
Muslim and non-Muslim consumers' attitude toward Halal Logo Placement in Media Impacting Purchase Intention

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Abstract

This study aims to examine consumers' attitudes toward the placement of the Halal logo in media and its influence on their intention to purchase. Understanding the function of various independent variables is another goal of the study, including perceived religiosity, perceived cultural factors, awareness of the Halal logo, subjective norms, and perceived behavioral control, in shaping consumers' perceptions and responses to the Halal logo in different media platforms. In this research, partial least squares-structural equation modeling (PLS-SEM) was used as a quantitative method. A survey consisting of 120 participants—a varied mix of Muslim and non-Muslim customers—was used to gather data. This methodology allowed for the rigorous examination of hypothesized relationships while accounting for the mediating role of attitude in influencing purchase intentions. The constructs theory of planned behaviour (TPB) and media advertising affect consumer intention. However, the use of media advertisement does not enhance the connection between consumer attitude and their intention to make a purchase. This research, drawing on the established Theory of Planned Behaviour (TPB), explored the interwoven influences of attitudes, social norms, and perceived control on individual intentions, particularly purchasing decisions. It placed special emphasis on the role of attitudes in shaping consumer responses, capturing their overall positive or negative evaluations of the Halal logo's media presence. By delving into these interconnected influences, the study shed light on the complex interplay of factors that ultimately shape consumer behaviour in the context of Halal logo placement. This study stands out for its novelty in examining the influence of Halal logo placement in media on consumer attitudes and purchase intentions. It contributes to the field by incorporating diverse independent variables, guided by the Theory of Planned Behaviour, to elucidate how religious, cultural, and social factors jointly shape consumer behaviour in response to media portrayals of the Halal logo. The study contributes to a better understanding of the marketing dynamics and consumer behavior that are particular to halal goods and services.

KEYWORDS: Consumer attitudes, Halal Logo placement, Purchase intention, Religious, Halal Logo Awareness

Introduction

Malaysia is recognized for its rich cultural and religious diversity, with a population of 34,308,525 growing at a rate of 1.09%. Muslims make up 61.3% of this population, followed by Buddhists (19.8%), Christians (9.2%), Hindus (6.3%), and followers of other traditional Chinese religions (1.3%). 0.8% of people do not identify as religious. Malaysia, a major player in the worldwide halal food market, has excelled in halal food-related government regulation and services, such as packaging, branding, marketing, logistics, and traceability [1]. [2] note that this growth is evident in various sectors such as banking, pharmaceuticals, and cosmetics. The halal market's expansion, driven by the increasing Muslim population and growing awareness among non-Muslims, underscores the global significance of halal products.

Even though the halal market is expanding quickly, there remains a considerable gap in understanding the specific factors influencing consumer perceptions, particularly concerning the use of Halal Logos in the media. Research suggests that producing high-quality products is crucial for meeting marketing goals such as customer satisfaction and loyalty. It also emphasizes the importance of understanding consumer attitudes and behaviors. Academics have been motivated to explore halal markets across various sectors, these industries include food, fashion, cosmetics, pharmaceuticals, finance, supply chain management, logistics, marketing, and hospitality and tourism, as noted by [2]. [3] highlighted the increasing global demand for halal products, indicating a broader consumer interest beyond religious groups. This observation aligns with [4], who stressed the need for a deeper insight into Muslim consumer behavior due to the rapid expansion of halal markets. Furthermore, [5] seen that halal cuisine may appeal to clients who are not Muslims as well as non-Muslims, including those from other countries, hence enhancing the logo's applicability to a wide range of demographics.

[6] underscored the substantial business opportunities and rising popularity of Halal products and logo, highlighting the need to study consumer attitudes towards them. While [7] suggested that comprehending Halal purchase intentions could lead to sophisticated marketing strategies for food producers, demonstrating the practical implications of studying consumer behaviour in this context. Finally, [8] showcased the Halal logo's effectiveness as a marketing tool for attracting Muslim consumers, further solidifying its influence on purchasing behaviour.

The Halal market witnessed a booming expansion, transcending religious boundaries and influencing consumer attitudes and buying habits. The Halal logo, signifying adherence to Islamic dietary and ethical principles, played a significant role in shaping these responses, although its impact remained complex and under-researched, particularly across cultural divides. Addressing the research gap on Muslim and non-Muslim attitudes towards Halal logo in media and their purchase intentions required a multidisciplinary approach. This approach, encompassing religious studies, marketing, consumer behaviour, and cultural studies, aimed to provide a holistic understanding of the topic.

Religious studies shed light on the religious perspectives of Halal logo. [4] investigated the logo's influence on Muslim consumers using fMRI technology, revealing neurological responses. These studies provided valuable insights into the religious dimension of Halal logo and their impact on consumer behaviour.

Additionally, interdisciplinary research explored the Halal Logo as a marker of health and ethical production. Studies from food science, public health, and ethical consumerism provided insights into how consumers perceive the logo in relation to health and ethical considerations. A vast body of research has explored the intricate relationship between the Halal Logo in media, consumer attitudes, and purchase intentions across diverse demographics and product categories. Studies examined consumer motivations like Gen Y's interest in Halal cosmetics [9], non-Muslim perceptions of Halal food [10], and millennial women's purchase behaviour towards Halal cosmetics [11].

Other studies have examined how factors such as Halal certification, awareness, and logo placement affect purchase intentions in Indonesia [12]. Additionally, research has explored the impact of religious symbols, the quality of arguments, and product knowledge on Muslim consumers' attitudes toward Halal food [13]. Investigations into the awareness and purchasing intentions of various religious groups have also been conducted [14]; [15]. Moreover, [5] noted that halal food can attract non-Muslim customers as well as people who are not Muslims, such as those from different nations, strengthening the logo's relevance to a variety of demographics.

