

## **CHAPTER 2**

### **LITERATURE REVIEW**

#### **2.1 Theoretical Framework**

##### **2.1.1 Halal Food Knowledge (HFK)**

Halal knowledge pertains to the understanding and application of Islamic teachings concerning what is permissible or halal and what is forbidden or haram (Katuk et al., 2021; Sadeeqa et al., 2013). It encompasses the guidelines that Muslims should follow in one's daily lives, as well as the knowledge that non-Muslims should acquire, primarily when residing in a predominately Muslim community. Enhancing comprehension of the permissible practices in halal slaughter has the potential to alter perceptions of halal animal products among both non-Muslims and Muslims who are uncertain about the stipulations of one's religious customs (Jalil et al., 2018). Non-Muslims are conscious of the benefits of consuming halal cuisine.

In Malaysia, non-Muslims' comprehension of halal cuisine is likely to be shaped by positive engagement with Muslim individuals, fostering a growing inclination towards awareness and acceptance of halal food among non-Muslims (Bakar et al., 2020). The majority of non-Muslims recognise that halal food is beneficial for everyone. As non-Muslims gain more understanding about halal, there is a valuable chance to communicate Islamic ethical concepts to a broader audience by expanding the scope of the halal brand. Therefore, halal knowledge signifies an individual's comprehension of religious guidelines on what is permissible or halal and what is forbidden or haram (Muslichah et al., 2020).

### **2.1.2 Purchase Intention**

Purchase intention is linked to consumers' inclination to buy and utilise a specific brand (Haryanto et al., 2019; Jaara et al., 2021). Based on the research conducted by Bashir (2019), he discovered that the desire to purchase has a significant impact on consumers' buying behaviour in relation to halal food products. Research conducted by Özçelik et al. (2020) has confirmed that individuals' positive attitudes regarding consuming halal cuisine significantly influence inclination to make a purchase. Following Pratama et al. (2023), the desire to purchase is heightened when there is sufficient understanding that the advantages gained outweigh the price paid. The research will examine how consumers' attitudes towards halal foods influence the individual's purchase intention.

### **2.1.3 Attitude (ATT)**

According to Ajzen (2020), an attitude refers to the extent to which an individual holds a positive or negative evaluation of a particular behaviour. A person's positive attitude towards action will likely enhance the people's intention to engage in that behaviour. Evaluation, however, pertains to delivering feedback on the level of intensity and very minimal motion (Vizano et al., 2021). Moreover, other research has identified a strong association between the perception of halal cuisine and the fundamental tendency to consume halal food (Bashir, 2019). Food consumption research indicates that attitude is favourable (Shahzad et al., 2021). Moreover, one's attitude towards an action is often determined by individual fundamental beliefs.

#### **2.1.4 Subjective Norms (SN)**

Subjective norms refer to the viewpoints of individuals who have significance or closeness to the person, such as relatives, coworkers, close friends, or business partners (Holdsworth et al., 2019). It excels in predicting behavioural intentions (Mariana et al., 2020). An individual who subscribes to the notion that one should engage in a particular behaviour due to the influence of another person or a point of reference is driven by the desire to fulfil the expectations of the influencer or reference. Hence, the referent influences the subjective standard either positively or adversely. This research focuses on the subjective norm, which refers to the feeling of social pressure experienced by non-Muslims, specifically Catholics and Christians, while purchasing food from any form of food business that is halal-certified or halal-oriented.

#### **2.1.5 Perceived Behavioral Control (PBC)**

The inception of PBC originated from the work of Ajzen et al. (1975), who expounded on PBC as the individual's perception of the level of ease or difficulty in executing a particular behaviour. In essence, he stated that individuals with greater self-control exhibit a heightened inclination to engage in a specific action, which he referred to as PBC. When assessing the importance of the control component, the person will decide whether to participate in the behaviour or abstain from it (Billah et al., 2020; Untari et al., 2020). This situation exemplifies the diverse range of halal food options available and the ease of obtaining halal food, which influences the choices of non-Muslim consumers to consume halal food (Chiou, 1998). Therefore, in the context of

Indonesian Christians and Catholics, the focus is on the level of difficulty or ease of experience while deciding to buy halal food.



