

## THE INFLUENCING FACTORS OF CONSUMER INTENTION TO USE HALAL PACKAGING

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### Abstract

The purpose of this study is to review the factors influencing consumers' intention to use halal packaging. These factors include awareness, knowledge, attitude, subjective norms, perceived behavioral control, and concerns about food safety. The theoretical frameworks supporting this study are adapted from the Theory of Planned Behavior and Cognitive Affective Behavior Theory. The expected outcome is a positive and significant relationship between consumers' awareness and knowledge of halal packaging toward consumer attitude. Additionally, there is anticipated to be a strong correlation between attitude, subjective norms, perceived behavioral control, and food safety concerns with consumers' intentions to use halal packaging. The findings of this study aim to assist businesses and policymakers in developing marketing programs that highlight the benefits and unique aspects of halal packaging.

**Keywords:** Awareness, Knowledge, Attitude, Subjective Norm, Perceived Behaviour Control, Food Safety Concern,

### Introduction

The concept of "halal" has evolved beyond food, branching into a wide range of products and services, which has led to rapid growth in the halal industry. This booming industry is growing at a rate of 20 percent per year, with an estimated value of US\$560 billion, and a total projected value of US\$2.3 trillion (Siddique et al., 2020). The halal industry has successfully expanded into the global economy. In addition to the 1.8 billion Muslims, who make up approximately 23 percent of the world population, non-Muslims have also shown significant interest in this industry. Besides Malaysia, countries such as China, Indonesia, Thailand, Singapore, the Philippines, Australia, and Korea have entered the market, with many non-Muslim-majority nations recognizing the potential of the halal sector (Siddique et al., 2020).

According to the Islamic Services of America, the global halal food market is anticipated to grow at a compound annual growth rate of 11.25 percent over the next eight years, reaching over \$4 trillion by 2028. In 2019 alone, the halal food industry spent an estimated US\$1.17 trillion, second only to the Islamic finance industry. It is projected that the halal industry will reach a total market size of \$7.7 trillion by 2025, up from \$5.7 trillion in 2021. Notably, approximately two-thirds of this total comes from Islamic financial services. These growing figures indicate increasing consumer interest in halal products.

For halal product consumers, one of the primary concerns regarding packaging is the use of additives derived from unidentified sources in the production of polymer resins (Hatta et al., 2023). Packaging encompasses any material used to contain, protect, handle, deliver, and present goods, including raw materials, processed goods, and final products at any stage of the supply chain—from producer to consumer (Kajula et al., 2021). In its simplest form, packaging is an intermediary material used to organize, maintain, and protect products. As Prendergast

and Pitt noted, packaging serves two main functions: marketing and logistics (Prendergast & Pitt, 1996).

For Muslim consumers, it is forbidden to use biopolymer materials or additives derived from non-halal sources, such as animal blood or non-halal proteins like gelatin, collagen, and keratin. The Department of Islamic Development Malaysia (JAKIM) published MS 2565:2014 Halal Packaging – General Guidelines, defining "halal packaging" as materials and containers that comply with Islamic law, covering production processes, handling practices, and ingredients used in the packaging. Beyond adherence to halal requirements, packaging is also tested for the presence of specific substances. According to Aishah Bujang, halal packaging is designed to maintain and protect a product's halal integrity until it reaches the consumer (Bujang et al., 2023).

### **Problem statement**

In halal packaging, the way a product is handled is just as important as the halal logo itself. The halal designation of a product extends to the entire supply chain and logistics processes involved in making that product, not just the ingredients. This can be as simple as ensuring strict physical separation of halal food products from non-halal items during storage and transportation (Riaz & Chaudry, 2004). Talib also notes that utensils used to handle pre-packaged halal food must not become cross-contaminated or mixed with non-halal items (Talib et al., 2010). Maintaining the integrity of halal certification relies on this separation throughout the supply chain.

