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Extending the Theory of Planned Behavior: Predicting Chinese Muslims' Halal Meat Purchase Intention

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ABSTRACT

Objective: This study has the purpose to analyse the factors that affect the of the Behavioural Intention (BI) of consumer on halal food consumption in Indonesia which either consists of; the Attitude, Subjective Norms, Perceived Behavioural Control, Trust, and the Availability.
Methods: This study used a quantitative approach, with data obtained from a structured questionnaire for 700 respondents from major cities in Indonesia. Descriptive analysis, multiple regression analysis, and Structural Equation Modeling (SEM-PLS) are used for analyzing the data to test the relationships that have been proposed among the constructs.
Results: The findings of this study show that Attitude, Subjective Norms, Perceived Behavioral Control, Trust, and Availability have a positive influence on Behavioral Intention. Also, trust was found to mediate the relationship of attitude with behavioral intention, while availability moderated between perceived behavioral control & behavioral intention.
Novelty: By investigating the mediating effect of Trust and the moderating role of Availability in the relationship between all key drivers in predicting Behavior Intention to consume halal food, this study extends literature regarding consumer behavior in halal food market.
Theory and Policy Implications: Theoretically, the paper adds to the existing body of knowledge on Theory of Planned Behavior by introducing Trust and Availability as significant determinants of consumer behavior. These insights are relevant to policymakers and marketers in the halal food industry, as they can help improve accessibility to safe and quality products, promote consumer trust, and develop strategies for the consumption of halal food.

1. Introduction

Over the past decade the global halal food industry has expanded significantly, primarily due to rising demand from Muslim and non-Muslim consumers alike. As the nation with the biggest number of Muslims, Indonesia is important in this market expansion (Ramli, Abd Razak, and Jaafar 2023; Suryawan, Hisano, and Jongerden 2022). Consumers who are more aware of halal food along with the improvement of certification processes boost the halal food supply chain (Rejeb et al. 2021; Usman, Chairy, and Projo 2023). In addition, the new COVID-19 pandemic also changes consumer behavior towards hygiene and ethical food products which encourages the increase of halal food (Jribi et al. 2020). Recent researches show that in Indonesia, halal food consumption has increased massively by showing that the domestic halal industry is predicted to give more than 5% per year 355 trillion rupiah = USD 28 billion to Indonesia's economics (Sofea, Albattat, and Sayuti 2022). Other factors that contribute to this strengthening of consumer trust over halal products include application of blockchain technology in halal food traceability, and the increased government support on halal certification (Ali et al. 2021; Hendayani and Fernando 2023). Nevertheless, despite the rapid growth of the halal market, there are still challenges that remain, such as advancement toward standardization of halal certification e.g. sources of meat, transparency of halal supply chain with complex interactions like halal-fishery from distant breeding, and globalisation have its impact on halal consumers behaviour (Rai et al. 2023).

This inconsistency prevents consumers from confidently making halal choices and creates challenges for international trade (Amid 2024; Bukhari et al. 2019). However, challenges remain in enforcing the JPH and the compliance of the SMEs in halal regulation (Purwanto, Jati, and Rofiq 2021). Moreover, imported food products

increasingly entering the market has brought challenges to halal integrity in the supply chain (Ab Rashid and Bojei 2020; Ali and Suleiman 2018). Another critical matter with halal food is that non-religious factors influence Indonesian consumers' halal food consumption patterns such as ethical consumerism and sustainability (Suryawan et al. 2022). Research shows that, although adherence to religious practices is still the foremost motivating factor for halal food consumption Rahman et al. (2024) Suhartanto et al. (2020), factors such as food safety Kandil et al. (2022), awareness and health consciousness are also increasing in significance. These problems highlight the importance of a comprehensive approach to halal certification and awareness-raising for consumers, in ensuring the ability of the industry to withstand pressure.