## 2.2 Prior Research

**Table 2. 1 Prior Research**

No.	Research Title, Author's Name (year)	Variables	Research Method	Key Findings
1.	<p>Halal food credence: do the Malaysian non-Muslim consumers hesitate?</p> <p>(Wibowo et al., 2021)</p>	<ul style="list-style-type: none"> <li>• Halal Food Knowledge               <ol style="list-style-type: none"> <li>1. Halal Knowledge</li> <li>2. Animal-friendly Knowledge</li> </ol> </li> <li>• Attitude</li> <li>• Subjective Norms</li> <li>• Perceived Behavioral Control</li> <li>• Purchase Intention</li> </ul>	<p><b>Research subject:</b> non-Muslim consumers in Kuala Lumpur and Selangor.</p> <p><b>Total respondents:</b> 315 valid respondents</p> <p><b>Data collecting method:</b> Paper questionnaire using judgmental sampling and snowball sampling to determine the location for data collection. The questionnaires were handed out on most visited places in Kuala Lumpur and Selangor.</p> <p><b>Analysis Tool:</b> SmartPLS 3.2.7</p>	<ol style="list-style-type: none"> <li>1. Attitude, Subjective Norms, and Perceived Behavioral Control may clash, forcing non-Muslim consumers to prioritize personal values when deciding to buy halal food.</li> <li>2. Buying halal food can be challenging for non-Muslim consumers, as religious factors may overshadow product attributes, making them feel disconnected from the halal logo and lowering intent to purchase.</li> <li>3. The halal logo alone shouldn't be the focus of advertising. Marketing should also highlight the health and animal-friendly benefits of halal food.</li> </ol>

2.	<p>Consumer Attitudes and Purchase Intentions in Relation to Animal Welfare-Friendly Products: Evidence from Taiwan</p> <p>(Chang et al., 2022)</p>	<ul style="list-style-type: none"> <li>• Moral Affection</li> <li>• Attitude</li> <li>• Subjective Norms</li> <li>• Perceived Behavioral Control</li> <li>• Trust in Certification</li> <li>• Health Consciousness</li> <li>• Behavioral Intention</li> </ul>	<p><b>Research subject:</b> Muslim consumers who research in Spain</p> <p><b>Total respondents:</b> 500 valid respondents</p> <p><b>Data collecting method:</b> Online questionnaire on numerous social media to obtain respondents.</p> <p><b>Analysis Tool:</b> SmartPLS software version 3</p>	<ol style="list-style-type: none"> <li>1. Attitudes, subjective norms, and perceived behavioral control strongly influence consumers' intention to buy fresh milk with an animal welfare label.</li> <li>2. Consumers' focus on health, along with trust in product quality and humane animal treatment, strengthens intention to purchase certified fresh milk.</li> <li>3. Health-conscious consumers and those valuing animal welfare are more likely to choose products with animal welfare labels, making certification a key marketing tool.</li> </ol>
3.	<p>Halal food purchase intention of Muslim students in Spain: testing the moderating effect of need-for-cognition</p> <p>(Pradana et al., 2022)</p>	<ul style="list-style-type: none"> <li>• Halal Credence</li> <li>• Attitude towards Halal</li> <li>• Need for Cognition</li> <li>• Halal Purchase Intention</li> </ul>	<p><b>Research subject:</b> consumers who consumed and purchased fresh milk with an animal welfare label.</p> <p><b>Total respondents:</b> 653 valid respondents</p>	<ol style="list-style-type: none"> <li>1. Spanish Muslim consumers rely on halal certification labels for trust in halal products, rather than focusing on hygiene or production methods.</li> <li>2. Strong trust in halal labels, such as those from the Halal Institute in Cordoba,</li> </ol>

