

MUSLIM TOURISTS' PURCHASE INTENTION OF HALAL FOOD IN TÜRKIYE

Aam Slamet Rusydiana¹, Siti Maysyaroh², Hussein Awdalkrem³

^{1,3} *Department of Islamic Economics and Finance (ISEFAM), Sakarya University, Turkiye.*

² *Shariah Economics Applied Research and Training (SMART) Indonesia*

Corresponding email: aamrusydiana@sakarya.edu.tr

Article History

Received: 25 April 2024 Revised: 03 June 2024 Accepted: 15 August 2024

Abstract

This study aims to explore the purchase intention of halal food products in Türkiye from the perspective of Muslim tourists. This study is a quantitative research using primary data. A total of 130 Muslims who have visited Türkiye became respondents and filled out this research questionnaire. The data obtained were then analyzed using the PLS-SEM method with the help of SmartPLS 3.0 software. The findings of this study indicate that halal credence and NFC (Need for Cognition) do not have a significant direct relationship with halal purchase intention. Both also have no significant indirect relationship with halal purchase intention through halal consumer attitudes as a mediating variable.

Keywords: *Halal Credence, Need for Cognition, Halal Purchase Intention, Halal Consumer Attitude*

JEL Classification: *Z32, L66, C83*

1. INTRODUCTION

The authentic Islamic faith entails the imperative to consume whatever that is deemed permissible (Halal) within the Islamic religious framework (Van Waarden & Van Dalen, 2013). In Islamic law, the term "halal" encompasses more than only the requirement to consume permissible food and drink. It also extends to the prohibition of numerous practices that are deemed unacceptable according to sacred texts (Rahman *et al.*, 2020).

In Islam, the term "halal" refers to everything that is permitted and in accordance with Islamic law, covering various aspects of life such as consumption, social interactions, financial transactions, education and more. This principle brings benefits and health. In contrast, "haram" means something that is prohibited or invalid according to Islamic law. Therefore, products, services, and lifestyles such as cosmetics, medicine, banking, and tourism, must comply with halal standards for Muslims as part of a religious obligation (Akin & Okumuş, 2020). Halal and tayyib (clean and quality) food is the main focus in the context of food consumption for Muslims. Consumption in Islam is not just about fulfilling physical needs, but also includes moral and spiritual dimensions, with the aim of achieving Allah's pleasure and well-being with consideration for the boundaries set by Allah (Alagoz & Demirel, 2017; Sali & Datucali, 2021; Ekoyudho, 2021). Halal products are also aimed at avoiding harm to humans, animals, and the environment (Santoso *et al.*, 2021; Devi & Firmansyah, 2019). Islam has prohibited anything that is harmful to humans, and by preserving humans, the entire society is preserved, as humans are the microcosm of society (Dusuki & Abdullah, 2007).

In the current era of globalization, the consumption of products from the halal food industry has increased significantly. The halal market covers a wide range of products such as food, cosmetics, textiles, medical products, and hygiene products. In 2016, the halal food and beverage sector accounted for 15% of the overall world halal market. According to the Halal Products Expo report published by the Organization of Islamic Cooperation (OIC) in 2017, the value of the halal economy created by these products reached approximately \$3.9 trillion. It is reported that the market for halal food products has a capacity of about \$1 trillion globally (Halal Expo, 2017). So It is crucial to prioritize Turkey's competitive halal market, particularly Istanbul, as it is a highly significant global hub, attracting tourists from many places worldwide (Timor, 2011).

According to a report by Shahbandeh (2019), the halal products market is expected to grow from \$45.3 billion in 2016 to more than \$58.3 billion by 2022. Within the global halal industry, the largest sector is Islamic finance which accounts for 43% of the total halal market, while the second largest sector is halal food with 36% of the market share. The Halal Food Indicator Index shows that in 2017, the United Arab Emirates scored the highest in terms of halal food trade, official regulations, public awareness, and prices. Malaysia came in second place, while Türkiye took 12th place.

With high purchasing power, especially among the Muslim population in Saudi Arabia and Türkiye, Turkish consumers' decisions on purchasing halal products have a great impact. The halal food and beverage sector, which accounted for 15% of the global halal market in 2016, shows enormous potential. Revenues from the global halal food market are expected to grow from approximately \$1.25 trillion in 2016 to approximately \$2.57 trillion by 2024. Türkiye, with all its potential and importance, is in an excellent position to take a larger share of this market by handling halal certification effectively and capitalizing on the huge potential that exists in the country.

Türkiye, which is the sixteenth largest economy in the world with a population of around 80 million, of which 99 percent are Muslims, plays an important role in both domestic and international markets in terms of halal-certified products. Despite this huge potential, Turkish companies are still small players in the global halal market. However, with the existing production conditions, they have a great opportunity to increase their market share once the issue of halal certification is adequately addressed (Varinli *et al.*, 2016).

Since the 1970s, the quest for halal certification has been a major concern in Türkiye. Initially, it started with consumers avoiding the use of margarine and preferring to buy meat from religious butchers. Muslims grew increasingly cautious by not eating meat-containing foods in restaurants and by paying attention to the potential for sea urchins in toothbrushes. This suspicion and concern increases especially when the alcohol content of soda drinks is not clearly stated by manufacturers. This prompted the need for an organization open to the public to address the issue of halal food (Baehaqi, 2017).

Turkey is also known for its rich potential in the tourism sector. Thanks to its strategic location, varied climate, multicultural demographics, and rich history, Türkiye is one of the most alluring destinations in the world. The Ministry of Culture and Tourism in Türkiye promotes various types of tourism such as beach tourism (sea, sun, and sand), health and spa tourism (hot springs), winter tourism, highland tourism, cave tourism, hunting, special events, golf, youth tourism, yacht sailing, botanical tourism, silk road tourism, religious tourism, air sports, mountaineering, rafting, diving, and bird watching (Duman, 2011). This is largely attributable to the fact that Türkiye and

Istanbul in particular have been welcoming of foreigners since the Ottoman era (Yanik, 2016).