(a) Halal Logo and Certification

In Malaysia, the Halal certification and logo are essential for guaranteeing that goods adhere to Islamic dietary regulations. This exhaustive procedure entails inspecting every link in the production chain, from the farm to the table, to guarantee compliance with the strict Halal guidelines set by the Department of Islamic Development Malaysia (JAKIM) [16]. This certification allows Muslim consumers to confidently identify Halal products, providing transparency and assurance. However, challenges may arise if raw materials, especially meat products, are not certified Halal, it may cause the certification procedure to drag on [17].

Despite these challenges, the growing market for products that are Halal and the expanding Sharia economy in Malaysia present significant opportunities for developing effective Halal logistics [18]. JAKIM's oversight of Halal compliance across various sectors, including restaurants, shops, and factories, reinforces Malaysia's leadership in the Halal industry [19]. Additionally, the scope of Halal certification extends beyond food, as the growing awareness of Halal pharmaceuticals among Muslim consumers suggests broader potential for certification [20]. Studies comparing the Halal certification processes in Malaysia and Indonesia show that eventually, both countries will acknowledge the role that the government plays in defending the rights of Muslim customers [21]. The issuance of certificates from various international organizations highlights the global significance of Halal certification, emphasizing its importance for Muslims all around the world [22].

Malaysia's comprehensive Halal certification process, managed by JAKIM, is key to ensuring adherence to Islamic dietary principles and supporting international trade [23]. This certification has enhanced Malaysia's reputation as a leading hub for Halal products and services, significantly contributing to the economy [23]. The process meticulously examines ingredients, production methods, and even storage and transportation to ensure compliance with Halal

standards [24]. This attention to detail translates into economic benefits, with evidence showing that Halal certification positively impacts the financial performance of food businesses [23]. Notably, the choice of Halal materials and storage practices generally boosts financial performance, while production processes can sometimes have a negative effect [23].

Halal certification can enhance the financial performance, logistics, and efficiency of small and medium-sized businesses (SMEs) [25]. However, the costs and procedures associated with certification can be challenging [26]. Despite these obstacles, Halal certification remains essential for SMEs, as it simplifies the consumption process for Muslim consumers and increases confidence in the quality and safety of their product [27].

(b) Halal Logo Placement

In Malaysia, it is essential to note that the presence of the Halal logo on products and services is significant for establishing consumer confidence and guaranteeing compliance with Islamic dietary principles. This visible certification, often accompanied by religious symbols, contributes to positive consumer attitudes toward advertising among Muslims [6]. When Muslim consumers choose food products, the logo plays a crucial role [28]. Its influence extends to other sectors, notably Halal cosmetics, where it positively affects consumer trust and purchasing behavior [29].

Interestingly, the Halal logo's appeal extends beyond Muslim consumers. Its association with ethical standards and high quality has also attracted non-Muslims, particularly in the cosmetics sector [30]. This trend highlights the potential for the Halal logo to cross religious boundaries and aim to aid Malaysia in becoming a dominant force in the global Halal market [22]. Government backing for Halal certification has reinforced its importance in the Malaysian economy, motivating food industry participants to adopt these standards [31]. The government's emphasis on the Halal sector, especially within manufacturing, underscores its commitment to the industry's growth and advancement [32].

The existence of the Halal symbol has a substantial influence on consumer actions, especially when buying Halal cosmetic products. Studies indicate that the logo acts as an intermediary between connecting religiosity, knowledge, and purchase intention, highlighting its impact on consumer attitudes and preferences [33]. In markets with Western food imports in predominantly Muslim regions, the Halal logo facilitates entry by assuring compliance with both religious and cultural standards [34].

The Halal logo is an important symbol for Muslim consumers to consider when assessing food options, in addition to providing market entry assistance. The lack of it may have a crucial role in their decision-making, showing its importance as a key indicator [9]. Additionally, the logo fosters a sense of security and confidence in consumers, significantly impacting their purchasing decisions and overall trust in the products they choose [35].

(c) Media in Malaysia

The wide range of media outlets in Malaysia provided a versatile platform for content transformation on print, digital, radio, and television. This dynamic environment catered to diverse audiences and facilitated the dissemination of information, entertainment, and cultural expression [36]. Social media platforms like Facebook played a significant role in influencing work performance across both public and private sectors in Malaysia [37]. Digitalization initiatives, such as adapting zakat management systems, showed potential for enhancing efficiency and service quality within zakat institutions [38].

Youth use of social media in Malaysia has increased dramatically in recent years, impacting their political participation and contributing to democratic development [39]. Culturally adapted campaign materials for health issues like breast cancer screening were essential for ensuring effectiveness and acceptance in the Malaysian context [40]. The evolving media landscape offered audiences more variety and choice in their preferred channels, reflecting the dynamic nature of media adaptation in the country [41]. Social media also disrupted traditional public relations practices, influencing reputation management and communication strategies [42]. Notably, the Let's Get Vaccinated campaign by the Malaysian government employed social media to gauge the attitudes of young people towards vaccination initiatives [43].

(d) Addressing the research gap

Despite the growing importance of the halal market, the factors that influence consumer attitudes are not yet fully understood, especially regarding the placement of Halal Logos in media. The complex issue involves how Halal Logo Awareness, Subjective Norms, Perceived Behavioral Control, and Cultural and Religious Influences impact Purchase Intention. Research by [5] shows that compared to Muslims, non-Muslim consumers are often more aware of and knowledgeable about halal items, suggesting that awareness significantly affects consumer behavior. Moreover, [14] emphasize the role of Halal logos and media tools in educating and increasing awareness among Muslim consumers, demonstrating the beneficial connection between halal knowledge and religiosity. These results highlight how crucial Halal Logo Awareness is in influencing customer attitudes.