			<p><b>Data collecting method:</b> Online questionnaire using a third party to distribute them and utilizing word-of-mouth and numerous social media to obtain respondents.</p> <p><b>Analysis Tool:</b> IBM SPSS Statistics 25.0 and AMOS v.24.0</p>	<p>influences consumer behavior despite limited attention to product quality details.</p> <p>3. NFC does not moderate the relationship between halal credence or attitude and purchase intention, possibly due to consumer confusion or bias in responses.</p> <p>4. More detailed explanations of halal concepts reduce the likelihood of purchase, as Spanish consumers find it burdensome compared to consumers in Muslim-majority countries with better halal infrastructure.</p>
4.	<p>Muslim and Non-Muslim Students' Behavioural Intention in Consuming Halal Food</p> <p>(Omar et al., 2022)</p>	<ul style="list-style-type: none"> <li>• Attitude</li> <li>• Subjective Norms</li> <li>• Perceived Behavioral Control</li> <li>• Behavioral Control</li> </ul>	<p><b>Research subject:</b> Muslim and non-Muslim students of PTSS all across departments</p> <p><b>Total respondents:</b> 311 valid respondents</p> <p><b>Data collecting method:</b></p>	<p>1. Attitudes significantly and positively influence the intention to consume halal food, as students perceive halal food as clean, safe, and important.</p> <p>2. Social influences, particularly from family and friends, positively impact students' intention to</p>

			<p>quantitative, single cross-sectional, and survey research method.</p> <p><b>Analysis Tool:</b> Statistical Package for Social Sciences (SPSS) version 22</p>	<p>consume halal food, with acculturation playing a role.</p> <p>3. Students believe it is easy to find halal food and have many choices, which positively affects intention to consume it.</p> <p>4. Significant differences exist in attitudes, subjective norms, perceived behavioral control, and intention between Muslim and non-Muslim students, with Muslims driven by religious obligation and non-Muslims valuing safety, animal welfare, and sustainability.</p>
5.	<p>How education level polarizes halal food purchase decision of Indonesian millennials</p> <p>(Wibowo et al., 2022)</p>	<ul style="list-style-type: none"> <li>• Attitude</li> <li>• Subjective Norms</li> <li>• Perceived Behavioral Control</li> <li>• Knowledge</li> <li>• Purchase Intention</li> </ul>	<p><b>Research subject:</b> Indonesian Muslim millennials</p> <p><b>Total respondents:</b> 299 valid respondents</p> <p><b>Data collecting method:</b> Online questionnaire using social media to obtain respondents with</p>	<p>1. Education level (EL) moderates Indonesian Muslim consumers' purchase intention (PI) toward halal food, affecting ability to process information.</p> <p>2. The research uses the Theory of Planned Behavior (TPB) to examine how attitudes, subjective norms, and perceived behavioral</p>



			<p>purposive sampling and snowball sampling.</p> <p><b>Analysis Tool:</b> SPSS version 21</p>	<p>control influence decision-making.</p> <p>3. Knowledge of halal food-related information is crucial for Indonesian Muslim millennials, as it aligns with one's personal values and Islamic teachings.</p> <p>4. Indonesian Muslim millennials combine modern technology with Islamic principles, using the internet to seek information, but one's understanding varies based on education level.</p> <p>5. Conveying halal food attributes beyond basic understanding remains a challenge, as it requires more sophisticated information processing.</p>
6.	<p>Islamic food laws: customer satisfaction effect halal purchase intention in China. Moderating role of religiosity (Abdou et al., 2024)</p>	<ul style="list-style-type: none"> <li>• Halal Credence</li> <li>• Halal Awareness</li> <li>• Halal Certification</li> <li>• Need for Cognition</li> <li>• Effort</li> <li>• Health Consciousness</li> </ul>	<p><b>Research subject:</b> Chinese locals and foreigners in/ from Shenzhen and Guangzhou who intend to purchase halal food from halal food hotels.</p>	<p>1. The Theory of Planned Behavior (TPB) was used to measure halal purchase intention, incorporating factors like halal credence, awareness, certification, effort, health consciousness,</p>

