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Journal of Islamic Marketing - JIMA-05-2020-0122
1 message

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02-May-2020

Dear Mr. PRADANA:

Your manuscript entitled "Halal Food Purchase intention of Muslim Students in Spain: Testing the Moderating Effect of Need-for-cognition" has been successfully submitted online and is presently being given full consideration for publication in the Journal of Islamic Marketing.

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Sincerely,
Jonathan Wilson
Journal of Islamic Marketing

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Halal Food Purchase Intention of Muslim Students in Spain: Testing the Moderating Effect of Need-for-cognition

Abstract

Purpose – This paper aims to investigate the purchase intention of halal food products in Spain, from the perspective of Muslim students.

Design/methodology/approach – Data were collected from 500 Muslim students living in Spain. Variance-based structural equation modelling was applied to evaluate the association between halal credence, attitude towards halal, need for cognition and purchase intention.

Findings – This study reveals that need for cognition does not act as moderating variable, while halal credence factor is an important factor affecting attitude towards halal and purchase intention.

Practical implications – This study provides an additional study in the topic of halal consumer behavior, especially by showing empirical result from Spain.

Originality/value – This study is the first attempt to incorporate need for cognition into the relationship between halal credence, attitude towards halal and purchase intention (traditional theory of planned behavior model).

Keywords: halal food product, halal marketing, halal credence, halal consumer behavior

Paper type: Research paper

Introduction

The issue of halal food is one of the most crucial issues among Muslim consumers. Therefore, the halal concept has been generally adopted by most food industries in Islamic countries. Several studies in this field (i.e. Bonne et al., 2007; Briliana & Mursito, 2017) have put essential ground to the field of halal marketing and enriched business literature. However, nowadays the halal concept is not only important for consumers in Islamic countries, but also in those where Muslims are not the majority (Wilson et al., 2013).

Halal marketing is inseparable from business literature, as discussed in previous studies (Briliana & Mursito, 2017; Wilson & Liu, 2010). It proves that principles in Islamic religion can influence consumer attitudes and behavior in general (Bonne et al., 2007; Garg & Joshi, 2018). As a primary

food preference concept for Muslim consumers, the concept of halal has also become the main parameter of the product selection process in halal tourism (Meixner et al., 2018). This provision creates limitations on food products to enter the Muslim market, but at the same time, opens new study opportunities related to this matter.

The relatively large Muslim population in Spain represents a considerable market potential for products that require halal requirements according to Islamic law. Spain is a home for 1.9 million Muslims, based on statistics published by Unión de Comunidades Islámicas de España (UCIDE) in 2018. Therefore, the supply of products with the halal category should be a consideration and strategy for food producers or marketers who intend to expand their market to Muslim consumers.

We chose to focus this study in Spain because it is one of the countries which seriously plan and develop halal concepts in Europe (Al-Ansi et al., 2019). Spain has been one of the countries which have experienced a rise in Halal meat consumption. Eagle (2019) reports that there has been a rise in halal meat In Spain. 62% of lamb and 56% of beef in Spanish meat market come from animals slaughtered according to Islamic law. In the culinary tourism sector, Spain promotes several halal certified restaurants, namely El Faro (in Marbella), Los Almendros and Restaurant Noor (in Cordoba) (Tourism Office of Spain, 2019).

Therefore, the main purpose of this research is to empirically analyze the halal concept from Muslim Spanish consumer perspective. We expect to fill gaps about the lack of studies regarding halal food consumption in the countries where Islam is not the main religion. We acknowledge several studies which already discuss this matter (Bonne et al., 2007; Bonne & Verbeke, 2008; Ahmed, 2008; Meixner et al., 2018). However, aside from Pradana et al. (2020) and Vargas-Sánchez & Moral-Moral (2019), there are not many publications discussing the application of halal concept related to Spanish economic activities. A research by Sepúlveda et al. (2010) provides perspectives about meat consumption in Spain, but not focusing specifically on halal meat.

Several previous studies (Ahmed, 2008; Bonne et al., 2007; Jamal & Sharifuddin, 2015) have empirically tested the purchase intention of halal food in different countries. However, there are only a few types of research that test marketing concept as a moderating variable (Amalia et al., 2020;

Pradana et al., 2020). We think that since it has not been explored much, we have taken need for cognition as a moderating variable.

The questions that linger for our research are: What impacts do halal credence and attitude towards halal have on the purchase intention of Spanish Muslim consumers? Is there a direct and indirect impact of halal credence on attitude towards halal in the perception of Spanish Muslim consumers? Does attitude towards halal mediate the relationship halal credence and purchase intention? Does need for cognition moderate the relationships mentioned before?

In the end, we expect this paper to fill gaps by contributing to research on the halal concept. After delivering the introduction, we are going to continue discussing relevant literature and developing the research framework. Afterward, there will be part discussing research methodology and the data collection procedure along with adopted measures, followed by the discussion on results. Eventually, we will review the research implications and offer suggestions for future research.

Literature Review

In Islamic teachings, Muslims are prohibited from performing activities that are haram, such as gambling, fornication, drinking alcohol, and eating illicit foods (Madiawati & Pradana, 2016). Understandably, most research focuses on Muslim's purchase intention and behavior of halal food products by incorporating behavioral aspects such as consumers' awareness (Lada et al., 2009), or business aspects such as distribution channels (Ahmed, 2008), production (Lever & Miele, 2012) and marketing (Wilson & Liu, 2010). There are also some studies on the same topic trying to broaden the scope by investigating purchase intention and behavior from the non-Muslim consumers' perspective (Aziz and Chok, 2013). Most of these studies agree that in the concept of halal purchase behavior, the previous concept of attitude in the theories of Ajzen & Fishbein (1970) and Ajzen (1985) has evolved. Some studies even coined their own term for halal attitude, such as 'halal consumers' attitude' (Bashir et al., 2018) and 'attitude towards halal' (Mohsin-Butt & Aftab, 2013).

However, only a few pieces of halal literature have explored relationships

between consumer trust aspects, consumer attitude, and purchase intention (Wilson & Liu, 2010). For such reason, we incorporate 'halal credence' as a construct related to trust, attitude towards halal, and halal purchase intention to our research model. We also add the construct 'need for cognition', a consumer behavior concept previously explored by Cacioppo et al. (1984) and Wibowo & Ahmad (2016).

Halal Credence

In the context of this study, trust is essential regarding the activities of the food sellers or providers. Some research results explain that there is a positive and significant influence between trust in Muslim food sellers with attitudes and interests in buying halal products (Ahmed, 2008; Verbeke et al., 2013). Therefore, we formulate hypothesis 1.

H1 – halal credence has a positive effect on consumers' attitude towards halal food

Although nowadays there are millions of food variations in this world, Muslim consumers are still sensitive and conscious about halal principles. (Bonne & Verbeke, 2008a) acknowledge that Muslims tend to purchase products that are already halal-certified. When referring to halal food, consumers must bear some Islamic requirements and the whole process from production which includes cutting, storage, preparation and sanitation (Wilson & Liu, 2010). Based on halal rules, companies must treat animals in a very hygienic and purified religious way. These aspects of credence have a positive influence on the intention to buy halal products (Ahmed, 2008). We then formulate hypothesis 2.

H2 – Halal credence has a positive effect on halal purchase intention

Attitude towards Halal Food

Garg & Joshi (2018) believe that attitude is an expression of feeling, which reflects feelings of pleasure or displeasure towards an object, which in the end will ignite trust in the product. Purchase intention usually starts with someone's knowledge about a product, which will affect attitude in the intention to buy the product.

A hallmark of halal products is the presence of a label or certificate that helps consumers their identification. Thus, the attitude toward the Halal logo is defined as a form of belief before reaction, gesture or behavior, as a result of knowing the concept of halal (Bonne et al., 2007). In this study, we consider that halal consciousness, that is, the fact that consumer has a better knowledge about the meaning of this concept and is identified with this practice, will contribute to improving the attitude towards products that how halal labeling (Lada et al., 2009). We formulate hypotheses 3 and 4.