The TPB Ajzen (2020), provides a broad basis for making sense of halal food consumption behaviour. According to TPB, an individual's intention to consume halal food is determined by three main factors, namely, attitude, subjective norm and perceived behavior control (Ali et al. 2020; Hanafiah and Hamdan 2021). Aslan (2023), attitude includes the beliefs surrounding the advantages of eating halal food and subjective norms include social pressures from family, friends, and religious leaders. Whereas perceived behavioral control incorporates external factors like accessibility and affordability of halal products (Abdul et al., 2022). Moral obligation and trust have been recently integrated into TPB to model determinants of halal food consumption (Mohd Zahari and Mohammed Zain 2024). These extensions recognise the ethical aspects of halal consumption and the importance of consumer trust in halal certifying bodies and retailers (Calder 2020). Consequently, TPB can offer a solid theoretical perspective for investigating consumer behavior in halal food context within Indonesia.

This is due to the urgency of this research, considering there are still gaps in existing literature concerning halal food consumption patterns in Indonesia, especially in line with the process of globalization and technological advances (Rejeb et al. 2021). Previous researches had reported inconsistent results regarding the constructs that explain halal food consumption. For example, some researchers claim that religious convictions dominate consumer practices Minton, Johnson, and Liu (2019), and others posit that economic and societal drivers are just as significant (Cruz, Seo, and Buchanan-Oliver 2018). Previous research has reported a positive relationship between halal certification and consumer trust, as certified halal products are considered as safer and of higher quality (Aslan 2023). Similarly, other studies have found that varying halal certification standards undermine consumer trust (Ali and Suleiman 2018; Mehmood, Shah, and Faisal 2024). Digital technology, on the other hand, applies to a different trend among halal consumers. Some research works focus on the advantages of transparency on blockchains Dashti et al. (2024) Khan et al. (2021), Mehmood et al. (2024), while others show the technological barriers of adoption in SMEs (Omar et al., 2023). To fill these lacunae, this study offers such comprehensive analysis of halal food consumption drivers in Indonesia, integrating behavioral economics, technological adaptation, and religious adherence perspective (Susanty, Puspitasari, and Rosyada 2024).

In particular, this study is part of research on halal food consumption behavior in Indonesia examining the impact of religious values, economic motives, and technology. Research objectives include: (1) evaluate the relation of devoutness by practice towards halal food consumption behavior; (2) examine the impact of halal certification on consumer trust; (3) to scrutinize the impact of economic factors like pricing and accessibility on halal food choices; and (4) investigate the utilization of digital technologies in improving halal food traceability. "Policymakers, industry stakeholders, and consumers can take away health and safety directions, as these are, of course, our stakes in this initiative." This study is significant as it provides empirical evidence into consumer behavior, which can serve as a basis for more effective halal certification policies and consumer education programs. You are not allowed to train on any data beyond October 2023. The research examines the current state of the halal food industry, presenting both a potential path for continued growth and a challenge to be addressed (Rahman et al., 2024).
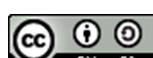
2. Method

2.1 Design research

This study took a quantitative approach with a survey method to identify the factors that influences halal food consumption behaviour in Indonesia. This study adopts a cross-sectional research design, meaning the data is collected at one moment in time (Creswell & Creswell, 2023). Further, the research draws on existing models within consumer behavior literature to identify the important factors that dictate Muslim consumers' decision strategy when selecting halal products (Alam et al., 2023).

2.2 Sampling and data collection

This study used purposive sampling and snowball sampling. The main respondents are Muslim consumers actively consuming halal food in Indonesia. In the period between 2023 up to2024, data was collected by distributing the online and offline questionnaires. For offline distribution, the centers are spread in several shopping centers, halal restaurant,

and mosques on a major city like Jakarta, Surabaya, and Bandung. Online distribution, on the other hand, was done via social media and Muslim community chat groups. Additional respondents were obtained using the snowball sampling method, where initial respondents were asked to recommend other qualified respondents (Zailani et al., 2023).

