

CHAPTER II

THEORETICAL REVIEW AND HYPHOTHESIS

2.1. Theoretical Review

This chapter explains the theory related to behavior and intentions of consumer toward buying beef in traditional market. Besides that, this chapter discusses the influence of theory of planned behavior (TPB). TPB includes; attitude behavior, subjective norm, perceived control behavior and self-identity (religiosity) in moderating TPB to influence toward the purchasing intention.

This research used five variables. These variables consisted of attitude behavior, subjective norm, perceived control behavior, self-identity (Religiosity), and Purchasing intention. The independent variables of this research consisted of attitude behavior, subjective norm, and perceived control behavior, which were moderated by self-identity. The dependent variable of this research was the purchasing intention.

2.1.1. Theory of Planned Behavior

According to Ajzen (1991), Theory of Planned Behavior (TPB) is developed from the Theory of Reasoned Action (TRA). This theory was developed in order to understand more about the behavior and the element that intervene an individuals in performing a behavior (Lee, 2013). In order to predict and explain the behaviors that are not completely under volitional control, the TPB includes the third determinant of intention that is perceived behavioral

control. This determinant approached on the extent of which a person feels that he or she has a control over performing the behavior (Ajzen, 1985; 1991). The schematic of determinant in the theory is explained in Figure 2.1:

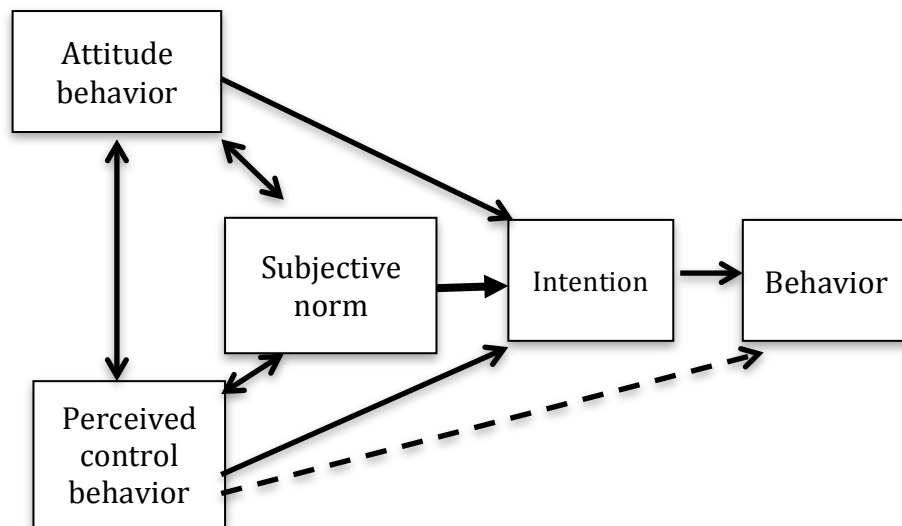


Figure 2.1 Theory of Planned Behavior (Ajzen, 1991, p.182)

The theory of planned behavior shows us that each of its determinant are has direct relationship that may influence the intention. The attitude has direct relationship toward the subjective norm, perceived behavioral control, and attitude. As well as the other determinants have direct relationship that leads to intention and behavior.

The theory of planned behavior was aimed to distinguish beliefs into three types; 1) behavioral belief; 2) normative belief; 3) and control belief. These beliefs are associated with the construction of an attitude behavior, subjective norm and perceived behavioral control. They are distinguished as behavioral beliefs which are assumed to influence attitudes toward the behavior, normative

beliefs which constitute the underlying determinant of subjective norm, and control beliefs which provide the basis for the perception of behavioral control (Ajzen, 1991, p.189).

The theory is able to determine the complex element that prevent or support an individual in conducting a behavior by adding perceived control behavior along with the attitude behavior and subjective norm. In conclusion TPB points out that a person will have strong intention to perform the behavior if he evaluates it positively or favorably. Believing that the intention can be performed well and the peers has influenced in giving him/her positive consideration in executing the behavior.

