

Factors affecting intention to buy Jhatka food: A quantitative study in NCT Delhi

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Abstract

This paper aims to discover the factors which influence the purchase of Jhatka meat products. The basis for conclusions lies in analysis of 214 fully filled in questionnaires by utilizing SPSS software. Findings suggest the pivotal role played by marketing strategies of the Jhatka meat sellers and degree of awareness of the customers in influencing consumer's attitude and purchase intention towards Jhatka foods. Government involvement was an aspect in customers' decision to buy Jhatka foods, but it did not significantly shape their overall opinion of the products. However, the study could not pinpoint the significance of Religiosity to influence attitude or purchase intention towards jhatka foods. Theoretically, the paper contributes to the studies on Jhatka meat which has been a relatively nascent area compared to Halal meat products. However, the market of a particular religion and faith are specific about the consumption of Jhatka products. So, the identification of factors that could increase the sale of such products could help the marketers of Jhatka meat in targeting their audience in a better manner.

Keywords: Jhatka, Halal, Religiosity, Marketing strategies, Government involvement, Consumer awareness

Paper type: Research paper

INTRODUCTION

A purchase decision brings to the end a customer's buying journey. A journey that begins from identification of a want and travels through several pushes and pulls of influencing factors/agents to ultimately settle with the choice of a specific good or service. For businesses, understanding the significance of purchase decisions is crucial for an actual purchase to happen i.e. success. It is so as every purchase decision translates to a sale and it helps in increasing revenue and bringing profits. It is well known that purchase decisions are not just about a single transaction. If the story repeats, it helps in customer acquisition, retention, development of the right product, subsequent changes/improvements. By prioritizing the understanding of consumer behaviour and influencing the purchase decisions, businesses can make themselves capable of unlocking real customer-centricity and thus survive as well as thrive in the industry. Acknowledging the cruciality of identifying the influencing factors in purchase decisions, businesses can accordingly curate their selling, promotion and retention strategies. Several

steps and considerations which help to identify the purchase decision influencers can be easily undertaken via market studies of potential and actual buyers. Research arena has several valuable studies that have explored these for a very wide and range of products/industries - Setiawati, et. al. (2019) for food products, Kakar, et. al (2023a) deploy them for B-school enrolment, while Wu, et. al. (2022) utilize it for digital currency in China and Kakar, et. al (2023b) apply it for retail CBDC in Indian context. Given the increasing globalization, rising competition, rapid innovations and receding loyalties of consumers, businesses can ill-afford to be caught unaware but would rather be proactive in their approach.

Meat product(s) is one among the many food products that are not only seeing a rise in consumer base not only due to the gradual expansion in population but also due to an increasing level of awareness. It is also believed that when it comes to purchasing meat products consumers often consider freshness, nutrition, slaughtering techniques, health benefits, labels etc. In the land of diversity, Indian consumer of meat products (like other food items)

also gets influenced by several regional, demographic, and cultural factors. The cultural differences arising out of different religions and therefore eating preferences of meat products is important due to different slaughtering techniques. These are broadly of two kinds - Jhatka and Halal - the former being the one acceptable by the Hindus and the Sikh community in which the animal head is severed in a single blow while the latter acceptable to Muslim community, the slaughtering is slow involving reciting of holy lines from religious scriptures of Islam while draining blood out of the animal.

An apparently paradoxical scene has emerged as Halal meat products are getting more popular in India when it is a fact that Hindu and Sikh community together make a larger proportion of the population of India. Is it an espousal of Halal oriented manufacturing that is getting visible? Or is it that the religiosity is getting underplayed by several other important factors that may be affecting the attitude and purchase intention of buyers in India across all communities/religions? Any attempt to seek answer needs to be viewed in a broad spectrum of understanding – an increasingly aware consumer, an increasingly health-conscious consumer, an increasingly convenience driven consumer, an increasingly culturally tolerant consumer. A clarity in identification of factors influencing the intention to purchase Jhatka meat products can be extremely useful in enabling the businesses offering such products focus on the right mix of marketing - product quality, promotion, certifications, etc. and thereby help in developing the market for such products at a larger scale and in an organized manner.

