

Priority Factors of Online Food Purchasing By Young Muslims

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ABSTRACT

This research is purposed to determine the factors that influence online food purchase decision making, by classifying them into certain classifications, namely primary dish, snack, and beverage, and emphasizing on purchase made online by Universitas Islam Indonesia (UII) Yogyakarta students. Furthermore, this research analyzes how halal awareness influences their purchasing decisions. The primary data sources were obtained using semi-structured interviews. The method of data analysis was performed by ranking respondents' answers using the scoring method. The result of this research shows that the most influential factors in purchasing decision making are halal awareness, with a sequence of elements from the most prioritized to those not as follows: halal awareness, favorite/preferences, taste, price, health, curiosity, advertisement, lifestyle, packaging, then bandwagon effect, and the most important factor influencing food online purchase decisions is halal awareness. Thus, from this study, it can be concluded that the majority of UII students have considered the halal aspect when making online food purchases.

INTRODUCTION

As a *homo economic*, every human being has needs as well as wants desires in his life. There are three levels of human needs that are commonly known to start from the most urgent, namely primary needs (*daruriyyat*), secondary needs (*hajiyyat*), then tertiary needs (*tahsiniyyat*). Primary needs are the most essential, meaningful, and urgent needs to be fulfilled immediately so that humans can maintain their survival. While desires are the desires of someone who, if not fulfilled, will not endanger his survival.

This study raises food as a theme for discussion. The development of food in human life is quite exciting from time to time because the food was initially one of the primary human needs, which, without it, human beings might experience problems in maintaining its survival. In fact, in line with the times and advancements in industrial technology, food products have developed innovations and variations. So this study divides food classification into three categories, namely: 1) primary dish), 2)

beverage), and 3) snack. Staple foods and drinks are included in the primary needs, while snacks included in the secondary needs.

In addition to the development of variants of these food products, food product marketing innovations also develop with online food sales to consumers. Entering the 4.0 industrial era, online purchases are in high demand by consumers, especially the millennial generation and alpha generation.

The development of information and communication technology in this era made a significant cultural change and formed a new lifestyle for the people of Indonesia. Internet users continue to show very significant development in which of the total Indonesian population, more than half are internet users. As reported on page katadata.co.id (katadata.co.id, 2018), the productive age group is the largest internet user in Indonesia with evidence that half of the total internet users in Indonesia are people in the age group of 19-34 years (49, 52%).

Although the development of the food production industry is increasing, however, in Islamic teachings there are rules which cannot be contested about halal-haram, especially for food products. With the increasing public awareness about halal food and the quality of the products consumed, the problem regarding halal food products has become a crucial issue for countries around the world, especially Indonesia. From the side of Muslim consumers, there must be a guarantee regarding the halal food products they consume. While from the producer side, their food products are vulnerable to halal-haram issues, which will affect the sustainability of their businesses.

Research about young muslim preference in online food purchasing become important based on the fact that the majority of internet users are in the productive age community. And it can not be denied that the use of internet is including food purchases. This research targets students of Universitas Islam Indonesia (UII) as the oldest and best private tertiary institution no. 1 in Indonesia with eight faculties in it. This research will analyze the priority factors that influence online food purchase decisions made by UII students.

Several factors are assumed to influence someone in deciding to purchase food online. These factors become independent variables in this study. The conceptual definition of each variable is as follows :

1. Curiosity

Curiosity is the motivating state among consumers when a marketer evokes mystery. Design is one that affects consumer's curiosity. Stimulating consumer curiosity can cause positive emotions. (Cachero-Martínez & Vázquez-Casielles, 2017) Someone's curiosity can be an influential factor in food purchasing decisions, and curiosity is a picture of a change from the actions of someone who does not know something will become more insight into something based on experience. (Amstrong, 2008) It revealed that the curiosity elicited predicts purchase motivation directly and indirectly. (Hill, Fombelle, & Sirianni, 2016)

2. Religiosity / Halal Awareness

Both spiritual values and religiosity can set behavior standards that directly and ultimately impacts option of meal attributes and grocery products. Spiritual values also affect the lifestyle which then

affects the actions of the consumption actions. (Awan, Siddiquei, & Haider, 2015). Halal awareness means the understanding and information about the issues relating to halal aspect of what is allowable by Allah. It affects consumer decisions towards buying halal food products and influence on clarifying the intention to purchase halal products.(Bashir, Bayat, Olutuase, & Abdul Latiff, 2019) From the explanation, it can be concluded that the deeper student's understanding and belief in the dimension of religiosity, the stronger one's intention in purchasing halal food.