On September 14, 2006, *The Malay Mail* reported that a well-known bread producer in Malaysia, which claimed to be using 100% halal oil and displayed JAKIM halal certification on its packaging, was found guilty of using certain additives in its baking process that were believed to be non-halal. This example highlights lingering consumer distrust, despite the presence of halal logos on packaging. If a product's packaging raises doubts, a food product cannot be considered truly halal, regardless of the halal ingredients it contains. Over years of study, halal packaging has drawn attention to challenges in obtaining halal certification, implementing halal-compliant processes in packaging production, and confirming the halal status of packaging materials (Talib, 2010). These challenges include risks such as contamination from non-halal lubricants, fats, or materials.

Numerous studies have applied the Theory of Planned Behavior (TPB) to predict purchase intentions for halal items; however, few have extended this analysis to a nationwide scale in Malaysia (Gopi & Ramayah, 2007). While there is significant research on halal products, studies specifically focusing on halal packaging remain limited, and none so far have used the TPB in conjunction with the Cognitive-Affective-Behavioral (CAB) model (Hussin et al., 2021). Little exploration exists on integrating CAB dimensions within the broader literature. Thus, this study aims to examine the Theory of Planned Behavior and the Cognitive-Affective-Behavioral model in detail, focusing on consumers' intentions to use halal packaging. This study aims to investigate the influence of awareness, knowledge, attitude, subjective norms, perceived behavioral control, and concerns about food safety toward intention to use halal packaging.

### **Research Objectives**

The study aims to accomplish the following objectives:

1. To investigate the relationship between awareness and knowledge on attitude towards halal packaging.
2. To investigate the relationship between attitude, subjective norms, perceived behaviour and food safety concern on intention to use halal packaging.

## Scope of the Research

The primary goal of this study is to investigate the factors influencing the intention to use halal packaging in Malaysia. This study is also conducted with the aim of preserving and advancing Islamic traditions, halal commerce, halal marketing, and halal lifestyles for all Malaysians. The study will focus on several factors influencing consumer attitudes toward halal packaging, such as awareness, knowledge, attitude, subjective norms, perceived behavioral control, and concerns about food safety. The target individuals for this research are selected randomly. Additionally, the factors of the Theory of Planned Behavior will be analyzed, along with the Model of Cognitive-Affective Behavior.

## Underlying theories

### *Theory of Planned Behavior (TPB)*

In an effort to predict human behavior, Icek Ajzen created the Theory of Planned Behavior (TPB) (Ajzen, 1991). The theory has proven useful in describing and forecasting behavior in various areas, such as drug use, physical activity, travel mode choice, recycling, and privacy protection. According to Ajzen and Kruglanski, the TPB explanation begins with a clear definition of the behavior of interest, which includes its goal, the action involved, the context in which it occurs, and the time frame (Ajzen et al., 2019). The behavior, in terms of its target, action, context, and time frame, is explicitly defined at the inception of the TPB (Ajzen, 2020). While the exact relationships between these factors are not entirely understood, Ajzen insists that attitudes, subjective norms, and perceived behavioral control are functions of relevant behavioral, normative, and control beliefs regarding the action (Ajzen, 1991). Thus, the Theory of Planned Behavior is established.

There are also numerous studies, especially in the halal context, that have used TPB. For example, "The Influence of Halal Certification, Theory of Planned Behavior, and Religion on Consumers' Purchase Intention of Halal Food at Restaurants in Subang Jaya" by Muhammad Abdul Adib Abdul Aziz, "Muslims' Willingness to Pay for Certified Halal Food" (Aziz et al., 2019), an extension of the Theory of Planned Behavior, Mohammad Iranmanesh (Iranmanesh et al., 2020), and "The Moderating Role of Collectivism/Individualism and Materialism: An Application of the Theory of Planned Behavior (TPB) in Halal Food Purchasing," by Afzaal Ali (Ali et al., 2020). Based on TPB, this study will use attitude, subjective norm, and perceived behavioral control as independent variables, with the purchase of halal products as the dependent variable.

