The mediating role of attitude in the influence of product quality and Corporate Social Responsibility (CSR) on Halal purchase intention among Generation Z in Ho Chi Minh City

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ABSTRACT

This study aims to explore the factors influencing the attitude and purchase intention toward Halal food among Generation Z in Ho Chi Minh City, with a particular focus on the roles of product quality and Corporate Social Responsibility (CSR). Data were collected through an online survey questionnaire, with a total of 325 questionnaires distributed and 238 valid responses returned, yielding a response rate of 73.23%. The research model was tested using the Partial Least Squares Structural Equation Modeling (PLS-SEM) technique, version 3.0. The results indicate that both product quality and CSR have a positive and statistically significant impact on Gen Z's attitude toward Halal food, which, in turn, influences their purchase intention. This study contributes to the empirical understanding of Halal consumption behavior in a non-Muslim market context. It offers important managerial implications for businesses seeking to engage with younger consumer segments effectively.

1. Introduction

In the context of globalization and international economic integration, the Halal industry has experienced significant growth, emerging as one of the most promising markets worldwide. According to the State of the Global Islamic Economy Report (DinarStandard, 2023), global Muslim consumer spending on Halal products and services was estimated at over USD 2.29 trillion in 2022, with a projected annual growth rate of 8.2% in the years to come. This rapid expansion is not limited to Muslim-majority countries. However, it has also spread to Western and Asian markets, driven by global consumer trends and increased awareness of ethical, hygienic, and quality standards. Countries such as Malaysia, Indonesia, the UAE, and Thailand are currently leading the development of the Halal ecosystem, which spans food, cosmetics, pharmaceuticals, finance, and tourism (Bonne & Verbeke, 2007; Wilson & Liu, 2010).

The concept of Halal, meaning "permissible" or "lawful" under Shariah law, extends beyond religious doctrine to represent a rigorous system of standards concerning quality, hygiene, and ethical production (Alserhan, 2011). Among these, the Halal food sector holds a central position and is highly prioritized by Muslim consumers. Furthermore, non-Muslim consumers are increasingly choosing Halal-certified products due to their perceived safety, transparency in production processes, and the ethical values associated with Halal branding

(Awan et al., 2015). These characteristics have positioned Halal products as a symbol of premium quality in many multicultural markets, including Vietnam, a country with a relatively small Muslim population but growing awareness and consumption of Halal products among younger consumers, particularly Generation Z.

However, despite its vast market potential, the consumption behavior of Halal products, especially among non-Muslim youth, remains under-researched. Most prior studies have focused on Muslim-majority countries, leaving a gap in empirical investigations in non-Muslim contexts like Vietnam (Aziz & Chok, 2013; Mukhtar & Butt, 2012). Moreover, key factors influencing attitudes and purchase intentions toward Halal food, such as product quality, Corporate Social Responsibility (CSR), and psychological aspects like personal attitudes, have not been thoroughly tested within the Gen Z demographic in Vietnam. This generation of consumers is highly dynamic, information-savvy, and sensitive to ethical, environmental, and social issues.

Since then, this study has been conducted to examine the mediating role of attitudes in the relationship between product quality, corporate social responsibility, and the intention to buy Halal products among Generation Z in Ho Chi Minh City. To achieve the above goals, this study aims to address the following two questions:

Question 1. How does product quality and Corporate Social Responsibility (CSR) impact Generation Z's intention to buy Halal products in Ho Chi Minh City, and how does the attitude play an intermediary role in this relationship?

Question 2. Based on the factors affecting the intention to buy Halal products of Generation Z in Ho Chi Minh City, what practical implications and strategies can Halal product businesses come up with to promote the Halal market?

By answering the above questions, the study aims not only to contribute theoretically by expanding our understanding of consumer behavior patterns in a non-Muslim context but also to provide practical implications for businesses seeking a more effective strategic approach to this promising segment of young consumers.

2. Literature review and research hypotheses

2.1. Theory of Planned Behavior (TPB)

In recent years, the Theory of Planned Behavior (TPB) has been widely applied to explain the purchase intentions of Halal products across various fields and contexts. Previous studies have examined the consumption intentions of Halal food, Halal cosmetics, and online fashion products (Afendi et al., 2014; Awan et al., 2015; Elseidi, 2018; Febriandika et al., 2023; Naseri et al., 2021). Most of these studies have focused on Halal food purchasing behavior in regions such as Perlis (Malaysia), Pakistan, Indonesia (particularly among Generation Z Muslims), and even Scotland, where there is a community of Arab Muslims (Afendi et al., 2014; Awan et al., 2015; Elseidi, 2018; Febriandika et al., 2023). Additionally, the intention to purchase Halal cosmetics and online consumption behavior have also garnered increasing attention (Naseri et al., 2021). Notably, the research by Syed et al. (2022) has expanded the TPB to fit the context of online fashion shopping, demonstrating the high adaptability of this theory in the modern digital environment. Therefore, this study not only inherits and continues previous research based on TPB but also contributes by expanding the TPB model, integrating additional contemporary influencing variables (product quality and CSR), thereby enhancing the predictive capability of modern consumers' intentions to purchase Halal products.