According to Doğan (2008), there has been a significant increase in halal tourism and the number of organizations supporting halal tourism in Türkiye. He revealed that recent economic and political developments have allowed more sharia-compliant hotels to open in this sector. Before 2002, there were only five halal hotels, but with the opening of 22 new hotels, mostly in Antalya and Alanya, a bed capacity of around 20,000 was achieved. More recent and more in-depth research by Tekin (2014) shows that the number of these organizations has increased to 152 across Türkiye, including spas, boutique hotels and city hotels (Elaziz & Kurt, 2017).

The importance of halal products to Turkish consumers is significant for manufacturers both at home and abroad. According to the Global Islamic Economy Report, Türkiye is the second largest country in terms of halal food consumption. Despite this, there are still few studies that examine the factors that influence the consumer intention of Muslim tourists in Türkiye to buy halal food. Therefore, in order to fill the existing research gap, this study discusses the purchase intention of halal food for Muslim tourists in Türkiye and the important point that must be highlighted is the purchase of food by foreign tourists in Türkiye, as many tourists, including Muslims, are not aware that the Turkish market is almost completely free of prohibited foods. This is because many Turkish people in Türkiye buys from the same places that foreign tourists shop from.

2. LITERATURE REVIEW

2.1. Halal Credence

In many Muslim countries or others, the Halal Credence is considered a necessary requirement to ensure that a product is not prohibited or free from forbidden substances. The Halal certification is a ruling issued by authoritative bodies that have the ability to distinguish between what is permissible and what is not. It serves as a trusted certificate given to those who wish to engage in selling products in countries with markets that include various items that may be considered Haram (forbidden) by Muslims (Anggarkasih & Resma, 2022).

Halal credence is one of the product characteristics related to the halalness of a product. This credence means that consumers cannot confirm the halalness of the product directly through physical observation, but must rely on information provided by the manufacturer or halal label. In the context of halalness, this credential is very important because Muslim consumers need assurance of the halalness of the product before consuming it. Riaz & Chaudry (2004) found that trust in sellers and halal labeling have a positive influence on halal meat purchase intention. Kotler & Keller (2012) also showed that products with halal assurance are very important for Muslim consumers to be well received. This subject necessitates vigilant oversight, particularly given that certain food and beverage products are imported into or produced within a Muslim country. It is advisable to implement stringent restrictions and periodically inspect the stores to ensure the safety of the market and tourists and the community.

Other studies also show that halal credence has a positive influence on attitude towards halal. For example, in a study conducted by Bashir *et al* (2018) found that attitude towards halal has a positive influence on buying interest in halal products. In addition, other research by Ahmadova & Aliyev (2019) also shows that attitude towards halal has a positive influence on purchasing decisions for halal products.

Trust in halal food involves various attributes of food trust. In general, these attributes include health aspects and production methods (Sautron *et al.*, 2015), as well as attention to environmental protection and animal welfare by considering social impacts (Fernqvist & Ekelund, 2014). In the context of halal food, similar trust attributes are applied, covering health and animal welfare (Ab Talib *et al.*, 2015). However, as halal food is part of religious rules, the halalness of the product must be guaranteed. Cross-contamination with unauthorized ingredients or banned substances may threaten the halal status of the product Wibowo *et al* (2021).

Recently, there has been an increasing curiosity in comprehending the buying inclination of halal food among Muslim travellers. Multiple studies have extensively explored different facets pertaining to this subject. Soonsan & Jumani (2024); Devi (2023) emphasised the importance of Halal-friendly characteristics, such as the quality of food, services, and physical surroundings, in impacting the satisfaction of Muslim visitors during their visit. Xiong & Chia (2024) highlighted the significance of halal food for Muslim travellers, particularly in non-Islamic destinations, since it enhances their feelings of security and contentment, and this makes them inclined to purchase without hesitation or doubt.

2.2. Halal Consumers Attitude

Purchasing behavior refers to the ability of consumers to make choices to buy products and services available in the market (Rani, 2014). Various studies reveal that consumer purchasing decisions are influenced by internal and external factors. Internal factors include age, personality, and beliefs, while external factors include attitudes, family, and social status (Khaniwale, 2015). Therefore, marketers must be able to understand the purchasing behavior of the market segments they target and develop strategies to meet consumer needs. Consumer attitudes towards purchasing behavior consist of three aspects: cognitive, emotional, and behavioral. The cognitive aspect relates to beliefs that reflect consumers' views on something. The emotional aspect relates to the feelings and emotions that arise from certain situations. Meanwhile, the behavioral aspect includes consumer actions and intentions in response to these attitudes (Abdulkadir, 2022). A multitude of other factors, including halal awareness, religiosity, halal Credences, product quality, and lifestyle, influence the decision to buy halal items. All of these things work together to influence whether or not people will purchase halal products (Ekoyudho, 2021).

2.3. Need for Cognition

The choice to buy halal items is affected by multiple aspects, as emphasised in the literature. Research has indicated that consumer attitudes towards halal products, societal norms associated with halal consumption, and feelings of control have a substantial influence on intents and choices regarding the purchase of halal products (Khanfani *et al.*, 2023).