### *Cognitive-Affective Behavior Model*

According to Kwon et al. (2010), the Cognitive-Affective Behavior (C-A-B) model is essential for understanding the attitudes that influence consumer decision-making and consumer intentions. Before empirical research can operationalize and verify the idea that attitudes toward green products significantly and indirectly affect consumers' intentions to purchase green items, the function of the cognitive influence emotions, and in turn influence the behavior (Chou et al., 2020).

For benchmarking, the well-known Cognitive-Affective Behavior (CAB) model is used. The items are categorized into three constructs: cognitive, emotional, and behavioral. General awareness and causal awareness are subdomains of the cognitive construct; emotional coping and sympathetic sentiments are subdomains of the affective construct; and responsible, preventative, maladaptive, and novel technique-seeking behavior are subdomains of the behavioral construct.

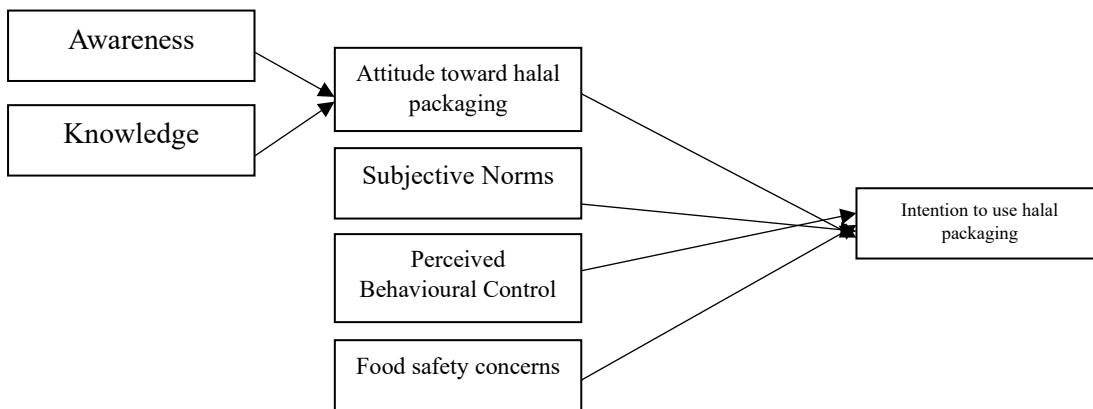


Figure 1: Research Model

## Proposition Development

### *Awareness and attitude toward halal packaging*

The word "awareness" refers to knowing or understanding a particular subject or situation (Ibrahim et al., 2023). Awareness can be seen as the initial stage of the purchasing process (Ozturk, 2022). Generally speaking, awareness refers to a person's ability to understand, sense, and experience events—that is, to be cognizant of something (Nurhayati et al., 2019). The capacity to comprehend, sense, and become aware of a situation or object is known as awareness (Basri, 2019). In the context of halal, awareness could be understood as the process of disseminating knowledge about permissible food and drink items for Muslims (Ambali & Bakar, 2014).

A study by Nur Hidayah Al Amin (2021) shows that halal awareness has a significant influence on attitudes (Sahat et al., 2024). Additionally, research on South African consumers' understanding of halal issues demonstrates a strong correlation between halal awareness and purchasing behavior, as well as a significant association between attitudes and purchases (Bashir et al., 2019). Furthermore, awareness has a major impact on the attitudes of Indonesian Muslim youth toward halal cosmetic products, according to studies (Aufi et al., 2021). These findings collectively support the positive and significant relationship between consumer awareness and attitude toward halal food packaging. Therefore, the following proposition is offered:

*H1: Halal awareness will be positively related to attitude towards halal packaging.*

### *Knowledge and attitude toward halal packaging*

According to Merriam-Webster, knowledge is information, comprehension, or skill acquired through experience or education. Additionally, knowledge refers to personal competence and abilities that are acquired through education and take the form of both conceptual and applied knowledge (Hamdan et al., 2013; Aziz & Chok, 2013; Sudarsono & Nugrohowati, 2020). In Islamic studies, halal knowledge pertains to how a Muslim individual should understand and practice Islamic teachings regarding halal and haram (Sadeeqa, 2013).

