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Nama : Dr. Syaparuddin, S.Ag, M.Si

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Exploring Reluctance in Halal Food Awareness among Millennials: A Modified TPB Approach

Syaparuddin Razak*

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Abstract

This study explores the reluctance in halal food awareness among millennials, aiming to shed light on key influencing factors. Integrating the Theory of Planned Behavior (TPB), the research adapts and augments the model with the concept of lacking halal awareness, establishing a robust theoretical framework. The investigation explores the impact of factors like lack of halal awareness, negative attitude, low subjective norms, and perceived low behavioral control on the formation of weak intention. Furthermore, the study delves into the mediating role of weak intention, investigating its influence on the relationship between the proposed adoption factors and the reluctance among millennials to purchase halal food products. Utilizing SmartPLS (v. 4.0.8.9) software, the analysis involves 203 responses gathered through an online survey. The results reveal nuanced insights. While the lack of halal awareness exerts no significant effect on weak intention, negative attitude, low subjective norms, and perceived low behavioral control significantly impact its formation. Interestingly, weak intention is not observed as a mediator between the lack of halal awareness and the reluctance to purchase halal food products among millennials. However, it fully mediates the link between negative attitude, low subjective norms, perceived low behavioral control, and the reluctance to purchase such products. These findings hold implications for consumers, producers of halal food products, and the Indonesian Government. By unraveling the complexities of halal food awareness reluctance, the study contributes valuable insights for informed decision-making, strategic planning, and effective engagement within the halal market.

Keywords: *Halal food, millennials, reluctance, halal awareness, Theory of Planned Behavior (TPB)*

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I. Introduction

In 2023, Indonesia's population is set to reach 276,767,393, growing annually at 0.17% (World Population Review, 2023). Among this populace, 87.18% are Muslims, with 81 million millennials (UNAIR News, 2022), positioning Indonesia as an attractive market for halal products, particularly halal food, providing a significant avenue for millennial targeting. Impressively, Indonesia's halal food and beverage consumption reached \$135 billion USD in 2020, marking it as the global leader in this category. Projections foresee this number escalating to \$204 billion USD by 2025 (Pahlevi, 2022). However, a crucial challenge arises due to a widespread misconception among Indonesian Muslims concerning the concept of halal. This is particularly evident among millennials, who mistakenly assume that all market-available food is halal, despite the reality being different (Fathoni, 2020). Moreover, millennials exhibit modern characteristics, favoring user-generated content (UGC), mobile phones over TV, and disliking traditional reading. They also display traits like efficiency in work, digital transactions, and an inclination towards technology (Hidayatullah et al., 2018). This convergence of characteristics renders millennials notably reluctant to seek halal labels when purchasing packaged food items. This intricate interplay between contemporary inclinations and misconceptions underlines the necessity of tailor-made strategies in navigating millennial behaviors within the halal market.

Exploring reluctance in halal food awareness among millennials involves applying the Theory of Planned Behavior (TPB) framework. This framework is adapted by integrating additional variables pertinent to the development of the theoretical model under investigation. The TPB asserts that

* Faculty of Islamic Economics and Business, State Islamic Institute of Bone, South Sulawesi, Indonesia

intention to behave directly precedes actual behavior. This intention is posited to stem from three factors: attitudes, subjective norms, and perceived behavioral control (Ajzen, 2020). Within this context, this study refines attitudes, subjective norms, and perceptions of behavioral control, transforming them into negative attitude, low subjective norms, and perceived low behavioral control, serving as predictive markers for millennials' weak intention concerning reluctance to purchase halal food products. Furthermore, in the construction of the theoretical model, the TPB framework incorporates the variable of lack of halal awareness. Awareness holds a pivotal role in shaping the intention to select specific products (Aziz & Chok, 2013). It embodies the transition from knowledge to actual behavior. Awareness marks the initial step in the consumer's purchasing journey, facilitating familiarity with products or services, particularly when consumers possess limited familiarity. Specifically, awareness encompasses an understanding of specific subjects or situations (Shindo et al., 2005). In the halal context, consumers' awareness of halal practices significantly influences their decisions when purchasing halal food products (Zakaria et al., 2018). For this study, the concept of halal awareness is adapted to reflect a lack of halal awareness.

Numerous researchers have engaged in the examination of halal food products, yielding a substantial body of work. For example, Wibowo et al. (2022) investigated the influence of education levels on halal product purchasing, while A. Ali et al. (2018) and Iranmanesh et al. (2020) explored the integration of the Theory of Planned Behavior (TPB) in the context of halal product acquisition. Similarly, Usman et al. (2022) and Mufflih & Juliana (2021) probed the connection between religiosity, spirituality, and halal product consumption. Suhartanto et al. (2020) examined a loyalty model relevant to the purchase of halal products, while studies by Bashir (2019), Awan (2015), and Marmaya et al. (2019) centered on consumer behavior within the domain of halal acquisitions. Furthermore, a study by Ramli et al. (2021) tackled the reluctance of non-Muslims to procure halal products. While sharing a semblance with our study, Ramli et al. (2021) research diverged in terms of context and methodology. Their investigation adopted a systematic review approach within a non-Muslim framework, whereas our study embraced a distinct perspective by employing a Structural Equation Modeling (SEM)-SmartPLS approach, specifically targeting the millennial generation. This incorporation of a millennial context into the modification and development of the TPB framework presents a novel contribution, setting our study apart.

