IMPACT OF HALAL KNOWLEDGE ON HALAL AWARENESS THROUGH @HALALCORNER'S ROLE: A PLS-MGA (PARTIAL LEAST SQUARE- MULTI GROUP ANALYSIS)

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ABSTRACT

In today's digital era, social media, especially Instagram, has become a influential platform for disseminating information and shaping individual attitudes and behaviors. The Instagram account @HalalCorner focuses on information and education related to halal awareness. This account presents various content related to halal products, halal certification processes, product reviews, as well as the latest news and information about halal. This research aims to explore the role of the @HalalCorner Instagram account in strengthening the influence of knowledge about halal on increasing halal awareness among the public. The research employs a quantitative approach with survey techniques and questionnaires distributed to 29 followers and 69 non-followers. The variables examined include knowledge and awareness of halal. The statistical method used for hypothesis testing is Partial Least Square Multi Group Analysis (PLS MGA). This research is expected to provide insights into the potential use of social media in enhancing halal awareness and lay the groundwork for further interventions in leveraging digital platforms for educational purposes related to halal awareness.

Keywords: Halal Awareness, Halal Knowledge, Halal Corner

INTRODUCTION

In the recent decade, public perception of halal products has evolved, with a greater focus on their significance as a symbol of quality assurance and lifestyle choice (Hanzaee & Ramezani, 2011). This is especially true for Muslim customers, for whom halal products are a religious need (Ambali & Bakar, 2014). Furthermore, the demand for halal products is increasing in both Muslim-majority and non-Muslim countries, driven by a variety of factors including religious compliance, safety, and quality (Alia & Ahmada, 2023; Lee et al., 2016). Most people have recently learned that the value of halal products extends beyond food and drinks to a variety of areas such as cosmetics, medicines, and tourism (Aziz & Chok, 2013; De Boni & Forleo, 2019). As a result, it is feasible to highlight the importance of halal knowledge in raising awareness and influencing purchasing decisions.

The halal industry is multifaceted and impacted by politics, power, and ethics, highlighting the need for increased knowledge and tolerance in global marketplaces (Bergeaud-Blackler et al., 2015). Expanded on this by demonstrating the favorable association between halal awareness, halal certification, and purchase intention among Muslim and non-Muslim consumers (Jannah & Al-Banna, 2021; Shaari et al., 2020). Spreading awareness about the importance of halal knowledge as a means of altering customer behavior and encouraging the expansion of the halal trade. Furthermore, advancements in technology and knowledge have a huge influence on halal awareness. The importance of halal authentication technology in assuring product safety and halal status, as well as increasing customer awareness (Salahudin et al., 2017). One of the platforms that took an active part in this was @HalalCorner, a social media account dedicated to halal education and information.

However, the link between halal knowledge given via social media platforms such as @HalalCorner and halal awareness among consumers has not been properly investigated. As a result, the purpose of this study is to investigate the influence of halal knowledge on halal awareness through the function of @HalalCorner, utilizing PLS-MGA analysis. This technique allows for the evaluation of variations between groups in structural models, offering a more thorough understanding of how halal knowledge affects halal awareness across several dimensions and user demographics.

This study's findings are likely to contribute significantly to the development of more effective marketing and educational initiatives for enhancing halal awareness. Furthermore, these findings can assist industries and halal certification organizations in developing better policies that consider Muslim customer preferences and assure compliance with established halal standards.

METHODOLOGY

This study used Partial Least Squares - Multi-Group Analysis (PLS-MGA) to determine the impact of Halal knowledge on Halal awareness. The online survey will collect data from Muslim consumers to assess Halal knowledge (conceptual understanding, information sources and product identification) and Halal awareness (implications of consumption and purchasing options). Further analysis will test the relationship between the two, as well as the moderation role of @HalalCorner as Halal's information platform. As for the questionnaire made with reference to Nurhayati and Hendar. (2019).

RESULTS

Table 1. Respondent Demographic Characteristics

Categorize	Followers		Total (n=98)
	No (n=69)	Yes (n=29)	
Halal Knowledge	20.09 ± 3.43	21.31 ± 3.91	20.15 ± 3.65
Halal Awareness	21.55 ± 3.44	21.93 ± 3.65	21.66 ± 3.49

Note: the data was presented as Mean ± standard deviation (SD)

The data represents the scores of "Halal knowledge" and "Halal awareness" based on 2 group (Followers and non-followers). The overall average Halal knowledge score for all participants is 20.15 (SD=3.65). Participants who follow have a slightly higher average Halal knowledge score (21.31 ± 3.91) compared to those who do not follow (20.09 ± 3.43). This suggests that following might be associated with a higher level of Halal knowledge.

