EXPLORING MUSLIM CONSUMERS' INTENTIONS TOWARD IMPORTED HALAL FOOD: AN INTEGRATION OF TCV AND TPB

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Abstract
Research aims: To examine the consumption value factors influencing Muslim consumers' purchase motives for imported halal products in West Java and to analyze the role of attitude, subjective norms, and perceived behavioral control in shaping purchase intention.
Design/Methodology/Approach: A quantitative approach was applied through a survey of 273 purposively selected respondents, with data analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS).
Research findings: The results show that attitude and perceived behavioral control significantly affect purchase intention, whereas subjective norms have no meaningful impact. Quality, price, and emotional values strongly influence attitude and, through it, enhance behavioral intention, while conditional values show no significant role. These findings suggest that intrinsic consumption values and positive attitudes are the main drivers of intention, highlighting the limited effect of social and situational factors.
Theoretical Contribution/Originality: Integrates the Theory of Consumption Values (TCV) and the Theory of Planned Behavior (TPB) to explain how intrinsic motivations outweigh external pressures in shaping halal consumption behavior.
Practitioners/Policy Implications: Practically, policymakers and halal certification bodies should strengthen trust in product quality and authenticity while fostering emotional engagement through branding and communication strategies. Rather than focusing on social influence or temporary promotions, sustainable growth in halal consumption depends on nurturing intrinsic values and favorable consumer attitudes.
Research Limitations/Implications: The study is limited to Muslim consumers in West Java; future research could employ longitudinal or mixed methods, compare regions, or explore variables such as religiosity, trust in certification, and digital influence.
Keyword: Halal food, imported food, purchase behavior, theory of consumption value, theory of planned behavior

Introduction

Muslim consumers are obliged to consume halal products in accordance with Islamic teachings. Choosing halal products is an effort to ensure that consumers practice their faith dutifully while also maintaining

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personal hygiene and health. Moreover, halal products embody ethical values and deep-seated trust in the daily lives of Muslim communities. The role of halal products in Muslim consumers' lives is therefore not limited to fulfilling religious obligations but also reflects a lifestyle that is healthy, ethical, and aligned with Islamic principles (Imanuddin et al., 2025; Inayah et al., 2024; Rahman et al., 2024). Along with the growing awareness of the importance of halal consumption, the global halal product market has experienced significant growth. It is estimated that by 2025, global halal product consumption will reach USD 1.3 trillion, with the halal food and beverage sector serving as the primary contributor (Badan Penyelenggara Jaminan Produk Halal, 2024). In Indonesia, as the country with the largest Muslim population, the halal industry has also shown rapid development. In the first quarter of 2024, Indonesia's halal value chain recorded a year-on-year growth of 1.94%, with the halal food and beverage subsector experiencing a higher growth rate of 5.87% (Indonesia.go.id, 2024.).

Imported halal food products play a strategic role in meeting the needs of Muslim consumers in Indonesia (Ali et al., 2022; Chalid & Mirzal, 2023; Nazaruddin et al., 2024). Although Indonesia holds significant potential in halal food production, imported products remain necessary to provide variations and specific types of products that may not yet be available domestically (Ali et al., 2022; Nazaruddin et al., 2024). These imported products also offer consumers alternative choices in terms of quality and innovation in halal food. However, it is crucial to ensure that imported halal food products comply with the halal certification standards set by the Halal Product Assurance Organizing Agency (BPJPH) in Indonesia, to maintain consumer trust and guarantee that products circulating in the market align with Islamic principles of halal.

West Java is the most populous province in Indonesia, with more than 90% of its population being Muslim (Kementerian Agama Republik Indonesia, 2022). The Muslim population is distributed across urban and rural areas with diverse age groups and socioeconomic backgrounds. This large Muslim population makes West Java one of the most promising markets for halal products. Most Muslim consumers in West Java place strong emphasis on halal aspects when choosing food, as part of their religious obligations (Heni, 2023; Khomsatun et al., 2024). They tend to seek products with official halal certification to ensure their compliance. In addition, consumers increasingly consider factors such as quality, taste, and price in their purchasing decisions (Friantoro et al., 2025; Khomsatun et al., 2024; Oktaviani & Sunarmo, 2023). The trend of halal food consumption

continues to rise, driven by growing awareness of a healthy and halal lifestyle (Elgharbawy & Azmi, 2022).

