

PROJECT TITLE:**The Role of Consumption Values and Religious Self-Identity in Shaping the Intention to Purchase Halal Food Among Muslim Consumers: Evidence from the USA****Project Team**

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INTRODUCTION

Halal food products have in the recent past become more popular and more available in the global food market (Ali & Ahmad, 2023). Once traditionally linked to the Muslim majorities, halal food occupies an ever-growing role within the multicultural societies, the United States included. With its long-standing history of cultural diversity and one of the largest Muslim populations in the country, Houston, Texas serves as the perfect place to analyze how other types of non-Muslim majorities react to halal products (Maifiah, Ahmad, Iskandar, & Azam, 2025). Primarily, the drive for halal consumption was mainly based on its religious obligation but now targeting of non-Muslim and less devout consumers to halal products is due to perception of higher quality, ethical standards and healthier aspects.

Often times in consumer decisions there is not one factor that determines it. According to Theory of Consumer Values (Sheth, Newman, & Gross, 1991), a consumer's behavior is based on multiple values including functional (quality and price), social, emotional, epistemic and conditional. These values also include consumers valuing the higher quality and safety of halal food, away from perception of social benefit as one aligning with the expected community norms, or enjoying the emotional benefit from consuming food bounded by religion. While there has been growing research for consumption values, there is a theoretical gap that connects such values with consumers' religious self-identity.

Self-Religious Identity represents the degree to which people include their religious attitudes into their self-conception (Elsitasari & Ishak, 2021). A strong religious self-identity might enhance attention to some product values related to quality or ethical sourcing relative to those of price in the case of halal food (Rafiki, Hidayat, & Nasution, 2024). On the other hand, the consumers with a weaker religious identity base their purchase decision more on secular factors. This research will ascertain how religious self-identity acts as a mediator at the effect of a number of values relating to consumption on the purchase intention of halal food in Houston. Quantitative study of consumption values, religious self-identity and halal food purchase intention is proposed in this study where the relationships among the variables would be tested using survey method and structural equation modeling (SEM) (Ismail, 2025). Theory of consumption values is expected that the findings can contribute to theory and practice by offering a more nuanced understanding of halal consumer behavior in a diverse market.

PROBLEM STATEMENT AND JUSTIFICATION

While previous research on halal food purchase intentions primarily relies on the Theory of Consumption Values (TCV) which emphasizes attitudes, subjective norms, and perceived control (Ajzen, 1991), there is a limited exploration of the role of consumption values in shaping consumer behavior as the previous study solely conducted to examine the behavioral perspective of the consumers while consumption patterns is not being studied yet. This study seeks to fill this gap by examining how various consumption values—functional, social, conditional, epistemic, and emotional—impact halal food purchase intentions. Furthermore, it will explore the mediating role of religious self-identity in the relationship between these consumption values and purchase intentions. By integrating religious self-identity, this research offers a more comprehensive understanding of consumer behavior in the halal food sector, providing deeper insights into the complex factors influencing purchasing decisions.

The factors affecting halal purchase intention in the multicultural environment are still not well explored as the halal food market size continues to grow. At present, the extant literature has mainly focused on how religiosity directly affects purchase intention but nearly overlooked how religious self-identity might transform other consumption values to influence consumer behavior. For example, studies that take place in prior literatures (e.g., Koraag, Kasih, & Rahmawati, 2024; Koc, Ozkan, Komodromos, Efendioglu, & Baran, 2024) have shown that religiosity is positively associated with the purchasing of halal food, but they frequently treat religious self-identity as an independent predictor rather than as a variable that could moderate or amplify the effects of other motivators.

This investigation is facilitated by Houston as a unique context in which to use and steadily improve the addressed methods. Given that Houston is a city populated with a large number of Muslims living among a wide variety of other cultural and religious groups, it presents a natural laboratory to test the extent and mechanism through which religious self-identity serves as a mediator between consumption values and halal food purchase intention. The questions that surface specifically include whether a strong religious self-identity will increase the effect of such values as social and emotional satisfaction on purchase intention, or whether it will diminish the importance of price.

