

**INDONESIAN STUDENT'S PURCHASE INTENTION
TOWARDS HALAL HANWOO BEEF IN SOUTH KOREA
USING THEORY OF PLANNED BEHAVIOR: A
QUALITATIVE STUDY**



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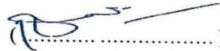
INDONESIAN STUDENT'S PURCHASE INTENTION TOWARDS HALAL HANWOO BEEF IN SOUTH KOREA USING THEORY OF PLANNED BEHAVIOR: A QUALITATIVE STUDY

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INDONESIAN STUDENT'S PURCHASE INTENTION TOWARDS HALAL HANWOO BEEF IN SOUTH KOREA USING THEORY OF PLANNED BEHAVIOR: A QUALITATIVE STUDY

Abstrak

Penelitian ini menerapkan *Theory of Planned Behavior* (Teori Perilaku Terencana) untuk menemukan niat membeli siswa terhadap daging sapi Halal Hanwoo untuk pengembangan industri Halal di Korea Selatan. Dalam penelitian ini, TPB digunakan dengan pendekatan interpretatif kualitatif dan jenis wawancara semi terstruktur digunakan untuk metode pengumpulan data. Ukuran sampel penelitian ini adalah delapan peserta yang mereka adalah mahasiswa Indonesia yang belajar di Korea Selatan. Hasil penelitian menunjukkan bahwa persepsi siswa terhadap niat mereka membeli daging sapi Halal Hanwoo di masa depan tinggi. Dimana komponen lain dari TPB telah ditemukan yang berada di komponen sikap, sikap mereka positif. Dalam norma subjektif, mereka merasa bahwa hambatan eksternal tidak perlu dikhawatirkan selama itu tidak terkait dengan keyakinan mereka. Dalam kontrol perilaku yang dirasakan, mereka memiliki kepercayaan pada kemampuan mereka untuk membeli daging sapi Halal Hanwoo.

Kata Kunci: *Theory of Planned Behavior, TPB, metode qualitative, Daging Sapi Halal Hanwoo, niat membeli*

Abstract

This study is applying the Theory of Planned Behavior to find the student's purchasing intention towards Halal Hanwoo beef for the development of the Halal industry in South Korea. In this study, TPB was used with the qualitative interpretive approach and semi-structured interview type is used for the data collection method. The sample size of this research is eight participants which they were Indonesian students studying abroad in South Korea. The result indicates that the student's perception towards their intentions of buying Halal Hanwoo beef in the future is high. Wherein the other components from TPB have been found which were in the attitude component, their attitude is positive. In the subjective norms, they felt that external obstacles are nothing to be worried about as long as that is not related to their beliefs. Then in the perceived behavioral control, they have confidence in their capability to buy Halal Hanwoo beef.

Keywords: *Theory of Planned Behavior, TPB, qualitative methods, Halal Hanwoo Beef, purchase intention*

1. INTRODUCTION

Meat is flesh and organs of livestock which are an important source of essential nutrients such as protein, fat, vitamins, and minerals for human consumption (Alexander, 2017). As Korea has advanced rapid economic development and knowledge information society, the standard of living has increased significantly compared to the past. There might be an increase in the proportion of meat consumption as a representative aspect of the developed country-type diet, while the consumer's awareness of food safety is increasing interest in the Hanwoo (Korean Native Cattle) beef. Hanwoo is known for its high IMF for marbled beef similar to Wagyu (Japanese Black Cattle). IMF (Intramuscular fat) increases beef quality at least in juiciness and flavor (Hornsterin and Wasserman, 1987). In Japanese and Korean cuisine, soft and delicious beef with IMF and a good red color are requisites for food cooking methods such as Sukiyaki (Japanese Beef Hot Pot) and Gogigui (Korean Barbecue).

Gogigui is a famous cooking method not only in South Korea but also in other countries. Started from what is called Korean Wave, it spreads almost all over the world. Korean Wave gradually penetrated the global market by Korean well-made entertainment through music (K- Pop), dramas (K-Drama), movies, variety shows, animation, and digital games which push ahead some relevant areas too, such as Korean language, tourism, and cuisine. It affects foreigners interest to learn those Korean popular cultures. Not only in the entertainment and tourism sector, but Korean Waves also affects tourists in the education sector. Recently, South Korea gets so many intentions in the education sector that makes South Korea becomes a popular study abroad destination in the world, also the foreign student growth is rapidly increasing from 2014 until 2019. China is the dominant source of foreign students that reached up to 71,067 students, meanwhile Indonesia was 1,334 students. This foreign student growth is predicted will be continuously increasing every year.