		<ul style="list-style-type: none"> <li>• Satisfaction towards Halal Food</li> <li>• Religiosity</li> <li>• Halal Purchase Intention</li> </ul>	<p><b>Total respondents:</b> 476 valid respondents</p> <p><b>Data collecting method:</b> Questionnaire, cross-sectional, and a quantitative approach</p> <p><b>Analysis Tool:</b> SPSS and SmartPLS.</p>	<p>STHF (satisfaction toward halal food), and religiosity.</p> <ol style="list-style-type: none"> <li>2. Various knowledge-related variables—halal credence, awareness, certification, and health consciousness—were crucial in shaping consumer attitudes and intentions toward halal purchases.</li> <li>3. Religiosity strengthens the relationship between consumer attitudes and behavioral intention to purchase halal food.</li> </ol>
7.	<p>Tell me more: examining consumer perception and behavior toward animal welfare certification labels in Japan</p> <p>(Toyota et al., 2024)</p>	<ul style="list-style-type: none"> <li>• Informativeness</li> <li>• Trust</li> <li>• Consumer Perception</li> <li>• Health Consciousness</li> <li>• Moral Norm</li> <li>• Purchase Intention</li> </ul>	<p><b>Research subject:</b> Potential Japanese and people in Japan respondents with email account</p> <p><b>Total respondents:</b> 513 valid respondents</p> <p><b>Data collecting method:</b> Online questionnaire using a Japanese online survey third party to distribute them and email invitations to potential respondents.</p>	<ol style="list-style-type: none"> <li>1. Clear, informative Animal Welfare certification labels enhance consumer trust and positively impact purchase decisions.</li> <li>2. The research challenges the idea that attitude alone drives purchase intentions, suggesting other factors play a significant role.</li> <li>3. Contrary to previous research, health consciousness does not significantly influence Animal Welfare product</li> </ol>