RESEARCH QUESTIONS

1. How do consumption values and religious self-identity influence purchase intention of Hala Food?
2. What is the impact of religious self-identity as a mediator to the purchase intention of Halal Food Products?

RESEARCH OBJECTIVES

The objective of this research is to investigate how religious self-identity interacts with the relationship between consumers' values of Consumption and halal food purchase intention in the city of Houston, USA. Specifically, the objectives are:

- I. Investigate direct effects of key consumption values: functional (quality, price), social, emotional, epistemic, and conditional on Halal food purchase intention
- II. Examine how religious self-identity mediates the relationship between these values and purchase intentions

- III. Determine the direct influence of religious self-identity on consumers' intention to purchase Halal food
- IV. Develop actionable insights and recommendations for marketers, retailers, and policymakers

THEORETICAL FRAMEWORK AND LITERATURE REVIEW

Theory of Consumption Values (TCV)

As per Sheth, Newman, & Gross (1991) products are evaluated by the consumers on the basis of many dimensions of value. This study will explore such consumption values as:

Functional Value: Functional value is about the practical benefits of halal food, the utilitarian dimensions of halal food such as aspects related to quality (taste, safety, nutritional content) and price, and are part of its utility (Khan, 2023).

Social Value: Represents the benefits from product association with a social group or from image enhancement, that is highly relevant in communal settings (Sungnoi & Soonthonsmai, 2024).

Emotional Value: It remains a capture of the affective responses (i.e. satisfaction, pride, comfort) which arise from consuming halal food (Sthapit, Björk, & Piramanayagam, 2023).

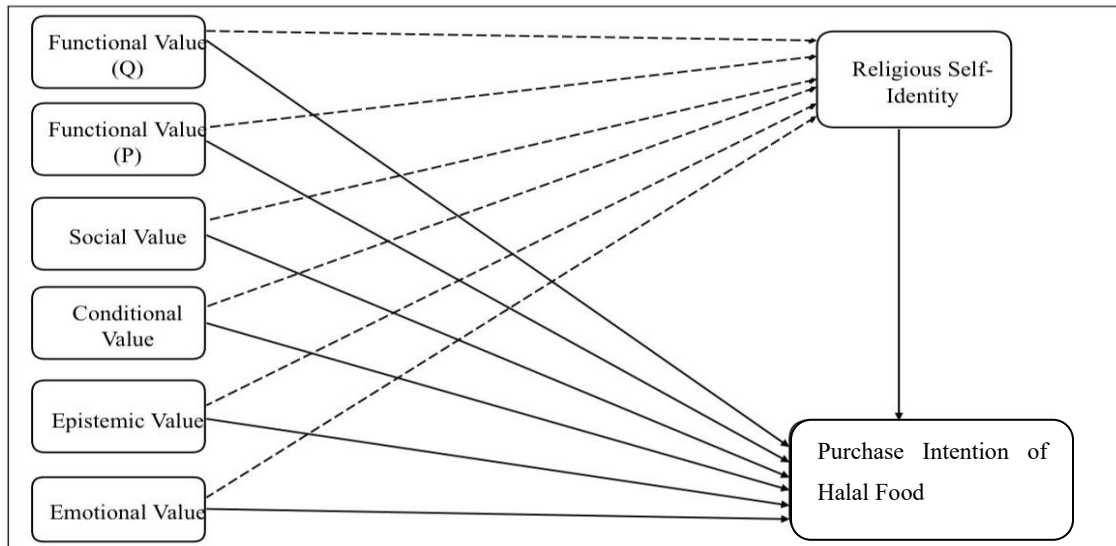
Epistemic Value: As the novelty and curiosity involved in testing out halal food, it is referred to food consumers that are not exposed to such types of products (Yahya & Ariffin, 2024).

Conditional Value: This is dependent on situational factors such as special occasion, religious events and other contexts, making people interested in this halal food (Shahnia, Permana, Harini, Endri, & Wahyuningsih, 2024).

