

**Emotional Marketing To Purchase Decisions Halal Food In Medan City With Brand Awareness As Variable Intervening****Elfitra Desy Surya<sup>1</sup>, Megasari Gusandra Saragih<sup>2</sup>**Management Study Program, Universitas Pembangunan Panca Budi, Medan, Indonesia<sup>1,2</sup>Correspondence Email: Elfitradesysurya1972@yahoo.co.id<sup>1</sup>megasarigusandrasaragih@dosen.pancabudi.ac.id<sup>2</sup>**ABSTRACT**

Emotional Marketing is a new concept in the Marketing world with the aim of giving a unique impression by highlighting the emotional side of a brand and halal food products. The purpose of this research is to analyse how emotional marketing affects Purchase Intention through brand awareness. The object to be researched on this research is food products halal. The samples in this study amounted to 100 respondents, namely the society that was a substitute for halal food. The sampling techniques in this study used the insidentalsampling technique. The type of data collection in this study uses the distribution of the questionnaire to the research sample. The results proved that emotional marketing done for halal food has a direct influence on brand awareness and purchase intention

Keywords: Emotional Marketing, Halal Food, Brand Awareness, Purchase Intention.

**1. INTRODUCTION**

Indonesia is the country with the largest population of 4 in the world with a population of 257,912 million inhabitants. Of these population 87.18% is the Indonesian population of Muslims with a population of 207,176 million inhabitants. With this it makes Indonesia as the 1st country in the world that has a Muslim population. But in reality although Indonesia majority of the largest Muslim population but not included in the 10 major categories that have halal food such as data below :

**Table 1. Halal Food Shopping**

No.	Halal Food	Country	Halal Food Shopping
1.	UEA	Indonesia	170 miliar dollar AS
2.	Malaysia	Turki	127 miliar dollar AS
3.	Brazil	Pakistan	118 miliar dollar AS
4.	Oman	Mesir	86 miliar dollar AS
5.	Jordan	Bangladesh	76 miliar dollar AS
6.	Australia	Iran	63 miliar dollar AS
7.	Brunai Darusalam	Arab Saudi	51 miliar dollar AS
8.	Pakistan	Nigeria	47 miliar dollar AS
9.	Sudan	Rusia	41 miliar dollar AS
10.	Qatar	India	38 miliar dollar AS

Source: Global Islamic Economy, 2019

Based on data of Global Islamic Economy 2019, Indonesia spends 170 billion US dollars on halal food products, or equivalent to Rp 2,465 trillion (IDR 14,500). The Data shows, Indonesia is in the first position of 10 countries with the largest amount of halal food expenditure in the world. "Indonesia including the leading position of the consumer country as well as producers in the halal industry sector. Overall, the consumption of halal food of the world population reaches 1,303 billion US dollars throughout the year 2017. The figure will increase 6.1 percent by 2023 in the upcoming, reaching 1,863 billion US dollars in 2023. It would be unfortunate, if Indonesia with such great potential with the population of the world's largest population is only satisfied with being the country with the largest consumption of halal food in the world. Indonesia, as the largest Muslim country representing 13 percent of the global Muslim population, is an integral and central part of the growing Muslim economy around the world. About 218.8 billion US dollars were issued by Indonesian Muslims throughout the Islamic economic sector in 2017. But in the list of the top 10 countries with the best halal food industry

there is the United Arab Emirates in the first position, then in the incessant of Malaysia, Brazil, Oman, Jordan, and Australia. There are also Brunei Darussalam, Pakistan, Sudan, and Qatar. This is inversely proportional to the use of halal food which does not include the top 10 ranking.