The overall average Halal awareness score for all participants is 21.66, with a standard deviation of 3.49, showing moderate variability. The average Halal awareness score is slightly higher for followers (21.93 ±3.65) compared to non-followers (21.55 ±3.44). This indicates that followers may have a slightly higher awareness of Halal principles than non-followers.

Using the SmartPLS3 software, here are the validity results for the images of the outer model
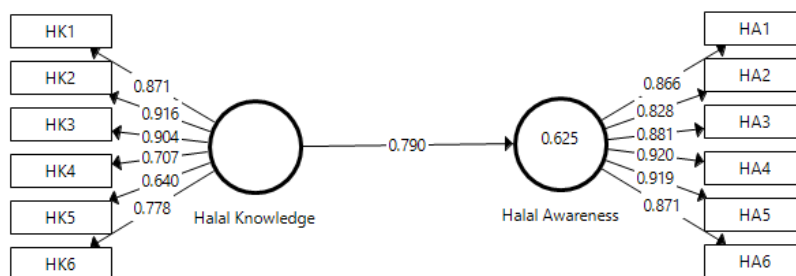
Figure 1. Evaluation of Outer Model. HK: halal knowledge, HA: halal awareness
Figure 1 show the value of outer loading of the indicator by two variables, halal awareness and halal knowledge. It also can be detailed in the following table:

Table 2. Value of Outer Loadings, Average Variance Extracted and Composite Reliability

Variable	Indicator	λ (>0.5)	AVE (>0.5)	CR (0.6)
Halal awareness	HA1	0.877	0.962	0.784
	HA2	0.943		
	HA3	0.923		
	HA4	0.713		
	HA5	0.675		
Halal knowledge	HK1	0.842	0.918	0.695
	HK2	0.807		
	HK3	0.877		
	HK4	0.919		
	HK5	0.928		
	HK6	0.901		
	HK7	0.915		

λ= Outer loadings; AVE= Average variance extracted; CR: Composite reliability

Outer loadings describe the correlation between the indicator (observed variable) and the latent construction concerned. Loading values greater than 0.5 are generally considered acceptable, which indicates that the indicator is a good measure for latent constructions. Based on Table 3, all outer loadings above 0.5, indicate that any indicators are good measures for construction Halal Awareness and Halal Knowledge.

The average variance extracted (AVE) value is the measurement of the number of variances captured by a structure in relation to the amount of variance caused by a measuring error. An AVE value greater than 0.5 indicates that the structure explains more than half the variance of its indicators, which is desirable. Based on Table 3, the AVE values for the Halal Awareness and Halal Knowledge variables show satisfactory results. This indicates that both variables have a high convergence rate of validity, where more than half the variance of the associated indicators can be explained by their respective latent constructions. This means that the variables meet the recommended AVE criteria, indicating that they are valid measurements for the intended construction.

Composite reliability (CR) is a measure of the internal consistency of a structure. CR value greater than 0.6 is considered acceptable, which indicates good internal coherence. Based on Table 1.1, a CR value of 2 variables above 0.6 indicates that Halal Awareness and Halal Knowledge have good internal consistentness.
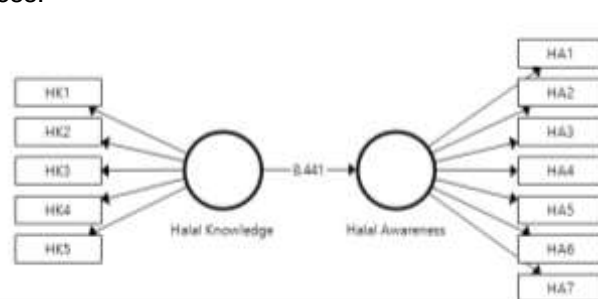

Figure 2. Evaluation of Inner Model. HK: Halal Knowledge, HA: Halal Awareness

Figure 2 show the evaluation of inner model between halal knowledge toward halal awareness. It also can be detailed in the following table:

Table 4. Evaluation of Inner Model and Partial Least Squares - Multi-Group Analysis

Hypothesis	Group	PLS			PLS-MGA (β(P))
		β	T	P	
Halal Knowledge -> Halal Awareness	Followers @halalcorner (n=29)	0.791	8.12	0.000	0.115(0.380)
	Non Followers @halalcorner (n=69)	0.676	6.76	0.000	
	All sampels (n=98)	0.708	8.44	0.000	

Note: β: Path Coefficient, T: T Value, Significance at >1,96 P: P Value, Significance at 0.05

Table 4 shows the results of the analysis of the influence between the variables Halal Knowledge and Halal Awareness in two comparable groups, namely Followers @halalcorner and Non Followers @halalcurner, and on the overall sample, as well as the PLS-MGA test results.

