

# Factors influencing Consumer Purchase Intention toward Halal Imported Food Products

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## Abstract

**Purpose:** The objective of this study is to examine the relationship between functional value of quality, functional of price, emotional value, conditional value, social value, epistemic value, and purchase intentions of halal imported food products among millennial Muslims consumers in Malaysia. In addition, this study examines the moderating effect of confidence in foreign halal logo in the framework.

**Design/methodology/approach:** The quantitative data were collected through structured questionnaire from 162 participants. The data were analysed by using PLS-SEM.

**Findings:** The results revealed that millennial Muslims consumers purchase intention are strongly linked with functional value quality and social value. In addition, confidence towards foreign halal logo weaken between consumption value and purchase intention. The result of this study provides information to food marketers that millennial Muslims consumers in general consume imported halal food products for functional value quality and social value reasons and to improve food regulatory policies to gain more customers confidence towards halal logo. Additionally, consumers experience an enhancement in their social image when consuming imported halal food products, considering the variety and quality of the ingredients.

**Practical implications:** The findings of this study provide valuable insights into consumption values, confidence in the foreign halal logo, and consumer purchase intentions among Millennial Muslims towards imported halal food products in Malaysia. This information is beneficial for scholars, policymakers, and businesses, as it enhances their understanding of Millennial Muslim consumers' purchasing behaviors. Additionally, these insights can be applied to firms' marketing strategies.

**Originality/value:** By using the Theory of Consumption Value (TCV), the study also attempts to explain the role of confidence towards foreign halal logo as a moderating variable in consumers' purchase intention. This study also adds to the literature on consumption values imported halal food products.

**Keywords:** Functional Value Quality, Functional Value Price, Emotional Value, Conditional Value, Social Value, Epistemic Value, Confidence towards foreign Halal Logo, Theory of Consumption Value (TCV)

**Classification:** Research Paper

## Introduction

Islam is the official religion of Malaysia and Malaysia is one of the countries occupied mostly by Muslims and Malaysia estimated population of 33.4 million in 2023 as compared to 32.7 million in year 2022 (Times, 2023) and Muslims populate around 63.5%. It is not only Muslims who give and use halal products and services these days. It has become a productive business as it fulfils the requirements of Muslims but also attracts the interest of non-Muslim buyers. Among the factors for the acceptance of Halal products and services besides religiosity is globalization which has opened the doors to integration of culture and food (Ahmad et al., 2020).

Over the past ten years, there has been an increase in the amount of imported food products entering Malaysia. The top ten largest import products into Malaysia consistently include food products, according to Malaysia External Trade Development Corporation ("MATRADE," 2020). Types of imported food products that Malaysia imports are include imported food products that have not been declared to be halal, imported food products that have been certified as halal by Malaysia, and, finally, imported food products that have been certified halal by foreign halal certification bodies (FHCB) that JAKIM has recognized (Zaid et al., 2019). The halal product certification is compulsory before the products can be imported. Though, there is enforcement for halal certification to ensure the Muslims in Malaysia to consume Islamic obedience products and food. At the same time, it is crucial to Malaysian society as a halal products consumer (Ismail et al., 2022).

Halal is a term, originating from the Arabic term "Halal" meaning "permissible," have evolved from their religious roots in Islamic dietary laws to a global symbol of quality and ethical consumerism (Ismail et al., 2022). Halal food guidelines were primarily derived from Islamic religious texts, primarily the Quran and Hadith, which set forth the basic principles of what is permissible ('Halal') and forbidden ('Non-Halal') in Islam (Abdallah et al., 2021). This evolution reflects a growing trend where consumers, irrespective of their religious beliefs, are increasingly drawn to products that align with their ethical, health-conscious values. Halal foods, known for their emphasis on cleanliness, ethical sourcing, and quality assurance, have thus found a broader appeal (Rejeb et al., 2021).

The Ministry of Islamic Development in Malaysia (JAKIM) is the authority responsible for Islamic affairs including halal certification in Malaysia. Therefore, JAKIM plays a very important role in protecting Muslim consumers in Malaysia and it has always been JAKIM's role to assure them to opt for halal products as prescribed by Shariah (Abdullah & Adil, 2019). For halal certification, JAKIM must verify the halal status of the product at each stage and process by conducting an official on-site inspection at the facilities to investigate how the halal status of the raw material is maintained and always monitored. For these reasons, JAKIM still requires a reputable and credible foreign halal certification body as JAKIM representative to monitor and verify the halal status of these raw materials and products with responsibility and integrity (Abdullah & Adil, 2019). Recognition is based on the capabilities of foreign halal certification bodies that adhere to Malaysian procedures and guidelines ([www.halal.gov.my](http://www.halal.gov.my)). The establishment of JAKIM is seen as one of the platforms to meet the needs of the Muslim community in line with the development of the country making Islam the official religion (Ruqaiyah, 2019).

In Malaysia, it is required for Muslims to eat or use only halal products and to search for halal products is not a matter as almost all the products sold in the market carry the halal logo accredited by the Islamic Development Foundation of Malaysia (JAKIM) or its foreign counterparts in the case of imported products (Nor et al., 2022). With the market expansion

across global, halal certification plays a critical role whereby the challenges to meet the global halal standards due to the various certification standards among the countries (“The Malaysian Reserve,” 2023a). The procedure to declare the product is halal, the raw materials need come from the halal sources, especially imported halal food products is difficult to get halal assurance (“The Malaysian Reserve,” 2023b).

