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Impact of Brand Image, Halal Status, and Government Certification on Purchasing Decisions for Food and Beverages

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Abstract

The present study reviews previous studies that discuss the influence of brand image, halal status, and certification on consumers' purchasing decision. From the many existing studies on the influence of dimensions in research decisions, we selected ten studies to find out the factors that influence purchasing decisions. From several purchasing decision factors, the study focuses on research review on brand image, halal status, and product certification factors. We also review what dimensions are used in each of these factor assessments in addition to the research methods used in the study of the influence of a brand image, halal, and product certification on purchasing decisions. The results showed that brand image, halal status, and government certification have a significant influence on purchasing decisions. The dimensions used to investigate brand image variable encompass attributes, benefits, and attitudes. Halal variable incorporates the use of various dimensions in the studies examined such as marketing, customer awareness, and labeling. Finally, one of the dimension used in the government certification variable is the attitude towards quality labels.

Keywords

Brand Image, Halal, Government Certification, Purchasing Decision.

1. Introduction

Food and beverages are basic human needs. Accompanied by rapid technological developments, food and beverage products are exceedingly available and convenient for consumptions. Minister of Industry, Agus Gumiwang Kartasasmita, explained that manufacturing industry sector is the cornerstone of Indonesian economy by becoming the largest contributor to gross domestic product (GDP) in 2019. The biggest contributor to this sector is the food and beverage industry which grew 6.50%. In the third quarter of 2019, there were five industries that achieved the highest growth value, namely the textile and apparel industry with growth of 15.08%, the repair service industry and machine installation with 10.33% growth, and the food and beverage industry with 8.33% growth. This culmination give rise to the increase in the number of food and beverage industry, triggering fierce competitions.

On the onset of fierce competitions, a party in the food and beverage industry must possess an advantage in the eyes of consumers to attract their purchasing decisions upon their products. Consumers sentiments in deciding the purchase of a desired product or service are ever changing and continuously develop on the basis of intelligence, efficiency, and effectiveness (Karimi et al. 2015). Moreover, each consumer has unique considerations or factors in determining the purchase of a product. Four distinct factors play role in setting the motions of a purchasing decision, namely cultural, social, personal and psychological factors (Kotler 2003).

There are many elements that can influence consumers in their decision to make a purchase. Among many, there are factors such as brand image, halal label, price, government certification, nutrition, place of production location, etc. As such, a food and beverage company must know what factors that can utilize and control to create a significant and positive effect on purchasing decisions towards their products. Through this a company will be able to apply the right strategy to attract consumers and become superior among the industry.

2. Literature Review

Among literatures that discuss the factors influencing purchasing decisions, we used several studies discuss each factors of brand image, halal, and government certification that influence purchasing decisions.

2.1. Purchasing Decisions

According Mohani et al. (2009) state that the purchasing decisions for Muslim consumers are in high relation to the halal status of the product offered. Customers seek assurance that aspects such as business premises and the products are halal, and these are accompanied by the existence of a halal logo or labeling that convinces the customers that the products are in fact halal and are fit for consumption by a Muslim.

Bandara, et al claim that consumers purchasing decisions depend on the perception of the product. Food labeling is one of the most important factors affecting the purchasing decisions of the consumers (Bandara et al. 2016). A label should contain the correct and appropriate amount of information about the product. Dea & Singh reported that consumer perspective upon a purchasing decision is dependent on the consumer's psychology, psychological influence, consumer behavior, consumer knowledge and extent of marketing campaigns (De et al. 2017).

Fuad, et al state that there are several efforts available related to marketing strategies to establish superiority of product attributes (Fuad et al. 2019). Product attributes can shape positive perceptions of its customers. Some elements of product attributes that can be considered important in influencing consumers' perceptions are product quality, brand image, and packaging design. Latiff et al. (2015) through the theory of planned behavior suggests that the attitudes of consumers toward food labels are made up of their beliefs and consciousness towards the labels attached to food products, their feelings towards the food, and their behavioral outcome, which can be linked to the person's purchasing decision (Latiff et al. 2015). Moreover, labeling in relation to the attitudes of consumers can be said to influence their purchasing decisions. Le, et al claim that the sources of cues in purchasing decision include labeling, physical place of production, store's reputation, government certification, word-of-mouth information from acquaintances, price, and appearance of the product (Le et al. 2020). Liu & Niyongira state that increase in income provides consumers with more purchasing power and leads them to choose higher quality and safe food products (Liu and Niyongira 2017).