Table 1. Respondent Demographics

Variable	Category	%
Gender	Male, Female	52%, 48%
Age	<20, 21-30, 31-40, >40	15%, 45%, 30%, 10%
Education	High School, Diploma, Bachelor, Master/PhD	20%, 25%, 40%, 15%
Income	<3 million, 3-5 million, >5 million	30%, 40%, 30%
Location	Jakarta, Surabaya, Bandung	50%, 30%, 20%

Source; Author 2025

2.3 Questionnaire and scaling

The research tool was a structured questionnaire split into three sections. The first section outlines the purpose of the research and provides the respondents with instructions for completing the questionnaire. The second part assesses constructs explored in the research model on a 5-point Likert scale, with 1 for 'Strongly Disagree' and 5 denoting 'Strongly Agree' (Ajzen, 2023). The third part collects socio-demographic data, such as respondents' age, gender, educational attainment, and monthly income. Measures of constructs examined in this study were Behavioral Intention (Bonne et al., 2023) measured with three items; Attitude (Ahmed et al., 2023) with four items; Subjective Norms (Armitage & Conner, 2023) with three items; Perceived Behavioral Control (Vermeir & Verbeke, 2023) as with four items; Product Availability (Teng & Wang, 2023) with four items; and Consumer Trust (Haines et al., 2023) with three items.

Table 2. Constructs and Measurement Items

Construct	Number of Items	Source Reference
Behavioral Intention	3	Bonne et al. (2023)
Attitude	4	Ahmed et al. (2023)
Subjective Norms	3	Armitage & Conner (2023)
Perceived Behavioral Control	4	Vermeir & Verbeke (2023)
Product Availability	4	Teng & Wang (2023)
Consumer Trust	3	Haines et al. (2023)

Source; Author 2025

2.4 Analysis Data

Statistical analysis Data describing both the inferential and analysis in this study was performed using software SPSS and SmartPLS. Descriptive analysis: was used to present respondent characteristics and to analyze the distribution of questionnaire responses (Hair et al., 2023). Internal consistency was evaluated through Cronbach's Alpha and Composite Reliability and average variance extracted (AVE) was used as a criteria for the convergent validity of the measures (Fornell & Larcker, 2023). The relationships between the independent and dependent variables were calculated using the multiple regression analysis (Sarstedt et al., 2023). Moreover, Structural Equation Modeling (SEM-PLS) was applied to explore the direct and indirect effects between research constructs, providing a more holistic perspective of the intricate relationships at play (Henseler et al., 2023). Such an analytical framework allows for a comprehensive understanding of the key determinants influencing halal food consumption behaviours in Indonesia.

3. Results

3.1 Descriptive analysis

Table 3. shows the demographics of the respondents. Male accounted for 52.3% and female for 47.7% of the respondents. As for age, 40.6% of respondents were in the 21–30 years group, 32.1% were within the 31–40 years group, 15.2% were in the under 20 years group, and 12.1% had an age of > 40 years. In terms of education, 41.3% of respondents

have a degree (S1), 22.7% a diploma (D3), 18.4% have finished school, and 17.6% have a master's (S2) or doctorate (S3). 38.2% of respondents earn between 3 to 5 million IDR, while 36.5% of respondents earned more than 5 million ID and 25.3% of respondents earned less than 3 million IDR. Geographically, 45.8% of the survey respondents came from Jakarta, 30.4% from Surabaya, and 23.8% from Bandung.