A study by Muhammad Qasim Ali found that customers' purchasing decisions can be influenced by enhancing halal knowledge and educating them on how to recognize certified products (Ali et al., 2023). Halal knowledge was shown to have a significant positive impact on attitudes toward halal food in the study. Evidence from Indonesia demonstrates the positive

effects of halal knowledge on attitudes toward halal cosmetics (Divianjella et al., 2020). In another cosmetic study, previous study found that consumers with knowledge are more likely to choose halal cosmetic products because they have a positive attitude toward them (Suki et al., 2018). These findings collectively support the positive and significant relationship between consumer knowledge and attitude toward halal food packaging. Therefore, the following proposition is offered:

*H2: knowledge will be positively related to attitude towards halal packaging.*

*Attitude toward halal packaging and intention to use halal packaging*

An attitude is a general and persistent evaluation (positive or negative) of a person, thing, or issue (Bizer, 2006). It is an assessment of an individual based on the actions or behaviors they have engaged in, regardless of whether those behaviors are deemed good or bad (Wirakurnia et al., 2021). Furthermore, an individual's attitude can be described as their perspective and evaluation of something or someone, as well as their tendency to react favorably or unfavorably to a particular concept, item, person, or situation (Sánchez, 2016).

The relationship between attitude and purchase intention toward halal cosmetics among is found to be positive and significant. The study's findings indicate that customer purchase intentions for halal cosmetics are significantly and positively correlated with attitude (Ariffin et al., 2019). Researchers (Sudarsono & Nugrohowati, 2020; Bashir, 2019; Mafabi et al., 2017; Mukhtar, 2012; Lim et al., 2020) have found a positive and substantial association between attitude and intention to purchase halal food. Consumers with strong positive attitudes tend to have greater intentions to purchase halal food items, making attitude a key factor in determining consumer intention to purchase halal food products (Sayuti et al., 2011). These findings collectively support the positive and significant relationship between consumer attitude and intention to use halal packaging. Therefore, the following proposition is offered:

*H3: Attitude towards halal packaging will be positively related to intention to use halal packaging.*

*Subjective norms and intention to use halal packaging*

Subjective norm refers to an individual's perception of societal expectations regarding their engagement in a specific behavior (Ajzen, 1991). Additionally, subjective norms are the belief that significant individuals or groups will endorse and encourage a particular behavior (Ham et al., 2015). It also refers to how people perceive the opinions of others, especially those who are important to them, such as peers and lecturers, regarding engaging in similar behaviors (Cheon et al., 2012). In a study conducted by Kim, subjective norms are defined as the encouragement a consumer receives from friends, family, and coworkers to shop online (Kim et al., 2013).

Numerous studies have revealed that subjective norms influence people's intentions to purchase halal food. Research by Alam and Sayuti (2011) and Karijin et al. (2007) found that subjective norms was positively and significantly correlated with intention. The findings of this study are consistent with those of other studies (Destiana & Tairas, 2021; Alam & Sayuti, 2011; Elseidi, 2018; Mukhtar, 2012; Lim et al., 2020; Mafabi et al., 2017). Earlier research has also shown that subjective norms have a more positive impact on intention (Pomsanam et al., 2014). These findings collectively support the positive and significant relationship between subjective norms and intention to use halal packaging. Therefore, the following proposition is offered:

*H4: Subjective norms will be positively related to intention to use halal packaging.*