3. Health

According to Foster et.al., health is one factor that is adequate to a certain level besides poverty and lack of food. (M., Foster, Gallatin, Pakan, & Swasono, 1986). Nowadays, food safety term used as protection of health and consumer interests, which includes health safety, nutritional value, sensory quality and other food attributes. It is worth noting that food health safety is the most important characteristic for the consumer. (Lizakowski & Krampichowski, 2019)

4. Lifestyle

Lifestyle is an activity carried out continuously so that it becomes a habit. Lifestyle is very influential in food purchasing decisions online, because lifestyle has become a human habit of doing something and also in making purchases. (Ongsano & Sondak, 2017) In their research, (Selvakumar & Raghavan, 2017) considered two factors: lifestyle and attitude to support online purchasing decisions. Lifestyle has a significant influence on the purchase decision. More specifically, lifestyle activities such as spending more time on the internet, and shopping online as a leisure activity influence the consumer's decision making process while shopping online.

5. Advertising or promotion

Advertising or promotion is an activity carried out by producers to offer their products to consumers. Advertising or promotion contributes to influencing consumers in making purchasing decisions. (Ongsano & Sondak, 2017)

6. Favorite/ Preference

The expression of preference through choice and decision making is the essence of intelligent, and directed behavior. (Slovic, 1995) Consumers prefer products and brands with symbolic meanings that are consistent with their self-concept. (Govers & Schoormans, 2005) Social media is the right platform to find information to develop preferences about products/brands and their loyalty to them. (Godey et al., 2016)

7. Packaging

Consumers choose the right products in accordance with their objectives. So they pay more attention to the attributes that support the goal. The result in their research showed that the visual and feature attributes influence the selection is influenced by the form of packaging, product name, quality attributes, and features. (Rusdiana & Maesya, 2018)

8. Price

Price has a vital role in making consideration of online food purchases because the price is a determinant of consumers in purchasing capability. (Kustiawan & Kuncoro, 2013). Price represent characteristics that can moderate the effect of valuation on purchasing decisions. When evaluating product ranges in a category, customers compare the observed point-of-purchase price with a reference price, which is the average market price of products in that category. (Maslowska, Malthouse, & Viswanathan, 2017)

9. Taste

Taste is one of indicators for the sensory characteristics of a product. Tasting as intrinsic attributes of the products could help to develop a holistic picture of preference. (De Pelsmaeker, Schouteten, Lagast, Dewettinck, & Gellynck, 2017)

10. Bandwagon effect

The bandwagon effect refers to the consumers' tendency to buy a popular brand with the aim of getting approval from/ identify with the groups they belong to. (Tsai, Yang, & Liu, 2013) Bandwagon consumption occurs when consumers buy certain product categories due to their popularity especially among famous people, influencers, and celebrities. The effect of the bandwagon effect on consumer behavior can be moderated by personality characteristics and situational influences. (Niesiołędzka, 2018)

There have been several studies and research related to food purchases, but not many of it have discussed the factors that encourage online food purchases, especially for young muslims and by linking it to the aspects of religiosity or halal awareness. Then, this research was then written to fill that gap.

The purpose of this research is to determine the factors that influence online food purchase decision making, by classifying them into certain classifications, namely primary dish, snack, and beverage, and emphasizing on purchase made online by Universitas Islam Indonesia (UII) Yogyakarta students. Furthermore, this research analyzes how halal awareness influences their online food purchasing decisions.

RESEARCH METHOD

Based on the depth of the analysis, this study belongs to a qualitative study that uses a descriptive approach because researchers want to describe research in the field based on facts that seen as they are, naturally, broadly, and deeply. (Sugiyono, 2016) This research was conducted from March to July 2019, located at Universitas Islam Indonesia, Yogyakarta.

The independent variables used in this study relate to factors based on prior research that influence a customer's purchasing decisions. These factors are then summarized by researchers into 10 factors, namely: 1) curiosity; 2) halal awareness; 3) health; 4) lifestyle; 5) advertisement; 6) favorite or preference; 7) packaging; 8) price; 9) taste; 10) bandwagon effect.

Samples taken by researchers are students from eight faculties at UII, namely: Faculty of Economics (FE), Faculty of Law (FH), Faculty of Islamic Studies (FIAI), Faculty of Medicine (FK), Faculty of Mathematics and Natural Sciences (FMIPA), Faculty of Psychology and Social and Cultural Sciences (FPSB), Faculty of Industrial Technology (FTI), and Faculty of Civil Engineering and Planning (FTSP). Respondents selected randomly with a total of 192 student respondents consisting of 2015, 2016, 2017, and 2018 students. Each class consisted of 24 people with three males and three females in each faculty.

In this study, researchers used both primary and secondary data sources. Primary data in this study were obtained directly through observation and interviews with UII students, while secondary data sources used in this study were obtained from available literature such as journals, theses, and other literatures.

Interviews were conducted in the respondent's faculty of origin and did not provide a time limit. The average time needed to interview one respondent is 15-20 minutes. All interviews were transcribed manually using a thematic approach, and the analysis was also carried out manually using a scoring method on each respondent's answer.

Questions asked in interviews with respondents were:

- a. Is halal- haram food products be a consideration for you in making online purchases?
- b. What convinces you that the product you buy is halal?
- c. Of the ten factors that influence purchasing decisions: 1) curiosity; 2) halal awareness; 3) health; 4) lifestyle; 5) advertising or promotion; 6) favorite or preference; 7) packaging; 8) price; 9) taste; 10) bandwagon, please sort from the factors that you prioritize most when considering purchasing a food product online to those that don't.