The results of the analysis showed that there was a statistically significant relationship between Halal Knowledge and Halal Awareness in both the Followers @halalcorner and the Non-Followers @halalcorner groups, as well as in the sample as a whole. In the followers @halalcorner group (n=29), the path coefficient (β) between the two variables was 0.843, with a T value of 8.67 and a P value of 0,000. The same thing happened in the non-followers group of @halalcorner (n =69), where the path factor (β) was 0.773, the T value was 12.34 and the P value was 0.000. Meanwhile, in the overall sample (n=98), the linear factor (β) was 0.790, with the T rate of 13.77 and the value of P was 0.000.

The results of the MGA-PLS analysis showed that the β(P) parameter used to compare the Followers @halalcorner group and the Non-Followers @ halalcorner group was 0.07 (0.477), indicating that there could be no significant difference between the two groups in terms of the influence of Halal Knowledge on Halal Awareness. Thus, this finding suggests that knowledge of halal significantly affects awareness of being halal, not only among those who are followers of the @halalcorner account, but also among those that are not followers.

DISCUSSION

The Influence of Halal Knowledge on Halal Awareness

The results of the PLS Analysis show that there is a positive and significant relationship between Halal knowledge and Halal awareness. This means that the higher the level of Halal information consumers have, the higher their level of awareness about the importance of consuming Halal products.

The findings are in line with previous research by Nurhayati and Hendar (2019). In their study, they found that knowledge of halal has a significant positive influence on consumer awareness of halal products. The manifestations of the halal products that are continuously published, as mentioned by Nurhayati and Hendar (2019), have a major impact on consumers' knowledge of legal principles. This indicates that efforts to enhance knowledge about halal can help in shaping consumer awareness of legal products. In the long run, this consumption awareness can drive the intention of buying legal products. The other research that support this result is a research by Öztürk (2022) that also find that halal knowledge has a positive influence on consumer awareness. In order for consumers to realize their awareness and attitude towards halal products, it is the most important requirement that they have this halal knowledge (Öztürk, 2022).

However, it is important to note that these results are relevant not only for the Muslim market, but also for the non-Muslim market. With increasing demand for halal products worldwide, knowledge about halal becomes increasingly important for all consumers, not just for those who practice Islam. It suggests that efforts to increase knowledge of halal can have a positive impact in expanding the market for halal product.

In this study, the findings provide valuable insights for business practitioners and marketers to understand the importance of education and information about halal in influencing consumer behavior. Furthermore, the research also provides an impetus for halal certification organizations and

governments to continue to support and promote awareness of halal among the wider society. Thus, this research not only contributes to an academic understanding of the relationship between halal knowledge and halal awareness, but also has significant practical implications in market and policy matters.

@HalalCorner's Role in The Influence of Halal Knowledge on Halal Awareness With The PLS-MGA Method

The MGA-PLS method that analyze @HalalCorner's role in the influence of halal knowledge on halal awareness shows the absence of significant differences between the two groups (followers and non-followers) in the impact of halal knowledge on halal awareness.

The findings provide an interesting insight into how the role of social media platforms like @HalalCorner may not significantly differentiate the influence of halal knowledge on halal awareness between followers and non-followers of the account. Although @HalalCorner might have succeeded in spreading information about halal to its followers, its influence on halal awareness may not be significantly greater than the impact of information from other sources on non- Followers.

The implication of this finding will lead the varied sources of information about halal, not only social media platforms, but also other sources such as websites, books, seminars, or community groups, can play a comparable role in shaping legal awareness among consumers. Furthermore, it suggests that efforts to raise legal awareness should not only focus on the use of social media but also consider various other information sources available to the public.

@HalalCorner and similar social media platforms remain a valuable source of information in spreading knowledge about halal to the wider public. However, it is important for business practitioners and marketers to understand that its influence may not differ significantly between followers and non-followers, and that broader communication and educational strategies may be needed to larger goals of halal awareness.

CONCLUSION

Results and findings of research show that increasing consumer knowledge of Halal can be an effective strategy to raise Halal awareness and encourage purchasing Halal products. Social media platforms such as @HalalCorner can play an important role in disseminating Halal information and raising consumption consciousness. The research also opens up opportunities for further research on other factors that influence Halal awareness, such as cultural influences, social norms, etc. The research is expected to contribute to understanding the role of Halal knowledge and social media platforms in raising Halal Awareness among Muslim consumers.

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