2.2. Triandis model

The Theory of Interpersonal Behavior (TIB) was developed by Triandis (1977, 2002), making it an appropriate theoretical foundation for explaining consumer intention and behavior regarding Halal products. The TIB model postulates that the immediate determinants of behavior are not only intentions but also habits, facilitating conditions, and social factors. This makes the framework highly relevant in any discussion concerning the consumption of Halal products, as such consumption behaviors are grounded in cultural values, religious beliefs, and societal norms. In the TIB model, attitude plays a significant role in forming behavioral intention. Consumers are more likely to develop positive attitudes toward Halal products if they perceive that these products offer health benefits, ethical value, and conformity to religious principles. These attitudes, along with influences from family, community, and religious institutions, which fall under the "social influence" component, form purchase intention. In addition, habitual consumption of Halal food often develops through repeated behaviors within Muslim communities and may affect purchasing actions even in the absence of conscious deliberation. On the other hand, facilitating conditions, such as the availability of Halal products, reasonable pricing, and accessibility, also play a crucial role in translating intention into actual behavior. Therefore, integrating Triandis' (1977) model into the present research not only offers a deeper understanding of the mediating role of attitude in Halal purchase intention but also broadens the analytical scope by considering the impact of social and situational factors on consumer behavior.

2.3. Conceptual definitions

2.3.1. Halal

"Halal" is an Arabic term meaning "permissible" or "lawful" under Islamic law (Shariah). In the context of consumption, Halal refers to anything permissible for Muslims to use, particularly food, beverages, cosmetics, pharmaceuticals, and various services (Eliasi & Dwyer, 2002). Halal is not merely a religious concept but also represents a comprehensive ethical framework that influences the consumption behavior and lifestyle of Muslims worldwide (Wilson & Liu, 2010). According to Yusoff (2004), Halal is often contrasted with Haram (prohibited) and Mashbooh (doubtful), where anything unclear in its Halal status should be avoided. The concept of Halal encompasses not only the product itself but also the entire value chain, including raw materials, processing, packaging, transportation, and storage, to ensure that the product remains free from any contamination or mixing with prohibited elements under Islamic teachings (Bonne & Verbeke, 2008). Thus, Halal serves as both a symbol of religious faith and a quality standard in modern consumer markets.

2.3.2. Halal product quality

The quality of Halal products is assessed not only based on physical and sensory criteria, such as safety, nutrition, and hygiene, but also on strict adherence to Shariah principles throughout the entire value chain. According to Bonne and Verbeke (2008), a high-quality Halal product contains no prohibited ingredients (e.g., pork, alcohol). It is processed, stored, and distributed under conditions that prevent contamination with Haram substances. Labeling and certification by authorized Halal bodies are critical factors that enhance consumer trust and perceived quality among Muslim consumers (Alam & Sayuti, 2011). Additionally, Halal quality is closely associated with the Islamic concept of tayyib, which implies that a product must be not only lawful but also "wholesome," "pure," and "safe for health" (Riaz & Chaudry, 2004).

Therefore, in the context of globalization, Halal product quality should be understood as a multidimensional concept, integrating international technical standards with the moral and spiritual values of the Muslim faith.

2.3.3. Corporate social responsibility

Corporate Social Responsibility (CSR) is an integral part of the production and business philosophy behind Halal products. From an Islamic perspective, Halal is not solely about compliance with religious rules regarding ingredients and production processes but also encompasses ethical business practices, social justice, and environmental protection (Wilson & Liu, 2010). In the modern context, Halal CSR has been expanded to encompass elements such as supply chain transparency, labor rights, community welfare, and ethical marketing practices (Alserhan, 2011). Halal enterprises are responsible for ensuring that their products are not only lawful (*Halal*) but also wholesome (*Tayyib*), meaning that they provide ethical, health-related, and social benefits to both consumers and the broader community (Riaz & Chaudry, 2004). As such, CSR in the Halal industry represents a comprehensive commitment that bridges religious standards with principles of sustainable development, contributing to increased consumer trust and brand loyalty.

2.3.4. Attitude toward Halal products

An individual's attitude toward a product reflects their positive or negative evaluation of whether they support, approve of, or intend to engage in a particular behavior (Rachbini, 2018). Numerous studies have examined the relationship between attitude and intention to consume Halal products, highlighting the influence of various contributing factors (Bashir, 2019; Rahman et al., 2015). Attitude serves as a psychological evaluation of behavior; in other words, how an individual cognitively perceives a behavior can determine whether they accept or reject it (Aziz & Chok, 2013). Therefore, attitude plays a critical role in shaping consumers' willingness to purchase Halal products, especially in contexts where ethical or religious considerations are relevant.