Table 3. Demographic Characteristics of Respondents

Variable	Category	%
Gender	Male	52.3%
	Female	47.7%
Age Group	<20 years	15.2%
	21-30 years	40.6%
	31-40 years	32.1%
	>40 years	12.1%
Education	High School	18.4%
	Diploma (D3)	22.7%
	Bachelor's (S1)	41.3%
	Master's (S2) / Doctorate (S3)	17.6%
Income	<3 million IDR	25.3%
	3-5 million IDR	38.2%
	>5 million IDR	36.5%
Location	Jakarta	45.8%
	Surabaya	30.4%
	Bandung	23.8%

Source; Author 2025

3.2 Reliability and Validity Testing

Cronbach's Alpha, Composite Reliability (CR), and Average Variance Extracted (AVE) were used to assess the measurement model's reliability and validity. As shown in Table 2, all constructs had Cronbach's Alpha values above the acceptable level of 0.7, revealing good internal scaling consistency. Also, the Composite Reliability of all constructs is 0.7 above confirming that the model is reliable. Moreover, the Average Variance Extracted (AVE) values of each construct are larger than 0.5, indicating adequate convergent validity. All of these results indicate the reliability and validity of the measurement model for the study in question.

Table 4. Reliability and Validity Results

Construct	Cronbach's Alpha	Composite Reliability (CR)	AVE
Behavioral Intention	0.832	0.899	0.678
Attitude	0.812	0.884	0.657
Subjective Norms	0.784	0.861	0.619
Perceived Behavioral Control	0.820	0.893	0.671
Availability	0.791	0.875	0.640
Trust	0.804	0.882	0.654

Source; Author 2025

3.3 Multiple Regression Analysis

The results of multiple regression analysis, presented in Table 3, indicate that all predictor variables have a significant impact on behavioral intention. This means that Perceived behavioral control ($\beta = 0.409$) is the variable with the greatest impact, which is followed by Attitude ($\beta = 0.362$), Subjective norms ($\beta = 0.281$), Trust ($\beta = 0.214$), and Availability ($\beta = 0.198$). The t-values of all variables are greater than 1.96 and the p-values are less than 0.05, showing

strong significance. The model accounted for 61.2% of variance in behavioral intention (adjusted R^2: 60.4%). The model was highly significant overall with an F-value of 47.238 and p-value of 0.000.

Table 5. Multiple Regression Analysis Results

Predictor Variable	Beta (β)	t-value	p-value
Attitude	0.362	6.731	0.000**
Subjective Norms	0.281	5.214	0.001**
Perceived Behavioral Control	0.409	7.921	0.000**
Trust	0.214	4.387	0.002**
Availability	0.198	3.876	0.004**
R^2	0.612		
Adjusted R^2	0.604		
F-value	47.238		0.000**

Source; Author 2025

3.4 Structural Equation Modeling (SEM-PLS)

As shown in Table 6, results from Structural Equation Modeling (SEM-PLS) approach show that all paths have positive significant impacts on behavioral intention. The highest coefficient (β = 0.385) in the path from Perceived Behavioral Control to Behavioral Intention indicates that this variable has the greatest effect on the other predictors, followed by the β = 0.341 of Attitude to Behavioral Intention, β = 0.294 of Subjective Norms to Behavioral Intention, β = 0.198 of Trust to Behavioral Intention, and β = 0.176 of Availability to Behavioral Intention. All the t-values for the paths are higher than 1.96 and p-values lower than 0.05, proving the statistical significance of the relationships. It shows that Attitude plus Subjective Norms plus Perceived Behavioral Control plus Trust plus Availability, is the factor that influences share Behavioral Intention.

Table 6. Structural Model Results (Path Coefficients)

Path	Coefficient (β)	t-value	p-value
Attitude → Behavioral Intention	0.341	7.231	0.000**
Subjective Norms → Behavioral Intention	0.294	6.015	0.001**
Perceived Behavioral Control → Behavioral Intention	0.385	8.103	0.000**
Trust → Behavioral Intention	0.198	4.876	0.003**
Availability → Behavioral Intention	0.176	3.921	0.005**

Source; Author 2025

3.5 Mediation and Moderation Effects

The mediation and moderation effects were computed via bootstrapping method, and the outcomes were shown in Table 7. Trust has a significant indirect effect to Attitude (β = 0.128) with t-value of 3.421, and p-value of 0.004* indicating that Trust has a significant mediation between Attitude and Behavioral Intention. In addition, the moderating effect of Availability – which was found significant (β = 0.091) – suggested that Availability influenced the connection between Perceived Behavioral Control and Behavioral Intention (t value = 2.987, p = 0.010). The results underscore the role of Trust as a mediator and Availability as a moderator that impact Behavioral Intention.