As a pioneer in halal certification, Malaysia not only promotes the export of local halal products abroad, but also imports halal products from other countries. JAKIM has recognized 84 international halal certifying bodies from 46 different countries to validate the halal status of imported food (Star, 2022). Halal certification is considered an important factor in the successful development of the global halal industry, the industry is still plagued by the problem of different certification standards. The lack of a single, unified global halal standard is a pressing issue in the halal industry (Othman et al., 2021) especially on imported halal food products. Currently, varying halal standards between countries and within countries due to the existence of different halal authorities and in some cases abuse in halal testing and certification hinder the further development of the industry (Abdallah et al., 2021).

In 2020, food fraud revealed in Malaysia when a meat cartel was busted for paying the authorities to receive a halal certification even though they were obtaining their meat supply from non-halal sources, the authorities have seized around 1,500 tonnes of frozen meat worth RM30 million smuggled from Ukraine, Brazil, Argentina, and China and repackaged it with the Halal logo (Star 2020, Times, 2021). The issue of illegal meat weakens Malaysia's halal certification (Md Ariffin et al., 2023). In 2023, Malaysia imported 13,600 tons of chicken meat from Brazil, an increase of 45.7% over the previous year with revenue of US\$20 million (Asiafoodbeverages, 2024). While another case at convenience stores sells imported foods without halal certification labels in Malaysia (Sinar Daily, 2023). Apart from that, e-commerce platforms like Lazada, Shopee and many more have made it more common for customers to conduct consumer-to-consumer (C2C) as well as business-to-consumer (B2C) purchases online. Online transactions provide consumers numerous advantages, including a greater selection of easily accessible products, ease, and comprehensive product information (Liew & Falahat, 2019). The emergence of e-commerce platforms has raised concerns regarding the halal status of imported items, as they provide them at prices far cheaper than those of conventional businesses. However, several new concerns have emerged around internet shopping, including worries over whether products are suitable for Muslim consumers. JAKIM does not recognize many of the halal certification of the imported food products, even if the products in question carried the halal logo (Bernama, 2022).

Consumer confidence very important to measures the strength of the business as fake halal logos destroy consumer confidence in the intention to purchase products and services (Khalique & Ottot, 2021). Incidents of food fraud and scandals have raised concerns among Muslim consumers and cast doubt on the authenticity of halal food (Md Ariffin et al., 2023). Customers may become confused by the variety of halal logos affixed on various imported halal products, which could easily result in their being confuse by unauthorized halal logos (Othman et al., 2021). Customers' trust and faith in halal products are diminished by misleading halal logos, and this proves there is a problem with the halal certification process (Abdullah, Rahman, & Thalbi, 2018). Occasionally, the need for halal food leads to an aggressive mindset among food distributors and producers to provide food with halal labels. As a result, distributors and producers of food may exploit and misuse the halal logo (Othman et al., 2021). The frequent misuse of halal logos has made consumers more cautious about trusting imported products with halal logos.

There is little focus on imported halal food products in which many past studies examine more on the issues of legal perspective and challenges on halal food products. For instance, an analysis of the halal logo's usage (Afifi et al., 2019) rights of the consumer for halal products (Halim & Salleh, 2020) and issues and challenges in promoting halal certification (Saiman & Yusma, 2022). Besides that, previous research also more focus to examine on the factors influencing the purchase intentions of halal food products such as religious belief, exposure, and health reasons are critical in increasing halal awareness which has positively contributed to the intention of buying halal food (Febriandika et al., 2023). Besides that, religiosity, and social media (Norfarah & Hana, 2021), Halal logo, food safety concern, health consciousness, ingredients, processing, habit, knowledge (Billah et al., 2020), halal awareness (Syukur & Nimsai, 2018).

There are numerous studies conducted in different countries on halal products major determinants in purchase intention are attitude, subjective norm, perceived behaviour control, religiosity, halal awareness, and halal certification (Fatmi et al., 2020). There are fewer studies using the Theory of Consumption Value (TCV) to examine the purchase intention of halal food products (Fatmi et al., 2020). This theory has been adopted in many studies such as green products (Nekmahmud et al., 2022), halal cosmetics (Huriah et al., 2022), environmentally friendly product (Rizkalla & Setiadi, 2020), organic food (Waseti & Irfanoglu., 2022). Hence, to achieve the research objective, the Theory of Consumption Value (TCV) will be used to examine the purchase intention of halal imported food products. Several factors, such as functional value (quality and price), emotional value, conditional value, social value, and epistemic value, will be used as independent variables to examine the purchase intentions of imported halal food products. In addition, this study examines whether confidence toward foreign halal logo effect the purchase intention of imported halal food products.

## **Literature Review**

### ***Theory of Consumption Value (TCV)***

The Theory of Consumption Value (TCV) by Sheth et al. (1991) is a well-established framework that identifies several dimensions of consumption value influencing product or brand choice (Lin et al., 2020), purchase decisions (Dhir et al., 2020), and consumer loyalty (Poushneh & Vasquez-Parraga, 2019). The theory encompasses five consumption values—functional, emotional, social, epistemic, and conditional—that are utilized to predict customer behavior in decision-making processes (Sheth et al., 1991).