2.3.5. Purchase intention toward Halal food

Interest or concern is often the starting point of motivation that influences behavior. Intention refers to the degree of an individual's willingness or effort to perform a particular action (Abdou et al., 2024; Avci & Köroğlu, 2021). According to Usman et al. (2024), individuals with stronger behavioral intentions are more likely to engage in the target behavior. The transformation of intention into actual behavior depends on the extent to which the behavior is under the person's volitional control. Individuals can consciously choose whether or not to perform a specific behavior (Vizano et al., 2021). Moreover, purchase intention is commonly used to assess the likelihood of a consumer buying a particular product or service (Aziz & Vui, 2013). Other research suggests that purchase intention reflects an individual's belief or conviction toward buying Halal food (Abdou et al., 2024; Rachbini, 2018). Thus, many studies have affirmed that purchase intention is strongly influenced by and closely correlated with attitudes toward the product and perceived product quality (Maichum et al., 2017; Vizano et al., 2021).

2.4. Hypotheses

Food is a fundamental human need that provides numerous benefits to daily life and overall well-being. In recent years, growing social awareness of health and ethical consumption has led to the increasing inclusion of Halal food in the diets of non-Muslim consumers. Halal food is widely perceived as clean and health-supportive, particularly as consumers shift toward

products that promote mental well-being and quality of life (Wibowo et al., 2016). Product quality is considered a key determinant of consumer purchasing behavior, as it shapes personal experience and perception. According to Akın and Okumuş (2021), product quality is a reliable predictor of customers' purchase intention. It also has a significant impact on consumer behavior (Maichum et al., 2017). Aziz and Chok (2013) emphasized that non-Muslim consumers often perceive Halal products as high-quality, not only due to religious factors but also because of the strict compliance and safety they entail. Based on this discussion, the following hypothesis is proposed:

H1: Product quality has a positive effect on attitude

Enterprises with strong Corporate Social Responsibility (CSR) initiatives often influence customer behavior, attitudes, and purchase intentions favorably (Ahmad et al., 2024). When consumers perceive a strong alignment between a company's CSR practices and the Halal nature of its products, this cognitive association strengthens their trust in the brand. Thus, the compatibility between CSR efforts and the ethical standards of Halal production is considered essential (Rahman et al., 2023). The second hypothesis is therefore proposed:

H2: Corporate social responsibility has a positive effect on attitudes toward Halal products

According to Ajzen (1991), attitude toward behavior refers to the degree to which a person evaluates a given behavior as favorable or unfavorable. Individuals with a positive attitude toward a behavior are more likely to form strong intentions to engage in it. The stronger the intention, the higher the likelihood of performing the actual behavior. Khalek (2014) provided evidence that attitude significantly affects consumer behavior, not only in general but also in specific food choices and dietary habits. Rachbini (2018) found that attitude has a strong influence on purchase intention and that a positive attitude enhances the likelihood of buying behavior. Similarly, Öztürk (2022) reported a positive relationship between attitude and consumers' purchase intentions regarding Halal products. Hence, this study proposes the following hypothesis to examine the effect of attitude on Gen Z consumers' intention to purchase Halal food:

H3: Attitude toward Halal products has a positive impact on the intention to consume Halal food

Consumers believe that Halal products offer cleanliness, safety, and high quality (Elseidi, 2018; Syed et al., 2022). Research indicates that consumers' perceptions of the safety and health impacts of Halal food have a significant and positive influence on their attitudes toward these products (Vizano et al., 2021). This is reinforced by the belief that Halal products are reliable, clean, healthy, and safe for consumption, all of which are factors that contribute to a positive attitude towards them. Attitude is considered the strongest predictor of the intention to purchase Halal products among other determining factors. Numerous studies have demonstrated a significant and positive relationship between attitude and the intention to purchase Halal products. When Muslim consumers have a positive attitude toward Halal products, based on their strong beliefs about quality, safety, and health benefits, they are more likely to purchase products labeled as Halal (Syed et al., 2022). The higher the positive attitude of consumers, the greater their interest in purchasing Halal products. However, some studies suggest that the influence of attitude on purchase intention may be low in certain specific contexts, although it remains positive (Bawono & Mustofa, 2024). Therefore, attitude serves as a bridge, where perceptions of the quality of Halal products are transformed into a positive psychological state of consumers, thereby directly promoting their intention to purchase Halal products.