H3 – attitude towards halal food has a positive effect on halal purchase intention

H4 – attitude towards halal food mediates the relationship between halal credence and halal purchase intention.

Need for cognition as Moderating effect on Purchase Intention

Inner perspective portrays an individual's overall feeling and expectation in behaving and is influenced by personal motivation (Maharani et al., 2016). The difference in motivation in elaborating messages is important. Zhang & Buda (1999) explain why in behavioral research, individual differences have been assessed as the main variable that causes the difference in attitude. Individual motivation differs in allocations of cognitive resources for processing message, which is known in behavioral consumer studies as need for cognition, (Chang, 2007).

Consumers with high need for cognition (NFC) tend to be looking for information systematically and give more attention to deleted messages implied, such careful search characterized by a combination of broader and more elaborative (Martin et al., 2003). Individuals with high level of NFC are more motivated to do elaboration of messages and presumably engage in an elaborative process of thinking (Cacioppo & Petty, 1982). Some studies have placed NFC as a moderating variable, which in the end can affect purchase intention (Castello, 2009).

Several papers have discussed the halal purchase intention and focused on attitudes which are believed to have a direct influence on the intention of behaving and are associated with subjective norms and perceived behavioral

control (Al-Nahdi et al., 2015). Therefore, in this study, we also put NFC as a moderating variable affecting the effect of credence and attitude towards purchase intention.

H5 – Need for cognition has a moderating effect on the relationship between attitude on halal food and halal purchase intention.

H6 – Need for cognition has a moderating effect on the relationship between halal credence and halal purchase intention.

The research model is visually presented by Figure 1.

Figure 1: Conceptual Framework

Research Methodology

This section focuses on the development of hypotheses, variables, and statistical measures. This study uses structural equation model to investigate the relationships as depicted in the research model.

Measurement

The measures contain five constructs: halal credence (3 items), halal consumers' attitude (4 indicators), need for cognition (3 indicators), and purchase intention (3 indicators). The questionnaire contains 20 questions, which we distributed online to Muslim consumers who studies in Spain. All statements were measured via a five-point Likert scale ranging from 1 (totally disagree) to 5 (totally agree).

Table 1: Research Measurement

The set of questions (questionnaire) was represented by a 5-point Likert-scale to illustrate the respondent's degree of agreement. Number "5" indicates "Strongly Agree", "4" indicates "Agree", "3" indicates "Slightly Agree", "2" indicates "Disagree" and "1" indicates "Strongly Disagree".

A convenience sampling was used to obtain information from a particular group of Muslim respondents. We spread 700 questionnaires and we received 520 responses. We disregarded the invalid responses and processed the 500 valid ones. The participants were 500 Muslim students who live in Barcelona, Madrid, Valencia, Seville, and Cordoba who volunteered to participate in answering our questionnaire.

Malhotra et al., (2007) explained that the minimum sample size for research using a structural equation modeling (SEM) analysis with up to five latent constructs is 200. Hence, our research study consists of five latent constructs, and the sample size was 500. Sampling criteria was as in purposive sampling that is sample selection using specific considerations. The gathered data was then processed by hierarchical regression and path analysis using SmartPLS software version 3 (Henseler et al. , 2016).

The sample size exceeded the minimum requirement recommended by (Malhotra et al., 2007). Table 1 shows the descriptive statistics of the sample.

Table 2: Respondents' Demographics

Result and Discussion

The stages of analysis using the SEM method are the first make path diagram analysis to interpret the relationship between variables latent and indicators on PLS software. Then the measurement model analysis is carried to see the value of outer loading to evaluate the relationship as a construct variable with the clear indicator.

Exploratory Factor Analysis (EFA)

Next, we continue with exploratory factor analysis and confirmatory factor analysis to evaluate the measurement model. Table 3 shows the result of the exploratory factor analysis (EFA).

Table 3: EFA Result

The Kaiser–Meier–Olkin (KMO) statistic (0.796) forecasted a good result for this analysis. Our next step was then analysing composite reliability, Cronbach's alpha and the average variance extracted, allowing the reliability

of the items and the composites considered to be checked. Afterward, we proceeded to assess the reliability and determine the internal consistency and divergent validity.

Confirmatory Factor Analysis (CFA)

The results of confirmatory factor analysis are shown in Table 4. The measurements of Cronbach alpha, composite reliability (CR) and average variance extracted (AVE) were evaluated before we proceed to further analysis.

Table 4: CFA Result

Given the sample size of 500, the use of PLS-SEM method is advisable for the model. We used the software Smart PLS 3.0 for the analysis. Bootstrapping was used to review the significance levels of the predicted relationships, and each indicator's p-values was examined and to find out the significance of the coefficient (Ringle et al., 2015). The commonly used critical value for the two-tailed t-test is 1.96 for significance level of 10 percent (Hair et al., 2016). Table 5 below summarizes the path coefficients and their p-values.

Table 5: Results of structural model path coefficient

According to Table 5, there is a significant positive effect of halal credence on attitude towards halal ($\beta 1/0.909$, p-value<0.001). Therefore, H1 is supported. Similarly, there is significant positive and direct effect of attitude towards halal on purchase intention ($\beta 1/1.003$, p-value<0.001), This result supports H3. However, the result does not acknowledge the significance of halal credence on purchase intention. The p-value is higher than the threshold of acceptable significant value, 0.001, therefore H2 is rejected.

Table 6: Results of structural model path coefficient (mediation effect)

To examine the mediation of attitude towards halal on halal credence and purchase intention, p-values for indirect effects were obtained through bootstrapping (Ringle et al., 2015). The results indicate that there is indirect effect of halal credence on purchase intention through the mediation of attitude towards halal (the value of mediation effect = 0.036). However, the effect is not significant because the p-value (0.118) is higher than 0.001. This finding therefore does not support H4.

Table 7: Results of structural model path coefficient (moderation effect)

Last, we examined the two moderating effects of need for cognition. The path analysis for hypothesis 5 is negative and insignificant, as the path coefficient is -0.025 and the p-value is 0.088, which is above the tolerable level of significance (p-value must be below 0.001). Furthermore, hypothesis 6 is also not proven significant despite its positive path coefficient (0.026), since the p-value is insignificant (0.071). Therefore, both moderating effects that we were trying to prove in this research—the moderation effect of need for cognition towards the relationship of halal credence and moderation effect of need for cognition towards the relationship of attitude towards halal and purchase intention—were rejected.

Conclusion

We would like to begin the conclusion by discussing the unproven hypothesis. In our result, we found that our hypothesis predicting halal credence has a positive impact on purchase intention was not supported. Other relationships involving more constructs that we tested were also not supported. We tested a hypothesis where we thought that there is a mediation relationship between halal credence, attitude towards halal and purchase intention. However, the hypothesis was not supported.

Our argument regarding this case is related to the basic concept of halal credence. According to (Bonne & Verbeke, 2008b) and (Verbeke et al., 2013), halal credence is the expected quality in a halal product related to its hygiene, Islamic production method, and availability of halal label. However, in the case of Spanish Muslim consumers, the level of halal credence does not really convince consumers to purchase halal products. Consumers rely on the existence of halal certification label, which influences their level of trust without having to care so much about hygiene and production method. This finding is not always bad. It can be seen as a depiction of how the Muslim society has strong trust on the halal label or logo published by halal certification bodies, such as Halal Institute in Cordoba, Andalucia.

The same disappointing finding was shown by our hypothesis that need for cognition (NFC) did not act as a moderator on the relationship between halal credence and purchase intention nor on the relationship between attitude towards halal on purchase intention. NFC is a concept still unproven for this type of research and there is a probability where the respondents were confused or having bias judgment when reading the questions.

Due to the lack of related literature talking about Spanish consumers' NFC, the best conclusion we can draw is that the more elaborative halal concept is to the Spanish consumers, the tendency to purchase will become less. The infrastructure and official certifying body in Spain are still not quite

established as in countries with dominant Muslim inhabitants such as Indonesia, Turkey or United Arab Emirates. Therefore, more elaboration and experiential engagement will only exhaust the consumers who think that they need extra effort to purchase halal food.