As study abroad students in South Korea, they would feel a culture shock at first, but they have to get used to everything in there and try to get along with Korean culture as much as they can. Therefore, local cuisine is one of the cultures that should be used to, such as Hanwoo Beef. As a Muslim, there is a limit to food and beverage they can consume. It must be Halal that does not contains haram ingredients and are not harmful or intended for harmful use. South Korea has a small Muslim population, but Muslim population growth is increasing recently. The number of Muslims currently reside in South Korea is estimated that approximately 160,000- 200,000 (An, 2015). Even though Korean food companies' entry into the halal industry is still in its infancy (Hong Wan-su, 2015), and related research is also in a barren state that is limited to research on strategies, marketability, and consumption patterns related to entry into the halal market (Kim, 2015), the Halal food industry is growing gradually in South Korea.

However, the existence of Halal Hanwoo Beef is expected can be introduced to everyone supremely Muslims who visit or live in South Korea and breaking the boundaries for Muslim who wants to try culinary Korean food especially Hanwoo Beef as one of an icon of Korea food. On the other hand, Halal is essentially an Islamic phenomenon that is good to be the benefits of Islam to all mankind. The increasing acknowledgment of this phenomenon includes the actual behavior in the market that turns into certain behavior that has to be discovered, Consumer behavioral intentions which were explained by Aizen and Fishben (1980) as the single most significant predictor of human behavior, following that humans are rational in building systematic use of any available information (Ding and Ng, 2009). To measure intention, this study used the Theory of Planned Behavior (TPB) model because it can predict a person's daily behavior and reflect how he or she ultimately decides to buy the product and has been the basis for several studies on constimer food choices (Sparks and Sheperd, 1992; Conner and Sparks, 1996). Even though this kind of theory has most commonly used quantitative research methods (Ajzen, 2005),

Renzi (2008) said that the choice of qualitative methods constrained by the kind of data available (e.g., interviews) or by the number of cases available that does not authorize the statistical techniques to be used. Following with the actual fields that have a limit in data collection method, which is available through interview only, the author used qualitative approaches in this study.

2. METHOD

In this study, the author applied TPB methods in qualitative approaches using interpretive analysis by reconciling the subjective interpretations of the various participants. The qualitative approach that the author used is to find out more deeply and broadly about college students purchase intention towards Halal Hanwoo beef. Sherman and Webb (1988) said that qualitative research is related to meaning as it is achieved or appears in persons in lived social situations. Also, from Bogdan and Biklen (1982), different from quantitative which collected the form by numbers, qualitative research is descriptive which the data is collected in the form of words or pictures. Some benefits could be taken from qualitative research which is essential for new product development and launches. The data collection method in this study is using interview techniques that were defined based on the TPB model. Interviewing is generally a qualitative research technique that requires asking open-ended questions to converse with respondents to collect the data about a subject and leave the respondents to feel free to speak their minds and formulate their beliefs in their own words. In this research study, the author did a brief interview that used semi-structured interviews type with personal interview method.

3. RESULT AND DISCUSSION

3.1 Interview Data Analysis

This chapter covers the analysis of data collected through semi-structured interviews with the help of the components of the TPB. Each component of the model had one

or more questions dedicated to them and several questions were added with the trial interviews in mind. The focus group interviews included seventeen structured questions, starting with the introduction of the purpose of the interview from the researcher, three general questions to break the ice, and then followed by fourteen topic-related questions. Categories were assigned to each TPB component such as attitude, social norm, perceived behavioral control, and future intention. Furthermore, in the table 1 the overview of the participant is shown below.

Table 1. Overview of the participant

Participant	Year of Birth	Currently Education Degree	Currently Live	Do part time job
P1	1998	Undergraduate	Seoul	No
P2	1997	Graduate	Busan	No
P3	1996	Graduate	Seoul	No
P4	1998	Undergraduate	Busan	Yes
P5	1999	Undergraduate	Busan	Yes
P6	1999	Language Course	Busan	Yes
P7	1998	Language Course	Busan	Yes
P8	1999	Language Course	Busan	Yes

3.2 Result and Discussion

The thematic analysis process was applied to the transcripts elicited key concepts were evident in the data. These themes are viewed as essential in determining the understanding of all the participants which divided into some components in each theme. These themes are viewed as essential in determining the understanding of all the participants. These categories have been. Labeled in the table 3.2. The theme

comes up after collating the codes into several categories, which distinguish one theme from the other are presented.

