

# Halal Label, Attention Ingredients, Religiosity, Counterfactual Thinking on Purchase Intention Liang Teh

Firgosti Flamboyant<sup>1</sup>, Arief Kusuma Among Praja<sup>2</sup>, Endang Ruswanti<sup>3</sup>

Magister Management Esa Unggul University, Duri Kepa, Kb. Jeruk, Kota Jakarta Barat, DKI Jakarta, Indonesia

**ABSTRACT:** non-halal issue in herbal product, illegal halal label, and consumers' perspective on ingredients from which the product originates can affect the purchase intention. Some studies have been conducted on halal in relation to the interaction of factors supporting halal environment itself. However further studied have not been conducted using religiosity as moderating variable confirming halal label and counterfactual thinking (CFT) as moderating variable confirming attention to ingredients information on the purchase intention of halal product. Through this study with moderating variables and methods used can be further analyzed specific things that become a strength in increasing purchase intentions of halal products and determine the extent of consumer awareness about the urgency of halal itself so that it can help marketers to analyze the market demand for halal products. The objective research was to analyze the effect of halal label, attention to ingredients information, religiosity and counterfactual thinking on purchase intention of halal product. This study involved 120 respondents using non-hierarchical statistical method and linear regression. The result showed that perception on halal label did not affect significantly purchase intention of halal product, but when moderated with high religiosity, the perception on halal label affected significantly on purchase intention of halal product. Another result showed that attention to ingredients information moderated with CFT highly affects purchase intention of halal product. However, when attention to ingredients information was high and CFT was high, it result became insignificant. This finding confirmed that perception on halal label and attention to ingredient information had simultaneous close relationship of 73.8% in improving purchase intention of halal product.

**KEYWORDS:** Halal label, ingredients, religiosity, CFT and purchase intention.

## I. INTRODUCTION

Indonesia is the state the majority population of which is Muslim. The result of BPS (Central Statistic Bureau)'s (2010) census showed that about 87.18% of 237,641,326 Indonesian populations hold on Islam religion. For the consumers, particularly the Muslim, the halal status of a product becomes one of main considerations today in deciding to purchase a product.

A previous study conducted by Dali, Sulaiman, Samad Ismail and Alwi (2007), mentions that the Muslim consumer perception of halal and ingredients on the product label is positive. This is similar to the study by Abdul, Ismail, Hashim and Johari (2009), that there is a significant relationship between religious respondents and their perceptions of halal label and ingredients. Mudzakkir and Nurfarida (2014) also confirmed that religiosity commitment affects positive significantly the purchase intention. CFT also can strengthen one's motivation in analyzing information on a product. Research Aboulnasr and Sivaraman (2007) discovered the role of CFT as a mechanism that increases the motivation of consumers to decipher and use nutrition information to shape attitudes product.

As in study from Abdul, et al. (2009) found that consumers would like to see a more proactive monitoring of the original halal certification and greater enforcement against fake labeling of non-halal meals that serve as halal. Furthermore Hussain, Rahman, Zaheer and Saleem (2016) found that the halal concept emphasizes cleanliness, safety, virtue, purity, manufacturing, production, process, honesty, truth, the food service, financial activities and other social

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good in Islam. According to Dali, et al. (2007), Muslim consumers are more concern with logo halal, majority of them will look for the logo halal on the product packaging before buying product.

Many studies have been conducted on halal, but they have not studied further using moderating variable. In this study, we employ religiosity as moderating variable that can alleviate and confirm the effect of perception on halal label on purchase intention of halal product. Then, we also used counterfactual thinking as moderating variable that can alleviate and confirm the effect of attention to ingredients information on purchase intention of halal product.

In addition, in previous studies, the methods employed are anova and linear regression, but in this research the method used is non-hierarchical statistical. Non-hierarchical statistical is applied in this research to explain the direct correlation between perception on halal label moderated by religiosity and purchase intention of halal product and direct correlation between the attention to ingredient information moderated by counterfactual thinking and purchase intention of halal product. The objective of research is to analyze the effect of halal label, religiosity, attention to ingredients information, counterfactual thinking on purchase intention of halal product moderated by religiosity and CFT. Considering the elaboration above, this research is entitled “Halal Label, Attention to Ingredients Information, Religiosity, Counterfactual Thinking on Purchase Intention (A Study on Liang Teh Cap Panda Beverage)”.