This study holds a dual purpose: firstly, to address the gaps left by preceding research by investigating the limited attention given to reluctance in halal food awareness among millennials. Secondly, to scrutinize the impacts of factors such as lack of halal awareness, negative attitude, low subjective norms, and perceived low behavioral control on weak intention. Furthermore, it examines the influence of perceived low behavioral control and weak intention on the reluctance to purchase halal food products among the millennial generation. Crucially, the study also probes into the mediating role played by weak intention in the interplay between variables like lack of halal awareness, low subjective norms, perceived low behavioral control, and reluctance in purchasing halal food products among millennials. The insights gained from achieving these twin objectives can serve as the foundation for constructing a comprehensive framework elucidating the realm of reluctance in halal food awareness among millennials. As such, this study stands as an innovative endeavor, marking the first of its kind to delve into the intricacies of reluctance in halal food awareness within the millennial demographic.

II. Literature Review and Hypotheses Development

Theory of Planned Behavior (TPB)

Introduced by Ajzen in 1985, the Theory of Planned Behavior (TPB) stands as the most widely embraced framework for comprehending and foretelling behaviors. It has found diverse applications and empirical testing, effectively predicting rational intentions and subsequent actions across various contexts (Kautonen et al., 2015). TPB posits that intention is shaped by attitude, subjective norms (SNs), and perceived behavioral control (PBC) beliefs toward the behavior in question. Attitudes manifest as psychological inclinations, reflecting preferences toward a specific entity (Eagly & Chaiken, 1995). SNs encompass social pressures influencing actions. PBC encapsulates the perception

of behavioral controllability (Liou & Contento, 2001). Notably, Ajzen later subdivided PBC into internal and external controls (Ajzen, 2002), akin to self-efficacy and environmental influence beliefs (Hockerts, 2017). This study uniquely adapts and extends TPB to dissect the reluctance of millennials in purchasing halal food products.

Concept of Halal Product

Halal, intrinsically linked with Islam, denotes adherence to Islamic teachings' permissibility (Hassan & Sengupta, 2019). In Arabic, it signifies what's lawful or permitted under the law (Khan & Azam, 2016). The term "halal" carries connotations of goodness, implying its association with positive elements. Its scope extends beyond food and beverages, encompassing cosmetics, pharmaceuticals, skincare, finance, and business (Afandi et al., 2022). The Quran, specifically Surah Al-Baqarah (QS. 2: 168), forms the foundation for identifying halal or haram items. Within the halal context, Afandi et al. (2022) highlights varied consumer interpretations. Meanwhile, Pratama et al. (2023) emphasize that highlighting a halal brand's uniqueness fosters unity among diverse groups, including Muslims and non-Muslims. Defining a halal brand persona strengthens consumer-brand relationships and product expression (Pratama et al., 2023). Nevertheless, the acceptance of halal food among millennials differs across contexts, influenced by marketing, circumstances, information, individual inclinations, and environmental factors (Ramli et al., 2021).

Millennial Generation

Millennials, often dubbed Generation Y, also go by titles like Generation Me or Echo Boomers. Defining this group precisely in terms of demographics is a challenge; experts broadly categorize them into early and late segments. The Generation Y cohort includes those born between the 1980s, 1990s, and even the early 2000s (Febriyantoro, 2020). According to Sulistyawan (2020), millennials represent a socially engaged, educated demographic that adeptly integrates technology into their lives. Technology serves as a tool for various activities, including shopping, reflecting their reliance on it. Moreover, social aspects hold significance in the lives of today's millennials. Distinctive characteristics of this era encompass technological strides and distinct consumer behaviors (Sulistyawan, 2020). For the purposes of the current study, millennials refer to individuals aged 18 to 25, embodying the aforementioned traits.