Imported halal products are increasingly available in modern shopping centers and large supermarkets in West Java, particularly in major cities such as Bandung and Bekasi (Yusup et al., 2022). However, in rural areas, access to imported halal products remains limited due to uneven distribution (Nursyamsiah et al., 2022; Sarianti et al., 2024). Awareness and demand for imported halal products are rising in line with urbanization and the lifestyle of younger consumers. Importers and business actors continue to expand distribution networks to make imported halal products more accessible. Nevertheless, challenges such as higher prices and consumer skepticism towards foreign halal certifications remain barriers to market penetration (Ali et al., 2022).

Consumer doubts about the halal status of imported products often arise from the lack of clarity in halal certification processes abroad and concerns over the authenticity of certificates (Azam & Abdullah, 2021). Furthermore, differences in halal standards between countries (Azam & Abdullah, 2021), as well as potential contamination during production and distribution (Ellahi et al., 2025), contribute to distrust among Muslim consumers. On the other hand, research that specifically investigates purchasing motives for imported halal products remains relatively limited, as most studies tend to focus on local halal products or the general halal category (Heni, 2023).

This research gap results in a lack of in-depth understanding of the factors that influence consumer preferences toward imported halal products. Consumer doubts regarding imported halal products and the scarcity of dedicated research on purchasing motives present an important challenge that requires further examination. To address this, the Theory of Consumption Value (TCV) is employed as a framework to capture the various dimensions of consumption value that influence purchasing decisions, such as functional, social, emotional, epistemic, and conditional values (Huriah et al., 2022; Sathayah & Ariffin, 2024). Meanwhile, the Theory of Planned Behavior (TPB) explains how attitudes, subjective norms, and perceived behavioral control shape consumers' intentions and purchasing behavior (Friantoro et al., 2025; Ramadhan et al., 2023). Integrating these two theories provides a more comprehensive approach, as TCV explores the values perceived by consumers toward products (Huriah et al., 2022; Sathayah & Ariffin, 2024), while TPB highlights the psychological and social processes that drive purchase intentions and behaviors (Friantoro et al., 2025; Ramadhan et al., 2023). By combining

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both frameworks, research can capture purchasing motives for imported halal products more holistically, from consumption values to purchase intentions and actions, thus offering deeper insights and strategic recommendations for business actors.

This study provides an in-depth understanding of the consumption values and psychological factors influencing the purchasing motives of Muslim consumers in West Java toward imported halal food products. Addressing the gap in previous research that has largely centered on domestic halal consumption, this study aims to identify the consumption value factors that affect purchasing motives using the Theory of Consumption Value (TCV) and to examine the influence of attitudes, subjective norms, and perceived behavioral control on purchase intention based on the Theory of Planned Behavior (TPB). Theoretically, this research contributes to the integration of TCV and TPB in explaining the complex interplay between value perception and behavioral intention in the context of imported halal products. Practically, the findings are expected to guide business actors and importers in developing targeted marketing strategies aligned with consumer preferences, while also providing valuable insights for policymakers and halal certification bodies to strengthen the supervision and assurance of imported halal products.

Literature Review
Theory of Consumption Values (TCV)

The Theory of Consumption Values (TCV) by Sheth et al, 1991 explains that consumers' choices are driven by multiple value dimensions: functional (quality, price), social, emotional, epistemic, and conditional. In halal food research, these dimensions help explain how consumers perceive the benefits and satisfaction derived from a product (Huriah et al., 2022; Sathayah & Ariffin, 2024; Aulia et al., 2025). Among Muslim consumers, quality value often reflects trust in product safety and halal assurance, while price value relates to affordability and perceived fairness. Emotional value captures the satisfaction, comfort, or pride associated with consuming halal-certified goods, and conditional value represents situational factors, such as discounts or availability, that influence purchase decisions. Previous studies reveal that intrinsic values are strong predictors of halal food purchase intention (Marmaya et al., 2019; Friantoro et al., 2025; Wong & Amri, 2024). However, findings on conditional value remain inconsistent, suggesting that situational factors may have limited influence when intrinsic motivation dominates.

