

DETERMINANTS OF HALAL FOOD CHOICE AMONG
LOCAL NON-MUSLIM TOURISTS

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DECLARATION

We hereby declare that:

- (1) This undergraduate research project is the end result of our own work and that due acknowledgement has been given in the references to ALL sources of information be they printed, electronic, or personal.
- (2) No portion of this research project has been submitted in support of any application for any other degree or qualification of this or any other university, or other institutes of learning.
- (3) Equal contribution has been made by each group member in completing the research project.
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LIST OF ABBREVIATIONS

COMCEC	Standing Committee for Economic and Commercial Cooperation
TPB	Theory of Planned Behaviour
TRIANM	Triandis Model
ToM	Theory of Mind
HFC	Halal Food Choice
EMoW	Electronic word-of-mouth
JAKIM	Department of Islamic Development Malaysia
HDC	Halal Development Corporation
MyIHAB	Malaysia International Halal Authorities and Bodies System
CR	Composite Reliability
AVE	Average Variance Extracted
HTMT	Heterotrait-monotrait Ratio
PLS	Partial Least Squares
SEM	Structural Equation Modelling
VIF	Variance Inflation Factor
R ²	R-square
AI	Acculturation Influence
FA	Food Assurance
PT	Personality Trait
GA	Government Action

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PREFACE

In today market, tourism play an important role in growing economic as it is the main income sources for many developing countries which might creates cultural bonds among countries. Tourism also serve as a platform to connect different cultures, civilizations, races, lands, tribes and dialects around the world, whereby learning others people culture when travel. Growing number of Muslim population cause the increase number of halal tourism. The number of Muslim population predicted to grow at 2.8 billion by 2050. Moreover, halal products and services market has become viable and halal industry growing within Islamic country. Malaysia as a multicultural environment with Muslim as dominant has formed acculturation which will drive the non-Muslims in Malaysia to accept the halal food. Therefore, this research is aims to examine the impact of government action on the relationship between halal food choice and food assurance, acculturation influence and personality traits of local non-Muslim tourists.

ABSTRACT

Muslim population has been on the rise throughout the world, causing the growth of halal tourism. Halal food is one of the halal industries that are having positive growth. In fact, there is an increase of acceptance level and consumption of halal food by non-Muslim throughout the world. Thus, this research identify the determinants of HFC among local non-Muslim tourists and the impact of government action on the determinants of local non-Muslim tourists with halal food choice, whereby quantitative method were used. TOM is used in our research and the variables constructed including food assurance, acculturation influence, personality traits and HFC. Survey questionnaires were used to collect data from local non-Muslim tourists who visit Ipoh, Perak. SmartPLS were used for the data collected and the result shows that HFC during tour is influenced directly by food assurance and personality trait, but not acculturation influence. Also, government action affects personality traits and hence the individual's HFC. Therefore, our research findings are believed to contribute managerial and theoretical implications which provide a deeper insight to practitioners, policy makers and researchers.

CHAPTER 1: INTRODUCTION

1.0 Introduction

Introduction outlined the overview of our research. It includes research background, research problem, research objective and significance of the research.

1.1 Research Background

Tourism is considered as a highlighted part of a country and being main income sources for many developing countries (European Commission Tourism Unit, 2008; World Tourism Organization, 2017). It creates a positive impact on the development of a region or city (European Commission Tourism Unit, 2008).

Travel and tourism industry is the core of economic drivers around the world and it creates cultural bonds among countries (Standing Committee for Economic and Commercial Cooperation (COMCEC), 2016). Tourism connects different cultures, civilizations, races, lands, tribes and dialects around the world (Jahan & Rahman, 2016). Several studies had been conducted in assessing relationship between religion and tourism (Rinschede, 1992; Vukonic, 1996) and also the motivations factor (Allcock, 1998; MacCannell, 1992; Schmidt, 1980; Henderson, 2003).

In tourism industry, studies have shown an interest in halal tourism which drives by the growth number of Muslim population around the world (Battour & Ismail, 2015). The highest population religion in the world is Islam and the followers are called Muslim. Muslim population was predicted to grow at 2.8 billion by 2050, which is around 30% of the world population (Henderson, 2016).

Muslim believes that there is only one God, Allah and they have to live according to their laws on the holy book, Quran (BBC News, 2009). Muslims are encouraged to travel because by observing the surroundings beauty and bounty of His grateful creations, it means appreciation towards the greatness of God (Kadir, 1989) and to travel around to visit their relatives and friends (Henderson, 2002). When a Muslim embrace Qur'an and hadith as the principle in their routine and life, travelling and destination choice are highly depends on Islam concerns (Scott & Jafari, 2010).

Halal originated from Arabic had been defined by IFANCA (Islamic Food and Nutrition Council of America) as 'legal; allowed' (Kurtoğlu ve Çiçek, 2013) aligned with the religious beliefs which depicts the approved beha'viours that adhere to the Sharia Law (Islamic Teaching) (Battour & Ismail, 2016). Today, halal industry has become a viable products and services market throughout the world. This industry is blooming among halal-conscious traveler from or within Islamic country (Zulkifli & Yaakob, 2011).

1.2 Research Problem

Dindyal, (2003) elicit the fact that most societies in the world will embrace religious as one of their benchmark in making the food choice, meanwhile Swimberghe, Dheeraj and Flurry (2009), discovered a positive correlation of consumers' religious belief and their consumption. However, the study done by Cyril De Run, Muhammad, Kim and Jong (2010) debated that religious is not the sole factor influencing the world's consumption behavior but depending on degree of religiosity. Halal is deemed as a typical food choice among non-Muslims today (Ayyub, 2015; Quantaniah, Noreina & Syakinah, 2013; Mahiranissa & Hudrasyah, 2015; Abdul Majid, Zainal Abidin, Abdul Majid & Chik, 2015; Haji Ismail & Nasiruddin, 2014) who appreciate the concept of halal food (Laroche, Kim & Tomiuk, 1991).

In Malaysia context, multicultural environment with Muslim as dominant has formed acculturation, a distinct cultural practice (Jamal, 1996). Past literatures attributed acculturation as catalyst in understanding the adaptation and acceptance level between existing cultures (Ayyub, 2015; Hui, Chen, Leung & Berry, 2015). This implies that it has been the key drive for non-Muslims in Malaysia to accept the halal food (Wibowo & Ahmad, 2016).

Nevertheless, insufficient halal creeds understanding and insufficient information on halal benefits causes halal tenets being not a pillar for living of many non-Muslims (Golnaz, Zainalabidin, Mad Nasir & Chew, 2012). Similarly, Golnaz, Zainalabidin, Mad Nasir and Chew (2010), added that the stigma on halal foods among non-Muslims are formed on the very basis of their shallow knowledge on Islamic dietary codes and rules. This is the key reason for non-Muslims being susceptible to halal tenets merely through the lens of religious rather than in credence characteristics.

Accordingly, the knowledge level of non-Muslims regarding halal concept still remain doubtful (Krishnan, Mohd Aderis, Azman & Kamaluddin, 2017; Shaari, Khalique & Abdul Malek, 2013). Most of the current government efforts in Malaysia focus solely on halal logo and certification (Abdul Khalek, 2014) instead of building necessary knowledge regarding halal concept. Although government has made effort in promoting Malaysia as halal hub through strict rules and regulations issuance of halal certificate (Wibowo & Ahmad, 2016). Alqudsi (2014) mentioned that consumers' attitude and behaviour towards the level of understanding on halal and Islamic Dietary Codes and Rules still remain an issue among the locals (Quantaniah et al., 2013; Krishnan et al., 2017).

Similarly, Alqudsi (2014) mentioned consumers' choice of food is dependent on individual and environmental factors, such as marketing, information, and food properties. A lack of uniformity and transparency on how halal meat products were produced might be one of the result in lack of knowledge transmitted (Alqudsi, 2014). Efforts should be taken in educating and disseminating about "what" to non-

Muslims in increasing the understanding of mere awareness (Abdul, Ismail, Hashim & Johari, 2009; Awang, 2016).

Past studies often adopted Theory of Planned Behaviour (TPB), which was deemed as an effective tool in predicting customer's behaviour of non-Muslims within the context of halal tourism (Khalek & Syed Ismail, 2015). Alongside TPB, Triandis Model (TRIANM) have been frequently used to examine consumer behaviour of halal food choice (Wibowo & Ahmad, 2016; Kim & Lee, 2012). These two models have been a basis for studying the consumer food choices (Wibowo & Ahmad, 2016). While TPB explained human behaviour through attitude, subjective norm and perceived behavioural control (Ajzen, 1991), which linked closely to cognitive aspects, TRIANM explained human behaviour through attitude, contextual factors, personal capabilities and habits (Triandis, 1980), which linked closely to affective aspect.

There is lack of research focusing on the three human actions components (Bagoozi & Brunkrant, 1979) that are vital in defining human choices. Human actions consist of cognitive, affective and conative aspects that are correlated (Bagoozi & Brunkrant, 1980). Hence, Theory of Mind (ToM) is deemed qualify and appropriate in examining HFC among individuals (Dennis, Simic, Bigler, Abildskov, Agostino, Taylor, Rubin, Vannatta, Gerhardt, Stancin & Yeates, 2013).

ToM (Dennis et al, 2013) explained human behaviour through three aspects instead of a single aspect, as explained by TPB (Ajzen, 1991) and TRIANM (Triandis, 1980). Through our observation, there are lacks of studies of ToM in understanding human actions (Apperly, 2012; Dietvorst, Verbeke, Bagozzi, Yoon, Smits & Lugt, 2009; McAlister & Cornwell, 2015). Zielinska (2006) stated that role of all three aspects in psychology view will affects motives, personality and attitudes of consumers on food consumption and decision. In tourism motivation perspective, individual's food choice might vary according to psychological factors as tours is

expected to satisfy different levels of needs of the customers and psychological needs (Althema Margaret, Anita & Chang, 2016).

1.3 Research Objectives

In line with the issues discussed above, this study intends to examine HFC behavior among local non-Muslim tourists. The research objectives of this study are as follows:

- To ascertain the determinants of HFC among local non-Muslim tourists.
- To examine the moderation impact of government action on the relationship between HFC and the determinants of local non-Muslim tourists.

1.4 Research Significance

This research examined the factors that influence HFC among local non-Muslim tourists in Malaysia based on ToM. Tourism sector is considered as one of the most important part for a country's development. There is no doubt that non-Muslim tourists market is a big potential in halal food industry other than Muslim tourists. Thus, from this study, practitioners and government are able to play important role during the time in order to boost up the economic in the tourist sector. Government will be able to further understand the knowledge level of non-Muslims towards halal concept. Additionally, it will aid government in better way of promoting halal culture towards non-Muslim as they are still having doubt with the concept of halal. Through this, government is able to implement better strategies in order to educate, promote and reinforce the concept of halal towards non-Muslim to boost up the economics of tourism.

Furthermore, this research can act as a benchmark for halal restaurants and halal hawker stalls to attract a greater number of non-Muslim's local tourists. Different people have different standards and factors in choosing halal food. Through this, halal restaurant and halal hawker stalls are able to understand the preferences and standards of non-Muslim tourists in HFC and able to come out with better strategies in attracting a higher number of local tourists in the future. This will indirectly boost Malaysia's tourism sector.