Lack of Halal Awareness and Weak Intention

Within the decision-making process, awareness plays a pivotal role in shaping intentions toward specific products (Aziz & Chok, 2013). It involves comprehending and implementing certain behaviors and marks the initial stage of the consumer's purchasing journey, particularly for those less acquainted with the offering (Shindo et al., 2005). In the context of halal considerations, consumers' awareness of halal principles profoundly influences their choices in purchasing halal food (Zakaria et al., 2018). Mutmainah's study (2018) affirmed the substantial positive impact of halal awareness on consumers' intent to buy halal food. Similarly, Bashir's study (2019) indicated that awareness significantly bolsters consumer intention. Previous research consistently supports the notion that heightened halal awareness yields a positive influence on purchasing intentions. It follows that if millennials lack awareness regarding halal food products, their intentions to purchase such items weaken. Thus, the hypothesis that can be proposed is:

H1: Lack of halal awareness has a significant effect on weak intention to purchase halal food products among the millennial generation

Negative Attitude, Low Subjective Norms, Perceived Low Behavioral Control and Weak Intention

As per Ajzen (2002) within the TPB framework, intentions are predicted by individual beliefs encompassing attitudes, subjective norms, and perceived behavioral control toward actual behavior. Attitudes encapsulate psychological responses, gauging preferences toward specific entities (Eagly & Chaiken, 1995). Subjective norms involve societal influences, pressuring individuals either toward or away from certain actions, while perceived behavioral control entails the sense of controllability over behaviors (Liou & Contento, 2001). This premise forms the foundation to argue that behavioral intentions result from the interplay of attitudes, subjective norms, and perceived behavioral control.

Therefore, when millennials harbor negative attitudes, exhibit low subjective norms, and possess perceived low behavioral control, their intentions to purchase halal food products are likely to weaken. Thus the hypotheses that can be proposed are:

H2: Negative attitude has a significant effect on weak intention to purchase halal food products among the millennial generation

H3: Low subjective norms has a significant effect on weak intention to purchase halal food products among the millennial generation

H4a: Perceived low behavioral control has a significant effect on weak intention to purchase halal food products among the millennial generation

Perceived Low Behavioral Control, Weak Intention, and Reluctance to Purchase

Behavior, as defined by Ajzen (2002), pertains to an individual's observable response within a specific context aligned with a particular objective. Ajzen (2002) theorized behavior as a function aligned with intention and the perception of behavioral control. The concept of perceived behavioral control serves as a moderator, shaping the connection between intentions and behavior. This implies that favorable intentions translate into actions primarily when there is a robust sense of perceived control. In the case of millennials, should their perceived control over behavior be low, it follows that their intent to buy halal food products would weaken. Consequently, if millennials' perception of low behavioral control indeed leads to weakened intentions to purchase halal food products, their reluctance toward such purchases becomes evident. Thus the hypotheses that can be proposed are:

H4b: Perceived low behavioral control has a significant effect on reluctance to purchase halal food products among the millennial generation

H5: Weak intention has a significant effect on reluctance to purchase halal food products among the millennial generation

Weak Intention as Mediator

In the context of product selection, awareness plays a pivotal role in shaping intentions (Aziz & Chok, 2013). This notion is reinforced by Zakaria et al. (2018), who discovered that halal awareness significantly influences consumers' intentions to buy halal food products. Hence, millennials are less inclined to opt for halal food products if their awareness of halal principles is limited. Relating to TPB's premise on intentions, they are influenced by individual beliefs encompassing attitudes, subjective norms (SN), and perceived behavioral control (PBC) over actions. Attitudes manifest as psychological responses that surface when evaluating preferences toward a specific entity (Eagly & Chaiken, 1995). SNs embody social pressures to comply or abstain from certain behaviors, while PBC reflects the perception of controllability over behavior (Liou & Contento, 2001). Consequently, unless millennials exhibit unfavorable attitudes and are perceived to possess low subjective norms and limited behavioral control, their willingness to purchase halal food products diminishes. Thus the hypothesis that can be proposed is:

H6 (a-d): Weak intention can mediate the relationship between:

- Lack of halal awareness and reluctance to purchase halal food products among the millennial generation
- Negative attitude and reluctance to purchase halal food products among the millennial generation
- Low subjective norms and reluctance to purchase halal food products among the millennial generation
- Perceived low behavioral control and reluctance to purchase halal food products among the millennial generation

Conceptual framework of study

Presented in Figure 1 is the envisioned structural model encompassing three distinct variable types. The independent variables encompass lack of halal awareness, negative attitude, low subjective

norms, and perceived low behavioral control. Additionally, the model integrates one mediating variable, namely weak intention, along with a solitary dependent variable—reluctance to purchase halal food products. Each facet of this model is firmly rooted in a comprehensive literature review. In essence, this study adds value to the existing body of knowledge by pinpointing the determinant factors that exert influence on the millennial generation's reluctance toward buying halal food products.

