

A moderating role of halal brand awareness to purchase decision making

Halal brand
awareness

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Received 15 May 2020
Revised 30 May 2020
25 August 2020
Accepted 16 September 2020

Abstract

Purpose – The purpose of this study is to determine the relationship between product knowledge and product involvement with purchase decision-making. In addition, this study also determines the role of halal brand awareness as a moderating variable in influencing the relationship between product knowledge and product involvement with purchase decision-making.

Design/methodology/approach – Five major cities in Indonesia were chosen as study locations because they are student cities, and also cities with more population and more famous in Indonesia, so the sample is more heterogeneous. A total of 500 questionnaires were distributed using a convenience sampling method with an effective rate of 93%. Hypotheses are tested by structural equation modeling procedures using analysis of moment structure 22.0.

Findings – The empirical results suggest that product knowledge and product involvement have a positive and significant effect on consumer purchase decision-making; halal brand awareness is a moderating variable in the relationship between product knowledge and product involvement with purchase decision-making.

Research limitations/implications – This study adopts convenience sampling with the sampling area restricted in five cities, so it may not be suitable to be concluded as a consumer in general. This study only conducts research on halal food products in general. Future research may choose to use one brand of halal food product or compare several other halal food product brands. The results of the study support that the heterogeneity of respondents (age, education, gender and religion) has always been an important component in the study of consumption behavior. So that future research can examine the effect of different characteristics of respondents on the relationship between product knowledge, product involvement, halal brand awareness and purchase decisions.

Practical implications – The findings have significant implications that can help producers to develop strategies suitable for halal brand awareness and heighten the decision to purchase halal products by consumers in both Muslim and non-Muslim countries. So that the branding of halal products can enable businesses to access new markets for non-Muslim consumers in both Muslim and non-Muslim countries, so as to increase producer profitability by selling products at higher prices thereby providing higher profit margins.

Originality/value – In accordance with the author's knowledge, this study is the first study to examine the moderator role of halal brand awareness variables in the relationship of product knowledge and product involvement with purchase decision-making.

Keywords Product knowledge, Product involvement, Purchase decision-making, Halal brand awareness

Paper type Research paper



1. Introduction

Indonesia is the fifth country in the world with a population density of 253,609,643 people and more than 87% of the population is Muslim (BPS, 2010). The Indonesian Ulema Council

Food, Drug and Cosmetics Study Institute (LPPOM MUI) states that Indonesia has the potential to become a very strategic World Halal Center in the international halal market. McKinsey Report states that Indonesia is ranked 16th in the world in the field of industry so it has the opportunity to continue to increase (McKinsey Global Institute, 2019). This has become a positive signal and a big opportunity in the halal product business that can generate huge profits through demand from Muslim consumers in Indonesia (Awan *et al.*, 2015).

Research on consumer behavior in making decisions about purchasing halal products has become a very interesting topic. In recent years, consumers, regardless of their religion, have increasingly cared about the products they buy (Wilson, 2014). This awareness is caused by consumers, both Muslim and non-Muslim, preferring to purchase halal products (Jusmaliani and Nasution, 2013; Ali *et al.*, 2018). Halal products are a symbol of cleanliness, safety and quality standards for Muslim consumers (Wilson and Liu, 2010). Knowledge about halal brand awareness, including understanding how the production process of a product in accordance with halal standards, will affect consumer intentions in decision-making (Awan *et al.*, 2015). So that halal brand awareness can be a factor that influences consumer behavior in buying products or services (Diallo and Siqueira, 2017).

According to Kotler and Keller (2015), consumers will form a better assessment of a product with a brand that has been considered positive in the community. When consumers are afraid to make the wrong decision, they will tend to choose a brand that is already known (Kotler and Keller, 2015). Halal market producers can take advantage of opportunities and industrial movements to increase public awareness of halal products (Wilson and Grant, 2013; Wilson, 2014). Ali *et al.* (2018) explained that halal brand awareness is the level of consumer knowledge to find and consume halal products in accordance with Shari'ah. Measurement of halal brand awareness is based on brand awareness indicators, namely, recall, how far consumers can remember when asked what halal brand they will remember; recognition, how far consumers can recognize the halal brand into one particular category; purchase, how far consumers will enter a halal brand into an alternate choice when they will buy a halal product or service; consumption, how far consumers will remember a halal brand when they are using a competitor's halal product or service (Kotler and Keller, 2015; Agustina and Hana, 2019; Nurhayati and Hendar, 2019; Vanany *et al.*, 2019).

Lin and Chen (2006) found in their empirical study that product knowledge and product involvement had a significant positive effect on consumer purchasing decisions. However, Tang *et al.* (2010) reported that purchase decisions have a negative relationship with the level of product experience and product knowledge. Besides that, Azam (2016a, 2016b) states that consumer halal brand awareness has a significant influence on consumer purchase intentions. If consumers have halal brand awareness, the purchase intention is high and consistent with halal products only. However, research conducted by Soon and Wallace (2017) shows that there is no significant effect between halal brand awareness on purchase decision-making. Tang *et al.* (2010) reported that purchase decisions have a negative relationship with the level of product experience and product knowledge. The results of previous studies show inconsistent results and there is a research gap.

So the purpose of this study is to answer the research gap, which is to analyze the relationship between product knowledge and product involvement with purchasing decisions on halal food products. This study also analyzes the role of halal brand awareness as a moderating variable in influencing the relationship between product knowledge and

product involvement with purchasing decision-making (Mittal and Lee, 1989; Warrington and Shim, 2000; VonRiesen and Herndon, 2011; Hutter *et al.*, 2013).