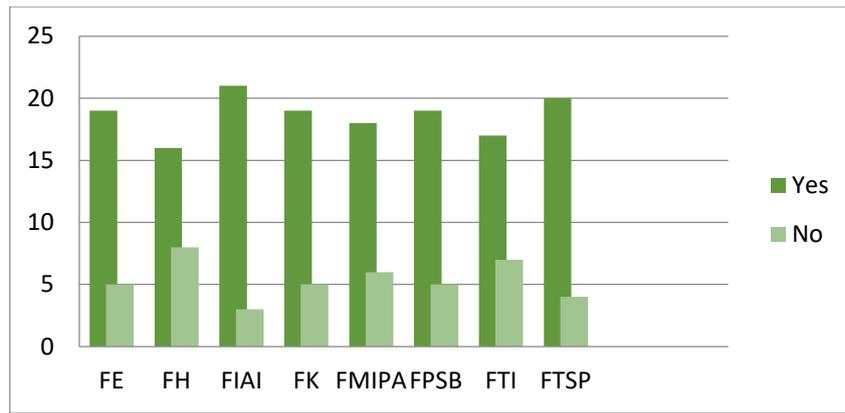
The data analysis technique used is inductive, in which the researcher begins an interview with a problem which is then managed and analyzed into a conclusion in the form of a data statement. The method of data analysis was performed by compiling and ranking respondents' answers using the scoring method from the score 10 to 1. The biggest score (10) for the factor that they most prefer, and the least score (1) for the factor that they less prefer.

RESULTS AND DISCUSSION

Halal Respondents' Awareness and Its Impact On Purchasing Decisions

The first thing asked respondents was whether or not there was a halal awareness considered by respondents in making food purchases online. The following are the answers from respondents regarding the consideration of halal awareness in deciding to purchase:

Figure 1. Haram Halal Considerations in Making Online Food Purchases



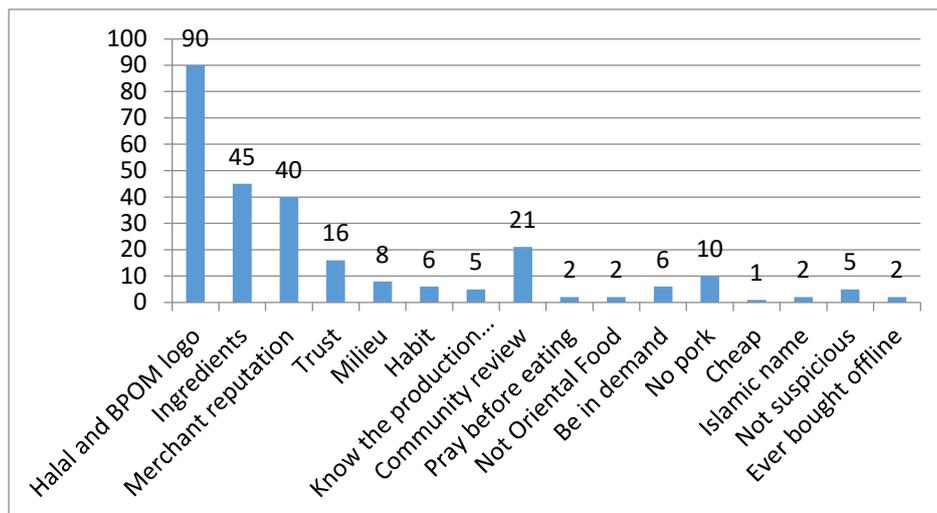
Source: Primary Data That Has Been Processed,2019

From Figure 1, it can be seen that from 8 faculties with 192 respondents surveyed, 149 respondents said halal and haram food was a consideration of their purchases, and the remaining 43 people said the opposite. Among those respondents who expressed the opinion that they consider illegitimate halal food they buy, they also added the reason that Muslims are forbidden to eat unclean food. Whereas some respondents who said they did not believe this, reasoned that because the Indonesian-majority Muslim population made them assume that the food they bought was certainly halal. Overall, it can be concluded that the level of halal awareness of UII students is already high, although it is not evenly distributed.

Factors Convincing Respondents Regarding the Obstacle of a Food Product

From the results of interviews conducted, researchers obtained several responses related to factors that convinced respondents of the halal status of a food product. The answers are explored through in-depth interviews so that respondents can honestly convey what they feel.

Figure 2. Convincing Factors That Convince The Food Products Are Halal From Respondents Perspectives



Source: Primary Data That Has Been Processed,2019

From Figure 2, it can be seen that there are 16 factors which are summarized from what crossed the minds of respondents. These factors are what can convince respondents that the product they are buying

can be said to be halal. Each respondent can name one or more elements or not even mention it at all. Of the 192 respondents interviewed, the majority of respondents stated that the halal logo on product packaging and BPOM numbers was a factor that convinced them to make decisions on purchasing food products.