## II. LITERATURE REVIEW

### Perception on halal label

Halal concept is given by a country generally before self-sufficient food production. Global trading changes the non-Muslim states' lifestyle dominating the trade of halal meat and processed food product. Recently, a certain level of guarantee is providing by halal product certification issued by one of more than 100 halal certification institutions throughout world (The Halal Journal, 2008). Today, halal is not purely a religion matter. In business and trade domain, it becomes a global symbol for the guarantee of quality and lifestyle choice. Dali, et al. (2007) found that Islamic consumers are more concerned with logo halal, majority of them will look for the logo halal on the product packaging before buying product.

### Attention to Ingredients Information

The attention process helps the efficiency of limited mental resource use that in turn will help react quickly to certain stimulus. Identification of a product before buying it, for some consumers, sometimes is not an easy process. Akdeniz, Calantone, and Voorhees (2013) stated that because the quality of product is not always easy to identify, the consumers generally make purchasing decision while experiencing the feeling of uncertainty (Akdeniz, et al., 2013). For example, when the consumers plan to buy a beverage, they may think of taste or type of beverage corresponding to the body's need or will. Quality, security guarantee and halal label of the product will be one of consideration matters for the consumer as well. Ingredients are the material used to produce food. The material used can be basic material, additional and supporting materials (Hariyadi, 2012). Ingredients added sometimes consist of more than one type, a combination of various materials. Muslim consumers should understand the halal status of ingredients used in producing a variety of food and beverage products.

### Religiosity

Religiosity derives from Latin “relegare” meaning binding closely or commonness bond. Religiosity is an individual's spiritual expression related to belief system, value, enacted law and ritual (Kaye and Raghavan, 2000). Religiosity level or religiosity commitment of an individual also affects the selection of halal product impacting on the purchase intention of purchasing a product with halal label. Religiosity itself is an aspect understood by individual inside heart, personal conscience beat and personal attitude (Mangunwijaya, 1986). Similarly, Glock and Stark (Dister, 1988) suggested that religiosity is a religious attitude meaning that there is an element of religion internalization into individual.

### Counterfactual Thinking (CFT)

Counterfactual means in contradiction with the facts. Counterfactual Thinking (CFT) consists of alternative result generation for the past event that can change one or more factors mentally. A contrast effect occurs when

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emotion on situation becomes more extreme when the situation is compared with certain standard (Roese, 2004). CFT, according to Page and Colby (2003), refers to the process of reviewing the past event and imagining mentally how this event in fact can be different. Recently, Krishnamurthy and Sivaraman (2002) suggested that preparative function of CFT also involves the consequence of information processing affecting the problem of behavioral solving in the future.

## Purchase Intention

Several definitions of intention have been suggested by some researchers including, among others: (1) intention (aim or purpose), prediction including when, where, and how the consumers act on a brand, and it is affected by environment factor as well (Mangkunegara, 2009); and (2) behavioral intention is some thing connecting the self to the future action (Peter and Olson, 1999). In the stages of purchasing process, according to Kotler (2012) in evaluation stage the consumer establishes preference between brands in the chosen set and can establish the intention of purchasing the most preferred brand.