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Theory of Planned Behavior **(TPB)**

The Theory of Planned Behavior (TPB) (Ajzen, 1991) posits that behavioral intention is influenced by three determinants: attitude, subjective norms, and perceived behavioral control. In halal consumption, attitude represents consumers' overall evaluation of halal products, subjective norms capture social pressure or expectations, and perceived behavioral control reflects the perceived ease or ability to perform the behavior (Puspita, 2024;Haninda & Elfita, 2022) Several studies found that attitude and perceived behavioral control significantly influence halal purchase intention, while subjective norms often produce weaker or inconsistent results (Ramadhan et al., 2023; Sudin et al., 2023). These variations suggest a shift toward individual autonomy in halal consumption decisions, especially among younger consumers.

Integration of TCV and TPB

Integrating TCV and TPB provides a holistic framework for understanding halal purchasing motives. TCV captures consumers' perceived values toward products, while TPB explains how psychological and social factors translate those perceptions into behavioral intentions (Huriah et al., 2022). However, existing studies on halal consumption have predominantly applied either TCV or TPB in isolation, resulting in a fragmented understanding of how value perceptions are transformed into purchase decisions. Most prior research has focused on domestic halal products, leaving limited empirical evidence on how Muslim consumers evaluate and intend to purchase imported halal foods, which are often perceived as high-quality yet raise concerns about the reliability of foreign halal certification standards (Azam & Abdullah, 2021; Hasanah et al., 2025). Integrating TCV and TPB bridges this gap by linking the "why" of consumption (values) with the "how" of behavior formation (attitudes, norms, and control). This combined approach offers a more comprehensive explanatory power than using either model alone, as it not only identifies the key value dimensions driving consumer evaluation but also elucidates the psychological mechanisms that convert those values into actual purchase intentions. Based on the integration of TCV and TPB, the following hypotheses were developed:

H1: Attitude positively influences behavioral intention.
H2: Subjective norms positively influence behavioral intention.
H3: Perceived behavioral control positively influences behavioral intention.
H4: Quality value positively influences attitude.
H5: Price value positively influences attitude.
H6: Emotional value positively influences attitude.

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H7: Conditional value positively influences attitude.
H8a: Attitude mediates the relationship between quality value and behavioral intention.
*H8b: Attitude mediates the relationship between price value and behavioral intention.*
H8c: Attitude mediates the relationship between emotional value and behavioral intention.
H8d: Attitude mediates the relationship between conditional value and behavioral intention.

Attitude functions as a mediating variable linking consumption values to behavioral intention. Quality, price, and emotional values are expected to enhance attitude, which in turn increases purchase intention. Subjective norms and perceived behavioral control directly affect intention, reflecting social influence and perceived ease of purchasing halal products. It can be clearly seen in the following figure.

