

Purchase Intention Halal Food in Online Shop Among Gen Z Muslims: The Role of Halal Awareness, Sales Promotion Display, Social Media Marketing, and Endorser's Persuasiveness

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Abstract

This study aims to determine the effect of halal awareness, sales promotion display, social media marketing, and endorser's persuasiveness on purchase intention in online shop among Gen Z Muslims. A quantitative approach was used to collect data by applying the instruments adopted from previous studies. The research data is elicited from 150 Gen Z Muslim consumers of halal food in Central Java, Indonesia. The statistic technique is using Partial Least Squares Path Modeling (PLS-SEM). The results of the study using the PLS-SEM model show that the variables of halal awareness, display of sales promotions, and social media marketing influence the variable of purchase intention in online shop. Meanwhile, endorser's persuasiveness has no effect on purchase intention in online shop. As a result of this study, marketers can pay attention to the halal concept in the manufacture of food products, present attractive views and content on social media and choose endorsers who have high credibility and popularity to encourage customer purchase intention.

Keywords: Purchase Intention, Halal Awareness, Sales Promotion Display, Social Media Marketing, Endorser's Persuasiveness

A. Introduction

As a form of globalization, industry 4.0 requires business actors to be able to compete to achieve maximum profits. The existence of a digitalization process marks the industrial era 4.0 in terms of marketing, payment, and promotion of a product in an internet network. The mushrooming of online shops today is evidence of technological advances in increasing sales volume and maximizing profits. Based on data from (Badan Pusat Statistik n.d.) In Indonesia, there were 2,868,178 business units using e-commerce in 2020. Indonesia has some of the largest e-commerce sites, such as Tokopedia, Shopee, Lazada, Bukalapak, Blibli, Orami, Lalari, and Zalora (Ikhsan n.d.). Many internet users also have an excellent opportunity to gain a market advantage. Based on the latest data from the Indonesian Internet Service Providers Association (APJII), Indonesia has several internet users reaching around 210 million in 2022 (Dewi n.d.). The speed of internet access and mobility is why people shop online.

To face competition in the business world, every business actor must be responsive and understand the needs and desires of consumers up to the purchasing stage. The challenge that has always been the central point for business actors is increasing customer shopping intentions for their services or products (Asif Yaseen 2017). High purchase intention results from the potential for high purchasing power from consumers (Aryadhe, Suryani, and Sudiksa 2018). Through this, an increase will occur in sales figures and producer profits.

Many factors can influence consumer purchase intentions on online shopping sites, including the concept of halal in a product which is the subject of consideration in purchasing intentions, especially for Muslims. Even so, there still needs to be more understanding about the halalness of a product, both from of halal brands, halal certification, and halal awareness (Shambavi Rajagopal, Sitalakshmi Ramanan, Ramanan Visvanathan 2011). Sales Promotion Display in online shops is also considered effective in providing opportunities to attract customer attention. In addition, social media as an online shop marketing platform is also a thing that can accommodate cyberspace activities to make products easily recognized and improve brand image directly through content created to arouse consumer buying interest (Octafiany and Nurfebiaraning 2021). The current trend is that many companies use endorsers to support their products. When the persuasion of an endorser is persuasive in supporting a product, the audience will feel that the product is approved and worth trying without taking too much consideration or risk (Cho 2010).

Research from (Rahmawaty and Rakhmawati 2022), which discusses the concept of halal awareness, reveals that Islamic branding and halal awareness influence consumer trust and Muslim consumers' repurchase intentions. Then Aziz and Chok also revealed that halal awareness, halal certification, marketing promotions, and brands positively influence the purchase intentions of non-Muslim consumers in Malaysia (Aziz and Chok 2013). Furthermore, research (Gorji and Siami 2020) shows that the appearance of sales promotions influences purchase intentions at retail stores. However, it differs from Legowati dan Albab's explanation that promotion does not significantly affect purchase intention (Legowati and Ul Albab 2019). Research on social media marketing by research (Chrisniyanti and Fah 2022) and (Kim and Ko 2012) proves that purchase intention is

influenced by social media marketing. Finally, his research (Osei-Frimpong, Donkor, and Owusu-Frimpong 2019) and (Cho 2010) on endorsers showed that the endorser's solicitation influences purchase intention.