The halal industry has undergone a rapid growth in many years. The halal lifestyle is synonymous with Muslims spreading to various countries, even to countries with minority Muslim population. Halal became a universal indicator for quality assurance of products and standard of living (Gillani, Ijaz, & Khan, 2016). Halal is usually only associated with material related things only. Nevertheless, in Muslim halal includes works and works or is commonly called Muamalah (Qardhawi, 1993) Halal can be defined as a quality standard in accordance with Shariah Islamiah law and used in every activity conducted by Muslims (Bohari, Cheng, & Fuad, 2013). Halal products and services are chosen by Muslims as a form of adherence to Islamic Shariah law. Although halal is very related to Muslims, it does not mean that consumers of halal products only come from Muslims only. Consumer of halal products originating from a country with minority Muslim population experienced considerable improvement in recent years. One of them is Russia which is ranked 9th as a consumer of halal food in the world with the achievement of \$37 billion in 2015 (State of The Global Islamic Economy, 2016/2017).

The quality of halal products, or commonly known as Halalan Thoyyiban, is the reason for non-Muslims to use halal products (Samori, Salleh, & Khalid, 2016) because there is a guarantee of cleanliness, safety, and product quality for the whole of the production chain (from farm to plate). The halal industry is experiencing rapid development in several sectors, among others: Halal food, finance, travel, fashion, cosmetics and medicine, media and entertainment, as well as other sectors such as healthcare and education. The State of The Global Islamic Economy 2016/2017 report by Thomson Reuters, in table 1, shows the total revenue each sector has gained in the year 2015 along with revenue projections in the year 2021.

Surveys conducted in 76 countries consisting of 57 member States of the Islamic Conference Organization (OIC) and 16 non-OIC countries showed that the halal financial and food sector has a greater contribution compared to other sectors. With earning potential reaching \$1.9 trillion in 2021, the halal food industry became the main concern for business actors in various countries, misalnya Survei conducted in 76 countries consisting of 57 member countries of the Islamic Conference organization (OIC) and 16 non OIC countries indicate that the halal financial and food sector has a greater contribution compared to other sectors. With earning potential reaching \$1.9 trillion in 2021, the halal food industry is a major concern for business actors in different countries, such as Malaysia. The development of halal food products became the focus attention of the Malaysian government so that for three consecutive years Malaysia was ranked first for halal food producers. Other countries in the Southeast Asia region that began to develop the halal food industry is Thailand. Thailand began to develop the halal food industry although it is not a country with a Muslim majority because the halal food industry has a good prospect in the future.

The demand for halal products from both domestic and foreign markets is not accompanied by the support of the Indonesian Government. One example in terms of Halal product certification. Like most countries with majority Muslim population, halal certification body is less optimal because of the assumption that every food product produced in the country is halal so that there is no need for halal certification on the product (Gillani et al, 2016). Halal certification becomes one of the instruments that must be considered by the Government so that Indonesia can compete in the halal industry. In addition, the existence of the pros and cons of halal certification between the Government and the Institute of Food Assessment, medicines, and cosmetics Indonesian Ulama Council (LPPOM MUI) cause the halal certification process is currently not optimal.

Medan City is one of the cities in Indonesia, ranging from Muslims and non-Muslims. With the variety of inhabitants in Medan city is very possible to provide food that is not kosher. The majority of food and restaurants in the city of Medan do not yet have halal certification from the Indonesian Ulama Council despite issuing halal claims in any products traded. Data from the Indonesian Ulama Council (MUI) Medan, there are more than 2,500 restaurants in the area, both small, medium and large restaurants. But of these, only about five percent of the restaurants in the city of Medan are guaranteed The MUI issued. While other restaurants are suspected to only claim halal without going through a testing procedure from MUI to obtain halal certification. Many products labeled Halal fake roam in the middle of society. Many eateries, restaurants, and cafes or food and beverage products claim to be halal but do not have halal certificate, "he said. According to Farid, restaurants and cafes in the city of Medan many are

only pasting halal labels or writings without any official certificate from MUI (director of advocacy and Consumer Protection Agency (LAPK), 2019). Whereas the certification from MUI is necessary, especially to provide comfort for the community to buy or consume products sold. Unfortunately, many people are not conscious, not even paying attention to the existence of the halal logo. To socialize and provide the assurance of halal products, entrepreneurs are expected to test food and beverages that will be sold. In order to provide comfort to the community, the business is not very expensive for the product that is traded, should the businessmen do not really mind the cost of the certification management is not too costly. For small businesses and SMES, government should be able to facilitate the cost of management of the halal certification.