## III. HYPOTHESIS DEVELOPMENT

A previous study conducted by Dali, et al. (2007) found that Islamic Consumers are more concerned with logo halal, majority of them will look for the logo halal on the product packaging before buying product. Furthermore Abdul, et al. (2009) found that consumers would like to see a more proactive monitoring of the original halal certification and greater enforcement against fake labeling of non-halal meals that serve as halal. Guntalee and Unahannda (2005) stated that the product complying with religious, producer and manufacturing concepts should show its halal symbol or halal certification. Logo halal legitimizes Islamic standard, allowed by Shariah. Because logo halal is important to distinguish the halal product from non-halal one, it can be hypothesized that the perception on halal label affects the purchase intention. Therefore, the hypothesis is stated as follows:

**H1:** Perception on halal Label improves the purchase intention of halal product.

Abdul, et al. (2009) stated that the respondents caring about halal logo also pay attention to the ingredient used. In addition, this study also found the significant relationship between religious respondents and their perception on halal logo and ingredients. Dali, et al. (2007) and Hussain, et al. (2016) found that consumers pay more attention to the ingredients of product and the product is not allowed to contain illegal material. From the elaboration above, it can be hypothesized that ingredients affect the purchase intention. For that reason, the hypothesis is proposed as follows:

**H2:** Attention to Ingredients information improves the purchase intention of halal product.

Mudzakkir and Nurfarida (2014) suggested that religiosity commitment affects positive significantly the purchase intention. Delener (1994) and Pettinger, Holdsworth, and Gerber (2004) stated that religion can affect the consumers' attitude and behavior as well as decision of purchasing food and eating habit (Mullen, William and Hunt, 2000; Mennel, Murcott and Ootterloo, 1992). Within the society, religion plays the most influential role in creating the food choice. Lada, Tanakinjal and Amin (2009) mentioned that the consumption of animal product, and particularly meat and meat product is governed most tightly in the case in which religion consideration is enacted (Shatenstein and Ghadirian, 1997). From elaboration above, it can be hypothesized that religiosity serves as moderating variable that can confirm the effect of perception on halal label on purchase intention so that the hypothesis is proposed as follows:

**H3a:** Particularly for low religiosity, perception on halal label improves the purchase intention of halal product.

**H3b:** Particularly for high perception on halal label, religiosity improves the purchase intention of halal product.

**H3c:** Particularly for low perception on halal label, religiosity improves the purchase intention of halal product.

Smallman and Roese (2009) stated that CFT is closely related to regulation and coordination of behavior directed to the objective. Aboulnasr and Sivarman (2007) suggested that the effect of health claim interaction and CFT on nutrition attitude is confirmed by the presence of favorable nutrition information. Eavers (2013) suggested that individual with higher behavior of considering the future consequence is expected will be affected by CFT entirely than those with lower one. From the elaboration above, it can be hypothesized that CFT serves as moderating variable that

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can confirm the effect of attention to ingredients information on purchase intention and the hypothesis is written as follows:

**H4a:** Particularly for low CFT, the attention to ingredients information improves the purchase intention of halal product.

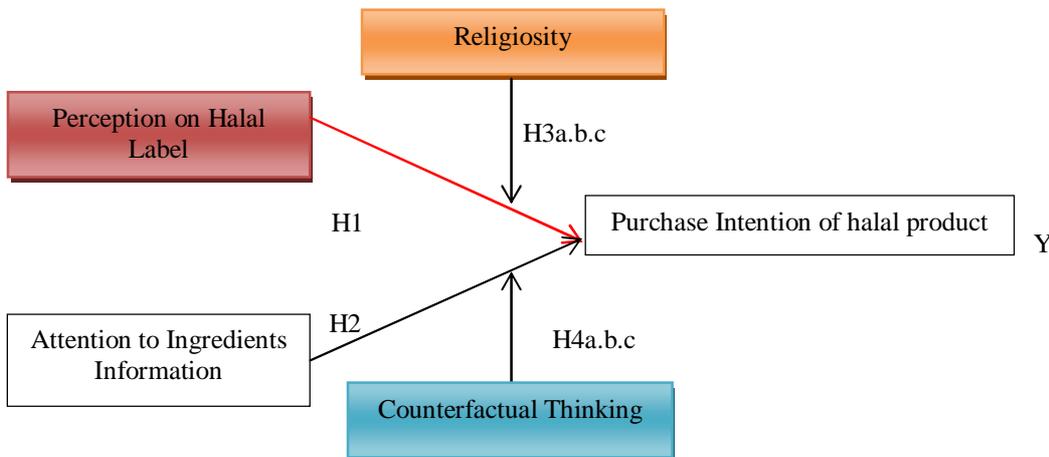
**H4b:** Particularly for the high attention to ingredients information, CFT improves the purchase intention of halal product.

