional factors that effect consumer behavior.

Conditional value can be defined as special circumstances such as time, place, context, and individual situation when the use of product or service happens [27] Conditional value is seen in product accessibility, advertisement effects [23]. According to [28], conditional value is the most important factor to determine consumer behavior intention to consume organic food. Incentives and subsidies can be included in conditional value [29].

TCV has been employ by various study such as consumers' usage on food delivery app Chakraborty et al [20], intention to consume local food [30], intention and behavior to use car-sharing services [31]. TCV theory enables deeper explanations because it examines underlying reasons in the consumer decision-making process. In this study context, TCV can identify the main value-adding elements or primary drivers/motivators in consumer confidence in HOFD. Therefore, these values will be investigated as this can serve as a major driver toward Muslim's responsible behavior toward halal food consumption.

(c) Hypothesis Development

Functional value - price

Functional value refers to perceived usefulness obtained from an alternative's capacity for functional, utilitarian, or physical performance. The alternative's functional value may be obtained from its attributes and characteristics such as price, reliability, and durability [21]. So, functional value can be descibe as the consumer perception about the functional advantages of a product or service [32]. Consumers are likely to purchase a product when they understand the utility and function of the product [33]. Previous studies have seen price as functional value [34]; [25].

Halal food require strict procedure to meet its standards, therefore it always interpreted as highest standards of quality, hygine and safety and consumers are willing to pay for premium price for it [35]. Global halal food markets are burdened with higher cost to fulfil all the characteristic of halal and the diverse halal certification systems [36]. Consumer may believe that these efforts may increase halal products price and treat price as indication of quality to avoid unreliability [37]. Muslim consumer often use price as reliable elements for evaluate halal food quality such as safety, delivery, preparation and cleanliness [38]. Muslims in China relate authenticity and quality of halal personal care products with price [39]. Furthermore, past researcher found that Muslim consumers are willing to pay more for halal products that delivered by halal logistics [40]. Malaysian consumers tend to conclude that service or products with high

price-value will have a better benefit or performance [41]. According to [42], consumers often perceived that price is related to the quality and value of a product / service. Therefore, in this study, functional value refers to consumer might feel price of HOFD is reasonable and equal to the halalnes (quality) offered by HOFD.

Previous study found that functional value significantly influence consumers purchase behavior towards green products [43]. Another research confirm that functional value such as price positively influences consumer attitude towards purchasing free-range eggs [34]. While another researcher emphasize that functional value-price significantly affect consumer choice behavior towards green products [22].Therefore, this study proposed the following hypothesis:

H1: *There is positive and significant relationship between functional value – price and Muslim consumers' confidence in Halal online food delivery*

Functional value – quality

As mentioned before, alternative's functional value may be obtained from its attributes and characteristics such as price, reliability, and durability [21]. Previous researcher seen functional value as security and quality offers by halal-certified product compared to those that are not [23]. While another study on halal cosmetics refer one of the functional value quality as reliability which is highly depend on the halal certification [44]. Halal certification is the result from careful examination of halal elements as a whole and assure product ingredients, assembly and process are comply to Shari'ah Laws [45]. Muslim consumers tend to believe that products with halal certification are halal in terms of provision, manufacturing, cleanliness, processing, quality, storage, transportation, maintenance, and halal status based on the principles set out by Islam [46]. Consumers feel that products with halal certification are more reliable [44]. Therefore, to suit the context of this study, functional value- quality of HOFD refers to consumers feel quality of HOFD with halal certification are more reliable.

Previous research on green products found that functional value-quality significantly influence consumer choice behavior [22]. While another study on green electronics also found a positive effect of functional value-quality towards consumer choice behavior [47]. The existence of halal certificate in halal food business may increase consumer attitude towards halal products [48]. In regard of these, this study postulate that:

H2: *There is positive and significant relationship between functional value – quality and Muslim consumers' confidence in Halal online food delivery*

Social value

Social value defined as perceived utility of a product or service that consumer derive from specific social groups [21]. Past researcher seen social value as relationship, status, needs, social roles, opportunities for social connection, recognition, respect and positive social encounters [49]. Another researcher identify social value as social groups, peer opinions and pressure of social recognition [3]. According to [25], social value can be describe as social image that individual gain from their social groups through their behavior. In this study, social value refer to the peer opinions of Halal online food delivery that might influence Muslim consumers' confidence.