This research can be beneficial for academicians; researchers and students who are involved in non-Muslim tourism sector in the future. ToM conducted in view to examine factors affecting non-Muslim tourists in HFC. ToM explained human behaviour with more detailed aspects instead of a single aspect. Thus, researchers and students are able to understand non-Muslim tourists in selection of HFC. This theoretical framework consists of basics that aids in more detailed researches for future researchers. Publication in this aspect can be increase.

1.5 Chapter Layout

Table 1.1: Chapter Layout

<i>Chapter 1</i>	Introductory chapter which exhibits an overview of the study.
<i>Chapter 2</i>	Overview of past literature that entail the relevant finding of the research topic in which theoretical models and conceptual framework was proposed and relevant hypotheses was developed.
<i>Chapter 3</i>	Address the methodology on how empirical studies will be carried out.
<i>Chapter 4</i>	Illustrate results from SmartPLS 3.2.6 with detailed analysis.

<i>Chapter 5</i>	Wrap the whole research findings while pinpoint the limitation, implication and recommendation.
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1.6 Conclusion

This chapter provides a basic understanding of local non-Muslim tourists towards HFC which will then drive the further chapter development of this research.

CHAPTER 2: LITERATURE REVIEW

2.0 Introduction

Chapter 2 analyses past literatures which relevant to this research study (determinants of HFC towards non-Muslim's local tourist). TOM has been referred in this study for the explanation of behavior of local non-Muslim tourists towards the HFC. An illustration of the research framework and discussion on the development of hypotheses will be included in this chapter.

2.1 Underlying Theory

2.1.1 Theory of Mind

TPB, which explained human behaviour through attitude, perceived behavioural control (Ajzen, 1991) and subjective norm been used widely in the study of human behaviour and action. Mohamed Sayuti (2011) also mentioned that there are several studies which focusing on consumer food choices used TPB as their theoretical model. Mohamed Sayuti (2011) used TPB in halal food purchasing, Groot and Steg (2007) in human behaviour towards environmental concerns and Vabo and Hansen (2016) in investigating moderating effects of consumer ethnocentrism and self-construal in their intention to purchase domestic food. Ajzen (1991) and Kiriakidis (2015) mentioned that TPB centers on cognitive aspect of human action, serving as a study of human behaviour to cognitive self-regulation. This theory implies that human behaviour is affected by their conscious mind (Conner & Armitage, 1998).

TRIANM explained human behaviour through attitude, contextual factors, personal capabilities and habits (Triandis, 1980). Bergeron, Raymond, Rivard & Gara (2005) mentioned TRIANM provides more relevant antecedents of behavior which relating to the addition of culture, facilitating conditions, and habit. Wibowo & Ahmad (2016) used TRIANM in studying human behavior regarding the acceptance of non-Muslim consumers towards halal food product and Lee (2000) in investigating cultural influences on consumer purchasing behaviour. TRIANM can be explained by individual habits and behavioural intentions (Li & Lee, 2010). Triandis (1980) stated human behave neither deliberately nor automatically, but through both emotions and social factors. This implies that TRIANM centers on affective aspect of human action.

TPB (cognitive aspect) and TRAINM (affective aspect) have been a basis and important models in identifying human behaviour and action. It is evident that human actions could not be evaluated solely on a single component of cognitive, affective and conative aspects (Ajzen & Fishbein, 2001). Attitude or human actions were defined as a multidimensional construct as it should comprise of cognitive, affective, and conative components (Ajzen & Fishbein, 2014; Bagoozi & Burnkrant, 1980).). Hence, ToM is qualify as it consists all aspects in once in the model (Dennis, Simic, Bigler, Abildskov, Agostino, Taylor, Rubin, Vannatta, Gerhardt, Stancin & Yeates, 2013). Similarly, it was evident that ToM consists of cognitive which is about the mind reading sense concerned with a person false belief; affective which is about the facial expressions and emotive communications; and conative which; relates to the influences on one's mental and emotional state (Dennis et al., 2013).

Premeck and Woodruff introduce ToM (Lillard, 1998; Henry, 2009). ToM is defined as the cognitive capacity and ability to attribute mental states to self and others (Schlinger, 2009; Premeck & Woodruff, 1978). Mental attributions

included verbal and non-verbal forms (Goldman et al., 2012) relating to belief, feeling, desires, intentions, emotion, hopes and perceptions (Sodian & Kristen, 2009; Apperly, 2012; Hiatt & Trefton, 2012). Additionally, ToM is deemed as a powerful tool in everyday prediction and explanations of human actions (Chris & Uta, 2005; Carlson et al., 2013).

The glance on existing literatures that adopts ToM indicates that the use of ToM is concentrated on field of educational and clinical area (Happe, Ehlers, Fletcher, Frith, Johanssn, Gillberg, Dolan, Frackowiak & Frith, 1996; Lillard, 1998; Shamay, Tomer, Berger, Goldsher & Aharon- Peretz, 2005; Hiatt & Trafton, 2010; Dennis et al, 2013; Carlson, Koenig & Harms, 2013; Suminar & Hastjarjo, 2016) and rare on field of business and marketing (Dietvorst, Verbeke, Bagozzi, Yoon, Smits & Lugt, 2009; McAlister & Cornwell, 2015). ToM is used widely and is important in the extensive research in clinical populations as for who face challenges in social interaction. Contradictorily, the use of ToM has been rare but deemed as appropriate in researches related to advertising influences and social competence influences.

2.1.2 Application of ToM in Past Studies

Table 2.1: Past Studies of ToM

No.	Author (Year)	Findings
1.	Dietvorst, Verbeke, Bagozzi, Yoon, Smits and Lugt (2009)	In this research, ToM was used to measure salespeople’s ability to read customers’ minds (interpersonal-mentalizing skills) to develop a new theory-driven scale. Four separate studies method were used. The result has showed that the first SToM scale (multidimensional scale), rapport building and

		captures a relationship quality between customers and salesperson. However, the other three SToM scale reflect the particular practice that the salesperson do in order to influence the sales outcomes.
2.	McAlister and Cornwell (2015)	In this study, the marketing researchers consider children’s development as a consumer. The practice of examining the individual differences in ToM and executive functioning to explain consumer behavior among the young children been adopted by the marketing studies. The finding shows that the range of the recognition rates of children towards a variety of brands is very high (0%-92.90%).

Source: Developed for the research

2.1.3 Variables Derived Based on Theory of Mind

Table 2.2: Variables Derived

Aspect	Variables
Cognitive	<ul style="list-style-type: none"> - Health-Conscious - Food Safety - Animal Welfare Concern - Acculturation Influence
Affective	<ul style="list-style-type: none"> - Neophobia - Open-minded - Perceived Quality
Conative	<ul style="list-style-type: none"> - Assimilation - Awareness

Cognitive ToM included in processing inferences about other people's beliefs and intention (Poletti, Enrici & Adenzato, 2012). In this context, health-conscious, food safety, animal welfare and acculturation influence HFC (Quantaniah et al., 2013; Wibowo & Ahmad, 2016; Golnaz, Zainalabidin, Mad Nasir & Eddie Chiew, 2010). Muhammad (2007) stated there is an increase of non-Muslim consumers opting for halal food because it is believed to be more safe and healthier to consume halal foods (Golnaz et al. 2010). Additionally, Aidaros (2014) also mentioned that all of the halal meat must meet the animal welfare standard in the production (Farouka, Pufpaff & Amir, 2016). Animal welfare influences non-Muslim consumer to choose halal food because there is an increase in concern about humane animal treatment (Quantaniah et al, 2013). Similarly, acculturation also affects non-Muslim consumers in purchasing and consuming halal food. Acculturation involved learning and the changes of individual original culture pattern. In fact, acculturation drives the learning of halal food and direct people beliefs in selecting halal food (Alkayyali & Prime, 2010).

Affective ToM refers to the inferences regarding the emotional conditions of others (Shamay-Tsoory, Aharon-Peretz & Perry, 2009). Based on this premise, hedonic, Neophobia vs Neophilic and perceived quality variables are derived to ascertain the HFC selection among non-Muslim tourists (Kemperman et al., 2000; Kivela & Crofts, 2006; Kim, Eves & Scarles, 2009; Issanchou, 1996). Both gastronomy and tourism are perceived as hedonic products (Kemperman et al., 2000; Kivela & Crofts, 2006), and thus pleasure, enjoyment or fun is the utmost benefit that trigger stronger emotional responses among the tourists (Carroll & Ahuvia, 2006). Sensing it as a hedonic product, food and tourism was rendered under the influence of variety-seeking behaviour (Mak, Lumbers, Eves & Chang, 2012). Variety-seeking is explained as 'the tendency of individuals to seek diversity in their choices of services and goods' (Kahn, 1995, p. 139). Kim, Eves & Scarles

(2009) posits food neophilia and neophobia as major drivers influencing tourists' inclination to consume foods during their holiday. Thus, there are some tourists who are travel solely for gastronomy in the place yet others still prefer familiar food while travelling (Sengel, Karagoz, Cetin, Dincer, Ertugral & Balik, 2015). Hence, for non-Muslims tourists, halal logo that promising the consistent quality (Grunert, 2006) drives them to opt for halal foods during travel rather than the unfamiliar local delicacies.

Conative ToM involves influencing a person's mental and emotional state of behaviour (Dennis et al, 2013). In this context, assimilation, awareness and adaptability variables are derived in HFC selection (McLeod, 2009; Muhammad, Mohd Zahari, Md. Shariff & Mohamad Abdullah, 2016; Roininen, Tuorila, Zandstra, de Graaf & Vehkalathi, 2001). Piaget (2009) defined assimilation as involving taking in new information and incorporates it into new information in our existing knowledge (McLeod, 2009). Assimilation affects changes of human actions in a way that the decision made before and after the process of assimilation might be contradict (Wilcox, Roggeveen & Grewal, 2011). Muhammad et al (2016) also mentioned that the degree of adaptability among non-Muslims influence their HFC selection. Thus, awareness of halal food quality cue among local non-Muslim tourists drives them towards opting for halal food. Roininen et al. (2001) stated that longer lifespan and higher quality food drives consumers liking on a particular food.

2.2 Halal Food Choice (HFC)

Consumers go through the process of selection, consumption and disposal of a product or service to satisfy their needs (Bettman, Luce & Payne, 1998). It often involves comparison and information search process among available options (Dhar & Shermn, 1996). Unfortunately, choices will be difficult to be made in unfamiliar

situations (Chen, 2009). In fact, understanding consumer choice is deemed to be a very difficult task (Bettman et al., 1998).

The market potential and growth in food sector is very much promising with people from different religion and cultural backgrounds, and the fact that food is a common need among people (Wibowo & Ahmad, 2016). According to New Britannica Encyclopedia (2013), food is defined as any substance, consumed to provide nutritional support for the body, in an effort to produce energy, maintain life, or stimulate growth, as cited by Wibowo and Ahmad (2016). Individual choices of food may vary according to external and internal factors affecting their attitudes and opinions (Wibowo & Ahmad, 2016; Abdul Manan, 2016).