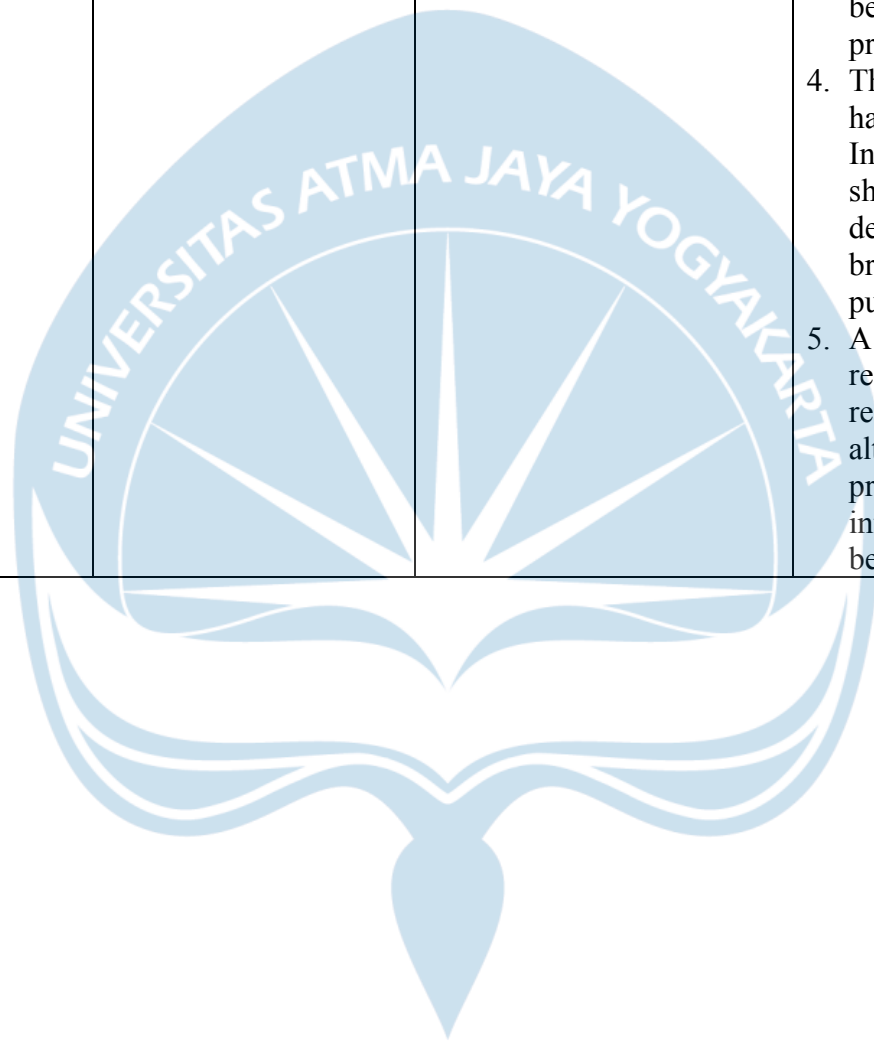
			<p><b>Analysis Tool:</b> SPSS ver. 27</p>	<p>purchases in Japan, likely due to limited awareness of Animal Welfare concepts and strong trust in local brands.</p> <p>4. Trust in food certifications and labels is crucial. Higher trust leads to more positive perceptions of both product attributes and labels.</p> <p>5. Positive moral norms, particularly regarding environmental and animal welfare concerns, strongly influence ethical consumption and Animal Welfare product purchases.</p> <p>6. Animal Welfare, organic, fair trade, and eco-friendly labels not only educate consumers but also shape the individual's purchase intentions by aligning with ethical values.</p>
8.	<p>Purchase Intention on Halal Food Products: Non-Muslim Consumers' Perception</p>	<ul style="list-style-type: none"> <li>• Attitude</li> <li>• Subjective Norms</li> <li>• Perceived Behavioural Control</li> <li>• Religiosity</li> </ul>	<p><b>Research subject:</b> non-Muslim lived in Penang, Malaysia</p>	<p>1. Attitude, subjective norms, and perceived behavioral control significantly influence non-Muslim</p>

	(Nordin et al., 2021)	<ul style="list-style-type: none"> <li>• Social Media Influence</li> <li>• Purchase Intention</li> </ul>	<p><b>Total respondents:</b> 310 valid respondents</p> <p><b>Data collecting method:</b> self-administrated online questionnaire</p> <p><b>Analysis Tool:</b> SPSS and SmartPLS</p>	<p>consumers' intention to buy halal food.</p> <ol style="list-style-type: none"> <li>2. Religiosity moderates the relationship between subjective norms and attitude, while social media positively influences halal food purchase intentions.</li> <li>3. The findings highlight promising opportunities for halal food businesses, including fast food chains, retailers, and manufacturers, to target non-Muslim consumers.</li> <li>4. Small and medium enterprises (SMEs) in the halal food sector have potential to penetrate the non-Muslim market.</li> <li>5. The research provides insights for Food and Beverages (F&amp;B) SMEs and future researchers in the halal industry.</li> </ol>
9.	Exploring the Impact of Religiosity, Halal Knowledge, and Subjective Norms on	<ul style="list-style-type: none"> <li>• Religiosity</li> <li>• Halal Knowledge</li> <li>• Subjective Norms</li> <li>• Purchase Intention</li> </ul>	<p><b>Research subject:</b> respondents who had consumed food at Yoshinoya restaurant</p>	<ol style="list-style-type: none"> <li>1. Religiosity, Halal Knowledge, and Subjective Norms positively influence the purchase intention of</li> </ol>