The internal perspective reflects a person's overall feelings and expectations in behavior, which are influenced by personal motivation (Maharani *et al.*, 2016). Consumers with high cognitive needs (NFC) tend to search for information in a more systematic way and pay more attention to missed implicit messages, which are characterized by thorough and in-depth searches. People with high NFC are more driven to analyze messages in detail and usually engage in deep thought processes (Pradana *et al.*, 2022). Castello's (2009) research shows that NFC can act as a moderating variable

that affects purchase intention. Some studies discuss the purchase intention of halal products and emphasize that attitudes related to subjective norms and perceptions of behavioral control directly affect the intention to act (Al-Nahdi *et al.*, 2015). Research Indrawan *et al* (2022) found that NFC and attitude towards halal food (HA) act as variables that influence halal food purchase decision behavior. The results showed that students from Islamic schools tend to have higher halal food purchasing decisions compared to students from senior high schools. This shows that NFC and HA influence halal food purchasing decisions, as well as differences between Islamic and senior high schools in terms of halal food purchasing decisions. Furthermore, a comprehensive comprehension of Islamic teachings about halal products, conscientious and trustworthy producers, and heightened levels of religious devotion all plays a role in influencing consumers to make more frequent purchases of halal items.

2.4. Halal Purchase Intention

Halal purchase intention is a very important factor in the consumption of halal products and services. Research has shown that halal brand awareness has a significant effect on purchase decisions. Research has shown that various factors influence the purchase intention of halal products. Rachmawati and Suroso (2022) found that halal brand awareness is a moderating variable in the relationship between product knowledge and product participation with purchasing decisions. This shows that halal brand awareness can influence a person's decision to buy a product. Nurhasanah & Hariyani (2017) also found that halal awareness, health reasons, and perceived value all have significant and positive effects directly on purchase intention. Halal certification, brand image, and perceived quality also have an indirect effect on purchase intention through these variables.

Research Ali *et al* (2020) who found that perceived halal brand quality, halal brand satisfaction, halal brand trust and halal brand loyalty significantly influence halal brand consumer purchase intentions. Research Fatmi *et al* (2020) also found that price has a significant effect on purchase intention for halal products. Reasonable prices can increase buying interest by increasing public awareness about the quality of halal products. Goni (2022) investigated the factors influencing non-Muslims' intention to purchase halal food in Korea, emphasizing the role of high-quality perception in stimulating consumers. To increase buying interest in halal products, it is necessary to carry out an effective marketing strategy based on public awareness of halal products. With the possibility of raising awareness among foreign tourists, whether Muslims or others, by the Markets workers, in order to avoid confusion between halal and haram, or the mixing of market products without considering the rights of others to purchase items that are not align with their religious and cultural beliefs.

3. METHODOLOGY

3.1. Data

The study's authors used only primary data for their analysis. To gather data using online media utilizing Google form tools, a questionnaire was sent online to respondents who were identified in the study. The items in this study questionnaire were answered on a five-point Likert scale, with one representing strongly disagree and five representing strong agreement. When gathering data to comprehend or quantify data that is both qualitative and quantitative, the Likert scale is one kind of scale that is commonly employed. The purpose of the information collection is to determine

someone's opinion, attitude, or sense of what is going on. Furthermore, this study used WarpPLS software to implement the PLS-SEM approach.

Purposive sampling was also used in this study to restrict the sample size to Muslims and Indonesian citizens in order to achieve the study's objectives. According to Kock (2018), a minimum valid number of respondents was necessary for the PLS-SEM research investigation, and that number was 100. A multivariate analysis method called structural equation modeling (SEM) was created to address the shortcomings of earlier analytical models, such as regression analysis, path analysis, and confirmatory factor analysis, which have been extensively employed in statistical research (Hox & Bechger, 1998).

3.2. Method

There are two forms of SEM: variant-based SEM and covariance-based SEM. A solid and well-defined theoretical basis is necessary for covariance-based SEM analysis. Assuming that the data follow a multivariate normal distribution, this model necessitates a high sample size. A free and adaptable research methodology is required as field data frequently exhibits a pattern of data that is not regularly dispersed. This alternative SEM technique is called partial least square (PLS), or variant-based SEM. Vinzi *et al* (2010) state that while model exploration is preferable, the fundamental presumptions of PLS are used for prediction. An indicator can assess latent variables indirectly, and the PLS model that results can maximize the predictive relationship between them.

Partial least squares (PLS) method-a well-established technique used in various studies to estimate path coefficients and investigate the complexity of the relationships built into structural models (Ali *et al.*, 2017) was used to test measurement and structural models. The validity and reliability of the study constructs were evaluated. Two advantages of this method over covariance-based SEM (Fakih *et al.*, 2016) were the ability to relate the relationship between variables in the examination of measurement model items.

PLS is a variant-based structural equation analysis that has the ability to test the structural model and the measurement model at the same time. While the structural model is used to examine causality (testing hypotheses with prediction models), the measurement model is used to test validity and reliability. The primary distinction between AMOS, a covariance-based SEM, and PLS, a variant-based SEM with LISREL, is the intended usage. Variance SEM seeks to predict models for theory building, whereas covariance-based SEM seeks to estimate models for theory testing or confirmation. Thus, according to Jogiyanto and Abdillah (2009), PLS is a causality prediction method utilized in theory formation.

PLS can also be applied to small samples; however, the accuracy of the estimation will improve with larger sample sizes. There are no set guidelines for PLS-SEM regarding the number of samples. A normal distribution of the data is not necessary for PLS to function. A formative or reflective model may be used for the construct. Additionally, there is a maximum of 1,000 indications, which is a large number (Hair *et al.*, 2014).