## 2. LITERATURE REVIEW

### 2.1 Emotional Marketing

Robinette, (2001) reveals the definition of emotional marketing is a technique that the company uses in establishing a relationship-solving that makes customers feel appreciated. Emotional Marketing leads to different strategies that are rarely even imitated and provide a strong competitive advantage. Robinette, (2001) reveals that Emotional Marketing can be measured using 5 aspects such as:

1. Money: Products/services have an affordable price and offered at a competitive price.  
Products have attractive promotions.
2. Product: Products or services answered the needs of the community, the product has appropriate features and Effectively get the job done.
3. Equity: Equity is about trust. When a brand gains trust from  
Consumers, it is the foundation where the customer's relationship is increasingly  
To loyalty. Brand identity and brand image help build equity.
4. Experience: Dealing with customer interactions with the brand. Customer attitudes are influenced by visits to stores or websites, contact-Wan works, communications, loyalty programs and, Penggunaan products or services themselves. This is the best opportunity for brands to make an impression on customers after sales.
5. Energy: The products needed can be easily accessed, facilitate the community,  
Have a high price, offering comfort and effectiveness for customers

### 2.2 Brand Awareness

Awareness or awareness illustrates the presence of the brand in the minds of consumers,

According to Durianto (2001) Brand awareness has several levels. Brand awareness tiers are as follows:

- a. Unaware of Brand (not aware of the brand), this category includes a brand that remains unknown even though it has been rectified in the aid of a aided recall.
- b. Brand Recognition (brand recognition), this category includes the product brand known  
After re-retention through assisted recall.
- c. Brand recall, this category covers brands in the category of a product that the consumer remembered without having to be re-recalled, termed with unaided recall of the release of any assistance.
- d. Top of Mind, this category Liputi brand of products that first appeared to be hated by consumers in general.

### 2.3 Purchase Intention

Purchase intention or interest in buying is based on the theory of planning behaviour (Ajzen, 1991). This theory states that a person's cumin behaviour and behavior is influenced by others, attitude, and behavior in accordance with applicable subjective norms. Consumers are influenced by rational (cognitive) motives and emotional (affective) motives for purchasing goods and services. The opinions of Basu Swastha and Hani Handoko, (1988) about both motifs as follows;

- a. Rational motive (cognitive)

Motifs are based on the reality as demonstrated by a product to the consumer. Factors that are consideration such as supply, demand, price, quality, service, availability of goods, size of cleanliness, efficiency, durability, trustworthiness and limitation of time in the consumer.

## b. Emotional Motif (affective)

Purchase motifs related to individual emotions, such as the disclosure of love flavors,

### 2.4 Halal Food

Halal food market is one of the largest consumer markets in the world as reported by the Stated of The Global Islamic Economy Report in Thomson Reuters (2014). Furthermore, Moslems spent 16.6 percent of the total global food expenditure which eventually cause the Halal food market as one of the largest food markets in the world. Previous studies (see Regenstein *et al.*, 2003; Lever and Miele, 2012; Abdul-Talib and Abd-Razak, 2013) indicate that the emergence of Halal in the global market is contributed by the growing global Moslem population. The growth of global Moslem population will experience a 35 percent increment from 1.6 billion in 2010 to 2.2 billion people in 2030 (The Pew Research Center, 2011). Hence the Halal food market will continue to dominate the global food market due to Moslems have to consume Halal food regardless whether they live within Moslem majority or minority societies (Razzaque and Chaudhry, 2013). Nowadays, the awareness of consuming Halal food is not only come from Moslem but also non-Moslem because they think it is safer to purchase Halal products. Besides that, focus on shelf life and freshness needed for food is the reason why Halal food industry is very attractive. This condition boosted the emergence and growth of Halal food market with the broad acceptance among non-Moslem consumers who consider Halal food as safe, hygienic, quality and wholesome product. This opportunity has been grabbed by developed countries such as Japan, United Kingdom and Australia who mostly depend on automotive and electronic manufacturing. They assume that Halal developed countries such as Japan, United Kingdom and Australia who mostly depend on automotive and electronic manufacturing. They assume that Halal food segment is the catalyst in developing other potential sectors that are affected negatively from the economic turmoil. The largest Moslem nations are located in Asian countries and they are rich with natural resources namely oil, gas, agricultural and food. Developing countries namely Malaysia, Indonesia and Thailand who are boosting their Halal industry have the potential power to become Halal center. However, Hasan and Awang (2009) report that most of Halal food exporters come from non-Moslem countries such as Australia, Canada, France and New Zealand who has less Moslem population. This condition indicates that developed countries who export Halal food are well aware of the importance of Halal business because eventually the Halal niche market contributes significantly to their country's revenue. This paper addresses the emerging market of Halal food industry in developed and developing countries. Other than that, the paper seeks ways to increase non-Moslem societies' acceptance towards Halal products.