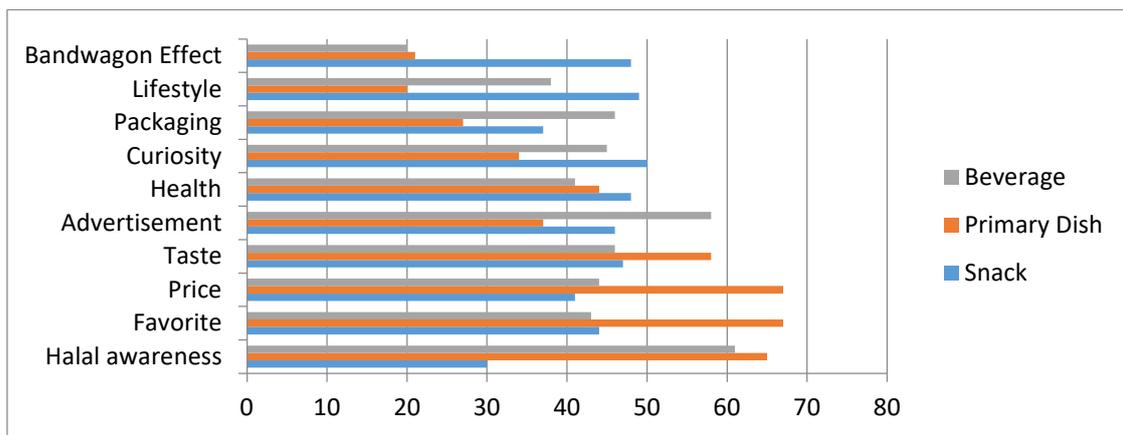
Respondents' Perspectives Regarding Factors Influencing *Online* Food Purchasing Decisions Per Faculty

Several factors have been summarized from previous literature and are expected to be a priority for students in making food purchase decisions online, namely: 1) curiosity; 2) halal awareness; 3) health; 4) lifestyle; 5) advertising or promotion; 6) favorite or preference; 7) packaging; 8) price; 9) taste; 10) bandwagon effect. Respondents answered by sorting these factors from what they prioritized to those who did not.

Data obtained from respondents' answers are grouped according to their faculty, as follows:

1. Faculty of Economics

Figure 3. Factors Influencing Online Food Purchasing Decisions of Faculty of Economics Students



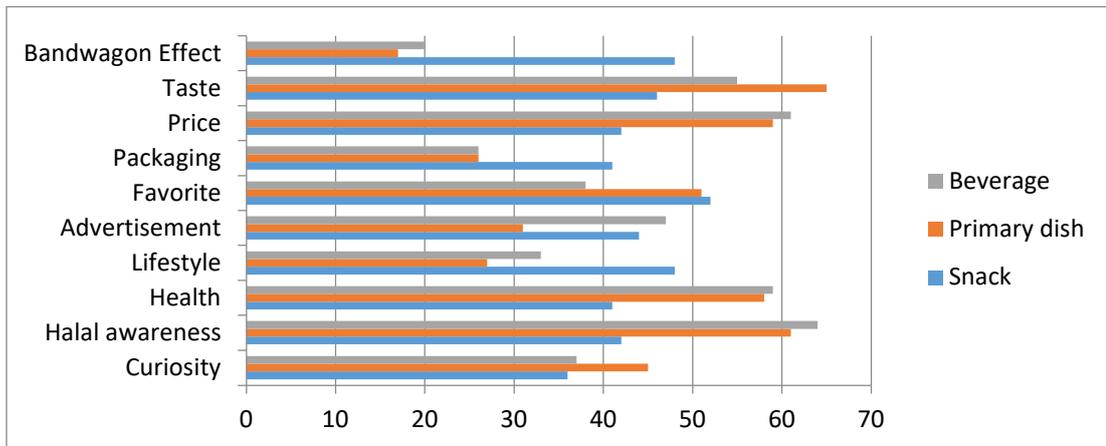
Source: Primary Data That Has Been Processed,2019

From Figure 3, it can be seen that the determining factor which is the priority of students of the Faculty of Economics UII Yogyakarta in determining the decision to buy food online is halal awareness with a total score of 156 and an average score of 52. And the least influential factor is the bandwagon effect with a score of 89 and an average score of 30 from the results of the interview.

2. Faculty of Law

The data in Figure 4 shows that the determining factor, which is the priority of UII Yogyakarta Law Faculty students in determining online food purchasing decisions, is halal awareness with a total score of 167 and an average score of 56. And the least influential factor is the bandwagon effect, with its scores of 85 and an average score of 28 from the results of the interview.

