

THE ROLE OF HALAL AWARENESS AND ATTITUDES TOWARDS PURCHASING INTENTIONS AT HALAL BAKERIES

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Abstract

The intention to purchase halal food is influenced by both internal and external factors, including consumer awareness and attitudes toward halal products. This study examines the role of halal awareness and attitudes in shaping purchase intentions for halal bakery products. Despite the growing demand for halal-certified food, research specifically addressing consumer behavior in halal bakeries remains limited. Understanding the determinants of purchase intention in this segment is essential for strengthening the halal bakery industry and providing strategic insights for businesses. This study was conducted in Indonesia, involving 110 respondents who had purchased from a halal bakery at least once and were aged 17 years or older. The research employs a quantitative approach using Smart PLS 3.0 for data analysis. The findings reveal that halal awareness significantly influences both consumer attitudes and purchase intentions toward halal bakery products. Furthermore, attitude serves as a crucial mediator, reinforcing the relationship between halal awareness and purchasing behavior. These findings contribute to the growing body of research on halal consumption behavior, emphasizing the need for greater consumer education and branding strategies in the halal bakery sector. Businesses can leverage these insights to enhance consumer trust, improve marketing strategies, and optimize their product positioning in the competitive halal food market..

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1. Introduction

The demand for halal food products has been increasing significantly, driven by the growing Muslim population and heightened awareness of halal consumption. It is estimated that the global halal food market will surpass \$1.4 trillion in the coming years, reflecting a substantial shift in consumer preferences (Arsil et al., 2018). The obligation for Muslims to consume halal food, as prescribed by religious teachings, plays a critical role in shaping purchasing behavior (Bashir et al., 2019). Consumers actively seek halal-certified food products, ensuring compliance with Islamic dietary

laws.

Among various halal food categories, halal bakeries have gained attention as an emerging market segment. While extensive research has been conducted on halal cosmetics (Nghah et al., 2021), organic food (Shan et al., 2020), and halal pharmaceuticals (Alserhan & Alaaddin, 2020), studies on consumer behavior in halal bakery purchases remain scarce. Understanding purchase intentions in this context is essential for expanding the halal bakery industry and refining marketing strategies.

Purchasing intention is shaped by internal and external factors, with halal awareness and attitudes playing a pivotal role. Consumers who are highly aware of halal principles tend to develop positive attitudes toward halal products, which subsequently influences their buying decisions (Aziz & Chok, 2012). Attitudes, in turn, are formed by social values, personal experiences, and cultural influences (Singh et al., 2022). Prior research highlights the impact of consumer attitudes on purchasing halal-certified products, but further investigation is needed in the context of halal bakeries.

Based on these considerations, this study aims to answer the following research questions:

1. Does halal awareness affect consumer attitudes toward purchasing from halal bakeries?
2. Does halal awareness directly influence purchase intentions at halal bakeries?
3. Do consumer attitudes significantly influence purchase intentions for halal bakery products?

This study contributes to the existing literature on halal consumer behavior by exploring the relationship between halal awareness, attitudes, and purchase intentions in halal bakeries. The findings provide practical insights for bakery entrepreneurs, policymakers, and marketers in developing strategies to attract and retain halal-conscious consumers.

Hypothesis Development

Halal awareness refers to consumers' understanding and belief regarding the permissibility of products according to Islamic law. This awareness reflects the extent of information consumers possess about halal principles and the status of products, particularly in food and beverages (Agustina & Hana, 2019). A higher level of halal awareness leads consumers to prioritize halal-certified options in their consumption choices (Septiani & Ridlwan, 2020).

Previous studies have shown that halal awareness is not only influential in product selection but also plays a critical role in shaping consumer attitudes. For instance, confidence rooted in halal awareness contributes to the formation of favorable attitudes toward halal-certified offerings in the foodservice industry (Fauziah & Al Amin, 2021). Furthermore, Alfikri et al. (2019) demonstrated that halal awareness significantly influences purchase intentions for halal products in general.

Despite extensive literature on halal awareness in various sectors, limited research has addressed its role specifically in the **halal bakery** context. Therefore, this study aims to explore whether halal awareness influences both consumer attitudes and purchase intentions in this niche market.

- H1** : Halal awareness positively influences consumer attitudes toward halal bakery products.
- H2** : Halal awareness positively influences purchase intentions for halal bakery products.