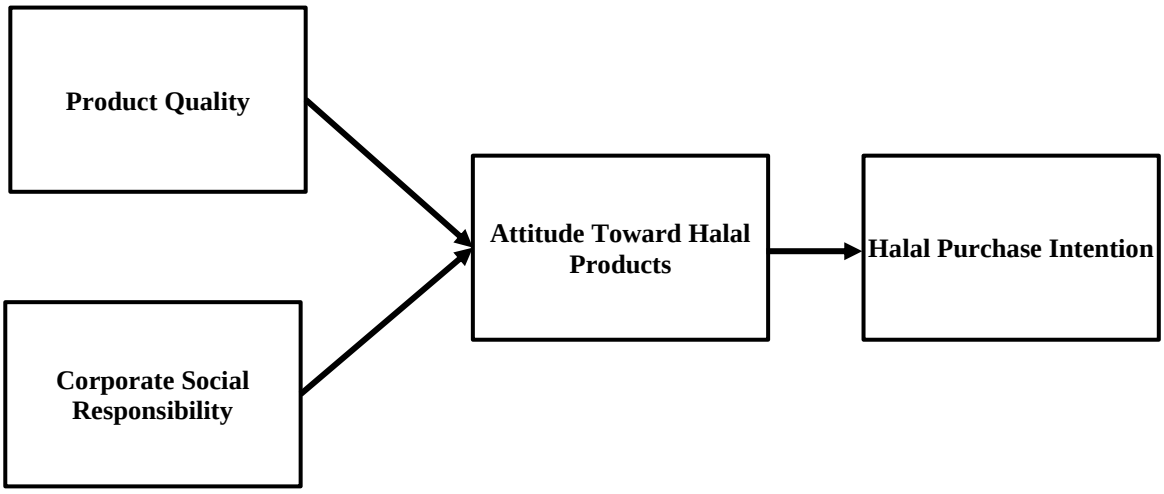
H4: Attitude mediates the relationship between product quality and the purchase intention toward Halal products

Research by Arachchi and Mendis (2021) directly investigated the relationship between corporate social responsibility awareness and purchase intent, with attitudes playing an intermediary role. This establishes a general framework that suggests CSR can influence attitudes, and attitudes, in turn, influence purchase intent. Additionally, awareness of CSR has been shown to influence purchasing attitudes and intentions (Zain & Marsasi, 2023). Additionally, numerous studies have demonstrated a positive and significant relationship between attitudes and intentions to buy Halal products (Syed et al., 2022). Specifically, the positive attitude of Muslim consumers has a direct and positive impact on their intention to purchase Halal products (Pratama et al., 2023). If consumers have a positive attitude towards Halal products, they are more likely to buy products with the Halal label (Elseidi, 2018). Based on the above studies, it can be observed that attitude plays an intermediary role between social responsibility and the intention to purchase Halal products (Arachchi & Mendis, 2021). When consumers are aware of a business's CSR activities, this can form their positive attitude towards the company and its products (Elseidi, 2018). This positive attitude, underpinned by belief in quality values and adherence to Halal principles, drives consumers' intention to purchase Halal products (Syed et al., 2022).

H5: Attitude mediates the relationship between perceived corporate social responsibility and the purchase intention toward Halal products

Figure 1

Proposed Research Model



Note. Suggested by the authors

3. Method

This study employed a convenience sampling method, which is appropriate for exploratory research on consumer behavior under limited resource conditions. The target respondents were members of Generation Z (born between 1997 and 2012), aged 18 and above, who were residing in Ho Chi Minh City during the data collection period from February to April 2025. A minimum sample size of 200 is required to ensure reliable estimation (Hoelter, 1983). Data were collected using a self-administered questionnaire designed on the Google Forms platform and distributed online via social media and relevant online communities that matched the study's target sample. A total of 325 questionnaires were distributed, and 238 responses

were collected, yielding a response rate of 73.23%. After screening the data, invalid responses, including those with uniform answers across all items and inconsistent or incomplete responses, were excluded. As a result, 238 valid questionnaires were retained for quantitative analysis.

To ensure representation within Generation Z, screening criteria for age, place of residence, and appropriateness of consumer behavior have been integrated into the questionnaire. The study sample size consisted of 238, with the following characteristics: In terms of gender, males accounted for 38.2%, while females accounted for 61.8%. In terms of age, the 22 - 24 age group is the largest, accounting for 41.6%; the 18 - 21 age group accounts for 40.3%, and the 25 - 27 age group accounts for 18.1%. In terms of educational level, the group of university students or university graduates accounted for the majority, at 81.5%. In comparison, those with a college degree or below accounted for 11.8%, and only 6.7% held a postgraduate degree. In terms of monthly income, most respondents have an income of less than 05 million VND/month (49.6%), with 05 - 10 million VND/month accounting for 31.9%, and income over 10 million VND/month accounting for 18.5%. The survey sample is considered to have good coverage among the main age groups of Generation Z and exhibits diversity in terms of gender and consumer behavior. This contributes to improving the reliability and generalization of research results for Gen Z groups in large urban areas such as Ho Chi Minh City.