LITERATURE REVIEW

The studies on halal food consumption have revolved around religiosity as an independent predictor. This research supports the findings of Koraag, Kasih, & Rahmawati (2024) that religiosity strongly predicts Muslims' purchase intention of halal food. On the other side Borzooei and Asgari (2013) indicated that religious cues can influence the behavior and consumption of consumers in this aspect, and halal branding can be one of these religious cues. Yet they rarely account for the influences of religious identity on other consumption related determinants. For instance, the role of consumer values, i.e. quality and emotional satisfaction, is of essence and very critical in recent work on organic and ethical food consumption (Qasim, Yan, Guo, Saeed, & Ashraf 2019; Talwar, Jabeen, Tandon, Sakashita, & Dhir, 2021). The present study draws on these insights to argue that the interplay of the consumption values and the religious self-identity will provide a more nuance understanding of Halal food purchase intention particularly in the urban markets such as Houston.

CONCEPTUAL FRAMEWORK



Independent Variables:

Functional Value: Functional value is about the practical benefits of halal food, the utilitarian dimensions of halal food such as aspects related to quality (taste, safety, nutritional content) and price, and are part of its utility (Khan, 2023).

Social Value: Represents the benefits from product association with a social group or from image enhancement, that is highly relevant in communal settings (Sungnoi & Soonthonsmai, 2024).

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Mediator and Direct Variable:

Religious Self-Identity: Religious self-identity refers to how an individual understands, experiences, and integrates their religious beliefs, practices, and community affiliations into their overall sense of self (Elsitasari & Ishak, 2021).

Dependent Variable:

Purchase Intention of Halal Food: Purchase intention for halal food refers to a consumer's predisposition or willingness to buy a specific halal food product, service, or brand. It's a psychological state that indicates a consumer's likelihood of actually making a purchase of that product (Borzooei and Asgari, 2013).

RESEARCH METHODOLOGY

Research Design

The methodology of the study is quantitative, since, the data would be gathered from Consumers residing in Houston, it employs a structured questionnaire. Six consumption values will be measured by the survey through multiple items for each value and besides that, religious self-identity and halal food purchase intention. For this type of question, you will rate Items on a 5-point Likert scale (Strongly Disagree to Strongly Agree). The pretest of the questionnaire with a small group of respondents will guarantee clarity, reliability and validity.

Sampling Strategy

In this study, we will focus on convenient sampling which is appropriate due to the challenges associated with obtaining complete study. The convenient sampling allows theoretical generalization as it focuses on selecting the respondents who are readily accessible and willing to participate. The convenience sampling technique will be used to target consumers in the Houston population who are at least familiar with or can access halal food. The Muslim consumers have a wide variety of the religious self-identity. Purposive and convenience samplings will be used aiming at a sample size of 300–400 respondents.

Measurement Instruments:

Validated multi-item Likert-scale questionnaires will measure variables:

Purchase Intention: Adapted from established halal consumption intention scales (Abd Rahman et al. (2015).

Purchase Behavior: Adapted from predicting purchase behavior (Farah Syahida Firdaus, Ridho Bramulya Ikhsan, & Yudi Fernando, 2022).

Functional Values: Adapted from Halal cosmetics repurchase intention (Rachman, E. S., & Amarullah, D. (2024)

Conditional Values: Adapted from Halal cosmetics repurchase intention (Rachman, E. S., & Amarullah, D. (2024)

Social Values: Adapted from Halal cosmetics repurchase intention (Rachman, E. S., & Amarullah, D. (2024)

Emotional Values: Adapted from Halal cosmetics repurchase intention (Rachman, E. S., & Amarullah, D. (2024)

Epistemic Values: Adapted from Halal cosmetics repurchase intention (Rachman, E. S., & Amarullah, D. (2024)

Religious Self-Identity: Religiosity scales were adapted from previous scales that were culturally and contextually validated for the halal consumption context.

Data Collection Procedures:

The study will use online data collection approach to collect the data focusing on Halal Stores in Houston Texas. Since, Houston is the economics of Texas and home of largest Muslim community in USA. Making an ideal location for the study to ensure the informed participation, all the respondents provide the informed consent before participating in the study.