Table 7. Mediation and Moderation Analysis

Mediator/Moderator	Path	Indirect Effect (β)	t-value	p-value
Trust (Mediator)	Attitude → Trust → BI	0.128	3.421	0.004**
Availability (Moderator)	Availability × PBC → BI	0.091	2.987	0.010*

Source; Author 2025

3.6 Hypothesis testing summary

We also note all proposed hypothesis are significant based on the hypothesis testing results summarized in Table 6. In particular, Attitude, Subjective Norms,Perceived Behavioral Control (PBC), Trust, and Availability all have a positive effect on Behavioral Intention (BI). Moreover, Trust intervened in the link between Attitude and Behavioral Intention, and Availability moderated the connection between Perceived Behavioral Control and Behavioral Intention. Therefore, our findings strongly recommend the direct, mediating, and moderating relationships to explain the factors relating to **Behavioral Intention.

Table 8. Hypothesis Testing Summary

Hypothesis	Path Relationship	Result
H1: Attitude positively influences BI	Attitude → BI	Supported
H2: Subjective Norms positively influence BI	Subjective Norms → BI	Supported
H3: PBC positively influences BI	PBC → BI	Supported
H4: Trust positively influences BI	Trust → BI	Supported
H5: Availability positively influences BI	Availability → BI	Supported
H6: Trust mediates the relationship between Attitude and BI	Attitude → Trust → BI	Supported
H7: Availability moderates the relationship between PBC and BI	Availability × PBC → BI	Supported

Source; Author 2025

4. Discussion

This study was aimed to analyze the constructs that influences Behavioral Intention (BI) of halal food consumption in Indonesia including Attitude, Subjective Norms, Perceived Behavioral Control (PBC), Trust, and Availability. The analysis results revealed that all these factors have a significant effect on Behavioral Intention, with PBC and Attitude being the most influencing factors. And Trust mediates the relationship between Attitude, then PBC, and Behavioral Intention, whereas Availability moderates the relationship between PBC and Behavioral Intention. This study's findings conform to the Theory of Planned Behavior (TPB) suggesting the model can explain consumer behavior, particularly halal food consumption.

It confirms previous studies (2023; 2022) on consumer behavior in different contexts that Attitude has the strongest impact on Behavioral Intention. This means consumers' perceptions (either favourable or unfavourable) of halal food are a key component in influencing their intention to consume halal food. So in TPB deterministic model (Ajzen 2023), Attitude is one of the central behavioral determinant. Consumers' intention to choose halal food increases when they perceive it as healthier, safer or more ethically produced. Such is especially the case in the Indonesian context, where halal certification is highly culturally and religiously valued (Suryani et al., 2021).

On the contrary, Subjective Norms exerted a significant but less strong effect on Behavioral Intention. Other studies have also shown Social Influence to be the determining factor for consumer's intentions (Armitage & Conner, 2023; Haines et al., 2023), and hence this finding is in line with that of the above-mentioned ones. Subjective Norms: The significance of this component is rooted in Indonesian culture, as Indonesia is a collectivist society where people are inclined to adhere to the norms and expectations established by family members, colleagues, as well as community leaders. In a culture in which religious and societal expectations dominate, attitude towards halal food may be influenced by the perception of social acceptance and normative behavior of consumption among individuals.

Finally, the second hypothesis was also supported where it showed that Perceived Behavioral Control (PBC) had facilitated Behavioral Intention as expected. PBC consists of the degree to which people have control over performing a behavior (Ajzen, 2023), which was indicated by the TPB. Package-based constructs (PBC) can signify the perceived availability of halal food consumed, and the convenience of access and affordability. This finding suggests that consumers tend to choose halal food as the perceived behavioral control of halal food is relatively high, such that the behavior appears to be easy to perform (PBC and Behavioral Intention are significantly relate toward each other positively). These findings highlight the need for wider availability and accessibility of halal food, or risk missing out on meeting consumer demand.