The theoretical framework of this study was developed using the TCV. According to TCV, consumers make purchase decisions based on a product's perceived consumption value, with each value influencing the decision in different ways.

Previous studies have demonstrated that customers' perception of value is a key factor in their decision to buy (Muhammed et al., 2019). A broad range of consumers' food preferences has been assessed using TCV, including halal-certified food (Muhammed et al., 2019) and organic food (Kushwah et al., 2019; Qasim et al., 2019).

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***Hypothesis development******Functional Value (Quality)***

Functional value is defined as “perceived quality developed from a substitute’s capacity for functional, utilitarian or physical performance” (Sheth et al., 1991). In this research, functional value of quality is one of six perceived value dimensions that assumed to influence customer purchase intentions of halal imported food products.

The relationship between functional value and purchase intention has been examined by many scholars in previous literature, functional value significantly affects consumers’ purchase of organic food and green environmental concerns (Suki et al., 2022; Qasim et al., 2019; Waseti and İrfanoğlu 2022). Functional value was found as a significant factor in influencing environmentally-friendly product purchase intention (Rizkalla & Setiadi, 2020). Thus, the following hypotheses is proposed:

H1: There is a positive and significant relationship between functional value (quality) and purchase intention of halal imported food products.

***Functional Value (Price)***

Köse and Kırçova (2021) defined the functional value of price as part of the cognitive dimension of perceived value for consumers with a high level of health consciousness regarding organic food. Suki et al. (2021) found that reasonable pricing is a primary driver of consumers’ positive inclination toward purchasing organic food. Prices play a critical role in consumers’ decisions to buy healthier foods (Raza et al., 2021).

Studies on the consumption value of organic food have shown a positive direct relationship between purchase intention and price, suggesting that consumers with high involvement in purchasing organic food are willing to pay a higher price (Waseti & Irfanoglu, 2022). Chalid and Mirzal (2023) also noted that pricing has a favorable and significant impact on purchase intention, as consumers often perceive higher prices as an indicator of better quality. Thus, the following hypotheses is proposed:

H2 There is a positive and significant relationship between functional value (price) and purchase intention of halal imported food products

***Emotional Value***

In this research, following the study by Juyon (2021), emotional value is defined as the perceived utility derived from a product, particularly in terms of comfort and security when purchasing imported halal food products. Numerous studies have explored the influence of emotional value on purchase intention (Wei et al., 2020; Qasim et al., 2019; Muham et al., 2019). For instance, in the context of purchasing halal cosmetics, emotional value has been shown to positively and significantly contribute to purchase intention (Wei et al., 2020). Similarly, Qasim et al. (2019) revealed that emotional value has a positive impact on the intention to consume organic food, explaining that it evokes positive attitudes towards engaging in environmentally responsible behavior.

Emotional value positively influences the purchase intention of organic food, particularly among consumers who are concerned about farmers’ welfare and who feel a greater sense of responsibility and care for the environment (Waseti & Irfanoglu, 2022). Moreover, Muham et al. (2019) argue that emotional value significantly affects customers’ choice behavior towards halal food. Raza et al. (2021) also found that emotional values significantly influence consumers’ healthy eating choices, especially when the food is perceived as tasty and



delicious. The purchase intention of organic food is influenced by emotional value, as consumers' perceptions, health concerns, and taste preferences for organic foods are closely related to emotional factors (Curvelo et al., 2019). Thus, the following hypotheses is proposed:

H3 There is a positive and significant relationship between Emotional value and purchase intention of halal imported food products

### ***Conditional Value***

Suki et al. (2022) defines conditional value as consumer choices influenced by their personal situation, time, place, and condition. Previous research has extensively discussed the relationship between conditional value and purchase intention. For example, Wei et al. (2020) identified a positive influence of conditional value on purchase intention in halal cosmetics products, revealing that consumers are more likely to make purchases when products are Halal certified. Similarly, in the study of organic food consumption, Qasim et al. (2019) found that conditional value has the strongest positive impact toward purchase intention, particularly in relation to health and economic status.

According to Zailani et al. (2022), conditional value positively affects drivers' willingness to pay for biofuels. Furthermore, in the study of halal cosmetic products, Huriah et al. (2022) found a significant positive relationship between conditional value and the intention to purchase. Raza et al. (2021) also reported that conditional value significantly influences consumers' choices in the context of healthier eating. Thus, the following hypotheses is proposed:

H4 There is a positive and significant relationship between conditional value and purchase intention of halal imported food products

### ***Social Value***

Social value is defined as the perceived value obtained from specific social groups (Sheth et al., 1991). Social values motivate consumers to choose particular products based on the beliefs of certain social groups, such as friends, family, or coworkers (Waseti & Irfanoglu, 2022). In the context of healthy food choice behavior, social value refers to the perceived net utility gained from consuming healthy food, influenced by perceptions of social pressure or the desire for status (Raza et al., 2021).