REVIEW OF LITERATURE

Whether it is food in general or specific categories such as organic food (Chen, 2007; Nasir and Karkaya, 2014; Rana & Paul, 2017) or food at fast food outlets (Tat, et.al., 2011; Lassen, et. al, 2017) or users of food delivery apps. (Zion, et. al, 2019) the understanding of consumers' purchase intention, and the underlying reasons gather a lot of interest of researchers. Usefulness of the understanding is logically believed to have profound business implications specifically for marketers.

Upon churning of existing literature on purchase intentions of meat products, seven prominent factors have been identified.

Firstly *religiosity* (implying beliefs, attitude, feelings and behaviour that is linked to a specific religion/faith) is found to have a significant influence on the perception levels of the consumers towards halal meat products (Mohamed, 2008; Erdem, 2014). It is reported to being increased confidence and trust amongst the buyers who are from a particular religion or faith (Mathew, 2012). Also, Widodo (2013) and Rahman (2015) reveal that consumers of Islamic faith tend to be guided by religious beliefs which gets reflected in a positive relation between religion and attitude towards hall meat products. However, Mutsikiwa (2012) has found that socio-cultural factors do not influence much the consumption of Halal certified food products.

Secondly, literature shows that *Government involvement* plays an important role in certifying and convincing the consumer about the meat product (Mohamed, 2008; Aziz, et. al, 2013; Batu & Regenstein, 2014; Talib, et. al. 2016). Confirming that halal certification is important for consumers in several nations' studies by Hanzae, & Ramezani (2011), Perdana, et. al. (2019) and recently Aslan (2023) make a case for involvement of the State in context of aiding businesses as well as end-consumers.

Thirdly the extent of *awareness* has been yet another important factor coming from several studies (Mohamed, 2008; Bashir, 2019; Setiawati, 2019; Hassan & Sengupta, 2019; Jaapar, 2021; Mohan, et. al., 2022). Awareness and further the ability to identify a genuine product, avoid fraudulent practices have been found to be important in effecting the purchase of halal meat products.

Fourthly, *social influences* emanating from family and peers is significant in formation of beliefs and studies show that this is important in influencing the intention to consume halal meat products (Khalek, 2014; Bonne, 2017). Ali, et. al (2018) found it for China while Sherwani, et. al (2018) found it for Germany, thereby ratifying the significance in different regions/nations.

The next factor highlighted in several studies is the *marketing strategies* (Jaapar, et. al., 2021; Awaan et. al., 2015; Fitria, et. al., 2019). This holds in case of non-food items that are also identified and branded as ‘Halal’ to refer safe for environment and health and studies have recognized Halal as a branding strategy (Alserhan, 2010; Wilson and Liu, 2010) for businesses to succeed.

Yet another factor emerging from literature has been the *health and safety concern* of consumers (Mohamed, 2008; Widodo, 2013; Bonne & Verbeke (2008). Given the importance of food hygiene and safety, research work by Jamatia, et. al. (2022) has resulted in development of a scale to quantitatively measure the extent of buyers’ knowledge about meat hygiene.

It has also been found that the *attitude* of consumers mediates between awareness and their purchase intention towards Halal meat products (Bonne, et. al., 2007; Mathew, 2012; Widodo, 2013; Khalek, 2014; Garg, 2018). It can be drawn from these

studies that perception of buyers split along the lines of religion tends to create a positive or negative attitude towards Halal or Jhatka meat products which in turn creates an impact on the purchase decisions.