Data Analysis Plan:

Descriptive statistics, reliability (Cronbach's alpha), exploration and confirmatory factor analyses, as well direct effect and moderation hypotheses testing using SmartPLS will inform the analysis.

Explicit tests of moderating effects of religious self-identity will be provided by interaction terms. Demographics such as gender, age, religion, income and education level will be controlling variables.

Data Collection and Analysis

The data will be collected through the large supermarkets and stores where a link will be provided. Both online surveys (Survey Monkey, Google Forms) and paper-based questionnaires will be given in community centers to collect data. All respondents will be anonymous, and the information will be kept confidential (Hanafiah & Hamdan, 2021). After approval of the Institutional Review Board, the survey will commence.

Data analysis will proceed in several steps:

1. **Descriptive Analysis:** Summarize the demographic characteristics and the central tendencies for each of the construct.
2. **Reliability and Validity Testing:** Then Cronbach's alpha can be used to assess internal consistency (Usman, Chairy, & Projo, 2022). The construct validity will be verified using exploratory factor analysis (EFA) and confirmatory factor analysis (CFA).
3. **Hypothesis Testing:** Direct and moderating effects will be tested with Structural Equation Modeling (SEM). Moderation will be assessed by creating interaction terms among religious self-identity and each consumption value.
4. **Control Variables:** To control for confounding effects of demographic variables such as age, gender, income and education level, they will be included as variables.

EXPECTED RESULTS AND IMPLICATIONS

Expected Findings

The research is expected to reveal that:

Consumption Values: Halal food purchase intention will be affected in the positive directions by functional quality, social, emotional and conditional values; the effects will possibly be more vague and in weak terms by functional price and epistemic values.

Direct Influence of Religious Self-Identity: The religious self-identity of the halal consumer has a significant effect on their purchase intention for halal food, while other variables of archetypal Halal consumers do not (Elsitasari & Ishak, 2021).

Mediating Role of Religious Self-Identity: The extent of the relationships between consumption values and purchase intention will vary by the degree of religious self-identity (Arli, Arango, & Septianto, 2025). For instance, it is expected that for individuals with a high religious self-identity, the effect of emotional and social values on purchase intention will be greater. Conversely, those consumers who are highly religious might care less about functional price value less, as a high price is potentially less relevant if the food is perceived as ethically important to consume such as among Halal food.

Theoretical Implications

They will somewhat generalize the Theory of Consumption Values by including religious self-identity as a moderating variable. An integrated model is provided that will have a deeper look at how identity influences ethical consumption decisions. In addition, it will fill a critical gap in the

literature by showing that religious self-identity not only predicts behavior directly but has its impact through other consumption values to purchase intention.

Practical Implications

The study in this instance could provide insights that marketers and food retailers should adhere to when developing better targeted marketing strategies. For instance:

Targeting High-Identity Consumers: Since most of the consumers of Halal food are of a religious mind, it stands that these marketing messages may, therefore, have greater appeal because they draw attention to the ethical, social, and emotional benefits of halal.

Appealing to Broader Audiences: To consumers with a lower religious self-identity, emphasis on quality, innovation and value for money may be more effective (Al-Issa, Dens, & Kwiatek, 2024).

Promotional Strategies: It is useful for retailers to understand that religious identity moderates price sensitivity as it can help retailers design promotional campaigns, such as discount offers or loyalty programs, targeted toward appropriate consumer segments.

Policy and Social Implications

The study also may have application to policy-makers and community leaders. Understanding why different people are motivated to consume halal food will help in designing better public initiatives to support ethical food practices and cultural inclusion in diverse urban settings like Houston. This may also generate further research in relation to how identity affects choice on other niche markets for instance, organic or kosher foods.

CONCLUSION

In light of these gaps, this research bridges these gaps by investigating if religious self-identity moderates the impact of consumption values on purchasing intention of halal food. The study integrates theoretical perspectives from the Theory of Consumption Values focuses on the Houston market, which is a diverse and dynamic market, thereby the study offers significant academic and practical contributions. Thus, it will offer a solid empirical foundation for outlining marketing strategies and policies that address both moral and worldly consumer motivations in the halal food market.

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