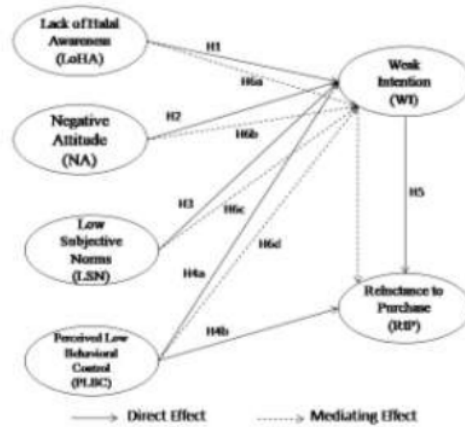


Figure 1. Conceptual framework of study

III. Research Methods

Measurement

The questionnaire designed to validate the conceptual model of this study comprises two primary sections. The initial segment briefly outlines the study's purpose, offers guidance for completing the questionnaire, and gathers socio-demographic information. This includes the respondent's age, marital status, occupation, education, and income. In the second part, pivotal to model development, a multiple-choice item scale is employed, utilizing a five-point Likert Scale spanning from "Strongly Disagree" (1) to "Strongly Agree" (5). This section comprises 21 questions, encompassing various facets: 3 questions concerning "Reluctance to Purchase" (RtP), 3 questions addressing "Weak Intention" (WI), 4 questions delving into "Lack of Halal Awareness" (LoHA), 3 questions probing "Negative Attitude" (NA), and 4 questions exploring "Low Subjective Norms" (LSN), alongside 4 questions inquiring about "Perceived Low Behavioral Control" (PLBC).

Data Collection

Data collection spanned two months, commencing from April's outset and concluding at May's end in 2023. During this period, questionnaires were dispensed among the millennial generation residing in South Sulawesi, Indonesia, utilizing the convenience sampling technique. These questionnaires were facilitated through an online platform, Google Form, and were disseminated via social media channel, WhatsApp. Ultimately, a total of 203 fully completed responses were successfully recorded on Google Form, establishing the sample size. Notably, this figure meets the recommended criterion as advised by Hair et al. (2010), suggesting that the sample size for multivariate analysis should be at least ten times the number of research instruments employed. This requisite has been satisfactorily fulfilled, as acknowledged by Kyriazos (2018), and Schermelleh-Engel et al. (2003).

PLS-SEM Analysis

The analysis employed the Partial Least-Squares Structural Equation Modeling (PLS-SEM) technique, utilizing SmartPLS software version 4.0.8.9 (Ringle et al., 2022). The SEM-PLS data analysis unfolded in two phases. Initially, the focus was on the measurement model analysis, an assessment of validity and reliability. Convergent validity, a component of this analysis, entailed assessing factor loading scores surpassing 0.7, combined reliability (CR) exceeding 0.7, and average variance extracted (AVE)

exceeding 0.5 (Joseph F. Hair et al., 2019). Discriminant validity was assessed through cross-loading and the Fornell-Larcker criterion. Cross-loading was established when each indicator exhibited higher values than the indicators of other variables (Chawla & Joshi, 2019), while the Fornell-Larcker criterion was met when correlations using squared AVE surpassed correlations among other variables (Chawla & Joshi, 2019). Reliability assessment was performed via Cronbach's alpha scores, with values above 0.6 denoting reliability (Gottens et al., 2018). Satisfaction of these criteria in the measurement model was imperative before hypothesis testing, which was followed by the structural model analysis. The latter necessitated a statistically significant weighted P-Value < 0.05 and an R-Square value of 0.75 (strong), 0.50 (moderate), 0.25 (weak), or 0.90 (overfit). Adjusted R-Square values beyond 0.25 and 0.50 indicated the model's predictive significance (Joseph F. Hair et al., 2019; Sarstedt & Cheah, 2019). F-Square values of 0.02 (small effect), 0.15 (medium effect), and 0.35 (large effect) were determined based on Hair et al. (2014).

IV. Results

Demographic profile of the respondents

Table 1 provides an overview of the demographic information encompassing age, marital status, occupation, education level, and monthly income. The majority of respondents comprise university students (48%) and entrepreneurs (22%). Of the participants, 83% are unmarried, whereas 12% are married. Predominantly, respondents possess a bachelor's degree (50%), followed by those with a senior high school education (37%). Age distribution reveals that a significant portion falls within the "22 yrs to 23 yrs" category (39%) and the "20 yrs to 21 yrs" category (34.6%). In terms of monthly income, the "greater than IDR 2 million to IDR 3 million" category represents the highest proportion (38%), followed closely by the "greater than IDR 3 million to IDR 4 million" category (30%).

