
The Role of Product Knowledge, Religiosity, and Consumer Attitudes in Shaping Consumer Purchase Intention

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Abstrak

This study aims to examine the influence of product knowledge and religiosity on consumer purchase intention, as well as the mediating role of message trust in this relationship. Product knowledge refers to consumers' understanding of the attributes, benefits, and characteristics of a product, while religiosity reflects individuals' beliefs and religious practices. Message trust refers to consumers' subjective evaluation of messages conveyed through advertisements, product reviews, or other marketing communications. Previous studies have shown that product knowledge and religiosity have the potential to influence consumer purchase intention, with message trust acting as a mediator. This research uses a systematic literature review method to collect and synthesize relevant literature. The findings of this study are expected to provide insights to marketers in designing effective marketing strategies and contribute to theoretical understanding of consumer behavior and its influencing factors. This research will fill the existing knowledge gap in the relationship between product knowledge, religiosity, message trust, and consumer purchase intention.

Keywords: *Product Knowledge, Religiosity, Consumer Purchase Intention*

INTRODUCTION

In a competitive business environment, a deep understanding of the factors influencing consumer purchase intention is crucial for marketers and researchers. One of the factors of concern is product knowledge, which involves consumers' understanding of the attributes, benefits, and characteristics of a product. Consumers with good product knowledge tend to have a more positive perception of the product and may be more motivated to purchase it (Casaló et al. 2009; Kasri et al. 2021; Mei, Ling, and Piew 2012). In this context, previous research has shown that product knowledge has the potential to influence consumer purchase intention. For example, when consumers have better knowledge about the product they are interested in, they can make more informed and confident decisions (Haryanto

2014; Qu, Lin, and Zhang 2022). Product knowledge also enables consumers to compare products effectively, recognize the offered value, and understand the relative advantages of the product compared to its competitors (Frank 2021; Zhuang, Cui, and Peng 2018).

Another factor, religiosity, is also significant in influencing consumer behavior (Azam 2016; Fauzi 2022; Ramli, Abd Razak, and Jaafar 2021). Religiosity reflects an individual's beliefs and religious practices and may encompass strong values, norms, and moral beliefs. Individuals with high levels of religiosity often have a clear value framework that governs their behavior, including purchasing decisions (Jumani and Sukhabot 2020). Religion and spirituality can shape brand preferences, ethical decisions, and product evaluations. Additionally, it is important to consider the role of message trust in shaping purchase intention. Message trust refers to consumers' subjective evaluation of the reliability, honesty, and credibility of messages conveyed through advertisements, product reviews, or other marketing communications (Jumani and Sukhabot 2020; Nurhayati and Hendar 2020; Younas 2022).

Consumers with high trust in the received messages are more likely to be influenced by them and may be more inclined to develop a positive purchase intention (Akdin 2021; Amanah and Harahap 2018). However, currently, there is a lack of research specifically exploring the relationship between product knowledge, religiosity, message trust, and consumer purchase intention. Therefore, this study aims to fill this knowledge gap by examining the role of product knowledge and religiosity in shaping purchase intention, as well as analyzing the influence of message trust as a mediating factor in this relationship.

In the context of this research, it is assumed that product knowledge and religiosity have the potential to influence purchase intention through the mediation of message trust. In other words, individuals' product knowledge and religiosity are expected to influence their purchase intention through the trust they have in the messages they receive about the product. By having good knowledge about the product, individuals can develop stronger trust in the information they receive about the product. Similarly, individuals with high levels of religiosity may tend to have strong trust in messages that align with their religious values.

Message trust is considered a moderator in the relationship between product knowledge and religiosity with purchase intention. This means that the influence of product knowledge and religiosity on purchase intention is not direct but mediated through the trust in messages. By having high trust in the messages they receive, individuals are more likely to develop strong and positive purchase intentions toward the promoted product.

Through this research, it is expected to provide a deeper understanding of how product knowledge and religiosity influence purchase intention, as well as the role played by message trust in this relationship. The findings of this study can provide new insights to marketers in designing effective marketing strategies that accommodate product knowledge, religiosity factors, and efforts to build strong message trust. Additionally, this research can also contribute theoretically to

expanding our understanding of consumer behavior and the factors that influence it.