Additionally, [44] in their 2022 study suggests that education enhances understanding of the halal market, potentially moderating the relationship between consumer attitudes and Halal Logo Awareness. This highlights the need to consider

educational attainment as a potential moderator in how media advertising influences consumer attitudes. [6] also point out that businesses catering to non-Muslim consumers' desire for halal goods may be indicating important effects of media advertising on consumer attitudes and purchase intentions. This highlights the significance of investigating the potential moderating effects of media advertising on the associations among consumer attitudes, perceived behavioral control, cultural and religious characteristics, and awareness of Halal logos.

Muslim consumers' concerns regarding the validity of halal food have been heightened by recent disputes concerning the Halal emblem in Malaysia. Misuse of Halal logos and questionable halal status have brought these issues to the forefront. While the Malaysian government oversees halal verification, only the Department of Islamic Development (JAKIM) is authorized to grant halal certification and the Halal logo. Social media and digital platforms have introduced new challenges, particularly with the spread of false and misleading information, which erodes public trust and fosters false narratives. It is crucial to counteract misinformation and support credible media advertising to help the public assess information critically. Media content in Malaysia must navigate cultural and religious sensitivities carefully, balancing freedom of expression with the need to avoid harmful or discriminatory content. Media outlets should embrace diverse viewpoints, handle sensitive topics with care, and avoid perpetuating stereotypes or stigmatizing groups.

This research aims to address the gaps in understanding what influences consumer perceptions of Halal logo placement in media. Despite the increasing prevalence of Halal Logos in advertising, online platforms, and packaging, comprehensive research into the factors affecting consumer acceptance and attitudes remains scarce [5]. Existing studies have primarily focused on individual factors like credibility, behavioral control, attitude, and subjective norms separately. Empirical research has shown the significant role of perceived control in linking attitudes to behavior. Given this research gap, this study considers media advertising as a potential moderator.

This research is important for several reasons. Given the explosive growth of the global Halal market, it is imperative to comprehend the elements impacting customer perceptions of halal products. [5] highlights customer sentiments, the Halal logo, and halal awareness all influence consumers' intents to make purchases. [45] make a further contribution by examining the factors that influence halal food consumption using an enhanced theory of planned behavior model. Additionally, analyzing Media Advertising as a moderator adds depth to the investigation, acknowledging the media's significant role in shaping consumer feedback. Gaining insight into customer attitudes and behaviors about halal products is crucial to maximizing the potential of the global halal industry.

II. LITERATURE REVIEW

The Theory of Planned Behavior (TPB), created by Icek Ajzen, is a well-known theoretical framework in psychology and the social sciences. The TPB is based on three key constructs: perceived behavioral control, subjective norms, and attitudes. An individual's views, values, and perceived results are all reflected in their attitudes, which are an assessment of an action. Social pressures and expectations from important people that impact a person's decision to participate in a behavior are referred to as subjective norms. Subsequent research has expanded the TPB to explore behaviors in various contexts, including post-pandemic scenarios. For instance, [46] adapted the TPB to analyze the factors affecting Chinese individuals' travel plans after the pandemic, focusing specifically on perceptions of COVID-19.

By using the Theory of Planned Behavior (TPB) to analyze consumer behavior connected to Halal Logo acceptance, this study adds to the body of current literature. Roughly 25% of the variation in purchase intentions and 50% of the variation in actual adherence behavior were explained by the TPB. Researchers have proposed incorporating additional adherence-related components to enhance the TPB, though it was found that introducing too many variables could complicate the model. This application of the TPB aids in refining a more comprehensive theoretical framework for examining consumer acceptance of Halal Logo approval and its impact on purchase intentions.

(a) Theories integration rational

Though the influencing elements differ for Muslim and non-Muslim audiences, the placement of the Halal logo in media has a major effect on consumer perceptions and purchasing decisions. The emblem represents devotion to Islamic ideals for Muslim customers, which has a direct impact on their purchasing intentions and attitudes. The placement of the Halal logo in media has a significant impact on consumer attitudes and purchasing decisions, though the influencing factors vary between Muslim and non-Muslim audiences. For Muslim consumers, the logo signifies adherence to Islamic principles, which directly affects their attitudes and purchase intentions. Research by [5] and [4] supports this view, emphasizing that awareness, the presence of the logo, and consumer attitudes are crucial factors driving their decision to purchase Halal food.

In contrast, non-Muslim consumers base their attitudes on broader perceptions. [47] have indicated that in the fast-food sector, the Halal logo contributes to a strong brand image, which enhances trust and preference for the products. This suggests that elements such as brand image and trust, rather than purely religious factors, influence non-Muslim attitudes toward the Halal logo. Moreover, [48] found that non-Muslim consumers' assessments of Halal items during food purchases are influenced by the country of origin (COO) of the Halal mark, suggesting that the COO influences these consumers' perceptions of Halal products.

This study's theoretical framework hinged on six independent variables: perceived religiousness, perceived culture, Halal Logo awareness, subjective norms, and perceived behavioural control. It aimed to understand how these factors influenced consumer purchase intention toward products bearing the Halal logo. The study further explored whether consumer attitudes and media advertising could act as a mediator and moderator, respectively, in shaping purchase intention. Essentially, it examined the complex interplay between consumer perceptions, logo placement in media, and ultimately, buying decisions.