Attitude represents a consumer's overall evaluation of a product, shaped by cognitive, emotional, and behavioral responses. It reflects the degree to which an individual holds a favorable or unfavorable view of a product or behavior. Factors such as personal values, taste preferences, and prior experiences contribute to attitude formation (Singh et al., 2022).

In the context of halal consumption, attitudes have been found to significantly influence purchasing decisions. For example, consumers with positive attitudes toward halal-certified products are more inclined to choose them over non-certified alternatives (Khan & Azam, 2016). Similar findings have been observed in online grocery retail (Anshu et al., 2022), where consumer attitudes strongly predict purchase intentions. Thus, this study proposes the following hypothesis:

- H3** : Consumer attitudes positively influence purchase intentions for halal bakery products.

2. Methods

This study employs a quantitative research design involving three main constructs, each measured using multiple items on a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree). To ensure the inclusion of respondents with relevant experience, a purposive sampling technique was adopted. The target population consists of consumers who have previously made a purchase at a halal bakery. The inclusion criteria required respondents to be at least 17 years old and to have made a minimum of one purchase at a halal bakery. Both male and female participants were included to ensure diverse representation. Data collection was conducted through an online survey using Google Forms, allowing broad geographic coverage within Indonesia. Since the total population is unknown, the sample size was determined using the guideline proposed by Ferdinand (2014), which recommends a minimum of 5 to 10 times the number of indicators. This study used 9 indicators, resulting in a required minimum sample of 90 respondents. To strengthen the validity of the findings, a total of 110 valid responses were collected and analyzed. For data analysis, Partial Least Squares Structural Equation Modeling (PLS-SEM) was employed using SmartPLS 3.0 software. This method was chosen due to its effectiveness in analyzing complex models and its suitability for predictive research with relatively small to medium sample sizes.

3. Result and Discussion

Result

As shown in Table 1, the outer loading values for the halal awareness indicators range from 0.866 to 0.927, for attitude from 0.884 to 0.935, and for purchase intention from 0.859 to 0.927. All indicator values exceed the recommended threshold of 0.708, indicating strong indicator reliability (Hair et al., 2022).

The Cronbach's Alpha values demonstrate high internal consistency for each construct: halal awareness (0.924), attitude (0.895), and purchase intention (0.885). The composite reliability (CR) values are also above the minimum required standard of 0.70, with halal awareness at 0.946, attitude at 0.934, and purchase intention at 0.929.

Table 1. measurement Results

	Loading	Cronbach's Alpha	α	CR	AVE
<i>Halal Awareness</i>		0.924	0.927	0.946	0.816
HA_1	0.866				
HA_2	0.906				
HA_3	0.927				
Attitude		0.895	0.901	0.934	0.826
ATD_1	0.884				
ATD_2	0.935				
ATD_3	0.907				
Purchase Intention		0.885	0.891	0.929	0.813
PI_1	0.859				
PI_2	0.917				
PI_3	0.927				

Source: Processed data using PLS 3.0 (2025)

The Average Variance Extracted (AVE) values for all three constructs are well above the minimum threshold of 0.50, confirming convergent validity: halal awareness (0.816), attitude (0.826), and purchase intention (0.813) (Fiandari et al., 2024; Rafdinal & Senalasari, 2021). To evaluate discriminant validity, the Fornell-Larcker criterion was applied. Table 2 shows that the square root of AVE for each construct is greater than its correlation with other constructs, thus satisfying the Fornell-Larcker requirement for discriminant validity. Regarding the structural model, the adjusted R^2 value for purchase intention is 0.723, indicating that 72.3% of the variance in purchase intention is explained by the model. This value approaches the threshold for substantial explanatory power ($R^2 \geq 0.76$), demonstrating that the model possesses strong predictive capability.

Table 2 and Figure 1 illustrate the structural relationship between halal awareness, attitude, and purchase intention. The analysis confirms that halal awareness significantly influences consumer attitudes toward purchasing halal bakery products. Table 3 further supports this relationship by presenting the strength and direction of the path coefficients among the studied variables.