	<p>Purchase Intention of Japanese Food in Indonesia</p> <p>(Ardiyanto et al., 2023)</p>		<p><b>Total respondents:</b> 100 valid respondents</p> <p><b>Data collecting method:</b> quantitative approach using purposive sampling technique</p> <p><b>Analysis Tool:</b> SPSS version 21</p>	<p>Japanese food products in Indonesia, especially among consumers who value Islamic principles.</p> <ol style="list-style-type: none"> <li>2. Consumers go through stages—attention, interest, desire, and decision—before making a purchase. Religiosity and halal knowledge play key roles in this process for Islamic consumers.</li> <li>3. Islam significantly shapes daily actions, including food consumption, as Muslims follow religious laws in the religion’s choices, reinforcing the importance of religiosity in buying decisions.</li> <li>4. Awareness of halal standards and certification positively impacts purchase intention, as consumers seek assurance that food meets Islamic guidelines.</li> <li>5. Social pressure from family, friends, and community members encourages</li> </ol>
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				<p>consumers to buy halal products, making subjective norms a significant predictor of purchase intention.</p> <p>6. For businesses targeting Islamic consumers, emphasizing halal certification, Islamic values, and leveraging social influences can boost product appeal and purchase intention.</p>
10.	<p>Determinants of buying intention of halal products on private Islamic religious college lecturers in West Java</p> <p>(Puspita, 2024)</p>	<ul style="list-style-type: none"> <li>• Attitude</li> <li>• Subjective Norms</li> <li>• Perceived Behaviour Control</li> </ul>	<p><b>Research subject:</b> Muslim and consumed halal food in the last month.</p> <p><b>Total respondents:</b> 100 valid respondents</p> <p><b>Data collecting method:</b> Questionnaire with observational research design with a cross sectional model approach.</p> <p><b>Analysis Tool:</b> SmartPLS v 3.0</p>	<p>1. Behavior stems from individual intentions, influenced by attitudes and subjective norms. TPB emphasizes past behavior and internal factors to understand human decision-making.</p> <p>2. Attitudes and social norms play key roles in shaping behavior, especially in purchasing decisions.</p> <p>3. Satisfaction has been defined in various ways, depending on the context, and influences consumer</p>

				<p>behavior toward halal products.</p> <p>4. The research is limited to halal consumers in Jakarta, Indonesia. Future research should expand to other developing countries to gain broader insights into halal purchasing behavior.</p> <p>5. A larger sample size is recommended for more reliable statistical analysis, although the findings provide valuable insights into halal product purchase behavior and satisfaction.</p>
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## **2.2 Hypothesis Development**

### **2.2.1 Halal Food Knowledge towards Purchase Intention**

Knowledge refers to the acquisition of expertise and abilities by individuals through a learning process that involves theoretical and practical understanding (Sudarsono et al., 2021). The research done by Sudarsono et al. (2021), strengthened by the research conducted by Wibowo et al. (2021), demonstrates that awareness about halal food impacts the intention to purchase halal food. The level of convenience individuals have in understanding information on ingredients for halal food products can influence consumer intention in purchasing a product. Individuals must identify and acknowledge the specific goods one intends to buy (Wirakurnia et al., 2022). Therefore, intention in a product usually describes the individual's knowledge of the product.

*H1*: Halal food knowledge significantly influences purchase intention.