Practical Implications

Although halal tourism seems to gain more popularity in Spain, still little attention is given by food business owners in attracting Muslim consumers. Most Spanish business owners who acknowledge halal principle in serving their food are middle eastern restaurants. In most cases, specific halal logo or label is actually enough to allure Muslim consumers. However, we found that the credence factors do not have strong direct effect on halal purchase intention.

On the other hand, attitude towards halal still is strongly affected by halal credence and has strong effect on purchase intention. Therefore, these specific business owners should keep preserving the halal-ness of their food in terms of food processing according to Islamic regulation. The use of halal certified logo or label is also important, which can be acquired through the halal certifying bodies in Europe.

Limitation and suggestions for future research:

The sample size for this research is adequate, but we did not differentiate between first, second or third-generation Muslims, as their religious involvement may vary. We also did not take into account whether the respondents were immigrants from other countries or born in Spain. As (Verbeke et al., 2013) argued, this type of society might face unfamiliarity when reading the questions.

The problem with bias judgment also needs to be taken into consideration in conducting future research. We did our research in mosques and religious events, which involved respondents with high level of religiosity. Hence, bias judgment might occur among respondents when facing questions related to their faith or principle on food preference. It might be interesting to explore different types of Muslim society with lower levels of religious involvement.

Last but not least, we believe future research should also differentiate between halal food products that are local-made or imported from different countries. This can give more useful insights into the food industry players.

References

June 21st, 2020

EDITOR RESPONSE AND REVIEWS
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Comments:
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2. There is something missing in the introduction part, page 2 line 20 or 21.

Additional Questions:
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Dear PRADANA, MAHIR; Wardhana, Aditya; Rubiyanti, Nurafni; Syahputra, Syahputra; Utami, Dian

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Halal Food Purchase Intention of Muslim Students in Spain: Testing the Moderating Effect of Need-for-cognition

Abstract

Purpose – This paper aims to investigate the purchase intention of halal food products in Spain, specifically from the perspective of Muslim students.

Design/methodology/approach – The data collected was from 500 Muslim students living in Spain. Variance-based structural equation modelling was applied to evaluate the association between halal credence, attitude towards halal, need for cognition, and purchase intention.

Findings – This study reveals that the need for cognition does not act as a moderating variable, while the halal credence factor is an important factor that affects the attitude towards halal and purchase intention.

Practical implications – This study provides an additional study on the topic of halal consumer behaviour, especially by showing an empirical result from Spain.

Originality/value – This study is the first attempt to incorporate the need for cognition into the relationship between halal credence, attitude towards halal, and purchase intention (traditional theory of planned behaviour model).

Keywords: halal food product, halal marketing, halal credence, halal consumer behavior

Paper type: Research paper

Introduction

The issue of halal food is one of the most crucial issues among Muslim consumers. Therefore, the halal concept has been generally adopted by most food industries in Islamic countries. Several studies in this field (i.e. Bonne et al., 2007; Wilson, 2014; Briliana & Mursito, 2017) have put essential

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ground to the field of halal marketing and enriched business literature. However, nowadays, the halal concept is not only important for consumers in Islamic countries, but also in countries where Muslims are not the majority (Wilson et al., 2013; Wilson, 2014).

Halal marketing is inseparable from business literature, as discussed in previous studies (Briliana & Mursito, 2017; Wilson & Liu, 2010). It proves that principles in Islam can influence consumer attitudes and behaviour in general (Bonne et al., 2007; Garg & Joshi, 2018). As a primary food preference concept for Muslim consumers, the concept of halal also has become the main parameter of the product selection process in halal tourism (Meixner et al., 2018). This provision creates limitations on food products to enter the Muslim market, but at the same time, opens new study opportunities related to this matter.

The relatively large Muslim population in Spain represents a considerable market potential for halal products with Halal requirements according to Islamic law. Based on statistics published by the Unión de Comunidades Islámicas de España (UCIDE) in 2018, Spain is home to 1.9 million Muslims. Therefore, the supply of products with the halal category should be a consideration and also a strategy for food producers or marketers who intend to expand their market to Muslim consumers.

We chose to focus this study in Spain specifically due to it being one of the countries in Europe that are serious in planning and developing halal concepts (Al-Ansi et al., 2019). Along with other countries, Spain also experienced a rise in Halal meat consumption. It was explained in the report by Eagle (2019) which shows a rise in the amount of Halal meat in Spain. It is reported that 62% of lamb and 56% of beef in the Spanish meat market comes from animals that has been slaughtered according to the Islamic law. In the culinary tourism sector, Spain promotes several halal-certified restaurants, namely El Faro in Marbella; Los Almendros and Restaurant Noor in Cordoba (Tourism Office of Spain, 2019).

Therefore, the main purpose of this research is to empirically analyze the halal concept from the perspective of Spanish Muslim consumers. We expect to fill gaps in the lack of studies regarding halal food consumption, specifically in countries where Islam is not the main religion. We

acknowledge several studies which have already discussed this matter (Bonne et al., 2007; Bonne & Verbeke, 2008; Ahmed, 2008; Meixner et al., 2018). However, aside from Pradana et al. (2020) and Vargas-Sánchez & Moral-Moral (2019), and Martin et al. (2018), there are not many publications discussing the application of the halal concept related to Spanish economic activities. Research by Sepúlveda et al. (2010) provides perspectives about meat consumption in Spain but does not focus specifically on halal meat.

Several previous studies (Ahmed, 2008; Bonne et al., 2007; Jamal & Sharifuddin, 2015) have empirically tested the purchase intention of halal food in different countries. However, there are only a few types of research that test marketing concepts as a moderating variable (Amalia et al., 2020; Pradana et al., 2020). We think that since it has not been explored much, we have taken the need for cognition as a moderating variable.

The questions that linger for our research are: What impact does halal credence and attitude towards halal have on the purchase intention of Spanish Muslim consumers? Is there a direct and indirect impact of halal credence on the attitude towards halal in the perception of Spanish Muslim consumers? Does the attitude towards halal mediate the relationship between halal credence and purchase intention? Does the need for cognition moderate the relationships mentioned before?

In the end, we expect this paper to fill research gaps by contributing to research on the halal concept. After delivering the introduction, we are going to continue discussing relevant literature and developing the research framework. Afterwards, there will be a specific part that discusses the research methodology and the data collection procedure. It will also explain adopted measures, followed by the discussion on results. Eventually, we will review the research implications and offer suggestions for future research.

Literature Review

In Islamic teachings, Muslims are prohibited from performing activities that

are haram. Gambling, fornication, drinking alcohol, and eating illicit foods are considered a part of these activities (Madiawati & Pradana, 2016). Understandably, most research focuses on Muslim's purchase intention and behaviour of halal food products by incorporating behavioural aspects such as consumers' awareness (Lada et al., 2009), or business aspects such as distribution channels (Ahmed, 2008), production (Lever & Miele, 2012) and marketing (Wilson & Liu, 2010). There are also some studies on the same topic which tries to broaden the scope by investigating purchase intention and behaviour from the non-Muslim consumers' perspective (Aziz and Chok, 2013). Most of these studies agree that in the concept of halal purchase behaviour, the previous concept of attitude in the theories of Ajzen & Fishbein (1970) and Ajzen (1985) has evolved. Some studies even coined their own term for halal attitudes, such as 'halal consumers' attitude' (Bashir et al., 2018) and 'attitude towards halal' (Mohsin-Butt & Aftab, 2013).

However, only a few pieces of halal literature have explored relationships between consumer trust aspects, consumer attitude, and purchase intention (Wilson & Liu, 2010). For such reasons, we incorporate 'halal credence' as a construct related to trust, attitude towards halal, and halal purchase intention to our research model. We also add the 'need for cognition' construct, a consumer behaviour concept previously explored by Cacioppo et al. (1984) and Wibowo & Ahmad (2016).

Halal Credence

In the context of this study, trust is essential regarding the activities of the food sellers or providers. Some research results explain that there is a positive and significant influence between trust in Muslim food sellers with attitudes and interests in buying halal products (Ahmed, 2008; Verbeke et al., 2013). Therefore, we formulate hypothesis 1.