The research questionnaire consisted of two sections. Section 1 included questions on basic demographic information (such as gender, age, educational level, and income), as well as screening questions to ensure the suitability of respondents for the study. Section 2 comprised measurement items for the research constructs: Product Quality was measured with three items adapted from Jamal and Sharifuddin (2015), Mohtar et al. (2014), and Aziz et al. (2013); Corporate Social Responsibility (CSR) was measured with four items based on Ismaeel and Blaim (2012) and Battour et al. (2018); Attitude Toward Halal Food was measured with three items adapted from Khalek and Ismail (2015) and Khalek (2014); Purchase Intention Toward Halal Products was measured with three items drawn from Khalek and Ismail (2015), Khalek (2014), and Aziz et al. (2013). All items were assessed using a seven-point Likert scale ranging from 1 (“Strongly Disagree”) to 7 (“Strongly Agree”).

Table 1

Measurement Scales

Scales	Code	Measurement Scale
Product Quality	Quality1	Halal food meets acceptable quality standards.
	Quality2	Halal food has a consistent quality.
	Quality3	Halal food has a delicious taste and appealing ingredients.
Corporate Social Responsibility	CSR1	The products meet Halal certification standards.
	CSR2	The products provide benefits to both consumers and the environment.
	CSR3	I believe Halal food manufacturers are committed to clear ethical principles.
	CSR4	I believe Halal food manufacturers contribute to solving social issues.

Scales	Code	Measurement Scale
Attitude Toward Halal Products	Attitude1	Halal food is safer than non-Halal food.
	Attitude2	Halal food is cleaner than non-Halal food.
	Attitude3	Halal food is healthier than non-Halal food.
Purchase Intention	Purchase intention1	I have a high intention to purchase Halal food.
	Purchase intention2	I buy Halal food even when it is more expensive than non-Halal alternatives.
	Purchase intention3	I am likely to purchase any Halal-certified food product.

Note. Authors' own analysis

SmartPLS 3.0 software is used for Confirmatory Factor Analysis (CFA) and Structural Equation Modeling (SEM) analysis. PLS-SEM is employed because the primary research objective is to explore new models rather than model variations, and the number of data samples is not excessively large (Hair et al., 2019). Moreover, previous studies have shown that in many situations, the conclusions of the study were not significantly influenced by the choice between PLS-SEM or CB-SEM (Hair et al., 2014; Sarstedt et al., 2014).

4. Data analysis and results

4.1. Assessment of the measurement model

External ear coefficient: This coefficient is used to assess the quality of the observed variables, representing the degree of association between an observed variable and the corresponding latent structure. According to the recommendation of Hair et al. (2016), the outer loading value should reach 0.7 or higher to be considered suitable. Although in some cases, the scale may reach an AVE value greater than 0.5, if a weakly loaded observation variable exists, this can still impair the stability and generalization of the model. Therefore, an external load factor evaluation should be performed before checking the mean extraction variance (AVE) to ensure that all observed variables accurately reflect the corresponding latent structure.

Table 2

Measurement Model Analysis Results

	Attitude	CSR	Purchase intention	Quality
Attitude1	0.950			
Attitude2	0.936			
Attitude3	0.936			
CSR1		0.919		
CSR2		0.909		
CSR3		0.827		
CSR4		0.925		

	Attitude	CSR	Purchase intention	Quality
Purchase intention1			0.925	
Purchase intention2			0.946	
Purchase intention3			0.851	
Quality1				0.920
Quality2				0.891
Quality3				0.914

Note. Authors' own analysis

Observed variables with outer loadings ≥ 0.7 are retained. Variables with outer loadings between ≥ 0.4 and < 0.7 should be considered for removal. If removing such a variable increases the measurement indicators beyond the threshold, it may be deleted, provided that content validity is also considered. However, if removing the variable does not improve the measurement quality, it should be retained. Variables with outer loadings < 0.4 should be removed, but content validity should still be carefully considered (Hair et al., 2016). The results in Table 3 indicate that all observed variables are retained, as their outer loadings exceed 0.7.

Table 3

Assessment of Scale Reliability and Convergent Validity

	Cronbach's Alpha	Composite Reliability	Average Variance Extracted
Attitude	0.935	0.959	0.885
CSR	0.918	0.942	0.802
Purchase intention	0.893	0.934	0.825
Quality	0.894	0.934	0.825

Note. Authors' own analysis

Cronbach's Alpha and Composite Reliability (CR) values are used to assess the reliability of the constructs. Both Cronbach's Alpha and CR should be equal to or greater than 0.7 to be considered acceptable in a measurement model. As shown in Table 4, all constructs have Cronbach's Alpha values above 0.7, and the Composite Reliability (CR) values also exceed 0.7. These results indicate that the measurement scales of the study variables meet the required standards for internal consistency and reliability.