Central Java ranks third in Indonesia, with 8,511,476 Generation Z residents recorded for 2020 (Widi n.d.). Gen Z's life is so dependent on technology that they often browse various online shopping sites. Generation Z will become the target/target market for marketing products (Qurniawati Rina Sari 2018). As we know, Generation Z is a Muslim with certain limitations and characteristics that direct them to buy halal and safe products.

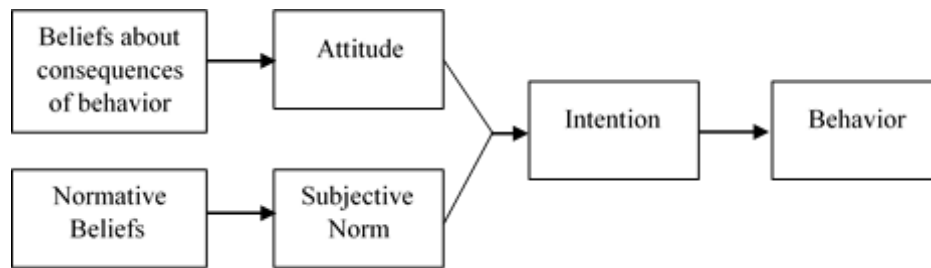
Departing from this phenomenon, the researcher wants to know whether the concept of halal awareness, sales promotion display, social media marketing, and endorsers' persuasiveness influences whether or not the purchase intention in online shops for Generation Z Muslims in Central Java.

B. Literature Review

1. Theory of Reasoned Action

The originator of the theory of Reasoned Action was Fishbein and Ajzen 1975, who revealed that a person's intention determines whether or not he does behavior that ultimately leads to a particular belief (Fishbein, Martin; Ajzen 1975). Two elements influence intention in TRA theory, attitudes toward behavior and subjective norms.

Attitude is an integration of the TRA model, which Ajzen defines as a person's positive or negative response to an action as measured by a procedure so that a person is in two choices, such as good or bad, agreeing or rejecting (Icek Ajzen dan Martin Fishbein 2007). Meanwhile, subjective norms are social influences received by individuals from the majority of people who have preferences for them in the sphere of their lives so that they can determine whether to act on that behavior (Fishbein, Martin; Ajzen 1975). These two things (attitudes and subjective norms) lead to behavioral intentions. Therefore, intention combines favorable or unfavorable attitudes and subjective norms that encourage or hinder performance. Intention is also interpreted as a direct antecedent of appropriate behavior (Ajzen 2012). Below is a chart of the theory of reasoned action:



Source: (Fishbein, Martin; Ajzen 1975).

Figure 1. Theory of Reasoned Action (TRA)

2. Halal Awareness and Purchase Intention

Halal awareness is the level of understanding of the concept of halal Muslims. The idea of halal includes the meaning of halal, the conformity of products processed with halal standards, and the reasons why halal food is prioritized for consumption by the public (Yunus et al. 2014). The Qur'an and Islamic Sharia have set guidelines regarding halal and haram food (Lada, Harvey Tanakinjal, and Amin 2009). Halal labeling of a food product must meet the following criteria: a halal logo, a composition label, and a nutrition content label (Abdul Latiff et al. 2016). There are three factors to build halal awareness: the existence and role of halal certification, information/information, and health analysis (Ambali and Bakar 2014).

In the business world, product halal is essential to increase product-added value. Besides that, it is also able to increase product trust among consumers. Halal certification for products is fundamental as an option for Muslim communities because this is a form of awareness they have (Ambali and Bakar 2014). Based on this, halal awareness can encourage purchase intentions because halal is believed to be something safe, clean, and healthy.

The relationship between halal awareness and purchase intention has been reviewed by several similar studies. According to (Rahmawaty and Rakhmawati 2022), shows that halal awareness influences repurchase intentions. This finding aligns with research by (Aziz and Chok 2013) which also found that halal awareness positively affects the choice to buy halal products. Both studies interpret that consumer awareness of halal can increase purchase intention. Therefore, halal awareness will be associated with purchase intentions at online stores. According to the theoretical basis and previous research, the formulation of the hypothesis:

H₁: halal awareness affects purchase intention.

3. Sales Promotion Display and Purchase Intention

Display is a form of advertising that contains visual elements from a combination of exciting notes and images (Morissan 2015). Things that must be paid attention to display promotions in online stores such as the appearance of the homepage of the online shop, graphic quality in product images, presentation of superior products, functional search buttons, the form of product classification displayed, the presence of web links, videos and creative product descriptions and informative, some contacts can be contacted as well as special offers (Heni Iswati 2021). Sales Promotion Display can influence customer attitudes and behavior through physical and informative aspects.