H1 – halal credence has a positive effect on consumers' attitude towards halal food

Although nowadays there are millions of food variations in this world, Muslim consumers are still sensitive and conscious about halal principles. (Bonne & Verbeke, 2008a) acknowledge that Muslims tend to purchase

products that are already halal-certified. When referring to halal food, consumers must bear some Islamic requirements and the whole process from production which includes cutting, storage, preparation and sanitation (Wilson & Liu, 2010). Based on halal rules, companies must treat animals in a very hygienic and purified religious way. These aspects of credence have a positive influence on the intention to buy halal products (Ahmed, 2008). We then formulate hypothesis 2.

H2 – Halal credence has a positive effect on halal purchase intention

Attitude towards Halal Food

Garg & Joshi (2018) believe that attitude is an expression of feeling, which reflects feelings of pleasure or displeasure towards an object. This, in the end, will ignite trust in the product. Purchase intention usually starts with someone's knowledge about a product, which will affect the attitude in the intention to buy the product.

A hallmark of halal products is the presence of a label or certificate that helps consumers become aware of their identification. Thus, the attitude toward the Halal logo is defined as a form of belief before reaction, gesture or behaviour, as a result of knowing the concept of halal (Bonne et al., 2007). Halal consciousness is the fact that the consumer has better knowledge about the meaning of the halal concept and is identified with this practice. In this study, we consider that halal consciousness will contribute to improving the attitude towards products that show halal labelling (Lada et al., 2009). Therefore, we formulate hypotheses 3 and 4.

H3 – attitude towards halal food has a positive effect on halal purchase intention

H4 – attitude towards halal food mediates the relationship between halal credence and halal purchase intention.

Need for cognition as a Moderating effect on Purchase Intention

Inner perspective portrays an individual's overall feeling and expectation in behaving and is influenced by personal motivation (Maharani et al., 2016). The difference in motivation in elaborating messages is important. Zhang & Buda (1999) explain why in behavioral research, individual differences have been assessed as the main variable that causes the difference in attitude. Individual motivation differs in allocations of cognitive resources for processing message, which is known in behavioral consumer studies as need for cognition, (Chang, 2007).
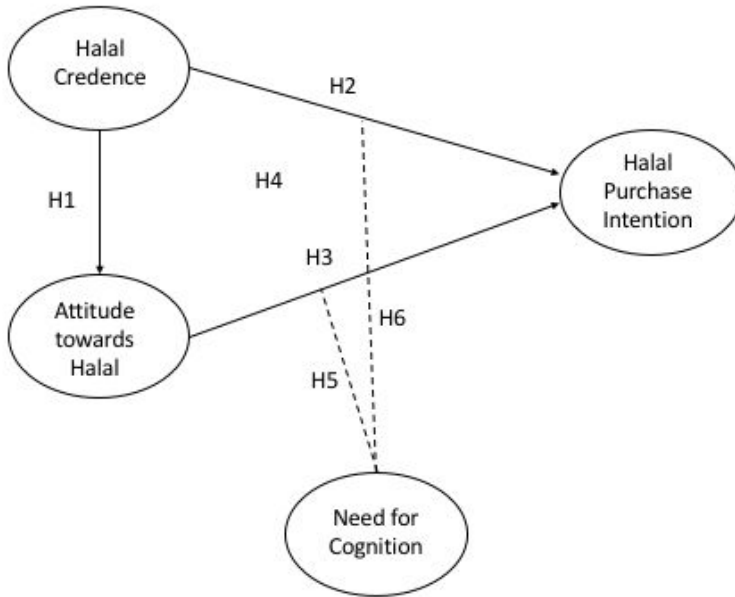
Consumers with high need for cognition (NFC) tend to be looking for information systematically and give more attention to deleted messages implied, such careful search characterized by a combination of broader and more elaborative (Martin et al., 2003). Individuals with high level of NFC are more motivated to do elaboration of messages and presumably engage in an elaborative process of thinking (Cacioppo & Petty, 1982). Some studies have placed NFC as a moderating variable, which in the end can affect purchase intention (Castello, 2009).

Several papers have discussed the halal purchase intention and focused on attitudes which are believed to have a direct influence on the intention of behaving and are associated with subjective norms and perceived behavioral control (Al-Nahdi et al., 2015). Therefore, in this study, we also put NFC as a moderating variable affecting the effect of credence and attitude towards purchase intention.

H5 – Need for cognition has a moderating effect on the relationship between attitude on halal food and halal purchase intention.

H6 – Need for cognition has a moderating effect on the relationship between halal credence and halal purchase intention.

The research model is visually presented by Figure 1.

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Figure 1: Research Model

Research Methodology

This section focuses on the development of hypotheses, variables, and statistical measures. This study uses structural equation models to investigate the relationships as depicted in the research model.

Measurement

The measures contain five constructs: halal credence (3 items), halal consumers' attitude (4 indicators), need for cognition (3 indicators), and purchase intention (3 indicators). The questionnaire contains 20 questions which were distributed online to Muslim consumers who study in Spain. All statements were measured via a five-point Likert scale ranging from 1 (totally disagree) to 5 (totally agree).

Table 1: Research Measurement

	Variable	**Numbers of items**	**Indicators**	**Source**
1	Halal credence (HC)	5	1-3	Verbeke et al. (2013)

2	Attitude towards Halal (AH)	5	4-7	Bashir et al. (2018), Pradana et al. (2020).
3	Need for cognition (NC)	5	8-10	Cacioppo and Petty (1982), Wibowo & Ahmad (2016)
4	Purchase Intention (PI)	5	11-13	Garg & Joshi (2018), Pradana et al. (2020)

The set of questions (in the questionnaire) was represented by a 5-point Likert-scale to illustrate the respondent's degree of agreement. The number "5" indicates "Strongly Agree" and "1" indicates "Strongly Disagree". A convenience sampling was used to obtain information from a particular group of Muslim respondents. We spread a total of 700 questionnaires and we received 520 responses back. We disregarded the invalid responses and processed the 500 valid ones. The participants were 500 Muslim students who live in Barcelona, Madrid, Valencia, Seville, and Cordoba.

Malhotra et al. (2007) explained that the minimum sample size for research using a structural equation modelling (SEM) analysis with up to five latent constructs is 200. Hence, our research study consists of five latent constructs with a sample size of 500. The gathered data was then processed by hierarchical regression and path analysis using SmartPLS software version 3 (Henseler et al. , 2016). Table 1 shows the respondents' profiles.

Table 2: Respondents' Profiles

Variables	Categories	Frequency	Percentage
Gender	Men	262	52.4
	Women	238	47.6
	TOTAL	500	100.0
Age	< 26 years old	162	32.4
	26 - 35 years old	186	37.2
	36 - 45 years old	152	30.4
	TOTAL	500	100.0
Degree of study	Bachelor	216	43.2
	Master	200	40.0
	PhD	84	16.8

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	TOTAL	500	100.0
Residence	Catalunya	183	36.6
	Madrid	89	17.8
	Andalucia	83	16.6
	Valencia	15	0.3
	Others	130	26.0
	TOTAL	500	100.0

Result and Discussion

The first stage of analysis using the SEM method is to make a path diagram analysis to interpret the relationship between latent variables and indicators on the PLS software. Then the measurement model analysis is carried to see the value of outer loading, this is to evaluate the relationship as a constructed variable with a clear indicator. According to Hu & Bentler (1999), the SRMR value needs to be evaluated to see whether the model shows a good fit. The SRMR value of our model is 0.068, which is still below the recommended threshold (0.08).

Exploratory Factor Analysis (EFA)

Next, we continue with exploratory factor analysis and confirmatory factor analysis to evaluate the measurement model. Table 3 shows the result of the exploratory factor analysis (EFA).