A measurement scale is considered to have acceptable convergent validity if the Average Variance Extracted (AVE) is greater than or equal to 0.5, which means that the latent construct explains at least 50% of the variance in its observed indicators (Hair et al., 2016). As presented in Table 4, all AVE values exceed 0.5, indicating that the measurement scales demonstrate adequate convergent validity.

Table 4

Heterotrait-Monotrait Ratio (HTMT) Criteria

	Attitude	CSR	Purchase intention	Quality
Attitude				
CSR	0.732			
Purchase intention	0.806	0.592		
Quality	0.880	0.657	0.847	

Note. Authors' own analysis

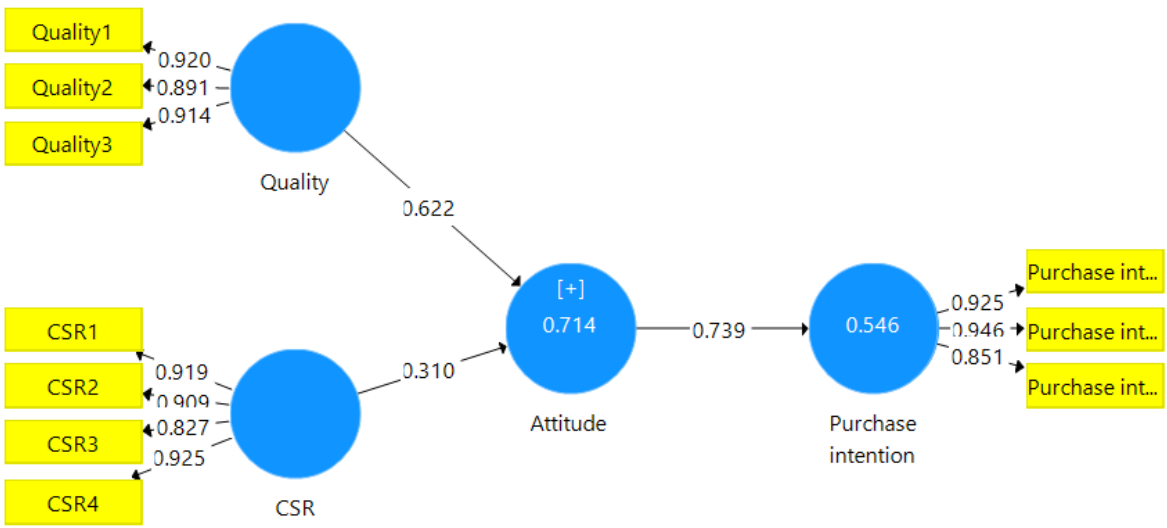
Previous studies have commonly employed the Fornell-Larcker criterion to assess discriminant validity. However, this criterion has been criticized for its weak performance, particularly when the factor loadings of the observed variables within each construct are relatively similar. Therefore, this study employs the Heterotrait-Monotrait Ratio (HTMT) to assess the discriminant validity between constructs.

According to Garson (2016), discriminant validity between two latent constructs is considered adequate when the HTMT value is below 1. Henseler et al. (2015) further recommend that if the HTMT value is below 0.90, discriminant validity is sufficiently established. As shown in Table 5, the highest HTMT value is 0.880, which is below the 0.90 threshold. Hence, the constructs in this study exhibit acceptable discriminant validity.

In summary, the above analyses demonstrate that all outer loadings of the observed variables significantly represent their respective latent constructs, and they do not strongly load onto other constructs. This confirms that the model has achieved both convergent validity and discriminant validity. After refining the measurement model to meet the requirements of reliability, convergent validity, and discriminant validity, it is now deemed appropriate for use in evaluating the structural model.

Figure 2

Measurement Model Results



Note. SmartPLS 3 test result

4.2. Assessment of the structural model

4.2.1. Results of multicollinearity assessment

In the SEM linear structure model, the study's results indicate that multicollinearity occurs when the VIF value exceeds 5. When the model is collinear or multi-collinear, the regression coefficients and p-values suggest that the impact is skewed, leading to an incorrect conclusion about the relationship in the model (Hair et al., 2014). The results presented in Table 5 show that the VIF values of the concepts in the model do not exceed the acceptance threshold of 5. Therefore, the current research model does not have a multicollinearity problem.

Table 5

Multicollinearity Assessment

	VIF
Attitude1	4.578
Attitude2	4.046
Attitude3	3.642
CSR1	3.687
CSR2	3.456
CSR3	2.116
CSR4	3.811
Purchase intention1	4.077
Purchase intention2	4.675
Purchase intention3	1.965
Quality1	2.916
Quality2	2.449
Quality3	2.754

Note. Authors' own work

4.2.2. Results of the evaluation of the coefficient of determination (R^2) and predictive relevance (Q^2)

The Q^2 values and the R^2 values of the endogenous constructs were used to assess the predictive relevance and predictive power of the proposed research model. As presented in Table 6, the R^2 results are all at a significant level (Henseler et al., 2009), indicating substantial predictive power of the endogenous constructs in the current model. Furthermore, the Q^2 values for attitude and behavioral intention are greater than zero, thereby confirming the predictive relevance of the respective latent constructs.