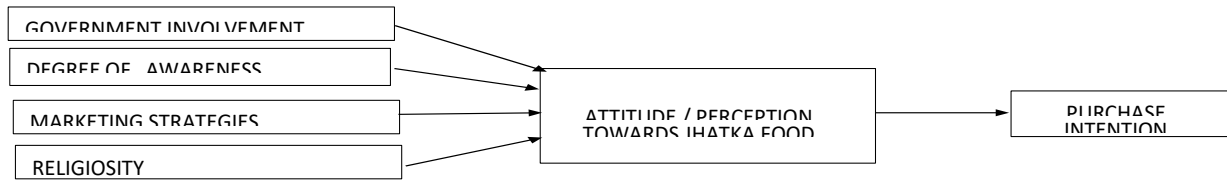
RESEARCH SCHEMA

The broad objective of the study is to identify the factors that affect the purchase intention towards Jhatka meat products. Review of literature has helped in drawing out – religiosity, marketing strategies, degree of awareness and Government involvement as the prominent variables and these have been statistically tested to influence the consumer attitude and purchase intention. Attitudes and intentions can be measured qualitatively (Fabella, 2023), qualitatively as dimensions of experience by Kakar et al, 2023 and with the help of mixed methods (Haque et al, 2022). However, the current study banks upon the quantitative methodology using Likert scale to gather responses.

Variables under consideration -

Variable		Indicators	Source of adaptation
Religiosity		My faith is extremely important to me. My faith is an important part of who I am. My relationship with God/bhagwaan/paramatman is extremely important to me	Setiawati, et. al. (2019)
Degree of awareness		I am highly aware of Jhatka food. I am concerned about the way in which non-veg foods, which I consume are processed By consumer right, I always act when there is something wrong with the food I purchase.	Setiawati, et. al. (2019)
Marketing strategies		I will prefer jhatka food with a brand name Sales promotion influences my purchase intention of jhatka food Certifications of jhatka food will influence more buyers into buying jhatka food	Gillani, et.al. (2017)
Government involvement		There should be government agency certifying the genuineness of the jhatka Government should offer some certifications for jhatka food	Mohamed, et.al (2019)
Attitude towards Jhatka meat products		Jhatka food is safer compared to non-jhatka food. Jhatka food is cleaner compared to non-jhatka food. Jhatka food is healthier compared to non-jhatka food.	Setiawati, et. al (2019)
Purchase intention		My preference for jhatka food depends on its brand name My preference for jhatka food depends on its price My preference for jhatka food depends on its availability.	Setiawati, et. al (2019)

The framework showing the interconnectedness among the research variables is –



Based on the literature review and conceptual framework of the study the following hypothesis are in context -

H1: There is a significant positive relationship between independent variables considered in this study and attitude towards jhatka food

H2: There is a significant positive relationship between independent variables and intention to buy Jhatka foods.

H3: There is a significant positive relationship between attitude of the customers towards jhatka food and their intention to purchase it.

H4: There is a significant positive relationship between independent variables including attitude and purchase intention to buy Jhatka foods.

A structure questionnaire has been the instrument for data collection and used for validating the

conceptual model (as in the above framework) defined in current study. Pretesting of the questionnaire was done and a few questions were re-worded and also the number of questions was refined. This was done essentially to ensure that the context of the questions is communicated with clarity and to the respondents. A revised form of the questionnaire was revisited by a few participant respondents and then circulated through Google Forms for a wide outreach. As the study was targeted at the respondents who were buyers or intended to buy Jhatka meat products, snowball sampling was used. All items of the variables in the questionnaire used Likert-type scales with 1 (minimum score, strongly disagree) to 5 (maximum score, strongly agree). Collected responses were subject to cleaning which yielded 214 fully filled in questionnaires which were qualified 'ready' for interpretation and analysis.

Statistical analysis

Correlation

Table 1 - Correlations

			Religiosity	DOA	MS	GI
Spearman's rho	Religiosity	Correlation Coefficient	1.000	.486**	.327**	.382**
		Sig. (2-tailed)	.	.000	.000	.000
		N	215	215	215	215
	DOA	Correlation Coefficient	.486**	1.000	.413**	.315**
		Sig. (2-tailed)	.000	.	.000	.000
		N	215	215	215	215
	MS	Correlation Coefficient	.327**	.413**	1.000	.398**
		Sig. (2-tailed)	.000	.000	.	.000
		N	215	215	215	215
	GI	Correlation Coefficient	.382**	.315**	.398**	1.000
		Sig. (2-tailed)	.000	.000	.000	.
		N	215	215	215	215

** . Correlation is significant at the 0.01 level (2-tailed).

Table 1 shows that the correlation between various independent variables considered in this model is moderate. Further this correlation was found to be significant at 0.01 level. To explore the relationship, additionally, multiple linear regression was performed on the data.