3.3. Model and Hypothesis

The exogenous latent variables in this study consisted of four variables:

- Halal Credence (ξ_1)
- Need for Cognition (ξ_2)

- Halal Consumer Attitude (ξ_3)
- Purchase Intention (η)

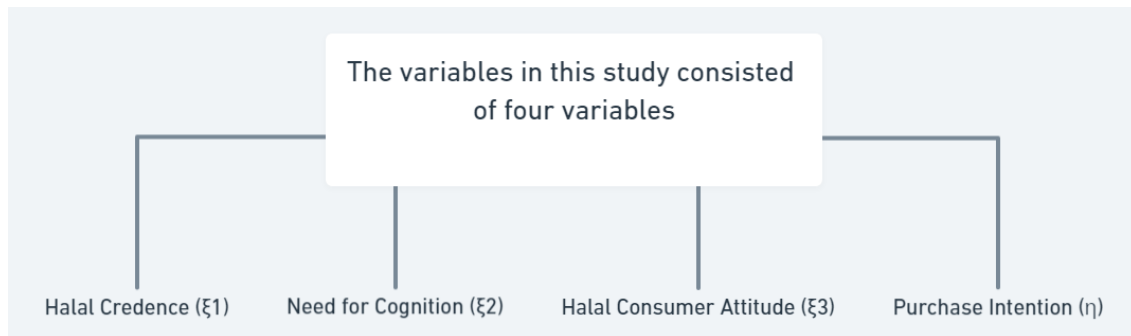


Figure 1. List of Variables

Table 1. The Variables and Indicators

Latent Variable	Indicator	Symbol
Halal Credence	I consider myself a user of halal food	HC1
	Eating halal food is an important part of who I am as a Muslim.	HC2
	Eating halal food fits the characteristics I want to have	HC3
	I believe in food labeled halal	HC4
	I believe that food labeled halal is in accordance with Islamic principles.	HC5
	I am sure that food labeled halal meets consumer health and safety standards	HC6
Need for Cognition	I am very aware of halal food	NFC1
	I believe I have enough knowledge about halal food	NFC2
	I always pay attention to halal issues	NFC3
	I have no problem paying for more expensive halal food.	NFC4
	I usually get information about halal food from my family and friends	NFC5
	I always take action if there is something wrong with the food I buy.	NFC6
Halal Consumer Attitude	Consuming halal certified food is important to me	HCA1
	I want to consume halal certified food	HCA2
	Consuming halal certified food is positive for me	HCA3

Latent Variable	Indicator	Symbol
	My family members also buy halal food products	HCA4
	I believe halal food is cleaner and healthier than non-halal.	HCA5
	Consuming halal food will have a positive impact on individual behavior	HCA6
Purchase Intention	I want to eat halal certified food for daily consumption	PINT1
	I am willing to pay more for food products with an official halal logo	PINT2
	I intend to buy halal food products in the future	PINT3
	I prefer to buy halal products even if the brand is not popular	PINT4
	I will not visit a restaurant whose halal status is questionable	PINT5
	I will only eat at restaurants that are labeled halal	PINT6

The research framework for this study is as follows, employing the PLS-SEM model.

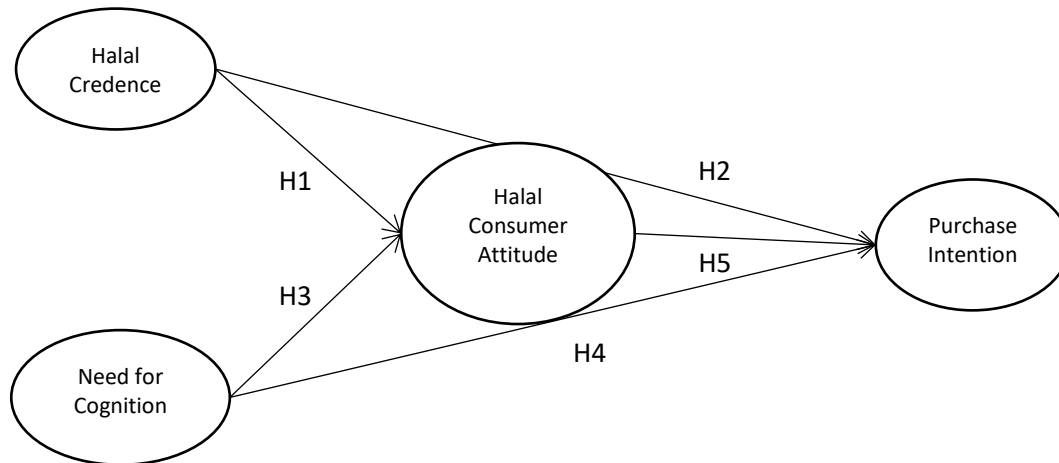


Figure 2. Research Framework

The following is the research hypothesis.

H1: Halal credence has a positive effect on halal consumers' attitude

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

H3: Need for cognition (NFC) has a positive effect on halal consumers' attitude

H4: Need for cognition (NFC) has a positive effect on halal purchase intention.

H5: halal consumers' attitude has a positive effect on halal purchase intention

H6: Halal consumers' attitude acts as a mediator in the relationship between halal credence and halal purchase intention.

H7: Halal consumers' attitude acts as a mediator in the relationship between NFC and halal purchase intention.

4. RESULT AND DISCUSSION

A total of 130 people took part in this investigation. Male respondents accounted for 74% of the total, while female respondents amounted to 26%. Respondents profile characteristics can be seen in Table.

Table 2. Respondent Profile

Variables	Categories	Frequency	Percentage
Gender	Male	96	74%
	Female	34	26%
Age	18-22	121	93%
	23-27	6	5%
	29-33	3	2%
Occupation	Student	109	84%
	Entrepreneur	4	3%
	Employee	6	5%
	Other	11	8%

4.1. Measurement Model Tests-Validity and Reliability

Two categories of statistical validity tests are convergent and discriminant validity. Convergent validity is often assessed using the loading factor values and the Average Variance Extracted (AVE). The item is free of problems related to convergence validity if each variable's AVE value is greater than 0.5 and the loading factor value is greater than 0.5. Discriminant validity is attained when the correlation coefficient between one variable and other variables is higher than the correlation coefficient between all variables.