**H4c:** Particularly for the low attention to ingredients information, CFT improves the purchase intention of halal product.

Hussain, et al. (2016) stated that perception on ingredients of product becomes the main focus of consumer's attention during selecting food product. Also Ahmad, Kadir and Salehuddin (2013) found that there is a significant relationship between logo halal use and purchasing intention. From the elaboration above, we formulate the hypotheses that perception on halal label and attention to ingredients information affects simultaneously the purchase intention, so that we propose the following hypothesis:

**H5:** Perception on halal label and Attention to Ingredients information improve the purchase intention of halal product.

From the description above, we propose a research model as shown in Figure 1.



**Figure 1. Research Model and Hypothesis**

Figure 1 illustrates how the effect of perception on halal label on the purchase intention of halal product is moderated by religiosity and the effect of attention to ingredients information on the purchase intention of halal product is moderated by CFT. Then, perception on halal label and attention to ingredients information simultaneously affect the intention of purchasing halal product.

## IV. METHOD

This research was conducted using non-hierarchical with 2x2 factorial design (a\*b) for testing the H1, H3a, H3b, H3c and H2, H4a, H4b, H4c hypotheses. It was applied in this study to explain the direct correlation between perception on halal label and the intention of purchasing halal product moderated by religiosity and the direct correlation between attention to ingredients information and the purchase intention of halal product moderated by counterfactual thinking. Next, the H5 hypothesis testing was carried out using linear regression to find out the effect of perception on halal label and attention to ingredients information variables on the improved purchase intention of halal product simultaneously.

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Basically analysis data, has the objective to study the differences in the average variable response or indicator of certain problems between groups of individuals including testing the hypothesis about the differences in the population review. The function of mean cell model has a reciprocal relationship with a mean table cell, the table which presents the mean (average) the dependent variable or indicator of certain problems by a factor or multi-factor (Agung, 2005). On non- hierarchical using the procedure of General Linear Model (GLM) to test the hypotheses, especially the hypothesis of factors influence, both major factors influence the interaction and influence of the independent variable factors.

## Measurements

Perception on halal label (LH) is moderated by religiosity (RL), as explored in the literature study. The internal circle of religiosity is spiritual in which, according to Schot, Pieper and Uden (2012), spirituality is the orientation compliance with the transcendent value of consistent quality, providing life significance, namely life philosophy or specifically religion. For that reason, religiosity variable is controlled as moderating variable that can serve to confirm or to alleviate the effect of perception on halal label on the intention of purchasing halal product. In the first testing, we used 2 (high LH vs. low LH) x 2 (high RL vs. low RL) with the purchase intention of halal product as dependent variable.

Attention to ingredient information (AI) is moderated by counterfactual thinking (CFT), as has been explored earlier. The result of research 1 would followed by research 2 to test hypothesis 2, 4a, 4b and 4c still using experimental design. Considering Abdul, et al. (2009) finding, it can be found that there is a significant relationship between religious respondent and their perception on halal label and ingredients. Eavers (2013) suggested that individual with higher behavior of considering the future consequence is expected will be affected by CFT entirely than those with lower one. Information processing resulting in positive perception will encourage the intention of purchasing a product. For that reason, CFT variable is controlled as moderating variable serving to confirm or to alleviate the attention to ingredient information on the intention of purchasing halal product. In second testing, we used 2 (high AI vs. low AI) x 2 (high CFT vs. low CFT) with the purchase intention of halal product as dependent variable. The number of respondent needed in data processing was 120 respondent and 200 respondents would be obtained in order to be considered as adequate. The sampling method employed in this research was non-probability sampling method, the technique not providing equal opportunity to every element or member of population to be selected as the sample. One of non-probability sampling techniques was purposive sampling, in which the sample was taken with special consideration thereby feasible to be the sample. The sample in this research consisted of men and women aged 18-50 years old, domiciling in Jakarta, West Java, Banten areas and surrounding who have ever consumed Liang Teh Cap Panda in the last 3 months. The age of 18 years was selected because it was consistent with the target market of Liang Teh Cap Panda, those studying at college. The age interval of 18-50 years was selected because they come from different age groups who sell, buy, use, and consume different product actively. In responding to these question and statement, Likert scale was used as its form level or importance level. Sugiyono (2006) stated that Likert scale is used to measure attitude, opinion and perception of an individual or a group of individuals about the social phenomenon occurring. The questionnaire used was adopted from previous research (Dali, et al., 2007; Lada, et al., 2009; Schot, et al., 2012; Eavers, 2013).