(b) Hypothesis Development

Perceived Religious

Research consistently highlights the crucial role of perceived religious association with the Halal Logo in shaping Muslim consumers' purchase decisions. Studies by [9], [49], and others reveal that religious beliefs significantly impact consumer behavior, with the Halal logo, when aligned with these beliefs, directly influencing purchase intentions [48]; [50]. [51] further demonstrates that purchase decisions are impacted both directly and indirectly by the Halal Logo's perceived religious significance. Religiosity influences purchase intentions indirectly through Islamic symbols, while the logo itself has a direct impact. Awareness and familiarity with Halal products are deeply ingrained in Muslim practices [52]; [53]; [54], with factors such as exposure, certification, and health considerations contributing to this awareness [53]. Additionally, attitudes towards Halal awareness and its religious significance act as mediators, affecting the relationship between religious beliefs and purchase intention [49]; [50]. Customer loyalty is additionally mediated by the Halal Logo's perceived reputation and trustworthiness, which strengthens the correlation between consumer behavior and religious beliefs [47]. [55] highlight how religious considerations affect consumers' inclinations to make purchases.

H1: There is a positive and significant relationship between perceived religiousness and consumer attitudes towards the Halal Logo, affecting purchase intention.

Perceived Cultural

To understand consumer perceptions of the Halal logo's cultural fit, several factors must be considered, including Halal awareness, attitudes, religiosity, and social norms [5]; [56]. Studies have explored how specific segments, such as Generation Y, make purchase decisions based on promotions, ingredient safety, and religious considerations [9]. Even in non-Halal restaurants, factors like price fairness, food quality, and certification presence affect consumer attitudes and revisit intentions [57]. Studies also show that religiosity has a moderating effect on Muslim consumers' purchasing intentions [58] and that perceived reputation and trust between the logo and customer loyalty have mediating effects [47]. Since these elements might affect perceptions and trust, it is crucial to comprehend rights of redress, the foreign Halal Logo, and understanding of Halal certification [8]; [59].

H2: There is a positive and significant relationship between perceived cultural factors and consumer attitudes towards the Halal Logo, affecting purchase intention.

Halal Logo Awareness

Examining the effect of the Halal Logo on purchase intention is necessary to determine how familiar consumers are with it. The substantial impact of Halal awareness and logo presence on customer behavior is highlighted by research. Although Muslim Millennials are well familiar with Halal food, Amalia et al. [9] discovered that their habits and buying intentions can have a separate impact on their choices. [5] highlights the logo's role in determining the "Halalness" of often invisible food components. Similarly, [60] showed that the logo and certifications enhance customer awareness and support purchasing decisions. [6] noted that Halal awareness also affects non-Muslim consumers' attitudes and intentions. [61] suggested that increased awareness of the Halal Logo can lead to greater customer loyalty towards Halal-certified products. [4] emphasized the importance of visible logo presence, as its influence diminishes if not directly associated with the product. [8] highlighted the logo's role in preventing fraud and ensuring product authenticity, thus fostering trust.

H3: There is a positive and significant relationship between Halal Logo awareness and consumer attitudes towards the Halal Logo, affecting purchase intention.

Subjective Norms

Studies highlight how subjective norms influence the intentions of young adults and Muslim customers to buy halal food. This influence extends beyond food products to areas such as cosmetics. Studies by [62], [63], and [64] demonstrate the significant role of subjective norms in predicting the choice of Halal-labelled products, with social pressure and influence from social circles playing a key role. [63] highlighted the strong impact of peer pressure and social circles on purchase decisions among young adults and Muslims. [64] showed that subjective norms influence purchase intentions in specific cultural contexts, such as Indonesia, where pressure to buy Halal-labelled snacks is evident. While subjective norms are significant, other factors like attitude, religiosity, and Halal awareness also contribute to purchase decisions [63]; [64].

H4: There is a positive and significant relationship between subjective norms and consumer attitudes towards the Halal Logo, affecting purchase intention.

Perceived Behavioral Control

Studies have explored how perceived behavioral control influences purchase intentions for Halal products. Research consistently shows a positive relationship, indicating that individuals who feel empowered to choose Halal products are more likely to do so [62]; [65]. According to [44], there is a significant correlation between Muslims' intentions to buy halal items and their sense of control. [66] noted that religious observance and self-identity can affect willingness to pay for Halal products, underscoring the significance of perceived control in influencing purchase intentions.

H5: There is a positive and significant relationship between perceived behavioral control and consumer attitudes towards the Halal Logo, affecting purchase intention.

Consumer Attitudes Towards the Halal Logo as a Mediator

The Halal logo's existence shapes customer opinions toward products, which in turn influences consumer purchasing intentions. For Muslims, the logo is a key identifier and reassurance of Halal compliance [5]; [9]. Awareness of Halal practices and knowledge about the logo further solidify this positive attitude [53]. [6] found that the logo's presence impacts consumer attitudes, affecting behavior. According to fMRI research, Muslims' choices of Halal Logo items are justified by their attitudes, social pressure, and sense of control over their consumption [4]. Religion strengthens the impact of religious beliefs on attitudes about the logo by moderating purchasing intentions for Halal products [58]. Research by [15] shows that Muslims follow the logo's guidance and hold positive attitudes towards Halal products. The logo's impact extends to customer loyalty, with [47] demonstrating its significant role in shaping consumer behavior.

H6: Consumer attitudes towards the Halal Logo mediate the positive relationship between independent variables and consumer purchase intention.

Media Advertising as a Moderator

Examining how media advertising featuring the Halal Logo affects purchase decisions requires considering various influencing factors. Research has explored Halal awareness, logo presence, attitudes, religiosity, and advertising trust. [5] found that these variables collectively influence purchase intentions. Studies by [9] and [58] highlighted the logo's impact on Generation Y and Muslim consumers, with religiosity moderating the effect among Muslims. The antecedents of purchase intention, as mediated by attitude and trust, were found to be halal value and logo understanding by [67]. Whereas [68] established brand awareness as a mediating factor between purchase intention and social media influencers, [69] investigated the efficacy of various forms of advertising. [70] investigated the relationship between media advertising's influence on cosmetics purchasing decisions and celebrity endorsements.

