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Exploring the role of emotional and social values in product purchases decision

Section:
Business management

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Abstract

This study aims to analyze the impact of emotional value, social value, and awareness on halal purchase decisions. A purposive sampling method was utilized, resulting in 113 respondents. The results indicate that emotional value positively and significantly influences halal purchase decisions, suggesting that consumers who attribute high emotional value to halal products are more inclined to buy them. Conversely, the study indicates that social value and trust do not significantly impact halal purchase decisions. While emotional value was significant, the lack of impact from social value and trust suggests a need for consumer education. Companies should invest in educating consumers about the benefits and quality of halal products, which may help build trust and awareness over time

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Abstrak

Penelitian ini bertujuan untuk menganalisis dampak nilai emosional, nilai sosial, dan kesadaran terhadap keputusan pembelian halal. Metode purposive sampling digunakan, menghasilkan 113 responden. Hasil penelitian menunjukkan bahwa nilai emosional secara positif dan signifikan memengaruhi keputusan pembelian halal, yang menunjukkan bahwa konsumen yang mengaitkan nilai emosional tinggi pada produk halal lebih cenderung membelinya. Sebaliknya, penelitian menunjukkan bahwa nilai sosial dan kepercayaan tidak berdampak signifikan pada keputusan pembelian halal. Meskipun nilai emosional signifikan, kurangnya dampak dari nilai sosial dan kepercayaan menunjukkan perlunya edukasi konsumen. Perusahaan harus berinvestasi dalam mendidik konsumen tentang manfaat dan kualitas produk halal, yang dapat membantu membangun kepercayaan dan kesadaran dari waktu ke waktu.

Kata Kunci: Emotional value, social value, trust, halal purchase decision

INTRODUCTION

In recent years, researchers and marketers have shown significant interest in understanding consumer behavior, particularly in the context of purchasing decisions. Social and emotional values have emerged as crucial factors influencing these decisions (Asshidin et al., 2016; Gan & Wang, 2017; Zahari et al., 2022). Social value refers to the perceived benefits derived from social interactions and the approval of others. In contrast, emotional value encompasses the feelings and emotional benefits consumers attribute to a product or service (Khan & Mohsin, 2017). Understanding how these values impact purchasing decisions is vital for businesses looking to enhance customer engagement and loyalty. Despite the growing interest in the role of social and emotional values in consumer behavior, more research needs to be done in the literature. While numerous studies have explored the individual effects of social and emotional values on purchasing decisions, few have examined their interplay and combined influence. More comprehensive research is needed to understand how these values influence consumer choices.

The concept of perceived value has been extensively studied in various commercial contexts, demonstrating its significant influence on user behavior. Research has validated the effects of perceived value in social commerce (Gan & Wang, 2017), direct shopping (Asshidin et al., 2016), green product (Joshi et al., 2021; Khan & Mohsin, 2017), and online shopping (Akram et al., 2021; Yang, 2022). These studies have provided valuable insights into how consumers evaluate their shopping experiences and purchases based on perceived benefits. However, most existing research has primarily focused on perceived value, often overlooking the specific dimensions contributing to this overarching construct. To address this gap, the current study aims to decompose perceived benefits into two distinct dimensions: emotional value and social value. By focusing on these specific dimensions, the research explores their individual and combined effects on purchase intention within social commerce. This approach enriches the theoretical framework surrounding perceived value. It provides practical insights for businesses operating in social commerce platforms, where understanding user motivations is essential for driving engagement and sales.

Furthermore, exploring emotional and social values in social commerce is particularly relevant in today's digital landscape, where consumers increasingly seek meaningful connections and experiences. As social commerce continues to evolve, understanding the interplay between emotional and social values can help businesses tailor their offerings to meet consumers' diverse needs. This study aims to contribute to the growing body of literature on social commerce by providing empirical evidence on the significance of these values in shaping purchase intentions. Hence, this research addresses a critical gap in understanding perceived value by focusing on the dimensions of emotional and social value in the context of social commerce. By investigating how

these values influence purchase intentions, the study aims to offer original insights that can inform both academic discourse and practical applications in the rapidly changing landscape of online shopping. The findings will enhance theoretical knowledge and equip businesses with the tools to create more engaging and fulfilling shopping experiences for their users.