Table 3: EFA Result

	Items	CR	CR	AVE
HC	Halal food production methods are important factor to ensure the food hygiene	0.511*		
	I will choose halal products because I am sure that it has been produced according to Islamic method	0.648	*0.673*	*0.589*
	I will only purchase the product if I know the process is suitable to the concept of Halal	0.715		

	I prefer halal products because it is free from residues	0.683		
	I prefer halal food because of the animal-friendly slaughter process	0.567*		
AH	The existence of a halal label in the packaging of food products is important	0.719	0.829	0.593
	I will choose a product based on whether there is a halal label	0.693		
	Halal label makes me feel safe to consume the product	0.719		
	As a consumer, I have the right to report any Halal label fraud presented by the manufacturer	0.563*		
	I always look for the Halal label on the product packaging before buying any products or goods	0.705		
NC	My decision to consume halal food comes after going through some process of thinking	0.749	0.788	0.721
	I would rather consume food with halal label/logo rather than the one with uncertain halal-ness	0.539*		
	I prefer halal product with a bit higher price to cheaper non-halal food	0.826		
	I feel relief after consuming certified halal food	0.520*		
	I prefer just to keep consuming the same halal food than having to evaluate other food products	0.649		
PI	I am willing to pay more for food products with an authentic Halal logo	0.745	0.842	0.516
	I prefer to buy "Halal" certified products even when the brand is not very popular	0.742		
	I buy "Halal" certified products even when the brand is slightly expensive	0.744		

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	I am ready to buy "Halal" certified products in future	0.499*			
	I am willing to travel long distance to buy food products with an authentic Halal logo	0.658			

The Kaiser-Meier-Olkin (KMO) statistic (0.796) forecasted a good result for this analysis. Our next step was then analysing the composite reliability, Cronbach's alpha and the average variance extracted This allows the reliability of the items and the composites considered to be checked. Afterwards, we proceeded to assess the reliability and determine internal consistency and divergent validity.

Confirmatory Factor Analysis (CFA)

The measurements of Cronbach alpha, composite reliability (CR), and average variance extracted (AVE) were evaluated before we proceed to further analysis. Bootstrapping was used to review the significance levels of the predicted relationships (Enkel et al., 2017). The results of the confirmatory factor analysis are shown in Table 4.

Table 4: CFA Result

	Items	CR	HA	NC	HP
HC	I will choose halal products because I am sure that it has been produced according to Islamic method	0.380*			
	I will only purchase the product if I know the process is suitable to the concept of Halal	0.960			
	I prefer halal products because it is free from residues	0.753			
AH	The existence of a halal logo in the packaging of food products is important		0.860		

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	I will choose a product based on whether there is a halal logo	0.251*				
	Halal logo makes me feel safe to consume the product	0.817				
	I always look for the Halal Logo on the product packaging before buying any products or goods	0.733				
NC	My decision to consume halal food comes after going through some process of thinking		0.889			
	I prefer halal product with a bit higher price to cheaper non-halal food		0.712*			
	I prefer just to keep consuming the same halal food than having to evaluate other food products		0.894			
PI	I am willing to pay more for food products with an authentic Halal logo			0.832		
	I prefer to buy "Halal" certified products even when the brand is not very popular			0.809		
	I am willing to travel long distance to buy food products with an authentic Halal logo			0.354*		
	Cronbach's Alpha (a) (> 0.7)	*0.855*	*0.831*	*0.702*	*0.854*	
	AVE (> 0.5)	*0.611*	*0.678*	*0.674*	*0.676*	
	Composite Reliability (> 0.7)	*0.944*	*0.918*	*0.853*	*0.813*	

Items are dropped because they do not match the criteria for convergent validity, loading factor value less than 0.5 are not included in further analysis.

Each indicator's p-values was examined and to find out the significance of

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the coefficient (Ringle et al., 2015). The commonly used critical value for the two-tailed t-test is 1.96 for significance level of 10 percent (Hair et al., 2016). Table 5 summarizes the path coefficients and their p-values.

Table 5: Results of structural model path coefficient

Hypothesis	Relationship	Path Coefficient	SE	p-values	Decision
H1	Halal credence -> attitude towards halal	0.909	0.010	0.000	Supported
H2	Halal credence -> Halal purchase intention	0.039	0.025	0.114	Not supported
H3	Attitude towards halal -> Halal purchase intention	1.003	0.012	0.000	Supported

According to Table 5, there is a significant positive effect of halal credence on attitude towards halal ($\beta 1 / 0.909$, p-value<0.001). Therefore, H1 is supported. Similarly, there is a significant positive and direct effect of attitude towards halal on purchase intention ($\beta 1 / 1.003$, p-value<0.001). This result supports H3. However, the result does not acknowledge the significance of halal credence on purchase intention. The p-value is higher than the threshold of the acceptable significant value of 0.001, thus, H2 is rejected.

Table 6: Results of structural model path coefficient (mediation effect)

Hypothesis		Path Coefficient	Path	β	Mediation Effect	p-value	Decision
H4	Halal credence -> Attitude towards Halal	0.909	Attitude toward Halal -> Halal purchase intention	0.039	0.036	0.118	Not supported

To examine the mediation of attitude towards halal on halal credence and purchase intention, p-values for indirect effects were obtained through bootstrapping (Ringle et al., 2015). The results indicate that there is an indirect effect of halal credence on purchase intention through the mediation

of attitude towards halal (the value of mediation effect = 0.036). However, the effect is not significant because the p-value (0.118) is higher than 0.001. This shows that H4 is not supported.

Table 7: Results of structural model path coefficient (moderation effect)

	Moderation Effect Path	β	p-value	Decision
H5	Need for cognition * Halal credence -> Purchase Intention	-0.025	0.088	Not supported
H6	Need for cognition * Attitude towards Halal -> Purchase Intention	0.026	0.071	Not supported

Last, we examined the two moderating effects of the need for cognition. The path analysis for Hypothesis 5 is negative and insignificant since the path coefficient is -0.025 and the p-value is 0.088. This means it is above the tolerable level of significance (p-value must be below 0.001). Furthermore, hypothesis 6 is also not proven significant despite its positive path coefficient (0.026), since the p-value is insignificant (0.071). Therefore, both moderating effects that we were trying to prove in this research-both the moderation

effect of the need for cognition towards the relationship of halal credence and moderation effect of need for cognition towards the relationship of attitude towards halal and purchase intention-were rejected.

Conclusion

We would like to begin the conclusion by discussing the hypotheses that were not proven. In our result, we found that our hypothesis that predicts halal credence having a positive impact on purchase intention, was not supported. The other relationships we tested which involved more constructs were also not supported. We tested a hypothesis where we thought that there is a mediation relationship between halal credence, attitude towards halal, and purchase intention. However, the hypothesis was also not supported.

Our argument regarding this case is related to the basic concept of halal credence. According to Bonne & Verbeke (2008b) and Verbeke et al., (2013), halal credence is the expected quality in a halal product. It is especially related to its hygiene, Islamic production method, and availability of halal labels. However, in the case of Spanish Muslim consumers, the level of halal credence does not really convince consumers to purchase halal products. Consumers rely on the existence of the halal certification label, which influences their level of trust without having to care so much about its hygiene and production method. This finding is not always bad. It can be seen as a depiction of how the Muslim society has a strong trust on the halal label or logo published by halal certification bodies, such as the Halal Institute in Cordoba, Andalucia.

The same disappointing finding was shown by our hypothesis that the need for cognition (NFC) did not act as a moderator on the relationship between

halal credence and purchase intention nor on the relationship between attitude towards halal on purchase intention. NFC is a concept that is still not proven for this type of research. There is also a probability where the respondents were confused or have a bias of judgment when reading the questions.

Due to the lack of related literature talking about Spanish consumers' NFC, the best conclusion we can draw is that the more elaborative the halal concept is to the Spanish consumers, the lesser the tendency to purchase. The infrastructure and official certifying body in Spain are still not quite established as those in countries with a Muslim majority such as Indonesia, Turkey, or the United Arab Emirates. Therefore, more elaboration and experiential engagement will only exhaust the consumers who think that they need extra effort to purchase halal food.

Practical Implications

Although halal tourism seems to gain more popularity in Spain, food business owners are still giving little attention in attracting Muslim consumers. Most Spanish business owners who acknowledge halal principles in serving their food are middle eastern restaurants. Also, in most cases, the specific halal logo or label is actually enough to allure Muslim consumers. However, we found that credence factors do not have a strong direct effect on halal purchase intention.