2. Theoretical development and hypotheses

2.1 Relationship about product knowledge and purchase decision-making

Many studies have found that product knowledge is a very important factor in making consumer decisions to make purchases. The concept of product knowledge is defined as the level of experience and familiarity a person has with a product. Consumers often rely on personal memories or experiences to make decisions when making a purchase. Rao and Sieben (1992) defines product knowledge as consumers' perceptions of certain products, including prior experience using products. The consumer then develops various product knowledge structures based on various levels of familiarity with a type or brand of product (Rao and Monroe, 1988).

In general, consumers with higher product knowledge have better memory and analysis than consumers who have lower product knowledge. So consumers who have higher product knowledge tend to rely on intrinsic requirements rather than stereotypes to make judgments on product quality because consumers are aware of the importance of product information. There are four indicators in product knowledge, namely, product attributes, functional benefits, psychological benefits and values obtained when consumers consume a product (Momborg *et al.*, 2012).

Oh and Abraham (2016) in his research shows that product knowledge has a positive and significant effect on purchase decisions. Other research results by Lin and Chen (2006) also show that there are differences between consumers who have high product knowledge and consumers who have low product knowledge. Consumers who have high product knowledge will have a high purchase decision, compared to consumers who have low product knowledge. Lin and Chen (2006) examined the effect of product knowledge and product involvement on consumer purchasing decisions on catering services in Taiwan by distributing 400 questionnaires using a convenience sampling method. To test the hypothesis, Lin and Chen (2006) used a stepwise regression analysis. The results of the study indicate that product knowledge and product involvement have a significant positive effect on consumer purchasing decisions.

Prendergast *et al.* (2010) also conducted research to examine the effect of product knowledge and product involvement on consumer purchasing decisions. Data were collected from questionnaires distributed to 379 students. Data were analyzed using multiple regression to test three hypotheses. The results showed that product knowledge and product involvement all had a significant positive influence on consumer purchasing decisions.

Rao and Sieben (1992) show that during the purchasing process, consumer knowledge about the product will not only affect product information retrieval behavior but also affect the treatment of product information in the decision-making process. In addition, even further, will affect the purchase intention. Soon and Wallace (2017) in his research explained that when consumers choose a product, consumers usually use their understanding of the product to conduct an evaluation. His understanding of a product will also affect the processing of information retrieval of the product. Different levels of product knowledge will determine consumer purchasing decisions and will indirectly affect their purchase intentions. Moore and Lehmann (1980) found in their empirical studies, knowledge of consumer products has a significant positive impact on their business in information seeking. Research conducted by Wang *et al.* (2019) states that product knowledge can influence the entire purchasing decision-making process by consumers in buying a product.

Product knowledge is conceptualized as a direct antecedent of purchase intention (Wang *et al.*, 2019).

Based on the above discussion, the following hypothesis is proposed:

- H1.* There is a significant relationship between product knowledge and purchasing decision-making.

2.2 Relationship about product involvement and purchase decision-making

Product involvement is defined as a personal relationship between products and consumers (Heiskanen *et al.*, 2007). Continuous involvement between products and consumers is influenced by how the product relates to the lives of consumers (Swinyard, 1993). When product categories are important for consumers, there is a strong relationship between products and consumers (Solomon, 2012).

The definition of product involvement generally includes concepts of product importance, risks included in product selection decisions, as well as symbolic value and product pleasure (Kapferer and Laurent, 1985). Traylor (1981) in his research stated that the personal involvement of consumers provides a direct assessment of the perception of the importance of the product. Coulter *et al.* (2003) investigated the relationship between consumer product involvement and knowledge on purchasing decisions. The results of the study stated that there is a positive and significant relationship between product involvement and product knowledge on consumer buying decisions. The dimensions of product involvement used are product interests, risk interests, symbolic value of the product and product pleasure value. However, Gendel-Guterman and Levy (2013) noted that product involvement was defined as a single dimension, namely, "interests or concerns." In this study, the product involvement variable is not only explained on how "important" consumers find certain attributes individually but also as a measure of how many aspects or attributes of a product that are considered important by someone, especially halal products.

Product involvement greatly affects consumer behavior in the market (Coulter *et al.*, 2003). When consumers with low levels of product involvement, they tend to consider extrinsic factors such as advertising, prices and recommendations from others, including salespeople in shopping at the time of making a purchase (Gendel-Guterman and Levy, 2013). However, when consumers are more involved with products, they are more likely to rely on intrinsic conditions to make decisions (Bian and Moutinho, 2011).

Petty *et al.* (1983) used involvement in the concept of "low involvement" to explain the effect of television advertising on purchasing decisions. The results of his research indicate that the effect of television advertising has no significant effect on consumer purchasing decisions that have high involvement. Slama and Tashchian (1985) in their research found that when a consumer has a high level of involvement, consumers will look for more accurate product information. Park *et al.* (2007) revealed that product involvement is an important variable in consumer behavior. With a high level of involvement, consumers will look for product information at a higher level. Siala (2013) found that products with high involvement would have a far more positive influence on brand awareness, brand loyalty and purchasing decisions, compared to products with low involvement.

Based on the above discussion, the following hypothesis is proposed:

- H2.* There is a significant relationship between product involvement and purchasing decision-making.

2.3 Moderating role of halal brand awareness in purchase decision-making

Purchasing decision is a process where consumers make an assessment of various alternate products, then choose one product that is needed based on certain considerations. Purchasing decisions are an important part of consumer behavior. According to [Karimi et al. \(2015\)](#), purchasing decisions are consumers' understanding of the wants and needs of a product by assessing from existing sources by setting purchase goals and identifying alternates so that making a decision to buy is accompanied by behavior after buying. Consumers make the decision to make a purchase based on their knowledge and experience of a product ([Racherla, 2008](#)).