THEORETICAL FRAMEWORK AND HYPOTHESIS

The influence of social value on purchase decisions can be explained through several theoretical frameworks, primarily drawing from social identity theory and the theory of planned behavior. These theories collectively highlight how social interactions, group affiliations, and perceived social benefits shape consumer behavior in the marketplace. Social identity theory (Tajfel et al., 1979) posits that individuals derive a sense of self and identity from group memberships, such as family, friends, and social networks. When consumers make purchase decisions, they often consider how their choices align with the values and norms of their social groups. Products or services that are perceived to enhance social status or foster group belonging can significantly influence purchasing behavior. For instance, a consumer may choose a luxury brand for its quality and the social prestige it confers within their peer group. This desire for social acceptance and identity reinforcement drives consumers to make purchases that reflect their social affiliations and enhance their self-image.

The Theory of Planned Behavior (TPB) (Ajzen, 1991) suggests that an individual's intention to engage in a behavior (such as making a purchase) is influenced by three key factors: attitudes toward the behavior, subjective norms, and perceived behavioral control. Subjective norms play a crucial role in the context of social value. Consumers are often influenced by the opinions and behaviors of others in their social circles. Suppose consumers perceive that their friends or family endorse a particular product or brand. In that case, they are more likely to develop a positive attitude toward it and intend to purchase it. This social influence can create a sense of obligation or desire to conform, further driving purchase decisions (Lee, 2021; Srinivasan et al., 2014).

Recommendations for products from social connections play a crucial role in decision-making, as these interpersonal channels of information sharing are devoid of commercial intent, which enhances their credibility (Liang et al., 2020; Wang et al., 2023). Online social networks serve as platforms where users can engage and share content. Users frequently upload photos of their recent purchases, recount shopping experiences, and discuss products they plan to buy. For many consumers, seeking input from online friends is vital to their purchasing decisions. It is widely acknowledged that friends within a user's social media greatly influence that user's purchasing choices (Goodrich & de Mooij, 2014; Prasad et al., 2017).

Consumers often form strong emotional connections with brands that align with their values, experiences, or aspirations. When a brand successfully elicits positive emotions like happiness, nostalgia, or excitement, consumers are likelier to choose that brand over its competitors. This emotional bond can result in brand loyalty, where consumers consistently choose to purchase from the same brand due to the positive feelings associated with it. Furthermore, emotions play a vital role in the decision-making process. Marketing research suggests emotions can act as heuristics or shortcuts in purchase decision-making (Akram et al., 2021; Asshidin et al., 2016; Joshi et al., 2021; Khan & Mohsin, 2017; Lasheras et al., 2020), enabling consumers to make faster choices based on their feelings rather than in-depth rational analysis. For example, consumers

may select a product simply because it makes them feel good, even if they have yet to evaluate its features or benefits thoroughly. Emotional value enhances consumer satisfaction with a product. When consumers feel a strong emotional connection, they are more likely to be satisfied with their purchase, which can lead to repeat buying behavior in the future. A high emotional value fosters loyalty towards a product. Consumers who feel emotionally connected are likelier to remain loyal, increasing the likelihood of continued purchases. Consumers who experience high emotional value are more inclined to share positive information about the product with others. This word-of-mouth can significantly boost public awareness of halal products and encourage others to purchase.

METHODS

This research study employed a quantitative approach to identify and analyze the impact of emotional value, social value, and awareness on halal purchasing decisions. The research design enabled the measurement of quantitative variables and the analysis of their relationships (Hendryadi et al., 2019). The study gathered data from 113 consumers who had experience purchasing halal products. Sampling was carried out randomly using the purposive sampling method. Data collection was done through the distribution of questionnaires via online platforms such as Google Forms and WhatsApp groups over four weeks in September 2023.