The Perceived control behavior strengthen the assessment of individual intention and behavior. It helps the two previous determinant of TPB in reviewing factors toward the performance behavior such as a perceived availability (Verbeke & Lopez, 2005 Tarkiainen & Sundqvist, 2005, and Verbeke, 2005 as cited in Bonne, Vermeir, Blackler, & Verbeke, 2007, p. 369). Beside that in relation to the previous determinant perceived control, behavior indicates individuals' additional consideration in performing behavior. While the first determinant is attitude behavior, which refers to the degree of which a person has a favorable or unfavorable evaluation. The second determinant is subjective norm, which refers to the perceived social pressure that influenced the individual intention (Ajzen, 1991 p.188).

Theory of Planned behavior is also used in researching a purchasing intention toward religiosity and *halal* consumption or related to food purchasing

behavior which is also conducted in several previous studies (Verbeke & Vackier 2004; Honkanen & Olsen, 2005; Bonne, Vermeir, Blackler, & Verbeke, 2007; Alam & Sayuti, 2011). The research found that the element of TPB has a direct influence to the behavior and intention of purchasing *halal* product. The determinant of theory of planned behavior which are attitude behavior, subjective norm and perceived control behavior has a direct influence and able to identify the behavior under the influence of religiosity.

2.1.2. Attitude Behavior

Attitude Behavior is projected as the first part of the individual intention and behavior. A state of a person's positive and negative evaluations in performing a behavior was later termed as attitude behavior (Ajzen and Fishbein, 1980; Lada, Tanakinjal, & Amin 2009).

In the previous research of Lada, Tanakinjal, & Amin (2009) attitude behavior was included in the personal factor that was described as the individual evaluation toward performing the behavior. The attitude behavior indicates the individual positive or negative evaluation about performed behavior. The attitude toward behavior is also formed from individual's beliefs. The beliefs are evaluation of outcome from which the behavior will be performed.

Attitude behavior is defined as individual's evaluation or general feelings toward targeted behavior. Ajzen (2001) defined attitude as the number of affective (feeling) that one feels to accept or reject an object or behavior and measured by a procedure that puts the individual at the two poles of the evaluative scale, for example, good or bad, agree or refuse, and other. Engel, Blackwell & Miniard

(1993) interpreted that attitude behavior as an evaluation of a person and also suggested that the attitude behavior shows what the consumer likes and dislikes. Attitude behavior was defined in the cognitive view of social psychologist that consist of 1) cognitive (knowledge), 2) affective (emotions and feelings), 3) action.

It can be concluded that the attitude behavior is the individual's belief toward performing behavior that consist of evaluation toward expression or feelings about an object whether he or she like it or not. Besides that, attitude can be described as the consumer confidence in various attributes and benefits of the object, positive or negative intention toward it.

2.1.3. Subjective Norm

Subjective norm refers to an individual's perceived social pressure to perform or not to perform target behavior. It is a composition of normative beliefs from a certain behavior and the individual's motivation to comply with relevant others (family, friends, society etc) (Liou & Contento, 2011 as cited in Bonne, Vermeir, Blackler, & Verbeke, 2007). Besides that, subjective norm are a perceived social influence based on the pressure that came from the social environment that influenced individuals to perform a behavior or not (Lada, Tanakinjal, & Amin, 2009 p. 68).

According to Ajzen & Fishbein (1980) as cited in Lada, Tanakinjal, & Amin, (2009, p.68), beliefs that are included in the subjective norm are also called normative beliefs (normative beliefs). This is based on the reflecting social influence. The subjective norm is formed by the perceived prescription of the collective individual. An individual will intend to show a certain behavior if he

perceives an action, which is according to what people think that he or she should do it. This people considered important from one to another individuals. These important people can be a spouse, friend, doctor, etc.

2.1.4. Perceived Control Behavior

Perceived control behavior is a reflection of individual belief about the access that individual has to acquire. Resources and opportunities are necessary for performing the behavior. It is expected to affect the intention and behavior of individuals. The stronger the control behavior owned, the higher the possibility behavior performed. Ajzen (1991) stated that perceived behavioral control affects the intention is based on the assumption of perceived behavioral control by individual that will give implications on the person's motivation.