Table 6

R^2 and Q^2 Results

	R Square	**R Square Adjusted**	**Square**
Attitude	0.714	0.71	0.620
Purchase intention	0.546	0.542	0.443

Note. Authors' own work

4.2.3. Assessment of the effect size using the f^2 coefficient

In terms of practical application, the effect size f^2 and standardized regression coefficients are pretty similar when comparing the relative impact levels of independent variables on the dependent variable. However, standardized regression coefficients do not enable us to assess the strength or weakness of the effect. In contrast, f^2 provides recommended thresholds to determine the magnitude of the impact. The results in Table 8 show that all variables have an effect size greater than 0.02.

Table 7

Effect Size f^2

	Attitude	CSR	Purchase intention	Quality
Attitude			1.201	
CSR	0.215			
Purchase intention				
Quality	0.868			

Note. Authors' own work

4.2.4. Assessment of model fit and statistical significance of relationships

According to Hair et al. (2017), it is essential to generalize the research findings to the broader population by assessing the model's reliability through bootstrapping. Therefore, the bootstrapping technique was applied in this study, using 1,000 resamples in comparison to the original sample size of 238 observations.

Table 8

Bootstrapping Analysis Results

	Hypotheses	Original Sample	Standard Deviation	P Values	Conclusion
H1	Quality → Attitude	0.622	0.073	0.000	Accepted
H2	CSR → Attitude	0.310	0.071	0.000	Accepted
H3	Attitude → Purchase intention	0.739	0.044	0.000	Accepted
H4	Quality → Attitude → Purchase intention	0.460	0.069	0.000	Accepted
H5	CSR → Attitude →Purchase intention	0.229	0.051	0.000	Accepted

Note. Authors' own work

Table 8 indicates that all P values were 0.000, which is under 0.05; therefore, all hypotheses were accepted.

4.3. Discussion of results

The research findings confirmed that product quality, Corporate Social Responsibility (CSR), and consumer attitude all have statistically significant and positive effects on the purchase intention of Halal food among Generation Z in Ho Chi Minh City. The proposed model, tested using PLS-SEM, demonstrated a good fit between the collected data and the theoretical framework, with an R^2 value of 0.546 for purchase intention. This indicates that the model explains 54.6% of the variance in consumers' intention to purchase Halal food.

Specifically, product quality has a significant impact on consumer attitudes, with the external load coefficient of the observed indices exceeding 0.7 and the high effect coefficient ($f^2 = 0.868$). This indicates that when Generation Z consumers find that Halal products meet the standards of safety, hygiene, and transparent sourcing, they are more likely to develop a positive attitude towards these products. This result is consistent with the findings of Mukhtar and Butt (2012), who emphasized that perceived quality is a significant determinant of consumer attitudes towards Halal products.

In addition, corporate social responsibility plays a significant role in shaping the attitudes of Generation Z ($f^2 = 0.215$). When companies demonstrate social responsibility through actions such as Halal transparency, community support, and ethical production, consumers tend to take the brand more seriously and develop a more positive attitude towards it. This finding is consistent with previous studies, such as those by Aziz and Chok (2013), which emphasized the strategic importance of CSR in Halal marketing.

Attitude toward Halal products served as a critical mediating factor, strongly influencing purchase intention ($f^2 = 1.201$). This confirms that a positive attitude leads to a higher likelihood of action in consumer behavior. The relationship between attitude and intention also supports the Theory of Planned Behavior by Ajzen (1991) and aligns with previous empirical studies by Alam and Sayuti (2011) and Lada et al. (2009).

Finally, the multilinear test shows no problems (the VIF values are all below 5), and all Q^2 values are greater than 0, indicating that the model has good forecasting. This further strengthens the validity of the conclusions drawn from the PLS-SEM analysis.

In conclusion, this study provides empirical evidence for the critical roles of product quality and corporate social responsibility in shaping positive consumer attitudes, thereby enhancing the purchase intention of Halal food among Gen Z in Ho Chi Minh City. These results can serve as a foundation for Halal businesses to design more effective marketing and communication strategies that align with the ethical and quality expectations of this increasingly value-conscious young consumer segment.

5. Conclude

This study successfully validated the model by examining the factors that influence attitudes and purchase intentions toward Halal food among Generation Z in Ho Chi Minh City, using the PLS-SEM structural equation modeling method. The results indicate that both product quality and Corporate Social Responsibility (CSR) have significant and positive effects on consumer attitudes. In contrast, attitude serves as a crucial mediating factor that directly influences the intention to purchase Halal food. These findings not only enrich the theoretical understanding of consumer behavior in the context of Halal consumption in Vietnam but also affirm the applicability of the Theory of Planned Behavior (TPB).