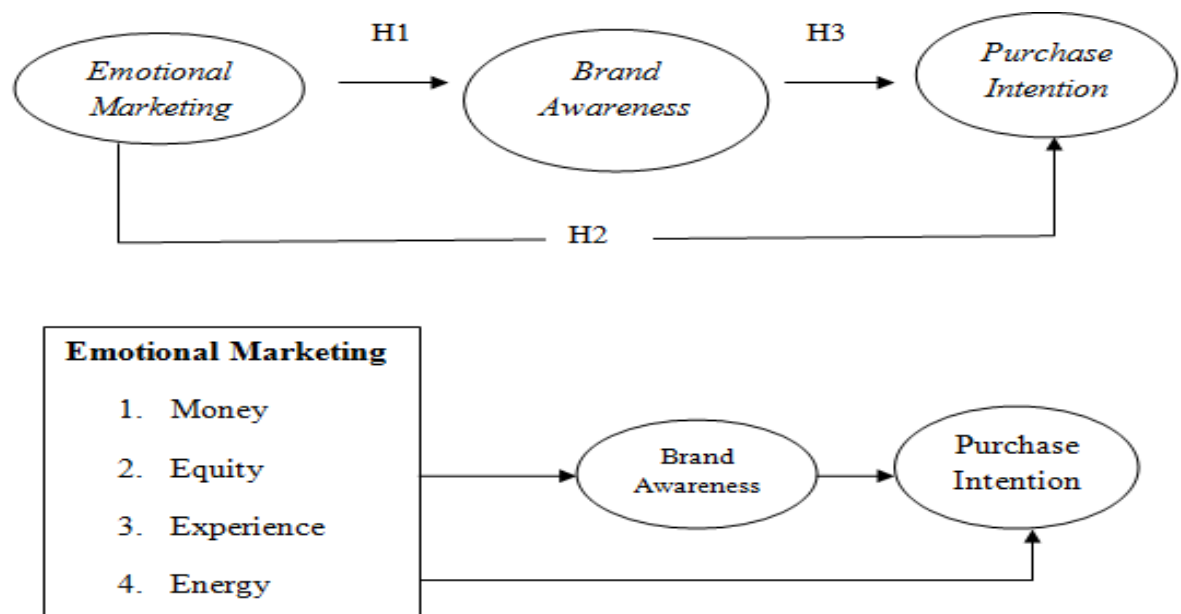


Figure 1. Conceptual framework

## 2.5 Relationships Between Concepts

1. The relationship between Emotional Marketing and Brand Awareness  
According to Aaker (2002), brand awareness shows the recognition that is communicated to a brand, allowing consumers to identify a product and its unchanging competitive advantage. Brand recall and brand recognition are both aspects of Brand awareness. Brand recall is the ability for consumers to recover brands from memory for specific product categories. Therefore, it takes an emotional approach to potential customers so that customers can easily identify a brand.  
H1: Emotional Marketing positively affects the Brand Awareness buying decision of halal food in Medan city.
2. The relationship between Emotional marketing and Purchase Intention  
Rytel (2010), sees Emotional marketing as a new marketing step, where it regulates the emotional connection between market participants and consumers. Ruiz and Sicilia (2004) reveal that the style of cognitive and affective processing of individuals affects in decision making. Jang and Namkung (2009) show that emotions affect behavioral intent and encourage individuals to repeat the purchase. Therefore it can be concluded that the emotion brought by the manufacturer to the consumer will affect the intent of consumer purchase on a brand because the emotion perceived by consumers affects the consumer's mind in determining a The choice between consuming the product or not.  
H2: Emotional Marketing positively affects the purchase Intention purchase decision of halal food in Medan city.
3. The relationship between Brand Awareness and Purchase Intention  
The basic nature of most humans is to avoid problems and tend to seek safe. This is what makes people sometimes difficult to try something new. People will only buy products that are surely brand, safe and proven quality. Rarely will people decide to buy a product based on a thing of trial. Consumers are more likely to decide to buy a product whose brand is already known to him from-on a product whose brand is lesser known or even unknown (Durianto, 2001). Consumers buy a product with a specific brand they know because it hopes that the product it buys is truly a product that has been tested for its quality and can be used to meet future expectations. So it can be concluded that the desire/interest buy is very determined by the level of consumer identification of the product brand  