According to [Kotler and Keller \(2015\)](#), there is a hierarchy of consumer behavior that causes purchases. The purchase decision-making process refers to actions that are more consistent to meet needs ([Alba and Hutchinson, 1987](#)). One of the variables that influence consumers' decision to make a purchase is awareness of the brand of a product. Awareness is the ability to understand, feel and become aware of a product. Brand awareness is an emotional perception that connects consumers with certain brands ([Wilson and Liu, 2010](#); [Ambali and Bakar, 2014](#)). According to [Bang et al. \(2014\)](#), brand awareness includes symbolic meanings associated with specific brand attributes. In addition, brand awareness helps consumers to choose products or services in situations where it is difficult to distinguish products or services because they have the same quality ([Nurhayati and Hendar, 2019](#)). As a result, brand image includes symbolic benefits, functional benefits and experience benefits ([Ambali and Bakar, 2014](#)). Based on the above definitions and explanations, this research proposes a new construction, "halal brand awareness" and defines it as "a set of brand perceptions in the customer's mind related to halal issues and halal commitments."

Halal brand awareness is obtained from consumers' understanding and knowledge about the halal products they want to buy ([Wilson and Liu, 2010](#); [Ireland and Rajabzadeh, 2011](#); [Ahmed et al., 2019](#)). Knowledge of halal products has a positive influence on purchasing decisions. As a result, halal brand awareness has a big influence in explaining consumer purchasing decisions to buy halal products ([Mukhtar and Butt, 2012](#)).

[Golz et al. \(2007\)](#) states that many consumers believe that halal food products follow more stringent safety and quality standards than non-halal products. [Rezai et al. \(2012\)](#) states that halal products are healthier and safer than non-halal products. In their research, [Rezai et al. \(2012\)](#) highlighted variables that play an important role in promoting halal products for non-Muslim consumers in Malaysia. They found that religion, safety and environmental characteristics of the residence are the variables that significantly influence consumer attitudes in the halal product brand awareness. [Ambali and Bakar \(2014\)](#) found that there are three factors that play an important role in shaping Muslim consumer awareness of halal products in Malaysia, namely, religion, health factors and halal certification. [Arsil et al. \(2018\)](#) provide evidence of a significant relationship between several dimensions of halal food, namely, safety, health and intention to purchase halal. [Arsil et al. \(2018\)](#) claiming that increasing awareness of halal products, Muslim consumers not only read the halal label on the product but also sought to find out the source of the product.

Then, [Wilson and Liu \(2010\)](#) emphasize that consumer behavior is an important factor that determines whether the person will have a favorable/unfavorable attitude toward purchasing halal products. According to [Bian and Moutinho \(2011\)](#), consumers who have a positive involvement with the product will have a positive attitude toward the product. Thus, if Muslim consumers have a positive attitude toward halal products based on the involvement involved, then consumers are more likely to buy products that are labeled halal ([Armitage and Conner, 1999](#); [Ali et al., 2017](#); [Asif et al., 2018](#); [Wang et al., 2019](#)). So much

research has finally suggested that understanding the behavior and attitudes of Muslim consumers toward halal products by looking at aspects of knowledge and involvement in the product and also awareness of the halal brand is an important area for future research (Mukhtar and Butt, 2012; Rezai *et al.*, 2012; Aziz and Chok, 2013; Asif *et al.*, 2018; Nurhayati and Hendar, 2019; Wang *et al.*, 2019).

Based on the above discussion, the following hypothesis is proposed:

- H3. Halal brand awareness moderates the relationship between product knowledge and purchase decision-making.
- H4. Halal brand awareness moderates the relationship between product involvement and purchase decision-making.

The research model is shown in Figure 1.

3. Methods

3.1 Sample and data collection

The locations of this study are five major cities in Indonesia, namely, Yogyakarta, Surabaya, Surakarta, Malang and Jakarta. Sampling in the five cities because the cities are student cities, and also cities with more population and more famous in Indonesia, so the sample will be more heterogeneous. Sampling in this study using convenience sampling techniques by distributing questionnaires to consumers in large supermarkets in each sample city (Nunnally, 1978; Ferdinand, 2006; Hair *et al.*, 2010; Ghozali, 2017). Researchers distributed 500 questionnaires and 465 questionnaires could be used. The data were collected in December 2019 to January 2020.

This research focuses on primary data collected through structured questionnaires developed and adapted from existing literature. Scales were measured using a seven Likert type scale (1 represent strongly disagree and 7 represent strongly agree). The questionnaire consists of 36 items. The initial four items (a–d) match up to demographic items. Dimensions of halal brand awareness HB1–HB8 (Agustina and Hana, 2019; Nurhayati and Hendar, 2019; Vanany *et al.*, 2019). Dimensions of product knowledge PK1–PK8 (Karimi *et al.*, 2015; Oh and Abraham, 2016). Dimensions of product involvement PII–PI8 (Laurent and Kapferer, 1985; Mittal, 1989; Gendel-Guterman and Levy, 2013). Dimensions of purchase decision-making PDM1–PDM8 (Mondelaers *et al.*, 2009; Rezai *et al.*, 2012). All questions are modified to be associated with the purchase of halal food products.