Basically, the concept of perceived control behavior is to understand the ability of an individual in performing a behavior that influences the intention. The influences are relying on the ability of consumer in accessing the product or services that they want to order. This access is a material to be traded to get the product or information to convince the buyer. Ajzen (1991) stated that there are two components in control behavior. The first component showed the availability of resources needed to support the behavior, such as money, time, and others. The second component showed consumer belief against the ability to do something.

According to Bonne,Blackler, Vermeir, & Verbeke (2007), control behavior was described as the perception of the extent to which the behavior is considered controlled. It assesses the extent to which people feel that they really have control over his or her behavior. While in the research of Ajzen (2006), he

described the control behavior, as a function based on beliefs, which is an individual believe toward factors that enable or inhibit him/her to perform a behavior. The belief comes from the individual previous experiences. Therefore, the previous experience may help an individual to evaluate himself by playing a role as a belief that can support or stop a behavior being conducted.

2.1.5. TPB, Consumer Behavior and Intention toward *Halal* Consumption

According to Delener (1994) and Petingger, Holdsworth, & Gerber (2004) as cited in Bonne, Vermeir, Blackler, & Verbeke (2007), religion is able to influence the attitude and behavior of consumer in general. Mullen, Williams, & Hunt (2000) and Mennel, Murcott, & Van Otterloo (1992) as cited in Lada, Tanakinjal, & Amin (2009), stated that religion is able to influence the consumer attitude and behavior as well as decision in purchasing food and influence the eating habits. Lada, Tanakinjal, & Amin (2009) explained that the consumption of animal products, specifically beef products are most strictly regulated in cases where religious considerations prevail. To strengthen the fact, religion has a strong influence toward the consumed meat and animal product. Consumption can be influenced by the religion believed by the consumer. Remember that *halal* products are included in religious product.

The religion is able to influence the attitude and behavior of individuals. It is because religion obligated the believer with the strong fact and direct command from god. In Islam, it is governed by rules and customs built on five pillars, which every Muslim has to observe Regenstein *et al.*, (2003) cited in (Bonne, Vermeir, & Verbeke, 2007, p.368).

According to Engel, Blackwell, and Miniard, (1994), consumer behavior is defined as an action in seeking, spent, use and evaluate also control a product or a process in order to fulfill their need. In other words the behavior is shown in by how the consumer spent their money, time and power to know what they need. Why they buy it? When they buy it? Where do they buy it? How often they buy it? And how often they use it? (Sumarwan, 2002)

According to Samin *et al.* (2012) intention is defined as a motivation of individual in the sense of his or her intention to perform a behavior. Beside that, it can also be said as representation from the possibility for a consumer to buy a product (Dodds, Monroe, & Grewal, 1991). Intention was influence by many factors that help individual to evaluate and decide the behavior he/she performed.

The consumer behavior and intention are adjusting to the influence of the religions toward the “why” and “what” should consume. Quantaniah, Nureina, and Syakinah (2013) stated that Muslim consumer is favorable to choose *halal* product for religion matter while the Non-Muslim choose *halal* product because of health and safety concerns.

In the case of *halal* product there are several studies that used the theory of planned behavior (TPB) and theory of reasoned action (TRA). Lada, Tanakinjal, & Amin (2009) stated that the intention is positive. It indicates that the determinant of theory (attitude subjective norm, & perceived control behavior) is reacted to the perception of how products are competent on delivering the best quality and proved healthy. Intention toward *halal* product is positive when the *halal* label is provided. It assures that the product has healthy ingredients, well

processed, and at least do not contain any *haram* material.

Bonne, Vermeir, Blackler, & Verbeke (2007) used the theory of planned behavior in understanding the background of the consumer preference in buying the *halal* beef. The research was conducted in France where the country has several numbers of Muslim migrants whose carrying their self-identity from their origins, and the process of acculturation influence their consumption. The determinant of the theory of planned behavior (the attitude, subjective norm and perceived control behavior) is able to identify the intention through the moderating factor such as self-identity (religion) and the habit of Muslims to use dietary rules.