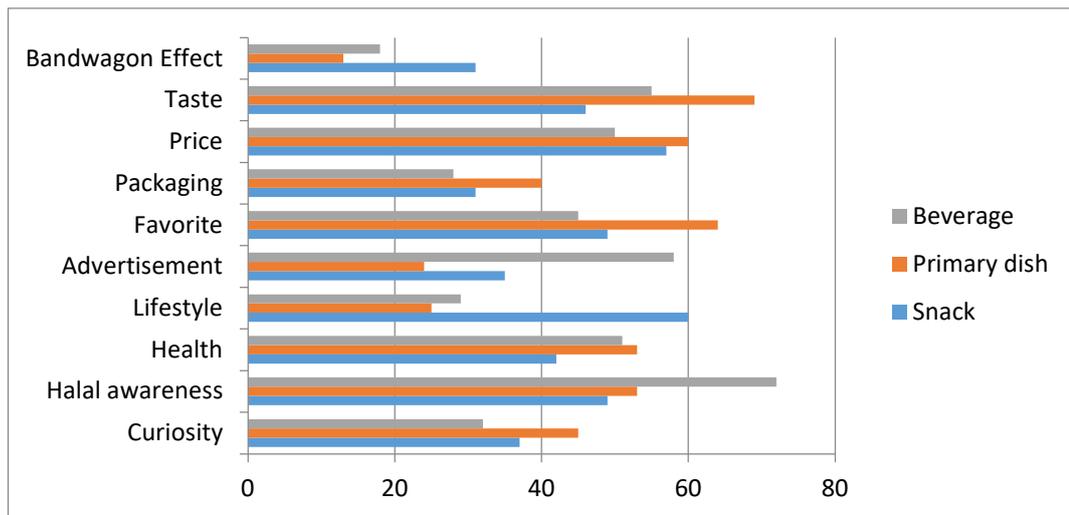
Figure 4. Factors Influencing Online Food Purchasing Decisions by Faculty of Law Students



Source: Primary Data That Has Been Processed,2019

3. Faculty of Islamic Studies

Figure 5. Factors Influencing Online Food Purchasing Decisions by Faculty of Islamic Studies Students



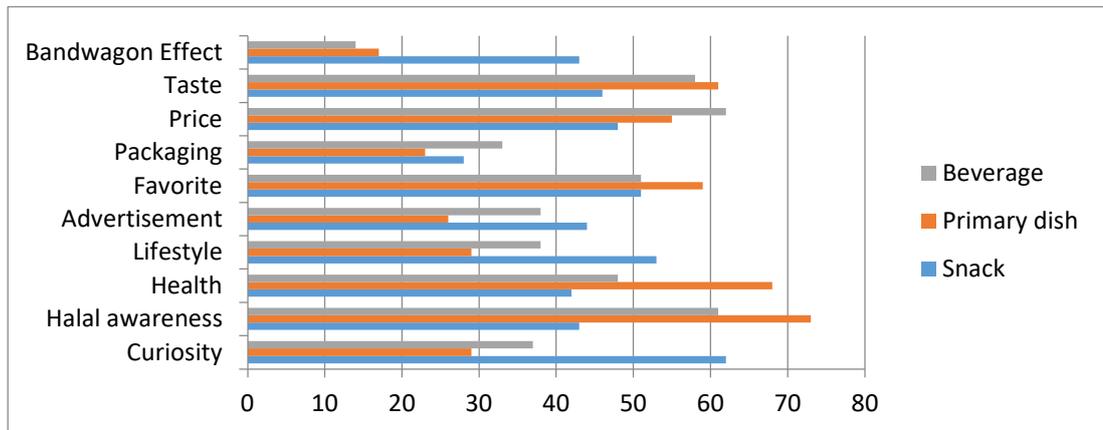
Source: Primary Data That Has Been Processed,2019

Figure 5 shows that the determining factor that became the priority of Faculty of Islamic Studies UII Yogyakarta students in determining the decision to purchase food online was halal awareness with a total score of 174 and an average score of 58. And the least influential factor was the bandwagon effect, with a score of 62 and an average score of 21 from the results of the interview.

4. Faculty of Medicine

Figure 6 shows that the decisive factor is a priority Faculty of Medicine UII Yogyakarta students in the decision making of online purchase food is halal awareness with a total score of 177 and an average score of 59. It complies that the least influential factor is the bandwagon effect, with the addition of a score of 74 and an average score of 25 from the results of the interview.

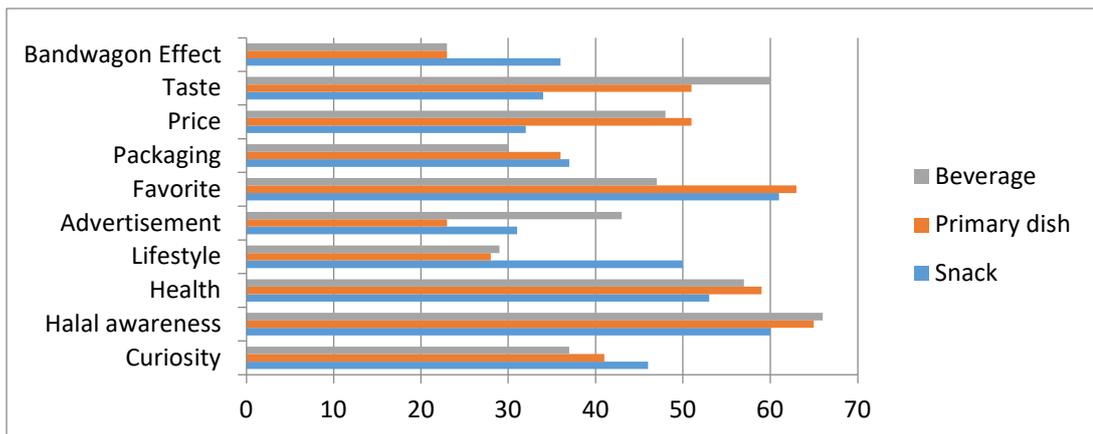
Figure 6. Factors Influencing Online Food Purchasing Decisions by Faculty of Medicine Students