3.2 Data analysis

Demographic characteristics of respondents will be processed using international business machines corporation statistical product and service solutions 22. This study adopts a two-stage approach proposed by Anderson and Gerbing (1988) for structural equation modeling

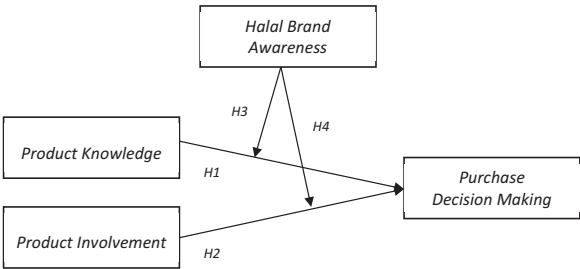


Figure 1.
Research model and
proposed hypothesis

(SEM), which is the first stage to test the research framework and the second stage to test the research hypotheses (Bryne, 2010; Blunch, 2017; Hayes, 2017). For the first stage, analyzing the research model using confirmatory factor analysis (CFA) to assess the reliability and validity of the measurement model (Abowitz and Toole, 2010). For the second stage, this study uses SEM to test the research hypothesis, namely, the direct influence between variables and the influence of moderating variables (A. F. Hayes, 2017).

4. Results

4.1 Demographic characteristics

Demographic information on the respondent's gender, religion, age and education level are explained in Table 1.

According to Table 1, approximately 69.7% are female, 67.5% are Muslims, 47.5% in the age range of 21–30 years and 72.5% have higher level education, which are bachelors, master and doctor degree.

4.2 Descriptive statistics

To do the descriptive scoring on each variable in this study, categorizing is used based on interval scales with the average scores. Categories of the scores for each variable based on interval scales can be identified in Table 2.

Demographic factors	Frequency	(%)
<i>City</i>		
Yogyakarta	100	21.5
Surabaya	90	19.4
Surakarta	100	21.5
Malang	80	17.2
Jakarta	95	20.4
Total	465	100.0
<i>Gender</i>		
Male	141	30.3
Female	324	69.7
Total	465	100.0
<i>Religion</i>		
Muslim	314	67.5
Non-Muslim	151	32.5
Total	465	100.0
<i>Age</i>		
21–30	221	47.5
31–40	116	25.0
41–50	93	20.0
Above 50	35	7.5
Total	465	100.0
<i>Education level</i>		
Lower level	128	27.5
Upper level	337	72.5
Total	465	100.0

Source: Primary data (2020)

Table 1.
Demographic
characteristic

According to [Table 2](#), it can be seen that purchase decision-making have the highest average score. The highest scores indicated a higher tendency for purchasing behavior. While product knowledge have the lowest average score, but still in the high interval scale category.

4.3 Model testing

CFA is used to test the validity of the questionnaire. After the validation test, it can be seen that all indicators are valid because they have an estimated standardized regression weights > 0.5. Validation test can be seen in [Table 3](#) output standardized regression weight.

Reliability test is carried out to determine the extent to which the results of measuring instruments using the same object will produce the same data. A reliable instrument is that it gives an identical score at all times ([Kerlinger and Lee, 2000](#)). In [Table 3](#), the item reliability values can be seen in the output square multiple correlation. From the results of the study, it can be seen that in the output square multiple correlation all indicators have an estimated value above 0.600. Because the value is greater than 0.600, the questionnaire measurement tool is reliable or meets the reliability requirements.

The normality test can be seen from the value of the critical ratio (CR) in skewness and kurtosis, i.e. a distribution of data is said to be normal if the CR skewness number or CR kurtosis number is between -2.58 to 2.58. However, if the numbers are below -2.58 (e.g. -4, -5, etc.) or above 2.58, the data distribution can be said to be abnormal ([Hair et al., 2010](#)). Based on the output of data processing, it is seen that the overall (multi-variate) data distribution is normal because the multi-variate number is 1,023. This means that the research model has fulfilled the assumption of multi-variate normality.

The test of multi-variate outliers was performed using the Mahalanobis distance criteria at a level of $p < 0.05$, which can be seen in the Mahalanobis d-squared output. This study uses 32 indicators, so to find the Mahalanobis distance value $\chi^2 (32, 0.05) = 46.19426$. This means all cases that have a Mahalanobis distance greater than 46.19426 are multi-variate outliers. From the output of the research, it can be seen that the Mahalanobis d-squared values are all smaller than 46.19426 so it can be concluded that there are no outlier data.

Test of multi-collinearity can be seen in the output moments output, namely, the determinant of the sample covariance matrix. A very small determinant value indicates an indication of multi-collinearity and singular problems ([Hair et al., 2010](#)). It is expected that the determinant value moves away from 0 and even better if it is more than 1. It can be seen that the determinant of the sample covariance matrix value is 0.943. Because the value moves away from 0, there is no multi-collinearity.

Table 2.
Descriptive statistics
and scoring
categories based on
scales

Variable	Mean	SD	Scoring interval scales
Product knowledge	5.46	0.49	High
Product involvement	6.26	0.32	Very high
Halal brand awareness	6.15	0.55	High
Purchase decision-making	6.50	0.61	Very high
Interval scale 1.00–1.85 Very low; 1.86–2.71 Low; 2.72–3.57 Low enough; 3.58–4.43 Neutral; 4.44–5.29 High enough; 5.30–6.15 High and 6.16–7.00 Very high			
Source: Primary data (2020)			

