

# Effect of Halal Label on Food on Purchasing Behavior with Moderating Role of Country of Origin

Efecto de la etiqueta Halal en los alimentos en el comportamiento de compra con papel moderador del país de origen

Efeito do rótulo Halal nos alimentos sobre o comportamento de compra com o papel moderador do país de origem

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## Abstract

This research studies the effects of halal label on frozen food products on the behavior of purchases with the moderating role of the image of the country of origin. This is a descriptive survey based on the purpose of the application. Data were collected through a questionnaire. The statistical society of the research is Malaysian Muslim citizens. A sample of 384 people was estimated using the Cochran formula. According to the prediction of failure to return a number of questionnaires, 400 questionnaires were distributed, of which 16 were incomplete and incomplete, and 384 healthy questionnaires were returned. To test the hypotheses, structural equation modeling and PLS and spss software were used. The results of the research showed.

**Keywords:** Halal label, country of origin, purchase behavior, structural equations.

## Resumen

Esta investigación estudia los efectos de la etiqueta halal en los productos de alimentos congelados en el comportamiento de las compras con el papel moderador de la imagen del país de origen. Esta es una encuesta descriptiva basada en el propósito de la aplicación. Los datos fueron recogidos a través de un cuestionario. La sociedad estadística de la investigación son los ciudadanos musulmanes de Malasia. Se estimó una muestra de 384 personas utilizando la fórmula de Cochran. Según la predicción de la falta de devolución de un número de cuestionarios, se distribuyeron 400 cuestionarios, de los cuales 16 estaban incompletos e incompletos, y se devolvieron 384 cuestionarios sanos. Para probar las hipótesis, se utilizaron modelos de ecuaciones estructurales y software PLS y spss. Los resultados de la investigación mostraron.

**Palabras claves:** etiqueta Halal, país de origen, comportamiento de compra, ecuaciones estructurales.

## Resumo

Esta pesquisa estuda os efeitos do rótulo halal sobre produtos alimentícios congelados sobre o comportamento das compras com o papel moderador da imagem do país de origem. Esta é uma pesquisa descritiva com base no objetivo do aplicativo. Os dados foram coletados por meio de um questionário. A sociedade estatística da pesquisa é de cidadãos muçulmanos da Malásia. Uma amostra de 384 pessoas foi estimada usando a fórmula de Cochran. De acordo com a previsão de falha no retorno de um número de questionários, 400 questionários foram distribuídos, dos quais 16 eram incompletos e incompletos, e 384 questionários saudáveis foram devolvidos. Para testar as hipóteses, modelagem de equações estruturais e software PLS e spss foram utilizados. Os resultados da pesquisa mostraram.

**Palavras-chave:** etiqueta Halal, país de origem, comportamento de compra, equações estruturais.

## I-Introduction

Islam is a religion that brings mercy and peace. Not surprisingly, the number of people looking for it, is growing all over the world. Islam has been developed in addition to Asia and Africa in America and Europe. The CIA's global component shows that Muslims account for approximately 22.74% of the world's population, rising by 20% over the next 20 years. In addition, the International Religion and Public Life Association (2011) reported that in 2010, Muslim populations will reach 2.2 billion dollar by 2030, of which 1.6 dollar billion per year. A study of Islam in 2013 showed that East Asia is dominated by 63 percent of Middle Eastern advocates, followed by the Middle East and North Africa (20 percent), Sub-Saharan Africa (15 percent), Europe 2.7 percent, and the United States 0.3%. In addition, Indonesia has the fourth largest population in the world, the most important of which are Muslims. According to the CIA's global factor, the Muslim population reached 87.2 percent of the total Indonesian population. The report revealed that Indonesia has the largest potential halal market in the world. The rapid growth of the Muslim population has affected local and global companies to increase the variety of halal products, such as food and drink, medicine, educational services, entertainment, hotels and tourism. In addition, according to their religion, Muslims are aware of the importance of halal products that they consume and health related to .Islam directs the followers' behavior to know that the fans think, feel and action. Similarly, they have to search, process, evaluate, obtain, and consume products in accordance with the conditions of Islam. They use these products and avoid illegal products (Wilson and Shaharudin 2010). In addition, one of the various halal foods is distributed as frozen food. Frozen food is not just distributed as food, but it also allows food to be infected with illegal or non- halal foods. Therefore, in order to ensure that the product is halal, it must be approved by testing the halal guarantee, from the source material to the end of the product. The LPPOM-MUI audit firm is currently licensed by the MUI and will receive legacy certifications, which means it is guaranteed as a halal. In addition, they are known as halal in packets. They should have halal labels from their own countries. Countries can collaborate with LPPOM-MUI if necessary. The purpose of this case is not to create a state of unrest among Muslims that is frozen food is halal

(Mohammad Daha and Yousi Rezanti 2018). These cases indicate the importance of Halal's label for imported food products in countries with a wide range of religious and secular religions, which tend to use halal -free foods in these religious communities. Iran as an Islamic country can play a role in attracting this market. Therefore, it is important to identify the effects halal label on frozen foods on consumer behavioral intent with the moderating role of the country of origin.