### **2.2.2 Halal Food Knowledge towards Attitude**

Attitude is a constituent of the Theory of Planned Behavior (TPB), subjective standards and perceived behavioural control (Hagger et al., 2022). Attitude manifests a consumer's emotions towards an object, indicating whether the people have a positive or negative opinion of it. Attitudes can also encompass consumer confidence in the diverse features and benefits of the thing (Nora et al., 2023). Cognition is necessary to generate an attitude as it gives information about the event, object, or phenomena the attitude is directed toward. This is because a person cannot form an attitude towards an object or phenomenon if the people do not know about it. Cognition is necessary to



generate an attitude as it gives information about the event, object, or phenomena the attitude is directed toward. This is because an individual cannot form an attitude towards an object or phenomenon the people are unfamiliar with (Öztürk, 2022). Therefore, the second hypothesis has been formed as follows:

*H2: Halal food knowledge significantly influences attitude.*

### **2.2.3 Halal Food Knowledge towards Subjective Norms**

Halal knowledge involves comprehending ideas such as certification and production processes that comply with halal requirements (Vizano et al., 2021) and influencing attitudes and subjective norms related to the purchase of halal items (Mardoni et al., 2020). Supporting the research, Wibowo et al. (2021) also investigated the direct association, which was found to be both positive and statistically significant. Therefore, the third hypothesis in this research is:

*H3: Halal food knowledge significantly influences subjective norms.*

### **2.2.4 Halal Food Knowledge towards Perceived Behavioral Control**

Perceived Behavioral Control (PBC) in the Theory of Planned Behavior (TPB) has a beneficial influence on intention (Lubis et al., 2023). Following the information, according to Muslichah et al. (2020), halal knowledge refers to an individual's comprehension of religious rules on what is permissible (halal) and what is forbidden (haram). Understanding halal food goes beyond mere knowledge. Discerning between halal and non-halal products, especially in the context of eating, requires awareness and the ability to differentiate. Limited evidence suggests that

knowledge of halal food (HFK) directly impacts perceived behavioural control. However, similar to the second hypothesis, Wibowo et al. (2021) investigated the direct association and found it both positive and significant. Therefore, the hypothesised relationship is:

*H4*: Halal food knowledge significantly influences perceived behavioural control.

### **2.2.5 Attitude towards Purchase Intention**

According to Siqueira et al. (2022), attitude refers to a personal assessment of a particular object, encompassing emotional, cognitive, and behavioural aspects. Attitude has been proven to impact the intention to revisit favourably. According to Salmah et al. (2023), attitude significantly shapes customers' desire to purchase halal products. Individuals with a very positive attitude are more likely to have a higher intention to buy halal items. Multiple studies have shown that the impact of one's mindset towards one's intention to purchase is both substantial and favourable (Chetioui et al., 2023; Pradana et al., 2024; Wibowo et al., 2021). Following the previous information, research on halal marketing indicates a strong and meaningful correlation between views and purchase intentions for halal items, including detergents and cosmetics (Amalia et al., 2020; Bashir, 2019; Handriana et al., 2021). With the empirical evidence above, the fifth hypothesis is concluded as follows:

*H5*: Attitude significantly influences purchase intention.

### **2.2.6 Subjective Norms towards Purchase Intention**

Revisit intention is influenced by the subjective norm. Vesci et al. (2019) validated the existence of a positive correlation between subjective norms and the

intention to revisit the field of food and beverage. Subjective standards are societal factors that oppose an individual's intent (Elisa et al., 2022). Subjective norms need higher psychological processes, including emotional and behavioural control (Amalia et al., 2020; Destiana et al., 2021). The influence of others may affect the decision-making process of non-Muslim customers, potentially leading them to reconsider visiting halal-certified eateries (Wirakurnia et al., 2022). Furthermore, studies in Indonesia and Malaysia (Pradana et al., 2024; Wibowo et al., 2021) indicate a strong and statistically significant relationship between subjective norms and intention.