If each question item variable's cross-loading value is greater than the question item variable's correlation value on other variables, there is another way to pass this test: using the cross-loading value. A reliability test is deemed reliable if its Cronbach's alpha and composite reliability (CR) scores are more than 0.70 (Hair *et al.*, 2014). The results of convergence validity and construct reliability are displayed in Table.

Table 3. Convergence Validity and Construct Reliability Test

Items	Loadings	AVE	Alpha	CR
Halal Credence		0.627	0.629	0.698
HC1	(-0.041)			
HC2	(0.030)			
HC3	(0.299)			
HC4	(0.860)			
HC5	(0.889)			
HC6	(0.860)			
Need for Cognition		0.639	0.694	0.798
NFC1	(0.751)			
NFC2	(0.637)			

Items	Loadings	AVE	Alpha	CR
NFC3	(0.833)			
NFC4	(0.563)			
NFC5	(0.406)			
NFC6	(0.554)			
Halal Consumer Attitude		0.633	0.687	0.793
HCA1	(0.753)			
HCA2	(0.756)			
HCA3	(0.683)			
HCA4	(0.385)			
HCA5	(0.514)			
HCA6	(0.622)			
Purchase Intention		0.673	0.757	0.832
PINT1	(0.660)			
PINT2	(0.626)			
PINT3	(0.727)			
PINT4	(0.718)			
PINT5	(0.629)			
PINT6	(0.668)			

Figure 1 is the PLS-SEM model along with the results obtained from data processing using WarpPLS software.

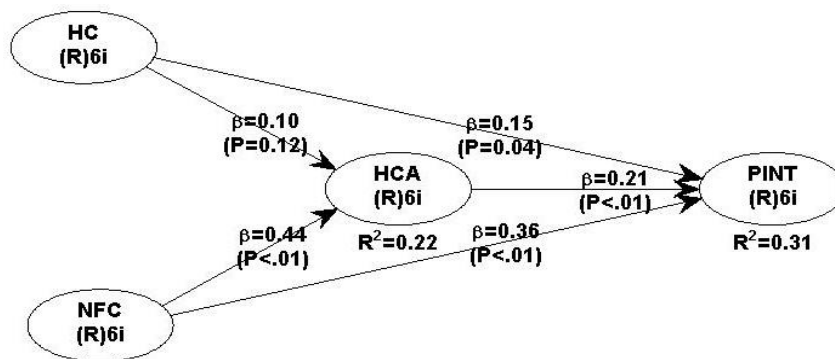


Figure 3. The Result of PLS-SEM model

The impact of Halal Credence on Halal Consumer Attitude was demonstrated by statistical test findings ($\beta = 0.10$, p value=0.12), implying that H1 was not supported. Meanwhile, Halal credence on Purchase intention statistical test findings ($\beta = 0.15$, p value=0.04), so H2 was not supported. Need for Cognition variables are found to have a significant effect on Halal Consumer Attitude, with the statistical result of the variable ($\beta = 0.44$, p-value <0.01) so H3 was supported and Need for Cognition variable on purchase intention has a significant effect with statistical test results ($\beta = 0.36$, p-value <0.01), so, H4 was supported. Halal Consumer Attitude was significantly affected the

purchase intention statistical findings result ($\beta=0.21$, $p\text{-value}<0.01$), so H5 was supported. Table 2 is the results of the hypothesis testing of the model.

Table 4. Hypothesis testing results

Hypothesis	Path	β	Remark
H1	HalalCredence->HalalalConsumers'Attitude	0.10 ^{ns}	Not supported
H2	HalalCredence->HalalalPurchaseIntention	0.15 ^{ns}	Not supported
H3	NFC->HalalConsumers' Attitude	0.44*	Supported
H4	NFC->HalalPurchaseIntention	0.36*	Supported
H5	HalalPurchaseIntention->HalalPurchaseIntention	0.21*	Supported

Notes: * $p\text{-value} < 0.01$ (significant);^{ns} = not significant

Table 5. Mediation Effect

Hypothesis	Path	P values	β	Result	Verdict
H6	Halal credence-> Halal consumers' attitude-> Purchase Intention	0.366	0.021	Not supported	Full mediation
H7	NFC-> Halal consumers' attitude-> Purchase Intention	0.069	0.090	Not supported	Full Mediation

From the two tables above we can see that halal trust and NFC do not have a significant direct relationship to halal purchase intentions. Both also do not have a significant indirect relationship with halal purchase intentions through halal consumer attitudes as a mediating variable. The p values of H6 and H7 are both not significant (above the threshold of 0.005). This means that the second effect is not immediately significant (Baron & Kenny, 1986).

4.2. Finding and Discussion

Based on the results of the analysis, it is found that halal credentials have an insignificant effect on halal consumer attitudes. Meanwhile, halal credentials in the findings of the purchase intention statistical test were also found to have no significant effect. This research contradicts the research of Pradana *et al* (2022) found that halal trust has a positive effect on halal purchase intention and attitude towards halal. This suggests that consumers are more likely to buy halal products if they perceive the product as halal. In addition, halal trust plays an important role in shaping consumer attitudes and purchase intentions, especially among Muslim consumers. Theory of Reasoned Action (TRA) consistently shows that religious beliefs and attitudes have a positive influence on purchase intentions and behaviors related to halal products. This is evidenced by research from Rahmawati *et al* (2024) found that religious beliefs significantly influence purchase intentions for halal products among Muslim consumers.

It is concluded that highly religious consumers tend to be more disciplined in their purchasing decisions, making them more selective in choosing halal products. In addition, Fauziah & Al Amin (2021) highlighted the importance of halal awareness in the decision-making process of Muslim consumers. His research emphasizes that religious beliefs are a significant source of public awareness of halal behavior influence consumer attitudes and intentions to buy halal products.