H7: Media advertising strengthens the relationship between consumer attitudes towards the Halal Logo and consumer purchase intention.

III. RESEARCH DESIGN AND METHODOLOGY

This study used the Theory of Planned Behavior (TPB) as a theoretical framework to examine how the placement of the Halal logo in media affects customer purchasing intentions. It concentrated on comprehending the mediating roles of cultural elements, consumer attitudes toward the logo, subjective norms, perceived behavioral control, and awareness of the Halal logo. Through a cross-sectional design and questionnaires, the research used a quantitative technique and Partial Least Squares - Structural Equation Modelling (PLS-SEM) to target both Muslim and non-Muslim customers in Malaysia [71].

Using an adaptation from TPB, Figure 1 presents the suggested theoretical framework. The research paradigm is consistent with earlier studies [71] that used TPB to examine customer behavior in relation to halal items. Additionally, it presents the mediating function of perceived brand authenticity, which is consistent with previous studies on mediating variables connected to purchase intentions and customer loyalty [72]. Furthermore, the emphasis on religiosity and Halal literacy as influencing factors is supported by studies exploring their effects on purchase intentions for Halal products [9]; [73].

Finally, the utilization of PLS-SEM for analysing relationships between variables mirrored methods used in prior studies testing similar hypotheses and research models [74].

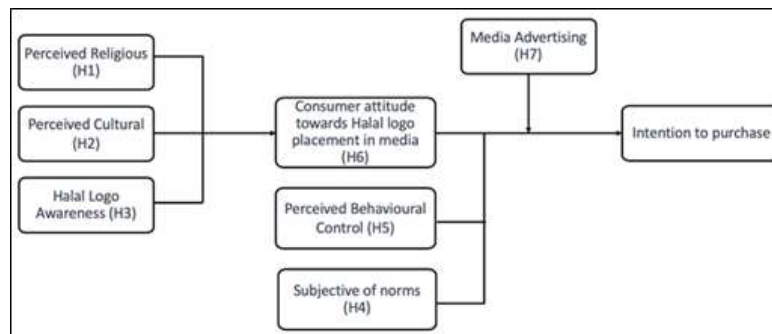


Figure 1 Proposed Theoretical Framework

Popular social media sites like Facebook, WhatsApp, Twitter, and Telegram were used by the study to distribute an online survey that was used to collect data. This approach leveraged the wide reach and diverse reach of social media to secure responses from a broad demographic [75]. The survey utilized a convenient and common online method – the non-probability snowball sampling technique [76]; [77]. With this approach, the number of possible respondents was increased by requesting respondents to forward the survey link to their connections.

The questionnaire comprised three sections: initial respondent filtering, demographic information collection, and variable measurement using a five-point Likert scale [76]; [77]; [78]; [79]. This Likert scale, which was modified from well-known research tools, guaranteed the dependability and consistency of data gathering. [76]. The survey was distributed via social media platforms, reflecting contemporary research practices and facilitating efficient and widespread dissemination to potential participants [26]. The snowball sampling technique was employed to recruit participants through existing online connections, making it particularly effective for online surveys [76]; [77]). To improve data comparability and bolster the overall robustness of the research findings, the Likert scale from earlier investigations was modified. [76]; [77]; [78]; [79].

IV. RESULTS

The research involved 120 participants, with a near-equal split between females (51.7%) and males (48.3%). The majority fell within the 31- 40-year age range (49.2%), followed by the 21-30 year group (37.5%). A smaller percentage were under 20 years old (6.7%). In terms of marital status, 60.0% were single, while 40.0% were married. In terms of religion, Muslim s dominated (63.3%), with Christians coming in second (19.2%). Other religious beliefs were few and far between. Degree graduates (45.8%) outnumbered diploma holders (25.8%) in terms of educational attainment. Notably, no participants had an elementary school education or belonged to the "Other" category. The information on occupation showed that professionals formed the largest group (41.7%), followed by semi-professionals (24.2%). A small minority were unemployed (5.8%). Geographically, the concentration of participants was highest in Pulau Pinang (47.5%), followed by Kuala Lumpur (18.3%). The findings of the study indicate that participants reported encountering the Halal Logo in various contexts. Notably, approximately 11.7% mentioned seeing the logo on food packaging or products. A slightly higher percentage, about 17.5%, noted its presence on general packaging. Additionally, around 5.8% of respondents reported coming across the Halal Logo on social media, while 12.5% mentioned encountering it in digital media. A substantial portion, accounting for 42.5% of participants, reported observing the Halal Logo in banking-related contexts. Only a small percentage (3.3%) mentioned seeing the logo in restaurants or cafes. Menus proved to be a significant context, with 25.8% of respondents indicating the presence of the Halal Logo. In cafes specifically, only 1.7% reported encountering the logo. The cumulative percentage reached 96.7%, signifying the wide-ranging contexts where participants had come across the Halal Logo.