Past researcher found that social value significantly influenced consumer behavior [27]. Another researcher agree that social value may increase consumer intention to use food delivery applications [25]. While another study also confirm that social value significantly affect consumers attitude towards purchasing free range eggs [44]. Thus, the following hypothesis is proposed:

H3: *There is positive and significant relationship between social value and Muslim consumers' confidence in Halal online food delivery.*

Emotional value

Emotional value refers to perceived utility acquired from an alternative's capacity to arouse feelings or affective states [21]. In organic products context, emotional value refers to sense of warm that feel by consumers which caused by moral satisfaction by contributing to environmental protection [29]. While consuming natural products, emotional value created when consumers feel they have contributed to environment protection [50]. Muslim consumers might find it enjoyable to buy halal-certified products as it may help them to improve their belief and behaviour as a good Muslim in their obedience of Islamic law [51]. So in this research, emotional value might be created when Muslim consumer feel that ordering from HOFD may improve their belief and behavior as a good Muslim.

Previous study found that emotional value is an important factor that affects consumers attitude towards purchasing free range eggs [44]. Another research confirms that emotional value positively affect consumers trust towards mobile banking services [24]. Emotional value is an important factor that influence consumer choice behavior towards Islamic investment products [3]. Therefore, this study postulate that:

H4: *There is positive and significant relationship between emotional value and Muslim consumers' confidence in Halal online food delivery.*

Epistemic value

Epistemic value described perceived utility that people get from a product or service to arouse his / her curiosity, provide novelty, and/or satisfy a desire for knowledge [21]. Epistemic value defined as knowledge of products that might increase a person's acceptance towards halal-certified food [51]. Previous researcher seen epistemic value as consumer seek information of a new product/ service based on their knowledge about the product information and choose it based on their requirements and the characteristic of product/ service [20]. Muslim are forbidden from consuming haram food such as alcohol and pork which usually used by Muslim consumer as guideline to decide to purchase products or services. Therefore, in this study, researcher anticipate that when Muslim consumer seeing advertisement on halalness and information of HOFD, might increase their knowledge towards HOFD.

Past researcher found that epistemic value is one of the important factors affecting consumer purchase behavior towards green products [43]. Another study on Islamic investment products also found a significant effect of epistemic value towards consumer choice behavior [3]. Moreover, another study on green appliances found that epistemic value significantly influence consumer attitude [52]. Therefore, this study postulate that

H5: There is positive and significant relationship between epistemic value and Muslim consumers' confidence in Halal online food delivery.

Conditional value

Conditional value defined as specific situation that may affect consumer decision [21]. Social, physical, economic and environment situation may support or prevent consumer consumption [49]. Previous research found that conditional value such as discounts, food subsidy and dining condition significantly affect consumers behavioural intention [53]. Another research refers conditional value as discounts, subsidies, and availability of the products under worsening environmental conditions [28]. In green electronic product context, conditional value refers to cash refund or government subsidy [43]. Adopting from previous study, in this study, conditional value refers as government policy which is an initiative usually taken by government to solve its citizen concern Alganad et al [6].

Previous study noted that conditional value significantly related to consumer choice behavior towards Islamic investment products Amin, et al., [9]. Past researcher found that conditional value is one of important factor that predict consumer attitude and intention towards green car [54]. Conditional value such as government initiatives and government subsidy significantly affect consumer purchase behaviour towards green products [43]. Therefore, this study postulate that : ***H6 : There is positive and significant relationship between conditional value and Muslim consumers' confidence in Halal online food delivery***

Halal awareness

Past study define halal awareness as Muslim consumer easily identify food products that they believe are halal [46]. Halal awareness consumers are able to remember and recognize products that allowed by Islam to consume [55]. Usually, consumer with high level of halal awareness will unconsciously aware about permitted products or issues about halal products [56].

