

Muslim Consumer Purchase Behavior on Doubtful Halal Packed Food

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Abstract : Malaysia is well known as a Muslim country and is quickly becoming a Global Halal-hub of Halal business in promoting Halal food products in both Muslim countries and non-Muslim countries. The objective of this study is to analyse the Muslim consumer purchased behaviour on doubtful Halal packed food by using theory of planned behaviour, to examine the mediating effects between certification, and Muslim consumer purchased behaviour on doubtful Halal packed food. The relevant questionnaires have been distributed in Kuala Selangor. Among the 300 Muslim participants from Kuala Selangor, Selangor, Malaysia, only 107 of them have returned the questionnaire with complete answers. The respondent's rate was discovered to be at 35.67%. The data have been analysed by using SPSS version 22 and Structural equation modelling Partial Least Square SEM-PLS. There are three dimensions needed to identify Muslim consumer purchased behaviour on doubtful Halal packed food. They are attitude towards behaviour, subjective norm and perceived behavioural. All the results from this study show that the hypothesis has been supported. However, subjective norm had shown that there is a negative relationship towards Muslim consumer purchased behaviour on doubtful Halal packed food.

Keywords : Muslim consumer purchase behaviour, theory planned behaviour, doubtful Halal, certification

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