(a) Measurement model

In order to provide a strong measurement model with valid and reliable components, the study used a sequence of confirmatory factor analyses (CFAs) to iteratively modify the initial factor structure. Cronbach's alpha, composite reliability, and average variance extracted (AVE) were among the indicators used to evaluate internal consistency in accordance with the recommendations of earlier study [80]. As seen in Table 1, the study's high Cronbach's alpha values, which ranged from 0.57 to 0.929, indicated consistent measures within each construct. In support of this internal consistency, [81] and [82] underscore the significance of Cronbach's alpha in evaluating reliability. With AVE values ranging from 0.527 to 0.876, all of which exceeded the acceptable threshold of 0.5, convergent validity was likewise satisfactory. This validates the use of AVE as a trustworthy metric and is consistent with the focus on convergent validity. By comparing the square roots of AVE for each concept with their inter-construct correlations, discriminant validity was determined. Discriminant validity was confirmed by the square roots of AVE constantly exceeding these correlations. When taken as a whole, these findings offer compelling proof of the measurement model's stability. The constructs showed validity and reliability, indicating a precise and trustworthy measurement of the important components being studied.

Table 1
Reliability, convergent and discriminant validity

Variables	α	CR	AVE	ATHL	PI	HLA	MO	PC	PCB	PR	SN
ATHL	0.82	0.87	0.57								
DV	0.82	0.89	0.74	0.82							
HLA	0.83	0.88	0.59	0.86	0.89						
MO	0.91	0.93	0.73	0.87	0.86	0.86					
PC	0.78	0.85	0.53	0.6	0.38	0.67	0.49				
PCB	0.93	0.96	0.88	0.69	0.37	0.54	0.49	0.87			
PR	0.84	0.89	0.68	0.9	0.6	0.79	0.69	0.78	0.86		
SN	0.57	0.77	0.53	0.6	0.46	0.66	0.53	0.51	0.55	0.87	

Notes: α : Cronbach's Alpha; CR: Composite Reliability; AVE: Average Variance Extracted; ATHL: Awareness towards Halal Logo; PI: Purchase Intention; HLA: Halal Logo Awareness; MA: Media Advertising; PC: Perceived Cultural; PCB: Perceived Behavioral Control; PR: Perceived Religious; SN: Subject to Norm.

(b) Structural model

To evaluate the importance of the relationships between the study's important variables, the structural model was examined. Several theories are supported by the data. With a path coefficient of 0.457, a t-value of 4.253, and a p-value of 0, H1, the hypothesis proposing a positive association between Perceived Religiousness (PR) and Awareness towards Halal Logo (ATHL), is well supported. H2, which proposes a positive relationship between perceived cultural (PC) components and ATHL, is likewise supported by the data, with a p-value of 0.005, a t-value of 2.573, and a path coefficient of -0.239. H3, which shows a positive correlation between ATHL and Halal Logo Awareness (HLA), is backed by a high path coefficient (0.484), t-value (5.865), and p-value (0). H4, the hypothesis positing a positive link between Subjective Norm (SN) and ATHL is supported, however with a significantly lower significance level ($p = 0.049$). A positive relationship between Perceived Behavioral Control (PCB) and ATHL is suggested by H5, which has a p-value of 0.026, a t-value of 1.948, and a path coefficient of 0.244. With a path coefficient of 0.365, a t-value of 3.04, and a p-value of 0.001, H6, the hypothesis that ATHL mediates the association between independent factors and Purchase Intention (PI), is strongly supported. With a path coefficient of -0.135, a t-value of 2.355, and a p-value of 0.009, H7—the hypothesis that Media Advertising (MA) improves the link between ATHL and PI—is accepted. The robustness of these results is further supported by the bias analysis within the range of 5.00% to 95.00%. Finally, the structural model validates the given hypotheses by revealing important and relevant correlations between the variables under consideration. The structural model of customer attitudes toward moderating effects and their desire to purchase, as taken from the PLS-SEM program, is shown in Figure 2 below.

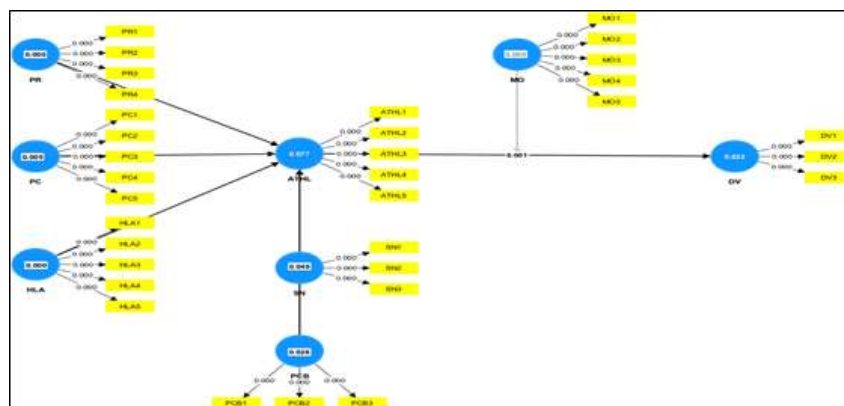


Figure 2 Structural model of consumer attitude towards moderating effects and their intention to purchase.

V. DISCUSSION

Through hypothesis analysis, the study sought to understand the intricate interactions between numerous dimensions influencing Awareness towards Halal Logo (ATHL) and Purchase Intention (PI). The results-based path coefficients, t-

values, and p-values offer crucial details regarding the statistical significance of the suggested hypotheses. Path analysis was employed as a statistical technique to investigate the direct and indirect effects of the independent variables on the dependent variable [83] by dissecting the correlation between the independent and dependent variables. This methodology facilitated a thorough comprehension of the complex interrelationships between the investigated constructs. The study's main focus was on the statistical significance of the presented hypotheses, which is in line with the current discussion about the disadvantages of doing research using only statistical significance testing. Beyond a binary approach to statistical significance, the scientific community has come to understand the significance of effect size and practical relevance in addition to the significance of statistics [84]; [85]. This change reflects greater worry about the negative aspects of arbitrary significance criteria and the constraints of null hypothesis significance testing (NHST) [85].