Table 2. Themes of Student's Planned Behavior on the Interview

Themes	Categories	Code	Indicators
Attitude	Cognitive	Knowledge	Premium beef, high quality beef, delicious beef
		Advantage	New experience, big potential forward in South Korea
		Disadvantage Expectations	Expensive Has tender texture, worth as much as its cost
	Affective	Very Important	Knowledge, beliefs, healthiness
	Behavior	Had eating Had not eating	Hanwoo beef Internet, Korean friends, YouTube
Subjective Norms	Close Contacts	Approval Disapproval	Seniors, close friends Circle environment
	Religion Norms	Validation	Al-Qur'an, Sunnah, the scholars upon ahlus-sunnah
Perceived Behavior Control	Controllability	Obstacle for buying halal Hanwoo beef	Accessibility, cost
		Facilitators for buying halal Hanwoo beef In Control of Choices	Delivery online Completely own decisions, deal with external influences
	Self-efficacy	Capable	Affordable, experience
Future	Intentions	Will buy with ratios 1 to	8/10

Intention		10	9/10 10/10
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The results detailed above highlight student's purchase intention towards Halal Hanwoo beef in South Korea in terms of their attitudes, perceived behavior control, subjective norms, and future intentions that would be discussed and described in more detail below.

3.2.1 Attitude

From the results that have been found from the attitude side, cognitive components lead the student's attitude towards Halal Hanwoo beef then followed by the affective components and behavior components. Start from the cognitive component, their knowledge and their firm perceptions and beliefs towards Halal food and Hanwoo beef, it has a big role in affecting other components that would create their attitude. Following Ajzen's (2011) statement, the knowledge gained from interviewees' own experiences has a bigger important role on attitude than gained from other sources. In this case, that theory seems to be partly correct because it could be seen from the interviewees' respond towards it. The participants who have previous experience eating Hanwoo beef could explain their knowledge more doubtless and confidently than those who did not have any experience before. However, it appears that all of them gave a similar point of view of Hanwoo beef that it is a premium beef. Furthermore, according to the participant's point of view that Hanwoo beef is a premium-beef, it relates to Jo's (2010) state that in the Korean market, consumers are enthusiastically preferred Hanwoo beef then imported beef because they believe that Hanwoo beef is fresher and has better quality than imported beef.

3.2.2 Subjective Norms

Based on the results of the research at the subjective norms components, most of the participants seemed to think that their close contact as an external factors that considered could affect their decision were not really matter to them as what they said that they do not care what others think when it comes to their beliefs. Especially for

who has strong awareness that they must lay on that relate to Allah's commands there were from Al Qur'an, Sunnah, and the scholars upon ghilus-Sunnah they tend to feel like they make their own decisions in choosing to eat Halal food. Afterward, the external factors even their close contact did not give much important role on the formation of some participants' intention. Instead, they put close contact as their motivation to make their intention stronger.

3.2.3 Perceived Behavior Control

According to Ajzen (1991), the TPB component of perceived behavioral control divided into controllability and self-efficacy that could explain this component of the model to be understood. When they were asked about the possibility that will be some factor of what difficulties and conveniences they will face when buying Halal Hanwoo beef, the most mentioned obstacles for deciding to buy Halal Hanwoo beef are the accessibility to get Halal Hanwoo beef and the perceived higher cost than regular Halal beef or Hanwoo beef itself. However, back to its' icon which is a premium beef in the world that comes from South Korea, those obstacles cannot be avoided. Even though Hanwoo beef seems like little bit expensive compare with regular beef, it has its own value and affordable enough for them. Generally, the interviewees felt that making purchase decisions of Halal Hanwoo beef is up to them and no big external obstacles or facilitators influenced their decisions. Moreover, their self-efficacy scale seems out well because they have confidence towards their capability to buy Halal Hanwoo beef even though with all of those obstacles that could be as their consideration before making a decision to purchase it. The participants felt that external obstacles are nothing to be worried about because they could be overcome.

3.2.4 Purchase Intention

First of all, a must thing to keep underlined is all the participants have a positive attitude toward Halal Hanwoo beef which is followed by what did they know, what do they have, and what are they hold on to towards Halal food and Hanwoo beef. When the participants were asked to imagine how likely they see themselves buy

Halal Hanwoo in a year, their intention in it has relation with the numbers that they mentioned when they rate themselves from 1 to 10 for how likely they see themselves buy Halal Hanwoo beef in the future. The participants' majority responses tend to have similar answers in 8. of 10. From eight participants, there are six participants who said 8 of 10, one participant is 9 of 10, and the last one is 10 of 10. Participants who answered 8 of 10 are excited to try Halal Hanwoo beef because they think they would feel more secure to have a new experience to try Hanwoo beef in the future which is one of the most famous Korean foods. Even though they had different answers, they have a similar intention that they will not buy Halal Hanwoo beef as often as they buy regular Halal beef as their daily needs for home cooking.