Figure 1
Theoritical Framework
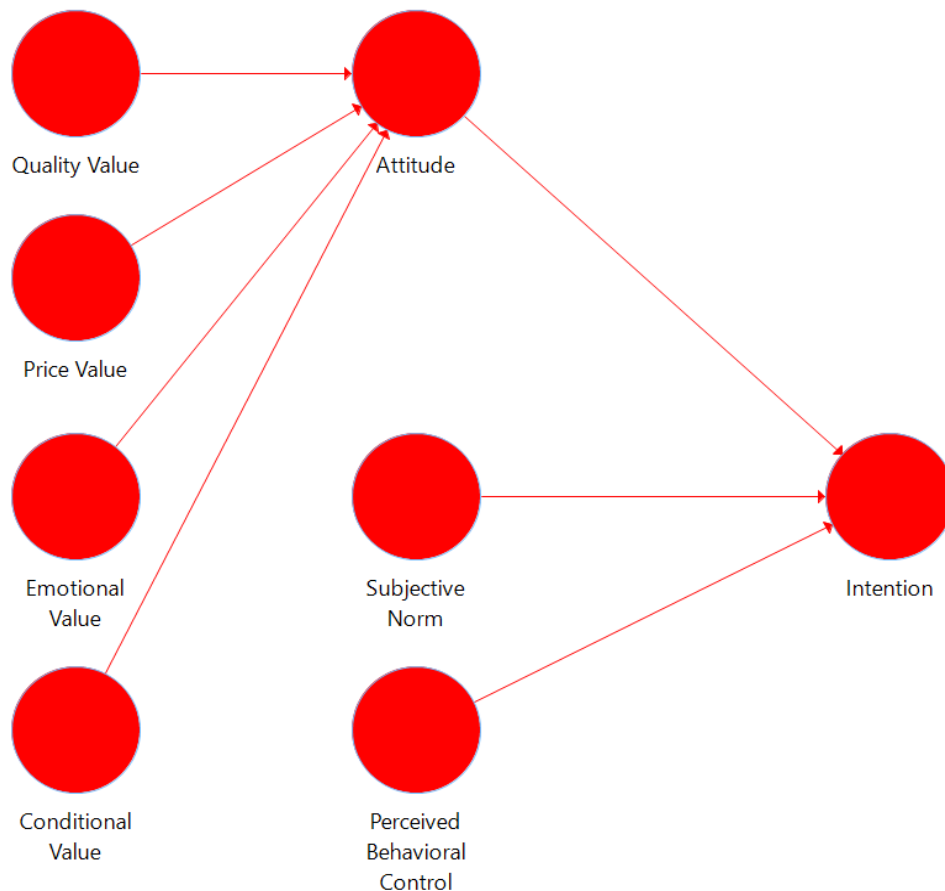
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Methods

This study was conducted using a quantitative approach through the distribution of questionnaires to 273 Muslim consumers in West Java. West Java was selected as the research location because it has the largest Muslim population in Indonesia and serves as one of the country's most dynamic halal consumption markets, characterized by diverse socioeconomic backgrounds and strong exposure to both domestic and imported halal products. This regional context makes West Java a strategic representation for understanding Muslim consumer behavior toward imported halal food products.

This sample size meets the minimum requirement for PLS-SEM analysis, which is at least ten times the maximum number of arrows pointing to a single construct (J. F. Hair et al., 2017). Partial Least Squares Structural Equation Modeling (PLS-SEM) is a statistical analysis method used to test complex relationships between observed and latent variables. Unlike traditional regression, PLS-SEM allows researchers to simultaneously examine multiple dependent and independent relationships in one comprehensive model (Hair et al., 2017). Respondents were selected based on specific criteria using purposive sampling. The criteria included: residing in West Java Province, being Muslim, having an understanding of the basic concepts of halal and haram, and having purchased imported halal food products within the past year. While purposive sampling may introduce selection bias due to the researcher's judgment in choosing participants, this potential limitation was addressed by setting clear inclusion criteria, ensuring respondent diversity in age, gender, income, and education levels, and distributing the survey through multiple online and offline channels to minimize homogeneity bias. Ethical considerations were carefully observed throughout the research process. Respondents were informed about the study's objectives, assured of data confidentiality, and provided their consent prior to participation.

For data analysis, the Structural Equation Modeling method with the Partial Least Squares approach (SEM-PLS) was employed using SmartPLS 4.0 software. The PLS-SEM method is widely applied in social science research (Friantoro et al., 2025) (Marmaya et al., 2019)(Puspita, 2024) and is considered appropriate for both large and small sample sizes, as well as for data that are not fully normally distributed (Ravand & Baghaei, 2016). The measurement model's reliability and validity were assessed using Cronbach's Alpha ($\alpha > 0.70$), Composite Reliability (CR > 0.70), and Average Variance Extracted (AVE > 0.50) as threshold values.

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In this research model, two theoretical frameworks were integrated: the Theory of Consumption Value (TCV) and the Theory of Planned Behavior (TPB). The TPB framework was applied to examine how attitude, subjective norms, and perceived behavioral control influence behavioral intention to purchase imported halal food. Meanwhile, TCV was employed to assess how quality value, price value, emotional value, and conditional value shape consumer attitude, which in turn affects behavioral intention. Additionally, mediation effects were tested, specifically whether attitude mediates the relationship between the four consumption values and behavioral intention.