When making food choices, individual will generally collect related information through various sources - friends and family, online reviews, advertising media, habits and familiarity – before selection made (Browning, So & Sparks, 2013; Buhalis & Law, 2008; Pollard, Kirk & Cade, 2002). Word of mouth spreads by family and friends is very influential (Browning et al., 2013) and have a significant impact on individual choices (Wardle, 1995). Additionally, online reviews allows individual to assess the experience without having it, attracting potential customers (Browning et al., 2013). Research indicated that the most vastly use of online interactive platform is forum (41.6%) for the purpose of searching Electronic word-of-mouth (EMoW) on food (30.6%) (Lin, Wu & Chen, 2013). Media is being regarded as vital mean in persuading consumers' food choices (Taras, Salis, Patterson, Nader & Nelson, 2000). In fact, consumers will often made selection of food based on familiarity and habit that shows resemblance in food neophobia (Pollard et al., 2002).

Population of the World (2017) reported a total of 61.3% Muslim population in Malaysia, which drives the growing interest in halal tourism (Battour & Ismail, 2015). Likewise, there is also positive response towards principal of halal food among non-Muslim in recent years (Wibowo & Ahmad, 2016; Golnaz et al., 2012).

As this happens, HFC is no longer viewed solely as religious requirement (Krishnan, Mohd Aderis, Nabil Azman & Kamaluddin., 2017). Curiosity regarding determination of non-Muslim on HFC aroused aligned with the increase acceptance towards halal food (Krishnan et al, 2017). Motivations to choose halal foods during travel showed a clear disparity in between Muslim and non-Muslim tourists as the latter is purely voluntary as an individual decision rather than being bind by religion tenet (Quantaniah et al., 2013; Krishnan et al., 2017).

2.3 Determinants of Halal Food Choice

2.3.1 Food Assurance

Food assurance schemes developed to raise consumer awareness and ensure a certain range of benefits as regard to consequences of the products purchased (Food Assurance Guidance, 2010; Eden, Bear & Walker, n.d.). Halal logo credibility, health conscious, animal welfare standards and food safety issue often linked to food assurance (Abdul, Ismail, Hashim & Johari, 2009; Mak et al., 2013; Eden, Bear & Walker, 2008; Holleran, Bredahl & Zaibet, 1999). Similarly, people have become particular in health, hygiene and animal welfare issue in the society today (Abd Latif Abd Latif, Mohamed, Sharifuddin, Abdullah & Ismail, 2014; Mathew et al., 2014).

According to Sumirah, Nurul, Zaw & Wai (2015), the implementation of halal certificate increase consumers' confidence towards the halalness of food. Sumirah (2015) mentioned that halal logo acts as the evidence of lawfulness of a product. Halal market has expand to both Muslim and non-Muslim (Abdul Khalek et al., 2016) and it is no longer a factor merely for Muslim consumer only (Abdul Latiff et al., 2013). It is a factor for non-Muslim in HFC as the concern towards health issue rises throughout the world (Abdul Latiff et al, 2013). Yuhanis and Nyen (2013) stated halal

certification as an important determinant that influence non-Muslim halal choice issue, as cited by Abdul Khalek and Mohd Mokhtar (2016).

Longer lifespan and higher quality food drives consumers liking on a particular food (Roininen et al., 2001). The growth of production of food aligned with halal principle is booming along with the current trend of health-conscious orientation (Mathew et al., 2012). Health is a quality yardstick that appeals to consumers (Roininen et al., 2001) in food choices and being recognized as significant element in motivating tourists food choices (Mak et al., 2012). Similarly, food bearing halal logo is being implied as hygienic and clean to ingest even among non-Muslims (Mathew et al., 2012).

Additionally, study done by Bonne and Verbeke (2006) mentioned that HFC is incline with the emergence of animal welfare importance. Halal principle of animal slaughtering is deemed to be less cruel (Abdul Rahman, 2017). Malaysia, being a multi-religious social ambience, induces great exposure and awareness of halal food among non-Muslims (Golnaz et al., 2010). Non-Muslims is initiated to understand halal concept embedded coming to food choice (Mir et al., 2010) with the increase importance of animal welfare issue in the society.

In fact, halal concept is not merely related to religious requirement but viewed as standards of health and hygienic cuisine style (Ismail & Nasiruddin, 2014). Cutler (2007) stated kosher foods are deemed safer and cleaner as oppose to non-halal food especially in tourism view. Emergence of food assurance issue and importance executed a certain degree of rationalization (Mak et al., 2012) among tourists in food choices, as well as directing them to halal dining.

2.3.2 Acculturation Influence

Redfield et al (1936) defined acculturation as a phenomenon that occur when groups of people with different cultures backgrounds comes together and changes the original culture pattern, as cited by Alkkayyali and Prime (2010). Berry (2003) also mentioned acculturation as a process of the change of cultural and psychological view through intercultural contact. Acculturation occurred through the fundamental of immigration (Schnettler et al., 2013) and in multiracial countries (Jamal, 1996).

Berry (1997) stated that voluntariness, mobility and permanence caused the occurrence of acculturation. Acculturation might happen due to the immigration between countries, degree of cultural exposure (Ishak, Mohd. Zahari & Othman, 2013) and individual preferences that take place influencing many individual's choices (Berry, 1997). Malaysia, being a multiracial country, shares distinct type of cultures (Jamal, 1996). Vermeir and Verbeke (2005) stated that different religion identity and degree of acculturation influences the consumption of halal food, as cited by Quantaniah et al (2013).

In fact, human behaviour on food choice is influenced by acculturation process (Wibowo & Ahmad, 2015; Schnettler, Miranda, Mora, Lobos, Viviani, Sepplvededaf, Orellanaf & Denegri, 2013). Kim (2006) stated food acculturation and adaptation occurred through the exchange of knowledge, which includes formal and informal education, exposure to media, which includes television, magazine and newspaper and the degree of social interaction among different ethnic group (Ishak et al., 2013).

Halal industry has been on a rise throughout these years especially among halal conscious traveler (Zulkifli & Yaakob, 2011). Ayyub (2015) mentioned that one of the factors that drive halal food market is the process of

acculturation. Thus, better understanding can be obtained by studying on how acculturation affects non-Muslim consumer to adapt and accept halal food (Wibowo & Ahmad, 2016). In fact, halal food market acceptance among non-Muslims is depending on the benefits and knowledge towards halal (Berry, 2005). Acculturation of halal foods among different cultures increases the acceptability and usage of halal foods among non-Muslims (Ayyub, 2015). Thus, acculturation affects halal tourism by influencing consumer HFC.

2.3.3 Personality Traits

Mak et al. (2012) propounded food-related personality traits as a pervasive prerequisite that embedded within an individual characteristic when coming to a variety of food-related behaviours. In the tourism literature, tasting on local delicacy is claimed to be an exciting yet pleasurable experience (Kivela & Crofts, 2006). This is anonymous to neophilic personality traits where it mentioned that an individual possesses a curiosity in trying unfamiliar food on holiday (Fischler, 1988) and this served as push factor for tourists to seek various dining experience (Quan & Wang, 2004; Chang, Kivela & Mak, 2011). It is an extent to which an individual reluctant to try unfamiliar cuisines and dishes (Pliner & Hobden, 1992).

Food neophobia assumed as people's willingness to taste familiar foods rather than novel foods (Eertmans, Victoir, Vansant & Bergh, 2005). Food neophobia ideology has been adopted to annotate the difference in food consumption behaviour among the tourists. Cohen and Avieli (2004) suggested that 'while on tour, many Israelis tend to relax their avoidance of non-*kosher* food, but remain extremely worried about hygiene and about culturally unacceptable food such as dog, cat, and reptile meat' (p. 760). This implies that an indigenous delicacy in a destination perceived as an 'impediment' rather than as an 'attraction' to many tourists.

Humans acts as an omnivorous creatures, will try new cuisines and different foods sources, still, exhibit a certain cautious from ingest harmful or toxic food sources. This ‘natural biological correlate of omnivorous exploratory behaviour’ is thus deemed to be aligned with the food neophobia concept (Köster & Mojet, 2007). Hence, for non- Muslims tourists, halal logo that serve as the benchmark of foods’ quality (Grunert, 2006) being an inclination for them to consume halal foods rather than the unfamiliar local dishes. Still, an individual unfolded their own strategies to simplify the food choices process (Furst, Connors, Bisogni, Sobal, & Falk, 1996).

2.3.4 Government Action

Grunert (2006) mentioned that Muslim consumers view halal as religious and quality cue, whereas, non-muslim consumers view halal as quality cue (Wibowo & Ahmad, 2016). Government plays a big role in delivering education about idea of food safety and resources to the target audiences (Ambali & Bakar, 2014). In the view of Malaysia as a Muslim-majority country, government of Malaysia has announced the development of halal sector and making it into a halal hub of the world (Hasri, Mohb. Taib & Sh. Ahmad, 2016).

It was discovered that consumers would depend on the local authorities or respective government enforcement agencies to ensure the safety of food and halal matters. Aligned with the effort of making into a halal hub of the world, Department of Islamic Development Malaysia (JAKIM) was established to support multiple government agencies and is responsible for halal certification matters (Zulkafar, M. H., Anuar, M. M. & Ab Talib, M. S., 2014). In fact, JAKIM certificates are recognized worldwide and it is proven

to be universally accepted standard (German Asia-Pacific Business Association, n.d.).

To further strengthen halal industry, Halal Development Corporation (HDC) was established to aid in coordinating and facilitating activities among government, business and consumers to ensure trustworthiness of halal food supply chain integrity (Zulkafar et al., 2014). Additionally, Kannan (2017) mentioned that Malaysia International Halal Authorities and Bodies System (MyIHAB), the first Jakim's halal ecosystem solution, was developed in the effort of empowering the Malaysian Halal Certification. It is believed that ensuring the credibility of halal is able to convince not only Muslim, but non-Muslim (Kannan, 2017).

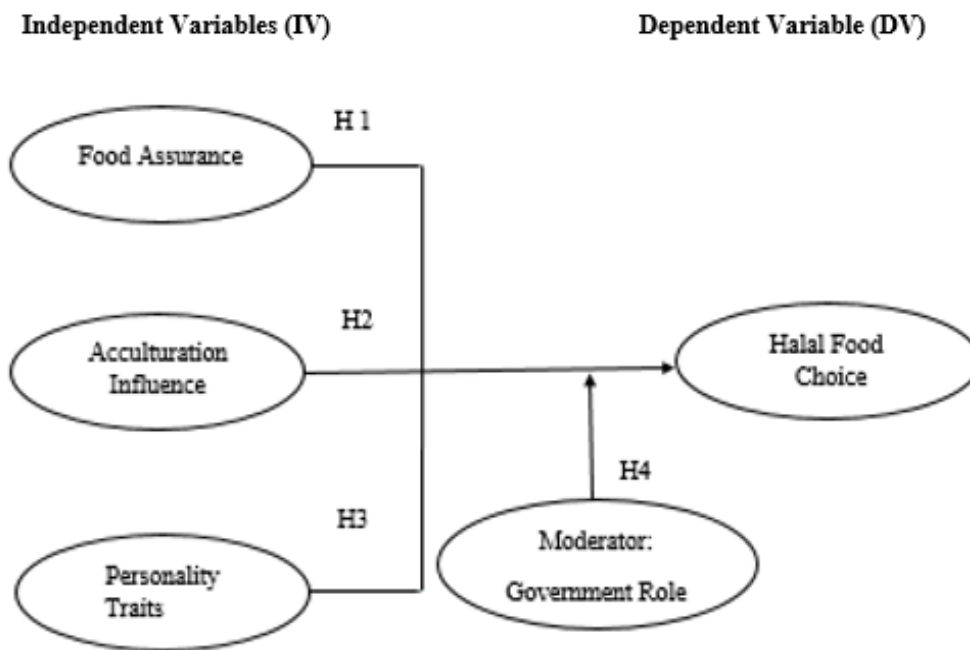
Malaysia is always being known as having diversities in terms of race, culture, food and ingredients (Datuk Arif Shah, 2016). 1Malaysia program been developed by government to create unity among Malaysians (GTP Roadmap, n.d.). 1Malaysia concept of 'People First, Performance Now' has gained popularity among Malaysians (Gill, Talib & Jawan, 2012). Aligned with that, various printed media, electronic media and verbal/non-verbal channels have been used. This supports cultural exchanges between united Malaysians. In addition, Rasmi, Ng, Lee and Soutar (2014) also mentioned the number of immigration in Malaysia supporting cultural exchanges between different culture and ethnic groups.

