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11-32



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33-46



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Moses Hutabarat, Syifa Tria Anggraini
47-62



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63-74



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Antecedents and Consequences of Conformity in Halal Products

Sisca Damayanti, Luki Adiaty Pratomo, De'sya Shalsabila, Khoriro Handayani
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Antecedents and Consequences of Conformity in Halal Products

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ABSTRACT

This study aims to investigate the antecedents and consequences of conformity in halal products. The anticipated outcome is the intention to purchase halal products, with social media content and religious affiliation as antecedents. The quantitative research method involves hypothesis testing, with the millennial generation as the population. The sampling method applied non-probability with a purposive sampling technique approach. The sample criteria are the Muslim millennial generation who buy halal products. The results showed that social media content has an influence on conformity, while religiosity has no significant impact on conformity. It is proven that conformity positively influences the purchase intention of halal products. The results of this study are expected to help companies that produce halal products develop attractive social media content to encourage consumers to buy halal products.

Keywords: Social media content, Religiosity, Conformity, Purchase intention of halal products

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INTRODUCTION

The increasing awareness of the importance of consuming halal products increases consumer demand for halal products (Jauhari, 2024). Indonesia, as a country with a majority Muslim population, certainly requires Muslims to consume halal products. According to Islamic teachings, Muslims must pay attention to what they will consume, one of which is whether the product is halal or not (Muhamad Takhim & Mashudi, 2018). Therefore, halal products are a reference for Muslim consumers in buying or consuming a product (Faridah, 2019). Halal is derived from the Arabic word, which means to be released or not bound (Muhamad Takhim & Mashudi, 2018). Etymologically, halal can be defined as things that can be done freely or are not bound by things that prohibit them (Muhamad Takhim &

Mashudi, 2018). Thus, according to Islam, halal products have met the halal criteria, so they are safer because the raw materials used are clearly safe (Shafie et al., 2019).

In recent years, halal-certified products in Indonesia have increased to 1.42 million (Capaian Kinerja 2023, 2023). This shows the high demand for certified halal products (Faridah, 2019; Ula Rochmatannia Rosana, 2024). Indeed, companies fulfill the high demand for halal products by producing certified ones (Agusty & Muttaqin, 2022). Consequently, the number of products with halal labels is increasing, consumers have more diverse choices, causing increasingly tight competition (Ishak et al., 2020; Muawanah et al., 2020). This requires companies to understand consumers better to offer products that are not only halal but truly according to consumer needs.

To comprehensively understand the desires of Indonesian Muslim consumers, it is necessary to investigate further several factors that influence consumers' intention to buy halal products. Many factors are very likely to influence consumer purchase intention, but considering that the product to be purchased is halal, religiosity becomes one of the important factors (Maison et al., 2019). Promotion is another factor that can generally encourage consumers to buy products or services (Dewi & Ramadhayanti, 2022; Regi Beslar et al., 2022; Sangkaeng et al., 2015). Religiosity is an essential factor in influencing behavior following religious teachings, but interestingly, various research results cannot confirm the strength of its influence. Several studies have found that religiosity has a strong influence on behavior that is following Islamic teachings (Kamalul Ariffin et al., 2016; Wahyuni & Fitriani, 2017), while there are studies that do not find the strength of its influence (Maison et al., 2019). Those inconsistent study results indicate that religiosity's influence is still unclear in influencing consumer behavior, so it still needs to be further explored. One factor that may influence is conformity, considering that Indonesian society, which is very collectivist, tends to desire to behave like others (Zhang et al., 2022). Thus, this study will aim to analyze the role of religiosity in influencing conformity, ultimately leading to the emergence of consumer purchase intention for halal products.

Therefore, this study aims to test the effect of promotion and religiosity on the intention to purchase halal products in the millennial generation mediated by conformity. The test is divided into direct and indirect effects. The direct effect will test the effect of promotion on conformity, the effect of religiosity on conformity, and the effect of conformity on the intention to purchase halal products. The indirect effect will test the effect of promotion and religiosity on the intention to purchase halal products mediated by conformity. Furthermore, a robustness test is carried out to see the consistency of the main variables in the mediation test. The sample of this study is the millennial generation, which is Muslim and is the majority in Indonesia.

LITERATURE REVIEW

Millennial generation

The millennial generation was born between 1982 and 2000 (Koe et al., 2012). This generation has different characteristics from the previous generation, namely Generation X or Baby Boomers (Koksal, 2019). Generation Y, often called the millennial generation, has the characteristics of liking digitalization, the internet, and using social media daily (Rungruangjit & Charoenpornpanichkul, 2024).

The differences between these generations make it necessary to research to have a deep understanding of the responses of each generation, especially the millennial generation. A study conducted in Bangkok found that millennial consumers felt a risk when using mobile banking (Zhu et al., 2022). Considering that they are very accustomed to using the internet, they are quickly willing to become consumers of accommodation in a sharing economy such as Airbnb (Bernardi, 2018). It turns out that the millennial generation also pays close attention to the halalness of the products they buy and consume (Khan et al., 2021). Therefore, it is necessary to understand further how the millennial generation responds to halal products and the factors that influence them.