Previous research has found that halal awareness effectively increases foreign consumers purchase intention and buying behavior towards halal food products [57]. While another research showed that halal awareness has a significant effect on attitude towards halal labels [58]. Therefore, this study postulate that :

H7 : There is positive and significant relationship between halal awareness and Muslim consumers' confidence in Halal online food delivery

Consumers' Confidence

Consumer confidence is defined as "a psychological construct that measures customers' perceptions" [59]. It is universally treated as a singular construct, both conceptually and operationally [60]. Consumer confidence is defined as the level of belief individuals have over specific items/issues they experienced [6]. Previous studies on consumer confidence have largely been conducted in economy and finance, which is focusing on household saving behavior [61]; [60]. These studies found that consumers are likely to increase their spending when the confidence level is high. In this study, the effect of consumers' confidence towards purchase intention in HOFD will be examined.

Previous study emphasis that when consumer confidence is high, it may improve consumer attitude towards Kopitiam [62]. While another researcher found that confident have positive effect towards purchase intention [63]. Another study found that consumers' confidence has direct effect towards halal poultry purchase intention [64]. Consumers' confidence has direct effects towards halal product actual purchase [65]. Past researchers found that when confidence increases, it positively impacts consumer purchase intention [66]. Therefore, this study hypothesized that:

H 8 : There is positive and significant relationship between consumers' confidence and purchase intention in Halal online food delivery

Religiosity as moderator

Islam direct on how Muslim should behave in all conditions, for that reason, it can be concluded that religiosity shaped Muslim’s attitude [67]. Muslim with high level of religiosity, their satisfaction, attitudes and knowledge will be much influenced by Islamic practices and values [68]. While another researcher revealed the positive moderating effect of religiosity towards halal social media marketing towards consumer satisfaction [69]. Past study found the moderating effect of religiosity between price-conscious and purchase intention towards halal-certified food [46]. Previous study found that religiosity significantly strengthens the relationship between service quality and consumer loyalty [70]. Previous study reveals the moderating role of religiosity between Islamic symbol in food packaging and purchase intention [71]. Based on these studies evidence, this study postulate that:

H 9: Religiosity strengthen the relationship between functional value – price, functional value – quality, social value, emotional value, epistemic value, conditional value, halal awareness and Muslim Consumers’ Confidence

III. PROPOSED THEORETICAL FRAMEWORK

The proposed theoretical framework is illustrated as below Figure 1. In this model, the left side of the framework represent independent variables which are functional value – price, functional value – quality, emotional value, epistemic value, conditional value, and halal awareness. The dependant variable in this study is HOFD purchase intention. While the bottom side of the framework is the moderator which is religiosity.