## 2- Theoretical:

### 2-1- Country of origin (importer):

In addition to the brand name of the product manufacturer, the geographical location from which the product originates is related to its brand and its associations (Keller, 2003). The subjective image of the country of origin is an important external sign of brand-name products. Studies have made it clear that consumers rely on "making label" when they evaluate the product (Balladov et al., 2009). The country of origin of the product is the country where the central organization of the supplier of the product or brand is located and is considered to be a home country for the company. Another notion of the country of origin is the country of manufacture or assembly of the product (Ahmad et al., 2004). Inevitably, in new markets, the definition of the country of origin is very complicated, as the growth of multinational corporations and the supply of common market products, each component of which is made in a different country, has become less clear on the credibility of the leading label of the constructive country (Bakker & Sarnen, 2013). The researchers have proven that when the image of the country of origin is clear to the customer, this picture generally affects his assessment of a product, a category of product and brand. To improve the image of a company in the production of a particular product, the inferred image of the country of origin of that product is important as the size of the mix of marketing mixes, including price, brand, and product appearance. Several companies regard a positive image as a competitive advantage in marketing their products (Ranjbarian & Gholizadeh, 2008). In general, the customer has a different level of familiarity with products manufactured in different countries, and his belief in the ability of different countries to design and produce products is also different. In the case of simple

products, the researchers have proven that customers tend to be less willing to use the manufacturer's information, but for products with high mental involvement, including luxury products that search customers beyond clues, country of origin information, country of origin image become more important (Ahmad et al., 2004).

Ozretic Research (2007), referred to in Rezvani's (2012) study, that the source country is the source of product evaluation for consumers. Some of them are due to the acceleration of globalization, the rapid flow of information as well as the variety of products in an emerging market. The country of origin is a corporate competition in the context of the expansion of the global market. In addition, the country of origin provides an experience for obtaining products from different countries. Lee (2009) added that the country of origin is the first signal for consumers due to limited information and knowledge of the product.

Hence, consumers evaluate and search for information about products derived from a particular country using the "made" tag as a benchmark for evaluation. Consumers from countries such as the United States, Japan, and Germany, as producers of high-quality products, are evaluated, while developing countries are associated with low-quality or lower-quality products (Abednia, 2011). Originating countries with negative consumer perceptions affect shopping behavior and may even boycotted products. Like the case of Danish cartoons, which boycotted the Islamic world for Danish products (Alserhan, 2010).

Other countries that issue Halal certificates must be audited by the Malaysian university institute (MUI) before issuing their products to the country (LP.POM-MUI).

## 2-2- Halal label on food

Consumption of halal products has increased in recent years among Muslims as well as non-Muslims (Bruil, 2010; Rezaie et al., 2010). According to the New Zealand Trade Organization, the value of Halal products in the global market will grow by 203 trillion dollar in the coming years (Raric et al., 2010). Therefore, the Halal market is highly encouraging for countries seeking to enter the markets (Malaysian Marketing Institute, 2006).

In the Quran, a single concept of Halal product is presented. The Quran has used terms that have moral and value added to refer to consumable goods. In this regard, based on the Surah Baqarah verse 168 and Sura Ma'ida verse 4, the Quran uses the two words "Halal" and "Tayebat", and according to the definition of "Makarim Shirazi (1995)", all things that are not prohibited from Islam and consumed and has not banned, the use of them has not had any problems (Senobar et al., 2010). The halal logo on products today is not merely a religious issue, but the legendary logo has become a universal symbol of quality assurance and choice of lifestyle in the business world and global trade (Omar et al., 2012). A halal certificate or a halal label is a document issued by an Islamic organization. The issuance of a halal certificate designed to comply with and comply with international standards and represents the legality of all processes of production, preparation, storage and distribution of products (Shaari and Arefin, 2009). This means that halal food is produced according to Islamic instructions (Heidarzadeh and Ramezani, 2011). Therefore, producers and marketers use halal proofs on their halal foods in order to assure their customers that the product has been prepared according to Islamic law (Abdul Aziz & Ninvay, 2012). This certificate provides consumers with a great deal of certainty about the product they purchase and makes the consumer consciously selects the product (Omar et al., 2012). The target market for food labeled with halal is not just Muslims. Non-Muslims also welcome halal food due to their health, safety and quality (Canadian Food and Agriculture Organization (2011). Today, the granting of halal certificates on food products, by 100 institutes are distributed worldwide, such as the American Council for Food and Nutrition, the Islamic Society of North America, the Center for Research and Information on the Islamic Chamber Iran, the "Standard Institute of Turkey", the "Islamic Food Council of Europe" in Belgium, the "Islamic Culture Center" in Denmark and so on (Heidarzadeh and Ramezani, 2011). Although there are still no valid halal certificates available to date, they are all internationally recognized as key to the market for halal food consumers worldwide (the Canadian Food and Agriculture Organization (2011). Surely, the process of obtaining a halal certificate is a long and costly process. For this reason, small and medium-sized businesses are reluctant to obtain this certificate, although, according to most customers, even if a halal certificate increases the price of soluble food, it does not reduce the amount of purchase