					Halal brand awareness
Indicators		Variables	SRW	SMC	
PK1	<—	Product knowledge	0.638	0.615	<div></div>
PK2	<—	Product knowledge	0.859	0.889	
PK3	<—	Product knowledge	0.903	0.870	
PK4	<—	Product knowledge	0.613	0.661	
PK5	<—	Product knowledge	0.717	0.925	
PK6	<—	Product knowledge	0.862	0.679	
PK7	<—	Product knowledge	0.597	0.759	
PK8	<—	Product knowledge	0.890	0.717	
PI1	<—	Product involvement	0.673	0.628	
PI2	<—	Product involvement	0.516	0.757	
PI3	<—	Product involvement	0.564	0.789	
PI4	<—	Product involvement	0.724	0.836	
PI5	<—	Product involvement	0.773	0.777	
PI6	<—	Product involvement	0.738	0.609	
PI7	<—	Product involvement	0.681	0.770	
PI8	<—	Product involvement	0.942	0.671	
HB1	<—	Halal brand awareness	0.734	0.822	
HB2	<—	Halal brand awareness	0.867	0.713	
HB3	<—	Halal brand awareness	0.709	0.825	
HB4	<—	Halal brand awareness	0.523	0.711	
HB5	<—	Halal brand awareness	0.761	0.835	
HB6	<—	Halal brand awareness	0.881	0.919	
HB7	<—	Halal brand awareness	0.643	0.819	
HB8	<—	Halal brand awareness	0.672	0.827	
PDM1	<—	Purchase decision-making	0.821	0.688	
PDM2	<—	Purchase decision-making	0.613	0.657	
PDM3	<—	Purchase decision-making	0.754	0.781	
PDM4	<—	Purchase decision-making	0.752	0.636	
PDM5	<—	Purchase decision-making	0.721	0.787	
PDM6	<—	Purchase decision-making	0.653	0.719	
PDM7	<—	Purchase decision-making	0.634	0.750	
PDM8	<—	Purchase decision-making	0.961	0.651	

Notes: SRW: standardized regression weight; SMC: squared multiple correlations
Source: Primary data (2020)

Table 3.
Validity and reliability test

Goodness of fit test can be seen in [Table 4](#). Based on [Table 4](#), it can be seen that all indexes of goodness of fit test are at fit and good fit, so the model is appropriate and can be continued on further analysis.

4.4 Hypothesis testing

4.4.1 Hypothesis testing direct effect between variables. After the overall structural model is fit, the next process is testing the research hypothesis. Testing this hypothesis is done by looking at the estimated results of the research model. If the CR value > 1.96 and the *p*-value < 0.05 then the hypothesis is supported. If the CR value <1.96 and the *p*-value >0.05 then the hypothesis is rejected ([Hair et al., 2010](#)). The estimation results of the model can be seen in [Table 5](#).

H1: There is a significant relationship between product knowledge and purchasing decision-making: supported. This is because the probability value is less than 0.05 (***) <0.05) and the CR value is 3.151 (CR > 1.96). A positive estimate value of 0.220 means

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Fit index	Cut-off value	Result	Model evaluation
Chi-square	Expected to be small	316.432	<i>Good fit</i>
Significance probability	≥ 0.05	0.082	<i>Good fit</i>
CMIN/DF	≥ 2.00 atau ≤ 3.00	2.561	<i>Good fit</i>
GFI	$\geq 0.90 < 1$	0.916	<i>Good fit</i>
AGFI	$\geq 0.90 < 1$	0.923	<i>Good fit</i>
PGFI	$\geq 0.50 < 1$	0.643	<i>Good fit</i>
NFI	$\geq 0.95 < 1$	0.921	<i>Fit</i>
IFI	Approaching 1.0	0.932	<i>Fit</i>
TLI	$\geq 0.95 < 1$	0.985	<i>Good fit</i>
CFI	$\geq 0.95 < 1$	0.924	<i>Fit</i>
RMSEA	0.03 – 0.08	0.052	<i>Good fit</i>

Notes: Chi-square: minimum value of the discrepancy function; CMIN/DF: Normed chi-square; GFI: goodness-of-fit index; AGFI: adjusted goodness-of-fit index; PGFI: Parsimonious goodness of fit index; NFI: normed fit index; IFI: incremental fit index; TLI: Tucker–Lewis index CFI: comparative fit index; RMSEA: root mean square error of approximation

Source: Primary data (2020)

Table 4.

Goodness of fit index

Hypothesis	Estimate	S.E.	C.R.	P	Decision
PDM <— PK	0.220	0.114	3.151	***	Supported
PDM <— PI	0.517	0.026	4.952	***	Supported

Notes: S.E: standard errors; C.R: critical ratio; P: probability (****p* is significant at 0.01 level). PDM: purchase decision-making; PK: product knowledge; PI: product involvement

Source: Primary data (2020)

Table 5.

Model estimation results

that the effect is positive, that is if product knowledge increases, purchase decision-making also increases. Product knowledge is the coverage of all accurate information stored in the consumer’s memory and his perception of product knowledge. The results of the study support previous research that the higher the product knowledge owned by consumers will increase purchase decisions (Alba and Hutchinson, 1987; Rao and Monroe, 1988; Rao and Sieben, 1992; Lin and Chen, 2006; Bian and Moutinho, 2011; Ibrahim *et al.*, 2012; Momberg *et al.*, 2012; Aziz and Chok, 2013; Kuminoff *et al.*, 2013; Banaeian *et al.*, 2015; Oh and Abraham, 2016; Tatiek and Hendar, 2019; Nurhayati and Hendar, 2019).

H2: *There is a significant relationship between product involvement and purchasing decision-making:* supported. This is because the probability value is less than 0.05 (*** < 0.05) and the CR value is 4.952 (CR > 1.96). A positive estimate value of 0.517 means that the effect is positive, that is if product involvement increases, purchase decision-making also increases. Product involvement is the consumer’s perception of the product based on the needs, values and interests inherent in the consumer (Lin and Chen, 2006; Prendergast *et al.*, 2010). Product involvement is an important variable for understanding consumer decision-making behavior (Bian and Moutinho, 2011). The results support previous research that when product involvement is high, the decision process to buy becomes faster than consumers who have low product involvement (Traylor, 1981; Slama and Tashchian, 1985; Zaichkowsky, 1985; Kapferer and Laurent, 1985; Mittal and Lee, 1989; Warrington and Shim, 2000; Coulter *et al.*, 2003; Lin and Chen, 2006; Heiskanen *et al.*, 2007; Park *et al.*, 2007; Racherla, 2008; Prendergast *et al.*, 2010; Bian and Moutinho, 2011; VonRiesen and Herndon, 2011; Hutter *et al.*, 2013).