Besides that, Alam & Sayuti (2011) also used TPB in finding the intention of Malaysian consumer in buying *halal* product. The finding showed that the three determinant of TPB are able to describe the consumer intention and behavior toward the product. The other finding showed that the purchasing intention influence the behavior in repurchasing in the future.

By using the theory of planned behavior in this research may help to identify consumer-purchasing intention toward the beef in the traditional market. Even though there are several cases of *haram* and endangered beef sold in in traditional market in Indonesia, the consumption of beef is still high. What makes the Indonesian consumer feel confident and enjoy purchasing beef from traditional market? The attitude behavior, subjective norm and the control behavior may describe the reason of the intention of consumers in purchasing beef from traditional market.

2.1.6. Self-identity (Religiosity)

According to Biddle *et al.*, (1987) as cited in Bonne, Vermeir, Blackler, & Verbeke (2007), self-identity is defined as a label that interpreted someone in describing themselves. It also assumed that self-identity is a result from social interaction which makes a subsequent behavior of an individual. Besides that, Erikson (1963) as cited in Chen & Yao (2010) stated that self-identity is an accrued confidence in the inner sameness and continuity of one's meaning for others. Chen, Lay, & Wu (2005) added that self-identity is measured on how individuals perceive their commitments and desired to fulfill its commitments. Waterman (1984) as cited in (Chen & Yao (2010) also said that self-identity is defined as on how individual have a clearly delineated self-definition comprised of those goals, values, and beliefs to which the individual firmly committed.

Muslim as self-identity, the concept of religion as identity is basically the same with the definition of self-identity, which was explained before. The individual's behavior and belief also the goals or values are built based on the Islamic teachings (Aqidah). Muslim who relies on the aqidah has distinct behavior toward the personality, mindset and belief. Faithful Muslim will always do the fardhu and sunnah, and stay away from the *haram* based on the Qur'an and the Hadist.

As a Muslim, to eat *halal* food is an obligation while to eat *haram* food is a restriction. Even though the rules are strictly bound that Muslim must only consume the *halal* food, in the reality there are still some Muslims that defy the rules. Delener (1994) as cited in Boone, Blackler, Vermeir, Verbeke (2007) said

that even though individuals are significantly influence by religion, its food choice is rather unclear. Sack (2001, p. 218) explained that the intention to follow the religion rules relied on the extent of which individuals interpret and follow the teachings of their religion.

According to Bonne and Verbeke (2006), individual can follow the religious dietary rules without following the other influences. Based on Hofstede (2003), differences in the level of individualism and collectivism of Western versus Islamic cultures lead the differences in considering the individual consumption based on the way they follow the religious rules. Individual who have lower level of religiosity will follow their own attitude rather than follow the religious rules or peer group recommendation, while the individual who consider himself or herself as a faithful Muslim will follow the rules and will be open to receive recommendations.

To balance the measurement toward the intention, Van Hooft *et al.*, (2004) Bonne, Vermeir, Blackler, & Verbeke (2007) used TPB as predictors in measuring the purchasing intention toward the consumption. Purchasing intention of Muslim consumers is identified by using the theory of planned behavior, while self-identity (religion) as moderating variable. The individuals who have lower level of self-identity will rely on their attitude behavior, subjective norm, and the perceived control behavior in deciding the intention to consume a product.

2.2. The Theoretical Framework

The theoretical framework for this research is based on the theory of Planned Behavior by Ajzen (1991) and a research toward the purchasing intention

of *halal* beef by Bonne, Vermeir, Blackler, & Verbeke (2007). It was found that attitude, subjective norm and perceived control behavior has significance intention in consumption. This is in line with the theory that had been explained above. All the determinant or components of Theory Planned Behavior (attitude, subjective norm and perceived control Behavior) directly influence the behavior. In the case of purchasing *halal* food, TPB reacts to identify the influence of religion dietary rules, the attitude toward *halal* product, the social desire on assessing consumption of *halal* product and perceived control on how the consumer are convinced trough performing the behavior.