Malaysia offering rich Islamic values, including the availability of halal food throughout Malaysia created a stress free holiday for tourist (Samori, Md Salleh & Khalid, 2016). Samori, Md Salleh and Khalid (2016) stated that Muslim tourists market in Malaysia has been showing a consistent growth with government effort of intensive halal tourism promotions. With this, curiosity regarding the level of knowledge among non-Muslim towards halal product arise (Krishnan et al., 2017). Educating non-Muslim in benefits of

halal context is deemed as challenging (Mohamed Yunos, Che Mahmood & Abd Mansor, 2014).

2.4 Operational Framework

Figure 2.1: Determinants of HFC



Source: Developed for this research

2.5 Hypothesis Development

2.5.1 Food Assurance

According to Holleran, Bredahl & Zaibet (1999), food assurance is related to the food choice of consumer as it is affecting the cost of carrying out

transactions towards the consumers. In Malaysia context, as a multi-cultural country, halal is being recognized as a benchmark for food assurance by non-Muslim consumers other than Muslim consumers (Nik Muhammad, Md Isa & Kifli, 2009). This means food assurance affect the HFC among non-Muslim consumers. Non-Muslim consumers always perceived positive value towards the halal products. As stated by Hoh & Ali (2014), it shows that food assurance exhibited a positive correlation in relation to non-Muslim consumer's purchase intention of halal food. Food consumption pattern might change in a foreign or unfamiliar context, especially during travel (Mak, Lumbers, Eves & Chang, 2013). In fact, food assurance is related to the motivational factor that affects tourist choices of food consumption during their travel. With this, the hypothesis is developed:

H1: There will be a positive correlation between food assurance and HFC among local non-Muslim tourists.

2.5.2 Acculturation Influence

Schnettlera, Mirandaa, Mora, Lobos, Viviani, Sepulveda, Orellana and Denegeri (2013) stated several past studies showing that acculturation process affect food consumption pattern (Arredondo, Elder, Ayala, Slymen & Campbell, 2006; Nan & Cason, 2004; Song et al., 2004; Sukalakamala, Brittin & Fada, 2006). Acculturation has been frequently linked to non-Muslim consumers' food choice selection. Similarly, Berry (2003) acculturation has direct correlation to tourism sector as it involves consumer engaging themselves into host culture. In fact, few studies found stated that acculturation influence tourists' preferences and their food choices during travel (Rasmi et al., 2013). Hence, hypotheses is proposed as below:

H2: There will be a positive correlation between acculturation influence and HFC among local non-Muslim tourists.

2.5.3 Personality Traits

Past studies have been acknowledged that the decision maker are driven by psychological conditions, attitudes, personality traits, etc. (Chen, 2007; Johansson, Heldt & Johansson, 2006; Yanez, Raveau & Ortuzar, 2010). Specifically, food related personality traits exhibited a positive correlation in relation to the consumer's attitude towards food acceptance, as showed by Chen (2007). Also, food-related personality trait (Pliner & Salvy, 2006), is at the core of the mechanism depicting consumers' food choice. Kim, Eves & Scarlets (2009) claimed personality traits, that is, both food neophobia and neophilia is positively influencing tourists' inclination of local food consumption during travel. The research is aligned with the Fischler (1998), food "neophobia" and food "neophilic" personality traits shaped food consumption behavior, suggesting human has a natural tendency to resist novel foods (neophobia), and yet, also has a tendency to explore for variety (neophilic) as the "omnivore paradox". Meanwhile, Quan & Wang (2004) propound that other personality trait such as variety-seeking behaviour do significantly impact tourist's food consumption. Thus, the following hypotheses is developed:

H3: There will be a positive correlation between personality traits and HFC among local non-Muslim tourists.

2.5.4 Government Action

Past studies have acknowledged that government action affects food assurance, acculturation influence and individual's personality traits (Samori et al, 2016, Zulkafar et al, 2012) towards tourists' HFC. The level of halal knowledge and benefits are deemed as important in influencing consumer HFC (Ismoyowati, 2015). Appropriate marketing tools and educational program are essential mechanism in driving the success of halal industry (Mohamed et al., 2014).

In fact, quality cue is the source of attracting non-Muslim towards halal food (Wibowo & Ahmad, 2016; Grunert 2006). The increase importance of hygienic and safety in food encourages non-Muslims to opt for halal food, especially in unfamiliar situations (Cohen & Avieli, 2004; Köster & Mojet, 2007). Additionally, the efforts of government in creating unity among Malaysians (GTP Roadmap, n.d.) indirectly support acculturation as cultural exchanges occurred. Zulkafar et al. (2014) mentioned that role of government is one of the factors that affecting halal integrity, as cited by Ahmad & Mohd Shariff (2016). Individuals' perception towards halal context affects their action towards food choice consumption as they often exhibit a certain cautious towards unfamiliar food (Köster & Mojet, 2007). Government action is deemed as significant in planning, developing, implementing, regulating, promoting and educating the society, organization and individual towards halal awareness and knowledge (Zulkafar, Anuar & Talib, 2012). Thus, it is hypothesized that increase of government action effort significantly increases local non-Muslim tourists' degree of food assurance, acculturation influence and personality traits in selecting HFC. Hence, followings hypotheses are being proposed:

H4a: There will be an increase in the positive correlation between food assurance and HFC among local non-Muslim tourists when government action improves.

H4b: There will be an increase in the positive correlation between acculturation influence and HFC among local non-Muslim tourists when government action improves.

H4c: There will be an increase in the positive correlation between personality traits and HFC among local non-Muslim tourists when government action improves.

2.6 Conclusion

In this current chapter, it was identified that three independent variables may influence the HFC of local non-Muslim tourists. Yet, the research framework is developed and positive relationship between the independent variables and HFC of local non-Muslim tourists has been showed clearly.

CHAPTER 3: METHODOLOGY

3.0 Introduction

This chapter outlined a systematic yet theatrical analysis method which the researcher undertook to collect necessary data to testify the proposed hypotheses. Meanwhile, chapter 3 included a thorough description of how the research being carried out, encompassing research and sampling design, data collection instruments, questionnaire formulation, pilot test and data analysis techniques that been employed.

3.1 Research Design

Burns & Bush (2006) mentioned research design served as a blueprint that outlined the structure prior to decision making pertaining to the conduct of the data collection and analysis. Specifically, research design formulates a framework and plan that spells out the way to untangle the research problem in a coherent manner (Malhotra & Peterson, 2006).

Quantitative research is stated as a research method that comprises the measurement of data collection and statistical processing (Patel & Davidson, 2003). Extended from this, quantitative research places the focus on studying the cause and effect via the collection of questionnaires from the sheer size targeted respondents and analyzing it mathematically upon empirical assessment (Creswell, 2013). Thus, it is used to gauge the relationship between variables and non-Muslim local tourists' HFC through survey.

3.2 Data Collection Method

Accordance to Sekaran & Bougie (2010), data collection is a pivotal stage as data are collected from questionnaires survey since it yield high credibility, accurate and objective investigation. This survey employed self-administered data collection mode, where it required the respective respondents to answer the questionnaire themselves, with the absence of researcher. It take advantage from better reachability, wider coverage, allow the respondents answering questionnaire at own pace with anonymity assurance. (Hair, Money, Samouel & Page, 2007).

3.3 Sampling Design

In this study, the target population consists of non-Muslim local tourists in the northern region of Malaysia. Our target population is non-Muslim who had been on local tours before and those that select halal food during their trips.

The survey conducted in Perak, Malaysia's top local tourist attractions in northern region. Perak had been receiving the highest statistics of local tourists for four consecutive years from 2012 (5.67 million) (Perak Tourism, n.d.) to 2015 (7.96 million) (The Sun Daily, 2016) yet expected a 8 million local tourists in 2017 (Sagaran, 2016). Perak is doing extensive promotion of 'Visit Perak Year 2017', attracting both local and foreign tourists. Chan (2015) reported Ipoh as a paradise of food, attracting a high number of local tourists. Similarly, New Straits Times (2015) reported that Perak is being known as traditional food heaven and the increase in Ipoh's (one of the city in Perak) halal Chinese food industry has made Perak into a must-visit destinations among locals. Thus, Perak is being chosen as our sampling location to identify halal food consumption among non-Muslim tourists.

There is no sampling frame available for this research because it is impossible for us to get the name list of tourists that had visited Perak and consumed halal food during their tour.

A total number of 250 respondents are always deemed as desirable and accurate, as stated by Cattell (1978), cited by Zhao (2009). Yet, Pedhazur and Schmelkin (1991) also stated 50 respondents are more lenient for each variable in quantitative method, cited by Wilson VanVoorhis & Morgan, (2007). So, we intend to distribute total 250 sets of questionnaires for this research. Hence, we opt for SmartPLS to conduct the data analysis. Kwong & Wong (2013) propounded that sample size within the range 100-200 is always regards as an adequate indicator in SmartPls. Shackman (2013) stated that the maximum number of sample size for SmartPLS is suggested not to over 300.

3.3.1 Sampling Technique

Judgmental sampling is applied for this research. Hereby a selected sample is chosen based on researcher's knowledge and professional judgments (Business Jargon, n.d.). Annum (2016) stated judgmental sampling is appropriate for study whereby the targeted population is difficult to locate. To ensure the respondents fall under our targeted population, three relevant questions are asked: 1) Are you a local tourist; 2) Are you non-Muslim 3) Have you consumed halal food during local tour before. The questionnaire been distributed once these questions are given positive answers by respondents.

3.4 Data Collection Procedures

3.4.1 Preliminary Works

Pre-test and pilot study had been conducted before a large scale study is carried out. Pretest of questionnaire with specialist in question construction is more beneficial (Adolphus, 2017). Thus, 5 questionnaires distributed to 5 lecturers that are in-charge of research projects to ensure errors exempted.

Pilot study been employed to examine validity, feasibility, reliability and identified errors within the questionnaire (Shuttleworth, 2015). It cannot eliminate all systematic errors made but it may reduce the possible mistake and misleading question, grammatical error, and ambiguous questions (Study.com, n.d.). In pilot study, the questions were expressed in English. In fact, we approached our targeted respondents face-to-face. Additionally, filtered questions had been asked to ensure they are qualified to be our respondents.