Previous research has consistently found that social value positively influences purchase intention (Chen & Zhang, 2020; Köse & Kırçova, 2021; Kaur et al., 2021). For instance, social influence has been shown to significantly increase consumers' intentions to buy green products (Chen & Zhang, 2020). Similarly, social value has a positive impact on the intention to purchase organic food (Köse & Kırçova, 2021). Additionally, social value positively influences consumers' purchase intentions in studies focused on environmental concerns (Suki et al., 2022). In the context of food delivery apps, social value also positively affects purchase intentions (Kaur et al., 2021). Thus, the following hypotheses is proposed:

H5 There is a positive and significant relationship between social value and purchase intention of halal imported food products

### ***Epistemic Value***

Epistemic value relates to the stimulation of interest, novelty, and the fulfillment of a desire for knowledge (Sheth et al., 1991). Most prior research defines epistemic value based on customers' novelty-seeking intentions and their desire for knowledge. The significance of epistemic value and its relationship with purchase intention has been identified in numerous studies. For instance, Raza et al. (2021) found that epistemic value has a significant positive effect on consumers' healthier eating choices, indicating that increased knowledge of healthy food, coupled with a positive perception, motivates consumers to try something new.

Muham et al. (2019) noted that epistemic value significantly affects Muslim consumers' choice behavior towards halal food, emphasizing that religious values prioritize halal certification. Similarly, Wei et al. (2020) found that in the context of purchasing halal cosmetics, epistemic value positively and significantly contributes to purchase intention, as consumers seek to gain more information through these products. Additionally, Suki et al. (2022) found that epistemic value significantly influences consumers' purchases of organic foods and their environmental concerns related to green products, as it provides comprehensive information about organic foods before purchasing. Thus, the following hypotheses is proposed:

H6 There is a positive and significant relationship between epistemic value and purchase intention of halal imported food products

### ***Confidence in foreign halal logo as a moderator***

Confidence is defined as an individual's sense or awareness of their influence or dependence on particular situations, describing the extent of belief in a specific issue based on personal experience (Ariffin & Wahid, 2017). Muslim consumers rely on the Halal logo to make food selections due to religious obligations (Khan & Khan, 2018). The Halal logo serves as a key influencer in the marketing of imported halal food products, supplemented by consumer knowledge of those products (Amanah et al., 2019). Confidence in foreign halal logos can be understood as consumers' evaluation prior to making purchase decisions for imported halal food products, where the foreign halal logo meets the Islamic criteria permitted by Shariah law and is associated with quality (Mohamad Tauhid et al., 2022).

Previous studies have shown that consumer confidence moderates the relationship between consumers' value-expressive functions and attitudes towards Kopitiam (Ariffin & Wahid, 2017). Building on this finding regarding the moderating role of confidence, the present study proposes confidence in foreign halal logos as a moderating variable between the determinants (functional value of quality, functional value of price, emotional value, conditional value, epistemic value, social value) and the dependent variable (purchase intention of imported halal food products).

Nor et al. (2022) found that confidence levels influence the intention to purchase halal food online, with factors such as quality, brand, halal awareness, and product safety being crucial considerations. Suhartanto et al. (2019) also identified a positive relationship between the perceived high quality of halal foods and confidence in purchase decisions for halal food products. Similarly, Aini & Safira (2021) found that the halal logo positively affects Muslim consumers' confidence and their willingness to pay a higher price.

Moreover, a study by Hosseini et al. (2019) indicated that confidence in the halal logo positively influences the willingness to pay for halal-certified food. Emotional value also has a positive influence on halal food purchases, where consumers exhibit confidence due to halal

awareness and the concept of halal in purchasing decisions (Surya & Saragih, 2019). Wei et al. (2020) found that confidence positively influences emotional value, with customers feeling more assured when products are certified by an authorized body. According to Perdana et al. (2019), the presence of halal certification (a form of conditional value) enhances confidence among Muslim consumers, increasing their likelihood of purchasing halal products. Additionally, social value is positively associated with customer confidence in purchasing halal food, especially when influenced by peers who emphasize the importance of the halal logo (Mohtar et al., 2021). In terms of epistemic value, a customer's confidence level in religiosity significantly influences their purchase of halal products (Khalique & Ottot, 2021). Thus, the following hypotheses is proposed:

H7: Confidence in foreign halal logo strengthen the relationship between functional value (quality) and purchase intention toward halal imported food products.

H8. Confidence in foreign halal logo strengthen the relationship between functional value (price) and purchase intention toward halal imported food products.

H9. Confidence in foreign halal logo strengthen the relationship between emotional value and purchase intention toward halal imported food products.

H10. Confidence in foreign halal logo strengthen the relationship between conditional value and purchase intention toward halal imported food products.

H11. Confidence in foreign halal logo strengthen the relationship between epistemic value and purchase intention toward halal imported food products.

H12. Confidence in foreign halal logo strengthen the relationship between social value and purchase intention toward halal imported food products.