4. CLOSING

4.1 Conclusion

This chapter presents the conclusion of the Theory of Planned Behavior (TPB) towards the student purchase intention of Halal Hanwoo beef in South Korea. The key findings of this study are based on the content analysis of eight interviews with Indonesian students in South Korea. This study's main research question was formulated with the assumption that students' knowledge and beliefs will somehow affect the students' intentions of purchasing Halal Hanwoo beef that related with previous researches and literatures about Muslims' purchase intention of Halal food product by Theory of Planned Behavior. Wherein, based on the result of data analysis that has been discussed on previous chapter, some conclusions are drawn as the following:

- a. Those components of the attitude in the Theory of Planned Behavior that has been analyzed in the previous chapter showed that the student's attitude is positive and has the strongest important role on future intention than students' subjective norms and perceived behavior. This means attitude is a prominent factor in student's intention on purchasing Halal Hanwoo beef in the future

because they appeared to have positive attitude which leads to having greater intentions to purchase.

- b. The student's close contact as an external factor that considered could be has important role to their decision were not really matter to them as what they said that they do not care what others think when it comes to their beliefs. However, the role of social norms on students' intentions is minimal and not a conscious decisive factor in the choice for their decision as long as it is not related to their beliefs.
- c. There is no significant role of the perceived behavior controls on student intentional of buying Halal Hanwoo Beef because they have confidence towards their capability to buy Halal Hanwoo beef. They felt that external obstacles are nothing to be worried about because they could be overcome.
- d. Following students' purchase intention that have been discussed in the previous chapter, the student perception towards the feasibility of buying Halal Hanwoo beef can be found in their point of view about how likely they see themselves buying Halal Hanwoo beef in the future and how they will deal with any obstacles that could be as the barrier they will face. Also, it can be seen from the way they see themselves by put numbers of ratio of how likely they will buy Halal Hanwoo beef in the future. Wherein, they think that they can overcome all the obstacles and they feel that they are capable to buy Halal Hanwoo beef in the future confidently and willing to pay more for it because they think it is worth eating. In this case, it relates with Conner and Armitage (1998) that they said an individual's intention to act on a particular behavior is stronger when they have a positive attitude toward that behavior. This means the possibility of buying Halal Hanwoo Beef among the students is high even though the intensity of buying Halal Hanwoo beef is low compared with regular Halal meat they consume for daily home cooking.

4.2 Research Limitation

Followed by the findings that have been mentioned above, there are several limitations in this study:

- a. The findings cannot be generalized to a wider population or different nationality. They do not make a representative group of Indonesian students in South Korea due to the limited time and difficulty of researchers in finding more sources that meet the criteria during this pandemic situation. Therefore, the participants of this study were selected through the authors' personal contacts and recommendations by these contacts and there is no variance result among the participants, so only eight sources were interviewed by the researcher.
- b. Taking a sampling method for research is often considered a major shortcoming that can limit the researchers' ability to capture critical aspects of studied behaviors and, consequently, can be suspected that it will tend to be biased. Nevertheless, the positive outcome of this research is supported by Patton's (1990) argumentation that the credibility of qualitative research can be evaluated through the richness of information gathered through analysis and presentation, rather than a sample size.

4.3 Suggestions

Followed by the limitations that have been identified and mentioned above, there are several suggestions by the author including:

- a. Recommendation for a company that attracted to do new business in Halal market or for the existing Hanwoo beef companies that want to expand their market, by providing insights about the future of purchase intention on Halal Hanwoo Beef by applying the TPB from a qualitative approach, this study can be used as a piece of evidence for marketing research of Hanwoo beef that Hanwoo beef industry has a future to expand in Halal industry.
- b. Recommendations for research in the future to do a new perspective on how the findings can be transferred to other nationalities or other scopes like immigrant workers.

- c. The qualitative method of this study could be a possible theme for future research as a quantitative approach that could broaden the knowledge of students' attitudes to a wider population.

4.4 Research Implications

The implications of this study's findings to the Halal Hanwoo beef are apparent due to the strong link between the Indonesian student's attitudes and the topic of this study: Indonesian student's purchase intentions towards Halal Hanwoo beef.

- a. The findings in this study can assist the establishment of the Halal industry that South Korea is trying to pay attention to recently.
- b. It gives an overview of the Hanwoo beef industries that they can expand the Hanwoo beef production in a new variant which is a Halal variant in the future.
- c. In an academic context, the TPB method as applied in this study to students with the addition of background factors, could be used as inspirations who wishes to study attitudes and intention of behavior in the future.
- d. The improvements that were suggested by the participants could be implemented directly as managerial implications either, such as the convenience of accessibility whereas they can buy easily by online delivery, but the quality of meat is still guaranteed.
- e. The KMF (Korean Muslim Federation) is expected to do counseling about the importance of Halal beef consuming as a Muslim to every Muslims in South Korea.

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