Table 2. Fornell Locker

	<i>Halal Awareness</i>	<i>Attitude</i>	<i>Purchase intention</i>
<i>Halal Awareness</i>	0.909		
<i>Attitude</i>	0.598	0.903	
<i>Purchase intention</i>	0.837	0.619	0.902

Source: Processed data using PLS 3.0 (2025)

The results indicate that consumers who are more aware of halal principles tend to develop more favorable attitudes toward halal bakery products. This, in turn, shapes their intention to make a purchase. The preference for halal products reflects the underlying values and priorities of consumers in making ethical and religiously compliant consumption decisions. These findings are consistent with previous research by Öztürk (2022), who found that halal awareness plays an essential role in shaping consumer behavior, particularly in the purchase of halal chicken products. Consumers with a sufficient understanding of halal standards are more likely to view such products positively, which enhances their purchase intention.

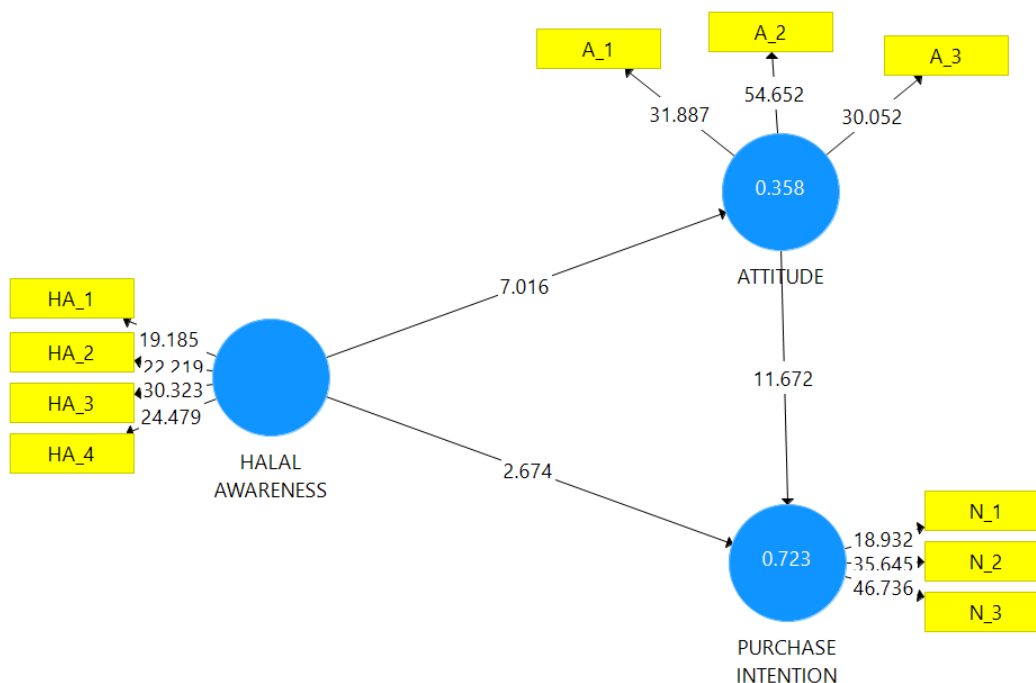


Figure 1
Source: Processed data using PLS 3.0 (2025)

Overall, the study emphasizes the importance of strengthening halal awareness as a strategic approach to fostering positive consumer attitudes and increasing demand for halal-certified bakery products.

Halal awareness has been proven to play a significant role in shaping purchase intentions among halal bakery consumers. Individuals with a strong understanding of halal principles tend to perceive halal products as safe, hygienic, and of consistent quality (Bashir, 2019). This awareness reduces uncertainty and builds consumer confidence in the products they consume. Consumers who choose halal-certified bakery products generally do so with a sense of assurance and trust, as these products align with both religious and health-related expectations. The perceived safety and integrity of halal products contribute to a more comfortable and confident purchasing experience (Pandey & Syam, 2023), ultimately reinforcing the intention to buy.

Table 3.

	β	P Values	Description
Direct Effect			
<i>Halal awareness => Attitude</i>	0.598	0.000	H1 Accepted
<i>Halal awareness => Purchase intention</i>	0.184	0.008	H2 Accepted
<i>Attitude => Purchase intention</i>	0.728	0.000	H3 Accepted

Source: Processed data using PLS 3.0 (2025)

A positive consumer attitude has been found to significantly support the intention to purchase halal bakery products. Attitude represents a consumer's overall evaluation of a product or behavior, shaped by both positive and negative beliefs. As such, it plays a critical role in the decision-making and evaluation process. The results of this study confirm that attitude serves as an important predictor of purchase intention in the context of halal bakeries. Consumers who possess sufficient knowledge and form favorable evaluations of halal bakery products are more likely to translate these attitudes into actual purchasing intentions (Higueras-Castillo et al., 2024). Consuming halal-certified bakery products is perceived positively by consumers, as these products undergo strict selection and certification processes that ensure quality, safety, and compliance with religious values. This perception contributes to a pleasant and reassuring consumption experience, further reinforcing the intention to buy.