Pre-test showed that the instrument was valid (loading factor > 0.5) and reliable (Cronbach's Alpha > 0.6). The validity test on the perception on halal label reveals the valid operations using Anti-Image Matrix test. The perception on halal label variable in this research contained 8 questions all of which were valid. The result of analysis factor and operational validity tests on attention to ingredients information operational variable obtained KMO value higher than 0.5, so that the factor analysis on attention to ingredients information operational variable was usable or supported. The validity test on religiosity revealed valid operations using Anti-Image Matrix test, in which religiosity variable in this research contained 16 questions, 15 of which was valid with minimum limit of 0.5 and the invalid question was R4 with KMO of 0.812 and MSA of 0.169. The result of analysis factor and validity test on CFT operational variable obtained KMO value higher than 0.5; therefore factor analysis on CFT operational variable was usable or supported. The validity test on CFT revealed valid operation using Anti-Image Matrix, in which CFT variable

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in this research consisted of 10 questions, all of which were valid. The result of analysis factor and validity tests on the intention of purchasing halal product operational variable obtained KMO value higher than 0.5; therefore the factor analysis on the intention of purchase intention of halal product. Operational variable was usable or support. The validity test on CFT revealed the valid operations using Anti-Image Matrix test, in which the intention of purchasing halal product operational variable contained 4 questions, all of which were valid.

The reliability measurements showed that all of variables used (perception on halal label,  $\alpha = 0.956$ ; attention to ingredients information,  $\alpha = 0.897$ ; religiosity,  $\alpha = 0.970$ ; CFT,  $\alpha = 0.950$ ; and the purchase intention of halal product.,  $\alpha = 0.877$ ) were reliable.

## V. RESULT

In hypothesis 1, the effect of perception on halal label on the purchase intention of halal product could be analyzed based on its main effect score, in which  $F = 0.278$ ,  $df = 1$  (sig. 0.599), meaning that perception on halal label does not affect significantly the purchase intention of halal product, because the data does not support this hypothesis. The interaction effect between perception on halal label and religiosity (RL) was  $F_0 = 22.141$ ,  $df = 2$  (sig. 0,000), meaning that RL moderates the relationship between the perception on halal label and the purchase intention of halal product. The effect of RL as moderating variable would be studied further in 3a, 3b, and 3c hypotheses testing.

The result of hypothesis 1 testing is not consistent with the proposition suggested by Ahmad, et al. (2013) that there is a significant relationship between logo halal use and purchasing intention. Dali, et al. (2007) also mentioned that Islamic consumers are more concerned with logo halal, majority of which will look for logo halal on the product packaging before buying some product.

Hypotheses 3a, 3b and 3c are tested by applying mean cell with design "a a\*b", so that the parameter of regression equation and intercept parameter  $\beta_i$  can be found, with the interaction between Perception on halal label, LH (1 = high, 2 = low) and religiosity, RL (1 = high, 2 = low).