Social Media Content

Promotion is a way for companies to communicate with consumers so that their products or services are known (Kotler & Keller, 2016). Without good promotional communication, consumers do not know the products or services produced by the company. Companies can communicate in various ways, for example, through social media (Koay et al., 2023; Lenne & Vandenbosch, 2017; Merle & Freberg, 2015; Salsabila & Hijrah Hati, 2024). The use of social media in marketing can generate the intention to buy products, even environmentally friendly products, which are generally more expensive (Lenne & Vandenbosch, 2017). In education, social media, in the form of tweets, has also encouraged students to take classes that teach specific subjects (Merle & Freberg, 2015). Even nowadays, social media marketing is critical in developing the company's brand (Salsabila & Hijrah Hati, 2024). Social media marketing can also form consumer emotional bonds to products or services. Therefore, companies must develop interesting content (Ghaffari et al., 2024).

Social media content significantly influences consumer desire to visit a tourist destination (Koo et al., 2016). Social media content, especially from close friends, is very influential in helping people decide purchasing goods or services (Wibowo et al., 2021). Based on the various research results, it can be seen that social media content does influence consumer behavior, so it can be estimated that social

media content can influence consumers' desire for conformity with their friends, for example, in halal consumption. Thus, the following hypothesis was developed:

H1: Social Media Content has a positive influence on Conformity

Religiosity

One of the factors that is thought to influence halal consumption is religiosity (Loussaief et al., 2024; Said et al., 2014). Religiosity can be interpreted as the extent to which a person adheres to his religion's values, beliefs, and practices and uses them in everyday life (Worthington et al., 2003). Meanwhile, according to (Minton et al., 2019), religiosity is the extent to which a person believes in the principles of his beliefs, engages in their rituals, and identifies themselves as part of their beliefs (e.g., Christian, Islamic, Jewish).

This religiosity is applied in many aspects of human life, including in making purchasing decisions, and is widely studied in the field of marketing (Geiger-Oneto & Minton, 2019; Islam & Chandrasekaran, 2019; Loussaief et al., 2024; Maison et al., 2019) and many others. The desire to consume halal food is strongly driven by religiosity because the more religious a person is, the more they need awareness and belief that this food is halal (Loussaief et al., 2024). Likewise, religious consumers will be cautious in consuming food (Minton et al., 2019).

Religiosity influences human behavior in many ways; for example, it can encourage customers to use sharia banking (Bananuka et al., 2020) and influences consumer attitudes when seeing advertisements (Mansour et al., 2016). When concerns about global warming are increasing, religiosity in Egyptian society makes them more concerned about the emergence of global warming (Mostafa, 2016). The values of collectivism in Indian society are also strongly influenced by religiosity, which illustrates that Indian consumers always pay attention to group interests and do not want to look different from their friends (Islam & Chandrasekaran, 2019). Thus, it can be said that religiosity encourages people to adapt to their environment or conform to their friends. Based on this explanation, the following hypothesis was developed:

H2: Religiosity influences conformity

Conformity

Conformity is defined as the tendency of group members to establish group norms and the tendency of individuals to comply with these norms (Burnkrant & Cousineau, 1975). Meanwhile, according to (Lascu & Zinkhan, 1999), consumer conformity is the willingness to comply with group norms that cause changes in consumption behavior to fit in the group in which they are located. The desire to fit in with the environment often causes consumers to decide to purchase products that match their

friends (Chaouali et al., 2016; Gonçalves et al., 2020; Wang & Liao, 2024). Likewise, in the communication process, a high level of conformity will make it easier for them to accept input from marketing influencers (Rahayu et al., 2023). Consumers also buy highly suitable products (Wen & Guo, 2021).

Conformity and religiosity also influence consumer attitudes; the more vital their religiosity and conformity, the more careful they convey content on social media (Khalil et al., 2023). Food purchasing decisions are also influenced by conformity; for example, a study found that consumers buy vegan food when they want to fit in with their friends (Martinelli & De Canio, 2021). Thus, it can be estimated that Muslim consumers want to have similarities with their environment. The stronger their desire to conform, the higher their intention to buy halal products. Therefore, the following hypothesis was developed:

H3: Conformity positively influences the intention to purchase halal products.

Purchase intention

According to the theory of Planned Behavior developed by (Ajzen, 1985), it is essential to encourage the emergence of intention or desire to do something. Without intention, there will be no action, such as the intention to use or buy goods or services (Ko, 2018; Matzler et al., 2016; Su et al., 2015). Without intention, there will be no action, such as intention to use or buy goods or services (Ko, 2018; Matzler et al., 2016; Su et al., 2015). There have been numerous studies conducted to determine the significance of purchase intention and the factors that can influence it (AL-Nahdi et al., 2015; Aris et al., 2015; Diannissa & Pratomo, 2023; Md Husin et al., 2016). In research on healthy food, restaurant quality is one factor that influences consumers' intention to buy healthy food (Diannissa & Pratomo, 2023). Similarly, the intention to purchase halal products increases once Muslim consumers trust the halal label (Muflih & Juliana, 2021). Hence, it is crucial to understand what factors can encourage consumers' intention to consume halal products.