On the other hand, attitude towards halal still is strongly affected by halal credence and has a strong effect on purchase intention. Therefore, these specific business owners should keep preserving the halal-ness of their food in terms of food processing according to Islamic regulation. The use of the

halal-certified logo or label is also important, which can be acquired through the halal certifying bodies in Europe.

Limitation and suggestions for future research:

The sample size for this research is adequate, but we did not differentiate between first, second or third-generation Muslims, as their religious involvement may vary. We also did not take into account whether the respondents were immigrants from other countries or born in Spain. As Verbeke et.al., (2013) argued, this type of society might face unfamiliarity when reading the questions.

The problem with bias judgment also needs to be taken into consideration in conducting future research. We conducted our research in mosques and religious events, which involved respondents with a high level of religiosity. Hence, a bias judgment might occur among respondents when facing questions related to their faith or principle on food preference. It might be interesting to explore different types of the Muslim society with lower levels of religious involvement.

Last but not least, we believe future research should also differentiate between halal food products that are local-made or imported from different countries. This can give more useful insights into the food industry players.

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Halal food purchase intention of Muslim students in Spain: testing the moderating effect of need-for-cognition

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Abstract

Purpose – This paper aims to investigate the purchase intention of halal food products in Spain, from the perspective of Muslim students.

Design/methodology/approach – Data were collected from 500 Muslim students living in Spain. Variance-based structural equation modelling was applied to evaluate the association between halal credence, attitude towards halal, need for cognition and purchase intention.

Findings – This study reveals that the need for cognition does not act as a moderating variable, while halal credence factor is an important factor affecting attitude towards halal and purchase intention.

Practical implications – This study provides an additional study on the topic of halal consumer behaviour, especially by showing an empirical result from Spain.

Originality/value – This study is the first attempt to incorporate the need for cognition into the relationship between halal credence, attitude towards halal and purchase intention (traditional theory of planned behaviour model).

Keywords Halal food product, Halal marketing, Halal credence, Halal consumer behaviour

Paper type Research paper

Introduction

The issue of halal food is one of the most crucial issues among Muslim consumers. Therefore, the halal concept has been generally adopted by most food industries in Islamic countries. Several studies in this field (Bonne *et al.*, 2007; Wilson, 2014; Briliana and Mursito, 2017) have put essential ground to the field of halal marketing and enriched business literature. However, nowadays, the halal concept is not only important for consumers in Islamic countries but also in countries where Muslims are not the majority (Wilson *et al.*, 2013; Wilson, 2014).

Halal marketing is inseparable from business literature, as discussed in previous studies (Briliana and Mursito, 2017; Wilson and Liu, 2010). It proves that principles in Islam can influence consumer attitudes and behaviour in general (Bonne *et al.*, 2007; Garg and Joshi, 2018). As a primary food preference concept for Muslim consumers, the concept of halal also has become the main parameter of the product selection process in halal tourism (Meixner *et al.*, 2018). This provision creates limitations on food products to enter the Muslim market, but at the same time, opens new study opportunities related to this matter.

The relatively large Muslim population in Spain represents a considerable market potential for halal products with Halal requirements according to Islamic law. Based on statistics published by the UCIDE: Unión de Comunidades Islámicas de España, 2018, Spain is home to 1.9 million Muslims. Therefore, the supply of products with the halal category should be a consideration and also a strategy for food producers or marketers who intend to expand their market to Muslim consumers.

We chose to focus this study in Spain specifically due to it being one of the countries in Europe that are serious in planning and developing halal concepts (Al-Ansi et al., 2019). Along with other countries, Spain also experienced a rise in Halal meat consumption. It was explained in the report by Eagle (2019) which shows a rise in the amount of Halal meat in Spain. It is reported that 62% of lamb and 56% of beef in the Spanish meat market comes from animals that have been slaughtered according to Islamic law. In the culinary tourism sector, Spain promotes several halal-certified restaurants, namely, El Faro in Marbella; Los Almendros and Restaurant Noor in Cordoba (Tourism Office of Spain, 2019).

Therefore, the main purpose of this research is to empirically analyze the halal concept from the perspective of Spanish Muslim consumers. We expect to fill gaps in the lack of studies regarding halal food consumption, specifically in countries where Islam is not the main religion. We acknowledge several studies which have already discussed this matter (Bonne et al., 2007; Bonne and Verbeke, 2008a, 2008b; Ahmed, 2008; Meixner et al., 2018). However, aside from Pradana et al. (2020) and Vargas-Sánchez and Moral-Moral (2019) and Martin et al. (2018), there are not many publications discussing the application of the halal concept related to Spanish economic activities. Research by Sepúlveda et al. (2010) provides perspectives about meat consumption in Spain but does not focus specifically on halal meat.

Several previous studies (Ahmed, 2008; Bonne et al., 2007; Jamal and Sharifuddin, 2015) have empirically tested the purchase intention of halal food in different countries. However, there are only a few types of research that test marketing concepts as a moderating variable (Amalia et al., 2020; Pradana et al., 2020). We think that, as it has not been explored much, we have taken the need for cognition as a moderating variable.

The questions that linger for our research are:

RQ1. What impact does halal credence and attitude towards halal have on the purchase intention of Spanish Muslim consumers?

RQ2. Is there a direct and indirect impact of halal credence on the attitude towards halal in the perception of Spanish Muslim consumers?

RQ3. Does the attitude towards halal mediate the relationship between halal credence and purchase intention?

RQ4. Does the need for cognition moderate the relationships mentioned before?

In the end, we expect this paper to fill research gaps by contributing to research on the halal concept. After delivering the introduction, we are going to continue discussing relevant literature and developing the research framework. Afterwards, there will be a specific part that discusses the research methodology and the data collection procedure. It will also explain adopted measures, followed by the discussion on results. Eventually, we will review the research implications and offer suggestions for future research.

Literature review

In Islamic teachings, Muslims are prohibited from performing activities that are haram. Gambling, fornication, drinking alcohol and eating illicit foods are considered a part of these

activities (Madiawati and Pradana, 2016). Understandably, most research focusses on Muslim's purchase intention and behaviour of halal food products by incorporating behavioural aspects such as consumers' awareness (Lada *et al.*, 2009) or business aspects such as distribution channels (Ahmed, 2008), production (Lever and Miele, 2012) and marketing (Wilson and Liu, 2010). There are also some studies on the same topic which tries to broaden the scope by investigating purchase intention and behaviour from the non-Muslim consumers' perspective (Aziz and Chok, 2013). Most of these studies agree that in the concept of halal purchase behaviour, the previous concept of attitude in the theories of Ajzen and Fishbein (1970) and Ajzen (1985) has evolved. Some studies even coined their own term for halal attitudes, such as "halal consumers' attitude" (Bashir *et al.*, 2019) and "attitude towards halal" (Mohsin-Butt and Aftab, 2013).

However, only a few pieces of halal literature have explored relationships between consumer trust aspects, consumer attitude and purchase intention (Wilson and Liu, 2010). For such reasons, we incorporate "halal credence" as a construct related to trust, attitude towards halal and halal purchase intention to our research model. We also add the "need for cognition" construct, a consumer behaviour concept previously explored by Cacioppo *et al.* (1984) and Wibowo and Ahmad (2016).

Halal credence
In the context of this study, trust is essential regarding the activities of the food sellers or providers. Some research results explain that there is a positive and significant influence between trust in Muslim food sellers with attitudes and interests in buying halal products (Ahmed, 2008; Verbeke *et al.*, 2013). Therefore, we formulate *H1*:

H1. Halal credence has a positive effect on consumers' attitude towards halal food.

Although nowadays there are millions of food variations in this world, Muslim consumers are still sensitive and conscious about halal principles. (Bonne and Verbeke, 2008a) acknowledge that Muslims tend to purchase products that are already halal-certified. When referring to halal food, consumers must bear some Islamic requirements and the whole process from production which includes cutting, storage, preparation and sanitation (Wilson and Liu, 2010). Based on halal rules, companies must treat animals in a very hygienic and purified religious way. These aspects of credence have a positive influence on the intention to buy halal products (Ahmed, 2008). We then formulate *H2*:

H2. Halal credence has a positive effect on halal purchase intention.