and reception of these foodstuffs (Soesilowati, 2010). All Muslims pay more attention to halal foods. The research showed that religious values affect the intent of consumers to consume meat and derived products (Bonne, 2008). Muslim consumers consume meat derived from non-soluble materials. The Marzuki study (2012) explains how important it is to not contaminate the non-halal elements of raw materials. This study showed that the need to ensure the assurance of halal is by determining the supply chain material. Only in this case, to prove the products guaranteed by the halal, they must have a certificate of halal. According to the Minister of Trade Regulation No. 31 of 2011, the food label describes food as an image, writing or a combination of both, as well as other forms or packages. The halal label is an authorized statement in food packages to indicate the condition of a product. In Indonesia, some institutions are licensed to publish the mark. The institute is licensed to issue legal goods. LPPOM-MUI monitors technically licensed by (MUI). Meanwhile, Halal labeling is managed by the National Agency for Food and Drug Control. Legitimate labeling was performed before the formal Halal certification was issued. Currently is set up by the Minister of Health and the Minister of Religious Affairs, 427 / Menkes / SKBMII / 1985 and No. 68/1985 on the contents of the Halal Food Label. Frozen foods imported from animals and derivatives such as goat and duck meat, sausages and parts, as well as milk and derived products such as cheese, milk, beer, whey and powder require a certificate of halal (Mohammad Dermat and Yossi Rosanati, 2018).

### 2-3- Shopping behavior

Consumer behavior is affected by several factors, namely culture, society, or society and personal beliefs (Kotler, 2006). Cultural aspects related to individual desire and behavior are fundamental. Cultures are national, religious, and ethnic groups in a community. Therefore, the impact of social aspects is entirely related to the subgroup whose consumer it belongs to. Usually, each group has different levels of influence in the process of consumption in other groups. For example, certain groups are leaders of belief, and others are followers. Family members have a significant impact on shopping behavior. The status of each situation reflects the overall prize presented below the role of society. The purchasing decision is also influenced by personality traits, including working-age conditions, economic conditions, and lifestyle.

Another factor that affects purchasing decisions is the mental aspect. This element includes motivation, perception of learning, self-confidence and attitude. The relationship between the first factors and the following factors has affected the purchase of consumer products (Mohammad Dermat and Rosanati, 2018).

The key to the success of a marketing strategy is both local and global perception of consumer behavior. This applies to both business and non-profit organizations as well as government agencies that develop market-related rules. Understanding consumer behavior and assessing the performance of consumers in different societies is also of particular importance due to cultural differences. Consumer behavior can be defined as the dynamic interaction of influence, cognition, behavior, and environmental events that are transmitted through the aspects of the exchange of their lives. Usually, every consumer faces a lot of buying decisions. Most companies that research consumer shopping behavior are trying to find the right answers about what consumers are buying, the method and the number of purchases and the reasons for them, but it's not easy to get informed about the causes of consumer or buyer behavior. Most of the answers to these questions are in the minds of the consumer. The starting point of these studies is the stimulus model, the response, and consumer behavior is shaped on the basis that stimulating and motivating factors, along with the marketing factors (or marketing mixes), enter the consumer black box, and ones reacts specifically. The consumer black box consists of two parts. First, the buyer's personal characteristics affect the way in which the first stimuli are depicted and reacts to them and the second is the purchasing decision-making process that affects ones behavior (Khezari and Karimi Yazdi, 2014).

Consumers take a lot of shopping every day. This decision of the consumer takes place in different stages of social and cognitive processes (Sylk, 2011). By examining these steps, we find that consumers first find out about the issue and try to solve the problem logically during a series of steps. These include identifying the problem, collecting information, evaluating options, purchasing decisions, and post-purchase behavior. The roots of this approach are based on factors such as psychology and economics (Shirkhodaei & Nouripour, 2014).