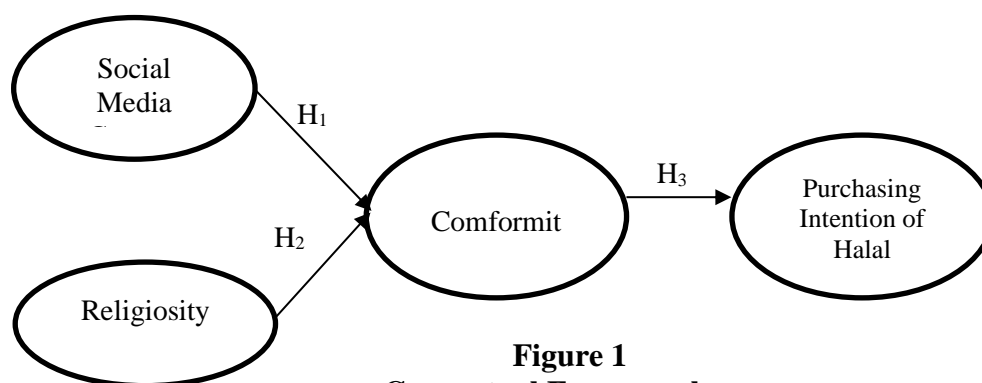


Figure 1
Conceptual Framework

Given the substantial Muslim population in Indonesia, it is reasonable to expect that Indonesian customers would strongly prefer purchasing halal products. Therefore, it is vital to comprehend the elements that can promote it. Multiple research indicate that the inclination to conform or feel like others is a significant determinant that might motivate an individual to have the purpose to engage in specific behaviors (Chaouali et al., 2016; Gonçalves et al., 2020; Wang & Liao, 2024). Consumers are anticipated to purchase halal products due to their wish to achieve social acceptance within the Muslim community and among their friends. Religion and social media content are also factors that influence the desire to copy friends and family.

METHODS

The hypothesis was tested in this study using a quantitative approach. It was evaluated using the causality test. Samples are selected using the purposive sampling technique (Sekaran & Bougie, 2016). The sample criteria in this study are based on the millennial generation, which uses halal products. Data collection was carried out by filling out questionnaires openly, which were distributed through Google Forms to the millennial generation, especially users of halal products.

The four variables to be tested are adaptations of several previous studies, such as religiosity and conformity from (Khalil et al., 2023), while conformity is an adaptation of a study conducted by (Martinelli & De Canio, 2021) and purchase intention of halal products is adapted from (Irfany et al., 2024). The path analysis test used the Structural Equation Model (SEM) analysis procedure (Hair et al., 2019). Moreover, the measurement instruments were subjected to validity and reliability tests, and it was determined that all indicators were valid due to the fact that the factor loading value was greater than 0.50 and the Cronbach alpha value exceeded 0.70.

In order to guarantee that the estimation results are unbiased and consistent, a goodness of fit test is conducted with three kinds of measurements as a model specification test prior to parameter estimation. The goodness of fit test results for both empirical models that were evaluated are summarized in Table 6. The types and pertinent measurement indicators for manifest variables are derived from (Hair et al., 2019) and Jakaria et al. (2021).

The results of the model fit test from this study are as follows:

Table 1
Goodness of Fit Test Results

Indicator	Calculation Results	Conclusion
X ² (Chi-Square)	369.343	Poor Fit
Significance Probability	0.000	Poor Fit
RMSEA	0.131	Poor Fit
NFI	0.826	Marginal Fit
RFI	0.794	Marginal Fit
TLI	0.848	Marginal Fit
CFI	0.872	Marginal Fit
GFI	0.812	Marginal Fit
AGFI	0.750	Model Fit

Source: Data processed

After conducting the goodness of fit test, it has been determined that the Chi-Square, Significance Probability, and RMSEA indicators were a poor fit. Indicators of marginal fit include the NFI, RFI, TLI, CFI, and GFI, while the AGFI indicator was model fit. Consequently, the theory hypothesis is maintained, as the goodness of fit test results are feasible given that each model contains at least one indicator of model fit.

RESULT AND DISCUSSION

Descriptive Statistics

Descriptive statistics of each variable are presented in Table 2 to Table 5. The data that has been collected was analyzed using mean and standard deviation.