5.1. Theoretical implications

Ajzen's (1991) Theory of Planned Behavior (TPB) asserts that the intention to perform an act is the most direct predictor of that behavior (Syed et al., 2022). This intention is influenced by three main factors: attitudes towards behavior, subjective norms, and cognitive behavioral control (Afendi et al., 2014). Research has proven that attitude has a positive and significant impact on the intention to buy Halal products. Specifically, attitude has been identified as the most influential factor for the intention to buy Halal products in various studies. This reinforces the central role of attitudes in the TPB theoretical framework when applied to the field of Halal

consumption. When consumers have a positive attitude towards a Halal product, they are more likely to buy it (Mitchell & Olson, 1981).

This study not only applies the basic variables of TPB but also expands the model by integrating more specific factors in the context of Halal products, such as product quality and corporate social responsibility. This suggests that the TPB can be flexibly extended to explain more complex behaviors, increasing the applicability and explanatory nature of the theory in specific market contexts.

The study's results indicate that product quality has a positive and statistically significant impact on consumer attitudes. This finding is consistent with traditional theories of consumer behavior, which hold that awareness of product attributes is a key factor in shaping attitudes. Notably, Corporate Social Responsibility (CSR) is also identified as a factor that has a positive and significant impact on consumer attitudes. This is a substantial contribution to integrating the concept of CSR into the framework of consumer behavior analysis in the context of Halal products, marking a first-time approach. This expansion of the theoretical scope not only enriches the understanding of the factors affecting consumer attitudes but also suggests new governance implications for businesses in building the image and value of the Halal brand.

Although TPB and the relationship between quality/CSR and attitudes have been extensively studied around the world, successfully validating them in a specific cultural and demographic context (such as Vietnam, a non-Muslim majority country, and a developing Gen Z audience) increases the generality and applicability of this theory. This helps fill the research gap on Halal consumer behavior in emerging markets. For Generation Z, a generation that grew up in a digital environment and tends to be more concerned with social and health values, the fact that CSR and product quality affect attitudes and intentions to buy Halal is a worthwhile theoretical finding, suggesting that these factors are becoming increasingly crucial for the new generation of consumers.

5.2. Practical implications

Based on the results achieved, the study proposes some management implications for businesses seeking a practical approach to the young consumer segment as follows:

Firstly, the research results indicate that product quality has a positive and significant impact on consumer attitudes. This emphasizes that to encourage purchase intent, businesses must ensure and continually improve the quality of Halal food. Product quality can be related to safety, hygiene, and health benefits. The fact that consumers, especially the Gen Z generation, believe Halal products are safe, beneficial to health, and promote cleanliness will lead to a positive attitude.

Ultimately, Generation Z should be viewed as a strategic market segment, necessitating that businesses tailor their products, marketing messages, and distribution channels to align with the psychological and behavioral characteristics of this consumer group. These recommendations can help Halal-oriented enterprises to develop more effective marketing strategies and enhance their competitiveness in the market.

For future research, it is suggested that the scope be expanded by including other generational cohorts or conducting comparative studies across different religious groups to gain deeper insights into the motivations behind Halal food consumption within Vietnam's culturally diverse context.

5.3. Limitations and future research directions

Despite achieving the expected results, this study still exhibits some limitations. First, the sample size is still relatively small; although it is satisfactory for conducting factor analysis, it remains small. Furthermore, the convenient sampling method and limited research scope of Generation Z in Ho Chi Minh City may affect the generality of the study results. Further studies can enhance the survey's scale by employing random sampling methods and conducting surveys in multiple localities. In addition, it is also worth considering expanding the scope by including other generational groups or conducting comparative studies between different religious groups to gain a better understanding of the motivations for consuming Halal food in Vietnam's diverse cultural context. Secondly, many other factors affect attitudes and intentions to buy Halal products. Therefore, future studies may uncover many other potential variables, such as religious beliefs, brand image, and religious influence, to provide a more comprehensive view of this topic.

SCIENTIFIC CONTRIBUTION

The manuscript clearly identifies a research gap; the manuscript extends or refines existing theories; the manuscript introduces or improves research methods; the manuscript provides new datasets or empirical evidence; the manuscript opens new directions for further research.

AUTHOR CONTRIBUTIONS

CRediT: **Duong Thi Thu Thinh**: Conceptualization, Methodology, Formal Analysis, Investigation, Data Curation, Writing - Original Draft, Visualization; **Nguyen Van Dieu**: Methodology, Investigation, Data Curation, Validation, Writing - Review & Editing; **Tran Tuan Anh**: Writing - Review & Editing, Supervision, Project Administration.

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NO CONFLICT OF INTEREST STATEMENT

All authors declare that they have no conflict of interest.

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