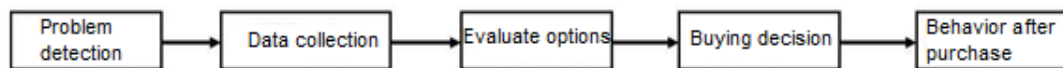


Figure 1. Purchasing decision process

In the process of evaluating various options, the consumer grades and the various brands and plans are needed to buy a thing. In general, the customer's decision to buy is based on the fact that the best brand must be purchased, and there is a factor between the intention and the decision of factors such as the beliefs of others and unpredictable factors. Unforeseen factors mean factors such as the expected benefits of goods, religion, halal certificate, marketing promotions, and brand that they intend to buy based on. In the meanwhile, it intends to purchase one of the decision-making steps that will study the consumer's behavior in order to buy a brandy. The intention to buy a consumer from a brand is shaped not only by the brand's attitude, but by a series of brands (Hosseini Shah, Aziz Jafari, Waris & Ejaz, 2012).

The external stimulus affecting the decision to purchase products was flavor (59%), Halal (27%), while diversity, texture and packaging were considered as 8%, 5% and 1% respectively. Halal food buyers considered halal calorie prices that were quality and affordable. Accessible and easy media to find them were more important to shoppers than those that were comfortable and busy. Foods with an appropriate taste with the preferences of shoppers prefer to enjoy the love of the mouth among shoppers. The second most promising way of advertising was electronic media such as advertising on television and radio. The price factor should be important, because another way to attract buyers is to discount the price. The membership schedule is not attractive to buyers. Souvenirs with a special purchase were appealing to just a few attractive buyers (less than 5% of them), and they were mostly used by global chains. According to Halal food decision, families (60%) had the most impact, then friends (27%). The fact that the family is very important in the behavior of shoppers suggests that other sources of knowledge, such as individuals from religious institutions and even government and non-governmental organizations, are harder to educate buyers about halal food. By using the law on halal product security, stakeholders must have a clear set of guidelines to ensure that consumers and manufacturers have the

knowledge to protect the purpose of law enforcement (Dyah Ismoyowati 2015).

### 3- The conceptual model of research

In a research entitled "The relationship between food labels and consumers' buying behavior", the goal was to determine the impact of food labels among individuals and consumer decisions Masoumikhah and Chitsaz (2015). In this research, direct and indirect effects of food labels on the consumer's decision to buy or not to buy food products were evaluated. In this descriptive-analytic cross-sectional study, 200 random samples were selected from different groups of society. For each of them, a questionnaire on demographic status and awareness and performance of food labels was completed. The study expanded the understanding of food labels and shopping behavior and identified the existence of a logic for purchasing labeled foods that included information such as halal label, ingredient, and nutritional value.

In a study titled "The impact of the country of origin and brand on consumer decisions to buy durable luxury products with an emphasis on the Apple mobile phone," examines the impact of the country of origin and brand on consumer decisions to purchase durable luxury products with an emphasis on the handset. Pegah Ebrahimi Varnosfaderani and Afsaneh of Maleki (2016). The type of research is quantities. The method of this research is applied in terms of purpose, and in terms of how data is collected, a survey is descriptive. The statistical population of this study is Apple mobile phone shoppers in Tehran. The sample size is 683 using Coranbach formula and the sampling method is randomly classified by geographical area. To measure the brand, the Soulini Questionnaire (2015) was used; for the country of origin, Soulini questionnaire has been used by the Mamat et al. (2016) and for measuring consumer decisions by the Uluruno et al. (2006) questionnaire. The validity of this questionnaire was verified by verifying the experts and verifying its construct through a confirmatory factor analysis. Also, using Cronbach's alpha coefficient, trade brand



reliability was 0.92, country of origin was 0.89, and consumer decisions were 94.9. The data from the distribution of the questionnaire were analyzed using Lisrel software. For this purpose, the data were normalized by Kolmogorov-Smirnov test. Then, with the aid of the path analysis test, it became clear that the country of origin and the brand had a significant effect on consumer decisions. Also, all three dimensional variables of brand (brand function, brand empiricism, brand symbolism) and all three variables of country of origin (country image, product quality, brand awareness) have a significant effect on consumer decisions.

A study titled "Halal Food: A studied the effective factors on consumer intent in Europe" considered halal foods as one of the products and the effect of factors affecting the intention to buy these products (Brand Trust, brand equity And Attitude to Halal Certificate), which were extracted from theoretical foundations and previous studies, were studied by Shirkhodaei and Nouripour (2014). The statistical population consisted of solvent food consumers who purchased these products from three prestigious stores (Tesco, Carroll and Aldi) in three countries: Germany, England and France. To investigate the research hypotheses, 391 paper and electronic questionnaires were analyzed. The results showed that the brand equity and brand trust had a positive and significant effect on the intention to buy these products, but the attitude to the halal certificate did not have a significant effect on the intention to buy the products. Also, the effect of independent factors on each other was also investigated in the research. Results showed that brand trust and attitude to halal certificate have a positive and significant effect on brand equity. The results of this study showed that attitude to halal certification has a positive and significant effect on brand confidence.