The hypothesis 1 to 6 (H1 to H6) exhibit statistically significant positive path coefficients, which highlight the complex nature of customer sentiments towards halal items. [11] identified these links as follows: normative considerations (H4: SN → ATHL), perceived behavioural control (H5: PCB → ATHL), halal logo awareness (H3: HLA → ATHL), and perceived religious elements (H1: PR → ATHL). These results demonstrate how complex interactions between extrinsic and intrinsic factors shape customer perceptions of halal items. Further evidence of the critical role that customer attitudes play in influencing purchasing decisions comes from the beneficial influence of awareness of the Halal Logo on purchase intention (H6: ATHL → PI). The research conducted by and offered significant understanding of the factors influencing customers' inclination to purchase halal items. discovered that ten of the eleven hypotheses, including the ones on halal logo awareness, cultural effects, and perceived religious aspects, were accepted. This suggests the importance of these elements in influencing customer behaviour. In a similar vein, highlighted how intrinsic factors influence customer attitudes and purchase intention by serving as a motive and a key determinant of the Theory of Planned Behaviour (TPB) [9].

By finding a substantial negative interaction effect and implying that awareness of the Halal logo moderates the impact of media advertising (MA) on purchase intention (PI), H7 offers a novel viewpoint. The previously mentioned discovery emphasises the significance of marketers customising their approaches to take into account the interaction between media exposure and customer awareness. The findings of the [86] study refuted H7, indicating a need for further research into the implications of the social component for managers. However, based on their study of the research, [87] put out H7, which is consistent with the emphasis on the interaction impact between media advertising and awareness of the Halal logo. Furthermore, the study by [88] tested hypotheses put forth, such as the interaction effect between Media Advertising and Awareness towards the Halal Logo, by using structured questionnaires through SPSS (AMOS). This methodological approach was pertinent to the examination of H7.

Additionally, the results' reliability was enhanced by the inclusion of a bias analysis. The study's dependability was reinforced by the stability of the results within the designated bias range, which also improved the conclusions' robustness. The thorough investigation of potential biases increased confidence in the reliability and generalizability of the connections found. Perceived religiousness (PR) and perceived cultural factors (PC) have a positive and significant relationship with ATHL, as does ATHL itself. This suggests that consumers who value cultural aspects and feel more religious are more likely to be aware of and have positive attitudes about the Halal Logo in media [89]. This result highlights the significance of cultural influences in influencing consumer views of Halal procedures and products and is consistent with the theoretical understanding of religion's role in influencing perceptions of Halal products.

Academic research is becoming more interested in the association between customers' attitudes towards Halal products (ATHL) and Halal Logo Awareness (HLA). In [5], discovered that, in comparison to Muslim consumers, non-Muslim consumers have stronger attitudes and halal awareness, suggesting that awareness has a substantial impact on attitudes. This is consistent with the findings of [60], who showed that the respondents' views of the Halal logo and ingredients were strongly correlated with their religious affiliation, highlighting the impact of religion on Halal awareness and attitudes. [14] further emphasized the positive correlation between religion and halal awareness as well as the importance of the Halal Malaysia emblem in shaping customer perceptions. Moreover, [6] findings corroborate the user's assertion that Subjective Norm (SN) improves ATHL. [6] observed that the Halal logo functions as a noteworthy religious signal in Malaysia, resulting in positive attitudes towards advertising among Muslims. This suggests the impact of social norms and religious elements on consumer attitudes. Furthermore, [90] discovered no statistically significant variations in halal knowledge according to gender, age, or secondary education, demonstrating the ubiquitous impact of halal awareness throughout many demographic categories.

One important feature of consumer behaviour is the association between attitudes towards Halal items and Perceived Behavioural Control (PBC). The positive correlation between PBC and attitudes highlights the impact of consumer perceived control over their choices and behaviours on their attitudes. PBC is defined as the perceived ability of individuals to manage their behaviours regarding Halal items [44]. This relationship is in line with the Theory of Planned Behavior (TPB), which maintains that attitude, subjective norms, and PBC all have an impact on behavioral intentions. PBC has a positive and considerable impact on consumer intentions and behaviors, as research has consistently shown. These include intentions to purchase [91], intentions to help the environment [92], and decisions about genetically modified agricultural goods. Moreover, it has been discovered that PBC affects Muslim consumer

purchasing intentions in the setting of the Halal market, together with attitude and subjective standards [44]. It's crucial to remember that different research has produced contradictory results about how PBC affects purchase intention. Although several studies [91]; [44] suggest that PBC positively influences purchasing intention. This contradictory finding could be the consequence of changes in the items and contexts that were studied, as well as variations in the methodology used in the various studies.

The mediation effect that consumers' perceptions of the Halal logo in the media have on their intents to buy Halal products is a crucial consideration in advertising tactics. Research indicates that independent variables including halal awareness, halal logo, and attitude. [5] strongly impact customers' intentions and purchasing behavior regarding the purchase of halal food goods.

The moderating impact of media advertising (MA) affects the relationship between consumers' attitudes towards the Halal logo (ATHL) and their purchasing intentions (PI). Even while media advertising usually has a big impact, the ATHL-PI relationship may not always be strengthened by it. The positive relationship between customers' perceptions of the Halal logo and their propensity to make purchases may actually be diminished in some situations by more media advertising. [93]. This outcome is in line with a larger body of research on the effectiveness of advertising under various conditions. An individual's experience with a specific magazine can influence their response to advertising written in that same magazine, according to a study on the influence of magazine context on advertisement efficacy. Furthermore, the graphical representation of moderating influence offers definitive proof of moderation between exogenous and endogenous variables, highlighting the significance of considering the circumstances of media advertising [94]. Moreover, the limited attention paid to the moderating effect of involvement in the context of social media highlights the subtle nature of the moderation effect of media advertising. [95], emphasises how new and important it is to comprehend how various elements, such customer involvement, might mitigate the influence of media advertising on consumer behaviour.