Source: Primary Data That Has Been Processed,2019

5. Faculty of Mathematics and Natural Sciences

Figure 7. Factors Influencing Online Food Purchasing Decisions by Faculty of Mathematics and Natural Sciences Students



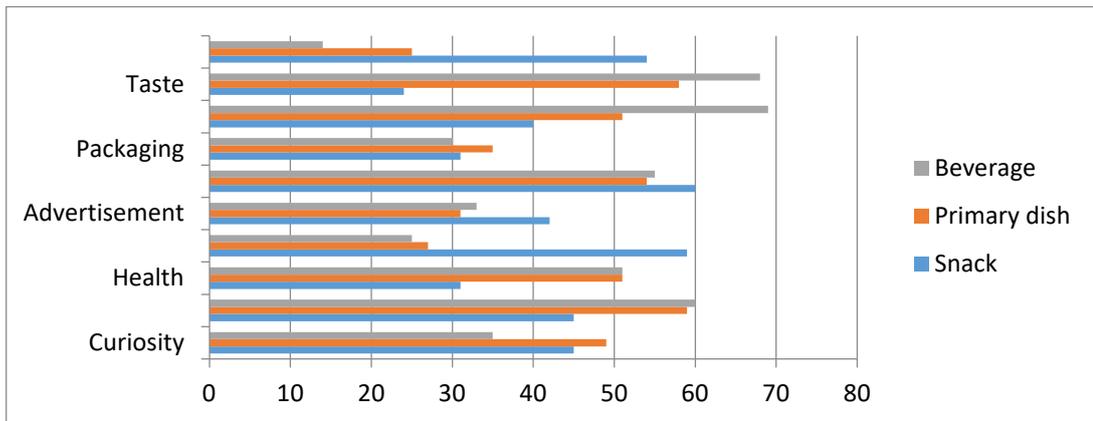
Source: Primary Data That Has Been Processed,2019

Figure 7 shows that the decisive factor is a priority student at the Faculty of Mathematics and Natural Sciences UII Yogyakarta in determining purchase decisions online food is halal awareness with a total score of 191 and an average acquisition score of 66. It complies that the least influential factor is the bandwagon effect, with the addition of a score of 82 and an average score of 28 from the results of the interview.

6. Faculty of Psychology and Socio-Cultural Sciences

Figure 8 shows that the determinants of the priority of the students of the Faculty of Psychology and Social Culture of UII Yogyakarta in determining the decision to purchase food online are favorites/favorites with a total score of 169 and an average score of 57. The least influential factor is the bandwagon effect, followed by the acquisition of a score of 93 and an average score of 31 from the results of the interview.

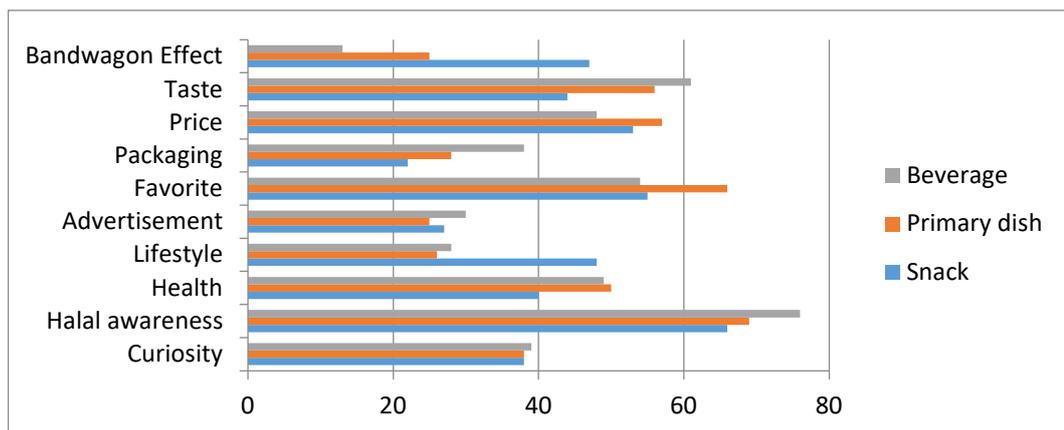
Figure 8 . Factors Influencing Online Food Purchasing Decisions by Faculty of Psychology and Socio-Cultural Sciences Students