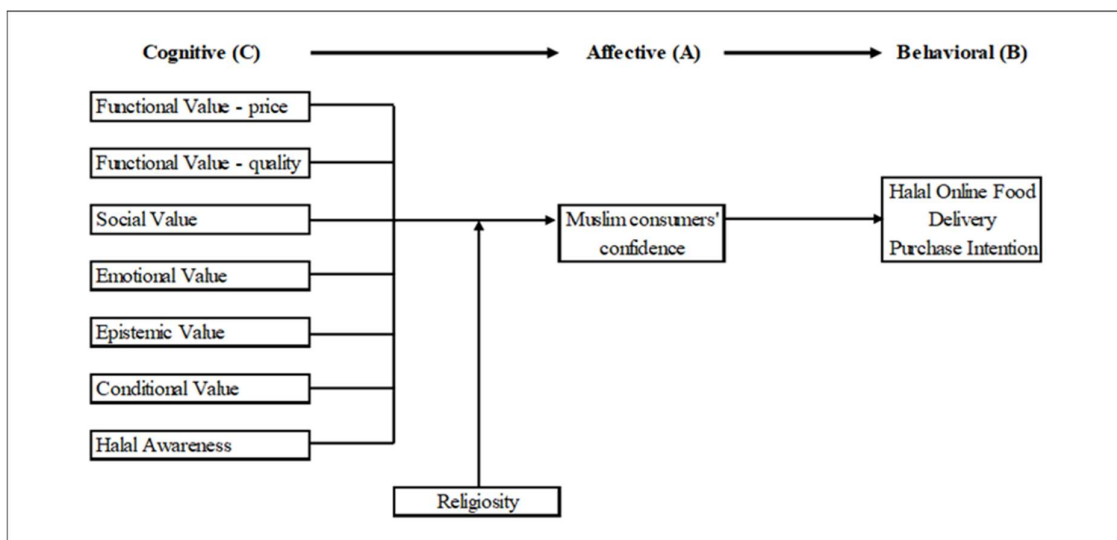


Figure 2 Theoretical Framework

IV. RESEARCH METHODOLOGY

This research will use quantitative method to examine the relationship between functional value – price, functional value – quality, social value, emotional value, epistemic value, conditional value, halal awareness and Muslim consumers’ confidence. The quantitative data will be collected through a self-administered survey (online survey and face-to-face) on Muslim consumers. A survey questionnaire will be used to collect data on variables that have been identified from the literature review to examine the model and instruments. The survey method is useful and powerful in finding answers to research questions through data collection and subsequent analyses[72]. Self-administered questionnaires will be distributed through email, social media trusted groups and online platform groups for online survey while paper survey will be distributed face-to-face.

The targeted population in this study will be Muslim consumer aged between 21 to 50 who how to use and using online food delivery. Researchers believe that this group of respondents are suitable to this research due to this age able to make income, decide their own consumption, and know how to use smartphone.

V. SIGNIFICANCE OF THE STUDY

(a) Theoretical Contribution

This study provide framework to understand factors that influencing Muslim consumers’ confidence toward HOFD which will lead to consumer purchase intention. This study will also demonstrate the combination of internal and external factors in a comprehensive theoretical model of Muslim consumers' confidence in HOFD that will be guided by two consumer behaviour theories, such as the Theory of Consumption Values and C-A-B paradigm. Then this study further extends the theory by add independent variables such as halal awareness and put a moderating variable which is religiosity to study their influence on the relationship between Consumption Values and Consumers’ confidence.

This study will provide new knowledge pertaining to internal and external factors influencing Muslim consumers' confidence in HOFD in Malaysia. Previous researcher found that Halal trust of a products (consumer sure that there are no contamination of food products with haram source) may create positive feelings among consumers and increase consumer confidence which lead to increase of consumer intention to consume Halal food [73]. Another researcher argue that relective system (habit) and religiosity significantly influence Muslim millenials purchase decision [74]. While according to [75], Muslim's decision to consume halal meat are strongly influenced by peer's pressure and their motiation to comply others. However, less research study about factors influencing Muslim purchase intention in HOFD context.

(b) Practical Contribution

This study intends to give information to HOFD service providers by identifying which factors from consumption values (price, social value, halal concern, visibility, conditional value) and halal awareness are having strongest effect towards Muslim consumers' confidence and purchase intention, so that HOFD service providers can craft effective strategies to increase Muslim consumers' confidence which can also increase the company competitive advantages at the same time. As past study stated that third party Food Delivery Applications should be paid attention to what if important to consumers and constantly improve the performance of the apps [76].

This study also shows how level of religiosity of a person will strengthen the relationship among consumption values, halal certification, halal knowledge, halal awareness and consumers' confidence. It is suggested that marketing of HOFD service provider take account about the religiosity of consumers which will also increase company's reputation and Muslim consumers' purchase intention.

Lastly, this study will examine the relationship between consumers' confidence and purchase intention. This research will provide information to HOFD providers about the importance of Muslim consumers' confidence. HOFD service providers must gain Muslim consumers' confidence by providing service that meet their need and expectations.

CONCLUSION

This study would provide insight to Malaysia Online Food Delivery providers on Muslim consumers' confidence and purchase intention that developed based on consumption values (functional value - price, functional value – quality, social value, epistemic value, emotional value, conditional value) and halal awareness. While the importance of religiosity influence also will be stated in this study. HOFD will be able to make precaution about the factors influencing Muslim consumers' confidence and set out policy to provide food delivery service based on Muslim consumers' need and preference.

ACKNOWLEDGMENT

This research was supported by the Ministry of Higher Education (MOHE) through Fundamental Research Grant Scheme (FRGS/1/2021/SS01/USM/02/1).