Table 1. Demographic profile of the respondents

Criteria	Category	Frequency	Percent
Age	18 yrs to 19 yrs	23	11
	20 yrs to 21 yrs	70	34
	22 yrs to 23 yrs	80	39
	24 yrs to 25 yrs	30	15
Marital status	Singel	168	83
	Married	25	12
	Divorce	10	5
Occupation	Lecturer	4	2
	Teacher	12	6
	State employee	15	7
	Private employee	30	15
	Enterprneur	45	22
	University student	97	48
Education level	Senior high school	75	37
	Diploma	23	11
	Bachelor's	101	50
	Master's	4	2
Monthly income	< IDR 2 million	56	28
	> IDR 2 million to IDR 3 million	78	38
	> IDR 3 millon to IDR 4 million	60	30
	> IDR 4 million	9	4

Source : Primary data processed, 2023

Measurement model assesment

Within SEM-PLS, the model's measurement can be evaluated through loading factors, Cronbach's alpha, Composite Reliability, Average Variance Extract (AVE), and Discriminant Validity. The outcome of this assessment is presented in Table 2. This table displays values for Cronbach's alpha, Composite Reliability, and loading factors, all of which exceed the recommended threshold of 0.7, as advocated by Hair et al. (2011). There are only two exceptions, with loading factors for PLBC1 and PLBC2 falling slightly below 0.7 (0.681 and 0.682). Consequently, these factors are deemed unsuitable for the construct. On the other hand, the AVE values surpass the established threshold of 0.5 (Joseph F. Hair et al., 2019). These findings indicate that the research model's measurement component is sufficiently robust.

Table 2. Validity and Reability for Constructs

Constructs	Indicators	Loading Factors	Cronbach's alpha	Composite reliability	AVE
Reluctance to Purchase (RtP)	RtP1	0.904	0.847	0.854	0.685
	RtP2	0.935			
	RtP3	0.896			
Weak Intention (WI)	WI1	0.905	0.934	0.934	0.792
	WI2	0.949			
	WI3	0.905			
Lack of Halal Awareness (LoHA)	LoHA1	0.880	0.866	0.870	0.651
	LoHA2	0.883			
	LoHA3	0.737			
	LoHA4	0.784			
Negative Attitude (NA)	NA1	0.890	0.835	0.840	0.603
	NA2	0.887			
	NA3	0.908			
Low Subjective Norms (LSN)	LSN1	0.900	0.917	0.917	0.800
	LSN2	0.922			
	LSN3	0.948			
	LSN4	0.862			
Perceived Low Behavioral Control (PLBC)	PLBC1	0.681	0.866	0.888	0.748
	PLBC2	0.682			
	PLBC3	0.892			
	PLBC4	0.856			

Source: obtained from primary data proessed SmartPLS 4.0.8.9, 2023

Table 3. Discriminant Validity

Latent variables	LSN	LoHA	NA	PLBC	RtP	WI
LSN	0.909					
LoHA	0.752	0.823				
NA	0.909	0.728	0.895			
PLBC	0.819	0.803	0.804	0.784		
RtP	0.882	0.732	0.869	0.793	0.912	
WI	0.9	0.748	0.876	0.814	0.915	0.92

Source: obtained from primary data proessed SmartPLS 4.0.8.9, 2023

As demonstrated in Table 3, the square root of AVE values for every latent construct surpass 0.50, affirming strong convergent validity (Joseph F. Hair et al., 2019). Following the Fornell and Larcker Criteria, the square root of AVE surpasses inter-construct correlations. Highlighted in bold diagonal items within Table 3, the square root of AVE values for all variables surpass their respective intercorrelations, indicating robust discriminant validity (Joseph F. Hair et al., 2019).

Structural model assesment

Table 4. Structural Model Assessment (Direct Effect Result and Decision)

Hypotheses	Relationship	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Decision
H1	LoHA -> WI	0.107	0.109	0.066	1.610	0.109	Rejected
H2	NA -> WI	0.234	0.21	0.113	2.070	0.040	Accepted
H3	LSN -> WI	0.391	0.419	0.129	3.036	0.003	Accepted
H4a	PLBC -> WI	0.253	0.248	0.084	3.012	0.003	Accepted
H4b	PLBC -> RtP	0.131	0.133	0.071	1.860	0.064	Rejected
H5	WI -> RtP	0.803	0.801	0.067	11.930	0.000	Accepted

Source: obtained from primary data proessed SmartPLS 4.0.8.9, 2023

The assessment of the structural model was conducted using Smart PLS 4. The evaluation encompassed both direct and indirect effects, aligning with the research objectives as depicted in Figure 1. This study features explicit hypotheses, detailed in Table 4 and Figure 2. Notably, Hypotheses H2, H3, H4a, and H5 were upheld due to their P-Values being below 0.05 (or exceeding 1.96 for T-Statistics values), whereas Hypotheses H1 and H4b were dismissed as their P-Values exceeded 0.05 (or were lower than 1.96 for T-Statistics values). Furthermore, employing PLS-SEM bootstrap, the assessment extended to indirect and mediating effects (Hair et al., 2014). The outcomes of this analysis are presented in Table 5 and Figure 2, demonstrating that Hypotheses H6b, H6c, and H6d were supported by P-Values below 0.05 (or exceeding 1.96 for T-Statistics values), whereas Hypothesis H6a was rejected, given its P-Value exceeded 0.05 (or was lower than 1.96 for T-Statistics value). As a result, weak intention emerged as a mediator solely in the connection between negative attitude, low subjective norms, perceived low behavioral control, and the reluctance to purchase halal food products within the millennial generation.