According to Seattle (2011), 10% - 20% sample size out of the actual study is always deemed as reasonable to verify accuracy. Taking an average, which is 15% of the sample size of actual study, 38 respondents, whom consumed halal food and are local tourists, are tested. The process of amendments for questionnaires had been taken before conducting the completed survey questions in a large scale study.

3.4.2 Research Instrument

The initial draft of questionnaire been amended via the feedback obtained through pilot test so as to preserve the quality level of our questionnaire.

Questionnaires were designed according to the variables stated as it includes questions about food assurance, acculturation influence, personality traits, government role and HFC. It was classified into 4 sections: Section A, Section B, Section C and Section D (*Appendix 3: Questionnaire*). In Section A, the respondents had to tick respective answer regarding general demographic information. Yet, Section B, Section C and Section D inquired about the determinants of HFC, government action influence on HFC, and HFC selection respectively.

Likert scale is an indicator to gauge the extent of agreement and disagreement of the designated questions. (Li, 2013). Each question is subject to numerical score with the range of 1-5, (1)= strongly disagree; (2)= disagree; (3)= neutral; (4)= agree and (5)= strongly agree. Respondents are requested to circle an answer within the 5 scales on the preferred numerical score. LaMarca (2011) stated that likert scale is the most universal method and it is widely used in survey questionnaire since they are easily understood.

3.4.3 Self-Administered Survey

In this research project, we been conduct face-to-face data collection. In the collection process, we are responding to assist the respondents to answer the questionnaire questions. There are several reasons why we chose face-to-face collection process in our study.

By using face-to-face data collection process, it helps with more accurate screening and ensures the quality of the data (Susan, 2014). Face-to-face survey give the command of control to researcher either on data collection process or surrounding environment. Though face-to-face subject to labour intensive and low flexibility, it is believed to be able to generate a greater response rate (GIFT-T, 2015). As stated by Alice (2014), face-to-face survey

is generally contributing a higher response rate compare to other collection methods.

3.5 Data Analysis

3.5.1 Descriptive Analysis

According to Burns & Bush (2003), descriptive Analysis provides an overall view entailing the respondents' demographic profile with on assessment on central tendency measure. The data would be tabulated in table form to enhance the analysis purpose.

3.5.2 Scale Measurement

3.5.2.1 Convergent Validity Test

Convergent validity is an instruments designed to infer the inter-correlations of the constructs (William, 2006). Convergent validity specifies that a high proportion of variance of items is necessary towards the indicators of a construct (Mathis, 2017). Three measuring scale including outer loading, composite reliability (CR) and average variance extracted (AVE) being execute to evaluate the convergent validity of the data collected.

First, outer loading is employed to assess and evaluate the consistency of variables and indicator reliability of the data collected (Memon & Abdul Rahman, 2014; Kwong & Wong, 2013). According to Bagozzi & Yi (1988), the factor loadings with value 0.70 and

above are considered reliable. However, Kwong et al., (2013) claimed that the factor loadings with value 0.40 or higher are acceptable in the exploratory research.

Secondly, CR is executed to measure the overall internal consistency reliability of proposed construct (Kwong et al., 2013). The CR value should be 0.7 or above so as to reach the significant level of the measurement scale. According to Hair, Ringle & Sarstedt (2011), those indicators consist loadings value ranging 0.40 to 0.70 should be wipe out to increase CR. However, CR value of 0.6 or above should be good enough in the exploratory research (Bagozzi et al., 1988).

AVE is used to figure out how each indicator is corresponding to every constructs. As stated by Kwong et al., (2013), if the AVE value is 0.5 or above, it shows that the measurement model have a significant convergent validity.

3.5.2.2 Discriminant Validity

Discriminant validity is the extent whereby concepts ought to be independent theoretically, explicitly, not overlapped in practice (Campbell & Fiske, 1959). It ensures a construct measure is empirically unique (Hair, Black, Babin & Anderson, 2010). Fornell-Larcker have been mentioned as the best method to apply in determining discriminant validity (Fornell & Larcker, 1981; Farrell, 2009). Fornell-Larcker criterion stated square root of AVE must be greater than the correlation of the construct with all other construct in the structural model to prove that they are unique.

Barclay, Thompson and Higgins (1995) and Chin (1998) stated that individual indicator loading values ought to be greater than all the other cross loadings. In other words, it must show greater load in its latent variable than other latent variables to determine that the constructs are not interrelated in reality.

To further strengthen the discriminant validity sensitivity, heterotrait-monotrait ratio (HTMT) is used (Henseler, Ringle and Sarstedt, 2015). HTMT criterion mentioned a HTMT value smaller than 0.90 represent discriminant validity been formed within the two reflective constructs, whereas, HTMT value below 0.85 represent the most conservative criterion (Henseler et al., 2015). Thus, HTMT value < 0.90 is deemed appropriate in proving distinct construct's indicators. Additionally, HTMT inference confidence interval values of below 1 also represent discriminant validity (Henseler et al., 2015).

3.5.3 Inferential Test

Partial Least Squares (PLS) that emphasizing variance analysis is used in this research. PLS was used to handle reflective as well as formative indicators. Also, it is suitable to be used for prediction and research of causal relationship. It required smaller sample size than Structural Equation Modelling (SEM) technique required (Chin, 1998).

Path coefficient represents standardized regression coefficient (beta) that indicated immediate consequences of independent variables upon dependent variable in structural model, whereby it measuring strength of a single variable on another in the structural model while manipulating other antecedents with standardized data as input (Bryman & Cramer, 1990).

The value of path coefficient must be at least 0.1 (Hair, Ringle & Sarstedt, 2011) while the T-statistics must above 1.96 to support the path coefficient (Chin, 2010). As to eliminate the multi-collinearity problem, the variance inflation factor (VIF) value must be falls below 2.5. Besides, R-square (R^2) is employed to measure the predictive power of the path model for latent variable. As proposed by Hair et al. (2011), in scholarly research, particularly marketing issues, the R^2 values of 0.75, 0.50 or 0.25 for latent variables represent strong, modest or insignificant relationship.

3.6 Conclusion

In summary, there were a total of 288 questionnaires being distributed whereby 38 pieces were for pilot test purpose. Those data was collecting and analyzing with quantitative method.

CHAPTER 4: DATA ANALYSIS

4.0 Introduction

This chapter involves the illustration of data from the returned questionnaires. The data collected was analyzed by using SmartPLS 3 statistical software and interpreted into several segments. The obtained results is being discussed and showed in the following parts.

4.1 Descriptive Analysis

4.1.1 Respondents Demographic Profile

Although it was not the main purpose for this research, this set of data was intended to identify the sample demographic variables so as to evaluate for possible influence on the research findings. This demographic data included gender, age, race, religion, halal food consumption and halal food consumption during tour.

Table 4.1: Frequency and Percentage of Respondents

Descriptive	Frequency (f)	Percentage (%)
<u>Gender</u>		
Male	120	48
Female	130	52
<u>Age</u>		
Age 21 and below	73	29.2
Age 22 to 40	99	39.6
Age 41 to 52	47	18.8
Age 53 to 71	27	10.8

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Age 72 and above	4	1.6
<u>Race</u>		
Chinese	184	73.6
Indian	59	23.6
Others	7	2.8
<u>Religion</u>		
Buddhism	144	57.6
Christianity	68	27.2
Hinduism	33	13.2
Others	5	2.0
<u>Halal Food Consumption</u>		
Yes	250	100
No	0	0
Not Sure	0	0
<u>Halal Food Consumption During Tour</u>		
Yes	250	100
No	0	0
Not Sure	0	0

Source: Developed for the research

Table 4.1 illustrated the respondents demographic analysis. In gender, there are 120 male and 130 female respondents that sum up to 250 respondents in total. With this, the male respondents constituted for 48% while female respondents made up of 52% of the entire respondents. The targeted respondents have wide age coverage, with the plurality of respondents fall within the age range of 22 to 40 and those whom aged 72 and above are the least, only 4 out of 250 respondents.

As segment the respondents to race, there are 73.6% or 184 of respondents are Chinese, followed by Indian, 23.6% or 59 respondents and others only consists of a small portion of 2.8% or 7 respondents. Among these non-Muslim tourists that we encountered, most of them, constituting 144 respondents are Buddhist (57.6%), followed by who worship Christianity, 68

respondents (27.2%), 33 Hindu respondents (13.2%) and others which only 5 respondents (2.0%). With this, it is clear that the respondents for this research paper do cover multi-racial local non-Muslim tourists that came from diverse religion background. Yet, as from the table, it is shown that all of the 250 respondents (100%) been consumed Halal food. This is an expected result as Malaysia is an Islamic country, thus the citizens are always exposed to halal food daily. Beside, all of the local non-Muslim respondents had halal food consumption's experiences while on tour.

4.2 Assessment of Measurement Model

4.2.1 Internal Consistency Reliability and Convergent Validity

For a reflective measurement, convergent validity test is executed to point out the evidence that “different indicators of theoretically similar or overlapping constructs are strongly interrelated” (Brown, 2006, p. 2), whereby it convey the mean to whether the indicators is belong to that latent variable or not.

Table 4.2: Convergent Validity Result

Variables	Items	Outer Loading	CR	AVE
Food Assurance	FA1	0.639	0.894	0.587
	FA2	0.635		
	FA3	0.742		
	FA4	0.857		
	FA5	0.873		
	FA6	0.814		
Acculturation Influence	AI2	0.602	0.892	0.679
	AI3	0.902		

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	AI4	0.834		
	AI5	0.920		
Personality Trait	PT2	0.617	0.874	0.584
	PT3	0.806		
	PT4	0.790		
	PT5	0.832		
	PT6	0.758		
Government Action	GA3	0.701	0.861	0.508
	GA4	0.720		
	GA5	0.751		
	GA6	0.760		
	GA7	0.713		
	GA8	0.626		
Halal Food Choice	HFC1	0.704	0.886	0.611
	HFC2	0.820		
	HFC3	0.862		
	HFC4	0.811		
	HFC5	0.697		
Deleted items: AI1, PT1, GA1 & GA2				

Source: Developed for the research

There are four items (AI1, PT1, GA1 and GA2) were removed from the measurement scale because the outer loadings generated are below 0.60. The magnitude of outer loadings of 0.70 or higher is preferred (Kwong & Wong, 2013), yet it is supported by Bagozzi and Yi (1988) that the outer loadings can deemed to be acceptable as long as it is more than 0.60. Furthermore, it is being reinforced by Hulland (1999), the magnitude of outer loading is accepted as when it is 0.40 or higher. For outer loadings, most of the items are higher than 0.7 except few items exhibited some figures that range from 0.602 to 0.697 after withdrawal four items that the values below 0.60. After the four items has been removed, the variables are being accepted as they are more

than 0.60. Thus, the CR values of each variables are more than 0.70 in which the highest 0.894 for food assurance, the lowest 0.861 is for government action, 0.874 for personality traits, 0.892 for acculturation influence and 0.886 for HFC. Thus, the result shows that all variables have attained satisfactory internal consistency reliability. The AVE from the research is exceeding 0.5 ranging 0.508 to 0.679. This show the convergent validity is valid since all the AVE values are more than 0.50.

4.2.2 Discriminant Validity

Fornell-Larcker criterion can be used to test discriminant validity (Fornell & Larcker, 1981), cross loadings (Chin, 1998) and HTMT (Henseler et al., 2015). It is used to test whether each of the constructs are not interrelated in reality (Hair et al., 2010).