Results and Discussions
Demographic of Respondents

The demographic characteristics of the respondents indicate a predominance of female participants (57.14%), compared to male respondents (42.86%). In terms of age distribution, the majority were relatively young, with 37.73% under 20 years old and 45.93% between 21–30 years old, while only a small proportion were above 30 years old. Marital status data reveal that most respondents were single (80.22%), whereas 19.05% were married. With respect to educational attainment, more than half of the respondents had completed senior high school (56.41%), followed by bachelor's degree holders (37.73%), while only a small fraction possessed a diploma (3.30%) or master's degree (1.83%). Regarding employment, students represented the largest group (59.34%), followed by private sector employees (12.09%), entrepreneurs (8.06%), housewives (8.42%), and civil servants (5.49%). Income distribution shows that 54.21% of respondents earned less than Rp1,500,000 per month, while smaller proportions fell into higher income categories, with only 0.73% reporting earnings above Rp10,000,000. In terms of domicile, the highest concentration of respondents was found in Kota Tasikmalaya (27.52%) and Kab. Tasikmalaya (20.47%), followed by Kota Bandung (11.22%), while the rest were dispersed across other regions such as Kab. Ciamis, Kab. Garut, Kab. Majalengka, and surrounding areas.

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Table 1
Demographic of Respondents

Category		Number of Respondents (n=273)	%
Gender	Male	117	42,86
	Female	156	57,14
Age	<20 years old	103	37.73
	21 - 30 years old	125	45.79
	31 - 45 years old	36	13.19
	46 - 60 years old	9	3.30
Marriage Status	Married	52	19.05
	Single	219	80.22
	Others	2	0.73
Education	Junior High School	2	0.73
	Senior High School	154	56.41
	Diploma	9	3.30
	Bachelor	103	37.73
	Master	5	1.83
Employment	Civil Servant	15	5.49
	Private Employee	33	12.09
	Self Employed	22	8.06
	Student	162	59.34
	Housewife	23	8.42
	Others	18	6.59
Income	<Rp1.500.000	148	54.21
	Rp1.500.000 – Rp3.000.000	47	17.22
	Rp3.000.000 – Rp5.000.000	43	15.75
	Rp5.000.000 – Rp7.000.000	26	9.52
	Rp7.000.000 – Rp10.000.000	7	2.56
	>Rp10.000.000	2	0.73
Domicile	Kab. Bandung	8	2.93
	Kab. Bogor	9	3.30
	Kab. Ciamis	29	10.62
	Kab. Garut	12	4.40
	Kab. Tasikmalaya	52	19.05
	Kota Bandung	32	11.72
	Kota Tasikmalaya	75	27.47
	Lainnya	56	20.51

Source: Authors (2025)

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Measurement Model

Prior to hypothesis testing, this study conducted several measurement assessments. The first step was the evaluation of the outer model to determine the contribution of each indicator to its respective latent variable. Based on the outer loading values, with a threshold of 0.50 (Hair et al., 2017). All indicators in Table 2 exceeded the minimum requirement, suggesting adequate item reliability. The second step assessed convergent validity using the Average Variance Extracted (AVE), which must be greater than 0.50. The results confirm that all constructs achieved satisfactory AVE values. The third step examined reliability through Cronbach's Alpha and Composite Reliability (CR), both of which surpassed the recommended cutoff value of 0.70, indicating strong internal consistency. Finally, multicollinearity was tested using the Variance Inflation Factor (VIF), where all values were found to be below 5, confirming the absence of collinearity issues. Overall, the measurement model demonstrates acceptable validity and reliability, ensuring its suitability for subsequent hypothesis testing.

