

**INTENTION TO PURCHASE HALAL PRODUCTS
AMONG CONSUMERS**

NADIAH RUS LIYANA RUSLI

**MASTER OF SCIENCE MANAGEMENT
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AMONG CONSUMERS**

By

NADIAH RUS LIYANA RUSLI

**Thesis Submitted to
Othman Yeop Abdullah Graduate School of Business,
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Master of Science (Management)**

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ABSTRACT

Demand for halal products had increased tremendously due to expansion of the Muslim population worldwide. This study intends to investigate factors such as attitude, subjective norms and perceived behavioral control that influence the intention to purchase halal products among consumer in Malaysia. Factors that lead to buying decision among consumer must be understood carefully in order to boost the growth of halal industry. Based on the multiple linear regression analysis, the perceived behavior control is significantly influenced the intention to purchase halal products while attitude and subjective norms are not significantly influenced the intention to purchase. The finding indicates that an individual are able to control their perception and the intention to purchase halal products. Therefore, marketers, retailers, and manufacturers have to build an effective strategy to satisfy this value among potential consumers in Malaysia.

Keywords: Halal Products, Attitude, Subjective Norms, Perceived Behavioral Control, Intention to Purchase, Theory of Planned Behavior

ABSTRAK

Permintaan untuk produk halal telah meningkat dengan ketara disebabkan oleh pengembangan penduduk Islam di seluruh dunia. Kajian ini berhasrat untuk menyiasat faktor-faktor seperti sikap, norma subjektif dan kawalan terhadap kelakuan dilihat yang mempengaruhi niat untuk membeli produk-produk halal di kalangan pengguna di Malaysia. Faktor-faktor yang membawa kepada keputusan membeli di kalangan pengguna mesti difahami dengan teliti dalam usaha untuk meningkatkan pertumbuhan industri halal. Berdasarkan analisis regresi linear berbilang, kawalan tingkah laku dilihat memberi pengaruh yang signifikan terhadap niat untuk membeli produk-produk halal manakala sikap dan norma-norma subjektif dilihat tidak memberi pengaruh yang signifikan terhadap niat untuk membeli produk halal. Dapatan menunjukkan bahawa seorang individu yang boleh mengawal persepsi dan niat mereka untuk membeli produk-produk halal. Oleh itu, pemasar, peruncit dan pengeluar perlu membina strategi yang berkesan untuk memenuhi nilai ini di kalangan pengguna-pengguna yang berpotensi di Malaysia.

Kata kunci: Produk Halal, Sikap, Norma Subjektif, Kawalan Terhadap Kelakuan, Gelagat Pembelian Pengguna, Teori Kelakuan Terancang (Theory of Planned Behavior)

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Nadiah Rus Liyana Rusli,
Master of Science Management,
Universiti Utara Malaysia.

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CHAPTER ONE

INTRODUCTION

1.0 Chapter Introduction

This chapter discusses the background, problem statement, research objectives and research questions, significance and organization of the study.

1.1 Background of study

Alam and Sayuti (2011) mentioned that one of the fastest growing religion is Islam especially in birth and adoption. The total number of Muslims worldwide in 2014 was 2.08 billion and the rate of growth is increasing at 1.84% compared to the number of Muslim worldwide in 2013 (World Muslim Population, 2014). In Malaysia, the Muslim population is estimated at 60.4%. In addition, Shafie and Othman (2006) stated that the population of Muslims in Malaysia will increase to 30% in the year 2025.

Due to the extreme rise in Muslim population, the Halal industry is becoming very significant in the global market. Pew Forum (2011) described that the Halal trade foods globally is at the range of USD 800 billion to 1.2 trillion. This is because Halal foods are also being demanded by non-Muslims who are looking for food with additional value added features such as being wholesome, safe, hygienic, and contamination-free principles (Halal Development Corporation, 2011).

The intention to purchase among consumers can be explained through Theory of Planned Behavior (TPB) that has been extensively used by other researcher such

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