Table 4.3: Factor Matrix

Variables	AI	FA	GA	HFC	PT
Acculturation Influence	0.824				
Food Assurance	0.099	0.766			
Government Action	0.165	0.436	0.713		
Halal Food Choice	0.126	0.531	0.560	0.782	
Personality Traits	0.141	0.399	0.347	0.554	0.764

Source: Developed for the research

Based on Fornell and Larcker (1981), a construct having square root of AVE greater than the relationship of other constructs shows that they are unique and credible. The bold figures in table 4.3 indicated the square root of AVE. The bold figures indicated through the diagonal line shows a greater number

compared to other constructs. This analysis indicated that the constructs AVE is larger than squared correlation of other constructs, determining discriminant validity confirmed.

Table 4.4: Cross Loadings

		Acculturation Influence	Food Assurance	Government Action	Halal Food Choice	Personality Trait
AI	AI 2	0.602	-0.031	0.080	-0.058	0.067
	AI 3	0.902	0.068	0.149	0.084	0.118
	AI 4	0.834	-0.018	0.094	0.035	0.117
	AI 5	0.920	0.092	0.156	0.081	0.127
FA	FA 1	0.078	0.639	0.231	0.273	0.214
	FA 2	0.142	0.635	0.275	0.307	0.203
	FA 3	0.104	0.742	0.309	0.375	0.333
	FA 4	0.010	0.857	0.359	0.490	0.346
	FA 5	0.141	0.873	0.445	0.502	0.359
	FA 6	0.010	0.814	0.341	0.427	0.336
GA	GA 3	0.178	0.345	0.701	0.478	0.335
	GA 4	0.131	0.369	0.720	0.467	0.381
	GA 5	0.145	0.344	0.751	0.368	0.238
	GA 6	0.066	0.309	0.760	0.367	0.137
	GA 7	0.109	0.217	0.713	0.339	0.137
	GA 8	0.045	0.239	0.626	0.322	0.176
HFC	HFC 1	0.125	0.358	0.347	0.704	0.543
	HFC 2	0.135	0.440	0.434	0.820	0.441
	HFC 3	0.149	0.465	0.467	0.862	0.463
	HFC 4	0.055	0.423	0.484	0.811	0.393
	HFC 5	0.016	0.382	0.458	0.697	0.313
PT	PT 2	0.068	0.283	0.281	0.391	0.617

	PT 3	0.067	0.297	0.251	0.452	0.806
	PT 4	0.140	0.362	0.358	0.466	0.790
	PT 5	0.119	0.320	0.263	0.456	0.832
	PT 6	0.153	0.236	0.132	0.314	0.758

Source: Developed for the research

Table 4.4 represent the cross loadings of each indicator. Chin (1998) stated that greater load in its latent variable compared to other latent variables determine discriminant validity. The bold indicators' loadings show the value having the highest cross loadings compared to other loading value. Thus, each constructs shows the highest cross loadings value in its own latent variables, proving discriminant validity.

Table 4.5: HTMT Result

	AI	FA_	GA	HFC	PT
Acculturati on Influence					
Food Assurance	0.099 CI. ₉₇₅ (0.076, 0.192)				
Governme nt Action	0.156 CI. ₉₇₅ (0.095, 0.287)	0.498 CI. ₉₇₅ (0.344, 0.615)			
Halal Food Choice	0.102 CI. ₉₇₅ (0.076, 0.204)	0.609 CI. ₉₇₅ (0.486, 0.721)	0.665 CI. ₉₇₅ (0.524, 0.786)		
Personality Traits	0.141 CI. ₉₇₅ (0.067, 0.273)	0.460 CI. ₉₇₅ (0.338, 0.596)	0.390 CI. ₉₇₅ (0.265, 0.536)	0.658 CI. ₉₇₅ (0.536, 0.767)	

Source: Developed for the research

Henseler et al. (2015) stated a HTMT criterion below 0.90 represent confirmed discriminant validity, whereas, HTMT criterion below 0.85 represent even more conservative criterion. Table 4.5 shows HTMT value of less than 0.85 for all construct, determining a conservative criterion and proving discriminant validity. Henseler et al. (2015) also stated HTMT inference of less than 1 shows valid discriminant validity. The confidence interval shows value of less than 1, meaning that all of the constructs are unrelated in reality.

Both convergent validity and discriminant validity analysis shows the constructs and latent variables are theoretically related and not interrelated respectively.

4.3 Inferential Analysis

4.3.1 Path Analysis

Path analysis is to indicate the effect of an independent variable on a dependent variable in the path model. To determine the effect of variables, VIF, path coefficient and T-statistics were used. Additionally, R^2 is used to determine the strength of the overall result.

Figure 4.1 Continuous Moderator SmartPLS Diagram

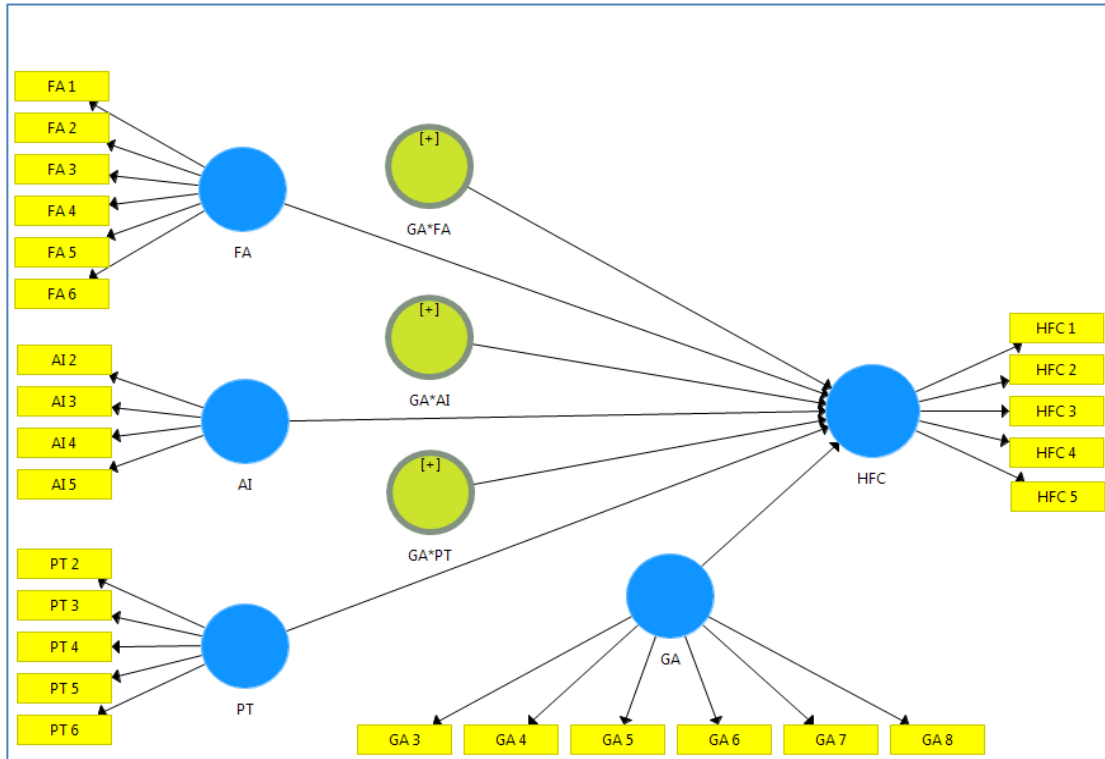


Table 4.6: Path Analysis of Original Model and Continuous Moderator

Dependent Variable	Independent Variable	Moderator	VIF		Path Coefficient		T-Statistics		Result	
			Original	Moderator	Original	Moderator	Original	Moderator		
Halal Food Choice	FA		1.189	1.393	0.365	0.224	6.444	3.932	Accept	
	AI		1.018	1.069	0.005	-0.017	0.087	0.237	Reject	
	PT		1.205	1.325	0.413	0.372	7.438	7.330	Accept	
		GA*FA			1.140		-0.087		0.692	Reject
		GA*AI			1.050		-0.038		1.370	Reject
		GA*PT			1.217		0.109		1.899	Accept
R^2 (Original Model) = 0.425 R^2 (Continuous Moderator) = 0.525										

Source: Developed for the research

Table 4.6 exhibits the path analysis of original model and continuous moderator. For the original model, the VIF values for food assurance, acculturation influence and personality trait are within the range of 1.018 to 1.205. Since all VIF value is below 2.5, the multi-collinearity occurrence is void. Besides, the path coefficient value and T-Statistics value of food assurance and personality trait are exceeding 0.1 and 1.96 respectively (Huber et al, 2007), which means H1 and H3 are supported and they could be accepted. However, acculturation influence H2 is not supported as its path coefficient is below 0.1 and its T-statistics value does not exceed 1.96. This justified that the HFC is influenced directly by food assurance and personality trait, but not influenced directly by acculturation influence. The R^2 in original model shows 0.425 (42.5 %) whereby it considered weak relationship.

As for the continuous moderator result, the VIF values for food assurance, acculturation influence and personality trait and government action are ranging from 1.069 to 1.393. It eliminates the multi-collinearity problem in this research because all VIF value is below 2.5. Besides, the path coefficient value and T-Statistics value of food assurance, personality trait and government action are exceeding 0.1 and 1.96, which means H1, H3 and H6 are supported and they could be accepted (Huber et al, 2007). However, H2, H4 and H5 are not support as the path coefficient and T-Statistics value is lesser than 0.1 and 1.96 respectively. This illustrates that HFC during tour is influenced directly by food assurance and personality trait, but not acculturation influence. Additionally, it also illustrate that government action affects personality traits and hence the individual's HFC. Government action does not moderate the food assurance and acculturation on the individual's HFC. The R^2 for continuous moderator shows 0.525, meaning 52.5% showing that the R^2 considered moderate relationship.

The results show R^2 of 42.5% and 52.5% on path analysis of original model and continuous moderator respectively. This shows the result improves from weak effect size (being 0.425) to moderate effect size (being 0.525). This indicated an improved and strengthened relationship of path analysis of our research with the existence of moderating effect.

4.4 Conclusion

In summary, there are four items (AI1, PT1, GA1 and GA2) been eliminated from the measurement scale before doing the data analysis. It has been concluded that food assurance and personality traits having significant positive correlation with HFC. Government action also increases the positive correlation among personality traits with HFC. With government action, the overall relationship of the results strengthened with R^2 having 52.5%. The data was proven to be reliable and validate in this chapter.

CHAPTER 5: DISCUSSION, CONCLUSION AND IMPLICATIONS

5.0 Introduction

This chapter indicates the finale of this research providing summarization and discussion throughout Chapter 1 to Chapter 4. It also includes the implications and recommendations to improve the overall of this research. This summarizes the findings of our research.

5.1 Summary and Discussion on Major Findings

Evidence from the food consumption literature, socio-demographic elements is deemed to have influential role in understanding the variation in consumption of food across different contexts (Furst et al., 1996; Randall & Sanjur, 1981). In many tourism researches revealed that the socio-demographic which will impact on food consumption of tourists including age, religion and gender.