In a research entitled "The Role of Brand Approach to Halal in Creating Value of Special Brand", the role of attitude to halal certificate on creating customer-oriented brand values was evaluated by Shirkhodaei and Nouripour (2013). The results showed that attitude towards halal certificate had a positive and significant effect on brand awareness and perceived quality, but the effect of attitude towards halal certificate on brand association and brand loyalty of halal food was not confirmed. In this study, the internal effect of brand equity dimensions was evaluated. The results of the effect of brand awareness on brand association

and perceived quality were confirmed, and the effect of perceived quality on loyalty was also confirmed. But the brand awareness and brand association were not confirmed by food brand loyalty.

In a research entitled "The role of ethical marketing in the behavior of consumer food shopping," Has been studying corporate social responsibility and examining the impact of ethical marketing on consumer purchasing behavior. Ebrahimi and Rudani (2009). Hence, the problem is the impact of the company's moral and social values on the decision-making process of purchasing food consumers. Regarding the nature of the research, the research method is descriptive and the method of data collection is survey type. A questionnaire was used to collect data and a cluster random sampling method was used. To answer the questions, 372 foodstuff customers were selected as sample stores. The results of this study showed that there is a positive and significant relationship between the marketing mixes and the behavior of food consumers shopping in this study. There is also a positive and significant relationship between the situation factors and the behavior of consumer shopping. In addition, the results indicate that there is a positive and significant relationship between ethical marketing and consumer shopping behavior in the statistical population.

In a study titled "The Effect of Halal Label and Role of the Country of Origin as Independent and Independent Variable on the Purchasing Behavior of Purchased Frozen Imported Dishes." This research was carried out in the northern Sumatra, and the number of respondents was measured based on the sampling rate of the sub areas in Medan. Mohammad Dermat and Yossi Rosanati (2018). Data are collected from 110 respondents with specific criteria. Data analysis was done by using regression analysis. The results of this study showed that the halal label had a positive effect on purchasing behavior. In addition, the country of origin also affected shopping behavior. The role of the country of origin as a moderating variable has a positive and significant effect on the halal label and the behavior of imported frozen food products. The negative value of the country of origin can reduce the impact of a halal label on the behavior of imported frozen food products. The country of origin as a "moderator" means it can be used as an independent variable or an independent variable. The authors recommend that Halal certification institutions cooperate with the

LPPOM-MUI. In an article titled "Halal Food Marketing: A Case Study on Consumer Behavior in the Use of Chicken-Based Poultry Consumers in the Central Java District of Indonesia", it is intended to describe consumer behavior, especially in the field of consumption Dishes made from chicken that are popular in Indonesia. Dmitry Smoyoti (2015). A case study was conducted in Yogyakarta and around it. The findings indicate that food is a legitimate food for consumers, although the importance of this criterion is after food taste. Consumers' knowledge of halal foods seemed to be quite different among different consumer groups, but they agreed on the concept that religion as well as nutrition were among the factors influencing consumers' decision-making on food consumption.

A study examines the impact of country of origin and brand on consumer decisions to purchase luxury products (Bruno et al., 2012). The aim of this study was to update the factors affecting the purchasing of luxury goods consumers, and in particular, taking into account the combined effect of the country and the origin brand (COO) on purchasing decisions. This paper has developed the exploratory phase from the qualitative data already collected on the subject. This study includes the distribution of an online questionnaire in seven countries (China, France, India, Italy, Japan, Russia, and the United States) for a total sample of 1102 respondents. The benefit of this research is related to the probability of intercultural analysis from the results of seven countries. These results are related to differences in the relative importance of components of the consumer decision process in relation to the purchase of luxury and non-luxury goods. The relative importance of COO for consumers makes decisions about buying luxury goods; and the variety in consumer decision-making criteria depends on the maturity of the luxury market. This research allows writers to validate, develop, and generalize the results already found in the exploratory phase of their work. This is in terms of management advice for a company that is internationally interested in geographic development that is covered by this study. Therefore, this research has achieved a significant difference. The results of this study also help to create a controversy over the importance of COO in the decision-making process of the consumer.

In a study entitled "The Role of Awareness of Halal Certificates in Intention to Buy by Non-Muslims", the relationship between Halal Food Consciousness, Halal Certificate, Food Quality, Marketing Promotion, and Brand with Intent to Buy Halal Food among Malaysian Non-Muslims were done by Abdul Aziz and Ninvay (2012). The results indicated a positive relationship between the awareness of halal food, halal certificate, food quality, promotion of marketing and brand with the intention of buying halal food, and also the findings showed that halal foods should have attractive information to raise awareness of consumption and in this regard, a halal certificate should even be used in halal foods that are produced for global marketing. In a research entitled "Investigating the Impact of Religious Sensitivity on Brand Trust and Brand Value in the Malaysian Food Industry", the first attempt was made to understand and identify the attitudes of customers and their impact on brand trust and brand equity. Initial data was a survey of customers from Malaysia's popular Malaysian restaurants, KFK, McDonald's, Pittsahate and etc. Secondary data was also extracted to help summarize and draw conclusions from books, articles, and so on. Nina Mohamed and Mohammad Davoud (2012). In the next step, we tried to conceptualize model, and the results of the research showed the effect of religious sensitivity on brand trust and brand equity and how it both directly and indirectly affects customers' attitudes.