Liu, et al state that consumers are willing to pay a premium though they have different preferences and WTP for food safety attributes (Liu et al. 2020). The food safety aspects include organic or green food labeling, country of origin/local, quality certification, and traceability. Sukesti & Budiman state religious affiliation and commitment are two prominent aspects that also influence the consumers' behavior (Sukesti and Budiman 2014). Wang & Tsai state food safety and adequate nutrition are basic needs, whereby consumers' awareness of food safety and nutrition crucial for disease prevention and constructing healthy food lifestyle (i.e., food safety and nutrition) influence perceptions of TFF relating to purchasing intentions (Wang and Tsai 2019).

From these 7 journals it can be concluded that the purchasing decision is the decision making process in determining what product to buy and whether or not the purchase of said product should be made. Purchasing decisions can be influenced by product attributes. Product attribute can construct positive perceptions of the customers. Elements within the product attribute explored in these journals are brand image, halal label, and price, certification, nutrition, and physical place of production, store image, food safety, convenience, environmental stance, quality, cleanliness, organic label, ingredients used, labels, personal religiosity, affective commitment, trust, packaging design, health benefits, shelf life, and food color.

2.2. Brand Image

Almli, et al state that a good sensory experience that meets ethical considerations may partly explain the positive image possessed by traditional food (Almli et al. 2011). Cleff et al state that brand image is defined as the perceptions of a brand as reflected by brand associations held in consumers memory (Cleff et al 2014). Brand image consists of the dimensions of attributes, benefits and attitude. Gensch state that image assessment can be measured and segmented by perception and preference spaces (Ensch 1978). Kathuria & Gill state marketers should highlight the quality advantages associated with branded products, and promote their products through effective advertising campaigns to build distinct brand image (Mohan Kathuria and Gill 2013).

Lehmann, et al state six factors are consistently related to the classic models of consumer decision making and brand building, namely comprehension, comparative advantage, interpersonal relations, history, preference, and attachment (Lehmann et al 2008). Factors of brand image that are not directly related to product performance are history and

interpersonal relations, which, in retrospect, deserve greater attention. Orth & Marchi state that brand beliefs are measured through the categories of functional beliefs (high quality, healthy), symbolic beliefs (exclusive, fashionable), and experiential beliefs (matches my taste, refreshing) (Orth and De Marchi 2007).

Romána & Siles claim that the brand attributes that determine parents' choice of infant food brands can be grouped into three dimensions (Reputation/ liking, environmental/social facets, and convenience/price) (Romana et al. 2018). Singh & Kathuria state that attitude, subjective norms and perceived behavioral control of purchase intention of a buyers group can influence consumers' attitudes towards product brand image (Singh and Kathuria 2016). Tregear & Gorton state that brand image is influenced by favourability, strength, degree of uniqueness and congruence, and also the extent to which brand associations share content and meaning with another (Tregear and Gorton 2005). Wang states that functional (price/value for the money and performance/quality), emotional and social dimensions of a brand may influence consumer's attitudes toward product brand image (Wang et al. 2020).

Based on these 10 journals, it can be concluded that brand image is everything related to the brand that is perceived in the minds of consumers. Brand image can be influenced by several dimensions, such as attributes (attributes related to the physical composition of products, product categories, prices, communication, distribution), attitude (consistency towards the brand and affective feelings), and benefits (functional, experience, symbolic).

2.3. Halal

Awan, et al state that there are five important factors that play role in framing a purchasing decision, namely halal awareness, personal and community perceptions, halal marketing, halal certification, and religious beliefs (Awan et al. 2015). Halal marketing has a high level of contribution to the halal purchase intention factor. Marketing focuses on quality products presented with a logo and are halal certified. Excellent marketing will provide practical benefits such as halal awareness. Consumers in Pakistan are aware of the quality of products so they can pay even more.

Latif, et al state that consumer attitudes in Malaysia do not depend on labelling. However, consumers place their confidence upon a product based on the constituent elements of the label itself (Abdul Latiff et al. 2015). Ishaq state that awareness of halal products is due to several indicators, namely religious belief, self-identity, halal certification, and awareness (Ishaq 2017). Ambali & Bakar state that factors giving rise to increasing demands for halal products are religious beliefs, exposures, the role played by halal certification through halal logos/labels and health-related reasons (Ambali and Bakar 2014). Marifat, et al state that the factors affecting consumer intentions in purchasing halal-certified processed chicken food in modern retailers are consumer attitudes formed by halal awareness and supermarket locations (Ma'rifat et al. 2015). Wilanggono, et al state that the variables of price, quality, and halal label can affect purchasing decision, as tested through the method of multiple linear regression (Wilanggono 2020).