Regression

Various models were empirically tested to decipher the results. In first model, MODEL 1, GI, DOA, MS and Religiosity were considered as regressors

affecting attitude and the results of the model depict that 34.1% of the variation in attitude was caused by these variables. ANOVA table confirmed the significance of the model (.000<.05). Thus, H1 was accepted. No first order autocorrelation was found between the variables (DW is between 1.5 and 2.5). Coefficients table reveals that DOA and MS are incidental in shaping the attitude towards Jhatka foods. Further, the VIF statistic (less than 3) ruled out the existence of multicollinearity between the variables.

MODEL 1

Table 2(a) - Model Summary ^{a, b}

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. Change	
1	.595 ^a	.353	.341	.86042	.353	28.703	4	210	.000	1.926

a. Predictors: (Constant), GI, DOA, MS, religiosity

b. Dependent Variable: Attitude

Table 2(b) - ANOVA ^{a, b}

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	84.999	4	21.250	28.703	.000 ^b
	Residual	155.469	210	.740		
	Total	240.468	214			

a. Dependent Variable: Attitude

b. Predictors: (Constant), GI, DOA, MS, religiosity

Table 2(c) - Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	.936	.306		3.054	.003		
	religiosity	-.004	.072	-.003	-.053	.958	.749	1.335
	DOA	.186	.071	.171	2.633	.009	.733	1.364
	MS	.497	.067	.469	7.455	.000	.777	1.287
	GI	.081	.059	.087	1.381	.169	.779	1.283

a. Dependent Variable: Attitude

MODEL 2

When the same independent variables were regressed with purchase intent as a dependent variable to test H2, the predictability of the model improved. This signifies that these variables, collectively, are a better predictor of variance in

purchase intent as compared to these predicting the attitude (MODEL 1). This model was found to be significant as exhibited by ANOVA table. In this model three variables (DOA, MS and GI) were found to be the significant individual contributors. DW and VIF statistics again ruled out the existence of autocorrelation and multicollinearity.

Table 3(a) ANOVA ^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	79.874	4	19.969	41.899	.000 ^b
	Residual	100.084	210	.477		
	Total	179.958	214			

a. Dependent Variable: purchaseintent

b. Predictors: (Constant), GI, DOA, MS, religiosity

Table 3(c) - Coefficients ^b

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	1.013	.246		4.121	.000		
	Religiosity	-.058	.058	-.059	-1.000	.319	.749	1.335
	DOA	.124	.057	.131	2.177	.031	.733	1.364
	MS	.486	.054	.531	9.087	.000	.777	1.287
	GI	.147	.047	.182	3.118	.002	.779	1.283

a. Dependent Variable: Purchase intent

MODEL 3

This model revealed that around 30.9 % of the variation in Purchase intent is caused by attitude

(model significant with $.000 < .05$) serving as a valid ground for accepting H3.

Table 4 (a) - Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.559 ^a	.312	.309	.76218
Predictors: (Constant), Attitude				
Dependent Variable: purchaseintent				

Table 4(b) - ANOVA ^{a, c}

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	56.221	1	56.221	96.778	.000 ^b
	Residual	123.737	213	.581		
	Total	179.958	214			

a. Dependent Variable: purchaseintent

Predictors: (Constant), Attitude

MODEL 4

This model intended to test H4. Here, the Attitude was included in the predictors and all the five variables were regressed on Purchase intent. It was found that 47.55% of the variance in the purchase

intent resulted due to these variables (DOA, MS, Religiosity, GI, and Attitude taken collectively). However, individually, MS, GI and Attitude were found to be significant predictors to the purchase intention of the individuals towards Jhatka foods.