Based on this, it can be concluded that the non-effect of halal trust on halal consumer attitudes and purchase intentions is influenced by the demographics of society. Although Islam plays an important role in Turkish society, and its influence is evident in various aspects of daily life, including food, Türkiye is a secular country. Evason (2019) explains Mustafa Kemal Atatürk, the founder of modern Türkiye, aimed to secularize the country and limit the political influence of Islam. This led to restrictions on religious expression in public institutions and the promotion of a secular lifestyle. Later, the current government, led by Recep Tayyip Erdogan, has promoted a more conservative religious morality, which has led to debates about the balance between secularism and religious expression. Besides, although in Turkey, the majority of the population is Muslim, and many products are considered halal by default. Consumers already have a high level of trust in the halalness of products without requiring formal certification. This trust may reduce the direct impact of halal credentials on purchase intention. This also explains that while Türkiye has a large Muslim population, not all consumers have in-depth knowledge of halal certification or the importance of halal labeling. This low awareness may reduce the influence of halal credentials on purchase intention and consumer attitudes. Social and cultural factors can also influence purchase intention. In some communities, social pressure or cultural norms are more influential than formal halal certification. Given that Turkey is a bi-continental country (Asia and Europe), cultural and social influences from Europe may affect Turkish attitudes and purchase intentions.

The need for cognition (NFC) variable was found to have a significant positive effect on halal consumer attitudes and purchase intentions. NFC refers to an individual's tendency to engage and enjoy thinking and problem solving. It is a key factor in determining how much effort people put into forming attitudes and evaluating information. Higher NFC individuals tend to be more analytic and critical in their decision-making process, which can lead to more appropriate attitudes and purchase intentions (Indrawan *et al.*, 2022). Indrawan *et al* (2022) research on halal food purchase intention found that NFC is a significant predictor of purchase intention. This suggests that individuals with higher NFC are more likely to engage in detailed evaluation of halal food products, leading to more informed purchasing decisions. Indrawan *et al* (2022) explained that consumers with higher NFC tend to elaborate product information, which can increase their understanding and appreciation of product benefits. This elaboration can lead to a stronger positive attitude towards the product, which in turn increases the likelihood of buying halal products.

Halal consumer attitude positively significantly influences the statistical findings of purchase intention. Halal attitude refers to the positive or negative feelings that consumers have about halal food. A positive attitude towards halal food can increase purchase intention, as consumers are more likely to choose products that align with their values and beliefs (Indrawan *et al.*, 2022; Nora & Sriminarti, 2023). Based on the Theory of Reasoned Action (TRA), it states that attitudes and subjective norms are important components in determining consumer behavior. In the context of halal

products, attitudes play an important role in influencing purchase intentions. Research consistently shows that a positive attitude towards halal products leads to a higher intention to buy them. Akın & Okumuş's (2020) research validates the tripartite attitude model and suggests that attitudes towards halal food are mostly formed by behavioral tendencies and partly driven by psychological factors, not by cognitive elements. Demirel & Yaşarsoy (2017) explored consumer attitudes towards halal products in the context of Muslim consumer behavior and halal food consumption. Her research found that local Muslims in Kastamonu tend to buy halal-certified products, consider them good for health and balance affordable prices with quality. This highlights the importance of religious beliefs in shaping consumer preferences for halal products. In addition, positive attitudes towards brands that consistently offer halal products can influence purchase intentions. Consumers who have good experiences with these brands are likely to develop loyalty and continue to buy from them. This brand loyalty is often driven by the perception that the brand is reliable and upholds halal standards.

Then, Halal trust and NFC have no significant direct relationship with halal purchase intention. Both also have no significant indirect relationship with halal purchase intention through halal consumer attitude as a mediating variable. Research by Indrawan *et al* (2022) on the influence of attitude and NFC on students' purchase intention about halal food found that NFC is a positive variable on purchase intention but has no significant direct relationship with halal purchase intention. Similarly, another study on the mediating role of trust on the effect of halal certification on purchase intention found that trust has no significant direct relationship with purchase intention (Mahliza & Aditantri, 2022). Halal trust refers to consumer confidence in halal certification and the authenticity of halal claims. Although trust is generally considered important in consumer decision making, it does not directly translate into purchase intention in some contexts. According to research conducted by Awan *et al* (2015), consumer trust in halal certification does not always directly influence purchasing behavior because basic trust in halal products is already high in Muslim-majority countries. Furthermore, for both halal trust and NFC, consumer attitudes towards halal products are expected to mediate the relationship with purchase intention. However, empirical evidence shows that this mediation is not significant. For example, research conducted by Tieman *et al* (2012) shows that although consumer attitudes towards halal products are generally positive, these attitudes do not significantly mediate the relationship between halal trust and purchase intention because the market context already supports high levels of default trust and consumption habits.

5. CONCLUSION AND RECOMMENDATION

The purpose of this study is to explore the purchase intention of halal food products in Türkiye from the perspective of Muslim tourists using the PLS-SEM method. The results of the analysis found that halal credentials have an insignificant effect on halal consumer attitudes and halal food purchase intentions. Then, the need cognition variable (NFC) was found to have a significant positive effect on halal consumer attitudes and purchase intentions. The results of the analysis on the moderation model found that halal credence and NFC (Need for Cognition) did not have a significant direct relationship on halal purchase intention. Both also have no significant indirect relationship to halal purchase intention through halal consumer attitudes as a mediating variable.