Table 2
Measurement Model

Latent Variable	Manifest Variable	VIF	Loadings	α	CR	AVE
Intention	INT1	2.397	0.868	0.848	0.898	0.688
	INT2	2.266	0.864			
	INT3	1.544	0.738			
	INT5	1.906	0.842			
Attitude	ATT1	2.153	0.829	0.900	0.926	0.715
	ATT2	2.341	0.827			
	ATT3	3.012	0.886			
	ATT4	2.691	0.858			
	ATT5	2.303	0.827			
Subjective Norm	SN1	4.884	0.878	0.911	0.934	0.738
	SN2	4.869	0.868			
	SN3	2.577	0.870			
	SN4	2.549	0.819			
	SN5	2.881	0.859			
Perceived Behavioural Control	PBC1	1.993	0.823	0.855	0.901	0.696
	PBC2	1.968	0.800			
	PBC4	2.540	0.888			
	PBC5	1.986	0.824			
Quality Value	QV1	1.790	0.796	0.839	0.892	0.676
	QV2	2.557	0.897			
	QV3	2.068	0.845			
	QV4	1.591	0.741			

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Latent Variable	Manifest Variable	VIF	Loadings	α	CR	AVE
Price Value	PV1	2.083	0.860	0.865	0.917	0.788
	PV2	2.237	0.890			
	PV3	2.511	0.911			
Emotional Value	EV1	3.378	0.903	0.929	0.949	0.824
	EV2	3.998	0.923			
	EV3	3.955	0.926			
	EV4	2.844	0.880			
Conditional Value	CV1	2.649	0.860	0.870	0.906	0.708
	CV2	1.583	0.844			
	CV3	3.028	0.857			
	CV4	2.405	0.803			

Source: Authors (2025)

Structural Model: Hypothesis Testing

After fulfilling the assumption tests, hypothesis testing was conducted using t-values and p-values as recommended by (J. Hair et al., 2017). Table 3 presents the results of 11 hypotheses, consisting of 7 direct effect hypotheses (H1–H7) and 4 mediation hypotheses (H8a–H8d). For the direct effects, the results show that Attitude significantly influences Behavioral Intention (H1: B = 0.557, t = 6.978, p < 0.001), and Perceived Behavioral Control also has a significant effect on Behavioral Intention (H3: B = 0.209, t = 2.960, p = 0.003). In addition, Quality Value (H4: B = 0.187, t = 2.907, p = 0.004), Price Value (H5: B = 0.227, t = 3.642, p < 0.001), and Emotional Value (H6: B = 0.424, t = 6.834, p < 0.001) significantly influence Attitude. However, Subjective Norms (H2: B = 0.036, p = 0.581) and Conditional Value (H7: B = 0.557, p = 0.182) do not show significant effects. Regarding mediation analysis, the findings reveal that Attitude mediates the effects of Quality Value (H8a: B = 0.104, t = 2.615, p = 0.009), Price Value (H8b: B = 0.126, t = 3.325, p = 0.001), and Emotional Value (H8c: B = 0.236, t = 4.826, p < 0.001) on Behavioral Intention. Meanwhile, Attitude does not mediate the relationship between Conditional Value and Behavioral Intention (H8d: B = 0.032, p = 0.166). These results suggest that Attitude plays an important mediating role, particularly for Quality, Price, and Emotional Value, while Conditional Value shows no significant influence either directly or indirectly.

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Table 3
Hypothesis Test

Hypothesis	Relationship	B	t-value	p-value	Decision
H1	Attitude → Behavioral Intention	0.557	6.978	0.000	Accepted
H2	Subjective Norms → Behavioral Intention	0.036	0.552	0.581	Not Accepted
H3	Perceived Behavioural Control → Behavioral Intention	0.209	2.960	0.003	Accepted
H4	Quality Value → Attitude	0.187	2.907	0.004	Accepted
H5	Price Value → Attitude	0.227	3.642	0.000	Accepted
H6	Emotional Value → Attitude	0.424	6.884	0.000	Accepted
H7	Conditional Value → Attitude	0.557	1.337	0.182	Not Accepted
H8-a	Quality Value → Attitude → Behavioral Intention	0.104	2.615	0.009	Mediation
H8-b	Price Value → Attitude → Behavioral Intention	0.126	3.325	0.001	Mediation
H8-c	Emotional Value → Attitude → Behavioral Intention	0.236	4.826	0.000	Mediation
H8-d	Conditional Value → Attitude → Behavioral Intention	0.032	1.388	0.166	No Mediation

Source: Authors (2025)

Discussion

In analyzing the results of hypothesis testing for the study at hand, we find significant nuances in the influence of various values and attitudes on behavioral intention. The results indicate a mix of support for the proposed hypotheses, each representing different facets of consumer behavior that can be understood through the lens of the Theory of Planned Behavior (TPB) and associated theories.