Table 2
Descriptive Statistics of Social Media Content Variables

No	Statement	Mean	Standard Deviation
1	The content on halal product advertisements encourages me to use halal products.	4.24	0.971
2	The content in halal product advertisements provides sufficient information related to halal products.	4.26	0.850
3	The content in halal advertisements provides sufficient	4.15	0.885

No	Statement	Mean	Standard Deviation
	information about the product's halal status		
4	The content of halal product advertisements influences my decision.	4.27	1.025
	Average	4.23	

The average value of the social media content variable was 4.23, as evidenced by the data in Table 1. This indicates that most respondents believe the content distributed via social media presents valuable information regarding the halal status of the product they intend to purchase.

Table 3
Descriptive Statistics of Religiosity Variables

No	Statement	Mean	Standard Deviation
1	I use halal products because of my religious beliefs.	4.74	0.783
2	I choose halal products because halal products are good products according to my religion.	4.72	0.790
3	I follow religious advice when buying halal products.	4.67	0.830
4	I avoid purchasing products that are considered makruh	4.08	1.061
	Average	4.55	

The descriptive statistical results on the religiosity variable, which has an average value of 4.55, indicate that most respondents have a very high belief in always following religious orders, including buying and consuming only halal products.

Table 4
Descriptive Statistics of Conformity Variables

No	Statement	Mean	Standard Deviation
1	I care about what people think of me.	3.43	1.213
2	I tend to conform to other people's opinions.	3.31	1.120
3	I need other people's approval.	2.97	1.127
4	I try to be special in other people's eyes.	2.97	1.257
5	I do what everyone else does	2.45	1.064
	Average	3.03	

The analysis of Table 4 reveals that the mean value of the conformity variable was 3.03. This indicates that most respondents while desiring to appear similar, do not have a strong motivation to do so.

Table 5
Descriptive Statistics of Halal Product Purchase Intention Variables.

No	Statement	Mean	Standard Deviation
1	I intend to purchase halal products in the future.	4.59	0.804
2	I will choose halal products to consume.	4.70	0.774
3	I am likely to choose halal products in the future.	4.62	0.830
4	I will fulfill my needs by buying halal products	4.66	0.793
	Average	4.6425	

The average value of purchase intention for halal products reaches 4.6425. This shows that most respondents have a very strong intention to buy halal products now and in the future.

Hypothesis Test

Table 6
Hypothesis Test Results

Hypothesis	Estimate	P-Value	Conclusion
H1: Social Media Content has a positive influence on Conformity	0.511	0.000	Supported
H2: Religiosity has an effect on conformity	0.038	0.855	Unsupported
H3: Conformity has a positive influence on the intention to purchase halal products	0.245	0.000	Supported

Source: Data processed

Table 6 indicates that hypothesis 1 yielded an estimate of 0.511, with a p-value of $0.000 < \alpha$ value (0.05). Consequently, it has been established that social media content has a beneficial impact on conformity. Meanwhile, hypothesis 2 obtained an estimate of 0.038 with a p-value of $0.855 > \alpha$ value (0.05), so it is concluded that the hypothesis is not supported. This means that religiosity has a

positive but insignificant effect on Conformity. Then, hypothesis 3 obtained an estimate of 0.245 with a p-value of 0.000, indicating that the hypothesis is supported, which means that conformity positively influences the purchase intention of halal products.

Discussion

Social media content positively impacts conformity, as evidenced by the results of tested hypothesis one. This indicates that the more interesting the content delivered on social media, the greater the intention of consumers to match themselves with their friends and relatives. Consumers comply with their surroundings when encountering informative content regarding halal products. In the same vein, consumers may desire to impress their friends and family by consuming halal products when they encounter content about halal products on their social media platforms. The more captivating the information that influencers provide, the more inclined they are to purchase the Company's products (Widyanto & Agusti, 2020). The findings of this investigation are consistent with research on the effectiveness of tourism content, including narratives, videos, and photographs, in influencing visitors' destination selection (Koo et al., 2016).

It is interesting that hypothesis two is not supported, which shows that religiosity does not have a significant effect on conformity. So, it can be said that even though consumers are very religious, it does not encourage their desire to conform to fellow Muslim friends and family. This indicates that an individual's higher religiosity does not significantly impact the environment or community in which they reside. Contrary to earlier research, such as (Khalil et al., 2023), the findings of this study indicate that religiosity does not typically promote consumers' inclination to conform to their surroundings (group conformity).

Furthermore, hypothesis three shows that conformity influences consumers' intention to buy halal products. This means that the stronger the consumer's intention to be like friends and family, the higher the intention to buy halal products. Consumers tend to purchase halal products when they prioritize the opinions of others. Similarly, the more consumers tend to conform to the preferences of others, the more intense their intention is to purchase halal products exclusively. This will also happen when someone feels the need for approval from others, the stronger the intention to always buy halal products in the future. The findings of this study corroborate prior research that demonstrated that patient loyalty to the hospital is an outcome of conformity (Gonçalves et al., 2020). Furthermore, consumer attitudes regarding online purchasing are significantly influenced by conformity (Khandelwal et al., 2018). The greater the urge to purchase halal products, the stronger consumer conformity toward halal products is encouraged by these factors.