### *Perceived behavioral control and intention to use halal packaging*

Perceived behavioral control is a function of beliefs about opportunities, resources, and other factors that support or hinder behavioral performance (Marco, 2012). It refers to the ease or difficulty individuals perceive in performing a behavior (Ajzen, 1991). A person's perception of how easy or difficult a behavior will be to execute is reflected in their perceived behavioral control (Peters, 2013). The degree to which an individual perceives they have control over and the capacity to carry out a desired behavior is known as perceived behavioral control (Ajzen, 2002; Grimmer & Miles, 2017; Kidwell & Jewell, 2003). External factors such as price and availability are examples of constraints that might affect how behavioral control is perceived (Magnusson et al., 2001).

The influence of perceived behavioral control on the intention to use online shopping was found in a previous study by Ramadania et al. (2019). The purpose of the study was to investigate the factors that lead customers to shop online. The findings indicate that people are more likely to engage in online shopping when they perceive it as beneficial, easy to use, positive, self-efficacious, and consistent with subjective norms (Ramadania et al., 2019). The intention of Indonesian consumers to buy halal food abroad is also significantly influenced by perceived behavioral control (Destiana, 2021). Similarly, a 2020 study by Hana Novita Hasan examined the influence of perceived behavioral control on the intention to purchase organic food. The study found that perceived behavioral control strongly influences purchasing intention (Hasan et al., 2020). These findings collectively support the positive and significant relationship between perceived behavioral control and intention to use halal packaging. Therefore, the following proposition is offered:

*H5: Perceived behavioral control will be positively related to intention to use halal packaging.*

### *Food safety concerns and intention to use halal packaging*

Food safety concerns reflect the extent to which consumers are worried about food ingredients, production methods, and agricultural practices (Michaelidou & Hassan, 2008). Food safety is defined as concerns about all those hazards that may render food harmful to the consumer's health, and such concerns are non-negotiable (Capozzi, 2021). The goal of food safety is to ensure that no component of food—whether in its production, sale, or consumption—could be hazardous to human health (Yusoff et al., 2017). According to Katrin Liivat, CEO of Food Docs (2024), food safety is defined as following the correct food handling practices during the preparation, processing, storage, and distribution of products in your food business.

The safety of halal food greatly influences purchase intention. A prior study conducted by Yang (2017) found that non-Muslim consumers' purchase intention of halal food products is significantly influenced by the safety of the halal food. This is due to non-Muslims' perceptions that halal food bearing the halal logo is hygienic and safe to eat (Ambali & Bakar, 2014). Furthermore, a study by Shu-Yen Hsu et al. (2016) discovered that concerns about food safety strongly and positively impacted purchase intentions. The results of Jawad Iqbal's (2021) study align with previous research, showing that food safety concerns are closely linked to consumer purchase intentions (Michaelidou & Hassan, 2008). These findings collectively support the positive and significant relationship between food safety concerns and the intention to use halal packaging. Therefore, the following proposition is offered:

*H6: Food safety concerns will be positively related to intention to use halal packaging.*

## Conclusion

The importance of this study lies in its effort to enhance the Theory of Planned Behaviour (TPB) by incorporating halal awareness, halal knowledge, and food safety concerns. Additionally, the Cognitive Affective Behaviour (CAB) model is utilized to examine the relationship between variables, where awareness and knowledge serve as cognitive variables, attitude represents the affective component, and behavior is reflected in intention. This approach is essential for understanding the factors that influence consumers' intentions to use halal packaging in Malaysia. The TPB has been widely applied to predict consumer behavior, with previous studies indicating that attitude, subjective norms, and perceived behavioral control are positively associated with intention. Empirical research should be conducted to test the theoretical model proposed in this paper. Future research could focus on how halal awareness and knowledge impact attitudes toward halal packaging. Furthermore, studies should explore the relationships between attitudes toward halal packaging, subjective norms, perceived behavioral control, food safety concerns, and the intention to use halal packaging.

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