REFERENCES

- [1] Statista. Statista. Retrieved from <https://www.statista.com/outlook/dmo/eservices/online-food-delivery/worldwide#revenue>, 2021.
- [2] Statista. Online Food Delivery Malaysia. Retrieved from <https://www.statista.com/outlook/374/122/online-food-delivery/malaysia>, 2021.
- [3] Amin, S., & Tarun, M. T. Effect of consumption values on customers' green purchase intention: a mediating role of green trust, *Social Responsibility Journal*, 2020.
- [4] Al-Qaradawi, Y. *Al-Halal wa Al-Haram fi Al-Islam*. Kaheerah: Maktabah Wahbah, 2007.
- [5] BERNAMA. Industri penghantaran makanan halal perlu kawalan kerajaan. Retrieved from <https://www.bernama.com/bm/tintaminda/news.php?id=1837382> . 2020
- [6] Ariffin, S. K., Mohsin, A. M., & Salamzadeh, Y. Muslim Consumers' Attitude Toward Non-Muslim's Halal Food Operators: Evidence from Malaysia. *Eurasian Business Perspectives*, 53-66. 2019
- [7] Fathi, E., Zailani, S., Iranmanesh, M., & Kanapathy, K. Drivers of consumers' willingness to pay for halal logistics. *British Food Journal*, Vol.118, No.2, 464-479, 2016. doi:10.1108/BFJ-06-2015-0212.
- [8] Khairi, N. F. Jakim utamakan khidmat penghantaran makanan halal. Retrieved from malakat tribune: <https://www.malakatribunenews.com/2020/04/jakim-utamakan-khidmat-penghantaran-makanan-halal/>, 2022.
- [9] Amin, H., Suhartanto, D., Ali, M., Ghazali, M. F., Hamid, R., & Razak, D. A. Determinants of choice behaviour of Islamic investment products in Malaysia, *Journal of Islamic Marketing*, 2022
- [10] Harun, H. M., Saidin, N., Sirajuddin, M. D., & Khalid, M. M. Halal Food Delivery Services in Malaysia: Food hygiene and safety during Covid-19 pandemic, *International Virtual Colloquium on Multi-disciplinary Research Impact*, 45 – 49, 2021. doi:10.21834/ebpj.v6iSI6.3039. 2021