Discussion

This study aimed to investigate the influence of halal awareness and attitudes on purchase intentions in the context of halal bakery products. The findings provide strong empirical support for the proposed model and highlight the pivotal role of both constructs in shaping consumer behavior. First, the results confirmed that halal awareness significantly influences consumer attitudes toward halal bakery products. This aligns with previous research which suggests that consumers who are well-informed about halal principles tend to evaluate halal products more favorably (Fauziah & Al Amin, 2021; Alfikri et al., 2019). The perception of halal products as clean, safe, and compliant with religious obligations enhances consumer trust and leads to the formation of positive attitudes.

Second, halal awareness was also found to have a direct and significant impact on purchase intentions. This indicates that awareness alone, even without the mediating effect of attitude, is sufficient to influence consumers' willingness to purchase halal bakery

products. This finding is consistent with studies conducted in other halal sectors, such as halal pharmaceuticals and cosmetics (Alserhan & Alaaddin, 2020; Ngah et al., 2021), and extends the applicability of these insights to the bakery industry.

Furthermore, the study demonstrates that attitude serves as a strong predictor of purchase intention, reinforcing the theoretical foundation of the Theory of Planned Behavior (TPB), which posits that attitudes toward a behavior strongly influence the intention to perform it. Consumers with favorable evaluations of halal bakeries are more likely to act on those evaluations by making purchases (Higueras-Castillo et al., 2024). The selective and certified nature of halal bakery products contributes to a sense of assurance, reinforcing positive attitudes and increasing the likelihood of repeat purchase.

These findings not only validate the theoretical relationships among the studied constructs but also offer practical implications. For halal bakery businesses, fostering consumer awareness through transparent labeling, education campaigns, and visible certification can strengthen consumer attitudes and drive purchasing behavior. Moreover, emphasizing the quality, hygiene, and religious compliance of products can help maintain a favorable brand image in the minds of halal-conscious consumers.

4. Conclusion and Suggestion

Based on the findings, several key conclusions can be drawn:

1. Halal awareness significantly influences consumer attitudes toward halal bakery products. Consumers with a strong understanding of halal principles tend to develop more favorable attitudes, highlighting the importance of promoting halal awareness among target markets.
2. Halal awareness also has a direct and significant impact on purchase intentions. When consumers are aware that halal bakery products meet religious, safety, and hygiene standards, they are more inclined to make a purchase. Thus, enhancing halal awareness is crucial in encouraging purchasing behavior.
3. Attitude plays a critical role in shaping purchase intentions. Consumers who hold positive perceptions of halal bakeries are more likely to translate those attitudes into purchasing actions. A favorable attitude toward halal bakeries fosters confidence and reinforces the intention to buy.

Overall, this study confirms that both halal awareness and consumer attitudes are essential drivers of purchase intentions in the halal bakery sector. Positive perceptions are often rooted in transparent practices, halal certification, and consistent product quality. Therefore, halal bakery entrepreneurs must prioritize compliance with halal standards at every stage of production—from selecting ingredients to implementing hygiene-focused baking processes. Delivering high-quality and appealing halal products will help shape positive consumer experiences, build trust, and ultimately strengthen loyalty. Sustained purchase intentions are key to fostering long-term growth and competitiveness in the halal bakery industry.

The findings of this study offer important practical implications for halal bakery entrepreneurs and marketers. Strengthening halal awareness through clear certification, educational content, and transparent communication can significantly enhance consumer attitudes and increase purchase intentions. Marketing strategies that highlight product

hygiene, quality, and religious compliance can serve as key differentiators in a competitive market. However, this study is not without limitations. The sample was limited to consumers in Indonesia, which may restrict the generalizability of the results to other cultural or regional contexts. Moreover, the use of self-reported data through online surveys may introduce response bias. Future studies are encouraged to adopt larger and more diverse samples as well as mixed-method approaches to gain deeper insights.

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