Therefore, Rezaei et al. (2010), in a paper titled "Non-Muslim Consciousness of Legitimate Principles and Their Relationship with Malaysian Foodstuffs," reviewed the factors influencing the perception and attitude of consumers towards the concept of solvent and halal foods in Malaysia. The results showed that non-Muslim people are aware of halal foods and halal principles and believe that halal foods are safer, healthier and safer. The results also showed that some demographic issues such as education could be effective in understanding the use of halal foods, and as a result, more religious and urban people are more aware of the benefits of using halal foods. In a paper entitled "Business Opportunities for Halal Food in the Global Market: Muslim Users' Behavior and Halal Food Consumption," in an article entitled "Business Opportunities for Halal Food", Seesilotti (2010) paid attention to the relatively relevant factors affecting Muslim behavior in halal food consumption in Indonesia. At first, the researcher measured the awareness of Muslims about the

meaning of Halal and Haram, and later considered the role of the government in promoting and controlling religious behavior for halal consumption, and then, using the Pearson correlation test, the relationship between religiosity and food consumption, halal was paid, with the result that the degree to which religiosity was stronger. Consideration is given to halal consumption, which comes from the consumer's mind and the most important criterion for Muslim respondents to consume halal food is the lack of pork and alcohol in food, and the existence of a halal certificate on halal foods is not very important for consumers.

**4- Research hypotheses**

Based on what has been said, this research has three hypotheses as follows:

**Hypothesis:**

- H1: The Halal label has a positive and significant impact on the behavior of buying frozen foods imported in Malaysia.
- H2: The country of origin has a positive impact on the behavior of buying frozen foods imported in Malaysia
- H3: The country of origin modifies the link between halal sticker and the behavior of imported frozen dishes in Malaysia.

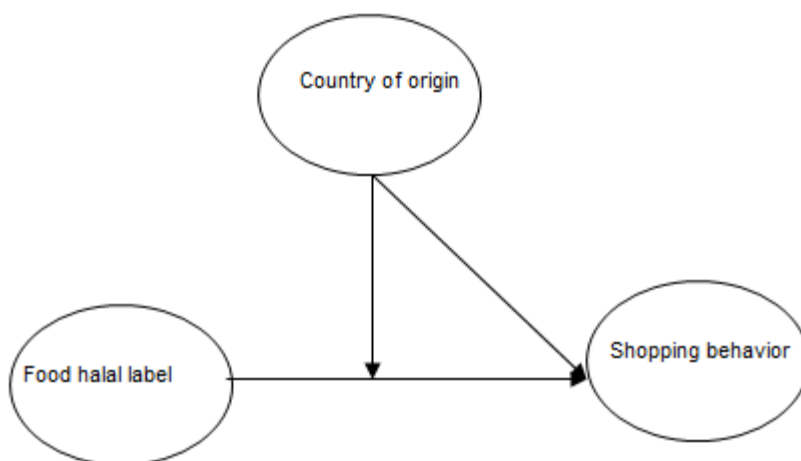


Figure 2. Conceptual Model of Research (Nasution, M. D. T. P., & Rossanty, Y 2018)

**5- Methodology**

This is a descriptive survey based on the purpose of the application. The research data were collected through a questionnaire. The community consisted of Malaysian Muslims who, given their infinite nature, used the Cochran formula for an unlimited society to measure sample size, and it was 384. Content validity was assessed through expert opinion and construct validity. Cronbach's alpha coefficient is greater than 0.7 for different structures of the questionnaire confirmed its reliability. To test

the hypotheses, structural equation modeling and PLS and SPSS software were used.

**5-1- Findings**

**5-1-2 Descriptive Statistics**

The characteristics of the respondents in this study were studied using three demographic variables: age, gender, and education level and it is used only for reporting the subjects' format, the results of which were reported in Table (1).