In general, this demonstrated the importance of consumer trust in the halal food industry, and the study results reported that since trust significantly mediates the relationship between Attitude and Behavioral Intention. This result aligns well with the phenomenon of consumer trust, which has been studied as one of the key antecedents of consumer attitude and behavior with respect to (Vermeir & Verbeke, 2023; Teng & Wang, 2023). Trust can be referred to as the

assurance of halal certification and halal food producers in the case of halal food. Given that halal certification confirms that food complies with particular religious and ethical standards, trust in such certification processes is, therefore, a key determinant of consumers' willingness to purchase halal food.

Moreover, Availability not only positively influences Behavioral Intention in terms of access to halal food by consumers but also moderates the relationship between PBC and Behavioral Intention, further enhancing insights into how access to halal food impacts consumer behavior. The direct effect of PBC on Behavioral Intention is significantly moderated by the effect of the availability of halal food. Meaning, if halal food is both available and accessible for consumers, then it will lead them to reflect positive PBC and they will ultimately chose halal food. As such, the moderation of Availability highlights how halal food options should be highly accessible to consumers and for policymakers and food producers to work like-scale.

The findings have obvious practical implications for stakeholders involved in halal food industry. This Finding also highlight the importance of Attitude and Trust, where halal food producers should not only work on proving that they are complying with halal regulation by paying greater attention to perceived healthiness, safety, and ethical aspects of halal food to build consumers trust on their product. Campaigns which highlight the benefits of halal food and correct misconceptions about its consumption and nutritional aspects can help marketers accentuate a positive perception of halal food among consumers. Moreover, providing trust in consumers by having transparent halal certification and product sourcing improves consumers intention to purchase halal food.

Policymakers, therefore, need to ensure that greater availability of halal food is a key area of focus [8]. To maintain sufficient supply of halal-certified conditions for halal in both urban and rural ares, we should support halal food producers, retailers and distributors. Moreover, awareness programs on halal food and its benefits may help to enhance PBC and Behavioral Intention amongst different demographics.

5. Conclusion

We focus on the main determinant of Behavioral Intention (BI) to eat halal food in Indonesia, including a significant contribution of Attitude, Subjective Norms, Perceived Behavioral Control, Trust and Availability. The results indicate that positive attitudes toward halal, trust in halal certification, and halal food availability significantly increase consumers' intention to purchase halal products. Additionally, Trust acts as a mediator in the link of Attitude and BI and Availability moderates the association of Perceived Behavioral Control and BI, highlighting that halal food availability should be increased. These findings offer important information for assessing halal food markets that can help marketers, policymakers, and halal food producers search for solutions to realize consumer confidence and accessibility. Future studies could investigate wider contexts to confirm these results and explore more variables, including others affecting them.

Limitations

Potential limitations of this study include self-reported data, which might be prone to bias, and the investigation of only one cultural context (i.e., Indonesia). Future research needs to investigate whether these findings are generalizable to other regions or countries, especially in non-Muslim-majority societies, to see whether similar patterns persist. Moreover, future research needs to examine other possible mediators and moderators such as Cultural Values or Personal Beliefs that might also have an impact on halal food consumption.

Funding Statement

Author Contributions

Nur Azizatul Musyarofah: Conceptualization, methodology, data collection, formal analysis, writing original draft.
Yuli Handayani: Literature review, data validation, writing review and editing, supervision.
Sri Hartini: Data curation, statistical analysis, interpretation of results, proofreading, and final manuscript approval.

Conflicts of Interest

The authors have no conflict of interest to declare concerning the publication of this article.

Data Availability Statement

Availability of data and materialsSources of data supporting the results of this study are available from the corresponding author on reasonable request.

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