H3: Brand Awareness positively affects purchase Intention purchase decision of halal food in Medan city

## 3. RESEARCH METHODS

This research includes causal research, which aims to find and describe the cause of causation relationship between the research variables in order to be withdrawn a conclusion (Malhotra, 2005). Causal associative research is a study aimed at inter-variable relationships with other variables, and how a variable affect other variables (Umar, 2003). A quantitative research approach is a method of research on the philosophy of positivism, which is used to examine the population of all women residing in Surabaya. The method of sample withdrawal used is accidental sampling, with the criteria of having been mengkosusmi halal food first before filling the questionnaire.

## 4. Discussion

### 4.1 Measures of Fit

Can be done on the measurement model, structural model, and overall model

#### 1. Measures of Fit Measurement Model

This measuring Model aims to test whether the research instrument is valid and reliable.

##### a. Convergent Validity

Validity illustrates the size of the correlation between the reflective indicator score and its latent variable score. For this loading 0.5 to 0.6 is considered sufficient, the number of indicators per latent variable is not large, ranging from 3-7 indicator. Another approach by looking at the test results, if significant ( $p < 0.005$ ) is said to be valid. The results of the loading between the indicator with the latent variable in the study has fulfilled the per-the requirement.

##### b. Linear Validity

This validity on the reflective indicator is based on the AVE value, which is the stubborn value of the square root of average variance extracted (AVE) each latent variable with the correlation between the other latent variables in the model, if the square root of average variance Extracted (AVE) variable latent is greater than correlation with all other latent variables then it is said to have a good validity linear. The AVE result between the indicator and the latent variable in the study has fulfilled these requirements.

#### c. Internal Consistency Reliability

Based on table 1. Internal Consistency Reliability can be noted that the indicator group that measures 3 variables in this research has a good internal reliability consistency because it has an  $\alpha \geq 0.6$ . The Money dimension has an Alpha of 0,750, dimension of Equity has an Alpha of 0731, dimension Experience has alpha