The following theoretical framework in this research could be seen in figure 2.2:

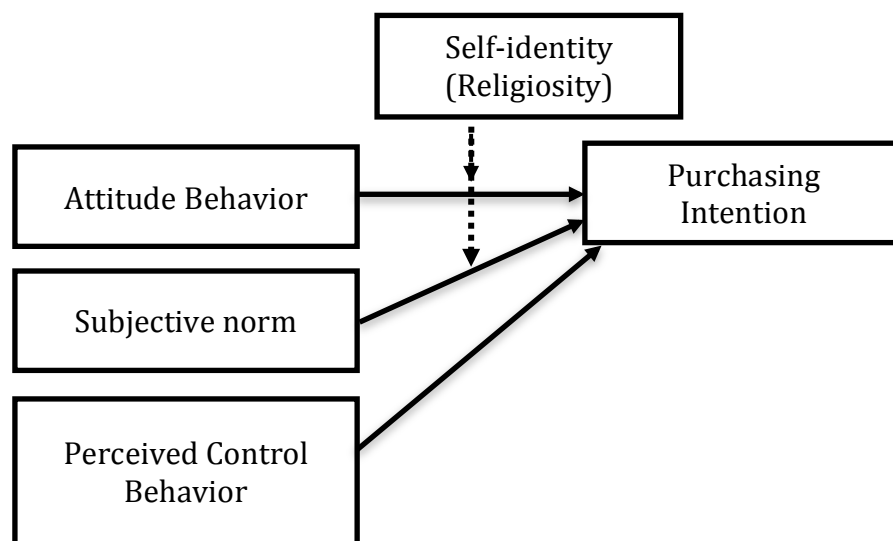


Figure 2.2 Theoretical Frameworks

2.3 Hypothesis Formulation

This research examined the influence among the independent variables (attitude, subjective norm, and perceived control behavior), moderating variables (religiosity as self-identity) and the dependent variable. There are five developed

hypothesis in this research. Each of hypotheses was aimed to test if the variables show a positive influence from direct line that showed in the framework.

Attitude behavior is evaluation of performing a particular behavior. In this case, it is involving attitude object which is purchasing the beef. Attitude refers to like or dislike in doing the behavior from personal feeling. The like or dislike is based on the behavioral beliefs of an individual in evaluating the outcomes in doing the behavior (Ajzen, 1991). In this research, individual will buy the beef if it is assured as the safest and *halal* food.

Subjective norm are related to the social factor, which is how individual reacts toward the influence of social expectations. Social expectation is driving the individual to do what is expected. In others words, it is somewhat favorable in the social norms (Ajzen, 1991). In this research, if the purchasing of beef in traditional market is accepted or desirable in *halal* way in the society, the individual will likely to do so.

The perceived control behavior determined the individual feel in engaging the behavior. It refers to two elements: how a person controls over his/her behavior and how confident a person feels about being able to perform or not perform the behavior. The controls come from the belief of individual (Ajzen, 1991). This research described the ability to purchase, trust about the seller, and information about the product and experiences toward re-purchase behavior. When the control that the individual felt is high, the behavior is likely to be performed.

Muslim self-identity (religiosity) leads individual behavior, belief and

goals or values based on the Islamic teachings (aqidah). Muslim who relies on the aqidah has distinct behavior toward the personality, mindset and belief. Individual who has high level of religiosity will have positive attitude toward purchasing *halal* product and will accept the suggestion from the peer group about purchasing *halal* product.

The proposed hypotheses of this research are as follow:

- H1:** Attitude behavior positively influenced the purchasing intention.
- H2:** Subjective norm positively influenced the purchasing intention.
- H3:** Perceived control behavior positively influenced the purchasing intention.
- H4:** If self-identity is high, the attitude behavior toward the purchasing intention is positive.
- H5:** If self-identity is high, the subjective norm toward the purchasing intention is positive.