2.4. Government Certification

The factor of public trust in food certifications can be enhanced by strengthening media promotions that emphasize and educate the public to recognize product quality. Liu & Niyongira state that consumers are concerned about food safety because of the ambiguity of which agency is responsible for food safety in China (Liu and Niyongira 2017). This leads to consumers to be more concerned about food hygiene, food poisoning, food prices, and nutritional imbalances. Consumers have difficulty recognizing certified products because there is no uniform logo or standardized indications. Moreover, consumers who have familiarized themselves to food quality certifications tend to be younger and have higher levels of education as well as income. Price is one of the variables that influence purchasing decisions, which stems from price competition from several brands available in the market. Faradiba & Astuti state that the variables of product quality, price, location, and quality of service can affect consumers' buying interest (Faradiba and Astuti 2013).

Botonaki, et al. state that the inhibiting factors in purchasing certified organic products are consumer awareness, knowledge of the certification system, inadequate promotion, low availability of certified products, and distrust in the certification process (Botonaki et al. 2006). Tampubolon, et al state that the economic value of a product increases if producers apply SNI, thus disseminating the benefits of applying SNI onto the circle of entrepreneurs (Tampubolon et al. 2013).

3. Results

In the following, journals on purchasing decisions, brand image, halal, and government certification variables are discussed.

3.1. Purchasing Decisions

Schiffman, Kanuk states that purchasing decisions are the selection of two or more alternative purchasing decisions, whereby consumers select decisions from among several alternative decisions (Schiffman and Leslie 2004). Decisions made are obtained from factors that can influence a decision. To find out what factors can influence purchasing decisions on food and beverage products, we analyzed 7 journals that discuss purchasing decisions on food and beverages. The following is Table 1 journals explore the factors that influence food and beverage product purchasing decisions.

Table 1. Journal regarding purchasing decisions.

No.	Product	Results	Source
1	Food and Beverage	The dimensions involved in choosing food and beverages that association with halal certainty are the halal logo, brand, cleanliness, cost, packaging-ingredients, convenience, and trust.	(Mohani et al. 2009)
2	Food	Influential factors in purchasing decisions are food safety, environmental protection, organic status of the food, and brand reputation.	(Bandara et al. 2016)
3	Food	Malaysian consumers choose products that have food labels that holistically present criteria for the halal logo, nutrition, and ingredients used.	(Latiff et al. 2015)
4	Vegetables	Vietnam consumers have more confidence in labeling, physical place of production, certification, and store reputation.	(Le anh Thi et al. 2020)
5	Food	Factors considered by consumers related to concerns about food safety are price, production and processing factories, brand, relevant inspection certification, shelf life, food color, nutrition contents and convenience in serving.	(Liu and Niyongira 2017)
6	Food	Halal label and personal religiosity significantly influence purchasing decisions. This means that the use of halal label on food products in Indonesia influences purchasing decisions.	(Sukesti and Budiman 2014)
7	Food	Consumer perceptions about health benefits, food safety, affective commitment, and food satiation are positively related to a consumer purchasing decision.	(Wang and Tsai 2019)

3.2. Brand Image

Low & Lamb state that the brand image is a reasonable and emotional perception of consumers attached to a particular brand (Low and Lamb 2000). According to Keller, brand image has three dimensions, namely attributes, benefits, and attitude (Keller 1993). Attributes are descriptive features that characterize a product, this manifest in terms of what the consumers think or have and what is involved with their purchase. Attributes can be divided into attributes associated with the product and attributes that are not related to the product. Product-related attributes are defined as the components needed to perform the product functions sought by consumers. Types of product-related attributes are attributes related to the physical composition of the product. Attributes that are not related to the product are the external aspects of the product that are related to the purchase or consumption. Types of attributes not related to products are product categories, prices, communication, and distribution (Keller 1993). Benefits are personal value that consumers attach to product attributes, i.e. what consumers think the product can do for them. Benefits are differentiated into functional benefits, experiential benefits, and symbolic/social benefits (Keller 1993). Attitude is the overall evaluation of consumers of a brand. Attitude is in the form of consistency towards the brand and affective feelings (Wilkie 1986). The following is Table 2 journals probe the dimensions of the brand image used in measuring the influence on purchasing decisions.

Table 2. Journals regarding brand image.

No.	Product	Results	Source
1	traditional food products (TFP)	TFP provides a positive image if it can offer a sensory, health and ethic attributes.	(Almli et al. 2011)
2	Starbucks coffee	The dimensions of the brand image consist of attributes, benefits, and attitude.	(Cleff et al 2014)
3	beverage	Brand image is influenced by brand perception and preferences (taste, type, and convenience).	(Ensch 1978)
4	rice and sugar	Brand image is influenced by the quality and promotion.	(Mohan Kathuria and Gill 2013)
5	soft drink	Brand performance factors in decision making are comprehension, comparative advantage, interpersonal relations, history, preference, and attachment. Two factors of brand image that are not directly related to product performance are history and interpersonal relations.	(Lehmann et al 2008)
6	infant food	Brand image is influenced by reputation/liking, environmental/social, and convenience/price attributes.	(Romana et al. 2018)
7	bakery	Subjective norms, attitudes, perceived behavioral control have significant influence on brand image.	(Singh and Kathuria 2016)
8	Agrifood product	Brand image is influenced by favourability, strength, degree of uniqueness and congruence, and also the extent to which brand associations share content and meaning with another.	(Tregear and Gorton 2005)
9	Snack Foods	Brand image is influenced by emotional, functional-price, and social dimensions.	(Wang et al. 2020)

