

Predicting Halal Food Consumption for Muslim Turkish Immigrants Living in Germany

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Abstract : The purposes of this research are to clarify the determinants of Muslim immigrants in consuming halal food by using components of Theory of Planned Behavior. The study was done by surveying Turkish immigrants living in Cologne Germany. The results of this study show that the intentions of Muslim Turkish immigrants in consuming halal food is influenced by attitude, subjective norms and perceived behavioral control.

Keywords : halal food, immigrants, religion, theory of planned behavior

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