4.4.2 Hypothesis testing effect of moderating variables. For testing *H3* and *H4* using moderation test, there are several theories that suggest that the influence of one endogenous latent variable is moderated by the second exogenous variable causing non-linear variables (Hair *et al.*, 2010; Chen, 2015). In SEM, there are several methods that can be used to assess moderating effects. One of the easiest methods and can estimate moderating effects on complex SEMs is the Ping method (Ping, 1996b, 1996a; Li *et al.*, 1998). Ping states that a single indicator should be used as an indicator of a moderating variable (Ping, 1996b, 1996a). The single indicator is a multiplication of exogenous latent indicators and their moderator indicators.

This moderation analysis is done by imputing data from the variables involved in moderation interaction i.e. product knowledge, product involvement, halal brand awareness and purchase decision-making variables. The next process is to model the interaction moderation, with the halal brand awareness variable acting as a moderating variable to the relationship between product knowledge, product involvement and purchase decision-making variables (Figures 2 and 3).

H3: Based on the output of the analysis results in Table 6, the interaction variable between product knowledge and halal brand awareness has a significant effect on purchase decision-making ($P < 0.05$ and $CR > 1.96$): supported. So it can be concluded that halal brand awareness variables are moderating variable or halal brand awareness variable moderate the relationship between product knowledge and purchase decision-making.

H4: Based on the output of the analysis results in Table 6, the interaction variable between product involvement and halal brand awareness has a significant effect on purchase decision-making ($P < 0.05$ and $CR > 1.96$): supported. So it can be concluded that halal brand awareness variables are moderating variable or halal brand awareness variable moderate the relationship between product involvement and purchase decision-making.

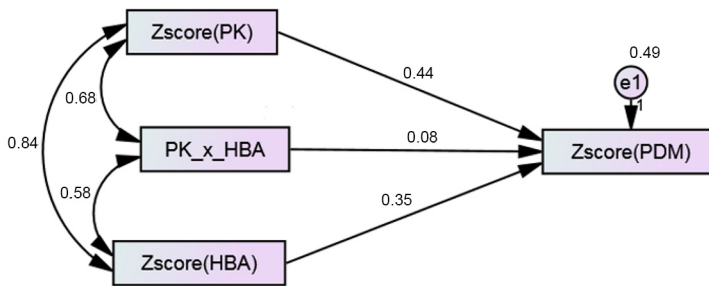


Figure 2.
Path diagram
between product
knowledge and halal
brand awareness on
purchase
decision-making

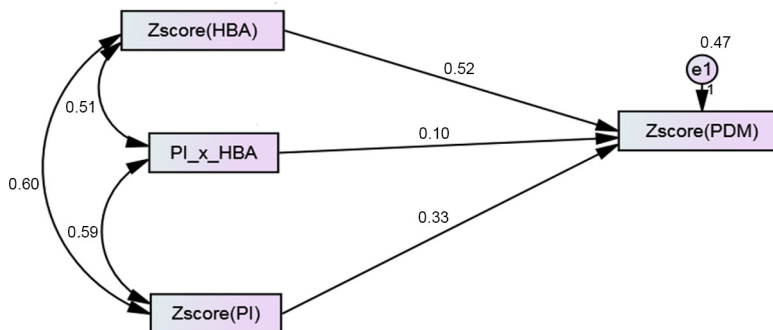


Figure 3.
Path diagram
between product
involvement and
halal brand
awareness on
purchase
decision-making

Table 6.
Interaction
moderation

Interaction moderation path			Estimate	S.E.	C.R.	P
ZPDM	←	ZHBA	0.523	0.083	6.263	***
ZPDM	←	PI_x_HBA	0.099	0.047	2.118	0.034
ZPDM	←	ZPI	0.331	0.085	3.882	***
ZPDM	←	ZPK	0.436	0.131	3.336	***
ZPDM	←	PK_x_HBA	0.083	0.045	1.834	***
ZPDM	←	ZHBA	0.351	0.127	2.759	***

Notes: C.R: critical ratio; P: probability (***) *p* is significant at 0.01 level). PDM: purchase decision-making; HBA: Halal brand awareness. PK: product knowledge; PI: product involvement
Source: Primary data (2020)

Figure 4.
Interactions between
product knowledge
and halal brand
awareness on
purchase
decision-making

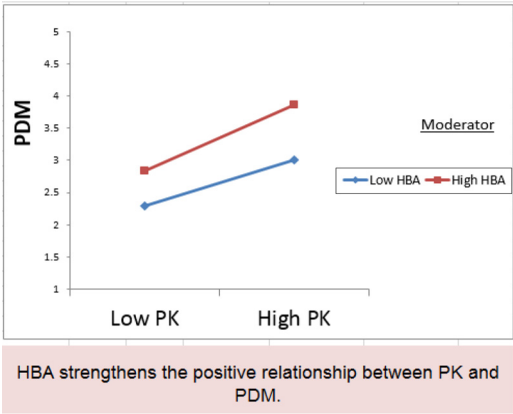
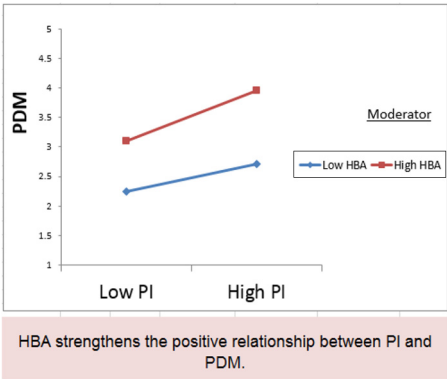


Figure 5.
Interactions between
product involvement
and halal brand
awareness on
purchase
decision-making



Based on [Figures 4 and 5](#), it can be concluded that for both high and low product knowledge and product involvement levels, there is a halal brand awareness role in increasing the positive influence between product knowledge and product involvement on purchase decision-making.