- [11] Rahman, A. Industri penghantaran makanan halal perlu kawalan kerajaan. Retrieved from BERNAMA: <https://www.bernama.com/bm/tintaminda/news.php?id=1837382>, 2020
- [12] Rahman, R. A., Zahari, M. S., Hanafiah, M. H., & Mamat, M. N. Effect of Halal Food Knowledge and Trust on Muslim Consumer Purchase Behavior of Syubhah Semi-Processed Food Products, *Journal of Food Products Marketing*, 2021.
- [13] Sabbir, M. M., Khan, T. T., Das, A., Akter, S., & Hossain, M. A. Understanding the determinants of consumers' reverse exchange intention as an approach to e-waste recycling: a developing country perspective. *Asia-Pacific Journal of Business Administration*, 2022.
- [14] Ariffin, S. K., & Wahid, N. A. Confidence in Halal Logo Strengthens the Relationship Between Consumer's Value-Expressive Function and Attitude Toward Kopitiam (Coffee Shop), *Journal of Computational and Theoretical Nanoscience*, 2017.
- [15] Selim, N. I., Zailani, S., Aziz, A. A., & Rahman, M. K. Halal logistic services, trust and satisfaction amongst Malaysian 3PL service providers, *Journal of Islamic Marketing*, 2019.
- [16] Randeree, K. Demography, demand and devotion: driving the Islamic economy, *Journal of Islamic Marketing*, 2019.
- [17] Havlena, W. J., & Holbrook, M. B. The Varieties of Consumption Experience: Comparing Two Typologies of Emotion in Consumer Behavior, *Journal of Consumer Research*, Vol.13, No.3, 394-404, 1986. doi:doi.org/10.1086/209078. 1986
- [18] Mustaffa, W. S., Rahman, R. A., Wahid, H. A., Ahmad, N. L., Ali@Hamid, M. H., & Jalil, E. E. A Cognitive-Affective-Behavioral Responses of Customer Experience (CABCE) Model for Service Delivery Improvement in the Healthcare Industry, *International Journal of Supply Chain Management*, 2020.
- [19] Lifshitz, H. The Triple CAB Model: Enhancing Cognition, Affect, and Behavior in Adults with Intellectual Disability, Cham Springer, 2020.
- [20] Chakraborty, D., Kayalc, G., Mehtab, P., Nunkooe, R., & Rana, N. P. Consumers' usage of food delivery app: a theory of consumption values, *Journal of Hospitality Marketing and Management*, Vol.31, No.5, 601-619,2022. doi:[10.1080/19368623.2022.2024476](https://doi.org/10.1080/19368623.2022.2024476).
- [21] Sheth, J. N., Newman, B. I., & Gross, B. L. Why we buy what we buy – a theory of consumption values, *Journal of Business Research*, 159-170, 1991. [https://doi.org/10.1016/0148-2963\(91\)90050-8](https://doi.org/10.1016/0148-2963(91)90050-8)
- [22] Khan, S. N., & Mohsin, M. The power of emotional value: Exploring the effects of values on green product consumer choice behavior, *Journal of Cleaner Production*, 2017.
- [23] Yeo, B. L., Mohamed, R. H., & Muda, M. A Study of Malaysian Customers Purchase Motivation of Halal Cosmetics Retail Products: Examining Theory of Consumption Value and Customer Satisfaction, *Procedia Economics and Finance*, 176 – 182, 2016.
- [24] Karjaluoto, H., Glavee-Geo, R., Ramdhony, D., Shaikh, A. A., & Hurpaul, A. Consumption values and mobile banking services: understanding the urban–rural dichotomy in a developing economy. *International Journal of Bank Marketing*, 2021.
- [25] Kaur, P., Dhir, A., Talwar, S., & Ghuman, K. The value proposition of food delivery apps from the perspective of theory of consumption value. *International Journal of Contemporary Hospitality Management*, Vol.33, No.4, 1129-1159, 2021. doi:[10.1108/IJCHM-05-2020-0477](https://doi.org/10.1108/IJCHM-05-2020-0477).
- [26] Shokouhyar, S., Siadat, S. H., & Razavi, M. K. How social influence and personality affect users' social network fatigue and discontinuance behavior, *Aslib Journal of Information Management*, 2018.
- [27] Cao, D., Zheng, Y., Liu, C., Yao, X., & Chen, S. Consumption values, anxiety and organic food purchasing behaviour considering the moderating role of sustainable consumption attitude, *British Food Journal*, Vol. 124, No. 11, 3540-3562, 2022. doi:[10.1108/BFJ-06-2021-0647](https://doi.org/10.1108/BFJ-06-2021-0647)
- [28] Qasim, H., Yan, L., Guo, R., Saeed, A., & Ashraf, B. N. The Defining Role of Environmental Self-Identity among Consumption Values and Behavioral Intention to Consume Organic Food, *International Journal of Environmental Research and Public Health*, 2019.
- [29] Roh, T., Seok, J., & Kim, Y. Unveiling ways to reach organic purchase: Green perceived value, perceived knowledge, attitude, subjective norm, and trust, *Journal of Retailing and Consumer Services*, 2022.
- [30] Shin, Y. H., Kim, H., & Severt, K. Predicting college students' intention to purchase local food using the theory of consumption values, *Journal of Foodservice Business Research*, 2020.