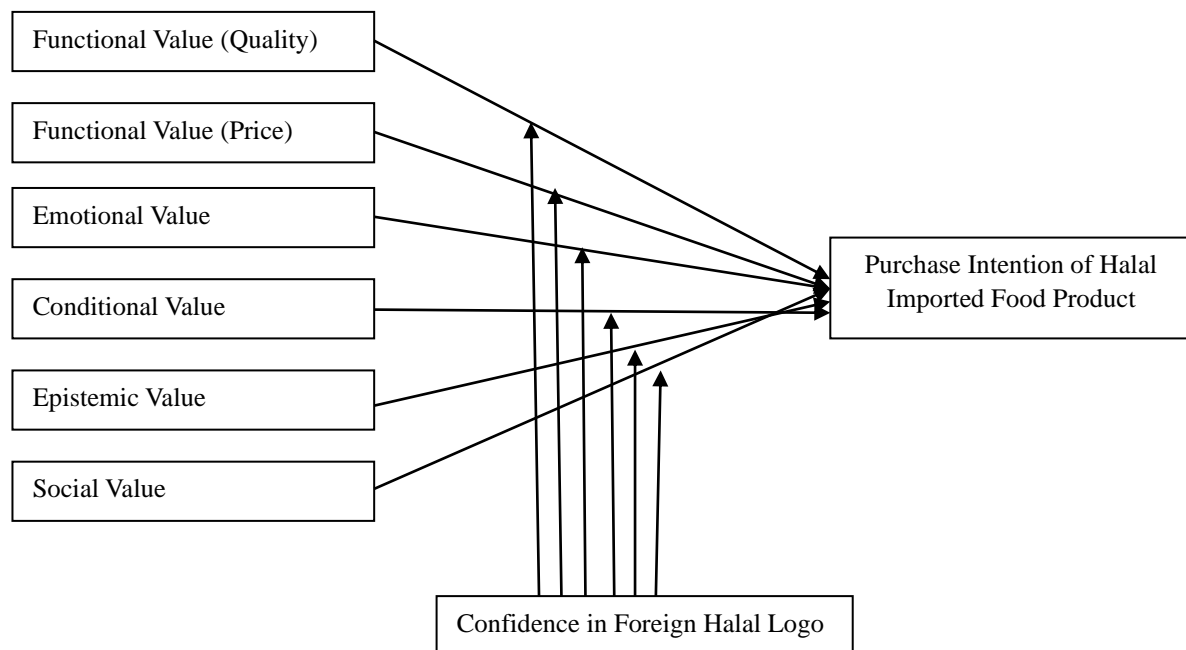


Figure 1: Theoretical Framework



Therefore, based on such previous discussion, the research model proposed is shown in Figure 1. The contribution should be highlighted primarily in the introduction and in the discussion and conclusions of the paper.

### **Research design and methodology**

This study focuses on Muslim Millennials, referred to as GEN-M, who are characterized by their religious faith, hyper-diversity, multinational backgrounds, and affluent income status. Millennial Muslim consumers exhibit a preference for halal products, even at higher prices, primarily due to their religious commitment to consuming halal food (Malik et al., 2019). Potential respondents were screened to filter out unqualified individuals before they proceeded to answer the questionnaires. Only respondents who are over 18 years old, aware of and have purchased imported halal food products, and identify as Muslim were eligible to complete the questionnaires, as the halal market is particularly robust among younger generations of Muslims (Rahim et al., 2022; Star, 2023). Consequently, the unit of analysis in this study is the individual, specifically young Muslim consumers, known as Millennial Muslims.

Given that Millennial Muslims are typically proficient with computers and the internet and considering the cost and time efficiency of the research, an online survey tool, Google Forms, was used to collect data through purposive sampling. A self-administered survey was distributed from March 19, 2024, to May 4, 2024. A total of 162 respondents completed the questionnaires. The electronic survey was chosen for its convenience and efficiency in gathering the required information (Sekaran & Bougie, 2016). The survey link was disseminated via social media platforms, including Facebook, WhatsApp, and email.

The questionnaire comprised three sections: Section A was designed to filter respondents, Section B collected demographic information, and Section C measured all variables, including functional value (quality), functional value (price), emotional value, conditional value, social value, epistemic value, and purchase intentions for halal imported food products). All items were assessed using a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree). The five-point Likert scale items were adapted from Ghufran et al. (2022), Qasim et al. (2019), Muham et al. (2019), Suki et al. (2021), Raza et al. (2021) and Abu et al. (2017).

### ***Profile of Respondents***

Out of 162 online questionnaires, 146 (90.0%) were found usable for analysis. The majority of respondents were female (68.5%), with males comprising 31.5%. Most respondents were aged 34-38 years (31.5%), followed by those aged 29-33 years (26.0%), 39-43 years (22.0%), and 23-28 years (20.5%). Regarding education, 58.0% held a bachelor's degree, 20.5% had a diploma or certificate, 13.0% had a master's degree, 7.5% had high school education, and 1.0% held a PhD. In terms of monthly income, 28.0% earned between RM4501 and RM6000, 25.0% earned above RM6000, and 19.0% earned between RM3001 and RM4500. The remaining respondents earned below RM3000.

## Results

### *Measurement Model*

This research examines the outer model validity and reliability of constructs, composite reliability (CR), average variance derived (AVE). As shown in Table 1, CR and AVE are all greater than 0.7 and 0.5. The square root of the AVE for each latent variable are greater than the correlation between latent variables. In terms of convergent validity, the average variance extracted should be more than or equal to 0.5, while in terms of discriminant validity, the square root of average variance extracted for each variable should be more than the correlation coefficient of each variable with other variables (Hair et al. 2011). The intercorrelations between each latent variables, and the value was greater than correlation between latent variables (ranging between 0.73 to 0.92), thus, the concepts' convergent validity and discriminant validity were satisfactory established for the measurement model.