Attitude towards halal food
Garg and Joshi (2018) believe that attitude is an expression of feeling, which reflects feelings of pleasure or displeasure towards an object. This, in the end, will ignite trust in the product. Purchase intention usually starts with someone's knowledge about a product, which will affect the attitude in the intention to buy the product.

A hallmark of halal products is the presence of a label or certificate that helps consumers become aware of their identification. Thus, the attitude towards the Halal logo is defined as a form of belief before reaction, gesture or behaviour, as a result of knowing the concept of halal (Bonne *et al.*, 2007). Halal consciousness is the fact that the consumer has better knowledge about the meaning of the halal concept and is identified with this practice. In this study, we consider that halal consciousness will contribute to improving the attitude towards products that show halal labelling (Lada *et al.*, 2009). Therefore, we formulate *H3* and *H4*:

H3. Attitude towards halal food has a positive effect on halal purchase intention.

H4. Attitude towards halal food mediates the relationship between halal credence and halal purchase intention.

Need for cognition as a moderating effect on purchase intention
Inner perspective portrays an individual's overall feeling and expectation in behaving and is influenced by personal motivation (Maharani *et al.*, 2016). The difference in motivation in elaborating messages is important. Zhang and Buda (1999) explain why in behavioural research, individual differences have been assessed as the main variable that causes the difference in attitude. Individual motivation differs in allocations of cognitive resources for processing message, which is known in behavioural consumer studies as the need for cognition, (Chang, 2007).
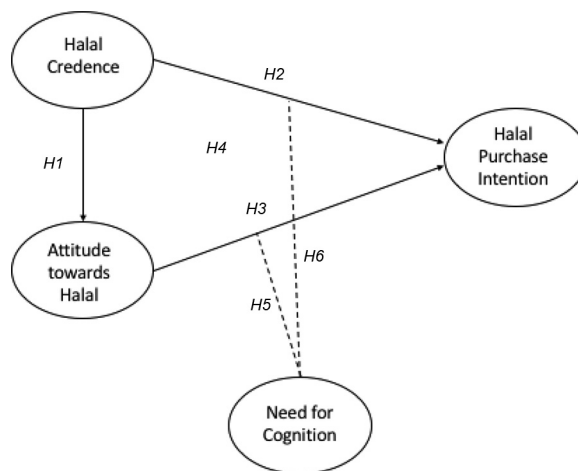
Consumers with a high need for cognition (NFC) tend to be looking for information systematically and give more attention to deleted messages implied, such careful search characterized by a combination of broader and more elaborative (Martin *et al.*, 2003). Individuals with a high level of NFC are more motivated to do elaboration of messages and presumably engage in an elaborative process of thinking (Cacioppo and Petty, 1982). Some studies have placed NFC as a moderating variable, which in the end can affect purchase intention (Castello, 2009).

Several papers have discussed the halal purchase intention and focussed on attitudes which are believed to have a direct influence on the intention of behaving and are associated with subjective norms and perceived behavioural control (Al-Nahdi *et al.*, 2015). Therefore, in this study, we also put NFC as a moderating variable affecting the effect of credence and attitude towards purchase intention:

H5. Need for cognition has a moderating effect on the relationship between attitude on halal food and halal purchase intention.

H6. Need for cognition has a moderating effect on the relationship between halal credence and halal purchase intention.

The research model is visually presented in Figure 1.

Figure 1.
Research model

Research methodology

This section focusses on the development of hypotheses, variables and statistical measures. This study uses structural equation models to investigate the relationships as depicted in the research model.

Measurement

The measures contain five constructs, namely, halal credence (3 items), halal consumers' attitude (4 indicators), need for cognition (3 indicators) and purchase intention (3 indicators). The questionnaire contains 20 questions which were distributed online to Muslim consumers who study in Spain. All statements were measured via a five-point Likert scale ranging from 1 (totally disagree) to 5 (totally agree).

The set of questions (in the questionnaire) was represented by a five-point Likert scale to illustrate the respondent's degree of agreement. The number "5" indicates "strongly agree" and "1" indicates "strongly disagree". A convenience sampling was used to obtain information from a particular group of Muslim respondents. We spread a total of 700 questionnaires and we received 520 responses back. We disregarded the invalid responses and processed the 500 valid ones. The participants were 500 Muslim students who live in Barcelona, Madrid, Valencia, Seville and Cordoba.

Malhotra (2007) explained that the minimum sample size for research using a structural equation modelling (SEM) analysis with up to five latent constructs is 200. Hence, our research study consists of five latent constructs with a sample size of 500. The gathered data was then processed by hierarchical regression and path analysis using SmartPLS software version 3 (Henseler *et al.*, 2016). Table 1 shows the respondents' profiles. (Table 2)

Result and discussion

The first stage of analysis using the SEM method is to make a path diagram analysis to interpret the relationship between latent variables and indicators on the PLS software. Then the measurement model analysis is carried to see the value of outer loading, this is to evaluate the relationship as a constructed variable with a clear indicator. According to Hu and Bentler (1998), the SRMR value needs to be evaluated to see whether the model shows a good fit. The SRMR value of our model is 0.068, which is still below the recommended threshold (0.08).

Exploratory factor analysis

Next, we continue with exploratory factor analysis (EFA) and confirmatory factor analysis (CFA) to evaluate the measurement model. Table 3 shows the result of the EFA.

The Kaiser-Meier-Olkin (KMO) statistic (0.796) forecasted a good result for this analysis. Our next step was then analysing the composite reliability, Cronbach's alpha and the average variance extracted. This allows the reliability of the items and the composites considered to be checked. Afterwards, we proceeded to assess the reliability and determine internal consistency and divergent validity.

Variable	No. of items	Indicators	Source
1 Halal credence (HC)	5	1–3	Verbeke *et al.* (2013)
2 Attitude towards halal (AH)	5	4–7	Bashir *et al.* (2018) and Pradana *et al.* (2020)
3 Need for cognition (NC)	5	8–10	Cacioppo and Petty (1982) and Wibowo and Ahmad (2016)
4 Purchase intention (PI)	5	11–13	Garg and Joshi (2018) and Pradana *et al.* (2020)

Table 1.
Research
measurement

Variables	Categories	Frequency	(%)
Gender	Men	262	52.4
	Women	238	47.6
	TOTAL	500	100.0
Age	<26 years old	162	32.4
	26–35 years old	186	37.2
	36–45 years old	152	30.4
	TOTAL	500	100.0
Degree of study	Bachelor	216	43.2
	Master	200	40.0
	PhD	84	16.8
	TOTAL	500	100.0
Residence	Catalunya	183	36.6
	Madrid	89	17.8
	Andalucia	83	16.6
	Valencia	15	0.3
	Others	130	26.0
	TOTAL	500	100.0

Table 2.
Respondents' profiles

	Items	CR	CR	AVE
HC	Halal food production methods are an important factor to ensure the food hygiene	0.511*	*0.673*	*0.589*
	I will choose halal products because I am sure that it has been produced according to the Islamic method	0.648		
	I will only purchase the product if I know the process is suitable to the concept of halal	0.715		
	I prefer halal products because it is free from residues	0.683		
	I prefer halal food because of the animal-friendly slaughter process	0.567*		
AH	The existence of a halal label in the packaging of food products is important	0.719	0.829	*0.593*
	I will choose a product based on whether there is a halal label	0.693		
	Halal label makes me feel safe to consume the product	0.719		
	As a consumer, I have the right to report any halal label fraud presented by the manufacturer	0.563*		
	I always look for the halal label on the product packaging before buying any products or goods	0.705		
NC	My decision to consume halal food comes after going through some process of thinking	0.749	*0.788*	0.721
	I would rather consume food with halal label/logo rather than the one with uncertain halal-ness	0.539*		
	I prefer a halal product with a bit higher price to cheaper non-halal food	0.826		
	I feel relief after consuming certified halal food	0.520*		
	I prefer just to keep consuming the same halal food than having to evaluate other food products	0.649		
PI	I am willing to pay more for food products with an authentic halal logo	0.745	*0.842*	*0.516*
	I prefer to buy "halal" certified products even when the brand is not very popular	0.742		
	I buy "halal" certified products even when the brand is slightly expensive	0.744		
	I am ready to buy "halal" certified products in future	0.499*		
	I am willing to travel a long distance to buy food products with an authentic halal logo	0.658		

Table 3.
EFA result

Confirmatory factor analysis
The measurements of Cronbach's alpha, composite reliability (CR) and average variance extracted (AVE) were evaluated before we proceed to further analysis. Bootstrapping was used to review the significance levels of the predicted relationships (Enkel *et al.*, 2017). The results of the confirmatory factor analysis are shown in Table 4.