CONCLUSION, MANAGERIAL IMPLICATIONS, LIMITATION AND FUTURE RESEARCH

The study has several limitations, including the insufficient number of respondents. Therefore, it is advised that additional respondents be employed in future research. Additionally, only two variables are considered to influence conformity in this study, allowing for the potential addition of additional variables in the future.

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Antecedents and Consequences of Conformity in Halal Products

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ABSTRACT

This study aims to investigate the antecedents and consequences of conformity in halal products. The anticipated outcome is the intention to purchase halal products, with social media content and religious affiliation as antecedents. The quantitative research method involves hypothesis testing, with the millennial generation as the population. The sampling method applied non-probability with a purposive sampling technique approach. The sample criteria are the Muslim millennial generation who buy halal products. The results showed that social media content has an influence on conformity, while religiosity has no significant impact on conformity. It is proven that conformity positively influences the purchase intention of halal products. The results of this study are expected to help companies that produce halal products develop attractive social media content to encourage consumers to buy halal products.

Keywords: Social media content, Religiosity, Conformity, Purchase intention of halal products

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INTRODUCTION

The increasing awareness of the importance of consuming halal products increases consumer demand for halal products (Jauhari, 2024). Indonesia, as a country with a majority Muslim population, certainly requires Muslims to consume halal products. According to Islamic teachings, Muslims must pay attention to what they will consume, one of which is whether the product is halal or not (Muhamad Takhim & Mashudi, 2018). Therefore, halal products are a reference for Muslim consumers in buying or consuming a product (Faridah, 2019). Halal is derived from the Arabic word, which means to be released or not bound (Muhamad Takhim & Mashudi, 2018). Etymologically, halal can be defined as things that can be done freely or are not bound by things that prohibit them (Muhamad Takhim &

Mashudi, 2018). Thus, according to Islam, halal products have met the halal criteria, so they are safer because the raw materials used are clearly safe (Shafie et al., 2019).

In recent years, halal-certified products in Indonesia have increased to 1.42 million (Capaian Kinerja 2023, 2023). This shows the high demand for certified halal products (Faridah, 2019; Ula Rochmatannia Rosana, 2024). Indeed, companies fulfill the high demand for halal products by producing certified ones (Agusty & Muttaqin, 2022). Consequently, the number of products with halal labels is increasing, consumers have more diverse choices, causing increasingly tight competition (Ishak et al., 2020; Muawanah et al., 2020). This requires companies to understand consumers better to offer products that are not only halal but truly according to consumer needs.

To comprehensively understand the desires of Indonesian Muslim consumers, it is necessary to investigate further several factors that influence consumers' intention to buy halal products. Many factors are very likely to influence consumer purchase intention, but considering that the product to be purchased is halal, religiosity becomes one of the important factors (Maison et al., 2019). Promotion is another factor that can generally encourage consumers to buy products or services (Dewi & Ramadhayanti, 2022; Regi Beslar et al., 2022; Sangkaeng et al., 2015). Religiosity is an essential factor in influencing behavior following religious teachings, but interestingly, various research results cannot confirm the strength of its influence. Several studies have found that religiosity has a strong influence on behavior that is following Islamic teachings (Kamalul Ariffin et al., 2016; Wahyuni & Fitriani, 2017), while there are studies that do not find the strength of its influence (Maison et al., 2019). Those inconsistent study results indicate that religiosity's influence is still unclear in influencing consumer behavior, so it still needs to be further explored. One factor that may influence is conformity, considering that Indonesian society, which is very collectivist, tends to desire to behave like others (Zhang et al., 2022). Thus, this study will aim to analyze the role of religiosity in influencing conformity, ultimately leading to the emergence of consumer purchase intention for halal products.

Therefore, this study aims to test the effect of promotion and religiosity on the intention to purchase halal products in the millennial generation mediated by conformity. The test is divided into direct and indirect effects. The direct effect will test the effect of promotion on conformity, the effect of religiosity on conformity, and the effect of conformity on the intention to purchase halal products. The indirect effect will test the effect of promotion and religiosity on the intention to purchase halal products mediated by conformity. Furthermore, a robustness test is carried out to see the consistency of the main variables in the mediation test. The sample of this study is the millennial generation, which is Muslim and is the majority in Indonesia.

LITERATURE REVIEW

Millennial generation

The millennial generation was born between 1982 and 2000 (Koe et al., 2012). This generation has different characteristics from the previous generation, namely Generation X or Baby Boomers (Koksal, 2019). Generation Y, often called the millennial generation, has the characteristics of liking digitalization, the internet, and using social media daily (Rungruangjit & Charoenpornpanichkul, 2024).