Sales promotion displays that physically refer to the tools (for example, banners, billboards, balloons, and price tags) and in-store design and layout. Whereas sales promotion from an informative aspect refers to details (e.g., type of promotion and discount proportion) of the in-store products offered. Providing information about in-store sales promotions will increase customer convenience and pleasure (Gorji and Siami 2020). The display of sales promotion displays has been empirically proven to generate large profits in online stores (Weimar, Deutscher, and Decker 2020). (Weimar, Deutscher, and Decker 2020).

Previous research on sales promotion displays (Gorji and Siami 2020) showed that the display of sales promotion influence purchase intention and repurchase. This result is align with the research conducted by (Buchori and Harwani 2021) who stated that promotion influences purchase intention. The research found that displays are becoming essential for prominent marketers, such as department stores offering various products. Promotion through these displays can increase consumer motivation in stores and direct them to profitable buying behavior. Based on theoretical basis and previous research, the hypothesis is formulated:

H₂: sales promotion display affects purchase intention.

4. Social Media Marketing and Purchase Intention

Social media marketing is the latest style in marketing activities. This marketing system uses tools from the social web. Social media is applied to build actions and images for a brand or business product directly and indirectly (Savitry 2016). According to (Tsai and Men 2013), consumers often talk about a brand on social media, and their interactions

are essential in driving consumer purchase intentions. There are dimensions of social media marketing, according to (Kim and Ko 2012), including entertainment, interaction, trends, customization, and e-Wom. Social media is present in various examples such as Instagram, Facebook, Weblog, Wiki, Linkln, Twitter, Podcast and others (Majeed, Owusu-Ansah, and Ashmond 2021). Social media networks are widespread and used for interaction and communication with family, relatives, and friends, which enhances the building and maintenance of relationships. This high level of communication has allowed marketers to reach consumers in a 24/7 capacity through various media (Almotairi 2020).

Social media communication can drive purchasing decisions and increase consumer purchase intention. Activity on social media has available information, which usually comes from ratings and comments to improve customer purchase intentions (Chrisniyanti and Fah 2022). Research (Kim and Ko 2012) yielded an answer that social media influences purchase intention. In (Kim and Ko 2012) research, he suggests that nowadays, companies need to consider the impact of using social media because customer value is precious. Based on the theoretical basis and previous research, the hypothesis formulation:

H₃: social media marketing affects purchase intention.

5. Sales Promotion Display and Purchase Intention

An endorser is a designation for an individual known by the public, such as sports figures, actors, and entertainers, who have achievements outside the product category field (Friedman and Friedman 1965). The selected endorsers have criteria such as intellectual intelligence, personality, lifestyle, or skills. According to (Kofi Osei-Frimpong, Georgina Donkor 2019), companies must use celebrities considered credible and attractive by the target market to arrange persuasive advertisements. Persuasion presented as information about product properties, will influence consumer attitudes. Initially, consumers will understand the information received from a rational and objective point of view of the product being supported. Persuasive information content will make consumers tend to intensify positively. If the info is not persuasive enough, detrimental effects will occur because it cannot attract consumers (Liang and Lin 2018).

The use of endorsers has been proven to be a successful promotional tactic. Several studies have shown that the endorser's credibility effectively impacts customer attitudes toward the product (Lu 2021). Celebrities are considered to be able to turn the brands they

support into role models for consumer perspectives and attitudes (Molelekeng and Dondolo 2021). Celebrity endorsements persuade audiences by conveying messages about a product that is credible and what it is that can change one's perception of the product being endorsed.

According to research reviewed by (Cho 2010), endorser persuasion positively impacts purchase intention by type of endorser. The endorser's influence positively impacts purchase intention according to the kind of endorser that matches the consumer's suitability. These results align with research (Osei-Frimpong et al. 2019) which states that extensive celebrity support can encourage advertising compatibility, brand recognition, and brand memory. In the end, endorser support will promote intentional purchase and consumer buying behavior.