Table I. Descriptive statistics of respondents

variable	type	Frequency	Frequency percentage
Gender	Female	105	27.3



	Man	279	72.7
Age	from 20 to 30 years	98	25.5
	from 31 and 40 years	153	40
	years and older 41	133	34.5
marital status	Married	244	63.5
	Single	140	36.5

### 5-1-3 inferential statistics

#### Convergent Validity Survey:

Validity of the questionnaire was assessed by two convergent and divergent validity criteria, which is specific to structural equation modeling. Convergent validity refers to the

ability of one dimensional indicators to explain dimension. Divergent validity also indicates that the research model structures should be more correlated with their questions than with other structures (Davari and Rezazadeh, 2014). In this research, the validity of the convergent validity using the AVE criterion (mean extracted variance) was used for the research variables, the results of this criterion are shown in Table (2):

Table 2. Average results of variance extracted from research variables

	Average Variance Extracted (AVE)
halal label on frozen food	0.637
Shopping behavior	0.738
Country of origin	0.785

The value of the criterion for the acceptance level of the AVE is 0.4. As shown in Table (2), all the values of the AVE for the structures are more than 0.4, and this confirms that the convergent validity of the questionnaire is at a level which is acceptable.

The reliability of the markers of the variables: The reliability of each of the variable in the PLS model is determined by the factor load of each marker. The value of each factor load should be greater than or equal to 0.5 corresponding markers (Davari and Rezazadeh, 2014). In Table 3, the factor loads are shown for the variables of the research

Table 3- Reliability analysis of variables

	halal label on frozen food	Shopping behavior	Country of origin
Q1			0.888
Q10	0.814		
Q11		0.897	
Q12		0.842	
Q13		0.902	
Q14		0.879	
Q15		0.768	
Q2			0.890
Q3			0.881
Q4			0.880

Q5		0.891
Q6	0.844	
Q7	0.801	
Q8	0.639	
Q9	0.873	

As it is seen in the table, all the values associated with the variables specified in the home are higher than 0.5. Therefore, it can be said that the measurement model has sufficient reliability in the field of markers of the variables.

Reliability of the model: To assess the reliability of the model, we examined the reliability of the combination and Cronbach's alpha. Cronbach's

alpha coefficient indicates the ability of questions to properly explain their dimensions. However, the composite reliability coefficient also determines the correlation of the questions of one dimension to each other for the adequate fitting of the measurement models (Davari and Rezazadeh, 2014). The results are presented in Table (4).

Table 4. Cronbach's Alpha Coefficient and Combined Reliability of Research Variables

	Cronbach's Alpha	Composite Reliability
halal label on frozen food	0.856	0.897
Shopping behavior	0.910	0.933
Country of origin	0.932	0.948

As can be seen, the Cronbach's alpha coefficient for all variables in this study is greater than the minimum value of 0.7.

**Data analysis and hypothesis testing:**

In this research, structural equation modeling and partial least squares method (PLS) were used to test the hypotheses and model's fitness. At the same time, they examine two models: the

external model (measuring model) that examines the relationship between obvious variables and hidden variables, and the internal model (structural model), which measures the relationship between hidden variables (Davari and Rezazadeh, 2013). The results of testing the hypotheses are presented in Table (5). The hypothesis should be considered at a significant level of 0/05 which the t-value is outside the range of (96/1, 96/1).

Table 5. Results of research hypothesis test

	Original Sample (O)	T Statistics ( O/STDEV )	P Values
Shopping behavior<-halal label on frozen food	0.564	13.708	0.000
Shopping behavior<-Country of origin	0.332	7.633	0.000
Shopping behavior<-halal label on frozen food	0.401-	10.777	0.000