Table 5. Structural Model Assessment (Indirect Effect Result and Decision)

Hypotheses	Relationship	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (O/STDEV)	P values	Decision
H6a	LoHA -> WI -> RtP	0.086	0.087	0.054	1.584	0.115	Rejected
H6b	NA -> WI -> RtP	0.188	0.169	0.092	2.030	0.044	Accepted
H6c	LSN -> WI -> RtP	0.314	0.337	0.111	2.829	0.005	Accepted
H6d	PLBC -> WI -> RtP	0.203	0.198	0.066	3.070	0.002	Accepted

Source: obtained from primary data proessed SmartPLS 4.0.8.9, 2023

Table 6 discloses R-Square and Adjusted R-Square values, delineating the contributions of independent variables to the dependent variable. R-Square quantifies the extent of influence of independent variables on the dependent one. Notably, the lack of halal awareness, negative attitude, low subjective norms, and perceived low behavioral control collectively account for 85.3% (0.853) of the variability in the weak intention variable, placing it in the strong category (Joseph F. Hair et al., 2019). Similarly, weak intention and perceived low behavioral control jointly explain 84.2% (0.842) of the variance in reluctance to purchase halal food products, also classifying it as strong (Joseph F. Hair et al., 2019). Moreover, Adjusted R-Square values in Table 6 provide insight into the predictive model's efficacy. The outcomes underscore substantial contributions of the aforementioned variables to both weak intention and reluctance to purchase halal food products, evident through Adjusted R-Square values surpassing 0.50 (Joseph F. Hair et al., 2019).

Furthermore, Table 7 presents the outcomes of f-Square analysis. The magnitude of effect is categorized as large when the f-Square value stands at 0.35, medium at 0.15, and small at 0.02, indicating the impact size. Within this study, the variables lack of halal awareness, negative attitude, and perceived low behavioral control exerted small effects on weak intention. Conversely, the variable of low subjective norms displayed a medium effect on weak intention. Notably, the variable weak intention exhibited a large effect on reluctance to purchase halal food products, whereas the

variable perceived low behavioral control demonstrated a small effect on the reluctance to purchase halal food products.

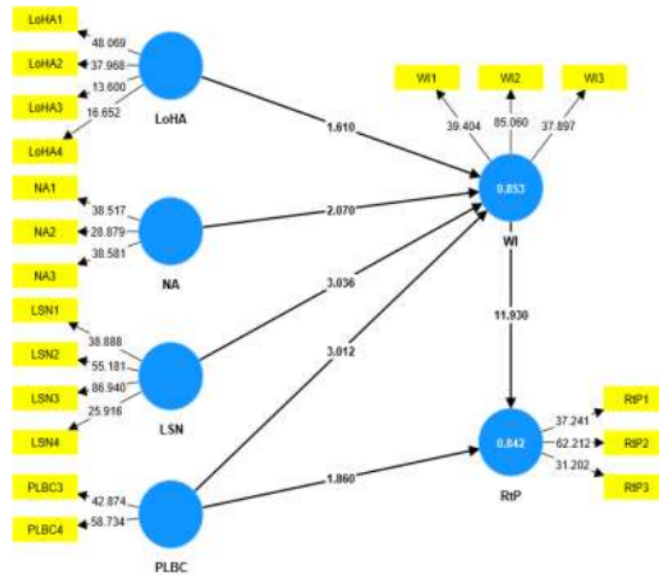


Figure 2. Smart-PLS Analysis Result

Source: obtained from primary data processed SmartPLS 4.0.8.9, 2023

Table 6. R-Square and Adjusted R-Square Value

Variables	R-Square	Adjusted R-Square
Reluctance to purchase halal food products (RtP)	0.842	0.840
Weak intention (WI)	0.853	0.850

Source: obtained from primary data processed SmartPLS 4.0.8.9, 2023

Table 7. Effect Size of f-Square

Relationship	f-Square	Effect Size
Lack of halal awareness -> Weak intention	0.012	Small
Negative attitude -> Weak intention	0.072	Small
Low subjective norms -> Weak intention	0.220	Medium
Perceived low behavioral control -> Weak intention	0.031	Small
Weak intention -> Reluctance to purchase	1.375	Large
Perceived low behavioral control -> Reluctance to purchase	0.045	Small

Source: obtained from primary data processed SmartPLS 4.0.8.9, 2023

V. Discussion

Examining the direct impact of lack of halal awareness on weak intention, a T-Value of 1.610 and corresponding β -value of 0.107 are observed (refer to Table 4). This figure suggests that, while lack of halal awareness bears a positive influence, the impact is not statistically significant on the variable of weak intention. Consequently, H1 is not corroborated, signifying that lack of halal awareness does not notably shape respondents' tendency towards weak intention in relation to the halal label when purchasing packaged food. However, it's worth noting that the variable possesses the potential to influence weak intention, evidenced by its T-Value of 1.610 (refer to Table 4), which nearly reaches the threshold of 1.96 and maintains a positive sign. Therefore, it can be concluded that when

millennials exhibit a pronounced lack of halal awareness, their intent regarding the halal label during packaged food purchases may weaken. Conversely, heightened halal awareness among millennials translates to more pronounced attention towards the halal label during such purchases. This finding concurs with prior research by Zakaria et al. (2018) and Mutmainah (2018).