C. Research Methods

Sample and Population

This study chose Generation Z Muslims in Central Java as the population. In selecting the sample, the researcher chose a purposive sampling technique with the target of the Z generation of Muslims in regencies/cities in Central Java whose cities are ranked in the top 10 of GRDP (Gross Regional Domestic Product) in 2023 based on current prices (Statistik 2023). The sample uses the formula from (Joseph F. Hair Jr, William C. Black 2014) because the population size is uncertain, and this formula suggests a sample with a minimum size of 5-10 times the indicator variable. Researchers in this study used a sample size of $n = 25 \times 6 = 150$ samples. The data source comes from primary data by distributing questionnaires via Google Forms. Data analysis using SmartPLS 3.2.9 software with PLS-SEM as the technique.

Variable Measurement

This study uses four independent variables: halal awareness, sales promotion display, social media marketing, and endorsers' persuasiveness. The dependent variable is purchase intention. Below is a table of measurements and reference sources:

Table 1
Questionnaire Items and References

No.	Research Variable	Items	References
1.	Halal Awareness	3	(Aziz and Chok 2013)
2.	Sales Promotion Display	5	(Gorji and Siami 2020)

3.	Social Media Marketing	11	(Kim and Ko 2012)
4.	Endorsers' Persuasiveness	3	(Cho 2010)
5.	Purchase Intention	6	(Aziz and Chok 2013)

D. Result and Discussion

Result

Characteristic Respondents

This research chooses the object of the Z generation of Muslims who live in Central Java. Based on the results of distributing the questionnaires, the researcher grouped the respondents based on the following criteria.

Table 1
Respondent Characteristics

No	Respondent Characteristics		Total	
			Frequency	Presentation (%)
1	Gender	Male	20	13
		Female	130	87
2	Age	11-15 Years	3	2
		16-20 Years	23	15
		21-26 Years	124	83
3	Residence	Semarang	16	11
		Cilacap	7	5
		Kudus	92	61
		Banyumas	4	3
		Surakarta	10	7
		Brebes	4	3
		Pati	17	11
4	Job	Student	129	86
		Self-Employed	5	3
		Employee	8	5
		Other	8	5
5	Last Education	Elementary School	1	1
		Junior High School	4	3
		Senior High School	92	61
		3-Year Diploma	2	1
		Bachelor Degree	49	33
		Other	2	1

Source: processed data, 2023

Measurement Model Evaluation (Outer Model)

Validity and Reability

The study results obtained validity and reliability tests by looking at convergent validity values outer loadings, AVE, composite reliability values and Cronbach's alpha (Ghozali 2021).

Table 2
Construct Validity and Reliability Testing

Variable	Construct Item	Outer Loadings	Composite Reability	AVE	Cronbach's Alpha
Halal Awareness			0.845	0.645	0.737
X1.1	Ensure product processing methods.	0.800			
X1.2	Know the manufacturing process.	0.782			
X1.3	The process of making products according to Islamic law.	0.828			
Sales Promotion Display (SPD)			0.893	0.625	0.85
X2.1	SPD in this online shop is logically located.	0.779			
X2.2	SPD in this online shop helps me to find products place easily	0.823			
X2.3	SPD tools in this Online Shop are interesting.	0.793			
X2.4	The display of the type of sales promotion help me to better decision-making.	0.822			
X2.5	The display of the amount of sales promotion help me to better decision-making.	0.733			
Social Media Marketing			0.891	0.506	0.861
X3.1	Using social media is fun.	0.642			
X3.2	Social media allows exchanging opinions.	0.724			
X3.3	Social media makes it easy to express opinions.	0.705			
X3.4	The content displayed on social media is the latest information.	0.731			
X3.5	Using social media is very trendy.	0.773			
X3.6	Social media offers customized information searches.	0.688			
X3.7	Social media provides customized services.	0.742			
X3.8	Recommend information about brands or products on social media to friends.	0.675			
Endorser's Persuasiveness			0.937	0.832	0.903
X4.1	The opinion of the endorser about this food	0.887			

	<i>product is persuasive.</i>				
X4.2	<i>According to the endorser, this food product is good in performance.</i>	0.929			
X4.3	<i>According to the endorser, it is deserved to try this food product.</i>	0.920			
Purchase Intention			0.901	0.604	0.867
Y1	<i>Choosing halal products is a good idea</i>	0.725			
Y2	<i>The opinion of a friend that one should choose halal food</i>	0.759			
Y3	<i>Most people choose halal foods</i>	0.772			
Y4	<i>Family members prefer halal foods</i>	0.844			
Y5	<i>Like to choose halal foods</i>	0.855			
Y6	<i>Recommend friends to purchase</i>	0.694			

Table 2 above is the result of the outer loading value after removing the indicators. In the previous stage, researchers removed as many as three indicators on the social media marketing variable because the AVE value was less than 0.5. The data results in Table 2 above show that the validity and reliability values tested have been fulfilled. Imam Ghozali, quoting from Chin, stated that outer loadings below 0.7, namely between 0.5-0.6, are still permitted. All indicators are validated by looking at the AVE value > 0.5 . Composite reliability and Cronbach's alpha values > 0.7 . These results inform that each of these variables has a relatively high level of reliability according to the assessment criteria on composite reliability and Cronbach's alpha.