**Tabel 2. CFA Test Result**

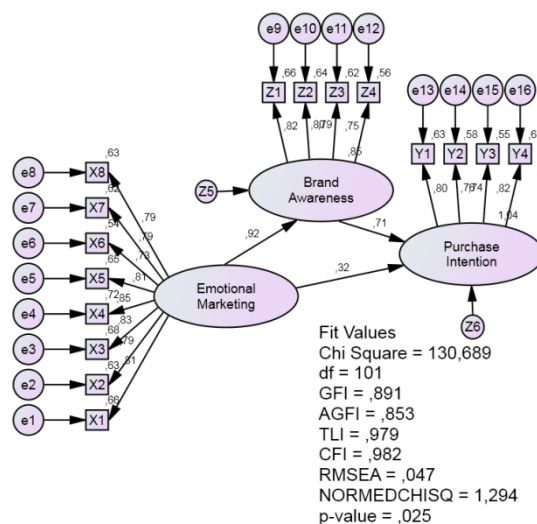
No.	Indicator	Value	Cut of value	Description
1	X1 <--- EmotionalMarketing	,822	0,60	Valid
2	X2 <--- EmotionalMarketing	,798	0,60	Valid
3	X3 <--- EmotionalMarketing	,827	0,60	Valid
4	X4 <--- EmotionalMarketing	,849	0,60	Valid
5	X5 <--- EmotionalMarketing	,801	0,60	Valid
6	X6 <--- EmotionalMarketing	,722	0,60	Valid
7	X7 <--- EmotionalMarketing	,781	0,60	Valid
8	X8 <--- EmotionalMarketing	,795	0,60	Valid
9	Z1 <--- BrandAwareness	,815	0,60	Valid
10	Z2 <--- BrandAwareness	,801	0,60	Valid
11	Z3 <--- BrandAwareness	,786	0,60	Valid
12	Z4 <--- BrandAwareness	,751	0,60	Valid
13	Y1 <--- PurchaseIntention	,795	0,60	Valid
14	Y2 <--- PurchaseIntention	,763	0,60	Valid
15	Y3 <--- PurchaseIntention	,743	0,60	Valid
16	Y4 <--- PurchaseIntention	,822	0,60	Valid

Based on table 2 It is known that the indicator of each variable is valid, judging by its value greater than 0.60. Therefore this model is worth testing for the next stage.

## 4.2 Model Conformance Test

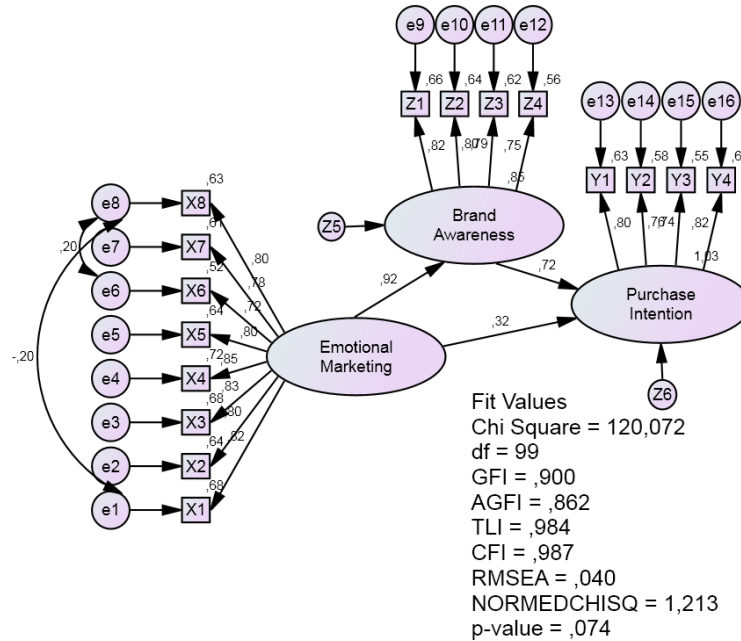
### 4.2.1 Full Model before modified

To see the extent to which the model deserves to meet the criteria of Goodness of Fit then take the following full model test:



**Figure 2. Full Model before modified**

Based on Figure 2 above it can be seen that not all Gof criteria can be met. Therefore, it is necessary to modify the model with the error term to be suggested by the output of Amos:



**Fig. 3. Full Model after modified**

Based on Figure 3 It is known that the GOF criteria have been well fulfilled, seen from the significant P-value values. Unless AGFI's value is still marginal but is approaching well.

### 4.3 Discussion

To know the accepted or rejection of the proposed hypothesis then it can be seen in the following table 3:

**Table 3. Effect of Independent variables on Dependent variables**

			Std. Estimate	Estimate	S.E.	C.R.	P
BrandAwareness	<---	EmotionalMarketing	,921	,960	,094	10,215	***
PurchaseIntention	<---	BrandAwareness	,716	,647	,163	3,982	***
PurchaseIntention	<---	EmotionalMarketing	,319	,300	,108	2,798	,037

According to table 3, it can be explained as follows:

#### Emotional Marketing against Brand Awareness

In the results of this research emotional marketing has a positive influence on brand awareness halal food with a value of Estimate 0.960 And critical point values are significant. Buying interest is influenced by halal consciousness. It is in accordance with the research conducted by Jonah, Rashid, Ariffin, and Rashid (2014) titled "Muslim's Purchase Intention towards Non64 muslim's Halal Packaged Food Manufacturer". The research found that halal awareness affects the interest of purchasing Muslim consumers on halal products. It is also supported statements from Aaker (2002), namely brand awareness affects the ability of consumers to identify brands through specialization. Consumers think about brands every time they think about a particular product category. Therefore, it takes an emotional approach to potential customers so that customers can easily recognise a brand.