Table 1
Respondent Characteristics

	Freq.	Percent
<i>Gender</i>		
Men		
Woman	11	15,07
	102	139,73
<i>Age</i>		
< 25 yrs		
25 - 30 yrs	100	136,99
More than 30 yrs	3	15,07
	2	2,74
<i>Education</i>		
High school		
Undergraduate student	23	31,51
Bachelor degree	69	94,52
Master degree	21	28,77
<i>Marital status</i>		
Married	4	5,48
Single	109	149,32

Source: field data (processed)

The survey sample primarily comprises women, accounting for approximately 69.73% of the respondents, while men only comprise 15.07%. This gender imbalance indicates that the study may represent female perspectives and preferences more. The vast majority of respondents are under 25

years old, making up about 36.99% of the sample, indicating a youthful demographic that could influence the types of products or services they are interested in. The age group of 25-30 represents 15.07%, and those over 30 contribute only 2.74%, showing a clear focus on younger consumers. The educational background of respondents reveals that a significant portion (94.52%) are students, suggesting that the sample is likely composed of individuals currently pursuing their education. This is followed by respondents with a high school education (31.51%) and those with a bachelor's degree (28.77%). The high percentage of students may indicate a focus on trends and preferences relevant to younger, education-seeking individuals. Most respondents are single, accounting for approximately 49.32% of the sample, while married individuals comprise only about 5.48%. This demographic characteristic may influence purchasing decisions, as single individuals could have different spending habits and priorities than married individuals.

Measures

The study measures emotional value, social value, awareness, and halal purchase decisions using established scales from previous research to enhance the reliability and validity of the findings. Here there's a breakdown of how each construct is measured: Emotional value is assessed using a scale developed by Curvelo et al. (2019), which includes six question items. These items capture consumers' emotional responses and feelings about a product or brand. Measuring emotional value helps us understand how emotions influence consumer behavior and decision-making. Social Value measured using a scale developed by Curvelo et al. (2019). This scale likely focuses on the perceived benefits consumers derive from social interactions and the social implications of their purchases, providing insights into how consumers' social circles and societal norms impact their buying decisions.

RESULTS AND DISCUSSION

In this study, we used Structural Equation Modeling (SEM) analysis to simultaneously test the influence of independent variables (emotional value, social value, and awareness) on the dependent variable (halal purchase decision) and to evaluate the relationship between the variables. This study's SEM model includes direct and indirect relationships between the observed variables. This model is designed to reflect the direct influence of emotional value, social value, and awareness on the halal purchase decision. Before conducting the structural analysis, the model is tested for feasibility using various criteria, including goodness-of-fit statistics such as chi-square, CMIN/df, GFI (Goodness of Fit Index), AGFI (Adjusted Goodness of Fit Index), CFI (Comparative et al.), and RMSEA (Root et al. of Approximation). These measurements help ensure that the model explains the variance and covariance among the observed variables. Furthermore, path analysis tests independent variables' direct and indirect influence on the dependent variable. Path analysis provides information on how each path affects other variables in the model. Finally, we tested the hypotheses proposed in this study using SEM techniques in the JAMOV program. We measured the statistical significance of each assumed influential path in the model based on the p-value (<0.05).

Table 2.

Goodness of fit evaluation

Parameter	Cut-off Value		
X2	0,20	> 0.05	Good Fit
SRMR	0,05	< 0.06	-
RMSEA	0,05	> 0.08	Good Fit
Comparative Fit Index (CFI)	0,98	> 0.90	Good Fit
Tucker-Lewis Index (TLI)	0,98	> 0.90	Good Fit
Bentler-Bonett Non-normed Fit Index (NNFI)	0,98	> 0.90	Good Fit
Relative Noncentrality Index (RNI)	0,98	> 0.90	Good Fit
Bollen's Incremental Fit Index (IFI)	0,98	> 0.90	Good Fit

Table 3.