- [31] Kim, H., & Jan, I. U. Consumption value factors as determinants of use intention and behavior of car-sharing services in the Republic of Korea, *Innovation: The European Journal of Social Science Research*, 2021.
- [32] Wong, K. H., Chang, H. H., & Yeh, C. H. The effects of consumption values and relational benefits on smartphone brand switching behavior. *Information Technology & People*, Vol.32, No.1, 217 – 243, 2019. doi:<https://doi.org/10.1108/ITP-02-2018-0064>.
- [33] Chakraborty, D., & Paul, J. Healthcare apps' purchase intention: A consumption values perspective, *Technovation*, 2022.
- [34] Slack, N. J., Sharma, S., Cug, J., & Singh, G. Factors forming consumer willingness to pay a premium for free-range eggs, *British Food Journal*, 2022.
- [35] Rejeb, A., Rejeb, K., & Zailani, S. Are Halal Food Supply Chains Sustainable: A Review And Bibliometric Analysis, *Journal of Foodservice Business Research*, 2021.
- [36] euomeatnews.com euomeatnews.com. Retrieved from euomeatnews.com:<https://euomeatnews.com/Article-High-costs-in-halal-certification-world-could-impede-the-expansion-of-the-market/2122>, 2021.
- [37] Akin, M. S., & Okumus, A. Shaping the consumers' attitudes towards Halal food products in Turkey, *Journal of Islamic Marketing*, Vol.12, No.6, 1081-1096, 2021. doi:10.1108/JIMA-08-2019-0167
- [38] Jeaheng, Y., Al-Ansi, A., & Han, H. Impacts of Halal-friendly services, facilities, and food and Beverages on Muslim travelers' perceptions of service quality attributes, perceived price, satisfaction, trust, and loyalty. *Journal of Hospitality Marketing & Management*, 2020.
- [39] Hong, M., Sun, S., & Zhou, R. B.-Y. Chinese Muslim's choice of halal products: evidence from stated preference data, *Journal of the Asia Pacific Economy*, 2020.
- [40] Tieman, M., & Nistelrooy, M. v. Perception of Malaysian Food Manufacturers Toward Halal Logistics, *Journal of International Food & Agribusiness Marketing*, 2014.
- [41] Lim, C.-S., Loo, J.-L., Wong, S.-C., & Hong, K.-T, Purchase Intention of Korean Beauty Products among Undergraduate Students, *Journal of Management Research*, 2020
- [42] Akroush, M. N., Zuriekat, M. I., Jabali, H. I., & Asfour, N. A. Determinants of purchasing intentions of energy-efficient products The roles of energy awareness and perceived benefits, *International Journal of Energy Sector Management*, 2019.
- [43] Rana, S. S., & Solaiman, M. Moral identity, consumption values and green purchase behaviour, *Journal of Islamic Marketing*, 2022.
- [44] Wei, C. Y., Kuah, Y. C., & Mohamad, Z. Z. Determinants of Intention to Purchase Halal Cosmetic Products: A Study on Muslim Women in West Malaysia, *Journal of Halal Industry & Services*, 7, 2020.
- [45] Usman, H., Chairy, C., & Projo, N. W. Impact of Muslim decision-making style and religiosity on intention to purchasing certified halal food, *Journal of Islamic Marketing*, 2021.
- [46] Salindal, N. A. Halal certification compliance and its effects on companies' innovative and market performance. *Journal of Islamic Marketing*, 2019.
- [47] Danish, M., Ali, S., Ahmad, M. A., & Zahid, H, The Influencing Factors on Choice Behavior Regarding Green Electronic Products: Based on the Green Perceived Value Model . *Economics*, 2019.
- [48] Ahmadova, E., & Aliyev, K. Determinants of attitudes towards Halal products Empirical evidence from Azerbaijan, *Journal of Islamic Marketing*, 2019.
- [49] Thome, K. M., Cappellesso, G., & Pinho, G. M. Food consumption values and the influence of physical activity, *British Food Journal*, 2020.
- [50] Chakraborty, D., & Dash, G. Using the consumption values to investigate consumer purchase intentions towards natural food products, *British Food Journal*, 2022
- [51] Muhamed, A. A., Rahman, M. N., Hamzah, F. M., Zain, C. R., & Zailani, S The impact of consumption value on consumer behaviour A case study of halal-certified food supplies, *British Food Journal*, Vol.121, No.11, 2951-2966. doi:10.1108/BFJ-10-2018-0692. 2019
- [52] Dilotsolthe, N., & Duh, H. I Drivers of Middle-Class Consumers' Green Appliance Attitude and Purchase Behavior: A Multi-Theory Application, *Sage Journals*, 2021.
- [53] Hasan, A. A.-T. Perceived value and behavioral intentions toward dining at Chinese restaurants in Bangladesh: the role of self-direction value and price fairness, *South Asian Journal of Marketing*, 2022.