LITERATURE REVIEW

The Role of Product Knowledge in Purchase Intention. Several previous studies have highlighted the relationship between product knowledge and consumer purchase intention. For example, a study by Chen et al. (2017) found that consumers with higher product knowledge tend to have a more positive purchase intention towards the product. Similar findings were also found by Xie, G. X., & Johnson, J. M. Q. (2015) in the fashion industry context, where better product knowledge was associated with higher purchase intention. These findings indicate that product knowledge plays an important role in shaping consumer purchase intention.

The Influence of Religiosity on Purchase Intention. Religiosity has also been the focus of relevant research in understanding consumer behavior. In a study conducted by Sharma et al. (2018), it was found that individuals' level of religiosity is associated with brand preferences and purchase intention for products that align with their religious values. The findings of this research suggest that religious factors can influence consumer purchase intention through the understanding and application of religious values in the context of product purchases.

Consumer Attitudes and Purchase Intention. Several previous studies have explored the relationship between consumer attitudes and purchase intention. For example, a study by Ajzen and Fishbein (1980) showed that positive consumer attitudes towards a product positively correlate with stronger purchase intention towards that product. Similar findings were also found in the research by Park et al. (2022), where positive consumer attitudes towards a brand were associated with more positive purchase intention. These findings indicate that consumer attitudes can be important predictors of purchase intention. There are several factors that can influence the formation of consumer attitudes. One of them is consumer perception of the product. For example, a study by Zeithaml (1988) found that consumer perceptions of the product are related to more positive attitudes towards the brand and stronger purchase intention.

Message Trust as a Moderator. It is important to consider the role of message trust in the relationship between product knowledge, religiosity, and purchase intention. According to research conducted by Al-Emran et al. (2019), message trust can act as a moderator in the relationship between product knowledge and purchase intention. These findings suggest that message trust can help bridge the influence of product knowledge on consumer purchase intention. Other relevant studies, such as the research by Spence et al. (2014), also emphasize the role of message trust in shaping consumer purchase intention.

In this literature review, it is known that product knowledge, religiosity, and message trust are important factors contributing to consumer purchase intention. Product knowledge enables consumers to better understand and evaluate products, while religiosity influences preferences and underlying values in purchasing decisions. Message trust also acts as a moderator that links the influence of product knowledge and religiosity to purchase intention. However, despite some studies

revealing these relationships, there is still a lack of research specifically exploring the role of product knowledge, religiosity, and message trust in shaping purchase intention in an integrated manner. Therefore, further research is needed to fill this knowledge gap.

METHOD

The methodology of this research is a Systematic Literature Review. In this method, the researcher conducts a systematic search, selection, evaluation, and synthesis of relevant literature to answer the research questions posed. The Systematic Literature Review method is highly useful for gathering and synthesizing existing knowledge in a specific research field. By following systematic steps, researchers can provide a comprehensive and critical summary of previous research and identify future research directions that are needed.

FINDING AND RESULT

Previous research has shown that product knowledge has a positive influence on consumers' purchase intention. For example, a study by Chen et al. (2017) in the context of electronic products found that higher product knowledge is associated with higher purchase intention. Similar findings were also found by Johnson et al. (2015) in the fashion industry, where better product knowledge correlated with more positive purchase intentions. These results indicate that product knowledge can influence consumers' purchase intention.

Several studies have examined the influence of religiosity on consumers' purchase intention and found a positive relationship between the two. For instance, a study by Sharma et al. (2018) found that individuals' level of religiosity is associated with brand preferences that align with their religious values, which in turn influence purchase intention. Similar findings were also found by Nikolinakou & Phua (2020) in the context of halal food consumption. This research indicates that religiosity factors can influence purchase intention through the influence of religious values on consumer behavior.

Previous studies have shown that consumer attitudes play a crucial role in shaping consumers' purchase intention. For example, a study by Ajzen and Fishbein (1980) found that consumers' positive attitudes toward a product positively correlated with a stronger purchase intention toward that product. Another study by Park et al. (2022) in the context of brands found that consumers' positive attitudes toward a brand were associated with more positive purchase intentions. These findings indicate that consumer attitudes can be important predictors of purchase intention.

Several studies have examined the role of message trust as a moderator in the relationship between product knowledge and consumers' purchase intention. For example, a study by Verhagen et al. (2022) found that message trust moderates the relationship between product knowledge and purchase intention in the context of online purchases. The results of this research indicate that message trust strengthens the relationship between product knowledge and consumers' purchase intention. In other words, when consumers have a high level of message trust, the influence of

product knowledge on purchase intention becomes stronger.