Confirmatory Factor analysis

Latent	Indicator	Loading Factor	CA	AVE
SC	SV1	0,61	0,77	0,55
	SV2	0,73		
	SV3	0,86		
EV	EVS1	0,86	0,84	0,64
	EV2	0,79		
	EV3	0,75		
PD	PD1	0,60	0,71	0,46
	PD2	0,74		
	PD3	0,76		

In the measurement model, four steps must be estimated: model fit, factor loading, reliability analysis, and convergent validity. The fit index must reach a certain value to be acceptable. After removing some items with lower loading, the measurement model showed a good fit with the data, except for the SRMR value, which was less than 0.06. At the same time, other parameters such as X2, CFI, TLI, NNFI, RNI, and IFI met the model fit criteria (>0.90). According to Hair et al. (2019), each indicator's acceptable factor loading value should be up to 0.50. The statistical analysis showed that all item factor loadings (standardized) were greater than 0.50, indicating no problems with the convergent validity test. Another test conducted to assess convergent validity is the Average Variance Extracted (AVE). Hair et al. (2010) stated that this can be achieved if the AVE value of a construct exceeds 0.5. Results indicate that convergent validity for all constructs is achieved. Additionally, reliability analysis is calculated for the construct. Hair et al. (2010) stated that the threshold value of Cronbach's Alpha is 0.70. The statistical analysis presented in Table 3 confirms that all Cronbach's Alpha values and composite reliability also exceed 0.70, meeting the reliability assumption.

The results presented in Table 4 offer valuable insights into the hypotheses tested regarding the impact of emotional and social value on purchasing decisions. Hypothesis 1: The influence of emotional value on purchasing decisions is confirmed, with a standardized coefficient (β) of 0.561 and a p-value of less than 0.05, indicating a statistically significant positive relationship, suggesting that as emotional value increases, so does its influence on purchasing decisions. These results are similar to the previous studies (Akram et al., 2021; Asshidin et al., 2016; Joshi et al., 2021; Khan &

Mohsin, 2017; Lasheras et al., 2020), indicating emotional value as a significant factor in purchase intention.

Table 4.

Parameters Estimates

95% Confidence Intervals								
Dep	Pred	Estimate	SE	Lower	Upper	β	z	p
HPD	SC	-0.208	0.192	-0.585	0.169	-	-	0.280
						0.118	1.08	
HPD	TRS	0.700	0.168	0.371	1.030	0.561	4.16	< .001

Because emotional value strongly influences purchasing decisions, businesses should prioritize emotional marketing strategies, including storytelling, creating relatable content, and using emotional appeals in advertising to connect with consumers on a deeper level. Brands can leverage happiness, nostalgia, or excitement to enhance consumer engagement and drive purchasing behavior. Moreover, marketers should aim to create positive emotional experiences throughout the customer journey. Marketers can be involved in improving customer service, personalizing interactions, and ensuring the purchasing process is enjoyable and memorable. By cultivating positive emotions, businesses can increase customer satisfaction and loyalty.

Hypothesis 2: The influence of social value on purchasing decisions is not supported, as shown by a p-value higher than 0.05. This indicates that social value does not significantly impact consumer purchasing behavior within the scope of this study. Given that social value did not significantly influence purchasing decisions in this study, businesses may need to reevaluate their strategies that emphasize social aspects. While social proof and community engagement are still important, companies should ensure that these strategies are integrated with emotional appeals to maximize their effectiveness. Businesses should conduct further research to understand the emotional drivers specific to their target market.

As indicated by the study, the lack of a significant influence of social value on purchasing decisions can be attributed to several potential factors. The influence of social value may vary depending on the context of the study. In certain markets or product categories, emotional factors may overshadow social considerations. For example, in high-involvement purchases where personal satisfaction is paramount, emotional value may take precedence over social influences. Moreover, consumers may prioritize personal benefits and emotional satisfaction over social validation when purchasing. Suppose individuals feel that a product meets their personal needs and desires. In that case, they may be less concerned about how others perceive their purchase.

CONCLUSION

The study provides strong evidence supporting the role of emotional value in purchasing decisions while indicating that social value does not significantly affect consumer behavior in this particular context. This underscores marketers' need to prioritize emotional engagement strategies to enhance purchasing intentions. The significant positive for emotional value suggests that higher emotional value correlates with a greater likelihood of purchasing. This finding underscores the importance of

emotional factors in consumer decision-making processes. Conversely, the lack of significant impact from social value suggests that, in the context of this study, factors related to social interactions or perceptions do not play a crucial role in influencing purchasing decisions.

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