Starting with H1, the hypothesis that attitude has a significant positive effect on behavioral intention receives strong empirical support, as

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evidenced by a beta coefficient (B) of 0.557 and a t-value of 6.978 (p <
0.001). This insight is consistent with the foundational principles of TPB,
which posits that a favorable attitude toward behavior typically increases the
likelihood of intention to perform that behavior (Berek et al., 2022).
Specifically, Corboş et al. highlight that positive attitudes significantly relate
to purchasing behaviors, particularly in the context of ethical consumption
and environmentally friendly choices, reinforcing the importance of
consumer attitudes in shaping intentions (Corboş et al., 2024). This
affirmation suggests a coherent narrative that supports the predictive power
of attitudes in consumer decision-making processes.

In contrast, H2, which posits that subjective norms significantly
influence behavioral intention, is not supported (B = 0.036, t = 0.552, p =
0.581). Previous studies corroborate these findings, revealing that
subjective norms often exhibit variable effects depending on the context and
characteristics of the target population (Zhuang et al., 2021). For instance,
a meta-analysis by Zhuang et al. showed that while subjective norms can
play a role, their impact may be less pronounced in certain consumer
contexts (Sudin et al., 2023). These discrepancies highlight the complexity
of consumer behavior where societal influences may not always translate
into behavioral outcomes, particularly when personal attitudes are strong.

Moving to H3, which has been accepted owing to the statistically
significant effect of perceived behavioral control on behavioral intention (B
= 0.209, t = 2.960, p = 0.003), the supporting literature aligns with this
finding, noting the critical role perceived control plays in determining
intention. Atakan and Bagozzi argue convincingly that perceived behavioral
control—encompassing both self-efficacy and overall confidence in one's
ability to perform an action—profoundly impacts consumer intentions
(Atakan & Bagozzi, 2024).The understanding that perceived control can
foster a positive outlook toward engaging in a behavior goes hand in hand
with recent findings that underscore its mediating effects on intention
(Haninda & Elfita, 2022). This synergy between perceived behavioral control
and consumer intentions is essential for predicting behavioral outcomes in
diverse sectors, including environmental activism and ethical consumption.

Turning our focus to H4 and H5, both hypotheses concerning the
influence of different values on attitudes are accepted. H4 illustrates that
quality value positively influences attitude (B = 0.187, t = 2.907, p = 0.004),
while H5 highlights that price value's impact is similarly positive (B = 0.227,
t = 3.642, p < 0.001). The foundational literature supports these results,
drawing connections between perceived quality and consumer attitudes,
where higher perceived quality generally correlates with favorable attitudes

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toward products (Dilotsotlhe & Duh, 2021). Moreover, emotional aspects have been recognized as critical in shaping consumer perceptions of value, where quality and price are balanced against emotional expectations in purchasing decisions (Grębosz-Krawczyk et al., 2021; Oktaviani & Sunarmo, 2023). The synthesis of these dimensions suggests a multifaceted interplay where both quality and price serve as pillars influencing attitudes that subsequently shape behavioral intention.

H6 pertains to emotional value enhancing attitudes significantly (B = 0.424, t = 6.884, p < 0.001). This hypothesis underscores the necessity of emotional resonance in consumer behavior, asserting that emotional value can significantly mediate attitudes towards products and, in turn, influence buying intentions (Cao et al., 2022). Particularly, the emotional connection consumers forge with brands can catalyze higher intent to purchase by creating a bond that transcends rational assessments (Ye et al., 2024). Emotional drivers, as reinforced by the literature, manifest in consumers' decisions, advocating for strategies that evoke emotional appeal to enhance purchase intent further.

However, H7, which posits that conditional value affects attitude, is rejected due to a lack of significant impact (B = 0.557, t = 1.337, p = 0.182). This outcome raises questions about the inherent value of the conditional context under which consumers operate, as prior research has illustrated that conditional factors often show inconsistent influences depending on external circumstances and consumer expectations (Liu et al., 2025). This inconsistency may stem from an oversimplified conceptualization of conditional values, where external conditions do not uniformly translate into attitude shifts unless they align closely with consumers' intrinsic motivations.