The differences between these generations make it necessary to research to have a deep understanding of the responses of each generation, especially the millennial generation. A study conducted in Bangkok found that millennial consumers felt a risk when using mobile banking (Zhu et al., 2022). Considering that they are very accustomed to using the internet, they are quickly willing to become consumers of accommodation in a sharing economy such as Airbnb (Bernardi, 2018). It turns out that the millennial generation also pays close attention to the halalness of the products they buy and consume (Khan et al., 2021). Therefore, it is necessary to understand further how the millennial generation responds to halal products and the factors that influence them.

Social Media Content

Promotion is a way for companies to communicate with consumers so that their products or services are known (Kotler & Keller, 2016). Without good promotional communication, consumers do not know the products or services produced by the company. Companies can communicate in various ways, for example, through social media (Koay et al., 2023; Lenne & Vandenbosch, 2017; Merle & Freberg, 2015; Salsabila & Hijrah Hati, 2024). The use of social media in marketing can generate the intention to buy products, even environmentally friendly products, which are generally more expensive (Lenne & Vandenbosch, 2017). In education, social media, in the form of tweets, has also encouraged students to take classes that teach specific subjects (Merle & Freberg, 2015). Even nowadays, social media marketing is critical in developing the company's brand (Salsabila & Hijrah Hati, 2024). Social media marketing can also form consumer emotional bonds to products or services. Therefore, companies must develop interesting content (Ghaffari et al., 2024).

Social media content significantly influences consumer desire to visit a tourist destination (Koo et al., 2016). Social media content, especially from close friends, is very influential in helping people decide purchasing goods or services (Wibowo et al., 2021). Based on the various research results, it can be seen that social media content does influence consumer behavior, so it can be estimated that social

media content can influence consumers' desire for conformity with their friends, for example, in halal consumption. Thus, the following hypothesis was developed:

H1: Social Media Content has a positive influence on Conformity

Religiosity

One of the factors that is thought to influence halal consumption is religiosity (Loussaief et al., 2024; Said et al., 2014). Religiosity can be interpreted as the extent to which a person adheres to his religion's values, beliefs, and practices and uses them in everyday life (Worthington et al., 2003). Meanwhile, according to (Minton et al., 2019), religiosity is the extent to which a person believes in the principles of his beliefs, engages in their rituals, and identifies themselves as part of their beliefs (e.g., Christian, Islamic, Jewish).

This religiosity is applied in many aspects of human life, including in making purchasing decisions, and is widely studied in the field of marketing (Geiger-Oneto & Minton, 2019; Islam & Chandrasekaran, 2019; Loussaief et al., 2024; Maison et al., 2019) and many others. The desire to consume halal food is strongly driven by religiosity because the more religious a person is, the more they need awareness and belief that this food is halal (Loussaief et al., 2024). Likewise, religious consumers will be cautious in consuming food (Minton et al., 2019).

Religiosity influences human behavior in many ways; for example, it can encourage customers to use sharia banking (Bananuka et al., 2020) and influences consumer attitudes when seeing advertisements (Mansour et al., 2016). When concerns about global warming are increasing, religiosity in Egyptian society makes them more concerned about the emergence of global warming (Mostafa, 2016). The values of collectivism in Indian society are also strongly influenced by religiosity, which illustrates that Indian consumers always pay attention to group interests and do not want to look different from their friends (Islam & Chandrasekaran, 2019). Thus, it can be said that religiosity encourages people to adapt to their environment or conform to their friends. Based on this explanation, the following hypothesis was developed:

H2: Religiosity influences conformity

Conformity

Conformity is defined as the tendency of group members to establish group norms and the tendency of individuals to comply with these norms (Burnkrant & Cousineau, 1975). Meanwhile, according to (Lascu & Zinkhan, 1999), consumer conformity is the willingness to comply with group norms that cause changes in consumption behavior to fit in the group in which they are located. The desire to fit in with the environment often causes consumers to decide to purchase products that match their

friends (Chaouali et al., 2016; Gonçalves et al., 2020; Wang & Liao, 2024). Likewise, in the communication process, a high level of conformity will make it easier for them to accept input from marketing influencers (Rahayu et al., 2023). Consumers also buy highly suitable products (Wen & Guo, 2021).

Conformity and religiosity also influence consumer attitudes; the more vital their religiosity and conformity, the more careful they convey content on social media (Khalil et al., 2023). Food purchasing decisions are also influenced by conformity; for example, a study found that consumers buy vegan food when they want to fit in with their friends (Martinelli & De Canio, 2021). Thus, it can be estimated that Muslim consumers want to have similarities with their environment. The stronger their desire to conform, the higher their intention to buy halal products. Therefore, the following hypothesis was developed:

H3: Conformity positively influences the intention to purchase halal products.