Based on the results of this study, further policy recommendations for regulators, practitioners and researchers are as follows: Regulators need to strengthen socialization and education regarding the importance of halal credentials to increase awareness and understanding of Muslim tourists regarding halal standards and certification, even though halal credentials currently do not show a significant effect on purchase intention. Practitioners of the halal tourism and food industry should focus on improving cognitive aspects and educating customers through attractive campaigns, considering that the information need for cognition (NFC) variable has a significant positive effect on attitudes and purchase intentions. Future researchers can further explore other factors that may affect the purchase intention of halal products, such as consumer experience or emotional factors, and test a more comprehensive model that considers these variables. It can also use other analytical methods such as ANP and AHP to provide deeper insights for the industry and policy makers.

REFERENCE

- Abdulkadir, A. (2022). Religiosity and Consumer's Attitude Towards Halal Food and Cosmetic Products. *International Journal of Halal Research*, 4(2), 97-104.
- Ab Talib, M.S., Abdul Hamid, A.B. and Zulfakar, M.H. (2015). Halal supply chain critical success factors: a literature review. *Journal of Islamic Marketing*, Vol. 6 No. 1, pp. 44-71.
- Ahmadova, E., & Aliyev, K. (2019). Determinants of attitudes towards Halal products. *Emerald Insight*.
- Akın, M. S., & Okumuş, A. (2020). Shaping the consumers' attitudes towards Halal food products in Turkey. *Journal of Islamic Marketing*, 12(6), 1081-1096. <https://doi.org/10.1108/JIMA-08-2019-0167>
- Alagoz, S. B., & Demirel, E. (2017). Helal gıda sertifikalı ürünlerin tüketici davranışları üzerine etkisi: konya ili üzerinde bir araştırma. *September*, 17-21.
- Ali, A., Ali, A., Sherwani, M., & Ali, Z. (2020). Investigating the antecedents of halal brand product purchase intention: an empirical investigation. *August 2022*. <https://doi.org/10.1108/JIMA-03-2019-0063>
- Ali, F., Rasoolimanesh, S. M., Sarstedt, M., Ringle, C. M., & Ryu, K. (2018). An assessment of the use of partial least squares structural equation modeling (PLS-SEM) in hospitality research. *International Journal of Contemporary Hospitality Management*. DOI: <https://doi.org/10.1108/IJCHM-10-2016-0568>
- Al-Nahdi, T.S., Habib, S.A. and Albdour, A.A. (2015). Factors influencing the intention to purchase real estate in Saudi Arabia: moderating effect of demographic citizenship. *International Journal of Business and Management*, Vol. 10 No. 4, p. 35.
- Awan, H. M., Siddiquei, A. N., & Haider, Z. (2015). Factors affecting Halal purchase intention—evidence from Pakistan's Halal food sector. *Management Research Review*, 38(6), 640-660.
- Baehaqi, M. N. (2017). International halal management conference (ihmc). In *E.Proceeding* (Issue October).
- Baron, R. M., & Kenny, D. A. (1986). The moderator-mediator variable distinction in social psychological research: Conceptual, strategic, and statistical considerations. *Journal of Personality and Social Psychology*, 51(6), 1173-1182. <https://doi.org/10.1037/0022-3514.51.6.1173>

- Bashir, A. M., Bayat, A., Olutuase, S. O., & Abdul Latiff, Z. A. (2019). Factors affecting consumers' intention towards purchasing halal food in South Africa: a structural equation modeling. *Journal of food products marketing*, 25(1), 26-48.
- Castello, T. (2009). Effect of expectation and information complexity on advertisements on involvement, attitudes towards advertisements and brands with need for cognition as moderating. *Journal of Business Strategy*, Vol. 13 No. 3
- Demirel, Y., & Yaşarsoy, E. (2017). Exploring consumer attitudes towards halal products. *Journal of Tourismology*, 3(1), 34-43.
- Duman, T. (2011). the Value of Islamic Tourism: *Islam and Civilisational Renewal*, July, 12-13. <https://doi.org/10.52282/icr.v3i4.513>
- Devi, A. (2023). Tourism In OIC Countries: A Review Based On Scopus Database. *Halal Tourism and Pilgrimage*, 3(1).
- Devi, A., & Firmansyah, I. (2019). Developing halal travel and halal tourism to promote economic growth: A confirmatory analysis. *Journal of Islamic Monetary Economics and Finance*, 5(1), 193-214.
- Ekoyudho, P. (2021). Factors that influence muslims' buying behavior of halal meat products in the special region of yogyakarta. *Industry and Higher Education*, 3(1), 1689-1699.
<http://journal.unilak.ac.id/index.php/JIEB/article/view/3845%0Ahttp://dspace.uc.ac.id/handle/123456789/1288>
- Elaziz, M. F., & Kurt, A. (2017). Religiosity, consumerism and halal tourism: A study of seaside tourism organizations in Turkey. *Tourism*, 65(1), 115-128.
- Evason, N. (2019). Religion. *Cultural Atlas*. <https://culturalatlas.sbs.com.au/turkish-culture/turkish-culture-religion>
- Fakih, K., Assaker, G., Assaf, A. G., & Hallak, R. (2016). Does restaurant menu information affect customer attitudes and behavioral intentions? A cross-segment empirical analysis using PLS-SEM. *International Journal of Hospitality Management*, 57, 71-83.
- Fatmi, F. O., Ahmad, A. N., & Kartika, B. (2020). Determinants affecting purchase intention of halal products: an article review. 3(2), 63-79.
<https://doi.org/10.20473/jhpr.vol.3-issue.2.63-79>
- Fauziah, S., & Al Amin, N. H. (2021). The influence of product knowledge, religiosity, halal awareness of purchasing decisions on halal products with attitude as a mediation variable. *Journal of Management and Islamic Finance*, 1(2), 249-266.
- Fernqvist, F. and Ekelund, L. (2014). Credence and the effect on consumer liking of food-a review. *Food Quality and Preference*, Vol. 32, pp. 340-353.
- Hair Jr, J. F., Sarstedt, M., Hopkins, L., & Kuppelwieser, V. G. (2014). Partial least squares structural equation modeling (PLS-SEM): An emerging tool in business research. *European Business Review*, 26(2), 106-121.
- Hair, J.F., Hult, G.T.M., Ringle, C.M., and Sarstedt, M. (2014). *A Primer on Partial Least Square Structural Equation Modeling (PLS-SEM)*. Los Angeles: Sage.
- Hox, J. J., & Bechger, T. M. (1998). An Introduction to Structural Equation Modeling. *Family Science Review*, 11(1): 354-373.
- Indrawan, B., Nurmita, N., Nengsih, T. A., Utami, W., Nasrudin, D., Tanti, T., Deliza, D., Ferawati, R., Syafitri, R., & Santoso, P. (2022). The Influence of Attitude and Need for Cognition on Student's Purchase Intention Behavior on Halal Food: Schools Clustering Perspective. *Indonesian Journal of Halal Research*, 4(1), 26-34. <https://doi.org/10.15575/ijhar.v4i1.13092>