The mediation hypotheses (H8-a, H8-b, and H8-c) indicate the pivotal role of attitudes in mediating relationships between various values (quality, price, and emotional) and behavioral intention. Specifically, H8-a asserts that attitude mediates the effect of quality value on behavioral intention (B = 0.104, t = 2.615, p = 0.009), which is mirrored by similar pathways for price (H8-b: B = 0.126, t = 3.325, p = 0.001) and emotional value (H8-c: B = 0.236, t = 4.826, p < 0.001) (Berek et al., 2022; . This confirms the prevalent notion in the literature that values not only shape attitudes but also translate those formed attitudes into actionable intentions toward behaviors (Nazirova & Borbala, 2024). Emotional, quality, and price values stand as arguments for fostering positive attitudes that ultimately drive consumers towards intended behaviors, emphasizing the legitimacy of attitude as a mediating force in the TPB framework.

Interestingly, H8-d, positing that attitude mediates the relationship between conditional value and behavioral intention, received no support (B = 0.032, t = 1.388, p = 0.166). This finding correlates with existing discussions surrounding conditional values, where Jansen and Priefer have argued that conditional influences often falter in isolation, failing to elicit substantial behavioral outcomes unless synergized with other values or contextual factors (Zhuang et al., 2021). Such mediations require a nuanced understanding of how conditional circumstances, when perceived as influential, can positively reshape attitudes and engender strong behavioral intentions.

Overall, the findings represent a compelling narrative surrounding how intrinsic and extrinsic values impact consumer behaviors through the mediating role of attitudes. Key dimensions of quality, price, and emotional values consistently emerge as vital components that drive positive attitudes, thereby enhancing behavioral intentions. Subjective norms and conditional values show limited influence, hinting at an overreliance on personal attitudes and intrinsic motivational factors in explaining consumption intentions.

Theoretically, this study strengthens the integration of the Theory of Consumption Value (TCV) and the Theory of Planned Behavior (TPB) in explaining Muslim consumers' purchasing motives toward imported halal food products. The findings validate that attitude serves as a central mediating construct connecting value perceptions (quality, price, and emotional) to behavioral intention, thus offering empirical evidence for the complementary relationship between TCV's value dimensions and TPB's psychological constructs. This integration advances the theoretical understanding of how consumption values are internalized and transformed into intention-driven behaviors, moving beyond single-theory models that focus solely on either value assessment or behavioral prediction.

Moreover, the insignificant effects of subjective norms and conditional values contribute to the ongoing discourse on the contextual variability of TPB constructs across different cultural and product domains. These findings suggest that in the context of imported halal products, individual attitudes and intrinsic motivations outweigh social pressures and situational factors, offering a nuanced theoretical perspective on consumer autonomy in value-driven decision-making. The study thus expands the applicability of TCV–TPB integration to the halal consumption domain, particularly in emerging Muslim-majority markets.

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Conclusion

The findings of the study highlight the critical role that values, specifically quality, price, and emotional aspects, play in shaping consumer attitudes and behavioral intentions. The analysis demonstrates that strong, positive attitudes significantly influence the intention to purchase, supporting the foundational premises of the Theory of Planned Behavior (TPB). While subjective norms and conditional values were found to have limited impact, it underlines a shift towards individualistic consumer behaviors where personal beliefs and intrinsic motivations prevail. In light of these insights, businesses should prioritize fostering emotional connections and emphasizing product quality in their marketing strategies, as these elements resonate deeply with consumers and enhance purchasing intentions. Additionally, the rejection of some hypotheses concerning conditional values prompts a reconsideration of their role in consumer behavior, indicating a need for future research to explore the contextual dependencies that may influence their effect. Overall, this intricate interplay of values, attitudes, and intentions underscores the necessity for marketers to adopt nuanced strategies that align with contemporary consumer understanding and behavior patterns, which are increasingly driven by individual values rather than collective norms.

In conclusion, marketers should design campaigns that connect emotionally, highlight quality, and respect external limits to better engage consumers. Future research can examine how new technologies influence these dynamics.

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