Purchase intention

According to the theory of Planned Behavior developed by (Ajzen, 1985), it is essential to encourage the emergence of intention or desire to do something. Without intention, there will be no action, such as the intention to use or buy goods or services (Ko, 2018; Matzler et al., 2016; Su et al., 2015). Without intention, there will be no action, such as intention to use or buy goods or services (Ko, 2018; Matzler et al., 2016; Su et al., 2015). There have been numerous studies conducted to determine the significance of purchase intention and the factors that can influence it (AL-Nahdi et al., 2015; Aris et al., 2015; Diannissa & Pratomo, 2023; Md Husin et al., 2016). In research on healthy food, restaurant quality is one factor that influences consumers' intention to buy healthy food (Diannissa & Pratomo, 2023). Similarly, the intention to purchase halal products increases once Muslim consumers trust the halal label (Muflih & Juliana, 2021). Hence, it is crucial to understand what factors can encourage consumers' intention to consume halal products.

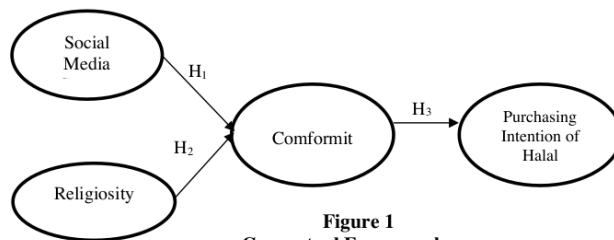


Figure 1
Conceptual Framework

Given the substantial Muslim population in Indonesia, it is reasonable to expect that Indonesian customers would strongly prefer purchasing halal products. Therefore, it is vital to comprehend the elements that can promote it. Multiple research indicate that the inclination to conform or feel like others is a significant determinant that might motivate an individual to have the purpose to engage in specific behaviors (Chaouali et al., 2016; Gonçalves et al., 2020; Wang & Liao, 2024). Consumers are anticipated to purchase halal products due to their wish to achieve social acceptance within the Muslim community and among their friends. Religion and social media content are also factors that influence the desire to copy friends and family.

METHODS

The hypothesis was tested in this study using a quantitative approach. It was evaluated using the causality test. Samples are selected using the purposive sampling technique (Sekaran & Bougie, 2016). The sample criteria in this study are based on the millennial generation, which uses halal products. Data collection was carried out by filling out questionnaires openly, which were distributed through Google Forms to the millennial generation, especially users of halal products.

The four variables to be tested are adaptations of several previous studies, such as religiosity and conformity from (Khalil et al., 2023), while conformity is an adaptation of a study conducted by (Martinelli & De Canio, 2021) and purchase intention of halal products is adapted from (Irfany et al., 2024). The path analysis test used the Structural Equation Model (SEM) analysis procedure (Hair et al., 2019). Moreover, the measurement instruments were subjected to validity and reliability tests, and it was determined that all indicators were valid due to the fact that the factor loading value was greater than 0.50 and the Cronbach alpha value exceeded 0.70.

In order to guarantee that the estimation results are unbiased and consistent, a goodness of fit test is conducted with three kinds of measurements as a model specification test prior to parameter estimation. The goodness of fit test results for both empirical models that were evaluated are summarized in Table 6. The types and pertinent measurement indicators for manifest variables are derived from (Hair et al., 2019) and Jakaria et al. (2021).

The results of the model fit test from this study are as follows:

Table 1
Goodness of Fit Test Results

Indicator	Calculation Results	Conclusion
X ² (Chi-Square)	369.343	Poor Fit
Significance Probability	0.000	Poor Fit
RMSEA	0.131	Poor Fit
NFI	0.826	Marginal Fit
RFI	0.794	Marginal Fit
TLI	0.848	Marginal Fit
CFI	0.872	Marginal Fit
GFI	0.812	Marginal Fit
AGFI	0.750	Model Fit

Source: Data processed

After conducting the goodness of fit test, it has been determined that the Chi-Square, Significance Probability, and RMSEA indicators were a poor fit. Indicators of marginal fit include the NFI, RFI, TLI, CFI, and GFI, while the AGFI indicator was model fit. Consequently, the theory hypothesis is maintained, as the goodness of fit test results are feasible given that each model contains at least one indicator of model fit.

RESULT AND DISCUSSION

Descriptive Statistics

Descriptive statistics of each variable are presented in Table 2 to Table 5. The data that has been collected was analyzed using mean and standard deviation.

Table 2
Descriptive Statistics of Social Media Content Variables

No	Statement	Mean	Standard Deviation
1	The content on halal product advertisements encourages me to use halal products.	4.24	0.971
2	The content in halal product advertisements provides sufficient information related to halal products.	4.26	0.850
3	The content in halal advertisements provides sufficient	4.15	0.885

No	Statement	Mean	Standard Deviation
	information about the product's halal status		
4	The content of halal product advertisements influences my decision.	4.27	1.025
	Average	4.23	

The average value of the social media content variable was 4.23, as evidenced by the data in Table 1. This indicates that most respondents believe the content distributed via social media presents valuable information regarding the halal status of the product they intend to purchase.