In term of age, Khan (1981) posits that elderly ought to have a different food preferences as to youngsters due to decreased sensation of smell and taste. Hence, in this research, a wide coverage of age groups being taken into as target respondents from below 21 up to 72 and above. As defined by gender, it is worth noting that gender was not directly correlated with the consumers' awareness towards halal tenets (Mashitah, Rafida & Alina, 2013). However, within this study we incorporate the findings from an approximately equal number of respondents for both gender, 120 males and 130 females respectively. The effect of religion on food consumption is embedded within the individual's interpretation of own religious teaching (Allport & Ross, 1967).

5.1.1 Determinants of HFC

As from the finding, path coefficient and T-statistics values of food assurance towards HFC exceed 0.1 and 1.96 respectively. This signified that food assurance is a driver for consumption of halal food among local non-Muslim tourists. This result is supported by Ismail & Nasiruddin (2014) whereby halal food is booming among non-Muslim market especially those with certain health conscious as health is currently the benchmark in motivating tourist's food choice. Additionally, kosher food is deemed safer and cleaner with certified halal logo (Cutler, 2007; Mak et al., 2012).

Malaysia as a multiracial nation with diverse culture (Jamal, 1996) became the premise for acculturation among its citizens via intercultural contact (Berry, 2003). However, as through finding we realized that acculturation influence won't significantly influence the local non-Muslim tourists to choose halal food. This phenomenon is owing to the fact that different religion identity and degree of social interaction with different ethnic (Verneir et al., 2005; Quantaniah et al., 2013) and the halal knowledge of local non-Muslim ultimately resulted in varied sensitivity and acceptance level of them towards HFC.

Personality trait is proven to be a factor directing local non-Muslim tourist to choose halal food. Through the path analysis, this relationship is verified with the coefficient value, 0.372 and t-statistic value, 7.330. This finding is congruent with the past studies that posits that personality trait (food neophobia) perceived indigenous delicacy and culturally unacceptable food such as reptile meat as an 'impediment' (Cohen et al., 2004), hence non-Muslim tourists more inclined to food prepared with halal certification that served as quality cue (Grunert, 2006).

5.1.2 Moderating Role of Government Action

Government action is insignificant in moderating the effect of food assurance towards local non-Muslim tourist HFC. Government effort in pave the way for a Muslim-friendly travel experience is witnessed to yield a consistent growth in Muslim tourists market (Samori et al., 2016). Yet, local non-Muslim tourists are somehow lacking of exposure towards halal marketing & workshop by the government, curiosity being arose about the knowledge of non-Muslims towards halal foods (Krishnan et al., 2017).

Besides, government effort didn't provide a fruitful result in moderating the acculturation influence to trigger local non-Muslim tourist to opt for halal food. It is worth noting that current Malaysia government focus on halal certification and logo (Abdul Khalek, 2014), non-Muslim still stigma on halal concepts due to information scarcity on Islamic dietary code and rules (Golnaz et al., 2010). Thus, it is challenging for government to educate the benefits of HFC among non-Muslim (Mohamed Yunos et al., 2014), thus acculturation is hardly happened.

However, the path analysis evidenced that after being moderated by government action, personality traits did influence the local non-Muslim in HFC. The moderator effect is validated, path coefficient of 0.109 with T-statistics, 1.899. This result is aligned with the past studies by Zulkafar, Anuar & Talib (2012) whereby government possessed a crucial role in developing, educating and promoting the individual and society towards halal awareness. Literature regarding to food consumption recognized that exposure/ knowledge to some foods subsequently enhance the preference for halal foods when repeated exposure resulted in increased familiarity (Birch et

al., 1987) especially to those food neophobia. This thus leads to changes in non-Muslim food consumption behaviour during travel.

5.2 Implications of Study

Table 5.2: Managerial and Academic Implications from Key Findings

Key Findings	Managerial Implication		Academic Implication
	Practitioners	Policy Makers	
Importance of Theory of Mind (ToM)	Proven to be more reliable in predicting consumer's consumption behaviour.	Proven to be more reliable in predicting consumer's consumption behaviour.	Contributed a new and deeper insight in adopting this model in future research.
Food assurance and personality traits importance	<p>Similar weightages placed on each variables to obtain better promotion result</p> <p>Emphasize on halal logo credibility</p> <p>Display halal logo at storefront to attract more local non-Muslim tourists</p>		To further research on either food assurance and personality traits in consumer consumption behaviour
Government Action Importance towards Personality Traits		<p>Reduce emphasizing on food assurance and acculturation promotion</p> <p>Emphasize on individual's personality traits</p> <p>Extensive promotion on</p>	Added into existing literature on the importance of moderation interaction

		JAKIM and HDC; distribution of brochures, promotion through social media to increase and influence non-Muslim knowledge and open-mindedness	
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Source: Developed for the research

5.2.1 Academic Implications

The research findings are able to contribute to several academic implications for academicians. Most of the current researchers predicted consumer's consumption behaviour based on TPB and TRIANM. However, TOM is empirically tested and proven to be even more reliable in predicting consumer's consumption behaviour. It has contributed a new and deeper insight to academicians and researchers in adopting this model in their future research.

Besides, the key findings of this research shows the impact of government action towards food assurance, acculturation influence and personality trait that shapes HFC among local non-Muslim tourists. With the inclusion of moderation interaction, the overall correlation between both independent variables and dependent variable strengthen. Thus, it can be added into existing literature on the importance of moderation interaction in a research.

Lastly, the result of this research shows two out of three independent variables, namely food assurance and personality trait, influenced local non-Muslim tourists in HFC consumption. Researchers are able to focus on these two aspects in examining future research. Additionally, the finding also shows government action as moderator significantly affects personality traits only. Thus, academicians can look for new independent variables or

moderator in analysing HFC behaviour among local non-Muslim tourists to further their research.

5.2.2 Managerial Implications

The findings derived from this research provide managerial implication for practitioners in tourism sector, particularly for halal restaurants, as well as government. Firstly, the result of this research shows a positive correlation among food assurance with HFC and personality traits with HFC. In other words, a majority of local non-Muslim tourists consumed halal food in perceiving halal food are healthier, more hygienic and less animal-cruelty. In fact, they will choose to dine in a restaurant with certified halal logo even when they are unfamiliar with the restaurants, menu options or local food. Through these findings, it shows the importance of having consistent strategies whereby similar weightages are being placed on these independent variables to obtain overall enhanced result. Halal restaurant owners should promote and attract local non-Muslim tourists' through strategies that are able to enhance food assurance and personality traits. As such, certified halal logo can be displayed clearly in the entrance of the restaurants in attracting non-Muslim consumers.

Findings also show government action affects personality traits shaping individuals' HFC. Tourists will more likely to opt for halal food during their tours when they have the knowledge of halal food, especially in unfamiliar places. Thus, government are suggested to carry out more action to acknowledge citizens regarding halal food, as well as to promote the benefits of consuming halal food among non-Muslim. Government should introduce JAKIM and HDC in better way, through distribution of brochures during roadshows or promoting through social media. As non-Muslim does not have in-depth knowledge on halal and halal food, government should come out

with strategies that are appropriate in creating awareness and delivering complete information regarding halal.

Lastly, the findings show government action in influencing food assurance and acculturation among local non-Muslim tourists does not show a positive correlation. Specifically, government action does not influence non-Muslim's perception of halal food being healthier, more hygienic and less cruel. Also, government action in executing 1Malaysia program in promoting acculturation does not influence much on local non-Muslim tourist's HFC. Thus, government effort in affecting food assurance and acculturation influence to support halal food consumption should be reduced. Effort should be placed on influencing non-Muslims personality traits, in the sense of knowledge and open-mindedness.

5.3 Limitations of the Study

The first limitation is communication barriers. The questionnaire had been improved and corrected after pre-test conducted among university's lecturers and 38-sets of questionnaire as pilot study. However, language barriers still occur during our data collection period. We conducted our data collection through judgmental sampling and face-to-face whereby we approached respondents without knowing their level of language knowledge. The questionnaire been conducted in English language in which some respondents we approached could not understand and some misunderstand the meaning. Due to this, some respondents reject to answer the questionnaire and some answered it randomly due to time constraint.

The second limitation of this research includes the topic sensitivity issue. This research is examining local non-Muslim tourists' preferences on HFC, whereby some respondents we approached perceived it as sensitive. Being a multiracial country, it is undoubtedly that various sensitivity issues aroused. Different races

have different perceptions and cultural patterns. During the distribution of questionnaires, many respondents reject to answer the questionnaire as they think it is irrelevant to them. In fact, some of the respondents perceived us as trying to convey the benefits of Muslim religion towards them.

5.4 Recommendations for Future Research

Language barriers can be reduced by preparing multilingual questionnaire for respondents. As we are conducting our research on non-Muslim in different age groups, consisting Chinese and Indian, questionnaires in dual-language consisting Malay and English might be better. By doing so, misunderstanding on the meaning will be resolved. The number of rejection by respondents will be reduced as questionnaires are distributed according to language preference. This will aids in our data collection period through judgmental sampling better. Thus, future researchers targeting non-Muslim respondents should prepare their questionnaires in different language; English and Malay to speed up data collection time period.

Sensitivity issue can be reduced by providing clearer and sufficient information about the topic. We distributed our questionnaire by providing brief description on our research topic verbally to our targeted respondents, causing some of the respondents to be unclear about our objectives resulting in rejection. Thus, future researchers should provide a clear and detail description and objectives of research in this area as the cover of every questionnaire. When respondents understand our research objectives, their perception towards answering the questionnaire would be different. This will increase the overall validity and reliability of the findings.

5.5 Conclusion

In conclusion, this research examines the determinants of HFC among local non-Muslim tourists during their tours. This research indicates food assurance and personality traits having positive correlation with HFC among local non-Muslim tourists and acculturation influence having no positive correlation. Additionally, government action influences the positive correlation among local non-Muslim tourists' personality traits and their HFC behaviour. In fact, the moderation interaction (government action) strengthens this study.