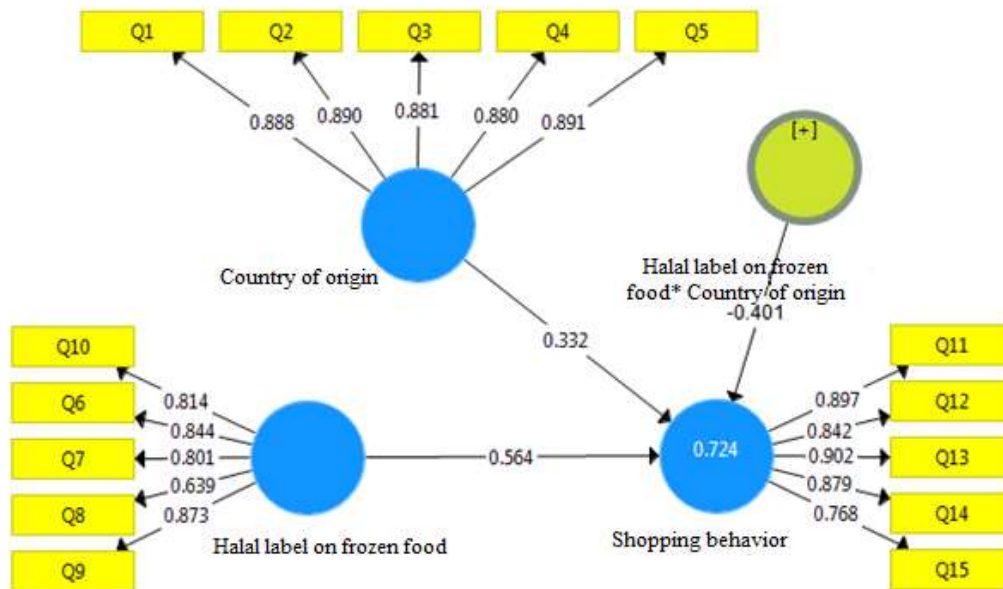


Figure 3 Research model in standard estimation mode

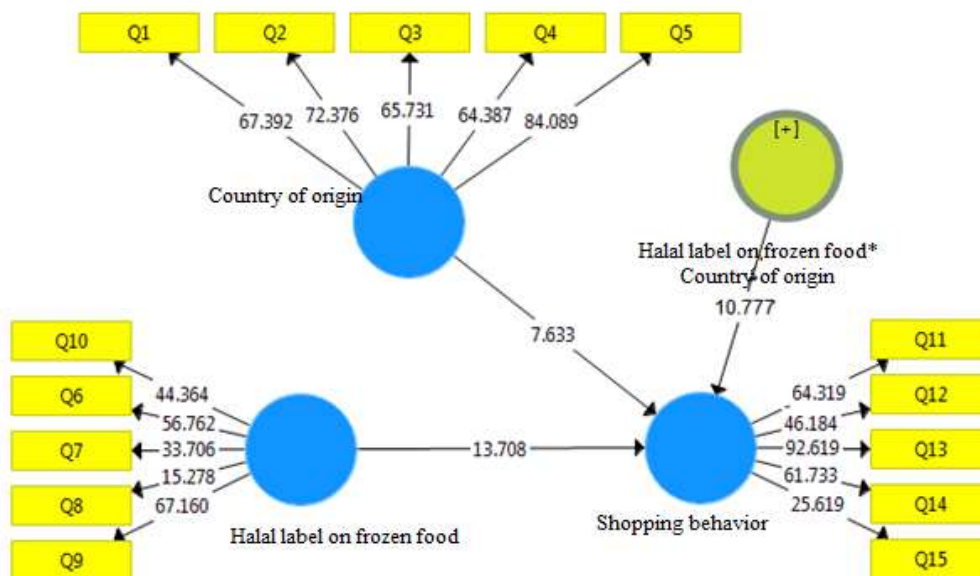


Figure 4. Research model in the meaningful state of the parameters

**6- Discussion and conclusion**

In this study, we sought to investigate the effect of halal label on food on shopping behavior with a moderating role of the country of origin on Malaysian Muslim citizens. The results of modeling assumptions were as follows:

Hypothesis I: The halal label has a positive and significant effect on the behavior of the purchase of frozen foods imported in Malaysia. According to Table 5, this assumption is rejected because of the fact that its T-value is outside of 1.96 and 1.96- range, and assumes a H0 assumption is at

95% confidence level, and the assumption H1, which is the assumption of the researcher, is accepted, the halal's label on the buying behavior Imported frozen foods have an effect on this sample. Also, the effect of the halal label on the behavior of the purchase of imported frozen foods is 0.564 and is directed towards it.

Second hypothesis: The country of origin has a positive impact on the behavior of buying frozen foods imported in Malaysia. In accordance with Table 5, this assumption is rejected because of the fact that its T-value is outside 1.96 and 1.96-, and assumes H0 is in the 95% confidence level and the assumption H1, which is the assumption of the researcher, is accepted, that is, the country of origin on the behavior Buy frozen foods imported in this sample. Also, the intensity of the country of origin is 0.332 on the behavior of the purchase of frozen foods imported and direct.

Third hypothesis: The country of origin modifies the relationship between Halal label and the behavior of imported frozen food imports in Malaysia. According to Table 5, this assumption is rejected because of the fact that its T-value is outside 1.96 and 1.96-, and at the 95% confidence level is the assumption H0 is rejected, and the assumption H1, which is the assumption of the researcher, is accepted, that is, the country of origin, the relation between Halal label and sales behavior of imported frozen foods in Malaysia. Also, this moderation is negative and inverse.

Negative moderation results show that the effect of the country of origin can reduce the effect of halal label on the behavior of imported frozen foods. In fact, these results indicate that the role of the country of origin as an independent and moderating variable is simultaneously important. Based on the results, it can be said that firms that supply frozen food and establishments issuing halal certificates from certain countries should cooperate with the LPPOM-MUI. The goal is to eliminate the suspicion of Muslim communities in Malaysia and other countries with a range of religious and secular identities. Halal labels distinguish halal frozen foods from different Muslim countries and facilitate the ability of customers to evaluate products. Solicitor label Suspicion of Muslim consumers eliminates frozen food imported from non-Muslim countries. Therefore, if the food product is exported to societies of religious and secular forms, it is

necessary to affirm the Halal label certificate in international societies.

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