Source: Primary Data That Has Been Processed,2019

7. Faculty of Industrial Technology

Figure 9. Factors Influencing Online Food Purchasing Decisions by Faculty of Industrial Technology Students



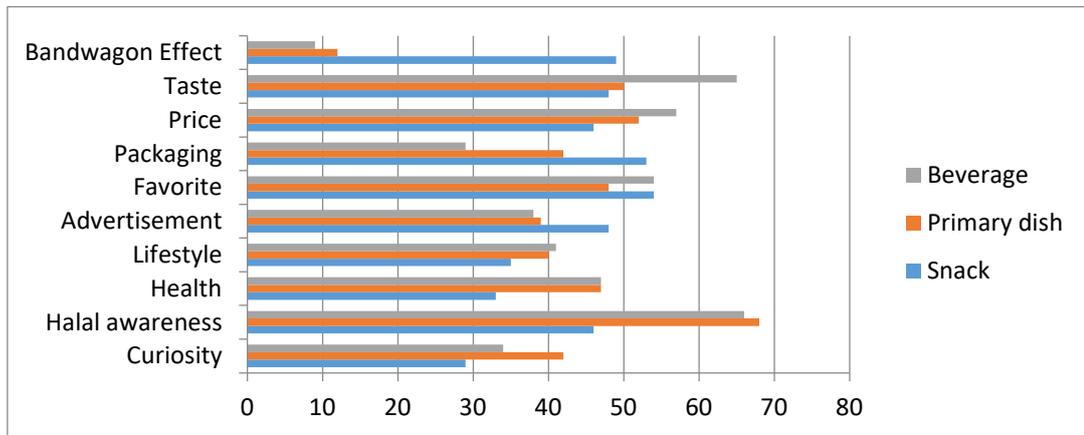
Source: Primary Data That Has Been Processed,2019

Figure 9 shows that the determinant of the student priority at the Faculty of Industrial Technology UII Yogyakarta in determining purchase decisions online food is favorite with a total score of 211 and an average gain score of 70. It complies that the least influential factor is the bandwagon effect, with the addition of a score of 82 and an average score of 28 from the results of the interview.

8. Faculty of Civil Engineering and Planning

Figure 10 shows that the determinants of the student priority at the Faculty of Industrial Technology UII Yogyakarta in determining purchase decisions food online is halal awareness with a total score of 180 and an average gain score of 60. It complies that the least influential factor is the bandwagon effect, with the addition of a score of 70 and an average score of 24 from the results of the interview

Figure 10. Factors Influencing Online Food Purchasing Decisions by Faculty of Civil Engineering and Planning Students

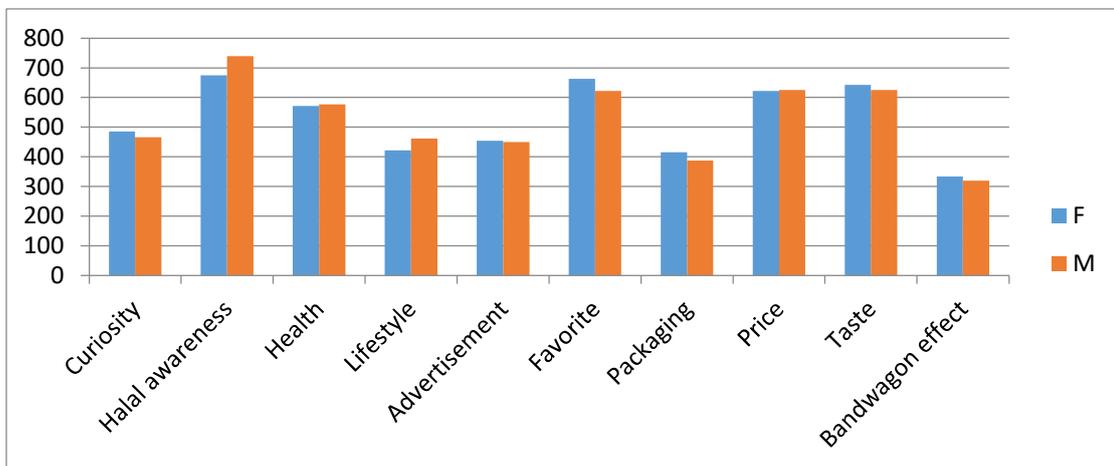


Source: Primary Data That Has Been Processed,2019

Respondents Perspective Regarding Factors Influence Online Food Purchasing Decisions By Gender

Respondents were both about the factors that influence them in the online purchase of food are presented to gender so that there are two groups of students (male) and female (woman). The processed results are as follows :