The results of this study support a large number of empirical studies, which suggest a positive relationship between brand awareness and purchase decision-making ([Aziz and Chok, 2013](#); [Yukichika *et al.*, 2018](#); [Agustina and Hana, 2019](#); [Babatunde *et al.*, 2019](#); [Mohamed, 2019](#)). For example, [Mohamed \(2019\)](#) found that halal brand quality produces an excellent reputation and provides positive brand awareness to consumers. In addition, some researchers argue that brand awareness tends to build positive attitudes, which, in turn, influence consumer attitudes toward brands, frequency of purchases and brand loyalty ([Mohamed, 2019](#); [Muslichah *et al.*, 2019](#); [Tatiek and Hendar, 2019](#)).

The findings of this study provide a new picture of the role halal brand awareness, which until now there has been no research conducted on the influence of halal brand awareness as a moderating variable. Based on [Figure 6](#), it can be seen that by understanding the attitudes and desires of both Muslim and non-Muslim consumers toward halal products by looking at aspects of their knowledge and involvement in the product and also by the role of halal brand awareness, it is expected to increase purchasing decisions. Similar to the role of brand awareness for products, in general, halal brand awareness can create value for the company because it can make it easier for consumers to find information about halal products, thereby creating associations that create feelings and positive attitudes toward consumers of halal products than other products of the same brand.

In the context of halal products, some researchers have stated that product knowledge and product involvement refers to the personal relationship between products and consumers. For Muslim consumers, trust in halal products is influenced by their knowledge of the halal attributes of the product ([Rezai *et al.*, 2012](#)). [Ambali and Bakar \(2014\)](#) shows that consumers trust more halal products because they follow strict rules against Islamic law compared to non-halal products. In a study conducted by Chan Woo [Park and Moon \(2003\)](#), it is known that product knowledge is a moderating variable in the relationship between product involvement and purchasing decisions. Knowledge and involvement of products owned by consumers can strengthen or weaken the relationship between the relationship of product involvement with purchasing decisions ([Brockman and Morgan, 2003](#); [Tang *et al.*, 2010](#); [Mohd Suki, 2016](#)).

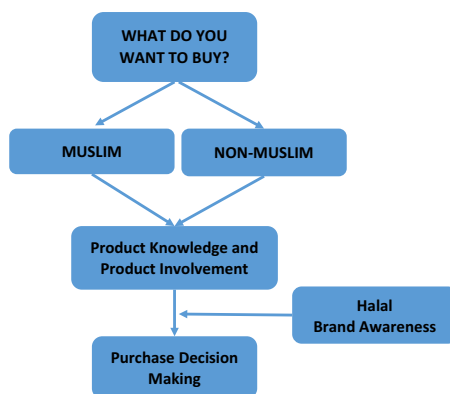


Figure 6.
Purchase decision-
making of halal food
product

5. Discussion and implications

Although many previous studies address the issue of brand awareness, there is no research that has explored the concept of halal brand awareness. Therefore, this research applies a new construction concept, namely, halal brand awareness, which is then developed to describe the relationship between product knowledge, product involvement, purchase decision and halal brand awareness. In addition, this study is the first to develop an integrated model to investigate moderating relationships between variables.

Empirical results indicate that product knowledge has a significant and positive influence on purchase decision-making (*H1*). Product involvement has a significant and positive influence on purchase decision-making (*H2*). In addition, halal brand awareness acts as a moderating variable in the relationship between product knowledge and purchase decision-making (*H3*) and in the relationship between product involvement and purchase decision-making (*H4*). All proposed hypotheses were supported in this study. The results show that it is very important for companies and producers to ensure that halal brand awareness is a very important variable to attract halal-conscious consumers (Wilson and Liu, 2011; Razzaque and Chaudhry, 2013; Muslichah *et al.*, 2019; Tatiek and Hendar, 2019). Likewise, positive product knowledge and product involvement play an important role in influencing consumer purchasing decisions (Lin and Chen, 2006; Prendergast *et al.*, 2010; Bian and Moutinho, 2011). From another perspective, when the halal brand attribute is equal to the competitor's brand, halal brand awareness will act as an added value that can produce consumer preferences for the brand (Ahmed, 2008; Shah Alam and Mohamed Sayuti, 2011; Soon and Wallace, 2017; Elseidi, 2018). So the results of the study can confirm that in halal products without providing a strong halal brand awareness, the efforts of producers to attract halal-conscious consumers with halal product attributes such as product knowledge and product involvement will experience difficulties.

5.1 Theoretical implications

The results of this study indicate that the higher the knowledge of consumer products, the higher the consumer decides to make a purchase (Rao and Monroe, 1988; Rao and Sieben, 1992; Momberg *et al.*, 2012; Karimi *et al.*, 2015; Oh and Abraham, 2016). The results of this study also showed that the higher the level of consumer product involvement, the higher the behavior in deciding to make a purchase (Hollebeek *et al.*, 2007; Park *et al.*, 2007; Siala, 2013). Therefore, this study shows that consumers with a higher frequency of involvement and have more detailed product knowledge, such as quality, service, taste and comfort can decide to make a purchase more quickly and accurately.