Moreover, the investigation revealed that negative attitude, low subjective norms, and perceived low behavioral control exert significant and positive impacts on the variable of weak intention. This is substantiated by their direct effects, displaying T-Values of 2.070, 3.036, and 3.012, along with corresponding β -values of 0.234, 0.391, and 0.253 (refer to Table 4). Consequently, H2, H3, and H4 are validated. These outcomes underscore a robust correlation between respondents' negative attitude, diminished subjective norms, and perceived behavioral control, and their subsequent weak intention concerning the halal label during packaged food purchases. In essence, a rise in respondents' negative attitude, reduced subjective norms, and diminished perceived behavioral control diminishes their intention to heed halal label during such purchases. Therefore, millennials displaying negative attitudes, low subjective norms, and limited perceived behavioral control are more likely to possess weakened intentions towards the halal label in packaged food purchases. Conversely, positive attitudes, high subjective norms, and heightened perceived behavioral control bolster their intention to prioritize the halal label. This alignment with prior research is fortified by the study of Icek Ajzen & Fishbein, (2021).

On the other hand, the direct effects of perceived low behavioral control and weak intention on reluctance to purchase halal food products are reflected in T-Values of 1.860 and 11.930, coupled with β -values of 0.131 and 0.803 (refer to Table 4). These values highlight that while perceived low behavioral control yields a positive yet statistically insignificant impact on reluctance to purchase halal food products, weak intention exerts a significant and positive influence on the same variable. Consequently, H4b is unsupported, whereas H5 finds support. This suggests that respondents exhibiting low perceived behavioral control lack a direct link to their reluctance in purchasing halal food products, whereas their weak intention does. Notably, perceived low behavioral control holds the potential to shape reluctance to purchase halal food products, evident from its T-Value of 1.860 (refer to Table 4), which nearly reaches 1.96. In contrast, respondents' weak intention exhibits a robust correlation with their reluctance to purchase halal food products. This signifies that respondents' perceived low behavioral control cannot moderate the impact of their weak intentions on their reluctance to purchase halal food products. Consequently, it can be asserted that even if millennials perceive a low level of behavioral control, leading to weak intentions towards halal food purchases, they will still display reluctance in buying such products. These findings diverge from prior research conducted by Ajzen (2002) and Suleman et al. (2021).

Conversely, the mediating effects of weak intention on the associations between lack of halal awareness, negative attitude, low subjective norms, perceived low behavioral control, and reluctance to purchase halal food products are characterized by T-Values of 1.584, 2.030, 2.829, and 3.070, along with corresponding β -values of 0.086, 0.188, 0.314, and 0.203 (refer to Table 5). These statistics suggest that while the lack of halal awareness doesn't significantly influence reluctant purchasing of halal food products through the mediating role of weak intention, negative attitude, low subjective norms, and perceived low behavioral control indeed do. Consequently, H6a is unsubstantiated, while H6b, H6c, and H6d find support. This reveals that weak intention doesn't serve as a mediator in the relationship between lack of halal awareness and reluctance to purchase halal food products. On the contrary, it fully mediates the connection between negative attitude, low subjective norms, perceived low behavioral control, and the reluctance to purchase halal food products. In essence, respondents' inclination toward weak intention regarding halal food product purchases isn't influenced by their lack of halal awareness. However, negative attitudes, reduced subjective norms, and perceived low behavioral control do shape weak intention. As a result, the millennials exhibit a diminished willingness to purchase halal food products, even when possessing awareness about them. These findings contrast with earlier research by Aziz & Chok (2013) and Zakaria et al. (2018). Nonetheless, millennials are indeed less inclined to buy halal food products

unless they possess negative attitudes and perceive low subjective norms and behavioral control, a finding that aligns with previous studies by Eagly & Chaiken (1995) and Liou & Contento (2001).

Our research results imply that the absence of halal awareness among millennials does not inherently lead to intentions against purchasing halal food products, even when their intentions are weak. However, negative attitudes, diminished subjective norms, and perceived low behavioral control significantly contribute to these intentions, effectively fostering reluctance to purchase halal food products. In essence, these factors serve to weaken the overall intention to buy halal food products. These findings expand our understanding of the impact of a lack of halal awareness, as this particular factor does not seem to directly influence weak intentions against purchasing halal food products. Hence, it can be inferred that the absence of halal awareness does not inherently drive reluctance in purchasing halal food products.