Figure 11. Factors Influencing Online Food Purchasing Decisions by UII Students

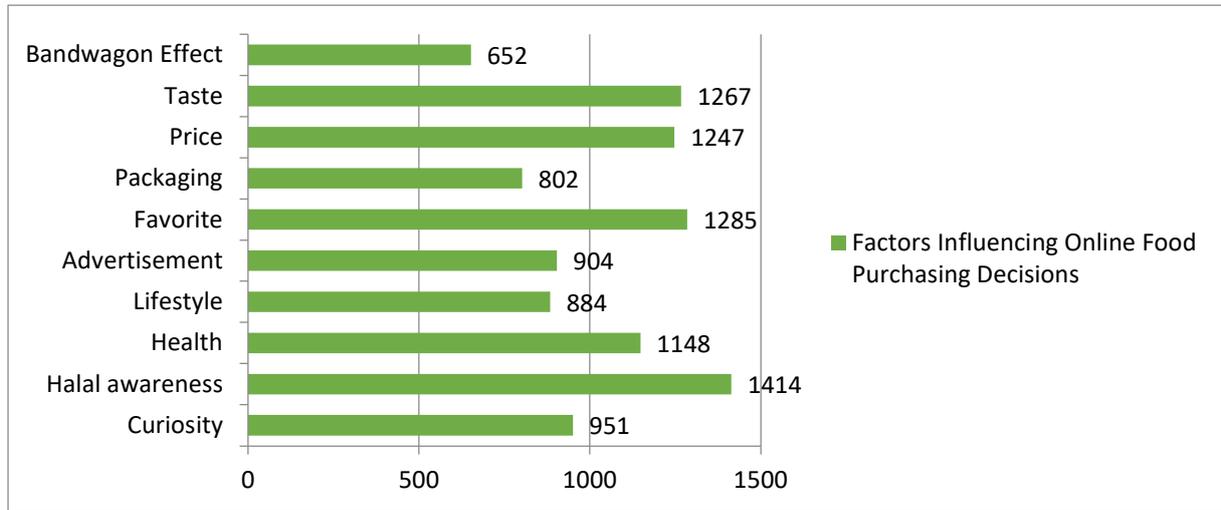


Source: Primary Data That Has Been Processed,2019

Figure 11 shows that the determinants of the priorities of UII Yogyakarta students in determining food purchase decisions online is halal awareness with a total score of 675 for male students and 739 for female students. It complies that the least influential factor is the bandwagon effect, with the addition of a score of 333 for female students and 319 for male students. From this, it can be seen that female college students are more aware of halal food products compared to male students.

Perspective Respondents Concerning Factors Influencing Online Purchase Decision Food By Overall

Figure 12 . Factors Influencing Online Food Purchasing Decisions by UII Students



Source: Primary Data That Has Been Processed,2019

The data in Figure 12 above explains the score obtained from UII student answers regarding the decision to purchase food online that has been processed. So if these factors are sorted from the most influential ones under consideration to those that have no effect are as follows:

Table 1. The Main Factor Prioritized Deciding on Online Food Purchases

Ranking	Factors that influence <i>online</i> food purchasing decisions	M	F	Total Score
1	Halal Awareness	675	739	1414
2	Favorite	663	622	1285
3	Taste	642	625	1267
4	Price	622	625	1247
5	Health	571	577	1148
6	Curiosity	485	466	951
7	Advertisement	454	450	904
8	Lifestyle	422	462	884
9	Packaging	415	387	802
10	Bandwagon Effect	333	319	652

Source: Primary Data That Has Been Processed,2019

From the data and the discussion presented earlier, it can be seen that halal awareness is the main factor prioritized by UII students in deciding on online food purchases. Furthermore, when it viewed

from a gender perspective, it turns out that the halal awareness of female students is higher than male students.

On the other hand, the factor which is not considered by UII students in making their online purchasing decision is the bandwagon effect. Even it seen from a gender perspective, what is unique is that male students who tend to buy because of the bandwagon effect are more than female students.

The next result is the level of awareness of UII students when viewed from the faculty. Faculty of Islamic Studies (FIAI) is the faculty with students who have the highest halal awareness in UII. In contrast, Faculty of Law (FH) is the faculty with students who have the least halal awareness in UII. It is assumed that high awareness is also influenced by the amount of religious material, so that halal-haram knowledge often inserted in lectures.

CONCLUSION

The conclusion of the research on priority factors that influence *online* food purchase decisions by young Muslims in a case study of Universitas Islam Indonesia (UII) students are summarized as follows:

Fisrt conclusion, this research found that 77 % of UII Yogyakarta students said that they pay attention to halal matters of food and taken it into consideration in the purchase intention and 23 % of them say that they do not pay attention to the halal status and have less influential of consideration of purchasing intentions. The results of interviews obtained regarding the factors that influence respondents' confidence in the halalness of a product personally with data obtained through *in-depth interviews* are the halal logo of MUI and BPOM, ingredients, appearance and behavior of sellers, beliefs, milieu, habit, knowing the production process, community review, recitation of prayers before meals as a form of caution, food is not an oriental food, it is in demand, there is no element of pork and khamr, the price is cheap, the name of the product/shop is Islamic, the store is not suspicious, and they ever bought the food *offline*.

Second, the result of this research shows that the most influential factors in purchasing decision making are halal awareness, with a sequence of elements from the most prioritized to those not as follows: halal awareness, favorite/preferences, taste, price, health, curiosity, advertisement, lifestyle, packaging, then bandwagon effect.

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