**Table 1**  
**Parameter Estimate**

Dependent Variable: IH

Parameter	$\beta$	B	Std. Error	t	Sig.
Intercept	$\beta_0$	-.902	.063	-14.311	.000
[LHCODE=1]	$\beta_1$	-.347	.480	-.722	.471
[LHCODE=1] * RLCODE=1]	$\beta_2$	2.100	.480	4.375	.000
[LHCODE=2] * RLCODE=1]	$\beta_3$	1.717	.342	5.014	.000

**Table 2**  
**Parameter Intercept**

	RL = 1	RL = 2	Difference
LH = 1	$\beta_0 + \beta_1 + \beta_2$	$\beta_0 + \beta_1$	$\beta_2$
LH = 2	$\beta_0 + \beta_3$	$\beta_0$	$\beta_3$
Difference	$\beta_1 + \beta_2 - \beta_3$	$\beta_1$	$\beta_2 - \beta_3$

In hypothesis 3a, the value to be tested is low religiosity, by comparing the high and the low perception on halal label, as indicated with coefficient  $\beta_1$  in Table 2. Using statistic t-test on row [LHCODE = 1], it can be found that  $t = -0.722$  (Sig. 0.471), indicating that the data does not support the hypothesis proposed. In hypothesis 3b, the value to be tested is high perception on halal label by comparing the high and the low religiosity levels as indicated with coefficient  $\beta_2$  in Table 2. Using statistic t-test on row [LHCODE = 1] [RLCODE=1], it can be found that  $t = 4.375$

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(Sig. 0.000), indicating that the data supports the hypothesis proposed. The examination of hypothesis 3c is using the value in the low perception on halal label group, by comparing the high and the low religiosity levels as indicated with  $\beta_3$  in Table 2. Using t-test in table 1 on [LHCODE=2] [RLCODE=1] rows, it can be concluded that the data supports the hypothesis proposed (Sig.0.000).

Referring to the t-test result, the perception on halal label only does not affect the intention of purchasing halal product (sig. 0.599), but the interaction between the perception on halal label and the religiosity (LH\*RL) affects significantly the intention of purchasing halal product (sig.0.000). Therefore, it can be interpreted that RL fully moderates the relationship between the perception on halal label and the purchase intention of halal product. This research contributes theoretically to understanding the effect of the perception on halal label moderated by religiosity on the intention of purchasing halal product. The result of hypothesis 3b and 3c proves that the perception on halal label moderated by religiosity improves the intention of purchasing halal product, meaning that when an individual has higher religiosity predisposition, the effect of the perception on halal label on purchase intention of halal product is higher as well.

In this research the testing on hypothesis 2, 4a, 4b and 4c also employs mean cell. In hypothesis 2, the effect of attention to ingredients information on the purchase intention of halal product can be analyzed based on its main effect value, in which  $F = 48.900$ ,  $df = 1$  (sig. 0.000), meaning that attention to ingredients information has significant effect on purchase intention of halal product, because the data supports this hypothesis. The interaction effect between attention to ingredients information and counterfactual thinking (CFT) is  $F_0 = 5.735$ ,  $df = 2$  (sig. 0.004), meaning that CFT moderates the relationship between attention to ingredients information and the purchase intention of halal product. The effect of CFT as moderating variable will be studied further in 4a, 4b and 4c hypothesis testing. The result hypothesis 2 testing is in line with the proposition suggested by Ahmad, et al. (2013) that there is a significant relationship between ingredients and purchase intention. Dali, et al. (2007) also found that the Muslim consumers' perception on halal and materials on product label is positive. Hypotheses 4a, 4b and 4c are tested by applying mean cell with design " a\*a\*b ", design, so that parameter of regression equation and intercept parameter  $\beta_i$  can be found, with the interaction between attention to ingredients information, AI (1 = high, 2 = low), and counterfactual thinking, CFT (1 = high, 2 = low).