Table 1: Reliability, convergent and discriminant validity

Model Construct	Measurement Item	Loading	AVE	CR
Functional Value (Quality) (FVQ)	FVQ1: Imported halal food product provides a variety of ingredients	0.757	0.890	0.731
	FVQ2: Imported halal food product provides good quality ingredients	0.910		
	FVQ3: Imported halal food product is tasty	0.889		
Functional Value (Price) (FVP)	FVP1: Imported halal food product is reasonably priced	0.906	0.933	0.823
	FVP2: Imported halal food product offer value for money	0.914		
	FVP3: Imported halal food product has a good economic value	0.901		
Emotional Value (EV)	EV1: I feel like making a good personal contribution to something better by purchasing an imported halal food product	0.899	0.949	0.862
	EV2: Purchasing an imported halal food product would feel like an appropriate behavior	0.944		
	EV3: I feel like a better person by purchasing an imported halal food	0.941		
Conditional Value (CV)	CV1: I would buy an imported halal food product when there are discount rates for imported halal food product	0.889	0.925	0.803
	CV2: I would buy an imported halal food product when an imported halal food product is available	0.897		
	CV3: I would buy an imported halal food product when there is promotional activity for imported halal food product	0.902		
Social Value (SV)	SV1: Purchase an imported halal food product will help me gain social approval	0.964	0.979	0.939
	SV2: Purchase an imported halal food product will make a positive impression on other people	0.970		
	SV3: Purchase an imported halal food product will improve the way I am perceived	0.973		
Epistemic Value (EPV)	EPV1: I like to know the origin of an imported halal food product	0.972	0.971	0.917
	EPV2: I would like to acquire a great deal of information about different brands before purchasing an imported halal food product	0.934		

	EPV3: I prefer to check the halal logo and certification on a halal product before making a purchase an imported halal food product	0.965		
Purchase Intention (PI)	PI1: I intend to choose an imported halal food product in the future	0.900	0.949	0.824
	PI2: I like to purchase the imported halal food product that has the most trusted halal integrity	0.846		
	PI3: I will make a special effort to consume an imported halal food product	0.948		
	PI4: Given that imported halal food products are readily available, I predict that I would purchase them in the future	0.934		
Confidence (C)	C1: I always check foreign halal logo on imported halal food product	0.851	0.952	0.832
	C2: I am confident with foreign halal logo food product because they are being processed in Islamic code of conduct	0.918		
	C3: Full confidence with foreign halal logo makes my mind at peaceful	0.943		
	C4: I am confident that the foreign halal logo is trustworthy	0.934		

HTMT as a criterion to comparison the value of the HTMT to a predefined threshold: 0.85 (Kline, 2016). HTMT values higher than this threshold and thus closer to 1.00 indicate a lack of discriminant validity.

### ***Structural model***

After completing the evaluation of the measurement model, the next step involved testing the structural model. According to Hair et al. (2019), the ideal value for the Variance Inflation Factor (VIF) should be less than 3.3. In this study, the VIF values for all constructs were found to be below 3.3. The  $R^2$  values are interpreted as follows: 0.75 indicates substantial variance explained, 0.50 indicates moderate variance, and 0.25 indicates weak variance (Hair et al., 2019). The  $R^2$  value for Purchase Intention (PI) was 0.892, which is considered substantial for measuring the variance.

Subsequently, the effect size ( $f^2$ ) values were assessed, where 0.02 represents a small effect, 0.15 represents a medium effect, and 0.35 represents a large effect (Hair et al., 2019). An  $f^2$  value less than 0.02 suggests no effect. In this study, the  $f^2$  values for Epistemic Value (EPV) (0.001), Emotional Value (EV) (0.012), and Functional Value (Price) (FPV) (0.001) indicated no significant effects on the purchase intention of halal imported food products. Conversely, Social Value (SV) had a large effect on PI (0.201), while Conditional Value (CV) (0.033) and Functional Value (Quality) (FVQ) (0.09) had medium effects on PI.

### ***Hypothesis Analysis***

Using a bootstrapping technique, path loadings and t-statistics for hypothesised relationships were calculated. The PLS analysis results are shown in Table 2. Hypotheses will be accepted if the t-value is above 1.645 and when t-value is less than 1.645, a hypothesis will be rejected, for significance level = 5% (Hair et al., 2017).

The results of the path coefficient demonstrate that there is a significant relationship between functional value quality and purchase intention of halal imported food products ( $b = 0.194$ ,  $t = 3.942$ ,  $p < 0.05$ ; H1 supported), social value and purchase intention of halal imported food

products ( $b = 0.307$ ,  $t = 5.107$ ,  $p < 0.05$ ; H5 supported). Thus hypothesis 1 and 5 are supported. Meanwhile, the relationship between functional value price ( $b = -0.022$ ,  $t = 0.462$ ,  $p > 0.05$ ; H2 not supported), emotional value ( $b = 0.068$ ,  $t = 1.244$ ,  $p > 0.05$ ; H3 not supported), conditional value ( $b = -0.098$ ,  $t = 1.468$ ,  $p > 0.05$ ; H4 not supported), epistemic value ( $b = -0.036$ ,  $t = 1.701$ ,  $p > 0.05$ ; H6 not supported), and purchase intention of halal imported food products are insignificant, thus, hypothesis 2, 3,4 and 6 was not supported.