3.3. Halal

According to Mahwiyah, there are three considerations involved in halal labeling, namely knowledge, trust, and assessment of labeling (Mahwiyah 2010). These three elements have their respective meanings according to *Kamus Besar Bahasa Indonesia (KBBI)*. Knowledge is information that is known by someone with understanding and potential. Trust is a belief held by someone believed to be true. Evaluation of halal labelling is a process or way of assigning value to halal labelling. Rangkuti states that people lack knowledge or information about food products that have been labeled as halal, and thus the government needs to conduct socialization regarding halal labeling to the community, especially Muslim religious communities (Rangkuti 2013). The following Table 3 is a comparison table of the 3 journals concerning halal status or label.

Table 3. Journals regarding halal label.

No.	Product	Results	Source
1	Food	Halal food marketing can increase purchase intentions and customer awareness of halal food.	(Awan et al. 2015)
2	Food	The results showed that, in practice, awareness of halal products affects the interest of the public purchasing on halal products over the products (cake) that have not been certified halal. Identity is significantly influential towards the halal awareness, while the religiosity and label halal assurance not impact significantly to the awareness of halal.	(Ambali and Bakar 2014)
3	Food	The quality and labeling of halal products significantly influence the purchasing decision on fruit crisps, while price does not affect significantly as fruit crisps are complementary goods.	(Wilanggono 2020)

3.4. Government Certification

Government certification can include conformations to both national and international standards. Internationally there is ISO 22000 certification on food safety, which consists of a management system, food safety hazard control and so forth. Indonesia alone has a regulation of its own, i.e. *Standar Nasional Indonesia* (SNI). *Standar Nasional Indonesia* (SNI) is the only standard that exists in Indonesia. SNI is formulated by the Technical Committee and approved by the *Badan Standar Nasional* (BSN). SNI development process consists of planning, formulation, and maintenance of SNI. The Technical Committee prepares and proposes the SNI formulation program to BSN, as well as implementing and maintaining SNI. According to Herjanto, the application of SNI is voluntary, but the government may be able to impose certain SNI compulsorily for reasons related to the protection of public interest, national security, national economic development and preservation of environmental functions (Herjanto 2011). The following Table 4 is a comparison table of the 4 journals regarding government certification.

Table 4. Journals regarding government certification.

No.	Product	Results	Source
1	Food	Several factors that play role in food purchasing behavior and Chinese consumer awareness of food safety are the expiry date on the label, food color, and food nutrition content.	(Liu and Niyongira 2017)
2	Food	The results of the regression analysis determined that the quality of the product has the most influence over consumer buying interest, followed by the variables of location, service quality, and price.	(Faradiba and Astuti 2013)
3	Beverage	The economic value of a product will be even higher if producers apply SNI. Thus, it is necessary to socialize the benefits of applying SNI to businessmen.	(Tampubolon et al. 2013)

4. Conclusion

In the present journal review journal on "the effect of brand image, halal status, and government certification on purchasing decisions" factors that influence each variable are found:

- Purchasing decision factors that with recognizable influence include brand image, halal, and price, certification, nutritional value, and production processing plants, store image, safety, comfort, environment, and quality, cleanliness and food.
- The brand image variable that influence purchasing decisions consists of attribute (smell, taste, service, quality, price, reputation, social environment, comfort, etc.), attitude (trust, brand perception, brand awareness, etc.), benefit (health, environmentally friendly, etc.) dimensions category.
- The halal variable factor that influence purchasing decisions in food as well as halal-certified cosmetic products purchases is dependable upon marketing, customer awareness, labeling, trust in the elements of labeling, personal religiosity, consumer attitudes, and supermarket locations.
- The government certification factor that influence purchasing decisions in buying government or SNI certified food and beverages are affected by behavioral control, subjective norms, quality label awareness, image quality labels, perceived quality of label products, attitudes towards label quality, intention to use quality labels, colors

of food, food nutrient content, product quality, and SNI certification. Moreover, the inhibiting factors of government or SNI certified products are the low level of consumer awareness and knowledge on the certification system, inadequate promotion, and low availability of certified products. Therefore, socialization on the benefits of the application of SNI to the public is required, especially in the business sector.

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