**Table 3**  
**Parameter Estimate**

Parameter	$\beta$	B	Std. Error	t	Sig.
Intercept	$\beta_0$	-.845	.136	-6.207	.000
[AICODE=1]	$\beta_1$	1.353	.204	6.622	.000
[AICODE=1] * [CFTCODE=1]	$\beta_2$	.079	.209	.378	.706
[AICODE=2] * [CFTCODE=1]	$\beta_3$	.710	.211	3.365	.001

**Table 4**  
**Parameter Intercept**

	CFT = 1	CFT = 2	Difference
AI = 1	$\beta_0 + \beta_1 + \beta_2$	$\beta_0 + \beta_1$	$\beta_2$
AI = 2	$\beta_0 + \beta_3$	$\beta_0$	$\beta_3$
Difference	$\beta_1 + \beta_2 - \beta_3$	$\beta_1$	$\beta_2 - \beta_3$

In hypothesis 4a, the value to be tested is low CFT, by comparing the high and the low levels of attention to ingredients information, as indicated with coefficient  $\beta_1$  in table 4. Using statistic t-test on row [AICODE = 1], it can be found that  $t_0 = 6.622$  (Sig. 0.000), indicating that the data support the hypothesis proposed.

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In hypothesis 4b, the value to be tested is high attention to ingredients information, by comparing the high and the low levels of CFT, as indicated with coefficient  $\beta_2$  in Table 4. Using statistic t-test on row [AICODE=1] [CFTCODE=1], it can be found to = 0.378 (Sig. 0.706), indicating that the data does not support the hypothesis proposed.

Hypothesis 4c is tested using value in the low group of attention to ingredients information, by comparing the high and the low levels of CFT as indicated with  $\beta_3$  in Table 4. Using t-test in Table 3 on row [AICODE=2] [CFTCODE=1], it can be concluded that the data supports the hypothesis proposed (Sig. 0,001).

Referring to the result of t-test, the interaction attention to ingredients information affects the intention of purchasing halal product (sig. 0.000) and interaction between attention to ingredients information and CFT (AI\*CFT) affects significantly the purchase intention of halal product (sig. 0.004). Therefore, it can be interpreted that CFT fully moderates as well the relationship between attention to ingredients information and the purchase intention of halal product.

This research contributes theoretically to understanding the effect of attention to ingredients information on the purchase intention of halal product moderated by CFT. The result of hypothesis 4a proves that although CFT is low, when attention to ingredients information high the purchase intention of halal product will improve. Therefore, the result of 4c hypothesis shows that with low attention to ingredients information and high CFT, the purchase intention of halal product will improve. On the contrary, in hypothesis 4b the attention to ingredients information moderated by high CFT tends to lower the purchase intention of halal product, meaning that in an individual with high attention to ingredients information predisposition and CFT high before purchasing some product, when the ingredient is not good to consume in the sense that it exerts adverse effect on his/her health, the purchase intention of halal product will be lower as well.

**Table 5**  
**Hypotheses Summary Results**

Hypothes	$\beta$	Sig.	Remarks
H1		0.599	Not supported
H3a	$\beta_1$	0.471	Not supported
H3b	$\beta_2$	0.000	Supported
H3c	$\beta_3$	0.000	Supported
H2		0.000	Supported
H4a	$\beta_1$	0.000	Supported
H4b	$\beta_2$	0.706	Not supported
H4c	$\beta_3$	0.001	Supported
H5		0.000	Supported

Table 5. shows the summary of research result in every hypothesis for perception on halal label, attention to ingredients information, religiosity, CFT and purchase intention of halal product variables.

## VI. DISCUSSION

The perception on halal label improves the intention of purchasing halal product insignificantly. It indicates that the perception on halal label does not affect the intention of purchasing halal product directly. This research's finding does not support the previous study (Dali, et al., 2007) finding that Islamic consumers are more concerned with logo halal; majority of them will look for logo halal on the packaging before buying the product. This is a very interesting finding because the perception on halal label does not affect the purchase intention of halal product directly.

Attention to ingredient information affects positively the purchase intention of halal product. It indicates that the consumers recently have begun to consider the importance of information on ingredients of product to be consumed. The result of current research also confirms the previous studies (Dali, et al., 2007) finding that the perception of Muslim consumers on halal and the ingredients on product label is positive. It also supports Azizan and

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Suki (2014) study finding that the perception on ingredients of product becomes the main focus of attention for the consumers during selecting the food product. The halal exclusive product contains pure and hygiene ingredients protecting human from unhealthiness.