The influence of halal brand awareness in the relationship between product knowledge and product involvement on purchase decision-making is also significant (Ozguven, 2012; Figueroa, 2013; Latif *et al.*, 2014; Abu-Hussin *et al.*, 2017; Soon and Wallace, 2017; Kaur *et al.*, 2018; Bashir *et al.*, 2019). This phenomenon shows that consumers with different religious backgrounds prefer to use halal products. Previous research in looking at consumer buying behavior toward halal products has used product evaluation, purchase intentions or repurchase intentions as research variables. This study focuses more on the effect of product knowledge and product involvement on purchase decision-making. Then, develop the moderating effect of halal brand awareness in influencing consumer purchasing decisions.

This study also answers the research gap that occurs in consumer purchasing decisions. Lin and Chen (2006) found in their empirical study that product knowledge and product involvement had a significant positive effect on consumer purchasing decisions. Research conducted by Soon and Wallace (2017) also explains that when consumers choose a product, consumers usually use their knowledge of the product to conduct an evaluation. Different

understandings and levels of knowledge will determine consumers in making purchases so that indirectly it will also affect consumer purchase intentions. However, [Tang et al. \(2010\)](#) reported that purchase decisions have a negative relationship with the level of product experience and product knowledge. This study verifies that product knowledge and product involvement have a significant positive relationship with consumer purchasing decisions moderated by halal brand awareness. Therefore, the results of this study clarify the existing research gap.

5.2 Practical implications

The influence of product knowledge and product involvement on business competition strategies is very high ([Lin and Chen, 2006](#)). When halal product manufacturers use product knowledge and consumer product involvement to develop appropriate competitive strategies, it can easily win and encourage consumers to buy their halal products ([Razzaque and Chaudhry, 2013](#); [Mohamed, 2019](#)). Product knowledge and product involvement consumers have different positive effects on consumer purchasing decisions, so consumers must first have a certain level of product knowledge then look for various relevant information, and finally have a high product involvement ([Lin and Chen, 2006](#)). Therefore, the marketing strategy developed by producers must be fair to all consumers, both Muslim and non-Muslim consumers ([Aziz and Chok, 2013](#); [Muslichah et al., 2019](#)). Promotion of halal products to non-Muslim consumers can be done to attract a wider market. As it is known that issues related to halal products regarding health, safety, quality, environment and ethical treatment of animals can be further elaborated to increase awareness of the concept of halal products ([Haque et al., 2015](#)). So that the results of this study can ultimately be used to increase understanding and trust by both Muslim and non-Muslim consumers toward halal products. By providing relevant and targeted product information, consumer purchasing decisions on halal products will also increase ([Hollebeek et al., 2007](#); [Nayem and Casidy, 2013](#); [Parment, 2013](#); [Drossos et al., 2014](#)).

Halal producers must face competitive strategies from other producers. Halal product image is believed to influence consumer purchasing decisions. Therefore, when manufacturers promote their halal products to the market, they must consider the brand image of their halal products, then develop the most appropriate competitive strategy ([Wilson and Liu, 2010](#); [Ambali and Bakar, 2014](#)). Execution of halal product marketing activities helps consumers to better understand the benefits of halal products. So that halal products can be marketed not only to Muslim consumers but also to non-Muslim consumers ([Ireland and Rajabzadeh, 2011](#); [Mukhtar and Butt, 2012](#); [Rezai et al., 2012](#); [Abu-Hussin et al., 2017](#)).

5.3 Limitations

There are two limitations to this study as follows: the results of the study cannot conclude consumers nationally: this study adopts convenience sampling and the sampling area is limited to only five regions. From the perspective of statistical theory, the sample may lack generalization power, and may not be suitable for inference as a citizen in general. The results of the study are not feasible to be concluded for one particular halal brand. This study only conducts research on halal food products in general. Despite obtaining concrete conclusions, the results of the study may not be suitable for conclusions with certain types of halal food products.

5.4 Suggestion

This finding has significant implications that can help producers to develop strategies that are suitable for halal brand awareness and heighten consumer purchasing decisions for halal products. With the increasing Muslim population and demand for halal products in Muslim and non-Muslim countries, halal product branding is one of the trends that is expected to be widely accepted for businesses in Muslim and non-Muslim countries. Halal brand awareness has increased the desire of Muslim and non-Muslim consumers to be more willing to buy halal products. In addition, halal product branding can enable businesses to access new markets, namely, non-Muslim consumers both in Muslim and non-Muslim countries, to enjoy more competitive advantages from halal products so as to increase producer profitability by selling products at higher prices so that provide higher profit margins (Ireland and Rajabzadeh, 2011; Liang, 2012; Mukhtar and Butt, 2012; Rezai *et al.*, 2012; Kadirov, 2014; Abu-Hussin *et al.*, 2017; El-Bassiouny *et al.*, 2017).

This study found that consumer product knowledge is an important factor in influencing their purchase intentions. Therefore, when producers try to develop marketing strategies and projects, they must first understand the attitudes of consumers in handling relevant product information, to enhance the effects of marketing strategies.

This research only conducts research on halal products in general. Future research may choose to use one brand of halal product or compare several other halal product brands. The results of this study support that the heterogeneity of respondents (age, education, gender and religion) has always been an important component in the study of consumption behavior. Therefore, research examining the influence of different cultural situations on the relationship between product knowledge, product involvement, halal brand awareness and purchase decisions must be an extraordinary topic for future research because this will help broaden the theory of buying behavior. In this study, researchers used a questionnaire survey to verify hypotheses, thus only providing cross-sectional data. For future research, longitudinal studies need to be conducted to see dynamic changes in consumer behavior over time.

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