The moderating effect of confidence toward foreign halal logo towards functional value quality ( $b = -0.09$ ,  $t = 1.701$ ,  $p < 0.05$ ; H7 not supported) found to be significant. Besides that, the moderating effect of confidence toward foreign halal logo towards functional value price ( $b = -0.04$ ,  $t = 0.755$ ,  $p > 0.05$ ; H8 not supported), emotional value ( $b = 0.081$ ,  $t = 1.18$ ,  $p > 0.05$ ; H9 not supported), conditional value ( $b = 0.05$ ,  $t = 0.625$ ,  $p > 0.05$ ; H10 not supported), social value ( $b = 0.014$ ,  $t = 0.175$ ,  $p > 0.05$ ; H11 not supported), and epistemic value ( $b = 0.015$ ,  $t = 0.352$ ,  $p > 0.05$ ; H12 not supported) are found to be insignificant.

Table 2. PLS results of path coefficients and hypothesis testing

Hypothesis Main Model	Path	Coefficient ( $\beta$ )	SE	t-value	p- value	Decision
H1	FVQ -> PI	0.194	0.05	3.942	0.000	Supported
H2	FVP -> PI	-0.022	0.05	0.462	0.322	Not Supported
H3	EV -> PI	0.068	0.06	1.244	0.107	Not Supported
H4	CV -> PI	-0.098	0.07	1.468	0.071	Not Supported
H5	SV -> PI	0.307	0.06	5.107	0.000	Supported
H6	EPV -> PI	-0.036	0.07	0.561	0.287	Not Supported
H7	C x FVQ -> PI	-0.09	0.05	1.701	0.045	Not Supported
H8	C x FVP -> PI	-0.04	0.05	0.755	0.225	Not Supported
H9	C x EV -> PI	0.081	0.07	1.18	0.119	Not Supported
H10	C x CV -> PI	0.05	0.08	0.625	0.266	Not Supported
H11	C x SV -> PI	0.014	0.08	0.175	0.430	Not Supported
H12	C x EPV -> PI	0.015	0.04	0.352	0.362	Not Supported

Note: Significance at  $*p < 0.05$

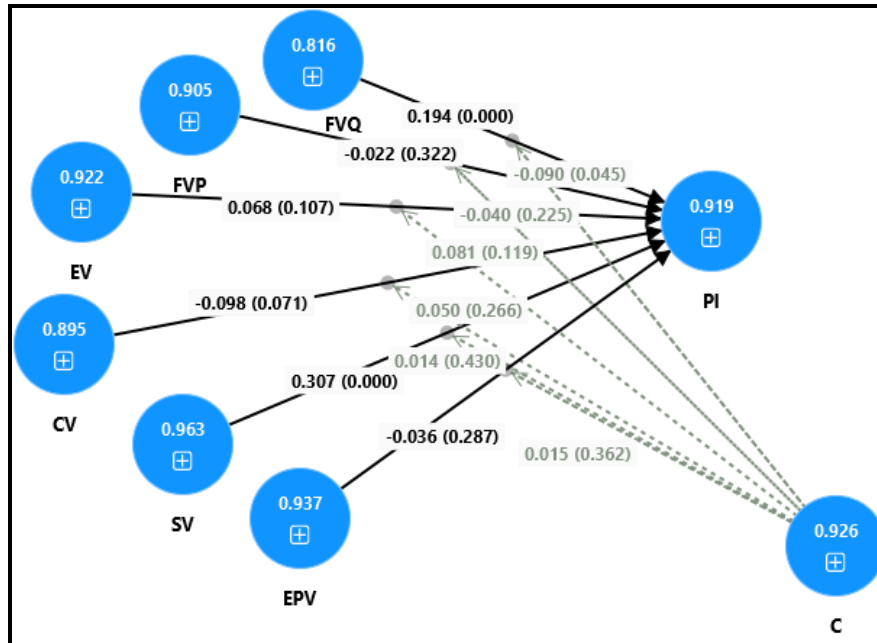


Figure 2: Result of hypothesis test

## Discussion and Conclusion

The purpose of this study was to examine the relationships between functional value (quality), functional value (price), emotional value, conditional value, social value, epistemic value, and purchase intentions for imported halal food products. Additionally, the moderating effect of confidence in the foreign halal logo was also examined.

The findings for Hypothesis 1 align with previous studies, indicating that functional value quality has the highest estimate and significance as the primary factor influencing consumers' purchase intention. This result suggests that Millennial Muslim consumers are particularly concerned with the variety and quality of ingredients in imported halal food. This is consistent with past research, which found that functional value (quality) positively and significantly influences purchase intention (Waseti & Irfanoglu, 2022; Suki et al., 2022).

Next finding on H2 on functional value price and purchase intention was not significant. This result suggests that millennial Muslims consumers are more concerned about imported halal food, in terms economic value and offer value for money beside the reasonable price. In line with consumption theory, this suggests that the higher the price of imported halal food products, the lower the interest of consumers to buy it. These results are inconsistent with those obtained in previous research by (Waseti & Irfanoglu, 2022) and (Chalid & Mirzal, 2023).