Measurement Model Evaluation (Inner Model)

The method in PLS-SEM looks at the inner model through the r square of the dependent variable. The results of measuring r square in the measurement of the Inner Model are explained in the following table:

Table 3
R-Square

Variabel	R Square	R Square Adjusted
<i>Purchase Intention</i>	0.414	0.398

Testing the inner model value obtained the R² (R-Square) value on the purchase intention variable of 0.414. The value of 41.4% is a variation of purchase intention influenced by halal awareness, sales promotion displays, social media marketing, and endorsers' persuasiveness. Other variables explain the remaining 58.6%. The R-Square value in this study is moderate.

Hypothesis Testing Result

Hypothesis testing based on the t-statistics and p-values. If the t-statistic > 1.96 (5% level of significance) and the p-value < 0.05 , the hypothesis is accepted. Conversely, if the t-statistic value is < 1.96 (5% level of significance) and the p-value is > 0.05 , then the hypothesis is rejected (Rahmad Solling Hamid 2019).

Based on the Inner Model measurements that have been carried out, it produces a schematic in the following figure:

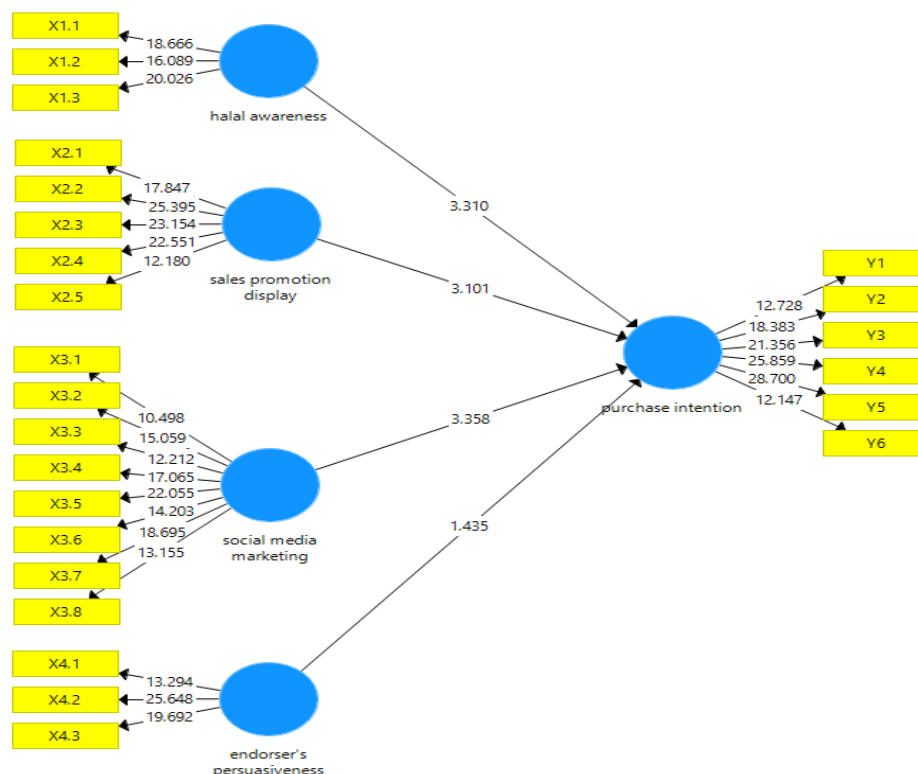


Figure 2. Diagram of Path Coefficients and Hypothesis Test

Table 4
Mean, STDEV, T-Values, P-Values

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P-Values
H1 : Halal Awareness -> Purchase Intention	0.252	0.254	0.076	3.310	0.001
H2: Sales Promotion Display -> Purchase Intention	0.279	0.280	0.090	3.101	0.002
H3: Social Media Marketing -> Purchase Intention	0.307	0.307	0.091	3.358	0.001
H4: Endorser's Persuasiveness -> Purchase Intention	-0.097	-0.090	0.067	1.435	0.152

The results in Table 5 above show that the halal awareness, sales promotion display, and social media marketing variables affect purchase intention, so the hypothesis is accepted. Meanwhile, the endorser's persuasiveness variable does not involve purchase intention, so the hypothesis is rejected.

