

**INTENTION TO PURCHASE  
HALAL PRODUCTS AMONG  
CONSUMERS**

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**Universiti Utara Malaysia**

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# **INTENTION TO PURCHASE HALAL PRODUCTS AMONG CONSUMERS**

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Business in partial fulfillment of the requirements  
for the degree Master of Science (Management)**

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## ABSTRAK

Kajian gelagat pengguna mengenai pemasaran produk halal telah menjadi satu kajian yang sangat penting. Pengguna Muslim juga sama seperti pengguna-pengguna lain yang memerlukan produk sihat dan berkualiti serta memenuhi keperluan Shariah. Justeru, kajian lebih mendalam mengenai keinginan atau niat pengguna untuk membeli produk halal boleh digunakan untuk meramal dan memuaskan objektif pengguna dan syarikat. Penyelidikan ini mengkaji tentang hubungan antara sikap, norma subjektif, kawalan gelagat, kepercayaan dan pengetahuan tentang keinginan atau niat pengguna. Sejumlah tiga ratus soalan kaji selidik telah diedarkan. Namun begitu, hanya dua ratus enam puluh enam soalan kajian selidik yang dipulangkan dan boleh digunakan untuk analisis. Hasil kajian menunjukkan bahawa semua pembolehubah boleh sandar mempengaruhi keinginan atau niat untuk membeli produk halal di kalangan pengguna secara signifikan. Namun begitu, di antara lima pembolehubah bebas, sikap mempunyai nilai regresi yang tertinggi. Hasil kajian juga menunjukkan hubungan yang positif di antara pemboleh ubah, yang bererti peningkatan sikap akan menyebabkan peningkatan dalam keinginan atau niat pengguna dan sebaliknya. Contohnya, jika pengguna mempunyai sikap yang positif terhadap keinginan untuk membeli produk halal, keinginan mereka juga akan meningkat. Hasil kajian ini menunjukkan bahawa adalah penting bagi para peruncit untuk meningkatkan keinginan yang positif untuk membeli produk halal di kalangan pengguna. Oleh yang demikian, adalah wajar untuk para peruncit membangunkan strategi pemasaran yang berkesan untuk menghasilkan sikap yang positif terhadap pembelian produk halal di kalangan pengguna. Perbincangan tentang implikasi dan cadangan lain untuk kajian akan datang juga turut dibincangkan.

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## LIST OF ABBREVIATIONS

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<b>TRA</b>	Theory of reasoned action
<b>TPB</b>	Theory of planned behavior
<b>ATT</b>	Attitude
<b>SN</b>	Subjective norm
<b>PBC</b>	Perceived behavioral control
<b>SPSS</b>	Statistical Package for Social Science
<b>IV</b>	Independent variable
<b>DV</b>	Dependent variable
<b>ANOVA</b>	Analysis of Variance

# 1

## INTRODUCTION

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### 1.0 CHAPTER INTRODUCTION

This study explores the factors that influence intention to purchase halal products among consumer. In brief, it will discuss on whether attitude, subjective norms, perceived behavior control, trust and knowledge are important in explaining the intention to choose halal products among consumers. This chapter contains the discussion on the background of the study, problem statement, scope of study, research question, research objectives, significance of the study, definitions of key terms and organization of the study.

### 1.1 BACKGROUND OF THE STUDY

Muslim population represent up to one quarter of the world's population. It is one the fastest growing religion on earth both by birth and adoption (Alam and Sayuti, 2011). In Malaysia itself the Muslim population has increased from 10,257,341 or 58.62% to 14,049,379 or 60.36% in 2000. The estimation of the amount in 2010 has increased to

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