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APPENDICES

Appendix 1: Application of ToM in Clinical/Educational Studies

No.	Author (Year)	Findings
1.	Happe, Ehlers, Fletcher, Frith, Johansson, Gillberg, Dolan, Frackowiak & Frith (1996)	This research paper studied ToM in the brain supported by evidence from a PET scan study of Asperger syndrome. This research paper emphasized on examining brain activity in relation to specific cognitive processes which associated with ToM. The result has shown that brain location may be a key anatomical component of the ToM system.
2.	Lillard (1998)	This research focused on the cultural variations in ToM (Ethnopsychologies). The reports reviewed shows mind is a topic for discourse or speculation, ideas about how the mind operates and the origins of behavior, and also how to conventional the mental states and processes. It is a meaningful variation to be extended in future studies. The result shows that differences in folk psychologies can be separated in different cultures as every culture have their own interesting histories behind; (a) different levels of adherence magic, (b) values relative, (c) different conceptual and (d) denying what is negative.
3.	Shamay, Tomer, Berger, Goldsher & Aharon-Peretz (2005)	This study focused on the “impaired affective ToM” rather than the cognitive facets of ToM in the right ventromedial prefrontal damage. Based on the research, it demonstrated that

		<p>patients with ventromedial were substantially impaired in faux and irony (affective) rather than in second-order false belief (cognitive). These results are discussed in both cognitive and affective facets of “mind-reading” processes mediated by the ventromedial cortex.</p>
4.	Hiatt & Trafton (2010)	<p>This research studied the cognitive model for ToM. The paper develop a cohesive explanation on the functionality of ToM via a selection process to identify the beliefs others may have; then, to predict the desires and behaviors of others, thus adopt it in decision-making mechanisms and simulating what the model would do in the other;s area. The result on this study shows that cognitive model of ToM had been generalizes in many other types of false-belief and ToM tasks.</p>
5.	Dennis, Simic, Bigler, Abildskov, Agostino, Taylor, Rubin, Vannatta, Gerhardt, Stancin & Yeates (2013)	<p>This paper studied the 3 forms of dyadic communication involving the theory of mind (ToM) in children with traumatic brain injury. The research proposes a tripartite model of ToM that distinguishes there types of ToM namely, cognitive (concerned with false belief), affective (concerned with expressing socially deceptive facial expressions), and conative (concerned with influencing other’s thought or feelings). The finding shown that affective and conative ToM possessed a lower threshold for perturbation than does cognitive ToM.</p>

<p>6.</p>	<p>Carlson, Koenig & Harms (2013)</p>	<p>In this paper, the researchers believe that ToM is a foundational social cognitive skill with implications for many aspects of children's functioning as well as peer acceptance and social acceptance. This research paper is emphasizing on when and how the children come to understand of their own and other's minds which refer to ToM. In result, the research shows promise in differentiating domain –specific aspects of ToM from domain-general mechanisms. In addition, there are some future directions for research in this vast and growing field done by this paper.</p>
<p>7.</p>	<p>Suminar & Hastjarjo (2016)</p>	<p>This paper focused on the theoretical model of ToM and pretends play. The second phase of this research involved measurement instrument (i.e. the play instruments which is used in the pretend play) of theory of mind by professional judgment associated with the play. The finding shown that ToM shown positive correlation in child's ability to understand human behavior and ability to represent, conceptualize and explain the reason of self-mental states and other.</p>

Appendix 2: Raw Data

Gender	Age	Race	Religion	HF Consumption	HF Consumption During Tour	FA 1	FA 2	FA 3	FA 4	FA 5	FA 6	AI 1	AI 2	AI 3	AI 4	AI 5	PT 1	PT 2	PT 3	PT 4	PT 5	PT 6	GA 1	GA 2	GA 3	GA 4	GA 5	GA 6	GA 7	GA 8	HFC1	HFC2	HFC3	HFC4	HFC5	
2	3	2	3	1	1	4	4	5	4	4	5	5	4	4	4	4	5	4	4	4	4	4	4	4	5	5	3	3	3	3	4	5	4	4	4	
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1	2	1	1	1	1	3	4	2	3	3	2	5	5	4	4	4	5	3	3	3	3	3	3	2	2	2	2	4	4	4	4	3	3	4	3	
1	2	1	2	1	1	3	3	2	2	3	1	5	5	4	4	5	2	3	5	5	5	4	4	2	5	2	4	4	4	2	2	3	3	3	3	

Determinants of Halal Food Choice among Local Non-Muslim Tourists

2	2	1	2	1	1	3	3	2	2	2	2	5	5	5	5	5	4	2	2	5	2	2	2	2	2	2	4	5	5	5	2	2	2	2	4		
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Determinants of Halal Food Choice among Local Non-Muslim Tourists

2	2	2	3	1	1	3	3	4	3	3	2	5	4	5	5	4	3	3	4	4	5	5	4	5	2	2	1	3	3	3	4	2	2	4	4	
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2	3	2	2	1	1	5	5	5	5	4	4	5	5	5	5	5	5	2	2	2	2	2	2	5	1	1	1	1	1	2	5	5	5	4	4	
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Determinants of Halal Food Choice among Local Non-Muslim Tourists

1	3	1	1	1	1	4	4	4	2	1	2	5	5	4	5	5	1	1	2	4	5	4	5	3	4	4	1	4	3	2	2	2	4	4	4	
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2	3	1	1	1	1	4	4	3	4	2	2	5	5	5	5	4	2	2	2	4	4	5	5	3	4	2	2	4	4	2	5	4	4	5	4	
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Determinants of Halal Food Choice among Local Non-Muslim Tourists

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Determinants of Halal Food Choice among Local Non-Muslim Tourists

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Determinants of Halal Food Choice among Local Non-Muslim Tourists

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Determinants of Halal Food Choice among Local Non-Muslim Tourists

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Determinants of Halal Food Choice among Local Non-Muslim Tourists

1	4	1	2	1	1	4	5	4	2	2	2	4	4	4	4	5	5	5	5	4	5	3	5	2	2	2	4	4	4	4	2	4	3	3		
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Determinants of Halal Food Choice among Local Non-Muslim Tourists

2	4	2	2	1	1	2	4	4	4	4	4	5	5	4	4	4	3	4	3	2	4	5	3	4	2	2	4	3	3	4	2	3	2	4	2	
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Appendix 3: Certificate Letter



UNIVERSITI TUNKU ABDUL RAHMAN

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31st May 2017

To Whom It May Concern

Dear Sir/Madam,

Permission to Conduct Survey

This is to confirm that the following students are currently pursuing their *Bachelor of Marketing (Hons)* program at the Faculty of Business and Finance, Universiti Tunku Abdul Rahman (UTAR) Perak Campus.

I would be most grateful if you could assist them by allowing them to conduct their research at your institution. All information collected will be kept confidential and used only for academic purposes.


The students are as follows:


<u>Name of Student</u>	<u>Student ID</u>
Chua Xiang Ziang	14ABB01070
Lee Shu Lin	14ABB07527
Lau Sin Thean	13ABB02513
Chia Wan Siah	15ABB00876

If you need further verification, please do not hesitate to contact me.

Thank you.

Yours sincerely,


.....
Mr Choy John Yee
Head of Department
Faculty of Business and Finance
Email: choyjy@utar.edu.my


.....
Dr Gengeswari a/p Krishnapillai
Supervisor
Faculty of Business and Finance
Email: gengeswarik@utar.edu.my

Appendix 4: Questionnaire



**UNIVERSITI TUNKU ABDUL RAHMAN
(KAMPAR CAMPUS)
FACULTY OF BUSINESS AND FINANCE (FBF)**

Dear Respondent,

We are undergraduate students from Department of Marketing. For our final year project, we are investigating the *Halal Food Consumption of non-Muslims during their tours*. As you are non-Muslim and have had been on the tours before, we are inviting you to participate in this study by filling up the attached survey form.

The following survey form will require **TEN (10)** minutes to complete. If you choose to participate, please answer all questions as honestly as possible and return the completed survey form promptly.

All the data gathered will be kept confidential and used only for research purpose. It will not be used in a manner which would allow identification of your individual responses. Participation is strictly voluntary and you may refuse to participate at any time. Completion and return of the survey form will indicate your willingness to participate in this study.

Thanks for your participation and contribution for the successful completion of our final year research project. If you require additional information or have questions, please contact us via email indicated below.

Yours,

- 1) Chua Xiang Ziang (Cally)
 - 2) Chia Wan Siah
 - 3) Lee Shu Lin
 - 4) Lau Sin Thean
- Email: cally96@1utar.my

SECTION A: GENERAL INFORMATION

In this section, we would like you to fill in some of your general information. Please indicate tick (✓) for your preferable answer.

1. Gender:
 - Male
 - Female

2. Age:
 - Age 21 and below
 - Age 22 to 40
 - Age 41 to 52
 - Age 53 to 71
 - Age 72 and above

3. Race:
 - Chinese
 - Indian
 - Others (Please Specify:_____)

4. Religion:
 - Buddhism
 - Christianity
 - Hinduism
 - Others (Please Specify:_____)

5. Have you ever consumed halal food before?
 - Yes
 - No
 - Not Sure

6. Have you ever consumed halal food during your tour?
 - Yes
 - No
 - Not Sure

SECTION B: DETERMINANTS OF HALAL FOOD CHOICE

In this section, we would like to know the determinants of halal food choice during your participation in the tour. Please circle the best answer based on the scale of 1 to 5 [Scale (1) = Strongly Disagree; (2) = Disagree; (3) = Neutral; (4) = Agree; (5) = Strongly Agree].

No	Details	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
FA1	Halal food is healthier.	1	2	3	4	5
FA2	Preparation of halal food is hygienic.	1	2	3	4	5
FA3	Halal food preparation involves less cruel animal slaughtering.	1	2	3	4	5
FA4	I look for the display of halal certificate in the restaurants.	1	2	3	4	5
FA5	I look for the certified halal logo in entrance of the restaurants.	1	2	3	4	5
FA6	It is fine to dine in the restaurants without halal certification.	1	2	3	4	5
AI1	I am aware of the cultural differences.	1	2	3	4	5
AI2	I am willing to know and learn about other cultures.	1	2	3	4	5
AI3	I started consuming halal food due to friends and/ or colleagues' influences.	1	2	3	4	5
AI4	I consume halal food when I am with Muslim's friends and/ or colleagues.	1	2	3	4	5
AI5	I get to know the benefits of consuming halal food through my friends.	1	2	3	4	5
PT1	I like to try new food.	1	2	3	4	5
PT2	I will choose halal food even if I am not familiar with the restaurant.	1	2	3	4	5
PT3	I will consume halal food when I am unfamiliar with the available menu options.	1	2	3	4	5
PT4	I consume halal food out of my voluntary.	1	2	3	4	5
PT5	I will consume halal food during my trip due to familiarity.	1	2	3	4	5
PT6	I am dubious to taste novel food in the unfamiliar setting.	1	2	3	4	5

SECTION C: GOVERNMENT ACTION INFLUENCES TOWARDS HALAL FOOD CHOICE

In this section, we would like to know the government action towards influences of halal food choice. Please circle the best answer based on the scale of 1 to 5 [Scale (1) = Strongly Disagree; (2) = Disagree; (3) = Neutral; (4) = Agree; (5) = Strongly Agree].

No	Details	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
GA1	I am aware of the establishment of <i>Jabatan Kemajuan Islam Malaysia (JAKIM)</i> .	1	2	3	4	5
GA2	The halal certification by JAKIM is trustworthy.	1	2	3	4	5
GA3	I am aware of the establishment of Halal Development Corporation (HDC).	1	2	3	4	5
GA4	I learnt about halal context through HDC training programmes.	1	2	3	4	5
GA5	The establishment of 1Malaysia drives me into trying halal food.	1	2	3	4	5
GA6	I came upon halal food benefits through printed media (banner, buntings, etc).	1	2	3	4	5
GA7	I came upon halal food benefits through electronic media (websites, radio, television, etc).	1	2	3	4	5
GA8	I came upon halal food benefits through verbal/non-verbal channels (seminars, workshop, etc).	1	2	3	4	5

SECTION D: HALAL FOOD CHOICE

In this section, we would like to know your halal food choice. Please circle the best answer based on the scale of 1 to 5 [Scale (1) = Strongly Disagree; (2) = Disagree; (3) = Neutral; (4) = Agree; (5) = Strongly Agree].

No	Details	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
HFC1	I usually consume halal food when I am on tour.	1	2	3	4	5
HFC2	I recommended halal food to my family and friends.	1	2	3	4	5
HFC3	My family and friends recommended me to consume halal food during my tour.	1	2	3	4	5
HFC4	I used to gather information about halal food from my family and friends.	1	2	3	4	5
HFC5	I used to read about halal food.	1	2	3	4	5