Discussion

According to the results of hypothesis testing that has been done, it can be revealed that halal awareness has a positive effect on purchase intention. This result aligns with research (Aziz and Chok 2013), which revealed that halal awareness influences the intention to buy halal products. Research (Rahmawaty and Rakhmawati 2022) shows that a halal label for consumers on a product is essential information to guarantee product halalness. These results confirm the Theory of Reasoned Action (TRA) by (Fishbein, Martin; Ajzen 1975). The attitude model in the context of halal awareness of a product directly influences one's intention, so it can be concluded that Generation Z Muslims in Central Java already have good halal awareness. In a multiracial and multicultural society like Indonesia, especially Central Java, family members, peers, and the community are strong references in acting and considering things. In TRA theory, this becomes a subjective norm that plays a significant role in encouraging behavioral intentions to act on what has become a view of something one believes in. Thus, in the context of awareness of halal products, one's attitude towards what is halal directly influences one's intention to

choose halal products. This is because someone is convinced that halal is a good principle to be used as a guide in his life.

Sales Promotion Display influences purchase intention in this study. This means that the more frequent and attractive the display of sales promotions, the more consumers will tend to increase their choice to buy food products at the online shop. This result is supported by research (Gorji and Siami 2020) which found that the appearance of a sales promotion can influence purchase intention and repurchase. Study (Hortsman 2017) also states that display aspects such as shape, color, required product presentation, and display information content can influence the buyer's point of view. This study conveys that sales promotion can be done by arranging store displays. This study states that the appearance of an online shop with an attractive promotional display and an easily recognizable location makes Generation Z Muslims intend to buy at an online shop, increasing purchasing power and profits. However, these results differ from research (Legowati and Ul Albab 2019) proving that promotions do not affect purchase intentions. It was stated that the promotion does not guarantee that consumers choose food at halal-certified restaurants.

Testing the hypothesis states that social media marketing has an effect on purchase intentions at online shops. This research is by the findings (Chrisniyanti and Fah 2022) which state that social media as a forum for marketing activities has a positive and significant influence on purchase intention. Research (Gautam and Sharma 2017) also conveys that social media marketing positively impacts customers' purchase intentions. The challenge for these business actors is to encourage the clever use of several features on social media platforms, provide fun content, and have active involvement between brands and consumers to increase brand awareness, brand engagement, and purchase intentions (Chrisniyanti and Fah 2022).

The existence of an endorser in this study does not affect purchase intention. This test aligns with the findings (Andi, Hafis, and Hendri 2020) which explain that celebrity endorsers do not affect purchase intention. However, these results differ from the findings (Cho 2010), which state that endorser solicitation can significantly influence purchase intention. The use of endorsers as supporters of halal food, as exemplified by artist Fujianti Utami or who is usually called Fuji, cannot impact Muslim generation Z consumers in

Central Java. Consumers' views of Fuji endorsers are less desirable as a driving force for the intention to buy food products at online shops. The popularity of Fuji endorsers in this study is not well known by some Generation Z Muslims in Central Java, so it cannot influence the intention to buy food at online stores. Other reasons that arise can be caused by being less attractive in endorsing a product, not liking the food being approved to try, and needing to be more convincing in supporting a food product.

E. Conclusion

In the digital era, it provides many conveniences but is also complex with business competition. So entrepreneurs need to study consumer behavior in increasing purchase intentions at online stores in great demand, especially among Muslim Z generations. The results of the study show that halal awareness, sales display promotion, and social media marketing influence purchase intentions in online stores. Meanwhile, a persuasive endorser is independent of purchase intention. There is no previous research that studies research on purchase intentions broadly. It is hoped that further research will find variations in other variables and determine a larger sample size or number to make the research results more even. To make it more comprehensive, samples for further analysis can be selected from outside Central Java, both Muslim and non-Muslim generations. From the results of this study, marketers can pay attention to the halal concept in making food products, present attractive views and content on social media and choose endorsers with high credibility and popularity to encourage customer purchase intentions.

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