(a) Study Implications

This study has crucial ramifications for academics and industry as well as providing valuable insights into consumer behavior regarding halal items. The study demonstrates favorable correlations between perceived religiousness, cultural influences, subjective norms, and perceived behavioral control with Awareness towards Halal Logo (ATHL), supporting the Theory of Planned Behavior (TPB) in the context of Halal items. This aligns with findings from [5] and extends the TPB model, as demonstrated by [96], who incorporated religious commitment and self-efficacy into the model. Building on [95], this study introduces Media Advertising (MA) as a moderating variable, reflecting its growing importance in influencing purchase intentions. This extension addresses gaps in the literature by exploring additional moderators within the TPB framework.

For Halal food businesses, the study underscores the value of investing in Halal Orientation Strategy (HOS) and integrating cultural and religious elements into marketing strategies, as suggested by [23]. Effective use of social media and mobile advertising can also enhance outreach to target demographics. Insights from the study can inform policymaking for Halal product promotion and regulation. By informing the creation of Halal goods that appeal to both Muslim and non-Muslim consumers, especially those in foreign markets, the findings have an impact on society. This is important for expanding the Halal industry and addressing diverse customer needs. In summary, the study enriches our understanding of Halal consumer behavior and provides actionable insights for marketers and policymakers.

VI. RECOMMENDATION

Future research should delve deeper into the diverse landscape of consumer perspectives on Halal branding. Analysing variations in Halal Logo placement across regions and cultures is crucial, considering factors like national identity, religious beliefs, cultural openness, and ethnocentrism. This approach would explore not only diverse perceptions within Muslim communities but also nuanced perspectives among non-Muslim consumers in different cultural contexts. Comparative studies with non-Halal products can offer valuable insights into consumer attitudes towards Halal branding. By understanding the unique considerations associated with Halal in comparison to other branding strategies, we can gain a deeper appreciation for its significance and impact. Investigating the emotional and psychological responses to Halal Logo placement is another crucial area of research. Exploring how the logo influences feelings of cultural resonance, authenticity, and trust, and how these feelings ultimately impact purchasing intentions, can provide valuable knowledge for brands and marketers.

Social media platforms offer a promising avenue for exploring Halal branding further. Leveraging these channels for Halal Logo placement can not only shape consumer opinions but also encourage robust engagement, active participation, and open communication about Halal practices. Overall, these recommendations aim to expand the scope of research and enhance our understanding of the dynamic landscape of consumer perceptions and behaviors related to Halal branding. By exploring diverse perspectives, analyzing unique influences, and leveraging innovative communication channels, we can gain valuable insights that inform effective strategies for brands and stakeholders in this evolving market.

VII. CONCLUSION

This is a well-known fact that nowadays social media has played a significant role within a business context. This is because social media has been offering robust opportunities to businesses regarding creating as well as sharing content, especially in raising awareness among consumers regarding the brands. The study has suggested the fact that media has been helpful, especially in shaping the perceptions regarding Halal products. The study indicates that an influential Halal Logo placement especially in media has significant potential in terms of positive impacts on the preference and trust of the consumers among both the Non-Muslim and Muslim demographics. In addition, the study has shown that a deeper comprehension of all the elements that have a substantial impact on consumers' acceptance of the Halal Logo, particularly in the media, would empower them and encourage them to adopt impactful marketing tactics.

Although this has been viewed as the normal course of events, particularly in the everyday lives and cultures of Muslims, it has been observed that Muslim consumers have a lower knowledge level of the Halal Logo. Every research goal has been created with the intention of looking at every significant component, such as consumer attitudes, perceived behavioral control, subjective norms, perceived culture, perceived religion, awareness of the Halal logo, and so forth. On the other hand, the research questions have also been formulated in terms of understanding how consumer literacy has affected the buying intention of consumers. This study demonstrates that TPB ("Theory of Planned Behaviour") has been the most effective framework in terms of better understanding the consumer's behaviour. This provides comprehensive insights, especially about the psychological factors that have the potential to drive the actions as well as intentions of everyone within the workplace. The descriptive statistics of this study exhibit the perspectives of the participants regarding the Halal Logo placement and the role of media.

The participants have also stated that the Halal Logo has been helpful and important in terms of choosing the products, processes, or contents. Moreover, the descriptive statistics also indicate that both the products as well as content along with the Halal Logo placement are more trustworthy and safer. The consideration of purchasing products and services with the Halal logo, the media plays the most convenient media effects on cultural knowledge and increases cultural awareness. It has been noticed that Muslims have also been tending mainly toward placing high importance on the placement and visibility of the Halal logo thereby emphasizing the role in terms of guiding the purchasing decisions of consumers. The study also states that both the religious and cultural factors strongly influence the attitude of the consumers' mainly toward the Halal logo. Therefore, it is important to understand all such factors for advertisers and marketers have mainly been seeking in terms of targeting consumer segments.

This study has also highlighted the significance of considering both the cultural as well as religious contexts especially while implementing strategies that are related to the Halal Logo placement, especially in the media. However, adjusting the advertising strategy has also considered the unique values and preferences of both Muslim and non-Muslim consumers. This is important because it can be seen as the main factor in establishing positive preferences for Halal products and fostering trust. The Halal Logo's strategic placement has been recognized as an effective marketing technique, particularly with Muslim consumers, since it can impact their purchase decisions. However, non-Muslim customers also react favorably to inclusive marketing since it respects and recognizes the diversity of the customers' tastes.

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