- Jogiyanto, & Abdillah, W. (2009). *PLS (Partial Least Square) Concepts & Applications for Empirical Research*. Yogyakarta: BPFE-Yogyakarta.
- Khaniwale, M. (2015). Consumer buying behavior. *International Journal of Innovation and Scientific Research*.
- Kock, N. (2018). Minimum sample size estimation in PLS-SEM: An application in tourism and hospitality research. *Applying Partial Least Squares in Tourism and Hospitality Research*, 1-16.
- Kotler, P., & Keller, K. L. (2012). *Marketing management*. Pearson Prentice Hall.
- Maharani, B., Pradana, M. and Wijaksana, T.I. (2016). Instagram electronic word of mouth's effect towards purchasing decision arromanis corner store, bandung, Indonesia. *International Journal of Scientific Engineering and Applied Science (IJSEAS)*, Vol. 2 No. 6.
- Mahliza, F., & Aditantri, R. (2022). Consumption Behavior of Halal Cosmetic Products: The Mediating Role of Trust on the Effect of Halal Certification on Purchase Intention. *Journal of Economics, Finance And Management Studies*, 5(01), 228-239.
- Nora, L., & Sriminarti, N. (2023). The determinants of purchase intention halal products: the moderating role of religiosity. *Journal of Consumer Sciences*, 8(2), 220-233.
- Nurhasanah, S., & Hariyani, H. F. (2017). *Halal Purchase Intention on Processed Food*. 11(2), 187-209.
- Pinki, R. (2014). Factors influencing consumer behavior. *International Journal of Current Research in Academic Review*, 2(9), 52-61.
- Pradana, M., Wardhana, A., Rubiyanti, N., Syahputra, S., & Utami, D. G. (2022). Halal food purchase intention of Muslim students in Spain: testing the moderating effect of need-for-cognition. *Journal of Islamic Marketing*, 13(2), 434-445. <https://doi.org/10.1108/JIMA-05-2020-0122>
- Rachmawati and Suroso. (2022). Factors Affecting Interest in Buying Halal Products. *Journal of Halal Product and Research*, 12(1), 1-10.
- Rahmawati, K., Kasih, P. H., & Koraag, S. T. G. (2024). Why do we eat halal? Applied theory of reasoned action in predicting halal food consumption among Indonesian muslim consumers. *BISMA (Bisnis dan Manajemen)*, 216-238.
- Riaz, M. N., & Chaudry, M. M. (2004). Halal food: A review of the literature. *Journal of Food Science*, 69(4), 1-6.
- Sali, N. R., & M. Datucali, N. (2021). Proposed Federal State for the Bangsamoro: Level of Acceptance among the Bangsamoro Mujahideen. *Journal of Islamic Civilization*, 3(1), 57-62. <https://doi.org/10.33086/jic.v3i1.1905>
- Santoso, S., Alfarisah, S., Fatmawati, A. A., & Ubaidillah, R. (2021). Correlation Analysis of the Halal Certification Process and Perceptions of the Cost of Halal Certification with the Intentions of Food and Beverage SMEs Actors. *Religious: Journal of Religious and Cross-Cultural Studies*, 5(2), 297-308. <https://doi.org/10.15575/rjsalb.v5i2.11627>
- Sautron, V., Péneau, S., Camilleri, G.M., Muller, L., Ruffieux, B., Hercberg, S. and Méjean, C. (2015). Validity of a questionnaire measuring motives for choosing foods including sustainable concerns. *Appetite*, Vol. 87, pp. 90-97.
- Tieman, M., Che Ghazali, M., & Van Der Vorst, J. G. (2013). Consumer perception on halal meat logistics. *British Food Journal*, 115(8), 1112-1129.
- Varinli, İ., Erdem, E., Mutlu, Y., Avcılar, Y., & Avcılar, M. Y. (2016). Exploring the

- Factors Affecting Purchase Intention of Halal Certified Foods in Turkey: A PLS-Path Modeling Study. *European Journal of Business and Management*, 8(4), 2222-2839. https://www.researchgate.net/publication/296700568_Exploring_the_Factors_Affecting_Purchase_Intention_of_Halal_Certified_Foods_in_Turkey_A_PLSPath.
- Vinzi, V., Chin, W., Henseler, J., & Wang, H. (2010). *Handbook of Partial Least Square: Concepts, Methods and Applications*. Berlin Heidelberg: Springer-Verlag. Witjaksono, B., Mariyanti, T.
- Wibowo, M. W., Permana, D., Hanafiah, A., Ahmad, F. S., & Ting, H. (2021). Halal food credence: do Malaysian non-Muslim consumers hesitate? *Journal of Islamic Marketing*, 12(8), 1405-1424. <https://doi.org/10.1108/JIMA-01-2020-0013>