Table 3
Descriptive Statistics of Religiosity Variables

No	Statement	Mean	Standard Deviation
1	I use halal products because of my religious beliefs.	4.74	0.783
2	I choose halal products because halal products are good products according to my religion.	4.72	0.790
3	I follow religious advice when buying halal products.	4.67	0.830
4	I avoid purchasing products that are considered makruh	4.08	1.061
	Average	4.55	

The descriptive statistical results on the religiosity variable, which has an average value of 4.55, indicate that most respondents have a very high belief in always following religious orders, including buying and consuming only halal products.

Table 4
Descriptive Statistics of Conformity Variables

No	Statement	Mean	Standard Deviation
1	I care about what people think of me.	3.43	1.213
2	I tend to conform to other people's opinions.	3.31	1.120
3	I need other people's approval.	2.97	1.127
4	I try to be special in other people's eyes.	2.97	1.257
5	I do what everyone else does	2.45	1.064
	Average	3.03	

The analysis of Table 4 reveals that the mean value of the conformity variable was 3.03. This indicates that most respondents while desiring to appear similar, do not have a strong motivation to do so.

Table 5
Descriptive Statistics of Halal Product Purchase Intention Variables.

No	Statement	Mean	Standard Deviation
1	I intend to purchase halal products in the future.	4.59	0.804
2	I will choose halal products to consume.	4.70	0.774
3	I am likely to choose halal products in the future.	4.62	0.830
4	I will fulfill my needs by buying halal products	4.66	0.793
	Average	4.6425	

The average value of purchase intention for halal products reaches 4.6425. This shows that most respondents have a very strong intention to buy halal products now and in the future.

Hypothesis Test

Table 6
Hypothesis Test Results

Hypothesis	Estimate	P-Value	Conclusion
H1: Social Media Content has a positive influence on Conformity	0.511	0.000	Supported
H2: Religiosity has an effect on conformity	0.038	0.855	Unsupported
H3: Conformity has a positive influence on the intention to purchase halal products	0.245	0.000	Supported

Source: Data processed

Table 6 indicates that hypothesis 1 yielded an estimate of 0.511, with a p-value of 0.000 < α value (0.05). Consequently, it has been established that social media content has a beneficial impact on conformity. Meanwhile, hypothesis 2 obtained an estimate of 0.038 with a p-value of 0.855 > α value (0.05), so it is concluded that the hypothesis is not supported. This means that religiosity has a

positive but insignificant effect on Conformity. Then, hypothesis 3 obtained an estimate of 0.245 with a p-value of 0.000, indicating that the hypothesis is supported, which means that conformity positively influences the purchase intention of halal products.

Discussion

Social media content positively impacts conformity, as evidenced by the results of tested hypothesis one. This indicates that the more interesting the content delivered on social media, the greater the intention of consumers to match themselves with their friends and relatives. Consumers comply with their surroundings when encountering informative content regarding halal products. In the same vein, consumers may desire to impress their friends and family by consuming halal products when they encounter content about halal products on their social media platforms. The more captivating the information that influencers provide, the more inclined they are to purchase the Company's products (Widyanto & Agusti, 2020). The findings of this investigation are consistent with research on the effectiveness of tourism content, including narratives, videos, and photographs, in influencing visitors' destination selection (Koo et al., 2016).

It is interesting that hypothesis two is not supported, which shows that religiosity does not have a significant effect on conformity. So, it can be said that even though consumers are very religious, it does not encourage their desire to conform to fellow Muslim friends and family. This indicates that an individual's higher religiosity does not significantly impact the environment or community in which they reside. Contrary to earlier research, such as (Khalil et al., 2023), the findings of this study indicate that religiosity does not typically promote consumers' inclination to conform to their surroundings (group conformity).

Furthermore, hypothesis three shows that conformity influences consumers' intention to buy halal products. This means that the stronger the consumer's intention to be like friends and family, the higher the intention to buy halal products. Consumers tend to purchase halal products when they prioritize the opinions of others. Similarly, the more consumers tend to conform to the preferences of others, the more intense their intention is to purchase halal products exclusively. This will also happen when someone feels the need for approval from others, the stronger the intention to always buy halal products in the future. The findings of this study corroborate prior research that demonstrated that patient loyalty to the hospital is an outcome of conformity (Gonçalves et al., 2020). Furthermore, consumer attitudes regarding online purchasing are significantly influenced by conformity (Khandelwal et al., 2018). The greater the urge to purchase halal products, the stronger consumer conformity toward halal products is encouraged by these factors.

CONCLUSION, MANAGERIAL IMPLICATIONS, LIMITATION AND FUTURE RESEARCH

The study has several limitations, including the insufficient number of respondents. Therefore, it is advised that additional respondents be employed in future research. Additionally, only two variables are considered to influence conformity in this study, allowing for the potential addition of additional variables in the future.

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PAGE 2

PAGE 3

PAGE 4

PAGE 5

PAGE 6

PAGE 7

PAGE 8

PAGE 9

PAGE 10

PAGE 11

PAGE 12

PAGE 13

PAGE 14

PAGE 15

PAGE 16