Therefore, the sixth hypothesis of the research is:

*H6: Subjective norms significantly influence purchase intention.*

### **2.2.7 Perceived Behavioral Control towards Purchase Intention**

Perceived behavioural control refers to evaluating an individual's ability to effectively regulate the individual's intended activities, considering the perception of the consequences of such acts (Billah et al., 2020). Instead of being viewed as a perceptual variable, this variable should be regarded as controlling activities to reach the main objective (Elisa et al., 2022). According to research conducted by Salmah et al. (2023), perceived behavioural control is assessed by an individual's level of trust in the capacity to regulate the individual's desired behaviour and surmount any hindrances. Following the evidence from several research that examined the impact of perceived behaviour control on the purchase intention of non-Muslims (Damit et al., 2019; Lim et al., 2022), it can be concluded that the seventh hypothesis in this research is:

*H7*: Perceived behavioural control significantly influences purchase intention.

### **2.2.8 Attitude, Subjective Norms, and Perceived Behavioral Control as Mediating Variables toward Purchase Intention**

In the realm of behavioural research, it is necessary to scrutinise consumer attitudes that impact the individual's intentions and actions related to purchasing or consuming (Elisa et al., 2022). The components mentioned are attitudes, subjective norms, and behavioural control, which together form the concept of intention (Pradana et al., 2020). As stated in the theoretical backdrop, attitude is the degree to which an individual possesses a favourable or unfavourable evaluation or judgment of a specific activity. The second variable in the research equation is subjective norms. Under the grand theory of the Theory of Planned Behavior (TPB), these norms can influence and motivate individuals to take action since individuals are influenced by the pressure of prevailing societal standards (Ajzen, 1985). Furthermore, using TPB in this research is more favourable since it is correlated with human behaviour, particularly in determining what kind of cuisine to consume (Bashir, 2019).

After conducting a thorough analysis of various studies, it has been found that the three mediating variables examined in this research are both significant and positive. It should be noted that not all studies included attitude, subjective norms, and perceived behavioural control as mediating variables. However, previous research has consistently demonstrated a positive relationship between attitude, subjective norms, perceived behavioural control, and purchase intention (Azlan et al., 2022; Mas, 2021; Vizano et al., 2021). Following the previous information, a positive correlation exists

between a person's attitude, subjective norms, perceived control, and desire to purchase a product. (Loussaief et al., 2024). After examining the effect of attitude, subjective norms, and perceived behavioural control, the three hypotheses for mediating variables are:

*H8*: Attitude mediates the relationship between halal food knowledge and purchase intention.

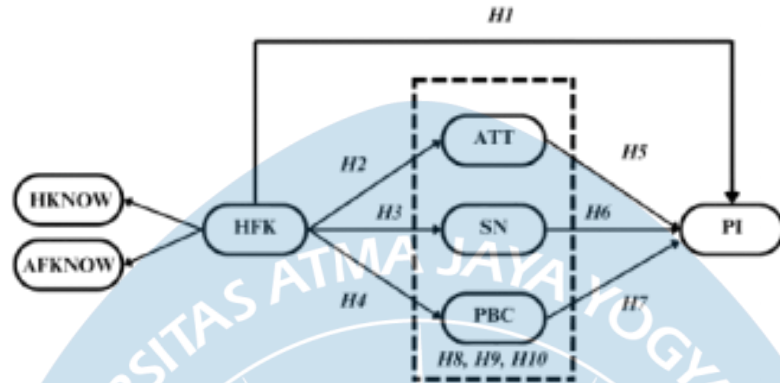
*H9*: Subjective norms mediate the relationship between halal food knowledge and purchase intention.

*H10*: Perceived behavioural control mediates the relationship between halal food knowledge and purchase intention.

### **2.3 Conceptual Framework**

A conceptual framework is a researcher's understanding of the factors and variables involved in research and how the variables relate. It describes the research being conducted (Luft et al., 2022; Salawu et al., 2023; Sekaran et al., 2020). The objective is to elucidate the researcher's comprehension of the examined primary concepts (Luft et al., 2022). Once the variables, potential linkages in the hypotheses, and the research objective have been determined, a conceptual framework has been developed. The figure below visualises the framework of this research:

**Figure 2. 1. Research Framework**



Source: Wibowo et al. (2021)