#### Brand Awareness against Purchase Intention

In the results of this research can be known that brand awareness has a positive influence on the Purchase Intention halal food in the eyes of the community with an significant value of estimate 0,647. Halal Awareness is the level of understanding of Muslims in knowing the issues

related to the concept of Halal. Such knowledge includes understanding what is lawful and how the production process of a product according to Islamic halal standards Shaari and Arifin (2010) and Ahmad, Abaidah, John (2013). According to Golnaz et al. (2010), based on their study the Halal awareness product determined by a positive attitude. The positive attitude is the favorable perception of Halal Awareness.

### **Emotional marketing against Purchase Intention**

In the results of this research can be known that emotional marketing has a positive influence on the Purchase Intention halal food in the eyes of the community with an significant value of estimate 0,300. In the results of this research can be known that emotional marketing has a positive influence on the Purchase Intention halal food in the eyes of the community with an significant value of estimate 0.300. This reinforces the statement expressed by Rytel (2010), which sees Emotional marketing as a new marketing step, where it regulates the emotional connection between market participants and consumers. The emotional connection between market participants and consumers also affects how consumers buy intent. Ruiz and Sicilia (2004) reveal that the style of cognitive and affective processing of individuals affects in decision making. Jang and Namkung (2009) show that emotions affect behavioral intent and encourage individuals to repeat the purchase.

## **5. CONCLUSIONS AND SUGGESTIONS**

### **5.1 Conclusion**

Based on the research on the analysis of emotional marketing influence on purchase intention through Brand Awareness on halal food products, the following results are obtained:

1. Emotional Marketing has a significant positive effect on Brand Awareness. Halal food concept affects people in remembering a Brand. The more unique the ads and the emotional side evocative the easier the public to be aware of a brand. Some dimensions of emotional marketing directly affect the Brand Awareness of the Money and energy. The cheaper the price of a product or the suitability with the quality and advertising or promo of an effective brand convey the message then the higher is also the level aware community towards a brand.
2. Emotional Marketing positively affects significant Purchase Intention. In Purchase Intention It is known that there are rational and emotional motives. Emotional marketing is used to influence the buying interest of the community based on emotional motives. Some dimensions of emotional marketing also directly affect the Purchase Intention among others is the experience and energy. The more unique the concept of Pemasaran activities and the more effective the marketing activities, What a brand does, the higher the intention of buying someone against the brand.
3. Brand Awareness has a positive effect on Purchase Intention but not significant. In this research, it can be concluded that not everyone interested in a brand will increase the interest of its purchase. Dikatakan a lot of factors that influence the buying interest of a person from the influence of close relatives, the experience of others to the brand that makes someone undo his intention to buy the brand product.

### **5.2 Advice**

Advice given by researchers based on the results of this study are as follows:

1. Increasing Emotional Marketing Brand halal food because of Emotional Marketing effect of halal food against Brand Awareness, and Purchase Intention halal food. By increasing the indicators of Emotional Marketing ranging from Money, Product, Equity, Experience, Energy.
2. The business opportunity of the halal industry is very large in Indonesia that the majority of Muslims should be based on many parties and regulators. In this case the government support for halal food in the homeland is very needed especially from MUI to immediately encourage actors in the food industry in Medan in order to localization food products with halal label from MUI.
3. For further researchers, can change the Brand Awareness variable as a variable intervening with different variables. It aims to enrich the research results so beneficial for consumers who need halal food. Researchers also recommend researching more specifically 1 product variant so that the research results can be more accurate.

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