VI. Conclusion and Recommendation

Conclusion

The findings of this study revealed intriguing insights. Specifically, it was observed that the lack of halal awareness did not yield a significant impact on the weak intention related to the reluctance in purchasing halal food products among millennials. In contrast, factors such as negative attitude, low subjective norms, and perceived low behavioral control did exhibit a notable influence on this weak intention. Moreover, the research identified a moderating effect of weak intention on the intricate relationship involving negative attitude, low subjective norms, perceived low behavioral control, and the reluctance to purchase halal food products. This interaction highlighted the dynamic nature of millennials' intentions and their behaviors when it comes to making purchasing decisions in the context of halal products. Interestingly, the results indicated that weak intention served as a comprehensive mediator, fully mediating the relationship among the aforementioned factors and the reluctance to buy halal food products. However, it is noteworthy that the link between the lack of halal awareness and the reluctance to purchase these products did not manifest as significantly influential.

Recommendation

Based on the insights derived from this study, tailored recommendations are proposed for practitioners, regulators, and academicians to navigate the complexities of halal food consumption behaviors:

For Practitioners (Businesses and Halal Product Producers): Strategically prioritize comprehensive awareness campaigns that go beyond the lack of halal awareness and emphasize the broader benefits of halal products. Cultivate positive attitudes by showcasing the quality and ethical aspects of halal products. Foster normative acceptance through engagement initiatives that celebrate halal choices and provide a user-friendly purchasing experience. Empower consumers with transparent information and access to enhance their perceived control over purchasing decisions.

For Regulators (Government and Industry Authorities): Forge a robust regulatory framework that encompasses transparent labeling, certification standards, and consumer protection to build trust and confidence in the halal market. Collaborate with educational institutions to instill halal awareness within curricula, ensuring future generations are well-informed consumers.

For Academicians (Researchers and Scholars): Pursue research avenues that delve into indirect effects of halal awareness, exploring its interactions with attitudes and subjective norms. Employ longitudinal studies to capture the dynamic evolution of consumer intentions over time. Embrace cross-cultural analyses to uncover variations in halal consumption behaviors across different contexts. Further explore the mediation and moderation mechanisms that underpin the intricate relationships among variables identified in this study.

Collectively, the adoption of these recommendations by practitioners, regulators, and academicians can contribute to informed decision-making, holistic industry growth, and a deeper understanding of

the dynamic interplay between millennials' intentions and behaviors in the realm of halal food consumption.

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Apindex: Questionnaire

No	Variabel	Measurement	Code
1	Reluctance to Purchase (RtP)	1 If packaged food products are sold legally, I buy them without looking at the halal label	RtP1
		2 If packaged food products are sold hygienically, I buy them without looking at the halal label	RtP2
		3 If the packaged food products that are sold has not expired, I buy them without looking at the halal label	RtP3
2	Weak Intention (WI)	4 I only intend to pay attention to the expiration date when buying packaged food products without looking at the halal label	WI1
		5 I will only pay attention to the expiration date when buying packaged food products without looking at the halal label	WI2
		6 I only tend to pay attention to the expiration date when buying packaged food products without looking at the halal label	WI3
3	Lack of Halal Awareness (LoHA)	7 All packaged food products with a halal logo or not, come from halal ingredients	LoHA1
		8 All packaged food products with a halal logo or not, are processed halal	LoHA2
		9 All packaged food products with a halal logo or not, are packaged in halal manner	LoHA3
		10 All packaged food products with a halal logo or not are halal for consumption	LoHA4
4	Negative Attitude (NA)	11 I just like choosing packaged food products that are hygienic without looking at the halal label	NA1
		12 I'm always looking for hygienic packaged food products regardless of the halal label	NA2
		13 Buying hygienic packaged food products is my own choice regardless of the halal label	NA3
5	Low Subjective Norms (LSN)	14 My family only recommends buying hygienic packaged food products without looking at the halal label	LSN1
		15 My friend only recommends buying hygienic packaged food products without looking at the halal label	LSN2
		16 My community only recommends buying hygienic packaged food products without looking at the halal label	LSN3
		17 My social media only recommends buying hygienic packaged food products without looking at the halal label	LSN4
6	Perceived Low	18 All packaged food products that are sold legally can be	PLBC1

	Behavioral Control (PLBC)		consumed without paying attention to the halal label	
		19	All packaged food products that are sold legally can be consumed if they do not contain harmful chemicals	PLBC2
		20	All packaged food products that are sold legally can be consumed due to hygiene	PLBC3
		21	All packaged food products that are sold legally can be consumed if they have not expired	PLBC4