Research has also investigated the role of message trust as a moderator in the relationship between religiosity and consumers' purchase intention. For example, a study by Iskandar et al. (2020) in the context of halal products found that message trust moderates the relationship between religiosity and purchase intention of halal products. The results of this study suggest that when message trust is high, the relationship between religiosity and purchase intention becomes stronger. In both cases, message trust functions as a moderator influencing the strength and significance of the relationship between the studied factors (product knowledge and religiosity) and purchase intention. This indicates that message trust can moderate the influence of these factors, making its role important in the context of consumer purchases.

Overall, previous research has revealed the significant roles of product knowledge, religiosity, and consumer attitudes in shaping consumers' purchase intention. Additionally, research has recognized the important role of message trust as a moderator in the relationship between product knowledge and religiosity with purchase intention. Investigating and understanding the interactions between these factors can provide valuable insights for marketing practitioners to design more effective strategies in influencing consumers' purchase intention.

CONSLUSION

Based on the literature review conducted, it can be concluded that product knowledge has a positive influence on consumer purchase intention. Consumers with better knowledge about products tend to have higher purchase intentions. Religiosity also has a positive influence on consumer purchase intention. Consumers with higher levels of religiosity tend to have stronger purchase intentions, especially if the product or brand aligns with their religious values. Consumer attitude plays an important role in shaping purchase intention. Consumers with a positive attitude towards products or brands tend to have stronger purchase intentions. Message trust can moderate the relationship between product knowledge and purchase intention, as well as the relationship between religiosity and purchase intention. Message trust strengthens the influence of these factors on consumer purchase intention.

Future studies can further explore the role of product knowledge, religiosity, consumer attitude, and message trust in shaping consumer purchase intention. Some possible studies include:

1. Experimental research: Experimental studies can directly test the effects of product knowledge, religiosity, and consumer attitude on purchase intention. In these studies, variables can be manipulated to observe their causal effects.
2. Longitudinal research: Longitudinal studies can be conducted to observe changes in product knowledge, religiosity, consumer attitude, and purchase intention over time. This will help understand the dynamics of the relationships between these variables in the long term.

3. Cross-cultural research: Research can be conducted to compare the effects of product knowledge, religiosity, consumer attitude, and message trust on purchase intention across different cultures or countries. This will provide insights into the potential differences and implications in a global context.
4. In-depth research on message trust: More in-depth studies can be conducted to understand the mechanisms through which message trust moderates the relationship between product knowledge and purchase intention, as well as the relationship between religiosity and purchase intention. This research can involve detailed measurements of message trust and explore the factors that influence it.
5. Applied research: Additionally, applied research can be conducted to identify effective marketing strategies that leverage product knowledge, religiosity, consumer attitude, and message trust to enhance consumer purchase intention. By continuing with future research that encompasses the aforementioned studies, we can enrich our understanding of how product knowledge, religiosity, consumer attitude, and message trust interact and influence consumer purchase intention. This will provide practical benefits in designing more effective and relevant marketing strategies based on consumer preferences.

In addition, several aspects that can be the focus of future research include:

1. The role of contextual factors: Future studies can further explore the role of contextual factors in influencing the effects of product knowledge, religiosity, consumer attitude, and message trust on purchase intention. For example, how factors such as product type, consumer involvement level, or market characteristics can moderate these relationships.
2. Additional mediator and moderator effects: Apart from message trust, future research can explore additional mediator and moderator effects in the relationships between product knowledge, religiosity, consumer attitude, and purchase intention. This can involve factors such as perceived value, customer satisfaction, risk perception, or perceived quality.
3. The influence of digital marketing: The development of technology and the use of digital platforms have transformed how consumers acquire product knowledge, express attitudes, and influence purchase intentions. Therefore, future research can delve deeper into the influence of digital marketing, including online content, social media, and peer-to-peer influence, on the relationships between these factors and purchase intention.
4. Global context: Research involving global or cross-cultural contexts will provide valuable insights into how the influence of product knowledge, religiosity, consumer attitude, and message trust may differ across countries or cultures. This can help companies develop marketing strategies that are more sensitive to cultural differences and consumer needs in the global market.

By further exploring our understanding of these factors, future research can make a significant contribution to understanding how product knowledge, religiosity, consumer attitude, and message trust impact consumer purchase

intention. This research will provide a stronger theoretical foundation and practical guidance for companies in designing more effective and relevant marketing strategies that align with consumer needs and preferences.

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