- [54] Alganad, A. M., Isa, N. M., & Fauzi, W. I. Boosting green cars retail in Malaysia: The influence of conditional value on consumers behaviour. *Journal of Distribution Science*, Vol.19, No.7, 87-100. doi:10.15722/jds.19.7.202107.87. 2021
- [55] Nurhayati, T., & Hendar, H. Personal intrinsic religiosity and product knowledge on halal product purchase intention Role of halal product awareness, *Journal of Islamic Marketing*, 2020.
- [56] Jaiyeoba, H. B., Abdullah, M. A., & Dzuljastri, A. R. Halal certification mark, brand quality, and awareness Do they influence buying decisions of Nigerian consumers? *Journal of Islamic Marketing*, 2019.
- [57] Bashir, A. M. Effect of halal awareness, halal logo and attitude on foreign consumers' purchase intention, *British Food Journal*, 2019.
- [58] Astuti, Y., & Asih, D. Country of Origin, Religiosity and Halal Awareness: A Case Study of Purchase Intention of Korean Food, *The Journal of Asian Finance, Economics and Business*, 2021.
- [59] Ou, Y.-C., Vries, L. d., Wiesel, T., & Verhoef, P. C. The role of consumer confidence in creating customer loyalty, *Journal of Service Research*, 2014.
- [60] Hampson, D. P., Ma, S. (. & Wang, Y. Perceived financial well-being and its effect on domestic product purchases. *International Marketing Review*, 2018.
- [61] Jang, T.-S., & Sacht, S. Modeling consumer confidence and its role for expectation formation: A horse race. *Economics Working Paper*, 1-38, 2017.
- [62] Ariffin, S. K., & Wahid, N. A. Confidence in Halal Logo Strengthens the Relationship Between Consumer's Value-Expressive Function and Attitude Toward Kopitiam (Coffee Shop), *Journal of Computational and Theoretical Nanoscience*, Vol.23, No.11, 10672-10675, 2017. doi:10.1166/asl.2017.10127
- [63] Makmo, N., S. S., & Aziz, N. A. Social Support, Trust and Purchase Intention in Social Commerce Era, *Int. J Sup. Chain. Mgt*, 2018.
- [64] Teng, P. K., Abdullah, S. I., & Heng, B. L. Does Confidence Mediates or Predict Consumers' Purchase Intention towards Halal Poultry? *International Review of Research in Emerging Markets and the Global Economy*, 2019.
- [65] Omar, K. M., Mat, N. K., Imhemed, G. A., & Ali, F. M. The Direct Effects of Halal Product Actual Purchase Antecedents among the International Muslim Consumers, *American Journal of Economics*, 2012.
- [66] O'Rourke, A.-M., Carrillat, F. A., & Wang, P. Z. Is brand differentiation necessary for success? The role of purchase goal and confidence in the brand's position, *Journal of Marketing Management*. 2022.
- [67] Ngah, A. H., Gabarre, S., Eneizan, B., & Asri, N. Mediated and moderated model of the willingness to pay for halal transportation, *Journal of Islamic Marketing*, 2020.
- [68] Preko, A., Mohammed, I., & Ameyibor, L. E. Muslim Tourist Religiosity, Perceived Values, Satisfaction, and Loyalty, *Tourism Review International*, 2020.
- [69] Shah, S. A., Sukmana, R., Fianto, B. A., Ahmad, M. A., Usman, I. U., & Mallah, W. A. Effects of Halal social media and customer engagement on brand satisfaction of Muslim customer Exploring the moderation of religiosity, *Journal of Islamic Marketing*, 2019.
- [70] Riyanto, K. B., Bangsawan, S., MS, M., & Ribhan. The Mediating Role Of Halal Tourism Destination Image And The Moderating Effect Of Religiosity In Islamic Attributes And Halal Service Quality EffectTo Strengthen Tourist Loyalty Behavior. *Journal of Positive School Psychology*, 2022.
- [71] Akbari, M., Gholizadeh, M. H., & Zomorodi, M. Islamic symbols in food packaging and purchase intention of Muslim consumers, *Journal of Islamic Marketing*, 2018.
- [72] Sekaran, U. *Research methods for business: A skill-building approach* , (5th Ed). New York: John Willy & Sons, 2012.
- [73] Vanany, I., Soon, J. M., Maryani, A., & Wibawa, B. M. Determinants of halal-food consumption in Indonesia. *Journal of Islamic Marketing*, Vol.12, No.2, 507-521,2020. doi:10.1108/JIMA-09-2018-0177.
- [74] Amalia, F. A., Sosianika, A., & Suhartanto, D. (n.d.). Indonesian Millennials' Halal food, *British Food Journal*, 2020.
- [75] Sherwani, M., Ali, A., Ali, A., & Hussain, S. Determinants of halal meat consumption in Germany, *Journal of Islamic Marketing*, 2018.
- [76] McCain, S.-L. C., Lolli, J., Liu, E., & Lin, L.-C. An analysis of a third-party food delivery app during the COVID-19 pandemic, *British Food Journal*, 2021.