Each indicator's *p*-values were examined and to find out the significance of the coefficient (Ringle *et al.*, 2015). The commonly used critical value for the two-tailed *t*-test is 1.96 for a significance level of 10% (Hair *et al.*, 2016). Table 5 summarizes the path coefficients and their *p*-values.

According to Table 5, there is a significant positive effect of halal credence on attitude towards halal (β 1/0.909, *p*-value < 0.001). Therefore, *H1* is supported. Similarly, there is a significant positive and direct effect of attitude towards halal on purchase intention (β 1/1.003,

	Items	CR	HA	NC	HP
HC	I will choose halal products because I am sure that it has been produced according to the Islamic method	0.380*			
	I will only purchase the product if I know the process is suitable to the concept of halal	0.960			
	I prefer halal products because it is free from residues	0.753			
AH	The existence of a halal logo in the packaging of food products is important		0.860		
	I will choose a product based on whether there is a halal logo		0.251*		
	Halal logo makes me feel safe to consume the product		0.817		
	I always look for the halal logo on the product packaging before buying any products or goods		0.733		
NC	My decision to consume halal food comes after going through some process of thinking			0.889	
	I prefer a halal product with a bit higher price to cheaper non-halal food			0.712*	
	I prefer just to keep consuming the same halal food than having to evaluate other food products			0.894	
PI	I am willing to pay more for food products with an authentic halal logo				0.832
	I prefer to buy "halal" certified products even when the brand is not very popular				0.809
	I am willing to travel a long distance to buy food products with an authentic halal logo				0.354*
	Cronbach's Alpha (a) (>0.7)	*0.855*	*0.831*	*0.702*	*0.854*
	AVE (>0.5)	*0.611*	*0.678*	*0.674*	*0.676*
	Composite Reliability (>0.7)	*0.944*	*0.918*	*0.853*	*0.813*

Note: Items are dropped because they do not match the criteria for convergent validity, loading factor value less than 0.5 are not included in further analysis

Table 4.
CFA result

Hypothesis	Relationship	Path coefficient	SE	*p*-values	Decision
H1	Halal credence → attitude towards halal	0.909	0.010	0.000	Supported
H2	Halal credence → halal purchase intention	0.039	0.025	0.114	Not supported
H3	Attitude towards halal → halal purchase intention	1.003	0.012	0.000	Supported

Table 5.
Results of the
structural model
path coefficient

p-value < 0.001). This result supports *H3*. However, the result does not acknowledge the significance of halal credence on purchase intention. The *p*-value is higher than the threshold of the acceptable significant value of 0.001, thus, *H2* is rejected. (Table 6)

To examine the mediation of attitude towards halal on halal credence and purchase intention, *p*-values for indirect effects were obtained through bootstrapping (Ringle *et al.*, 2015). The results indicate that there is an indirect effect of halal credence on purchase intention through the mediation of attitude towards halal (the value of mediation effect = 0.036). However, the effect is not significant because the *p*-value (0.118) is higher than 0.001. This shows that *H4* is not supported. (Table 7)

Last, we examined the two moderating effects of the need for cognition. The path analysis for *H5* is negative and insignificant, as the path coefficient is −0.025 and the *p*-value is 0.088. This means it is above the tolerable level of significance (*p*-value must be below 0.001). Furthermore, *H6* is also not proven significant despite its positive path coefficient (0.026), as the *p*-value is insignificant (0.071). Therefore, both moderating effects that we were trying to prove in this research-both the moderation effect of the need for cognition towards the relationship of halal credence and moderation effect of need for cognition towards the relationship of attitude towards halal and purchase intention-were rejected.

Conclusion

We would like to begin the conclusion by discussing the hypotheses that were not proven. In our result, we found that our hypothesis that predicts halal credence having a positive impact on purchase intention was not supported. The other relationships we tested which involved more constructs were also not supported. We tested a hypothesis where we thought that there is a mediation relationship between halal credence, attitude towards halal and purchase intention. However, the hypothesis was also not supported.

Our argument regarding this case is related to the basic concept of halal credence. According to Bonne and Verbeke (2008b) and Verbeke *et al.* (2013), halal credence is the expected quality in a halal product. It is especially related to its hygiene, Islamic production method and availability of halal labels. However, in the case of Spanish Muslim consumers, the level of halal credence does not really convince consumers to purchase halal products. Consumers rely on the existence of the halal certification label, which influences their level of trust without having to care so much about its hygiene and production method. This

Table 6.
Results of structural model path coefficient (mediation effect)

Hypothesis		Path coefficient	Path	β	Mediation Effect	*p*-value	Decision
H4	Halal credence → attitude towards Halal	0.909	Attitude towards halal → halal purchase intention	0.039	0.036	0.118	Not supported

Table 7.
Results of the structural model path coefficient (moderation effect)

	Moderation effect path	β	*p*-value	Decision
H5	Need for cognition * halal credence → purchase intention	−0.025	0.088	Not supported
H6	Need for cognition * attitude towards halal → purchase intention	0.026	0.071	Not supported

finding is not always bad. It can be seen as a depiction of how the Muslim society has a strong trust on the halal label or logo published by halal certification bodies, such as the Halal Institute in Cordoba, Andalucia.

The same disappointing finding was shown by our hypothesis that the need for cognition (NFC) did not act as a moderator on the relationship between halal credence and purchase intention nor on the relationship between attitude towards halal on purchase intention. NFC is a concept that is still not proven for this type of research. There is also a probability where the respondents were confused or have a bias of judgement when reading the questions.

Due to the lack of related literature talking about Spanish consumers' NFC, the best conclusion we can draw is that the more elaborative the halal concept is to the Spanish consumers, the lesser the tendency to purchase. The infrastructure and official certifying body in Spain are still not quite established as those in countries with a Muslim majority such as Indonesia, Turkey or the United Arab Emirates. Therefore, more elaboration and experiential engagement will only exhaust the consumers who think that they need extra effort to purchase halal food.

Practical implications
Although halal tourism seems to gain more popularity in Spain, food business owners are still giving little attention in attracting Muslim consumers. Most Spanish business owners who acknowledge halal principles in serving their food are middle eastern restaurants. Also, in most cases, the specific halal logo or label is actually enough to allure Muslim consumers. However, we found that credence factors do not have a strong direct effect on halal purchase intention.

On the other hand, attitude towards halal still is strongly affected by halal credence and has a strong effect on purchase intention. Therefore, these specific business owners should keep preserving the halal-ness of their food in terms of food processing according to Islamic regulation. The use of the halal-certified logo or label is also important, which can be acquired through the halal certifying bodies in Europe.

Limitation and suggestions for future research
The sample size for this research is adequate, but we did not differentiate between first, second or third-generation Muslims, as their religious involvement may vary. We also did not take into account whether the respondents were immigrants from other countries or born in Spain. As Verbeke *et al.* (2013) argued, this type of society might face unfamiliarity when reading the questions.

The problem with bias judgement also needs to be taken into consideration in conducting future research. We conducted our research in mosques and religious events, which involved respondents with a high level of religiosity. Hence, a bias judgement might occur among respondents when facing questions related to their faith or principle on food preference. It might be interesting to explore different types of Muslim society with lower levels of religious involvement.

Last but not least, we believe future research should also differentiate between halal food products that are local-made or imported from different countries. This can give more useful insights into the food industry players.

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