To further look at H3, emotional values influence consumers' purchase intention of imported halal food products found to be insignificant. It is suggested that if imported halal food is not tasty and delicious therefore linked with negative emotions, such as unhappiness, it is likely that consumers will be not attracted to this product category. This is contradicting with the findings of (Qasim et al., 2019) and (Waseti & Irfanoglu, 2022) who reported a significant impact of emotional value on purchase intention of organic food.

Next on H4, conditional value insignificantly influences consumers' purchase intention of imported halal food products. The result suggests that the easy availability and promotional



activities regarding imported halal food products are not the useful ways to promote halal imported food products and shows that the customer is not involved in a situation that attracts him/her to purchase imported food products. This finding is inconsistent (Qasim et al., 2019) who reported a conditional value has significant impact on purchase intention of organic food.

Furthermore, the finding H5, the finding accepted the hypothesis that states that social value are important factors that influence consumers' purchase intention of imported halal food products. The result is consistent with (Chen & Zhang, 2020, Suki et al., 2022) who illustrate that social value was a significant predictor of consumer behaviour towards green products. The results indicate that consumers feel a sense of social improvement in their social image while consuming imported halal food products. Social norms influence consumer choice behaviour whereby consumers believed that their purchase of imported halal food products would create a good impression on other people.

Next on H6, epistemic value was found to insignificantly influences consumers' purchase intention of imported halal food products. These results are inconsistent with the previous studies conducted by (Suki et al., 2022) in which it was established that epistemic value epistemic value has a significant influence on consumers' purchase of organic food. Consumers tend to know more details origin of an imported halal food product would like to acquire a great deal of information about different brands before purchasing an imported halal food product and if the information is not up to expectation a negative perception will arises in millennial Muslims consumers.

Meanwhile, the findings for hypotheses H7 to H12 indicated that confidence in the foreign halal logo weakened the relationship, as the interaction terms for all constructs were not significantly associated with the purchase intention of imported halal food products. This result is inconsistent with previous research, such as that by Ariffin and Wahid (2017), which reported that consumer confidence strengthens the relationship between value-expressive functions and attitudes towards Kopitiam. It is concluded that Millennial Muslim consumers in Malaysia purchase imported halal food products primarily for reasons related to functional value (quality) and social value. It was found that confidence in the foreign halal logo did not influence respondents' evaluation of their purchase intention towards imported halal food products. This suggests that respondents generally believe that imported halal food products are halal. In this research, consumers experience an enhancement in their social image while consuming imported halal food products, considering the variety and quality of ingredients.

These results have implications for the food industry. Understanding the moderating effect of confidence in the foreign halal logo and its relation to purchase intention can aid in shaping food regulatory policies to enhance confidence among Millennial Muslim consumers regarding halal logos in various cultural contexts. Additionally, the food industry can leverage Millennial Muslim consumers' value perceptions to influence purchase intentions and increase confidence. This can be achieved by gaining a thorough understanding of the halal food environment.

### ***Implication***

This study examines the moderating factor of confidence in foreign halal logo in the relationship between factor influencing on the consumption value and purchase intention of imported halal food products. Previous studies have discovered many subjects and theories related to halal food, but they did not examine the relationship between consumption values

and confidence towards foreign halal logo. Therefore, this study complements to the literature contribute to consumer marketing study areas. The business organization can apply this result as a guideline to for the halal food products and to strengthening confidence level towards halal logo.

For practical contributions, this study provides valuable information to halal firms and halal food producers regarding the main factors (functional value quality and social value) that influence consumer purchase intentions for imported halal food products. The increasing market demand and requirements for imported halal food should be closely monitored by the food industry to sustain its business. Therefore, halal food business operators should ensure they possess valid halal logo certifications, particularly for imported halal food products, to enhance customer confidence and influence purchase intention.

Furthermore, as Malaysia aims to maintain its reputation as a global halal hub, this study contributes to the body of knowledge supporting sustainable growth, innovation, and competitive advantage in the halal food industry, both locally and internationally. Understanding the factors that influence consumer purchase intentions is crucial. The findings could directly impact how businesses strategize their product development, marketing, and overall business practices to align with consumer expectations and ethical standards.

### ***Limitations and suggestions for future research***

Future research should aim to increase the number of respondents to achieve more conclusive findings. A larger sample size would provide more comprehensive results. Additionally, future studies could explore variables such as trust and religiosity and their effects on TCV and consumption values to gain a deeper understanding of Muslim consumers. Moreover, incorporating respondents from non-Muslim consumers could offer further insights into purchase intention patterns.

### **Conclusion**

The findings of this study indicate that functional value (quality) and social value are the primary factors influencing the purchase intention of Millennial Muslims, known as Gen-M, in Malaysia regarding imported halal food products. This study offers valuable insights to the food industry about the factors Muslim consumers consider when purchasing imported halal food and emphasizes the importance of confidence in the foreign halal logo in shaping purchase intention. Although consumers respond positively to functional value (quality) and social value as key drivers of purchase intention, there is insufficient evidence to confirm that consumers' confidence in the foreign halal logo for imported halal food products is fully established. Government involvement, particularly by JAKIM, in verifying the halal status of imported food products is crucial for assuring customers of the authenticity of the halal logo. Therefore, it is essential to monitor and educate imported food manufacturers about halal practices. Adherence to good manufacturing practices, combined with halal certification, could enhance consumer confidence in the halal logo used by food manufacturers from other countries.

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