Table 5(a) - Model Summary ^{a, b}					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.698 ^a	.487	.475	.66441	1.956
a. Predictors: (Constant), Attitude, religiosity, GI, DOA, MS					
b. Dependent Variable: Purchase intent					

Table 5(b) - ANOVA ^{a, c}

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	87.698	5	17.540	39.733	.000 ^b
	Residual	92.261	209	.441		
	Total	179.958	214			
a. Dependent Variable: purchaseintent						
Predictors: (Constant), Attitude, religiosity, GI, DOA, MS						

Table 5(c) - Coefficients ^a

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	.803	.242		3.322	.001
	religiosity	-.057	.055	-.059	-1.023	.307
	DOA	.082	.056	.087	1.473	.142
	MS	.375	.058	.409	6.470	.000
	GI	.129	.046	.159	2.826	.005
	Attitude	.224	.053	.259	4.210	.000
a. Dependent Variable: purchase intent						

FINDINGS AND DISCUSSION

Across all the models tested, marketing strategies adopted by the vendors of Jhatka food products were found to be of vital significance in enticing the customers. Marketing strategy is a planned complex of purposeful activities, containing the elements of the marketing mix according to the market possibilities and resources of the organization, assisting for the achievement of differentiated competitive advantage, through which the marketing aim is achieved (Dimitrova and Yankova,

2015). According to literature, the purpose of marketing strategy is to modify/influence/shape the affect, cognition and behaviours customers and consumers in ways that are conducive to their acquisition, possession, and consumption of specific product offerings of an organization (Carpenter et al. 1997). Marketing strategy was a crucial element impacting the consumer's attitude and purchase intention towards Jhatka foods (MODEL 1, MODEL2 and MODEL4). Similar results were reported in previous studies conducted on halal food where the halal certification was found to have

significant influence on consumer attitude and their desire to purchase halal foods (Ahmadova & Aliyev, 2020; Moghaddam et. al., 2022).

Degree of awareness was found to have an impact on both the attitude and the purchase intent for Jhatka foods. This construct included questions about general awareness of Jhatka meat (awareness about the concept of Jhatka) and the way Jhatka foods are processed.

An interesting and important finding which emerged was regarding the role of government. Government involvement was found to influence the purchase intent of the customers towards Jhatka foods; however, it was not an important influencer on the attitude of the consumers. This can be explained by looking into the very definitions of the dependent constructs. Attitude is a way of viewing or evaluating something (Sánchez et al. 2016) and it is global and enduring (Bizer et al. 2003). The questions concerning this construct reflected more of those emotions and beliefs regarding safety, health relatedness and cleanliness which a person held or viewed. While purchase intent was more focused on practical, closer to buying postulates like availability, brand name and price of these (Jhatka) foods. Unsurprisingly, government involvement influenced the later and not the former ones signifying that the government involvement can help in increasing the sale of Jhatka products even without changing the relative evaluation of various attributed. According to Zulfakar et al; 2012, proper legislation, enforced through government involvement can reduce customer's confusion and increase their confidence in case of Halal foods. The same can be applied to Jhatka food products as well.

Religiosity, was not found to effect attitude or purchase intention towards jhatka foods. On the other hand, Halal foods which are prescribed and recommended by Islam (Bashir,2019; Simanjuntak and Dewantara, 2021; Abdulkadir, 2022) found religiosity as an important factor impacting the attitude towards Halal foods (Garg and Joshi, 2018; Hidayat et al, 2021).

Hence the paper gives significant insights into the factors influencing the attitude and the intention to purchase Jhatka or Non-halal foods. Clear influence

of marketing strategy confirms an already celebrated fact that marketing strategy elements are significant for expanding the market for Jhatka foods as well. This necessitates an elaborate and well chalked out plan to strategize before promoting Jhatka products in the market.

The paper contributes to the extant knowledge regarding marketing of Jhatka foods by highlighting role of government involvement in raising the demand for these products which could dramatically affect the baseline for the marketers of Jhatka foods and the new entrepreneurs foraying into the industry.

As evident from the findings, religiosity was not an influencer but degree of awareness had a significant impact of both the attitude and the purchase intent towards Jhatka products. According to Dhawan (2022) there is a lack of awareness regarding Jhatka meat products in India and a controversy around Halal meat created a Jhatka market. This points towards the fact that if promoted and advertised in a proper way with an aim to educate the customers, Jhatka products have a long way to go.

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