In this research, religiosity serves as moderating variable confirming the effect of perception on halal label on the intention of purchasing halal product. An individual's religiosity level also affects the purchase intention of halal product. Considering the result of current research, the significant result is found in which particularly for the respondents with high perception on halal label, the respondent group with high religiosity has the intention of purchasing halal product more than the group with low religiosity. Similarly, for the respondents with low perception on halal label, the respondent group with high religiosity has the purchase intention of halal product more than the group with low religiosity.

In this research, counterfactual thinking serves as moderating variable confirming the effect of attention to ingredients information on the intention of purchasing a product. Considering the result of research, the following significant results are found: particularly for the respondent group with low counterfactual thinking, the respondent group with high attention to ingredients information has the intention of purchasing a product more than the one with low attention to ingredients information. Similarly, particularly for the respondent group with attention to ingredients information, the respondent group with high counterfactual thinking has the intention of purchasing a product more than the one with low counterfactual thinking.

Thus, CFT also affects indirectly an individual's intention of purchasing a product. When the product is not safe, he will not purchase it because it is considered as dangerous to his/her health. Similarly, the consumers having bad experience with certain product will no longer consume the same product due to certain reason and he/she will decide on which product to be bought cautiously. In this case, CFT will also encourage an individual to absorb ingredient information on the purchase intention. This result is in line with previous study (Aboulnasr and Sivaraman, 2007) finding that counterfactual thinking serves as the mechanism improving the consumers' motivation to elaborate and to use nutrition information to create an attitude to product.

Considering the result of research, it can be found that the perception on halal label and attention to ingredient information affect positively the improved intention of purchasing of halal product simultaneously. From the result of linear regression, it can be found R square value of 73.8%, meaning that the intention of purchasing halal product variable is affected by the perception on halal label and attention to ingredients information. It is also in line with Abdul, et al. (2009) finding that there is a significant relationship between religious respondents and their perception on logo halal and ingredients. The respondent concerned with logo halal also pays attention to the ingredients used.

## VII. CONCLUSION

In this research it can be concluded: (1) Perception halal label is not significant to increase purchase intentions of halal product of Liang Teh Cap Panda; (2) high religiosity strengthen the perception of halal label to increase purchase intention of halal product; (3) attention to ingredients information is significant to increase purchase intention of halal product; (4) CFT strengthen attention to ingredients information to increase purchase intention of halal product; and (5) perception of halal label and attention to ingredients information simultaneous increasing purchase intention of halal product.

### Implication Managerial

This study aims to determine the effect of the halal label, attention to ingredients information, religiosity and CFT to the purchase intention of halal products with the object of research is Liang Teh Cap Panda. In the implication managerial we are using the concept of marketing mix (4p): product, price, place and promotion.

For product development is innovation in the form of PET packaging and smaller packaging for children 250ml with a model in the form of animal panda packaging more attractive. Another innovation is to make Liang Teh Cap Panda in sachet form that can be easily carried and be a more economical option. For the price promotion, make a discount program to buy two get one free, discount of 15-30% on the second purchase and for the retail program is 12

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can + 1 can and bundling program. The development strategies of promotion a lot that can be done either through above the line (ATL) and below the line (BTL) include the sponsorship of the religious event in television.

## Limitations and Future Research

There are a couple of limitations related to our research to be considered for the generalization of the results. First, respondents in this research are limited only to the consumers in Jakarta, Banten and West Java areas in which Banten and West Java areas particularly are considered as representing the community with largest diffusion of Islam religion in Indonesia. Second, the object studied in this research is herbal beverage product and it still can be developed for other consuming product and third, In addition this research is still very limited because it studies only limited to the effect of perception on halal label, attention to ingredients information, religiosity, and CFT on the purchase intention of halal product. For further study, it is recommended to add other variables for research and development such as the advanced research considering the effect of respondents' demography on the intention of purchase intention of halal product, brand image, country of origin, and other variables. Furthermore the covariate variable can be included also.

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